

**THIS PRINT COVERS CALENDAR ITEM NO.: 10.9**

**SAN FRANCISCO  
MUNICIPAL TRANSPORTATION AGENCY**

**DIVISION:** Transit

**BRIEF DESCRIPTION:**

Dedicating Cable Car No. 53 to the legacy of Tony Bennett who was an ambassador for San Francisco and its cable cars with his song, "I Left My Heart in San Francisco."

**SUMMARY:**

1. The SFMTA has exclusive authority over the acquisition, construction, management, supervision, maintenance, extension, operation, use and control of all property, as well as the real, personal and financial assets of the Agency.
2. The SFMTA Board confirms the dedication of Cable Car No. 53 to the legacy of Tony Bennett, who was an ambassador for San Francisco and its cable cars with his song, "I Left My Heart in San Francisco" where cable cars climb "halfway to the stars" making it a fitting tribute.
3. On the morning of February 14, 2024, SFMTA leaders joined Tony Bennett's widow Susan Benedetto, Mayor London Breed, Market Street Railway, and others for the ceremonial dedication of Cable Car No. 53 at the Fairmont Hotel where Tony Bennett first performed his famous song in 1961.

**ENCLOSURES:**

1. SFMTAB Resolution
2. Naming Policy for SFMTA Assets

**APPROVALS:**

**DATE**

DIRECTOR \_\_\_\_\_



July 31, 2024

SECRETARY \_\_\_\_\_



July 31, 2024

**ASSIGNED SFMTAB CALENDAR DATE:** August 6, 2024

## **PURPOSE**

Dedicating Cable Car No. 53 to the legacy of Tony Bennett who was an ambassador for San Francisco and its cable cars with his song, “I Left My Heart in San Francisco.”

## **STRATEGIC PLAN GOALS AND TRANSIT FIRST POLICY PRINCIPLES**

The item will support the following SFMTA Strategic Plan Goals:

Goal 7: Build stronger relationships with stakeholders.

## **DESCRIPTION**

The Charter states that “The Agency shall have exclusive authority over the acquisition, construction, management, supervision, maintenance, extension, operation, use and control of all property, as well as the real, personal and financial assets of the Agency...” (Charter §8A.102(b)(1).)

On December 6, 2016, the SFMTA Board adopted the “Naming Policy for SFMTA Assets” (enclosed), which states the following regarding rolling stock, physical facilities, and other assets:

Consideration may be given to name such facilities after individuals or a group of individuals who have made an extraordinary contribution to local public transportation or based on their achievements either at a local, state, or national level or because they have broadly recognized social, historical, cultural or political significance.

Dedicating Cable Car No. 53 to the legacy of Tony Bennett who was an ambassador for San Francisco and its cable cars with his song, “I Left My Heart in San Francisco” is consistent with the Naming Policy.

Tony Bennett’s “I Left My Heart in San Francisco” has not only immortalized the city’s charm, but also captured the hearts of people worldwide. The song’s timeless lyrics and melody have been synonymous with the essence of San Francisco where cable cars climb “halfway to the stars” making it a fitting tribute to dedicate a cable car to Tony Bennett.

San Francisco’s cable cars have been a mode of transportation for just over 150 years, a cultural icon that represents the city’s rich history and unique character, and the city honors two icons by dedicating a car to Tony Bennett for his iconic song.

Mr. Bennett passed away on July 31, 2023 at the age of 96. On the morning of February 14, 2024, SFMTA leaders joined Tony Bennett’s widow Susan Benedetto, Mayor London Breed, Market Street Railway, and others for the ceremonial dedication Cable Car No. 53 at the Fairmont Hotel where Tony Bennett first performed his famous song in 1961.

