

**STAFF REPORT FOR CALENDAR ITEM NO.: 13
FOR THE MEETING OF: December 8, 2022**

TRANSBAY JOINT POWERS AUTHORITY

BRIEF DESCRIPTION:

Approve the Downtown Rail Extension (DTX) Rebranding Plan consisting of a new name, marks, and tagline as approved for recommendation by the Executive Steering Committee (ESC) under the terms of the San Francisco Peninsula Rail Program Memorandum of Understanding (MOU).

EXPLANATION:

Background

On September 8, 2022, Staff presented to the Board the proposed new name and associated elements for DTX as identified as a required task in the MOU. At this meeting, Directors asked Staff to further refine the tagline proposed to accompany the new name and marks. Thus, Staff conducted a refinement of the tagline. Staff is returning to the Board to present a refined tagline to accompany the proposed new name and marks. Staff has presented to the ESC at their November 18 meeting, which members recommended approval of the new name, marks and refined tagline to the Board.

The TJPA, with the support and engagement of its partners, is actively developing Phase 2 of the Transbay Program, which includes design and construction of the DTX. The San Francisco Peninsula Rail Program Memorandum of Understanding (MOU), effective June 5, 2020, described, in part, an organizational structure to support the efforts of the TJPA to develop the DTX project to ready for procurement status.

Among the elements of the MOU was the creation of a detailed Comprehensive Work Plan for the development of DTX, which was adopted by the Board in December 2020. In April 2021, the Board adopted an acceleration modification to the Work Plan. The MOU and Work Plan describe various tasks to be conducted in the project development process.

Task 7 of the MOU tasks the TJPA with developing a recommended rebranding for the DTX project to reposition it to strategically engage diverse audiences and raise awareness and public support. The MOU contemplates that the TJPA Board will exercise approval authority over the recommended rebranding with concurrence from San Francisco County Transportation Authority (SFCTA) and contributions from the other MOU partners.

Rebranding Plan

Under the Work Plan, the Rebranding Plan for the DTX should:

- Rebrand the project name so it resonates its regional, and national significance;
- Reposition the DTX project to strategically engage diverse audiences;
- Raise awareness and public support for the Project, to demonstrate the broad benefits of

the DTX project from a transportation, economic impact, environmental, and community perspective;

- Highlight DTX as a critical component of the larger integrated transportation plan for the entire region and megaregion; and,
- Result in durable and long-term support of key stakeholders and the broader public

Development of Recommended Name, Marks, and Tagline

The Rebranding Plan process began in Spring 2021, was presented to the Board in October 2021, and used an insights-based design and discovery process to obtain information on the public's familiarity with the project and current DTX name. This first phase of the effort consisted of an online survey distributed to 400 voters along the major transit corridors of the Bay Area = in five counties (Santa Clara, San Mateo, San Francisco, Alameda and Contra Costa) and three 1-hour listening sessions with key interest groups and organizations. The survey revealed project awareness was low, but familiarity was highest in San Francisco, San Mateo, and Santa Clara counties even though this is a project impacting the entire Bay area. Once voters were informed about the project, nearly 4 in 10 said that it feels very or extremely important to them personally, with importance highest for Black, Hispanic, Asian Pacific Islander, and San Francisco voters.

The survey and listening sessions confirmed that the project's current names ("Downtown Rail Extension" or "DTX") do not resonate strongly with the public. The three listening sessions also confirmed project awareness was low and a public desire to know more about the project and build more excitement for the project's scope and impact to the entire Bay Area.

The second phase of the Rebranding Plan process, which commenced in Spring 2022, was design of a new name with mark and tagline for the project. The team focused on the project's benefits as conveyed by the Benefits Case analysis led by the SFCTA. The Benefits Case analysis served as both inspiration and criteria for the new name. The project name along with mark and tagline should embody the core benefits of the project in terms of:

- Mobility: The project will make travelling throughout the Bay Area and California faster, more reliable, and more connected.
- Economic: The project will support economic competitiveness and improve access to jobs.
- Community: The project will support climate and equity goals for the Bay Area and California.
- Future-Forward: The project is a foundational step in the next generation of rail expansion for the Bay Area, Northern California, and the State.

The team, consisting of TJPA staff and communications consultant, D&A Communications, coordinated to develop the following three themed categories to inform the recommended new name and mark:

1. Connective gateway and future-forward transportation
2. Accelerator of transportation service focusing on rail
3. Combination of Bay Area's geographic location and the benefits of accelerating transportation and the economy

The team also identified certain factors critical to the success in any new name and mark, including understanding by diverse audiences; relevance and application to the Bay Area’s diverse communities; and clarity, adaptability, and simplicity.

