

**THIS PRINT COVERS CALENDAR ITEM NO. : 14**

**SAN FRANCISCO  
MUNICIPAL TRANSPORTATION AGENCY**

**DIVISION:** Board of Directors

**BRIEF DESCRIPTION:**

Naming the Central Subway Chinatown Station as "Chinatown-Rose Pak Station".

**SUMMARY:**

- 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.
- In 2016, the Board adopted a naming policy that states, "The name of SFMTA transit stations and stops 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." The policy further provides that 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.
- On April 30, 2019, Supervisor Aaron Peskin introduced a resolution urging the SFMTA Board of Directors to name the Central Subway's Chinatown Station the "Rose Pak Chinatown Station.

**ENCLOSURES:**

1. Resolution
2. Naming Policy for SFMTA Assets

**APPROVALS:**

**DATE**

DIRECTOR  \_\_\_\_\_

May 28, 2019

SECRETARY  \_\_\_\_\_

May 28, 2019

**ASSIGNED SFMTAB CALENDAR DATE:** June 4, 2019

**PURPOSE**

Naming the Central Subway Chinatown Station as "Chinatown-Rose Pak Station".

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

Naming the Central Subway Chinatown Station as "Chinatown-Rose Pak Station" will support the following goals and objectives in the SFMTA's Strategic Plan:

- Goal 3: Improve the quality of life and environment in San Francisco.
- Goal 4: Create a workplace that delivers outstanding service
  - Objective 4.4 Improve relationships and partnerships with our stakeholders

Establishing a naming policy will support the following Transit First Policy Principles:

1. To ensure quality of life and economic health in San Francisco, the primary objective of the transportation system must be the safe and efficient movement of people and goods.

**DESCRIPTION**

On April 30, 2019, Supervisor Aaron Peskin introduced a resolution strongly urging the SFMTA Board of Directors to name the Central Subway's Chinatown Station the "Rose Pak Chinatown Station" prior to June 30, 2019. This resolution has been referred to the Board's Transportation and Land Use Committee where it is currently pending a hearing. The resolution has been co-sponsored by eight supervisors.

This resolution states that Rose Pak dedicated many years advocating for the construction of the Central Subway and galvanized the Chinese community and a diverse coalition of neighborhood organizations to advocate for millions of dollars of funding from the Department of Transportation and local funding sources to improve connectivity between Chinatown and the rest of the city. It also states that Ms. Pak travelled to Washington D.C. to secure \$500 million of critical federal funding to push forward the planning and construction of the Central Subway.

In 2016, the San Francisco Board of Supervisors passed a similar resolution urging the SFMTA Board of Directors to engage a community-led process to name Central Subway's Chinatown Station the Central Subway's "Rose Pak Station." Former Mayor Ed Lee did not sign that legislation. Also, in 2016 the Board of Supervisors approved a resolution renaming an alleyway off Jackson Street in Chinatown to "Rose Pak's Way".

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. The SFMTA has real estate and transit assets such as transit stations and stops, bus and light rail lines, parking facilities as well as various other buildings.

In 2016, the SFMTA Board of Directors approved a station naming policy that states in part:

#### 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.

#### **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.

#### Naming of Transit Stations or 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, the policy states that a commemorative plaque 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 are broadly recognized for their social, historical, cultural or political significance.

For example, at the Castro Street station, the plaza immediately adjacent is known as Harvey Milk Plaza, after the first openly gay supervisor in San Francisco (and first openly gay elected official in California) who helped to reduce discrimination against lesbian, gay, bisexual, transgender individuals and fought against the established systems of discrimination. In addition, Friedel Klussman, who, in 1947, led the charge to save San Francisco's iconic cable cars, was honored for

her significant contribution when the city named the Powell-Hyde Cable Car line turnaround in Victorian park the “Freidel Klussman Memorial Turnaround.”

In the past, the SFMTA Board of Directors has approved naming several operating divisions after individuals who have made a significant contribution to public transportation in San Francisco (Beach, Flynn Green, Scott and Woods divisions) and most recently, approved the dedication of cable car #24 to baseball legend and Hall of Famer, Willie Howard Mays, Jr.

Recently, the SFMTA approved a name change for the Central Subway’s Moscone Center to Yerba Buena/Moscone Center to identify the destinations immediately adjacent to that station. The SFMTA also renamed the bus layover station that was called Phelan Loop to City College Terminal to better identify a well-known destination for transit riders. Phelan Plaza was recently renamed Unity Plaza following a community contest. Most recently, in 2019, the Board approved renaming the UCSF Mission Bay platform as the “UCSF/Chase Center (16<sup>th</sup> Street)” platform.

## **STAKEHOLDER ENGAGEMENT**

The SFMTA Board of Directors has heard from hundreds of members of the public regarding this matter.

## **ALTERNATIVES CONSIDERED**

The SFMTA Board of Directors could choose to not to name the station “Chinatown-Rose Pak Station” or could choose to name it something else.

## **FUNDING IMPACT**

Renaming the station to Chinatown–Rose Pak Station will have minimal fiscal impact on the SFMTA.

## **ENVIRONMENTAL REVIEW**

On May 2, 2019, the SFMTA, under authority delegated by the Planning Department, determined that naming the Central Subway Chinatown Station as "Chinatown-Rose Pak Station" is not defined as a “project” under the California Environmental Quality Act (CEQA) pursuant to Title 14 of the California Code of Regulations Sections 15060(c) and 15378(b).

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**

The City Attorney has reviewed this report.

## **RECOMMENDATION**

This is a policy matter for the SFMTA Board of Directors

SAN FRANCISCO  
MUNICIPAL TRANSPORTATION AGENCY  
BOARD OF DIRECTORS

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

WHEREAS, Charter Section 8A.102 (b) (1) 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; and,

WHEREAS, On April 30, 2019, Supervisor Aaron Peskin introduced a resolution strongly urging the SFMTA Board of Directors to name the Central Subway’s Chinatown Station the “Rose Pak Chinatown Station” prior to June 30, 2019; and,

WHEREAS, Pursuant to the SFMTA’s Naming Policy, 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; and

WHEREAS, The name of SFMTA transit stations and stops 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; and,

WHEREAS, On May 2, 2019, the SFMTA, under authority delegated by the Planning Department, determined that naming the Central Subway Chinatown Station as "Chinatown-Rose Pak Station" is not defined as a “project” under the California Environmental Quality Act (CEQA) pursuant to Title 14 of the California Code of Regulations Sections 15060(c) and 15378(b); 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 SFMTA Board names the Central Subway Chinatown Station as "Chinatown-Rose Pak Station".

I certify that the foregoing resolution was adopted by the San Francisco Municipal Transportation Agency Board of Directors at its meeting of June 4, 2019.

\_\_\_\_\_  
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.