



TO: San Francisco Taxi Color Schemes and Medallion Holders
FROM: Philip Cranna, Enforcement & Legal Affairs Manager, SFMTA Taxi Services
DATE: September 11, 2023
SUBJECT: **Dreamforce 2023**

Please note that [Dreamforce 2023](#) will take place in San Francisco from September 12 through September 14, 2023. 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.

Tuesday, Sept. 12 through Thursday, Sept 14: 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. Registration will begin at 6 a.m., Monday, Sept. 11. An attendance of approximately 30,000 to 35,000 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. 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.