We used an iterative engagement process to obtain internal and external feedback and support for the new name, marks, and tagline. The team presented names and marks to communication professionals from SFCTA, Caltrain, California High Speed Rail Authority, and the City and County of San Francisco. The team presented names and marks to two focus groups, consisting of participants from diverse backgrounds. Additional feedback was received from our state and federal delegations along with our community stakeholders, including our Citizens Advisory Committee, Friends of DTX, Bay Area Council, amongst others.

Recommended Rebranded Name and Marks - The Portal

With the support of the ESC, Staff recommends rebranding the project with the new name “The Portal” and using the marks illustrated below.



Staff recommends using both of the above-illustrated marks. The marks depict rail, with some seeing a train arriving to take them to their next destination and some seeing a train departing through a tunnel. The circle mark provides continuity with the TJPA agency logo’s circle found in the P, which was created to show the Center as a placemaker for transit and community. The marks can be used in black and white, or with orange or gray coloration. The orange and gray palettes build on and provide color continuity with the TJPA’s agency logo.

Through The Portal, we look to generate excitement and support from the public not familiar with the project and convey the project’s magnitude for the region and the state. As we secure funding to complete the project, we will use The Portal to pique people’s interest about the future of the region and State’s rail connections while creating press coverage and social media buzz about the project. As the project is in a good position to advance through the state and federal funding process, rebranding the DTX with The Portal helps raise awareness about the project and emphasize its importance to unlocking the Bay Area and State’s rail connections.

The recommended rebranding is a unique way to demonstrate how this important transportation project is a gateway to unlocking and accelerating our region’s mobility, economy, and community to transport us into the future. The marks play off the tunnel’s shape while also

conveying rail. The marks look modern and future-forward and adapt well to collateral and signage. The new name and marks can stand out in the sea of transit agency logos and names currently found in the Bay Area. The new name's sci-fi connection helps convey that this project is future forward. The Portal conjures up the idea of a rider porting from the Center to their next destination in the Bay Area and/or throughout the State.

Recommended Refined Tagline: Uniting the Bay. Connecting California.

Since we presented to the TJPA Board in September, we have further refined the tagline for the new recommended project name to “Uniting the Bay. Connecting California.”

In developing the refined tagline, we know it must ground the new name and mark concretely in the “what” and where.”

- The Portal is *a Rail/Transit Project*.
- The Portal is *San Francisco Bay Area-based*.
- The Portal is of *statewide transportation significance*.

The tagline should positively connect the name and mark to project benefits:

- The Portal is *future-oriented*.
- The Portal *connects our communities – to jobs, to opportunities, to each other*.

The tagline must be meaningful and compelling to local and national audiences.

The refined tagline “Uniting the Bay. Connecting California.” speaks to the importance of creating an integrated transportation system that transcends downtown San Francisco and connects the region and many of the largest cities in California. This tagline would accompany the new marks so that it grounds the important role, service and benefits this project will have on the Bay Area and the State, as a whole. This tagline:

- grounds the project in the Bay Area;
- speaks to statewide significance;
- memorable and resonates; and
- the words “Uniting” and “Connecting” are featured as both literal functions of the project, and reflective of its broader economic and social benefits.

Although some have expressed interest in keeping the DTX name, as explained in the MOU and as borne out by surveys and focus groups, there is a broad recognition of the need to rebrand the project to speak to its regional connectivity and its importance of bringing rail connections to the entire Bay Area and State of California. However, the DTX name will remain in formal and/or technical documents as previously submitted or required but will be accompanied with an explanation of the use of the new name and corresponding elements.

Upon approval by the Board of Directors, this new name and refined tagline will be utilized in a mini awareness campaign by TJPA, in coordination with its MOU partners, consisting of owned and earned media starting in the first quarter of 2023. Collateral will include an updated project factsheet, key messaging plan, frequently asked questions document, and an updated public presentation.

RECOMMENDATION:

Approve the DTX Rebranding Plan which consists of a new name, marks and tagline, as recommended by the ESC under the terms of the MOU.

