

KEY FACTORS CONSIDERED IN ORIGINAL STATION NAMES

- Overall helpfulness to the passenger
- Informativeness
- Geographical Significance
- Brevity
- How well it sounds
- Distinctiveness
- Ease of Pronunciation
- Historical basis
- Prominence in the area
- Overall appeal

(Complete text of BART Executive Decision Document regarding Station Renaming Policy and Procedure is available upon request)

GUIDING POLICY FOR CONSIDERATION IN STATION RENAMING

As exemplified by the factors considered by the previous Board in the establishment of the original station names, 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. Therefore, the following criteria must be considered in the development and evaluation of station renaming proposals.

- **Transit System Context** – Names provide information on where the station is located within the context of the transit system. The name should significantly contribute to the transit users understanding of the station's location, and assist passengers in his or her use of the system.
- **Simplicity** – Names must be brief enough to allow for quick recognition and retention by the transit patron, and to fit within signage, operational and mapping technical parameters. Names that are brief, distinctive, easy to pronounce and understand are preferred.
- **Station Area context** – Names provide specific information as to the location of the station within the context of the surrounding area. The name should reference an area whose name has a historical basis, or is geographically significant in the area.

The continuity and permanence of station names is critical in the development and maintenance of a "user-friendly" transit system. Given the confusion that would arise with the modification of an existing station name, station renaming should not be undertaken unless the additional benefit to the transit patron or to BART clearly outweighs the inherent advantages of retaining the existing station name.

Naming or renaming stations after enterprises, private or commercial in nature, is not desirable given the changing nature of commercial names (e.g., Pacific Bell to SBC Park, Network Associates to McAfee Coliseum) and the noted desire for continuity.

If a station renaming request is approved, the proposer shall be required to pay for all material, labor and permitting costs associated with the renaming of the station, including, but not limited to, the costs to develop an estimate.



EXECUTIVE DECISION DOCUMENT

GENERAL MANAGER APPROVAL:		GENERAL MANAGER ACTION REQ'D:		
DATE:		BOARD INITIATED ITEM: Yes		
Originator/Prepared by: Carter Mau Dept:	General Counsel	Controller/Treasurer	District Secretary	BARC
Signature/Date:	[]	[]	[]	[]
Status: Archived		Date Created: 04/15/2005		

TITLE:

Station Renaming Policy and Procedure

NARRATIVE:

PURPOSE:

To seek Board approval of the Guiding Policy Statement for Consideration in Station Renaming, and to set forth the process for Board consideration of station renaming requests.

DISCUSSION:

Currently, there is no policy regarding proposals to rename stations. In February 2001, the BART Board did adopt Resolution No. 4797, which prohibited the selling of the names of stations or other facilities. However, this policy does not address requests to rename stations. In December 2004, the Board heard such a request with regard to the Pleasant Hill Station. Prior to considering the request, the Board directed staff to examine the issue and provide guidance and criteria for Board consideration of such requests.

Subsequent to the Board meeting in December, at the March 2005 Revenue Enhancement Workshop, the Board asked staff to consider the potential for selling station naming rights to help offset the current budget deficit. To date, staff has conferred with other transit properties, and has not identified any properties that had successfully sold station naming rights in the United States. However, the New York Metropolitan Transit Authority (MTA) has hired a broker to solicit offers for station naming rights and co-promotion. BART staff recommends monitoring industry trends relative to the sale of station naming rights, and to report back to the Board if it appears that this is a viable revenue generating opportunity. If it is determined that the potential financial benefit to BART from a change in policy would outweigh the disadvantages of allowing station names to be sold, staff will return to the Board with a recommendation to supersede Board Resolution 4797. The guiding policy statement below is not to be used in connection with requests to purchase the rights to name or rename stations.

To develop guidance and criteria for renaming stations, BART staff reviewed communication by previous BART Boards and discovered that there were 10 key factors considered by the Board in December 1965 when considering the original station names. Those factors were:

- Overall helpfulness to the passenger
- Informativeness
- Geographical Significance
- Brevity
- How well it sounds
- Distinctiveness
- Ease of pronunciation
- Historical basis
- Prominence in the area; and
- Overall appeal

These factors were determined to be relevant for staff's development of the Guiding Policy Statement for Consideration in Station Renaming (attached).

