

# Transbay Program Downtown Rail Extension Rebranding

Citizens Advisory Committee  
December 6, 2022

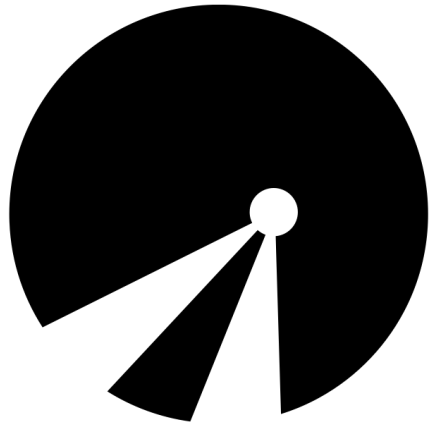


# The Portal



# The Portal Mark

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**THE PORTAL**

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# Tagline Criteria

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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

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- ~~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.

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THE **PORTAL**

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UNITING THE BAY. CONNECTING CALIFORNIA.

THE **PORTAL**

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UNITING THE BAY. CONNECTING CALIFORNIA.

# Next Steps

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## Q1 2023:

- Update existing materials and incorporate into website, collateral, public outreach engagement, etc.
- Execution of Public Awareness Campaign
  - Coordinate with partner agencies to include into their outreach
  - Execute integrated media plan, including earned and owned media (social media)



Thank You

