

# Annual Progress Report and Plan for 2025

TJPA Board  
January 30, 2025



# TJPA's Commitment to Transit and Bay Area

## Delivering on the Transbay Program vision:

- Provide critical transit connections through the multimodal Salesforce Transit Center
- Create and activate a transit-oriented neighborhood with housing, open space and retail
- Continue working to connect Caltrain and California High-Speed rail service to Salesforce Transit Center in downtown San Francisco

## A Commitment to Downtown San Francisco's Economic Vitality

- Connecting riders to their important destinations in downtown SF and throughout the Bay Area
- Maintaining a safe and clean Transit Center 365 days, 24/7
- Providing an iconic public destination with free programming and activations along with retail and wellness services



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City Center + Calverton

5R FULTON RAPID  
Ocean Beach

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# Transit Center Operations

# Operating a World-Class Facility

## 2024 Accomplishments

- Recorded over 1 million visits in 2024 with an average stay of 36 minutes
- Brought back Shoeshine Guild and opened new restaurant, Modi on Natoma Street
- Worked with pop-up vendors like Gio Gelati and Joyride Pizza to provide seasonal bites in the park
- Stabilized facility operations and management by transitioning property management services to TJPA staff
- Performed various 5-year maintenance projects, including elevators and fire life safety systems
- Completed replacement of over 200 media players to enhance the Center's digital wayfinding system
- Successfully updated Data Center network infrastructure
- Expanded the Zero Waste Program with assistance from the SF Department of Environment and Recology



