

# Transbay Program Downtown Rail Extension Project Communication Update

SF Peninsula Rail Program –  
Executive Steering Committee  
April 16, 2021



# Communication Goals and Priorities

## Short-term

- Reinvigorate interest and support for the Downtown Rail Extension project
- Work collectively and collaboratively with ESC member agencies and regional transit partners

## Long-term

- Build support for project funding and construction

### Communication Values

- Transparency of what's been done
- Responsive and accountable to public input and feedback
- Two-way engagement using traditional and innovative communication tools

# Key Messaging Strategy

- Highlight the important role project has in bringing rail service to downtown SF from South Bay and State
- Recognize the project's regional, state and national significance
- Build on momentum from the completion and delivery of the Transit Center, e.g. existence of trainbox
- Build on existing and new projects being announced, e.g. Link21



# 2021 Communication Efforts Timeline

**February – March:** Issuance of Notice to Proceed and Kickoff Meeting

**April – June:** Understand our audience

- Research and Engagement
- Key Findings report along with messaging framework
- Development of Project Rebranding plan and External Outreach plan

**July – December:** Engage with our stakeholders

- Project Brand Strategy development, execution and public outreach
- Coincide with release of Project studies, reports and progress announcements

# Next Steps

- Review of current materials and update project information reflecting current phase, e.g. project factsheet, TJPA website, etc.
- Engaging with key stakeholders and partners on project, e.g. presented to community groups, MTC, etc.
- Continued sharing of project information on social media platforms.
- Continued coordination and collaboration with Communications and Legislative Affairs leads at ESC member agencies.



# Questions?

**TJPA**  
TRANSBAY JOINT POWERS AUTHORITY

425 Mission Street, Suite 250 San Francisco, CA 94105 • 415.597.4620 • [www.tjpa.org](http://www.tjpa.org)