

THIS PRINT COVERS CALENDAR ITEM NO. : 17

**SAN FRANCISCO
MUNICIPAL TRANSPORTATION AGENCY**

DIVISION: Board of Directors

BRIEF DESCRIPTION:

Adopting a Naming Policy for SFMTA assets.

SUMMARY:

- 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.
- SFMTA assets include transit stations and stops, garages and lots, facilities or rolling stock.
- SFMTA staff has surveyed CCSF departments and other U.S. transit agencies to determine whether they have naming policies that provide such guidance.
- Among those that do have a naming policy, there is considerable consistency with regard to how transit assets are named. It is generally agreed that the primary purpose of station naming is to provide users of a transit system with information in a straightforward and unified manner, in order to assist patrons in successfully navigating the transit system and the region.
- 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.
- 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.

ENCLOSURES:

1. SFMTAB Resolution
2. Naming Policy for SFMTA Assets

APPROVALS:

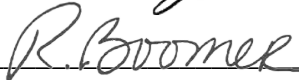
DATE

DIRECTOR



11/21/16

SECRETARY



11/21/16

ASSIGNED SFMTAB CALENDAR DATE: December 6, 2016

PURPOSE

Adopting a Naming Policy for SFMTA assets.

STRATEGIC PLAN GOALS AND TRANSIT FIRST POLICY PRINCIPLES

Establishing a naming policy 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.
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

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.

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. 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. 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. Currently, about 20 city-owned paratransit vans are named after paratransit advocates who have passed away. These names have been selected and voted on by the Paratransit Coordinating Council.

SFMTA staff has surveyed other U.S. transit agencies to determine whether they have naming policies that provide such guidance. Those that do have such policies include:

- DART in Dallas, TX
- Transit Authority of Harris County in Houston, TX
- Utah Transit Authority in Utah
- WMATA in Washington, D.C.
- VTA in Santa Clara, CA
- TriMet in Portland, OR
- BART in Oakland, CA
- MARTA in Atlanta, GA
- Sacramento RTD in Sacramento, CA
- MTA in New York City, NY
- Sound Transit in Seattle, WA
- Bi-State Transit in St. Louis, Mo

The San Francisco Airport Commission has established a naming policy that identifies locations that are eligible or ineligible for naming or dedication. The policy includes naming restrictions due to Federal law or regulations; operational necessity; and the need to provide a simple and logical way finding system for passengers and Airport operations.

Other Bay Area transit agencies such as AC Transit, CalTrain, Golden Gate Bridge, Highway and Transportation District, and Sam Trans do not have a naming policy.

Among transit agencies that do have a naming policy, there is considerable consistency with regard to how transit assets are named. It is generally agreed that the primary purpose of station naming is to provide users of a transit system with information in a straightforward and unified manner, in order to assist patrons in successfully navigating the transit system and the region. Common criteria used include:

- Geographic location including nearest intersection or major cross street
- Nature of the environment
- Area landmark/well-known destination
- Well-recognized by customers as destination
- Permanence of name
- Names must be brief and easy to read
- Ease of fitting on a vehicle head sign

Given the recent requests, the SFMTA wants to establish a policy for naming SFMTA assets that will guide the agency when considering such requests. SFMTA assets include transit stations and stops, garages and lots, facilities or rolling stock.

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, 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 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."

The SFMTA will consider recommendations from the community but the SFMTA Board of Directors reserves the right to make the ultimate decision. Consideration will be given to the individual's background, accomplishments and in particular, to the individuals' extraordinary contribution to local public transportation. The name will be recognizable as fitting and appropriate for the named asset.

Other SFMTA Assets

In addition to transit stations and stops, the SFMTA has many other physical facilities and assets, including operating and maintenance divisions, yards, shops, parking garages and lots and rolling stock. Because these facilities are accessible to SFMTA employees and are not accessible to the public, some of these yards have been named after individuals who have made an extraordinary contribution to local public transportation. The Beach, Flynn, Green, Scott and Woods divisions are examples of such assets.

Naming Rights/Sponsorships

Some transit assets have strong potential for naming rights sponsorships which the SFMTA may explore. Any such sponsorship should have a strong nexus between the naming rights sponsor and the asset. As efficient and effective wayfinding is essential to the transit system, all naming right proposals will be evaluated with customer navigation concerns in the forefront. Naming right 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 policies; 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 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. The naming rights sponsor shall pay for all costs, including re-naming of signs, maps, software and any other wayfinding tool. While the SFMTA has no current plan to initiate any re-naming of SFMTA assets, this policy would provide the SFMTA the ability to do so in the future if deemed appropriate.

Given the confusion that may arise with renaming a station, stations should not be renamed unless the additional benefit to the transit patron clearly outweighs the inherent advantages of retaining the existing station name. Sponsorships may be considered for rolling stock or other structural assets but not for transit stations.

STAKEHOLDER ENGAGEMENT

Although the Board has received a lot of correspondence about naming SFMTA assets, there hasn't been any specific outreach for what the policy should be. The Citizens' Advisory Council's Engineering, Maintenance and Safety Committee approved the proposed naming policy for SFMTA assets, however they recommend that the SFMTA not consider naming an asset after an individual until they have been deceased for a minimum of five years and not pursue sponsorships for naming any SFMTA asset. That motion will be considered at the Dec. 1 meeting of the Citizens' Advisory Council.

ALTERNATIVES CONSIDERED

The SFMTA Board of Directors could choose to not establish a policy regarding naming SFMTA assets however because of the number of requests received, there would then be no policy guidance. The Board could also choose to establish a policy that gives priority to other criteria.

FUNDING IMPACT

Adopting a policy establishing guidelines for naming SFMTA assets has no impact on the SFMTA's operating budget.

ENVIRONMENTAL REVIEW

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).

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.
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RECOMMENDATION

Staff recommends that the SFMTA Board of Directors adopts a Naming Policy for SFMTA assets.

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, 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

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.