

REGIONAL TRANSIT ISSUE PAPER

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
5	02/25/19	Open	Action	02/18/19

Subject: Approve Renaming the 39th Street Light Rail Station

ISSUE

Whether or not to approve a naming rights proposal for the 39th Street light rail station.

RECOMMENDED ACTION

Adopt Resolution No. 19-02-____, Approving the Renaming of the 39th Street Light Rail Station to the 39th Street/UC Davis Health Station.

FISCAL IMPACT

If the naming rights proposal is approved, the annual investment for the 39th Street/UC Davis Health Station would be \$30,000 per year for 10 years with a 2% annual CPI Escalator applied annually after the first year. The breakdown is as follows:

- Year 1: \$30,000
- Year 2: \$30,600
- Year 3: \$31,212
- Year 4: \$31,836
- Year 5: \$32,473
- Year 6: \$33,122
- Year 7: \$33,784
- Year 8: \$34,460
- Year 9: \$35,150
- Year 10: \$35,853

TOTAL: \$328,490 (in additional revenue)

DISCUSSION

In January 2017, SacRT executed a contract for Naming Rights Negotiation Services to Superlative Group. As part of that contract, Superlative Group will make continuous and good faith efforts when negotiating naming rights and sponsorship agreements for SacRT light rail assets and services, including but not limited to, station naming and light rail line concessions. The 39th Street/UC Davis Health Station is the first revenue generating light rail station naming proposal to be presented to the Board that meets all the criteria set forth in the Board adopted Resolution 17-06-0087. Pursuant to the Resolution, SacRT is now seeking guidance on its first station naming rights proposal.

Approved:

Presented:

Final 02/20/19

General Manager/CEO

VP, Communications and Partnerships

J:\Board Meeting Documents\2019\03 February 25, 2019\Renaming the 39th Street Light Rail Station.doc

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
5	02/25/19	Open	Action	02/18/19

Subject: Approve Renaming the 39th Street Light Rail Station

UC Davis Health has been a tremendous partner for many years, providing free shuttle service (first and last mile solutions) to and from the 39th Street Station to the Medical Campus for their members and employees. Most recently, SacRT has been working collaboratively with UC Davis, YoloBus and Electrify America on establishing frequent shuttle service between the UC Davis Medical Center and the UC Davis Campus using electric zero emission vehicles. With over 13,000 faculty, staff and students, the UC Davis Medical Center Administration is committed to the reduction of greenhouse gas emissions and air pollution through innovative transportation solutions, as demonstrated through their long-standing partnership and commitment for station naming rights. The planned Aggie Square development will add to the need for sustainable transit connections to and from the Medical Center and surrounding areas, and the 39th Street/UC Davis Health Station will be a significant hub.

Some of the terms of the station naming agreement include a 10-year investment, with a 90-day window at the seven year mark to terminate the agreement if desired; station/stop name recognition inside all vehicles and at locations where a station name typically appears (cost to be covered by UC Davis Health); a station activation (outreach activities) by UC Davis Health during the Open Enrollment period (mid-September through November); and one week of free SacRT rides during “Try Transit Month” each year for UC Davis Health employees (who show a valid form of identification).

Staff believes that approval of this proposal will generate interest from other key institutions/businesses in the region for station naming rights. Given the long-standing partnership, name recognition, geographic location, and positive economic impact that UC Davis Health has in the Sacramento region, SacRT staff recommends that the Board approve the renaming of the 39th Street Station to the 39th Street/UC Davis Health Station contingent upon the General Manager/CEO negotiating and executing an agreement with UC Davis Health System on the terms and conditions of the re-naming of the station.

RESOLUTION NO. 19-02-_____

Adopted by the Board of Directors of the Sacramento Regional Transit District on this date:

February 25, 2019

**APPROVING THE RENAMING OF THE 39TH STREET LIGHT RAIL STATION TO
THE 39TH STREET/UC DAVIS HEALTH LIGHT RAIL STATION**

BE IT HEREBY RESOLVED BY THE BOARD OF DIRECTORS OF THE SACRAMENTO REGIONAL TRANSIT DISTRICT AS FOLLOWS:

THAT, the Board of Directors hereby authorizes the renaming of the 39th Street Light Rail Station to the 39th Street/UC Davis Health Light Rail Station for a period of up to 10 years, conditioned upon the General Manager/CEO negotiating and finalizing an agreement with UC Davis Health; and

THAT, the Board of Directors hereby delegates authority to the General Manager/CEO to negotiate and execute a sponsorship agreement with UC Davis Health, wherein UC Davis Health agrees to pay SacRT a sponsorship fee of a minimum of \$30,000 each year for the term of the Agreement, plus a one-time fee of \$10,000 to reimburse SacRT for printing costs related to the renaming of the station in exchange for the station naming rights for the 39th Street Light Rail Station; and

THAT, the Board of Directors hereby authorizes the recognition of a valid UC Davis Health employee identification as a fare equivalent for one week each year during Try Transit Month, the exact dates for the week to be negotiated annually between SacRT and UC Davis Health.

