



**TRANSBAY JOINT POWERS AUTHORITY
CITIZENS ADVISORY COMMITTEE**

MEETING MINUTES

Tuesday, November 7, 2017

TJPA Office
201 Mission Street, Suite 2100
San Francisco, CA

5:30 p.m. to 7:30 p.m.

CITIZENS ADVISORY COMMITTEE

Bruce Agid, Chair
Keysha Bailey, Vice Chair

Paul Bendix
Anthony Birdsey
Paolo Cosulich-Schwartz
Jackson Fahnestock

Robert Feinbaum
Helen Han
Derrick Holt
John Kutay
Charley Lavery

Sean McGarry
Nathan Morales
Patty-Jo Rutland
Jason Smith

Executive Director
Mark Zabaneh

Staff Liaison
Skip Sowko

CAC Secretary
Julie Markus

1. Call to Order

Chair Agid called the meeting to order at 5:30 pm.

Members Present: Chair Agid, Vice Chair Bailey, Paul Bendix, Robert Feinbaum, Helen Han, Derrick Holt, Charley Lavery, Sean McGarry, Nathan Morales, and Patty-Jo Rutland.

Members Absent: Anthony Birdsey, Paolo Cosulich-Schwartz, John Kutay and Jason Smith.

A quorum was achieved.

2. Staff Report

Skip Sowko, TJPA Senior Design & Engineering Manager, presented the report. Mr. Sowko stated that TJPA Board member agencies have obtained concurrence from their respective Boards to have California High Speed Rail Authority (CHSRA) become a new member of the TJPA Board. The TJPA Board will need to approve an amendment to the TJPA Bylaws and Rules of Order to add CHSRA as a new member and acknowledge an additional City & County of San Francisco (CCSF) member to the TJPA Board of Directors.

Mr. Sowko additionally reported, that the TJPA is seeking additional funding opportunities from the Transit and Intercity Rail Capital Program (TIRCP) that receives over \$1 Billion from the Cap and Trade Program. Applications are due to Caltrans on January 12, 2018. The Train Operations Analysis of Two vs. Three Tracks Report has been completed and posted on the TJPA website. There will be a special CAC meeting on December 5, 2017 which will host a panel to discuss a coordinated response to potential homelessness issues in the Transbay neighborhood. The San Francisco Department of Homelessness and Supportive Housing, San Francisco Police Department, East Cut Community Benefit District (CBD) and TJPA will be represented on the panel. TJPA is still awaiting a conclusion on CCSF Planning Department's Railyard Alternatives and I-280 Boulevard Feasibility Study (RAB).

3. Approval of Meeting Minutes: October 10, 2017

There was no member of the public wishing to comment. A motion to approve the minutes was made by Derrick Holt and seconded by Charley Lavery. A unanimous voice vote approved the motion.

4. Presentation by PRI of the proposed Pop-Up Retail Program for the Salesforce Transit Center

Deborah Kravitz, President of PRI gave the presentation. Patty-Jo Rutland asked about the approval of the Pop-Ups with regards to appearance and aesthetics. Ms. Kravitz stated that the TJPA will have final approval on the type of Pop-Up and its location within the Transit Center as well as the continuity based upon the success of the retailer, its appearance and aesthetics. Jackson Fahnestock emphasized that the TJPA should maintain a high level of consistency when implementing Pop-Ups. Ms. Kravitz expressed that PRI has been canvassing high end venues within the Bay Area for businesses with more of an artisanal look and feel. Ms. Kravitz went on to explain that the license agreement with the retail Pop-Ups typically is no longer than a year since within the State of California any retail agreements lasting longer than a year typically convert to a standard lease agreement. Ms. Kravitz expressed that the Pop-Up retailers will mainly be used to activate the center and will not be taking the place of permanent retail leasing. Derrick Holt complimented Ms. Kravitz on her presentation and experience within the industry. Mr. Holt asked about the logistics of food trucks coming in and out of the Transit Center and if they will be inside or outside. Ms. Kravitz mentioned that the trucks will be not be moving in and out throughout the day. There will be a mix of Pop-Ups, based upon the type of food (breakfast, lunch and dinner items). Ms. Kravitz also stated that eventually, they will have Pop-Ups that will be able to

