



**SFMTA**

# Brand Merchandising & Licensing Update

**MTAB Workshop, January 2024**

Jeanne Brophy

External Communications Division: Marketing, Digital, Creative Services,  
Archive, Photography

# Strategic Licensing Partnership Program



- Brand partnerships offer strategic alliances between two or more entities that increased reach and audience development; improved brand awareness; loyal customers; brand awareness via social media and supporting relevant content creation
- Marketing tested first effort of a licensing partners through an in-kind sports sponsorship over a fixed two-week promotional ordering period
  - ~700 jersey sales for the club
  - Pilot is ongoing for two years
- Based on success of the program we are considering expanding the program with local artists to help support and enable economic gains for small business in a positive brand ethos

# Brand Merchandise: Retail Store Pilot Exploration

## *Requirements*

- Vendor builds out product inventory at their initial investment with a commitment that we sell through all inventory during a 9-month sales window
- SFMTA's revenue would be 10-15% of sales paid monthly
- Retail site would be up in 90 days from contract sign off
- Pilot would focus on 20 products in the soft goods category, all made in North America
  - T-shirts, totes, caps, etc.
- Future opportunities to partner with local artists to promote, produce and sell their licensed goods



# Appendix

One strong possible pilot vendor, prioritizes making a positive impact through environmental stewardship, diversity and ethical business practices.

## Vendor Case Studies (Transit Clients):

Metrolinx (Greater Toronto):

<https://themetrolinxshop.com/>

Translink (Vancouver Transit):

<https://translinkstore.ca/>

TTC (Toronto Transit Commission)

<https://www.ttcshop.ca/>

Other Clients: KPMG, FEDEX







**SFMTA**

San Francisco

**TRANSPORTATION 2050**



**BUILDING PROGRESS**  
Program

Office of the Chief Strategy Officer  
Building Progress Program

# Joint-Development Program

December 5, 2023

## State of Good Repair

Stations

**12**

Buildings\*

**31**

Acres of Land

**60**

Building Sq. Feet

**1.9 M**

Building Value

**\$2.6 B**

Backlog Value

**\$0.9 B**

Stations Value

**\$2.6 B**

Backlog Value

**\$0.7 B**

Investment and rehabilitation in the SFMTA's campus of facilities across San Francisco takes on **one of the agency's biggest State of Good Repair challenges.**

Sources:

[2021 SFMTA State of Good Repair Report](#)

[2017 SFMTA Facilities Framework](#)

\*Does not include inventory of 45 owned Operator Restrooms

A once in a generation opportunity.

## BUILDING PROGRESS



Fixing our buildings modernizes our maintenance capability and ***reduces building maintenance costs and energy use.***

San Francisco

## TRANSPORTATION 2050



Our land is valuable and through joint-development ***could generate \$30+ million a year for transportation.***

Our land throughout San Francisco provides a once in a generation opportunity to generate significant revenue to fix our system and invest in transit service.



**Bus and  
Rail Yards**

**Parking  
Garages & Lots**

**Transit  
Shelters**

**Subway  
Stations**

**Surface  
Platforms**

**Our approach for joint-development is to maximize revenue opportunities** with our real estate portfolio through partnerships, economic development and good land use.

All revenues generated will be re-invested back into transportation infrastructure and transit service.



As a first step, in 2017 we completed our first ***Facilities Framework***, the agency's first comprehensive campus plan.

*What it did do:*

- Base land use plan for joint-development at Potrero Yard and Presidio Yard.
- Advance the agency away from “lease” to “own” to reduce long-term operating costs.
- This included a permanently owned Paratransit Facility to reduce operating costs due to deadheading and have a fixed site – assumed at Woods Yard.

Source:  
[2017 SFMTA Facilities Framework](#)

