



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.

All applicants shall be required to pay for staff costs to develop an estimate for station renaming. Successful applicants shall also be required to pay for all material, labor and permitting costs associated with the renaming of the station.