

**THIS PRINT COVERS CALENDAR ITEM NO. : 11**

**SAN FRANCISCO  
MUNICIPAL TRANSPORTATION AGENCY**

**DIVISION:** Transit

**BRIEF DESCRIPTION:**

Dedicating Cable Car No.17 in memory of Muni Cable Car Operator Reynaldo V. Morante, who lost his life after an accident on June 11, 2015, while serving the people of San Francisco.

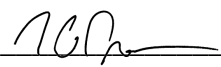

**SUMMARY:**

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 wishes to dedicate Cable Car No.17 in memory of Muni Cable Car Operator Reynaldo V. Morante, who was an SFMTA employee for 26 years and had just recently become a cable car operator. On the night of June 11, 2015, as Mr. Morante was getting off his cable car in North Beach, he was struck by a drunk motorcyclist. On January 12, 2016, he died from injuries he sustained during the accident.

**ENCLOSURES:**

1. SFMTAB Resolution
2. Naming Policy for SFMTA Assets

**APPROVALS:**

DIRECTOR   
SECRETARY 

**DATE**

September 25, 2019  
September 24, 2019

**ASSIGNED SFMTAB CALENDAR DATE:** October 1, 2019

**PURPOSE**

Dedicating Cable Car No.17 in memory of Muni Cable Car Operator Reynaldo V. Morante, who lost his life after an accident on June 11, 2015, while serving the people of San Francisco.

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

The item will support the following goals and objectives of the SFMTA 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

This item 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.
2. Public transit, including taxis and vanpools, is an economically and environmentally sound alternative to transportation by individual automobiles. Within San Francisco, travel by public transit, by bicycle and on foot must be an attractive alternative to travel by private automobile.

**DESCRIPTION**

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...”

The “Naming Policy for SFMTA Assets” (enclosed), 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.

The SFMTA wishes to dedicate Cable Car No.17 in memory of Reynaldo V. Morante, who lost his life on June 11, 2015, while serving the people of San Francisco.

Mr. Morante was an SFMTA employee for 26 years and had just recently become a cable car operator. In his years of service, he was also a bus and light rail vehicle operator. On the night of June 11, 2015, as Mr. Morante was getting off his cable car in North Beach, he was struck by a drunk motorcyclist, leaving him in critical condition. On January 12, 2016, he died from injuries he sustained during the accident.

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The following language will be placed on a plaque in the cable car: “Cable Car #17 is dedicated in memory of Reynaldo V. Morante who lost his life on January 12, 2016 from injuries he sustained from the accident on June 11, 2015 while serving the people of San Francisco. Reynaldo is remembered as a dedicated Operator with a contagious smile.”

Originally built in 1893, Cable Car No.17 was rebuilt by Muni craftworkers in 1956. Its current paint scheme honors the very first paint design displayed on Powell Cable Car No. 1. It is a simplified version of the historic 1888 livery resurrected in 1973 to celebrate the centennial of the world’s first cable car line on Clay Street.

### **STAKEHOLDER ENGAGEMENT**

The SFMTA worked with Transport Workers Union Local 250-A and the union supports this dedication.

### **ALTERNATIVES CONSIDERED**

The SFMTA Board could choose not to name a cable car in memory of Reynaldo V. Morante.

### **FUNDING IMPACT**

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

### **ENVIRONMENTAL REVIEW**

On July 24, 2019, the SFMTA, under authority delegated by the Planning Department, determined that the Dedication of Cable Car No.17 to Reynaldo V. Morante is not 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**

None.

### **RECOMMENDATION**

Staff recommends the SFMTA Board dedicate Cable Car No.17 in memory of Muni Cable Car Operator Reynaldo V. Morante, who lost his life after an accident on June 11, 2015, while serving the people of 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 wishes to dedicate Cable Car No.17 in memory of the late Muni Cable Car Operator Reynaldo V. Morante; and,

WHEREAS, Mr. Morante was an SFMTA employee for 26 years and had just recently become a cable car operator; in his years of service, he was also a bus and light rail vehicle operator; and,

WHEREAS, On the night of June 11, 2015, as Mr. Morante was getting off his cable car in North Beach, he was struck by a drunk motorcyclist, leaving him in critical condition; On January 12, 2016, he died from injuries he sustained during the accident; and,

WHEREAS, Originally built in 1893, Cable Car No.17 was rebuilt by Muni craftworkers in 1956; its current paint scheme honors the very first paint design displayed on Powell Cable Car No. 1; it is a simplified version of the historic 1888 livery resurrected in 1973 to celebrate the centennial of the world’s first cable car line on Clay Street; and,

WHEREAS, On July 24, 2019, the SFMTA, under authority delegated by the Planning Department, determined that the Dedication of Cable Car No.17 to Reynaldo V. Morante is not 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 of Directors dedicates Cable Car No.17 to the memory of Muni Cable Car Operator Reynaldo V. Morante, who lost his life after an accident on June 11, 2015, while serving the people of San Francisco.

I certify that the foregoing resolution was adopted by the San Francisco Municipal Transportation Agency Board of Directors at its meeting of October 1, 2019.

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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.