

Transbay Program Downtown Rail Extension Project Communication Update

SF Peninsula Rail Program –
Executive Steering Committee
August 20, 2021



Agenda

- Where we've been
 - Key Findings: Survey and Listening Sessions
- Where we are going
 - Rebranding and Engagement Plan Efforts



Key Findings: Survey

Familiarity & 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 Name

- The project's current names ("Downtown Rail Extension" or "DTX") do not resonate strongly with voters
 - Just 13% of voters 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

Rebranding and Engagement Efforts

MOU and Rebranding Charge

Task 7 (TJPA Lead, SFCTA Concurrence and partners contributing)

- Develop a re-branding strategy to reposition the DTX Rail Program
- Develop a plan for re-branding of the Program with updated graphics and messaging based on economic benefits for the region, state, and nation

Task 8 (TJPA Lead with partners contributing)

- Perform public outreach by engaging external stakeholders, advocacy groups, and the public at large, and perform public outreach
 - (a) Develop external outreach plan
 - (b) Conduct public outreach
 - (c) Conduct advocacy group outreach
 - (d) Maintain clear records of stakeholder engagement
 - (e) Coordinate with adjacent developments, related and interconnected plans and projects by other agencies, such as Transbay rail planning, and stakeholder business plans

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 to 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

Tasks and Schedule

- Development Phase (July – September)
 - Rebranding Plan development

- Execution (October to December)
 - Host external engagement opportunities that include listening sessions, rebranding workshops and surveys – engagement of the public on project name and reframing of project’s impact and benefits

- Implementation (December – ongoing)
 - Key Messaging Framework (*tie in with Benefits/Business Case study led by SFCTA*)
 - Update project suite of materials
 - Website updates

Task 8: Engagement Objectives

- 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

- Key stakeholder and partner engagement on project, e.g. present to community groups, MTC, etc.
- Media Outreach (for key milestones)
- Marketing campaign, e.g. HSRA.
- Public workshops and project meeting roadshow

Next Steps

- Finalize Rebranding and Engagement Plans
- Execute Rebranding plan efforts
- Implement Engagement plan



Questions?

TJPA
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