Cable Car #53 has been transformed with new tributes to Tony Bennett thanks to the craft and skill by our SFMTA staff who took this moment to heart and sprang into action to put the vehicle into service and carry the spirit of Tony Bennett

The following language is placed on a plaque in the cable car: “This Cable Car is Dedicated to Tony Bennett. In 1961 at the Fairmont Hotel, Tony Bennett debuted a little long-known song. *I Left My Heart in San Francisco* became his signature and the city’s anthem, and has drawn untold people from around the world to ride the ‘little cable cars’ that ‘climb halfway to the stars.’ In the 1980s, he helped promote the rebuilding of the cable car system.”

### **STAKEHOLDER ENGAGEMENT**

The SFMTA worked with Susan Benedetto, Tony Bennett’s widow, Market Street Railway, Transport Workers Union Local 250-A, and all support this dedication.

### **ALTERNATIVES CONSIDERED**

The SFMTA Board could choose not to name a cable car in memory of Tony Bennett.

### **FUNDING IMPACT**

The impact on the SFMTA’s operating budget is immaterial.

### **ENVIRONMENTAL REVIEW**

On April 23, 2024, the SFMTA determined that the Dedication of Cable Car No.53 to Tony Bennett is not a “project” under the California Environmental Quality Act (CEQA) Guidelines Sections 15060(c) and 15378(b) because the action would not result in direct or a reasonably foreseeable indirect physical change to the environment.

A copy of the CEQA determination is on file with the Secretary to the SFMTA Board of Directors and is incorporated herein by reference.

### **OTHER APPROVALS RECEIVED OR STILL REQUIRED**

None.

### **RECOMMENDATION**

Staff recommends the SFMTA Board confirms the dedication of Cable Car No. 53 to the legacy of Tony Bennett who was an ambassador for San Francisco and its cable cars with his song, “I Left My Heart in San Francisco.”

SAN FRANCISCO  
MUNICIPAL TRANSPORTATION AGENCY  
BOARD OF DIRECTORS

RESOLUTION No. \_\_\_\_\_

WHEREAS, Charter Section 8A.102 (b) (1) states that “[t]he Agency shall have exclusive authority over the acquisition, construction, management, supervision, maintenance, extension, operation, use and control of all property, as well as the real, personal and financial assets of the Agency; and,

WHEREAS, The “Naming Policy for SFMTA Assets” states the following regarding rolling stock, physical facilities, and other assets:

Consideration may be given to name such facilities after individuals or a group of individuals who have made an extraordinary contribution to local public transportation or based on their achievements either at a local, state, or national level or because they have broadly recognized social, historical, cultural or political significance; and,

WHEREAS, The SFMTA finds that this dedication is consistent with the Naming Policy and wishes to dedicate Cable Car #53 to the legacy of Tony Bennett, who passed away on July 21, 2023 at the age of 96; and,

WHEREAS, Tony Bennett’s “I Left My Heart in San Francisco” has not only immortalized the city’s charm, but also captured the hearts of people worldwide; and,

WHEREAS, The song’s timeless lyrics and melody have been synonymous with the essence of San Francisco where cable cars climb “halfway to the stars” making it a fitting tribute to dedicate a cable car to Tony Bennett; and,

WHEREAS, San Francisco’s cable cars have been a mode of transportation for just over 150 years, a cultural icon that represents the city’s rich history and unique character, and the city honors two icons by dedicating a car to Tony Bennett for his iconic song; and,

WHEREAS, Mr. Bennett passed away on July 31, 2023 at the age of 96; and,

WHEREAS, On the morning of February 14, 2024, SFMTA leaders joined Tony Bennett’s widow Susan Benedetto, Mayor London Breed, Market Street Railway, and others for the ceremonial dedication of Cable Car No. 53 at the Fairmont Hotel where Tony Bennett first performed his famous song in 1961; and,

WHEREAS, Cable Car #53 has been transformed with new tributes to Tony Bennett thanks to the craft and skill by our SFMTA staff who took this moment to heart and sprang into action to put the vehicle into service and carry the spirit of Tony Bennett; and,

