

Memorandum

TO: RULES AND OPEN
GOVERNMENT COMMITTEE

FROM: Mayor Sam Liccardo
Councilmember Raul Peralez
Councilmember Magdalena Carrasco

SUBJECT: Naming of 28th Street
San José BART Station

DATE: January 30, 2019

Approved

Date

01/30/19

RECOMMENDATION

Agendize for the February 12th City Council meeting the following:

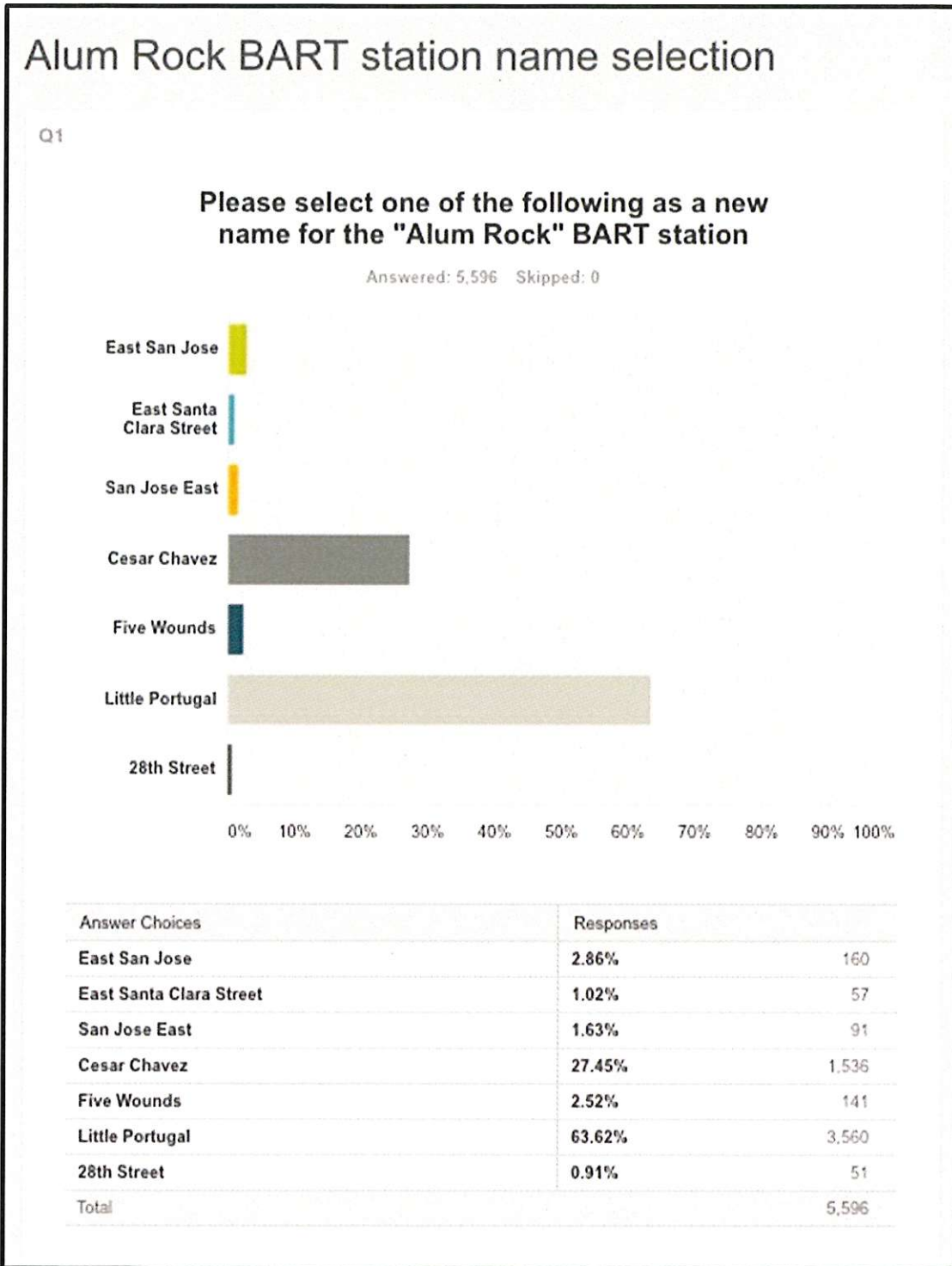
1. Submit *28th Street/Little Portugal* to the Valley Transportation Authority (VTA) for consideration as the formal name of the future BART station located at N. 28th Street between E. Santa Clara Street and E. Julian Street.

DISCUSSION

The community at the future N. 28th Street station has worked diligently for the last several years to put forth recommendations for a name that would reflect its history and heritage. Following a community-hosted survey that received 5,596 responses, there was overwhelming support for the name Little Portugal. The area is deeply rooted in the Portuguese culture including celebrating this year what will be the 100-year anniversary of the Five Wounds Portuguese National Church.

Therefore, per BART's naming guidelines to include a locator, it would be appropriate to move forward with the name 28th Street/Little Portugal and have it adopted by the VTA Board of Directors.

2016 Community-Hosted Survey Results



Source: BART Transit Village Advocates (BARTTVA) & CommUniverCity