



TO: San Francisco Taxi Color Schemes and Medallion Holders
 FROM: Philip Cranna, Enforcement & Legal Affairs Manager, SFMTA Taxi Services
 DATE: September 16, 2024
 SUBJECT: **Dreamforce 2024**

Please note that [Dreamforce 2024](#) will take place in San Francisco from September 17 through September 19, 2024. 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***:

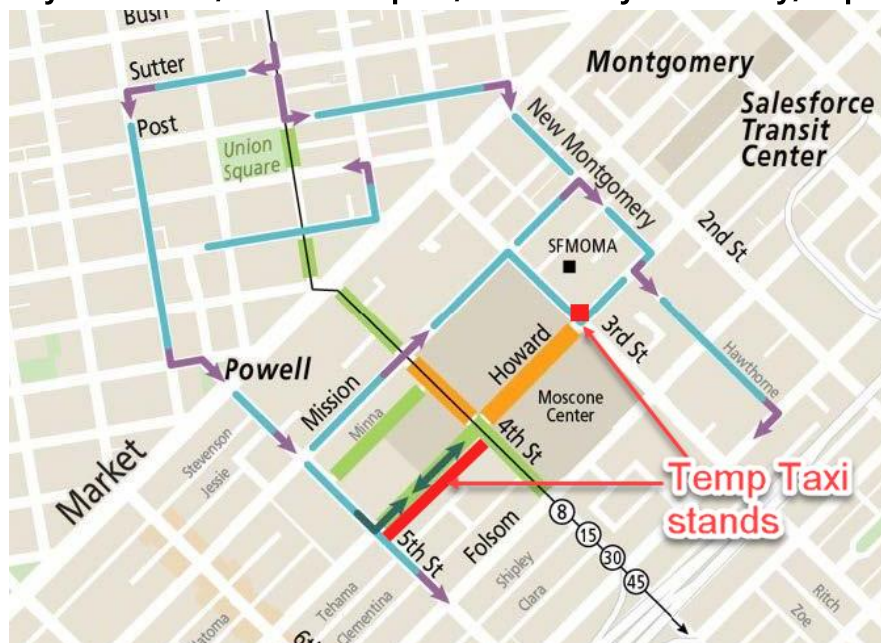
- W Hotel Northside of Howard (westbound) east of Third Street
- Southside of Howard Street (westbound) between 4th and 5th streets

A street closure of Howard Street between 3rd and 4th streets will be required for the Dreamforce Convention.

Tuesday, Sept. 17 through Thursday, Sept 19: The Salesforce Corporation will be holding its yearly Dreamforce Convention at the Moscone Center. Conference hours will be from 7 a.m. to 9 p.m. each day. Registration will begin at 6 a.m., Monday, Sept. 16. An attendance of approximately 30,000 to 35,000 is expected at Moscone Center North, South and West.

Event Street Closure & Traffic Restriction Maps

Daytime hours, 6 a.m. to 8 p.m., on Monday - Thursday, September 16 - 19:



Legend:

- Street Closed
- Traffic Detours
- Local Traffic Only
- Local Traffic Only Routing
- Muni Bus Routing on 4th St



Nighttime hours, 8 p.m. to 6 a.m., on Monday - Thursday, September 16 - 19:
Also in effect September 9 - 15 and September 20 - 22, 10 p.m.



Legend:

-  Street Closed
-  Traffic Detours
-  Local Traffic Only
-  Local Traffic Only Routing
-  Muni Bus Routing on 4th St