

Transbay Program Downtown Rail Extension Rebranding

Executive Steering Committee
July 22, 2022



Today's Agenda

1. ESC MOU Workplan, Task 7:
Rebranding Plan Objectives
2. Our Process
3. 2021 Insights-Based Design
 - a. Research Overview
 - b. Design Sprint Key Learnings
 - c. Core Benefits to Inform Design
5. Rebranding the DTX
 - a. Goal of the new name & mark
 - b. Core benefits
 - c. Factors for name & mark success
 - d. Revealing the name & mark
6. 2022 Focus Group Feedback
7. Proposed Taglines

ESC MOU Workplan, Task 7: Rebranding Plan Objectives

- Reposition the DTX Project to strategically engage diverse audiences
- Raise awareness and public support for the Project, reframing its benefits to having local, regional and national impact
- Highlight DTX as a critical component of the larger integrated transportation plan for the entire region and megaregion
- Rebrand project name to resonate its regional, and national significance

Our Process

1. Phase 1 research to inform design
2. Design sprint workshop and refinement
3. Presented name/mark options to ESC communication members
4. Stakeholder workshops to gather name/mark feedback (June 3 & 8, 2022)
5. Present to IPMT, ESC, TJPA CAC and TJPA Board

ESC communication members

- Casey Fromson, Caltrain
- Morgan Galli, HSRA
- Eric Young and Jesse Koehler, SFCTA
- Alex Sweet, City and County of San Francisco
- John Goodwin, MTC

2021 Insights-Based Design



2021 Insights-Based Design

Quantitative and qualitative research informed our approach:

2021

1. Developed an online survey to be distributed to 400 voters along the major transit corridors of the Bay Area as well as to MOU members; MOU member feedback tracked independently
2. Conducted 3, 1-hour listening sessions with key interest groups and organizations related to the project

2021 Voter Survey Key Findings: Awareness & Importance

- Only a small proportion of voters (12%) across all five counties report being very familiar with DTX, although another 28% say they are somewhat familiar with DTX
 - Familiarity is highest in San Francisco, San Mateo, and Santa Clara counties
- Once voters learn more about the project, nearly 4 in 10 (38%) say the project feels very (23%) or extremely (15%) important for them personally
 - DTX's importance is highest for Black, Hispanic, API, and San Francisco voters
- The project's current names ("Downtown Rail Extension" or "DTX") do not resonate strongly with voters

2021 Key Findings: Listening Sessions

Common themes, phrases and sentiments expressed in the Listening Sessions:

- Seamless Transit: Integration between Bay Area transit methods is crucial in fares and schedules as well as physical connectivity.
- Equitable Transit: Transportation that doesn't just serve white collar, English-speaking, affluent riders. Multilingual and multicultural specific outreach is important to ensure the public views this project as being for everyone.
- Awareness: Non-transportation advocates really don't know much about the project and people want more info.
- Timetable: Those that do know about this project feel like it can't happen soon enough.
- Changing the Paradigm: How can we give public transit the same aura of personal freedom that has previously been unique to car culture?
- Project name: A new name for the project would help to build more excitement. The current name gives the impression that the project's scope is relegated to downtown SF. Transportation advocates feel that having a better name would help them be able to inform the community.
- Opportunities: Connecting people to jobs, family

2021 Listening Sessions: Who Did We Talk To?

Interest Groups	Organizations
<p>Environment Transit Bicycling Transit-Oriented Housing Businesses/tech along the alignment Youth Pedestrians Neighborhood associations Low-income Seniors Communities of color Differently abled people Daily Muni Riders District 6 Real Estate/Development Education Neighborhood</p>	<p>Bay Area Council Streets for People SF Bicycle Coalition TJPA CAC Urban Environmentalists San Francisco Transit Riders High Speed Rail Association Community Working Group Caltrain Community Advisory Committee Friends of Caltrain Carpenters Union Local 22 Save MUNI Compass Real Estate UCSF Acterra: Action for a Healthy Planet South Beach/Rincon/Mission Bay Neighborhood Association</p>

