

# Grand Opening

A memorable inclusive regional celebration



# Grand Opening Goals

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- Educate Riders
- Build Awareness and Excitement for Opening
- Showcase Transit Center's Transportation, Park, Art & Retail Opportunities



# Deliverables

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- Rider Transition Program
- Tours Series
- Ribbon Cutting
- Neighborhood Block Party
- Branding & Marketing of Grand Opening
- Media Relations
- Social Media Advertising Campaign
- Community Outreach



# Rider Transition & Tours

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- Conducted a multi-lingual two phase rider outreach program with transit partners to seamlessly transition customers to the new center first in June and then in August.
- Hosted a series of tours for future customers, neighbors and community leaders



# Ribbon Cutting

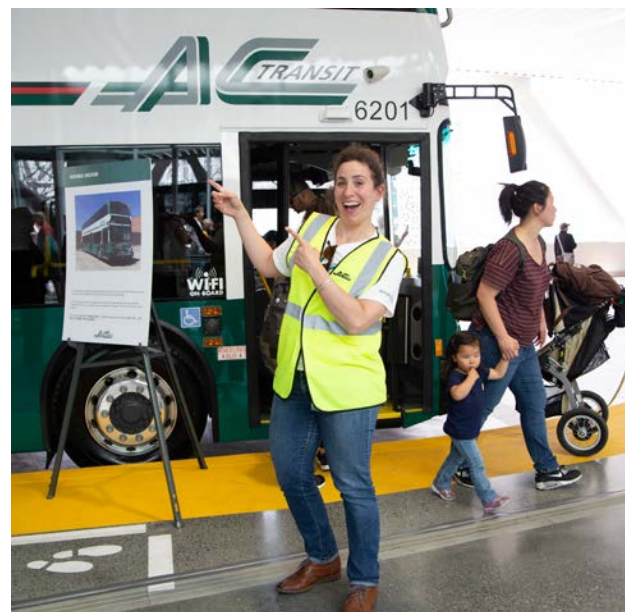


Hosted Successful Ribbon Cutting Ceremony with local, regional and federal leaders





# Neighborhood Block Party Highlights





# Neighborhood Block Party

