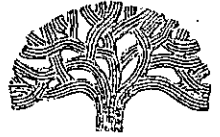


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Date: September 10, 2013
To: Oakland City Council
From: Councilmember Lynette Gibson McElhaney

The purpose of this item is to seek the support of the Oakland City Council for the "19th Street/Oakland" Bay Area Rapid Transit (BART) Station to be renamed the "19th Street/Oakland Uptown" BART Station.

In the near future, BART will be undergoing other station name changes, such as the addition of the Oakland Airport Connector to the Oakland Coliseum BART Station. In order to be cost effective for brochure reproduction, labeling of new maps, changes to the website, and related staff time, BART would like to change station names at the same time rather than one at a time.

The first step in the process of adding "Uptown" to the 19th Street/Oakland name is a vote of support for the name change by the City Council. That is what I am seeking today.

The 19th Street BART Station was opened in 1972 as one of the original stations in the Bay Area Rapid Transit System. The station was renamed "19th Street/Oakland" in 1982. BART brings millions of people into Oakland each year, and our station names should descriptively reflect the neighborhoods outside of the stations for both tourists, local riders, and residents.

Oakland's Uptown neighborhood has flourished over the past eight years. With the revitalization of The Fox Theater and the development of a Community Benefit District ("The Lake Merritt/Uptown District Association"), Uptown has become a booming dining and entertainment center that has brought Oakland national recognition. Uptown is surely a neighborhood on the rise and one that deserves to be on the map for the increasing number of visitors who flock here.

Renaming the 19th Street station to include its neighborhood namesake ("Uptown") will have economic benefits for the City of Oakland. The presence of the Uptown name on BART literature, such as maps, BART's website, and signage, will be seen by tens of thousands of people each day. This neighborhood branding will reinforce the economic development that is well underway in this area.

It is an opportune time to rename this station to be the "19th Street/Oakland Uptown" BART Station.

Signed,

Lynette Gibson McElhaney
Councilmember, Oakland District 3