

Lake Merritt Station Renaming Consideration

December 5, 2024

Key Factors Considered in Original Station Names

- Overall helpfulness to passengers
- Informativeness
- Geographical Significance
- Brevity
- Distinctiveness
- Ease of Pronunciation
- Historical basis
- Prominence in the area
- Overall appeal

Station Renaming Guiding Policy

- **Transit System Context** – Name should significantly contribute to the transit users' understanding of the station's location and assist passengers in their use of the system.
- **Simplicity** – Names must be brief enough to allow for quick recognition and retention by transit patrons, and fit within signage, operational, and mapping technical parameters.
- **Station Area Context** – Name should reference an area whose name has an historical basis or is geographically significant in the area.

Station Renaming Guiding Policy (continued)

- Naming or renaming stations after enterprises, private or commercial in nature, is not desirable given the changing nature of commercial names.
- 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 renaming a station.

Station Renaming Process

Step 1: Request for Station Renaming Cost Quote

- Applicant reviews Guiding Policy and Key Factors documents
- Applicant submits Cost Quote and Fee to the District
- BART staff determines if proposed name change is eligible

Station Renaming Process (continued)

Step 2: Community Outreach Process

- Applicant reviews BART's Public Participation Plan
- Applicant holds a minimum of 3 public workshops
- Applicant secures endorsements from affected local elected bodies
- Applicant conducts targeted outreach to Title VI communities
- Applicant prepares cover letter and public participation summary report

Station Renaming Process (continued)

Step 3: Written Request for Station Renaming

- Applicant submits 20% “good faith” deposit, cover letter, and public participation summary report to the District
- BART staff present to the BART Board for approval
- If approved, Applicant must pay the balance of the renaming costs within 30 business days.

Renaming of Pleasant Hill Station to Pleasant Hill/Contra Costa Centre Station

- In 2010, the Contra Costa Centre Association, the Walden District Improvement Association and Contra Costa County formally submitted an application to change the name of the Pleasant Hill BART Station
- Local elected officials submitted letters of support for the name change and over 1,200 area homeowners and employees signed a support petition
- Community workshops were held with the majority of comments being in favor of the name change
- The BART Board approved the name change and the applicant paid the station renaming cost of \$413,800 (\$600,000 in 2024\$)

Cost Estimate in Five Categories

- A. Fare collection & computer systems
- B. Train cars
- C. Communications & information systems (OCIO)
- D. Printed collateral & static displays
- E. Station-specific signage

A. Fare Collection & Computer Systems

	Cost Estimate (2024\$)
A1. Fare Collection Engineering/ BART Labor	\$7,000
A2. Computer Systems Engineering/ BART Labor	\$6,000
TOTAL	\$13,000

B. Train Cars

	Cost Estimate (2024\$)
B1. BART Labor to Update Software	\$10,000
B2. BART Labor to Install Software	\$31,000
TOTAL	\$41,000

- Destination signs and maps inside train cars

C. Communications & Information Systems (OCIO)

	Cost Estimate (2024\$)
C1. Web Services	\$17,000
C2. Professional Services (BART app, parking app, etc.)	\$59,000
C3. Other + BART Labor	\$3,000
TOTAL	\$79,000

D. Printed Collateral & Static Displays

	Cost Estimate (2024\$)
D1. Brochures	\$3,000
D2. Static Displays*	\$37,000
D3. Professional Services	\$49,000
TOTAL	\$89,000

* Including BART labor for posting

E. Station-Specific Signage

	Cost Estimate (2024\$)
E1. Fabrication & Installation	\$375,000
E2. BART Labor (e.g., design, construction management)	\$154,000
TOTAL	\$529,000

- Cost is very station-specific

E. Station-Specific Signage

- Replace 40 trackway aluminum plaques (\$140,000)



- Replace 17 illuminated sign cabinets to fit “Oakland Chinatown” (\$153,000)



- \$82,000 for miscellaneous other items (e.g., kiosks, pylons, etc.)