WHEREAS, On April 23, 2024, the SFMTA determined that the Dedication of Cable Car No.53 to Tony Bennett is not a “project” under the California Environmental Quality Act (CEQA) Guidelines Sections 15060(c) and 15378(b) because the action would not result in direct or a reasonable foreseeable indirect physical change to the environment; and,

WHEREAS, A copy of the CEQA determination is on file with the Secretary to the SFMTA Board of Directors and is incorporated herein by reference; now, therefore, be it

RESOLVED, That the San Francisco Municipal Transportation Agency Board of Directors confirms the dedication of Cable Car #53 to the legacy of Tony Bennett who was ambassador for San Francisco and cable cars with his song, “I Left My Heart in San Francisco.”

I certify that the foregoing resolution was adopted by the San Francisco Municipal Transportation Agency Board of Directors at its meeting of August 6, 2024.

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Secretary to the Board of Directors  
San Francisco Municipal Transportation Agency

## NAMING POLICY FOR SFMTA ASSETS

### PURPOSE:

The SFMTA Board of Directors seeks to name and identify SFMTA stations in a way that clearly communicates the location to frequent, infrequent and prospective transit users and visitors to the area, and for other assets in a way that recognizes individuals who have made an extraordinary contribution to local public transportation.

### POLICY:

For SFMTA Transit Stations and Stops

- The SFMTA's transit stations or stops need to be named in a way that clearly communicates the location to frequent, infrequent and prospective transit users and visitors to the area.
- The name should highlight the geographic location of the stop and be clearly understood by the general public and first responders, in the event of an emergency.
- It should reference a nearby intersection, street or cross street, neighborhood or well-known destination.
- In noteworthy situations, a commemorative name may be added to a portion of the asset, such as an entrance, waiting area or plaza. In such cases, an area may be named after an individual or group of individuals based on their achievements either at a local, state, or national level or because they have broadly recognized social, historical, cultural or political significance.
- The SFMTA will consider recommendations from the community but the SFMTA Board of Directors will make the final decision.
- The name will be recognizable as fitting and appropriate for the named asset.
- Stations should not be renamed unless the additional benefit to the transit patron clearly outweighs the inherent advantages of retaining the existing station name.
- Naming will be further evaluated within the broader context of the SFMTA's corporate brand and interests of relevant stakeholders.

For SFMTA's other physical facilities and assets, including operating and maintenance divisions, yards, shops, parking garages and lots, rolling stock or assets that are part of a transit station or stop.

- Consideration may be given to name such facilities after individuals or a group of individuals who have made an extraordinary contribution to local public transportation or based on their achievements either at a local, state, or national level or because they have broadly recognized social, historical, cultural or political significance.

## Naming Rights/Sponsorships

- Any sponsorship should have a strong nexus between the naming rights sponsor and the asset.
- All naming rights proposals will be evaluated with customer navigation concerns in the forefront.
- Naming rights proposals will be further evaluated within the broader context of the SFMTA's corporate brand and interests of relevant stakeholders.
- The SFMTA may deny any proposal that violates any applicable ordinance, rule regulation or policy; is offensive, discriminatory or promotes a particular religion or political view; or is not in the best interests of the SFMTA and/or its customers.
- Any sponsorship will require a written agreement between the SFMTA and the naming rights sponsor and shall be for a minimum of ten years to ensure a long-term commitment.
- The agreement will include a provision that allows the SFMTA to terminate the agreement at the SFMTA's sole option.
- In addition to any revenue for the SFMTA, the naming rights sponsor shall pay for the all costs including, but not limited to, the re-naming of signs, maps, software and any other wayfinding tool.
- Sponsorships may be considered for rolling stock or other structural assets but not for transit stations.

## **APPROVAL:**

- The SFMTA Board of Directors must evaluate and approve the naming of all SFMTA assets in accordance with the principles contained in this policy.
- The Paratransit Coordinating Council must approve the naming of any city-owned paratransit van.