Modi Opening



Shoe Shine Guild

# Activations at Salesforce Park

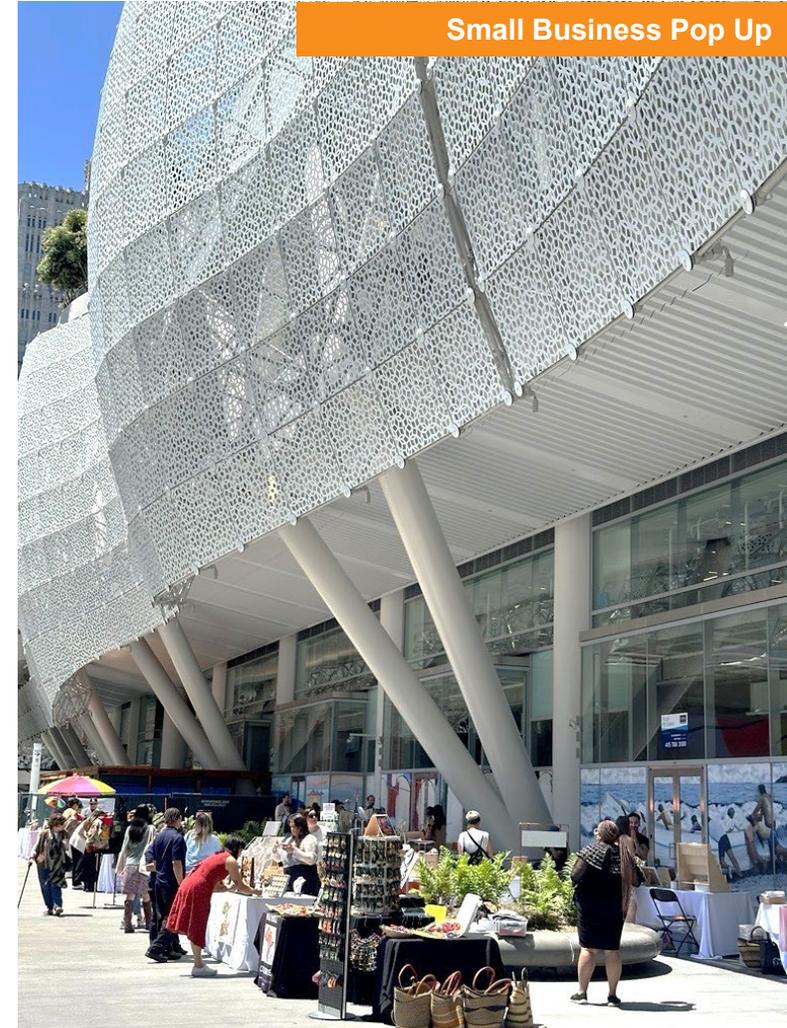
## 2024 Accomplishments

- Hosted over 640 activities and increased park event attendance by 20%, bringing over 43,000 attendees
- Added new seasonal celebration, Fall Harvest Festival
- Hosted Suds Francisco, SF's largest Beer and Music festival, in partnership with rooftop tenant, Barebottle Brewing, and 25 breweries from around the country
- Produced a sold-out concert with Noise Pop, celebrating the Transit Center's sixth year anniversary
- Continued to reinvigorate downtown SF by activating the Natoma Pedestrian Walkway with SF Office of Small Business to celebrate SF Small Business Week
- Worked with Into the Streets, the East Cut Community Benefit District (CBD), Yerba Buena CBD, Noise Pop, and neighborhood stakeholders to organize Downtown First Thursdays, which brings over 10,000+ people downtown each month



# 2025 Goals for Transit Center

- Continue to support downtown vitality with pop-ups, strategic partnerships, and community events
- Open new retail spaces, including Barebottle in the Grand Hall and Dim Baos on Natoma Street
- Sustain attendance and enhance our diverse selection of free Park activities and events
- Maintain/enhance safety, accessibility, and state of good repair
- Further enhance digital and physical Wayfinding in the Center
- Upgrade/refresh IT infrastructure, including Next Generation Firewall, Enterprise LAN Network Infrastructure, and Internet Gateway Router
- Connect programming to downtown revitalization efforts



# Maintaining a Safe and Secure Facility

## 2024 Accomplishments

- Hosted a security exercise for Intermodal Security Training and Exercise Program (I-STEP) with the Transportation Security Administration
- Proactively developed and improved Security Program using a comprehensive approach integrating detailed safety protocols and security measures to develop a Safety and Security Plan
- Maintained over 90% adherence across 17 security and emergency preparedness categories

## 2025 Goals

- Continue coordination with Transportation Security Administration through Monthly Security Enhancement Through Assessment
- Complete the upgrade of the Video Management and Access Control Infrastructure
- Strengthen collaboration among the security operations team, SF Police Department, operators, tenants, and neighboring communities for a safer environment



**I-STEP exercise brought more than 80 participants together, including operators and federal, state, and local law enforcement and intelligence agencies.**



The Portal

# Advancing The Portal

## 2024 Accomplishments

- Federal Transit Administration accepted project into the Engineering phase of Capital Investment Grants Program and committed \$3.38 billion, resulting in 71% funding committed
- Published shortlist of three contractors for the 40-CT civil and tunnel contract
- Completed work on the successor Memorandum of Understanding (MOU), along with a Management Agreement and Work Plan for the six-member agencies
- Configuration Management Working Group approval of several deferrals and scope reductions (secondary mitigations) to reduce overall program cost
- Completed utility trenching to map underground utilities on alignment



# 2025 Goals for The Portal

- Environmental Assessment (CEQA/NEPA) work for cost reduction secondary mitigations
- Caltrain Concept of Operations study for the staging of work in and adjacent to the 4th and King Yard
- Design for required track rearrangement in the 4th and King Yard to connect with The Portal
- Completion of 40-CT civil and tunnel contract procurement documents
- Revised 60% design for utility relocation
- Advancement of right-of-way activities
- Implementation of the Integrated Project Delivery Team
- Advance critical third-party agreements
- Secure additional matching funds toward FFGA