ATTACHMENTS:

1. Resolution

**TRANSBAY JOINT POWERS AUTHORITY
BOARD OF DIRECTORS**

Resolution No. _____

WHEREAS, The Transbay Joint Powers Authority (TJPA) is a joint powers agency organized and existing under the laws of the State of California; and

WHEREAS, Pursuant to state law and the Joint Powers Agreement creating the TJPA, dated April 4, 2001, the TJPA has primary jurisdiction over and will implement all aspects of the Transbay Program, including the portion of the Transbay Terminal/Caltrain Downtown Extension/Redevelopment Project commonly referred to as Phase 2/Downtown Rail Extension (DTX); and

WHEREAS, The TJPA is actively engaged in developing the DTX; and

WHEREAS, On April 9, 2020, the TJPA Board of Directors authorized the TJPA Board Chair to execute the San Francisco Peninsula Rail Program Memorandum of Understanding (MOU) with the Metropolitan Transportation Commission, the San Francisco County Transportation Authority, the Peninsula Corridor Joint Powers Board (Caltrain), the California High-Speed Rail Authority, and the City and County of San Francisco (Mayor's Office); and

WHEREAS, The MOU described, in part, an organizational structure to support the efforts of the TJPA to develop the DTX project to ready for procurement status, including the formation of an Executive Steering Committee (ESC) to make recommendations to the TJPA Board; and

WHEREAS, The MOU and the associated comprehensive work plan contemplate that the DTX project will be rebranded to reflect its importance to the mega-region and State of California; and

WHEREAS, On November 18, 2022, the ESC recommended approval for the DTX Rebranding Plan; now, therefore, be it

RESOLVED, That the TJPA Board of Directors approves the DTX Rebranding Plan, which includes a new name, marks and tagline for the project, as recommended by the ESC and as described in the accompanying Board Report presented herewith.

I hereby certify that the foregoing resolution was adopted by the Transbay Joint Powers Authority Board of Directors at its meeting of December 8, 2022.

Secretary, Transbay Joint Powers Authority

Transbay Program Downtown Rail Extension Rebranding

TJPA Board
December 8, 2022

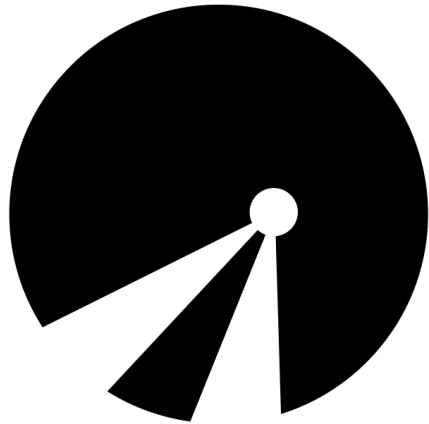


San Francisco
County Transportation
Authority

The Portal



The Portal Mark



THE PORTAL

THE PORTAL

Tagline Criteria

The tagline must ground the new name and mark concretely in “what” and where.”

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Project Taglines Considered

- ~~1. Connecting the Bay Area and California~~
- ~~2. Connecting California~~
- ~~3. Connecting the Golden State~~
- ~~4. Train Tracks to the Future~~
- ~~5. Accelerating the Future and Our Economy~~
- ~~6. Accelerating the Future and Our Community~~
- ~~7. Transportation for the Future~~
- ~~8. Connecting You to the Future of Transit~~
- ~~9. The Portal: to the Bay Area and Beyond~~
- ~~10. The Portal: Your Gateway to the Bay Area and Beyond~~
- ~~11. The Portal: Your Gateway to California~~
- ~~12. The Portal: Linking the Bay Area and California~~
- ~~13. The Portal: Connecting California~~
- ~~14. The Portal to the Future~~
- ~~15. The Portal to the Region's Core~~
- ~~16. Transit Connection to the Future~~
- ~~17. Unlocking Bay Area Transit Connections~~
- ~~18. Transit Gateway to Bay Area and CA~~
- ~~19. The Future of Bay Area Transit~~
- ~~20. Connecting the Future of Bay Area Transit~~
- 21. *Uniting the Bay. Connecting California.***

“Fresh Start” Brainstorm Snapshot



Recommended Tagline: Uniting the Bay. Connecting California.



THE **PORTAL**

UNITING THE BAY. **CONNECTING** CALIFORNIA.

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UNITING THE BAY. **CONNECTING** CALIFORNIA.

Next Steps

Q1 2023:

- Update existing materials and incorporate into website, collateral, public outreach engagement, etc.
- Execution of Public Awareness Campaign
 - Coordinate with partner agencies to include into their outreach
 - Execute integrated media plan, including earned and owned media (social media)

Thank You