E. Station-Specific Signage

Could reduce cost by using non-standard signage

Example of existing sign with standard sign case



Standard text size with new larger sign case



Existing sign case with reduced text size



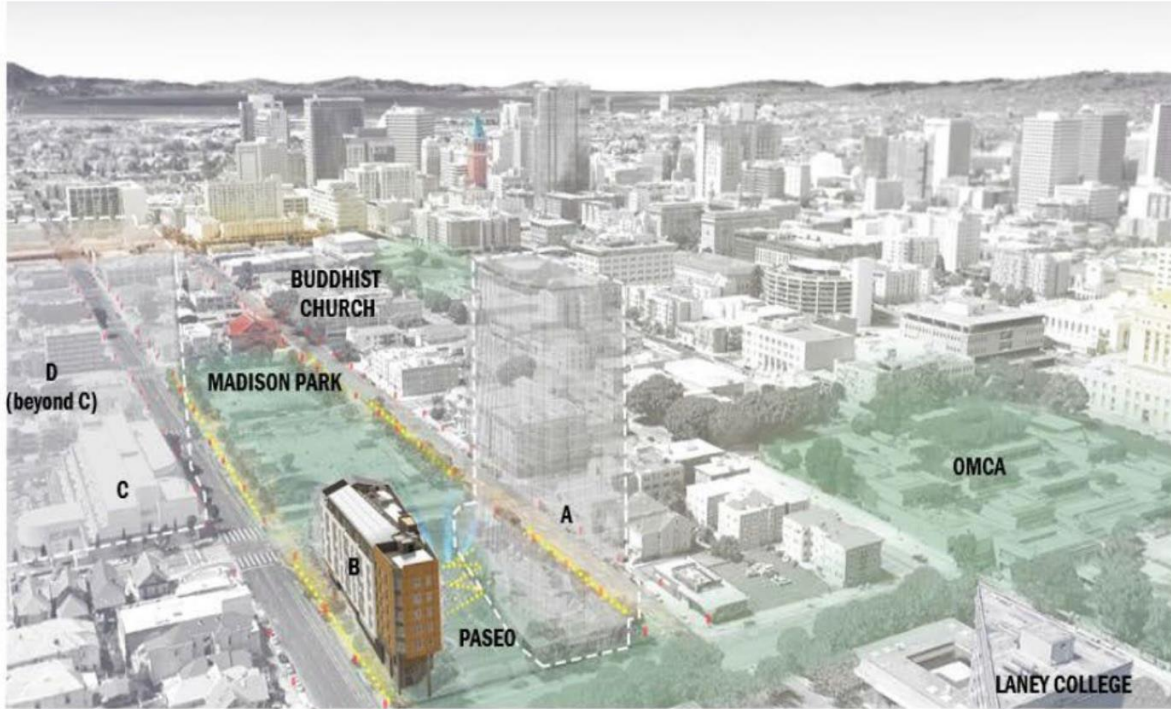
Lake Merritt Station Renaming Cost Estimate

	Cost Estimate (2024\$)
A. Fare Collection & Computer Systems	\$13,000
B. Train Cars	\$41,000
C. Communications & Information Systems	\$79,000
D. Printed Collateral & Static Displays	\$89,000
E. Station-Specific Signage	\$529,000
TOTAL	\$750,000

- Does not include costs to other agencies and organizations

Chinatown Senior TOD Construction Timeline

Building B: 97 units, 100% affordable senior housing; Paseo; Pedestrian/Bike/Transit Improvements



Construction Timeline

- **December 2023:** Receipt of 4% tax credits and tax-exempt bonds
- **September 2024:** Close on all financing
- **October-November 2024:** City and BART permit issuance; construction commencement
- **March 2027:** Construction completion

Developer: East Bay Asian Local Development Corporation (EBALDC)

BART's Five-Year Fiscal Outlook

(\$Millions)	FY26 Forecast	FY27 Forecast	FY28 Forecast	FY29 Forecast
Operating Revenues	310	323	342	361
Financial Assistance	511	513	529	546
Total Regular Revenues	821	836	871	907
Operating Expense	1,043	1,085	1,112	1,147
Debt Service & Allocations	107	136	136	115
Total Uses	1,150	1,221	1,248	1,262
Operating Result	(329)	(385)	(377)	(355)
Federal Emergency Assistance	0	0	0	0
State/Regional Emergency Assistance	294	0	0	0
Total Net Result	(35)	(385)	(377)	(355)

Renaming Process for Lake Merritt Station

Completed:

- Staff determined the proposed renaming to Oakland Chinatown Station adheres to the Guiding Policy and Key Factors
- Staff developed a cost quote to rename the Lake Merritt Station

Next Steps:

- Follow Board-approved process
 - Conduct community outreach process
 - Identify funding source