

## 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.