serve all three venues. Helen Han asked who would be responsible for any experiential marketing of the Pop-Ups. Ms. Kravitz stated that PRI will be assisting Biederman Redevelopment Ventures (BRV) and Pearl Media with the marketing portion. Ms. Han asked what the conversion rate was when converting temporary merchants into permanent retailers. Ms. Kravitz stated the conversion rate is typically on average about 27% after being analyzed over a 25-year period but feels this rate will be much higher due to the amount of interest in the Transit Center. Ms. Han also asked about open space for food trucks near the Transit Center. Ms. Kravitz replied that there is an area near Natoma Street and PRI will be working with TJPA on egress for Food Trucks, Farmers Market and various merchants. Bob Feinbaum asked if PRI will be using local flavor when choosing Pop-Ups. Ms. Kravitz said that they are conducting their search within the entire Bay Area and as far as the Los Angeles area. Mr. Feinbaum also asked if PRI will base their rental rates for the Pop-Ups in comparison to Colliers. Ms. Kravitz stated that the rental rates will be solely based on the amount of traffic each Pop-Up brings. Chair Agid asked how much space will be activated and used for Pop-Ups. Ms. Kravitz said the goal is to occupy 100% of the open space based on locations and availability since the Pop-Ups will be mobile. The Pop-Ups will occupy the Ground Floor, Bus Deck and the Rooftop Park. Sean McGarry expressed concern with utilization and traffic of the Pop-Ups and not so much the appearance. Ms. Rutland asked about marketing demographics and the type of Pop-Ups patrons may be interested in. Ms. Kravitz stated that Colliers has provided PRI with this sourced information.

Public Comment:

Jim Patrick stated the focus should be more on activation than the amount of rental income generated from each Pop-Up.

5. Construction Update

Dennis Turchon, TJPA Senior Construction Manager, and Ron Alameida, Director of Design & Construction for the Transit Center Project/San Francisco Public Works, presented the update along with Steve Humphreys, Construction Manager/General Contractor (CM/GC), Martha Velez, TJPA Facility Manager, and Sidonie Sansom, TJPA Chief Security Officer. Mr. Holt felt that the CM/GC team has a good plan in place for the concrete challenges but asked about further delays due to the rebar issue and if it was tied into the concrete. Mr. Alameida stated that some of the slippage was due to rebar being stored in Napa, and inaccessible due to the evacuation orders as a result of the fires, which caused about a two-week delay. Furthermore, the work has been redistributed to other teams to prevent any further delays. Mr. Feinbaum asked if the unused space in the train box could be utilized to store parts. Mr. Alameida replied that the area does not meet fire/life safety requirements for that type of use, so it would not be feasible. Chair Agid suggested that any development of the train box space should be part of Phase 2 since there are not enough funds to implement this type of change in Phase 1. Ms. Han asked what the implications would be if AC Transit does not start operations until June 2018 and how that would tie in with operations overall. Mr. Alameida stated that if AC Transit operations do not begin until June, other operations may be delayed as well. Mr. Alameida emphasized that lease for the Temporary Transbay

Terminal will expire at the end of June and that it is critical that AC Transit does not continue to push out the forecasted date of bus operations. Chair Agid also commented on contingency costs. Mr. Zabaneh stated that there is 176 million unspent dollars so there is technically 76 million left for construction contingency and 100 million in program reserves. Chair Agid asked which items on the presentation were critical for bus operations to begin. Mr. Zabaneh said that all items listed within the construction update are critical for the start of bus operations. Mr. Feinbaum asked about Golden Gate Transit and SamTrans being part of the Transit Center Operations. Mr. Zabaneh stated that both agencies have not expressed interest to hold operations within the Transit Center due to financial constraints.

6. Facility Readiness Update

Martha Velez, TJPA Facility Manager, and Sidonie Sansom, TJPA Chief Security Officer provided the update. Ms. Han inquired about the source of the money for tenant improvements. Mr. Zabaneh explained that the dollars are held in program reserves. Chair Agid stated that he was under the impression that the Salesforce Transit Center “Naming Rights” dollars were to be used for the tenant improvement work. Mr. Zabaneh stated that the TJPA Board of Directors has the option to use the Naming Rights funds for tenant improvements. Chair Agid asked about the amount of retail space inquiries in the past month. Ms. Velez stated that Colliers has received a steady stream of interest as they will need to fill 35 retail spaces which will be located on the ground floor and bus deck. Ms. Han asked if there was going to be an additional restaurant to the large-scale restaurant on the Rooftop Park. Ms. Velez stated that there are plans for another restaurant but not to the scale of the one already planned.

7. Public Comment

Jim Patrick commented on pigeon management and asked how the TJPA would manage pigeons within the Transit Center since it was a major issue in the previous terminal. Mr. Patrick also stated that since CCSF is working on Natoma Street, they should work with TJPA since the TJPA has a parcel adjacent to the area.

8. CAC Member Comments & Future Agenda Requests

Future agenda requests include: 1) transition into operations at the transit center and AC Transit’s readiness; 2) review of the plans for Mission Square; 4) review of bus and traffic circulation in the area surrounding the transit center; 5) coordination between the East Cut CBD and the Asset Management team; 6) train doors and platforms heights for DTX; and 7) PR strategy for opening of the transit center.

9. Adjourn

Chair Agid adjourned the meeting at 7:35pm.