

SAN FRANCISCO
MUNICIPAL TRANSPORTATION AGENCY
BOARD OF DIRECTORS

RESOLUTION No. 16-168

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, Over the past year, the SFMTA has received several requests to consider naming various SFMTA assets after individuals as a way to honor their achievements; and,

WHEREAS, The SFMTA wants to establish a policy for naming SFMTA assets that will guide the agency when considering such requests including transit stations and stops, garages and lots, facilities or rolling stock; and,

WHEREAS, SFMTA staff has surveyed other U.S. transit agencies to determine whether they have naming policies that provide such guidance; and,

WHEREAS, SFMTA 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, For other SFMTA 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 who have made an extraordinary contribution to local public transportation or based on their achievements either at a local, state, or national level or to have provided broadly recognized social, historical, cultural or political significance; and,

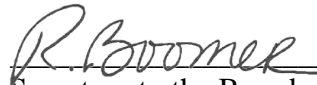
WHEREAS, The SFMTA recognizes that some transit assets have strong potential for naming rights sponsorships which the SFMTA may explore; and,

WHEREAS, On October 18, 2016, the SFMTA, under authority delegated by the Planning Department, determined that establishing a naming policy 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 adopts a Naming Policy for SFMTA Assets.

I certify that the foregoing resolution was adopted by the San Francisco Municipal Transportation Agency Board of Directors at its meeting of December 6, 2016.


Secretary to the Board of Directors
San Francisco Municipal Transportation Agency