Rebranding the DTX



New Name & Mark Objectives

- New name and mark used only for the project
- Generate excitement and support from community members who are unfamiliar with the project
- Secure funding to bring the project to fruition
- Convey the project's magnitude for the region and the state
- Pique people's interest about the future of transportation for the region and the state
- Drive press coverage and social media buzz about the project

Core Benefits

When developing name options, the core benefits for the Project served as an inspiration and criteria:



Mobility: DTX will make traveling throughout the Bay Area and California faster, more reliable, and more connected.



Economy: DTX will support economic competitiveness and improve access to jobs.



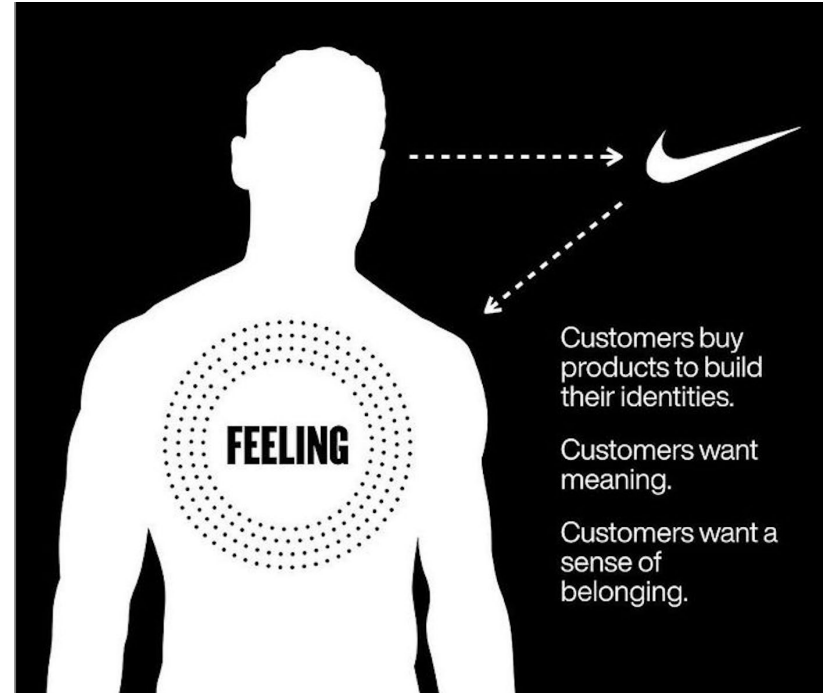
Community: DTX will support climate and equity goals for the Bay Area and California.



Future-Forward: DTX is a foundational step in the next generation of rail expansion for the Bay Area, Northern California, and the State.

Factors for Name & Mark Success

- Audience-focus
- Relevancy
- Credibility
- Distinctiveness
- Simplicity
- Adaptability



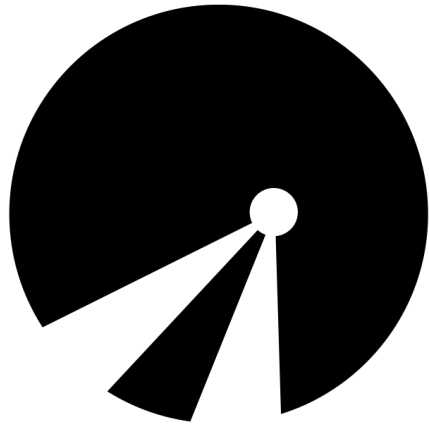
The Portal



The Portal



The Portal Mark



THE PORTAL

THE PORTAL

The Portal Mark in Color



THE **P**ORTAL
THE **P**ORTAL

The Portal Mark in Dual Color Combination

THE **P**ORTAL



THE **P**ORTAL

The Portal in Action

through intermodal connections
 the development of a new neighborhood
 surrounding the station
 the development of a new neighborhood
 surrounding the station
 through intermodal connections
 the development of a new neighborhood
 surrounding the station