PATRICK KENNEDY, Chair

A T T E S T:

HENRY LI, Secretary

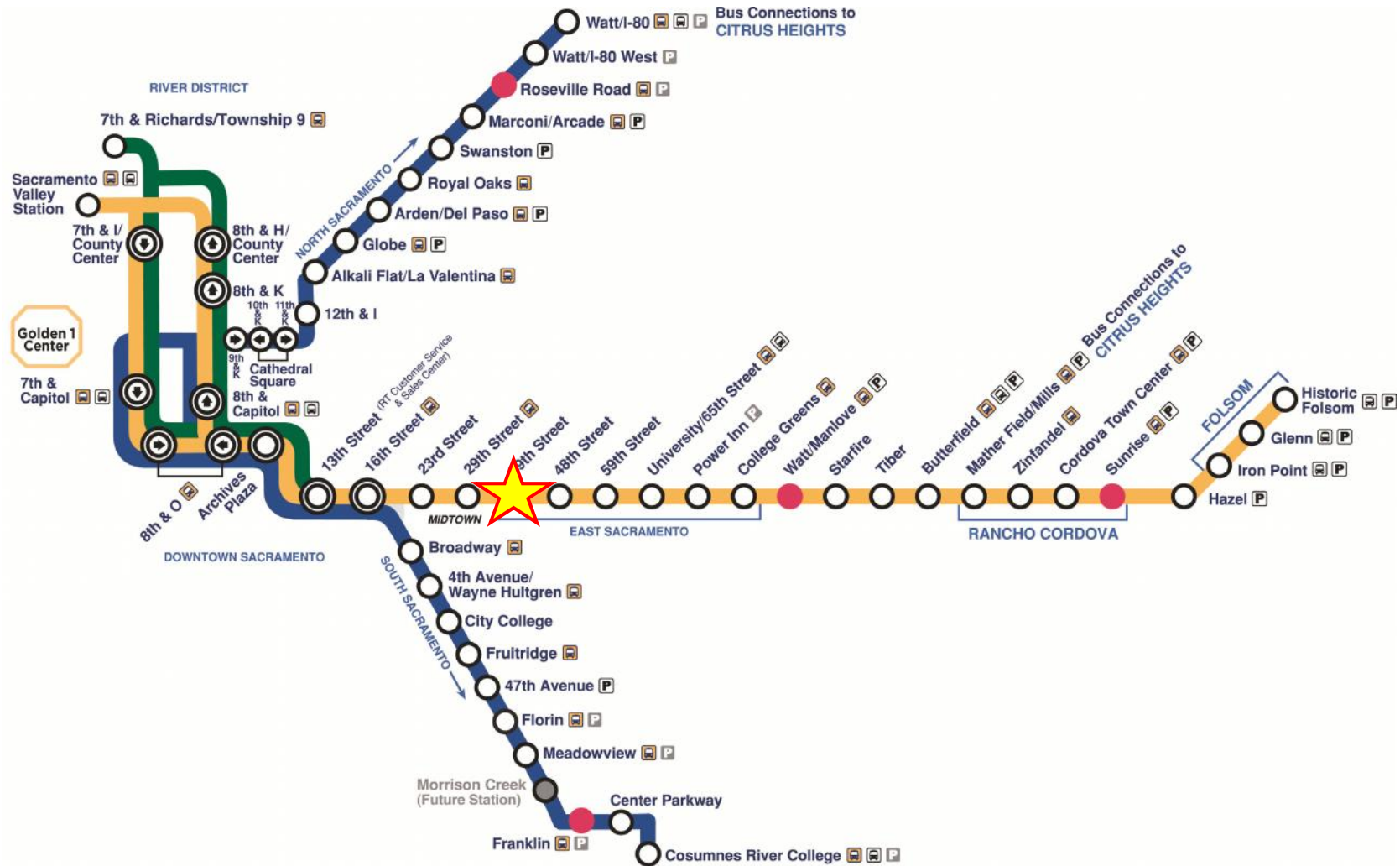
By: _____
Cindy Brooks, Assistant Secretary

