


SAN FRANCISCO BAY AREA RAPID TRANSIT DISTRICT

MEMO

TO: BART Station Name Change Applicants

FROM: Kerry Hamill, Assistant General Manager
Office of External Affairs 

Date: February 8, 2017

SUBJECT: Name Change Application Overview

The San Francisco Bay Area Rapid Transit District (BART) has 45 stations that reside in four counties and 26 cities. The primary purpose of station naming is to provide BART customers with information in a consistent and logical manner in order to assist customers in successfully navigating the transit system and the region it serves.

COST TO RENAME STATIONS:

In Fiscal Year 2017, the District estimates the cost to rename one station to be approximately \$479,000.

APPLICATION PROCESS:

Applicants making a request of the District to rename one or more of its train stations must do so in writing. The process for the Applicant consists of three steps and two forms. The first step requires an Applicant to fill out the "Request for Station Renaming Cost Quote" (Cost Quote) form. The second step requires the Applicant to conduct community outreach. The third step requires the Applicant to submit a "Written Request for BART Station Renaming" (Renaming Request) form.

STEP ONE

- A. REQUEST FOR STATION RENAMING COST QUOTE FORM:** The Cost Quote form allows the Applicant to obtain an estimated cost to change out signage and other materials at the station to be renamed. These are "direct costs." The Cost Quote will also provide the Applicant of an estimate of "indirect costs" that include, but are not limited to, the printing of brochures, manuals, maps and the updating of District software such as internal and external websites. If an Applicant wishes to rename more than one station, the Applicant must fill out a Cost Quote form for each proposed station to be renamed and pay the associated fee. Please note, once an Applicant submits a Cost Quote for a proposed name, the quote will be 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. Once the Applicant submits the form, the District will conduct a preliminary review of the Renaming Request to determine whether it meets certain criteria. If the District rejects the proposed name the District will

refund the Applicant's fee. If the District accepts the Renaming Request, the Applicant will be notified to proceed to step two in the process.

- **GUIDING POLICY REVIEW:** Before completing any of the forms, Applicants must carefully review the District's "Guiding Policy Statement for Consideration in Station Renaming" (Guiding Policy), adopted by the BART Board of Directors on April 28, 2005, and the "Key Factors Considered in Original Station Names" (Key Factors). Both the Guiding Policy and the Key Factors accompany this memo.
- **BART STAFF REVIEW COMMITTEE:** Once the Cost Quote form is submitted, it will be given to an internal BART Staff Review Committee (Committee), which will determine whether the proposed name adheres to the Guiding Policy and the Key Factors. If the Committee allows the Applicant to proceed to steps two and three, the Committee will meet again and determine whether the Applicant has properly conducted a public outreach process.
- **FEE:** According to the Guiding Policy, the District may require the proposer to pay all the costs necessary to rename a station, including "the costs to develop an estimate." The fee typically covers the staff time expenses required to develop the Cost Quote. The cost to develop an estimate is \$3,144.13 in FY2017; \$3,314.10 in FY2018; \$3,532.61 in FY2019; \$3,730.42 in FY2020 and; \$3,955.17 in FY2021. This fee must accompany each Cost Quote request form.
- **COST QUOTE EXPIRATION:** Applicant will have one-hundred eighty (180) calendar days after issuance of the Cost Quote to submit the Renaming Request form. If the Applicant fails to submit the Renaming Request form in a timely manner, the Applicant will be required to seek a new Cost Quote and pay the full cost of the fees should the Applicant wish to resubmit the Renaming Request form. If the BART Board of Directors rejects an Applicant's station Renaming Request, the Applicant shall have thirty (30) calendar days to modify the Applicant's Renaming Request form and resubmit the form without seeking a new Cost Quote regardless of whether the initial Cost Quote has expired.

STEP TWO

- B. COMMUNITY OUTREACH PROCESS:** Prior to submitting the Renaming Request form, the District requires that an Applicant seeking to change the name of a BART station must first reach out to the public to garner feedback about the renaming proposal prior to submitting the Renaming Request form. These outreach efforts are entirely at the Applicant's expense. An Applicant's public outreach efforts must incorporate the process the District uses in its federally-approved Public Participation Plan (PPP). The PPP, which is available upon request, requires the District to identify whether the affected area has significant low-income, minority or limited English proficient populations. In order for an Applicant to determine whether such

communities exist, an Applicant must receive a geographic data analysis report performed by the District. If the analysis determines the area does have significant low-income, minority or limited English proficient populations, then the Applicant must make extra efforts to reach out to those communities. (The District will provide the geographic data analysis to the Applicant around the same time it provides the Applicant with the results of the Applicant's Cost Quote request.)

