

Transbay Program Downtown Rail Extension Rebranding

Citizens Advisory Committee
September 6, 2022



DTX Rebranding Plan

Task 7 of the SF Peninsula Rail Program MOU identified the need to “Develop a rebranding strategy to reposition the DTX program... with updated graphics and messaging based on economic benefits for the region, state, and nation.”

In collaboration with our ESC partner agencies (Caltrain, California High-Speed Rail Authority, SF County Transportation Authority, City and County of SF Mayor’s Office, and Metropolitan Transportation Commission), we developed a new name, mark and tagline to rebrand the DTX project.

Our Process

1. Phase 1 Discovery (Spring 2021) research to inform design
2. Phase 2 (Spring 2022)
 1. Design sprint workshop and refinement
 2. Presented name/mark options to ESC communication members
 3. Conducted stakeholder workshops on rebranded name, mark and developed taglines
 4. Presented to MOU Integrated Program Management Team, ESC, TJPA Citizens Advisory Committee

Phased 1 Discovery Process



Low Awareness and Familiarity with Project

1. Distributed online survey to 400 voters along the major transit corridors of the Bay Area

Findings

- 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, Asian Pacific Islander, and SF voters.*
- The project's current name (Downtown Rail Extension/DTX) does not resonate strongly with survey voters.

2. Conducted 3, 1-hour listening sessions with key interest groups and organizations related to the project

Findings

- Awareness: Non-transportation advocates really don't know much about the project and people want more information.
- 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 new name would help them better communicate the project's importance.

Phase 2: Rebranding the DTX



Rebranded New Name & Mark Objectives

- Generate excitement and support from community members who are unfamiliar with the project
- 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
- Create press coverage and social media buzz about the project
- Secure funding to bring the project to fruition
- New name and mark used only for the duration of the project

Benefits Case Study Informs Rebranding

When developing name options, the project's core benefits as outlined in the Benefits Case study 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.



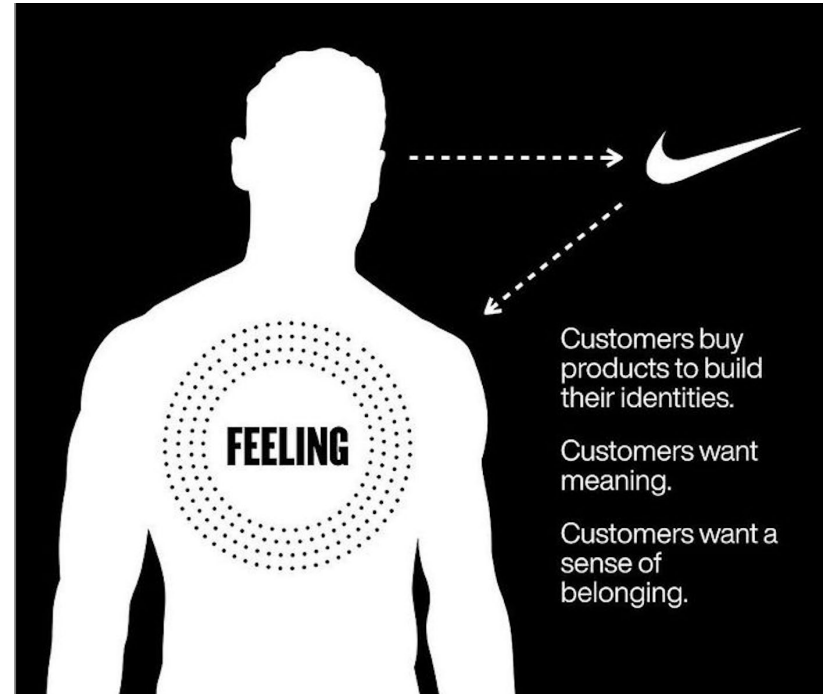
Community: DTX will support climate and equity goals for the Bay Area and California.



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 Name and Mark



THE **PORTAL**



THE **PORTAL**

THE **PORTAL**

THE **PORTAL**

The Portal + TJPA Mark Lockup



THE **PORTAL**



TRANSBAY JOINT POWERS AUTHORITY



TRANSBAY JOINT POWERS AUTHORITY



THE **PORTAL**

Why “The Portal” Works

- It is a unique way to demonstrate how the Project is a gateway to accelerating our region’s mobility, economy, and community to transport us into the future
- Builds off the building’s shape while also conveying rail
- Feels modern and future-forward
- Adapts well to collateral and signage

Audience-focused | Relevancy | Credibility | Distinctiveness | Simplicity | Adaptability

2022 Focus Groups Key Findings

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 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 connection 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.

The Portal with Tagline



THE PORTAL

**UNLOCKING BAY AREA
AND STATE RAIL CONNECTIONS**

THE PORTAL

UNLOCKING BAY AREA AND STATE RAIL CONNECTIONS

Example: The Portal + Partner Mark Lockups



THE **P**ORTAL



THE **P**ORTAL



CALIFORNIA
High-Speed Rail Authority



THE **P**ORTAL



THE **P**ORTAL

UNLOCKING BAY AREA AND STATE RAIL CONNECTIONS

The Portal in Action



Next Steps

- Board will consider approval of new name, mark and tagline at their September 8 meeting. Upon approval, we would take the following steps:
 - Update DTX project factsheet and develop Frequently Asked Questions to reflect The Portal using new Key Messaging Plan
 - Develop Community Presentation with new brand and key messaging that can be tailored to diverse audiences
 - Coordinate with ESC MOU partners on key messaging and timing of outreach to leverage existing partner channels
 - Develop integrated “Mini-Awareness” campaign featuring new brand and project benefits

Questions?

