

Amended Naming Rights

JPB Meeting
August 1



Amended Naming Policy for JPB Assets

- **Purpose:**
 - Framework for naming or re-naming Caltrain Assets for commemorative purposes or entering into commercial arrangements with third parties.
 - Recognition of extraordinary contributions to the success of Caltrain, or
 - Commercial arrangements that give the JPB fair monetary value.
 - Naming decisions must be consistent with JPB's mission, purpose and other policies.
 - Naming or re-naming must not impact the ability of customers to safely and efficiently navigate the Caltrain system.

Amended Naming Policy for JPB Assets

- **Eligibility:**
 - Rolling stock may commemorate an individual based on “significant achievements at a local, state, or national level that have contributed to the success of Caltrain.”
 - For elected officials, the individual must have announced their retirement before the naming or re-naming process can commence.
 - Station names can be changed but must still help orient customers as they navigate the Caltrain network.

Action – Adoption of Amended Policy

Caltrain staff recommend that the JPB adopts the amended Naming Rights Policy and authorizes the Executive Director, or his designee, to take any further necessary actions to implement the amended Naming Rights Policy.

Motion

Name EMU Train In Recognition of Extraordinary Contribution to Caltrain and the Electrification Project by:

(i) Rep. Anna Eshoo and

(ii) Speaker Emerita Nancy Pelosi and Rep. Jackie Speier Upon Announcement of Their Retirements