



Message from TJPA Executive Director

As we wrap up 2024, we want to extend our warmest wishes for a joyful holiday season and a happy new year!

This year, we proudly continued to provide essential transit connections to downtown San Francisco in partnership with our Salesforce Transit Center operators. We made significant progress on The Portal project, moving closer to construction, and welcomed countless visitors and riders who dined, transited through, or participated in one of the 640 free activities and events at Salesforce Park.

It has been a delight to see new and returning visitors explore the largest elevated rooftop park in the western United States, take in the stunning architecture of this iconic San Francisco landmark, and enjoy memorable events from the Transit Center's sixth birthday celebration in August to our inaugural Harvest Fest on our rooftop Salesforce Park.

In 2025, we look forward to continuing to work closely with our partners and stakeholders to help further activate downtown San Francisco. We will continue to offer more diverse and engaging free Park activities and events along with progressing durable technical work for The Portal to advance the project. Together, we're bringing the Transbay Program's vision to life, bringing communities closer and ultimately, connecting the Transit Center to California with a sustainable one-seat ride.

Best,

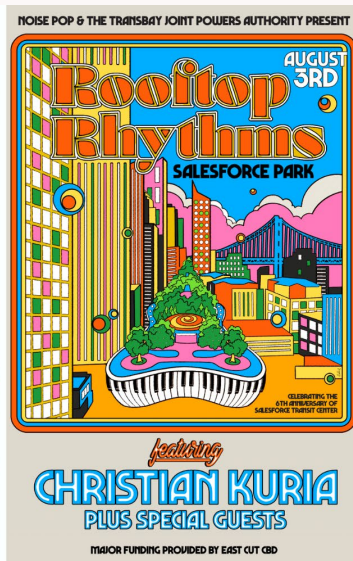
Adam Van de Water

Warm Wishes this Holiday Season



We wish you a joyous holiday season and a happy new year!

In Transit Center News



Photos [Left to Right]: Inaugural Harvest Fest, October; Sixth Birthday Poster for Salesforce Transit Center, August; and Modi grand opening, November.

In 2024, we welcomed back the Shoeshine Guild to our Transit Center’s Grand Hall and introduced a fresh twist on Italian and Mexican cuisine with the arrival of the Modi restaurant on the Natoma Street side of the Transit Center. In 2025, we look forward to welcoming Dim Baos and Juice Bar alongside a new Barebottle location in our Grand Hall. As return-to-work trends and ridership at the Transit Center continue to grow with a 22% year-over-year increase and daily visits peaking at 150,000, we’re on track to exceed 1 million visits at the Transit Center by end of year.

Salesforce Park continues to be a hub of activity, with 640 free programs this year that brought nearly 43,000 visitors. Our live music series, Yoga and Toddler Thursday were some of our most popular programs. Additional event highlights included the San Francisco Old Time and Bluegrass Festival, which drew 1,300

attendees; and a sold-out Rooftop Rhythms concert with SF native Christian Kuria for the Transit Center's sixth birthday. We expect to host more programs next year, with new additions including a weekly lunchtime poetry series kicking off in January. Stay tuned for more updates on Salesforce Park by following us on Instagram at [@salesforceparksf](#) or [@transitcenter](#) along with [Facebook](#), and [X](#).

TJPA's 5th Annual Holiday Park Lighting and Winterfest!

It was great to celebrate this holiday season with so many of you at our annual Salesforce Park holiday lighting that kicked off the 5th Annual Winterfest weekend activities, which brought over 1,700 people.



December 6-8, Winterfest, a Three-day Weekend of Fun for Everyone.

Update on The Portal

This year, we celebrated a \$3.38 billion federal funding commitment and acceptance of The Portal into the Engineering phase of the Federal Transit Administration's Capital Investment Grants Program with Speaker Emerita Nancy Pelosi, Senator Scott Wiener, Mayor London Breed,

and our agency partners and stakeholders through a press conference in our Grand Hall in May (see picture on the right). The Portal will link 11 transit systems across California, enhancing connectivity and mobility of Californians, reducing climate impacts, and expanding economic opportunities. Also, we were awarded nearly \$25 million from the Federal Railroad Administration through the Consolidated Rail Infrastructure and Safety Improvements (CRISI) grant program to advance final design for the track and systems of The Portal. In 2025, we will work to continue to advance important technical efforts and close the funding gap as we meet with newly elected lawmakers from the local, regional, state and federal levels.



We continued to offer behind-the-scenes tours of our Transit Center and two-level trainbox. This year, we had nearly 50 groups with approximately 600 attendees learn about the TJPA, our Transit Center and the important work to advance The Portal project.



Photos [Left to Right]: Federal and State Delegation, August and East Cut Community Benefit District, December.

3D Art Unveiling at Salesforce Transit Center

During September's Transit Month, we hosted a 3D art installation unveiling with

California High-Speed Rail Authority and transit enthusiasts outside the doors of the Transit Center's Grand Hall. This installation highlights The Portal by offering a 60-foot view below ground into the future high-speed rail platform, which will connect Caltrain and the statewide high-speed rail system to downtown San Francisco, allowing travel to Los Angeles in under three hours. Swing by and check it out! Snap a pic, strike a pose, or soak it in—don't forget to share your experience on social media and tag us.



Photos: Decal Unveiling with Transit Enthusiasts and Partners.

For more information, please visit: www.tjpa.org
