

Transbay Program Downtown Rail Extension Rebranding

Executive Steering
Committee

November 18, 2022

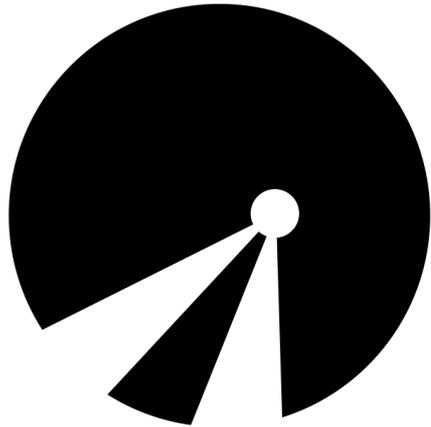


San Francisco
County Transportation
Authority

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.”

- 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.

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.***

Recommended Tagline: Uniting the Bay. Connecting California.



THE **PORTAL**

UNITING THE BAY. CONNECTING CALIFORNIA.

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Next Steps

1. **December 6:** Citizens Advisory Committee
2. **December 8:** TJPA Board Consideration
3. **Q1 2023:** Execution of Public Awareness Campaign
 - a) Coordinate with partner agencies on rebranded name into their outreach
 - b) Incorporate into website, collateral, public outreach engagement, etc.

Thank You

