RULES COMMITTEE: 2-6-19
ITEM: G.3

CITY OF SAN JOSE
CAPITAL OF SILICON VALLEY

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.

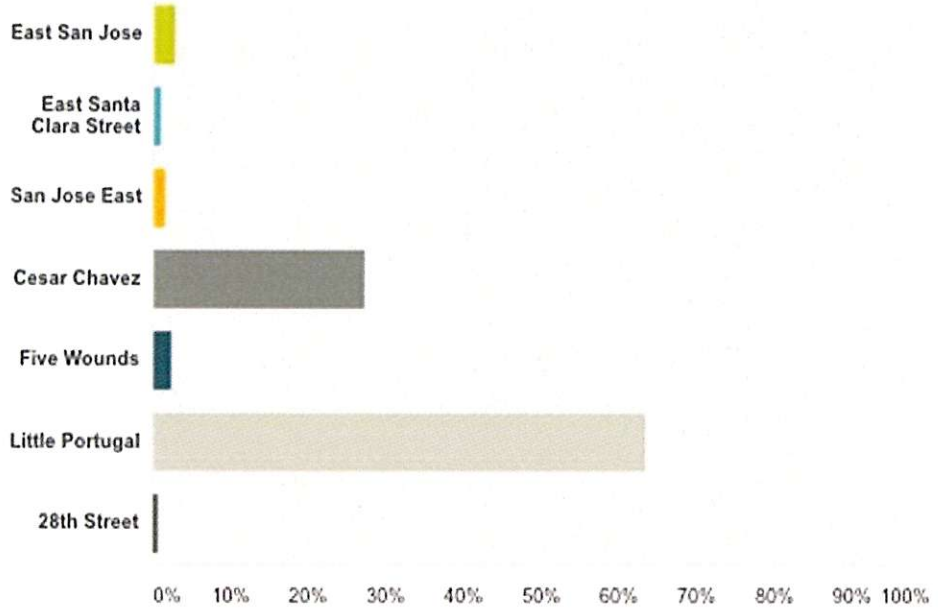
2016 Community-Hosted Survey Results

Alum Rock BART station name selection

Q1

Please select one of the following as a new name for the "Alum Rock" BART station

Answered: 5,596 Skipped: 0



Answer Choices	Responses	
East San Jose	2.86%	160
East Santa Clara Street	1.02%	57
San Jose East	1.63%	91
Cesar Chavez	27.45%	1,536
Five Wounds	2.52%	141
Little Portugal	63.62%	3,560
28th Street	0.91%	51
Total		5,596

Source: BART Transit Village Advocates (BARTTVA) & CommUniverCity