The PPP provides guidelines on how to conduct a public outreach process that meets District standards. At a minimum, the community outreach process must:

1. 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.
2. Work with local jurisdiction to host a series of public workshops (no fewer than 3) to take public comment on the proposed renaming. Workshops must be advertised with printed notices (with publication date) and public meetings must have sign-in sheets.
3. Secure resolution(s) endorsing the station renaming proposal from 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.
4. Conduct targeted outreach to low-income, limited English proficient and minority communities (if required by the District).
5. Conclude with a Cover Letter and Public Participation Summary Report. The Cover Letter should include the reasons and justifications for changing a name, consistent with the Guiding Policy and the Key Factors. The Public Participation Summary Report should have:
 - An executive summary;
 - A detailed explanation of the process for soliciting public comment (including the process used to reach out to low-income, limited English proficient and minority communities if required)
 - Copies of meeting notices, including both posting and mailing dates (include copies of translated materials distributed)
 - Summaries of meeting presentations; Newspaper advertisements (include publication dates)
 - Sign-in sheets and handouts
 - Copies of signed resolutions and/or letters endorsing the station renaming proposal from the appropriate local jurisdictions
 - Summary of public comments

District staff reserves the right to refine this process as appropriate.

STEP THREE

C. WRITTEN REQUEST FOR STATION RENAMING REQUEST FORM: An Applicant must fill out the Renaming Request form when the Applicant is ready for the BART Board of Directors to review the Applicant's request to rename a station. An Applicant must fill out one form for each of the stations the Applicant wishes to rename. The Applicant must submit the cover letter, the PPP summary report and letters and/or resolutions endorsing the name change along with the Renaming Request form for the Committee to review.

- **DEPOSIT:** Applicant must submit a good faith deposit (Deposit) with Applicant's Renaming Request form in the amount of twenty-percent (20%) of the Cost Quote. The Deposit is fully-refundable should the BART Board of Directors deny Applicant's Renaming Request application. However, if the BART Board approves the Renaming Request, the Deposit will be fully applied to the cost to rename the station.
- **FULL PAYMENT:** Applicant shall pay the balance of the Cost Quote within sixty (60) calendar days after the BART Board of Directors' approval of Applicant's Renaming Request or thirty (30) calendar days prior to the renaming project's scheduled start date – whichever comes first.
- **COST SHARING:** When a station name change occurs, the various signs in and around the respective station have to be changed. **Station-Specific Name Change Costs:** Among other examples, this includes the signs at the entrances to the stations, BART-maintained signs that direct people to the stations, and the signs on station platforms. With so many variations in signage design, different stations having more or fewer signs, and other unique differences, the range in station-specific renaming costs is wide. Because station signs are unique to and serve a specific station, these costs are ineligible for cost sharing. **Indirect Name Change Costs:** In addition to station signage changes at and around renamed stations, all passenger and District staff related information resources must also be changed when a station's name is changed. These resources include, but are not limited to, the system map on-board trains and at stations, online map and schedule information, various BART brochures, internal manuals and our operations control information system. Most of these costs are "indirect" in that any number of things could result in these resources needing to be updated. Examples include, but are not limited to, other stations being renamed and BART extensions being opened. For this reason, these indirect name change costs are eligible for cost sharing when a station is renamed in-parallel with another event that would result in these resources needing to be updated. **Splitting Costs:** When any two or more events by two or more agencies (including BART) trigger an update to the aforementioned passenger and District staff related information resources, the costs for

those updates can be split equally amongst the two or more agencies. If any of the two or more agencies has more than one event that triggers the update to passenger resources, the splitting of costs will be based on the number of agencies involved as opposed to the number of triggering events. For example, if one city requests a name change of two stations and another city requests a name change of one station, the indirect costs for these station name changes would be split two ways; not three ways.

Once the Committee has received the Renaming Request, the Committee will review the materials and pass its recommendation to the General Manager. The General Manager will then decide whether to forward the Renaming Request to the BART Board of Directors for consideration.

- D. PAYMENT, FEE, DEPOSIT AND FORM SUBMISSIONS:** All payments, fees and deposits must be paid in the form of a certified check or money order only (governmental agencies are excluded from this requirement) and made payable to the "San Francisco Bay Area Rapid Transit District." Fees, deposits, forms and other correspondence required by the District should be sent to:

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

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.

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)