# TJPA Engagement and Advocacy

# Public Engagement Through Tours and Events

## 2024 Accomplishments

- Increased public awareness about Transbay Program by hosting nearly 50 behind-the-scenes tours with over 640 attendees:
  - Elected officials from all government levels
  - Foreign delegations, including from Japan, Taipei and Korea
  - World Economic Forum
- Nearly 90 public tours of the Salesforce Transit Center through our partnership with SF City Guides, bringing over 730 attendees
- September Transit Month - Tabling with Transit Center transit operators and Social Media campaign partnership with SF Transit Riders
- Increased awareness about The Portal
  - 3D Art Unveiling Installation
  - High-Speed Rail Authority Open House



3D Decal Unveiling

## 2025 Goals

- Expand Center branding and marketing
- Increase community engagement on services and activities, including tours
- Increase The Portal awareness/support through project outreach



# Advocacy for TJPA

## 2024 Accomplishments

- Increased advocacy for TJPA, specifically operational funding of Salesforce Transit Center and capital funding for The Portal
- Submitted 4 federal grant applications and 1 federal Community Project Funding with nearly \$25 million CRISI award
- Awarded \$1 million for Center Wayfinding improvements from a 2023 request submittal
- Consistently engaging state and federal delegations along with local and regional leaders

## 2025 Goals

- Briefings and tours with newly elected officials from local, regional, state and federal levels
- Participate in the re-authorization of the State's Cap & Trade Program
- Advance The Portal's prioritization at MTC
- Advocate for The Portal in 2026 Regional Transportation Measure discussions
- Apply for discretionary grant funding for operational and capital needs



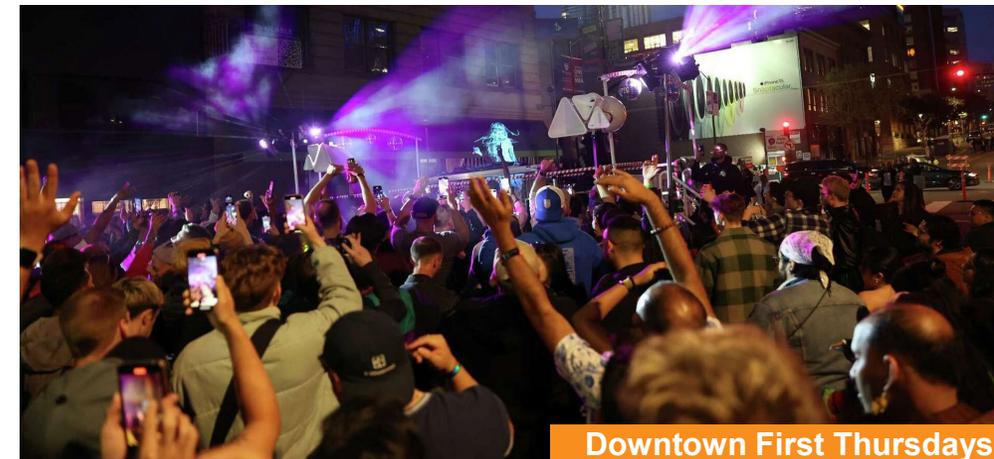
# TJPA in The Neighborhood

# TJPA in the Neighborhood

- Work with OCII and East Cut CBD to complete operational and design discussions for East Cut Sports and Dog Park (anticipated construction start in 2026)
- Align efforts with City strategies to increase transit ridership and attract and retain businesses/workers downtown
- Advance remaining Transbay development opportunities (Blocks 3 and 4 redesign, Parcel F and 530 Howard schedules)
- Promote downtown revitalization, including as member on the East Cut CBD and Bay Area Council Boards
- Promote Park programming, tenant offerings, and special events to broader audience
- Connect, cross-promote, and leverage adjacent activations (parades, events, All-Star game, openings, etc.)



East Cut Sports and Dog Park



Downtown First Thursdays

# Questions?

**TJPA**

TRANSBAY JOINT POWERS AUTHORITY

425 Mission Street, Suite 250, San Francisco, CA 94105  
415.597.4620 • [www.tjpa.org](http://www.tjpa.org)