Serve as the San Francisco terminus for California
 speed rail service which will reduce California CO
 emissions by 1.4 percent statewide

- Serve up to 45 million passengers per year
- Use cutting edge designs and technologies to achieve LEED Gold certification
- Feature a fully accessible 5.4 acre park on the roof of the Transbay Transit Center and utilize natural light to conserve energy
- Reduce carbon dioxide emissions by more than 36,000 tons each year from the Caltrain commuter rail extension alone

The Transbay Project is one of the Largest Transit Projects Under Construction in the Western United States

TJPA
 TRANSBAY JOINT POWERS AUTHORITY

THE PORTAL



The Portal + TJPA Mark Lockup



Example: The Portal + Partner Mark Lockups



THE **PORTAL**



THE **PORTAL**



CALIFORNIA
High-Speed Rail Authority

THE **PORTAL**

Example: The Portal + Partner Mark Lockups



CALIFORNIA
High-Speed Rail Authority



THE **PORTAL**



CALIFORNIA
High-Speed Rail Authority



THE **PORTAL**

2022 Focus Group Feedback



2022 Name & Mark Focus Groups: Who Did We Talk To?

Interest Groups	Organizations
<p>Environment Transit Bicycling Transit-Oriented Housing Businesses / Tech Youth Pedestrians Neighborhood Associations Low-Income Seniors Communities of Color Differently-Abled People</p>	<p>Silicon Valley Leadership Group SPUR Bay Area Council TJPA CAC members Friends of DTX Friends of CalTrain / Seamless Bay Area Hunters Point Family San Francisco Transit Riders East Cut CBD Cal Berkeley Alumni Salesforce Yerba Buena Community Benefit District SF Electrical Construction Industry SF Building and Construction Trades Council California Academy of Art University</p>

2022 Key Findings: Focus Groups

Common themes, phrases and sentiments expressed in the name & mark focus groups:

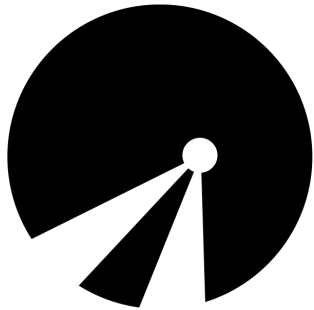
- **Tagline Needed:** While participants agreed the new name and mark would spark interest in the project, most participants agreed that having a tagline to accompany it would help tell the overall story of the project.
- **Sci Fi:** People understood that the sci fi connection to the name and mark and felt it would help convey that this project is future forward.
- **Rail Connection:** Most participants recognized the rail connotation of the mark. Some saw it as a train coming to take them to their next destination and some saw it traveling through a tunnel.
- **More Info Needed:** Participants expressed interest in learning more about the project. There is a preference for monthly or quarterly communication about the project.

Potential Project Taglines

- ~~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**

- 9. The Portal: Your Gateway to the Bay Area and Beyond**
- 10. The Portal: Your Gateway to California**
- ~~11. The Portal: Linking the Bay Area and California~~
- 12. The Portal: Connecting California**
- ~~13. The Portal to the Future~~
- ~~14. The Portal to the Region's Core~~
- 15. Transit Connection to the Future**
- 16. Unlocking Bay Area Transit Connections**
- 17. Transit Gateway to Bay Area and CA**

Proposed Taglines



THE PORTAL

*Connecting to the
Future of Bay Area
Rail*

THE PORTAL

Accelerating Bay Area Rail Connections

THE PORTAL

Unlocking Bay Area Rail Connections

THE PORTAL

Rail Gateway to the Bay Area and Beyond

Next Steps

Deliverable	Date
IPMT Meeting	Tuesday, July 12, 2022
ESC Meeting	Friday, July 22, 2022
TJPA CAC	Tuesday, September 6, 2022
TJPA Board	Thursday, September 8, 2022
Mini Awareness Campaign	September-October

Thank You

