



TO: San Francisco Taxi Drivers, Color Schemes and Medallion Holders
 FROM: Philip Cranna, Enforcement & Legal Affairs Manager, SFMTA Taxi Services
 DATE: September 16, 2022
 SUBJECT: **Dreamforce 2022**

Please note that [Dreamforce 2022](#) will take place in San Francisco from September 20 through September 22, 2022. Expect high demand to and from SFO at the beginning and end of the event, with high demand for trips around town during the event.

There will be temporary taxi stands for ***pick up and drop off only***:

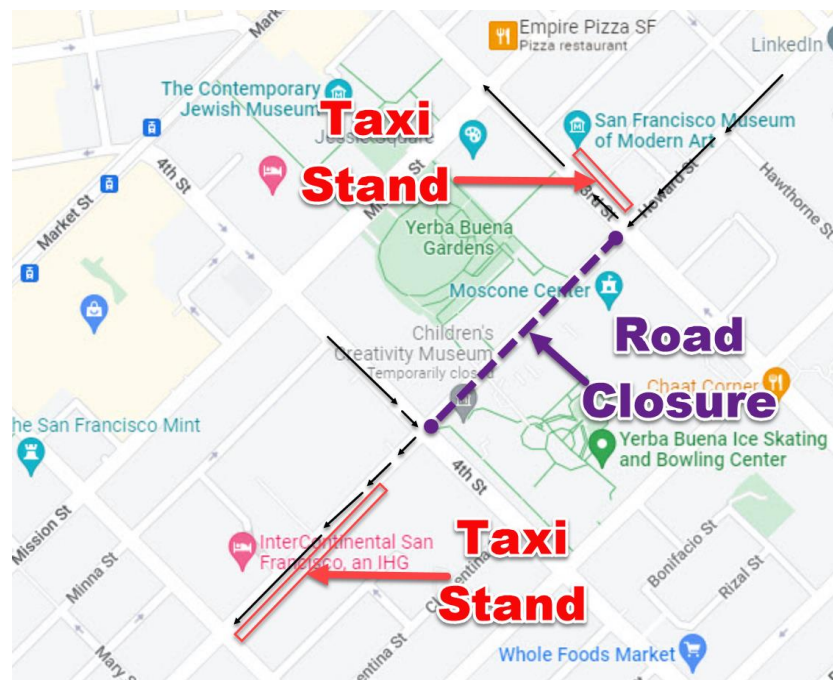
- Eastside of Third Street (northbound) between Howard and Minna streets
- Southside of Howard Street (westbound) between 4th and 5th streets

A street closure of Howard Street between 3rd and 4th streets will be required for the Dreamforce Convention continuing through 8 p.m., Sunday, Sept 25.

Tuesday, Sept. 20, through Thursday, Sept. 22: The Salesforce Corporation will be holding its yearly Dreamforce Convention at the Moscone Center. Conference hours will be from 7 a.m. to 8 p.m. each day. An attendance of 30,000 is expected at Moscone Center North, South and West.

Significant traffic congestion is anticipated in and around Moscone Center between 7 a.m. and 7 p.m. daily for the duration of the closure, particularly on streets immediately east of 3rd Street and on 4th Street between Market and Howard streets during mornings and afternoons. Travelers are encouraged to take public transportation or use alternate routes. There will be heavy pedestrian traffic in the area.

Howard Street traffic will be detoured via southbound 2nd Street to Harrison Street, or via New Montgomery Street to Hawthorne Street to either Folsom or Harrison streets.



Taxi Stand and road closure map