# **We are updating the *Facilities Framework* now. Plan to be done by late-Spring 2024.**

*What it's planned to do:*

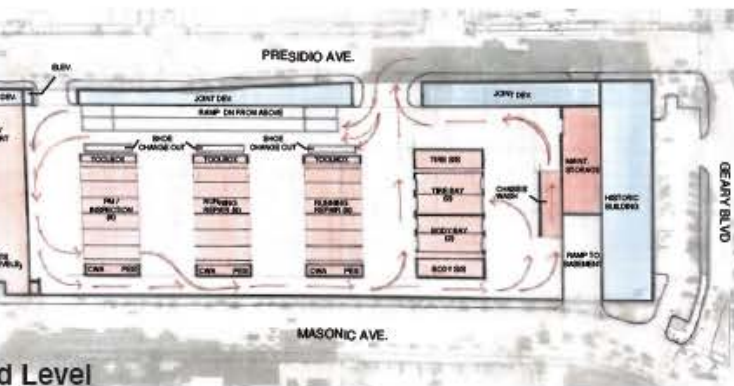
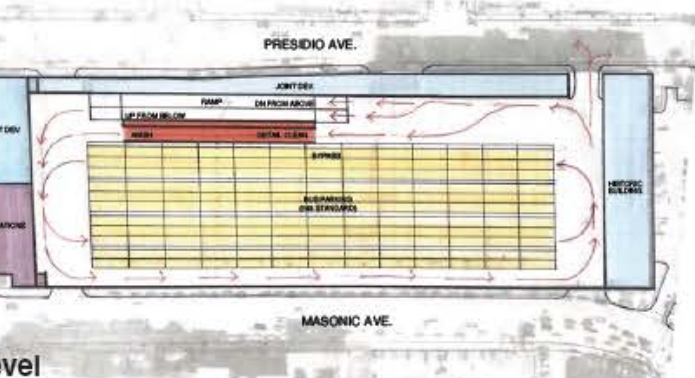
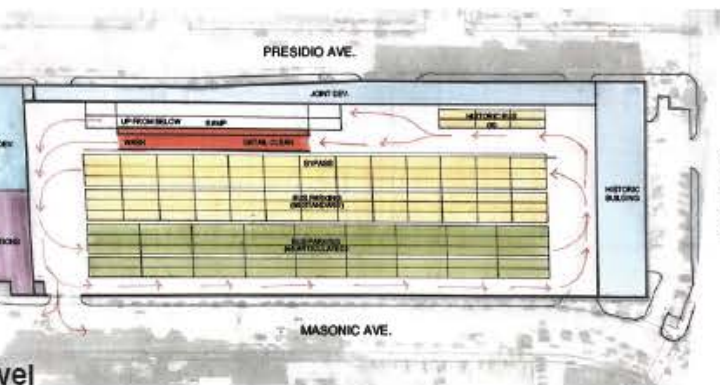
- Joint-development opportunities and preliminary land use at Flynn Yard and Woods Yard.
- Prepare the agency for fleet electrification and infrastructure redundancy (preparing Caltrans Grant).
- Integrate opportunities investigated at Moscone Garage and 5<sup>th</sup> and Mission Garages.
- Consider the short and long-term plans for Kirkland Yard.

*The framework always needs to be operationally conscious and produce outcomes that support the agency's ability to meet the City's goals for transportation.*

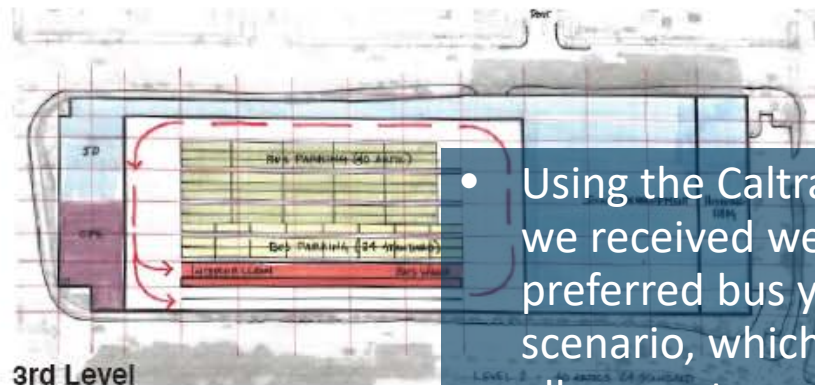
- Legislative template for P3 process in the City.
- Now have template RFQ + RFP for Major Project Process
- SFMTA will entitle and CEQA clear a 100% affordable housing project on site (no revenue generation).
- SFMTA will get a 3-story modernized trolley facility with a useful life of 75+ years.