39th Street/UC Davis Health Station Naming Rights

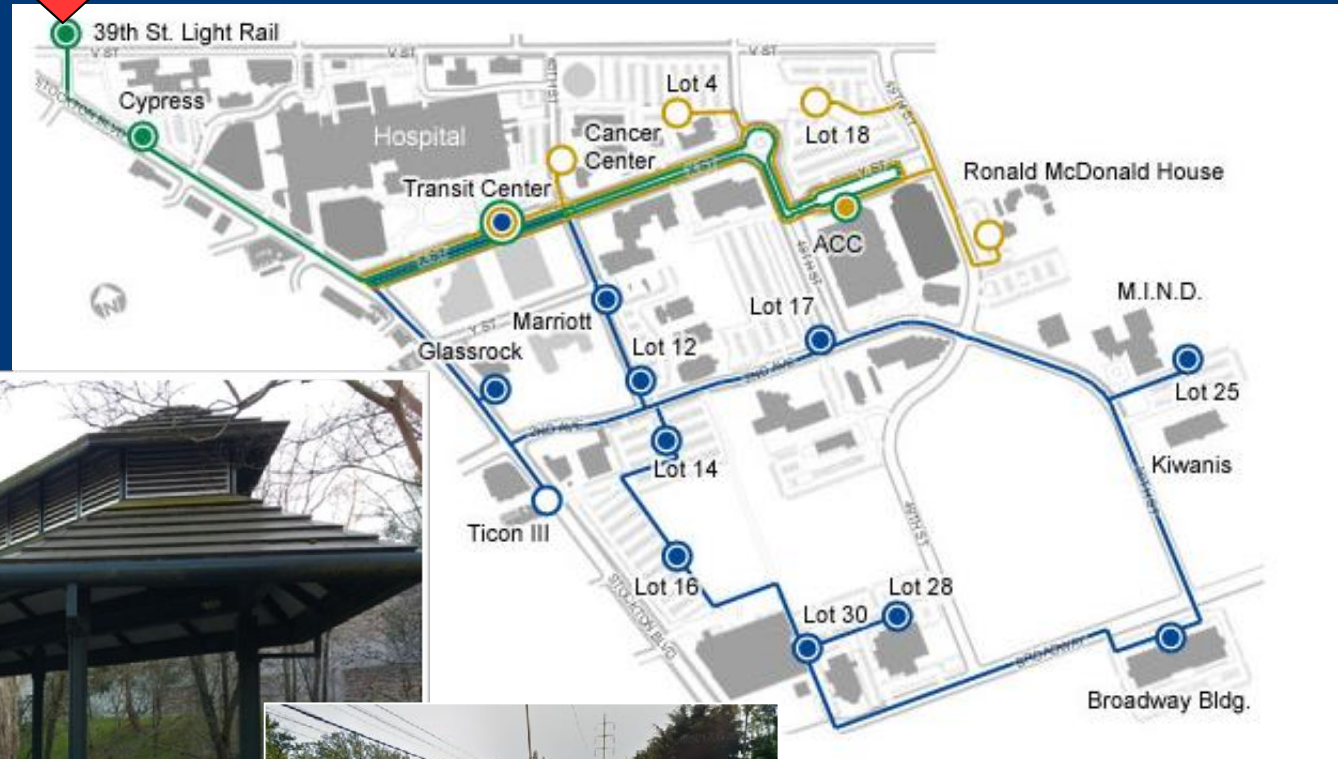
Monday, February 25, 2019

Agenda Item 5

Light Rail System Map



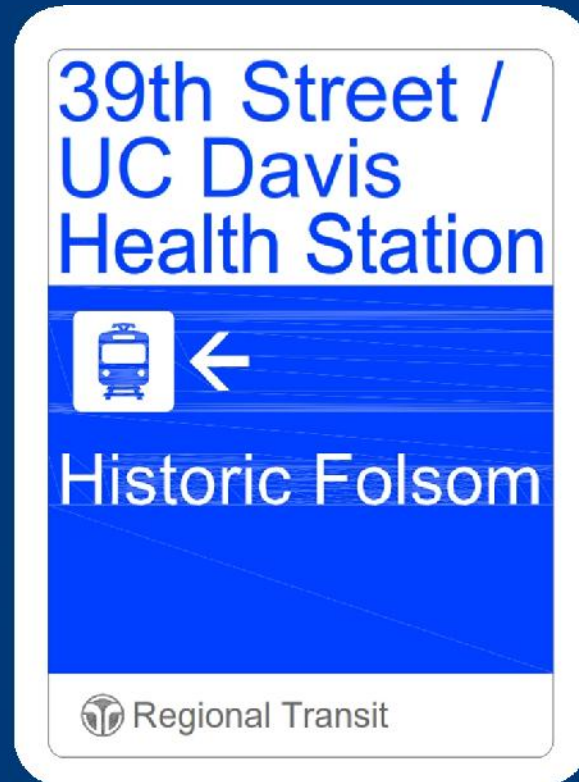
39th Street Station



Approved Criteria

- Nearest street intersection
- Major cross street
- Geographic location
- Area landmark
- Permanence of name
- Well recognized
- Strong nexus between the proposed naming sponsor and the proposed SacRT nexus

Signage Example



Questions?