

Transbay Program Downtown Rail Extension Project

Rebranding and Outreach Plan Efforts

TJPA Board

October 14, 2021



Key Findings: Polling Survey

Familiarity & Importance

- Only a small proportion of respondents (12%) across all five counties report being very familiar with DTX, although another 28% say they are somewhat familiar with DTX
- Once respondents learn more about the project, nearly 4 in 10 (38%) say the project feels very (23%) or extremely (15%) important for them personally

The Project Name

- The project's current names ("Downtown Rail Extension" or "DTX") do not resonate strongly
 - Just 13% of respondents say the current names capture the full scope and impact extremely well, with another 24% saying the names capture the project very well
 - By contrast, a solid majority (63%) say the names only capture the project somewhat well, a little well, or not well at all (or they're unsure)

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.

Audience and Reach

■ The target audiences:

- Neighborhood Associations/Citizens Advisory Committees
- Interest Groups (e.g., environmentalists, pedestrians, bicyclists, youth, and differently abled)
- Merchant Associations
- Elected officials
- Transit Agencies and Organizations
- TJPA internal staff, the Board, and MOU members
- Environmental Organizations
- Media
- Equity Priority Communities
- Students
- CHSRA Working Group Stakeholders

■ Engage in following counties with partners:

- Alameda
- Contra Costa
- Marin
- Santa Clara
- San Francisco
- San Mateo
- Coordinate with California High-Speed Rail Authority

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 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

Strategic Approach

- **Development Phase**

- Rebranding Plan development

- **Execution**

- Host external engagement opportunities that may include listening sessions, rebranding workshops and online survey – engagement of the public on project name and reframing of project's impact and benefits tie in with Benefits/Business Case study led by SFCTA

- **Implementation**

- Key Messaging Framework
- Update project suite of materials
- Website updates

Task 8: Engagement Objectives

Lifetime of Project

- Raise awareness and public support for the project by showcasing the benefits it will bring to the entire Bay Area
- Showcase the DTX as a project of regional, state and national significance that will connect an integrated mega-regional system
- Identify and mitigate critical public concerns and feedback proactively providing information and developing effective response strategy when issues arise
- Keep neighbors informed of construction timeline/updates
- Identify and leverage key stakeholders, CBOs to keep them actively engaged and to help with the dispersion of information
- Energize grassroots support for the project

2021 – 2022 Engagement Plan

- Continue key stakeholder and partner engagement on project
- Public outreach campaigns with partners
- Public workshops and public meeting roadshow



Questions?

TJPA
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425 Mission Street, Suite 250 San Francisco, CA 94105 • 415.597.4620 • www.tjpa.org