If a potential proposer believes its renaming request is consistent with the Guiding Policy statement, a written request must be submitted to the BART District Secretary. The BART Board will be notified of all requests received. BART staff will convene an internal committee for review of the proposal. If BART staff determines that the request to rename is for a private or commercial entity, and is primarily for the commercial benefit of the proposer, staff will defer consideration of the proposal until such time as Board Resolution 4797 is superseded and a new resolution is adopted that provides guidelines regarding financial compensation to the District. If the proposal is not primarily for commercial benefit, staff will utilize the guiding policy statement to evaluate the proposal.

If the renaming request passes initial screening by BART staff, the proposer will be notified and will be required to obtain public input through a prescribed public outreach process. The proposer must identify and inform all local "stakeholders," including residences, businesses and property owners within ½ mile of the station of the proposal to rename the station.

The proposer must also work with the surrounding jurisdictions (to be determined by BART) and host a series of public workshops to take public comment on the proposed renaming. Subsequent to the public hearing, the affected local jurisdiction(s) in which the station resides must approve a resolution endorsing the station renaming proposal.

After BART staff determines that the proposal is equal to or superior to the existing station name, that public input has been garnered, and an endorsement from the local jurisdiction has been secured, the proposal will be brought forward to the BART Board of Directors for its consideration.

FISCAL IMPACT:

No fiscal impact is attributable to adopting the Guiding Policy Statement for Consideration in Station Renaming. There will be some staff costs to review station renaming proposals.

ALTERNATIVES:

Do not adopt the Guiding Policy Statement and consider requests for name changes on a case-by-case basis.

RECOMMENDATION:

Adoption of the following motion.

MOTION:

That the Guiding Policy Statement for Consideration in Station Renaming be adopted.

SAN FRANCISCO BAY AREA RAPID TRANSIT DISTRICT

Written Request for BART Station Renaming

Date: _____

Application is made by _____

to rename the _____ (current station name)

to _____ (new station name).

Included with this Application are:

- Cover letter
- Public Participation Summary Report
- Letters/Resolutions endorsing name change
- Certified check or money order for the amount of 20% of the quoted cost to rename station.
- Other documentation (please list):

By submitting this Application, Applicant acknowledges:

- Having read the Name Change Application Overview memo and understanding the policies and process of renaming a BART station.
- The proposed name is NOT the name of a private enterprise, or of a commercial nature, or the name of an individual, living or deceased; and not being more than thirty-five (35) characters in length (BART has the right to abbreviate a proposed name accordingly).
- Having paid for and received a Cost Quote and the quote being no more than one-hundred eighty (180) calendar days old.
- A Cost Quote is good for the submitted name only. Any future changes to the proposed name may affect the price of the quote and the District may require Applicant to submit a new Cost Quote request and pay the required Cost Quote Fee.
- If the Application is approved, Applicant will pay for all materials, labor, and permitting costs associated with station renaming, as determined by the District, within sixty (60) calendar days of application approval or (30) calendar days prior to the date the name change project is scheduled to commence – whichever comes first.

- Having vetted name change ideas with local businesses and residences in accordance with District policies and receiving community endorsements of the proposed name change.
- The name change request has been approved by the majority votes of the city councils (or county boards of supervisors if station is located in an unincorporated area) of all cities/unincorporated areas affected by the name change.

Applicant believes that the affected local jurisdiction(s) in which the station resides is

_____ (name of city or county).

Name of Applicant (Print name or agency)	Name of Applicant Partner (Optional)
Address	Address
Phone Number	Phone Number
Email Address	Email Address
Signature	Signature
Name and Title	Name and Title
Date	Date

SUBMISSION: Applicants must send both this signed authorization form and fee to:

District Secretary
San Francisco Bay Area Rapid Transit District
300 Lakeside Drive, 23rd Floor
Oakland, CA 94612
510-464-6011 fax