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Message from TJPA Executive Director

As we wind down 2023, we want to extend our warmest wishes for a great holiday season and a happy new year.

In 2023, we continued to provide essential transit connections to downtown San Francisco in partnership with our Salesforce Transit Center operators; technically advanced The Portal project; and welcomed visitors and riders who transited through, dined in, or participated in one of the 650 free Salesforce Park activities and events programmed this year.

2023 has felt like a year in transition and it is always a joy to see new visitors discovering for the first time the largest elevated rooftop park in the western United States and marveling at the architecture behind San Francisco's iconic landmark and world-class destination.

In 2024, we look forward to continuing to work with our partners and stakeholders to continue San Francisco's downtown recovery, program more diverse and fun-free events, and advance The Portal, to complete the vision of the Transbay Program, ultimately connecting the Center to San Jose, Silicon Valley, and the State of California through a sustainable one-seat ride.

I hope to see you in the park, on the bus, or around the table as we work together to build our connected future.

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

In 2023, we welcomed three new restaurants to the Salesforce Transit Center: [Charley's Philly Steaks](#), [Per Diem](#), and [Tycoon Kitchen](#). The restaurant openings couldn't come at a better time as we have seen an increase in ridership of over 30% compared to 2022 and had over 200,000 visits monthly. With over 70% of the 100,000 sq ft of retail space at the Center leased, we look forward to welcoming three new Center dining options in 2024 to complement a new [Barebottle](#) location in our Grand Hall: Dim Baos, Juice Bar, and Modi.

In 2023, over 30,000 attendees participated in 650 [free activities](#) and/or events at our 5.4-acre rooftop Park, which included fitness classes, birding and gardening tours along with live music and toddler classes.

Photos [Left to Right]: Spring Fling, April and Alice in the Wonderland Math Quest, November.



TJPA's 4th Annual 2023 Holiday Park Lighting and WinterFest!

It was great to celebrate this holiday season with so many of you at our annual Salesforce Park lighting that kicked off the 4th Annual WinterFest activities, which brought over 1,500 people.



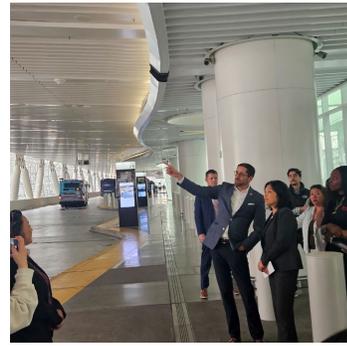
December 8-10, 2023 Winterfest, a 3-day weekend of fun for everyone.

The Portal

In 2023, we advanced The Portal to 30 percent design, approved an Interagency Cooperation Agreement with the City and County of San Francisco, and requested entry into the Engineering phase of the Federal Transit Administration's Capital Investment Grants (FTA CIG) program. Acceptance into this FTA CIG phase is a major milestone in advancing the project to receive this federal grant. In recognition of our efforts to advance the project, we were awarded \$60 million from California's Cap and Trade program, in Transit and Intercity Rail Capital Program funds, for Project Development tasks that will help us advance pre-construction activities.

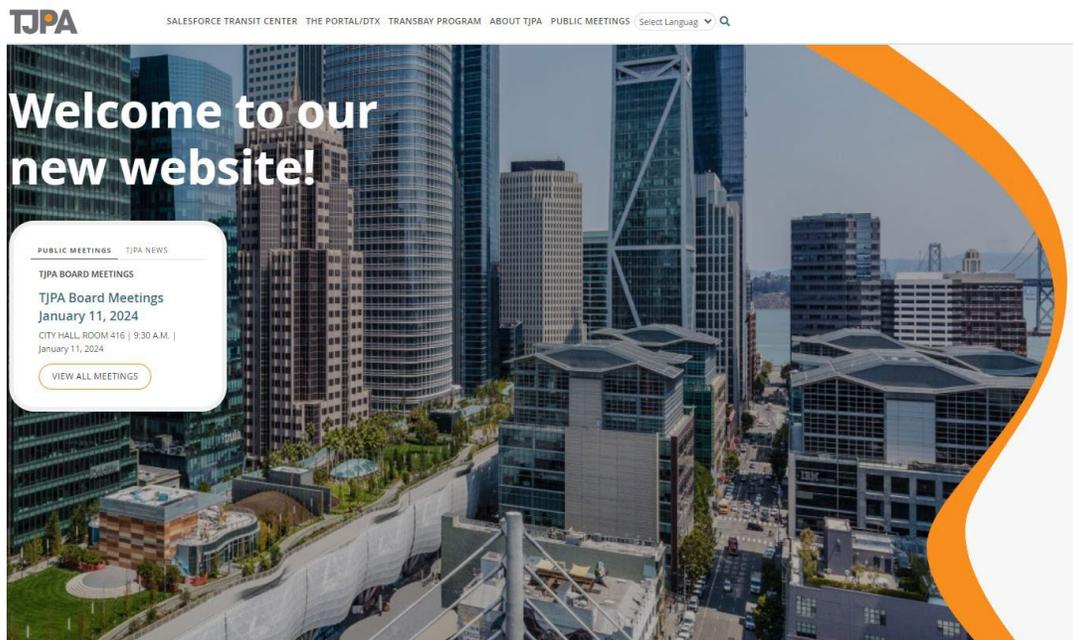
We continued to host behind-the-scenes tours of the already-built two-level trainbox found underneath our four-block-long Center.

Photos [Left to Right]: SF Young Planners, July, Caltrans District 4, August, and US Acting Labor Secretary Julie Su's visit, November.



Have you visited our new TJPA website?

In October, we launched a new website that combines the previous TJPA website and the Salesforce Transit Center website into one modern, user-friendly site at www.tjpa.org where you can find everything from information on transit connections, free park programming classes, restaurant openings, and contracting opportunities.



Follow us on social media:



www.tjpa.org