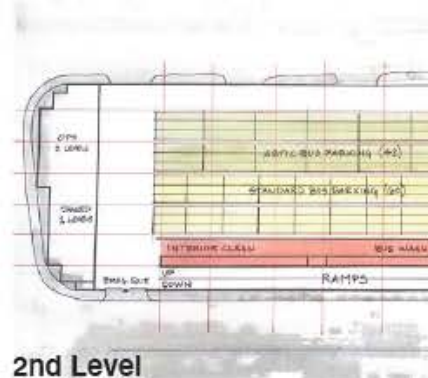




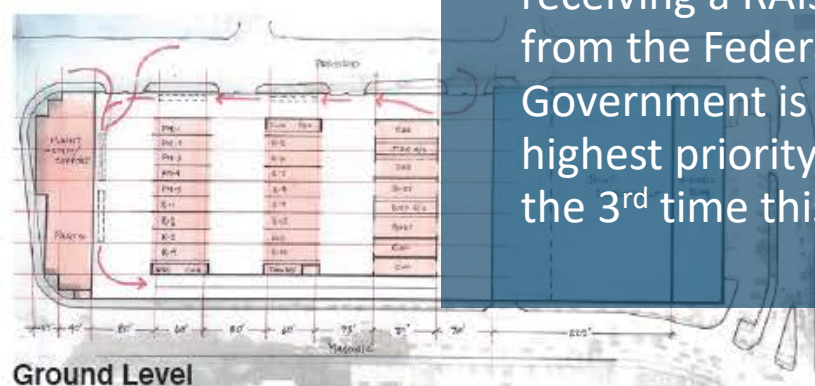
B6



3rd Level



2nd Level

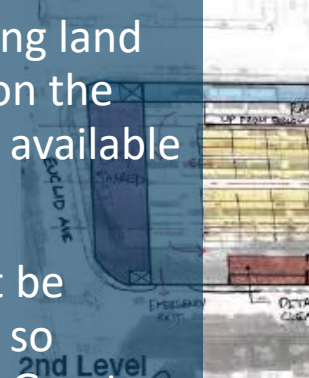


Ground Level

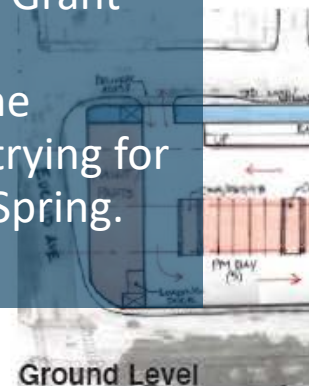
C1



3rd Level



2nd Level



Ground Level

- Using the Caltrans Grant we received we have the preferred bus yard scenario, which now allows us to consider revenue generating land use alternatives on the remainder of the available site at Geary.
- This project must be federalized early, so receiving a RAISE Grant from the Federal Government is the highest priority; trying for the 3<sup>rd</sup> time this Spring.



**5<sup>th</sup> and Mission  
Garage**

**Moscone  
Garage**

**Moscone Station  
(4<sup>th</sup> and Folsom)**

Now that we have a clear process for P3 and securing a developer we can replicate easily – we can advance plans on these opportunity sites.

# Here are policy areas we are working on

- Legislation/Ordinance to make P3 process permanent for multiple sites – *Presidio upcoming*
- Legislation/Ordinance modifying sections of the planning code related to signs – *garages, transit shelters, stations – revenue generation*
- *Legislation/Resolution* amending agreement with Intersection related to extended partnerships for asset *revenue generation – garages and stations*
- State or Local Legislation allowing the SFMTA to retain property taxes generated from developments on its sites – *essentially allowing for redevelopment*. This would apply to SFMTA's bus yards and parking garage and station sites

# Here is the critical path of what we have on deck.

## Facilities Framework Update

**Presidio Yard**

**Potrero Yard**

**P3 Process  
Leg/Ordinance**

**Caltrans Planning Grant –  
Electrification Redundancy**

**USDOT Raise Grant –  
Presidio Yard Joint-Development**

**Moscone Station  
(4<sup>th</sup> and Folsom)**

**Intersection  
Contract Amd.**

**Moscone  
Garage**

**5<sup>th</sup> and Mission  
Garage**

An aerial photograph of a city street, likely in San Francisco, showing a mix of modern glass skyscrapers and older, more ornate buildings. A large, semi-transparent white text overlay reads "Thank you." in the center of the image. The street below has a red-paved section and a construction area with dirt and equipment. The background shows a dense urban landscape with hills visible in the distance.

Thank you.