Memorandum

TO:	CITY COUNCIL	**FROM:**	Mayor Sam Liccardo
			Vice-Mayor Chappie Jones

SUBJECT:	**Barack Obama Boulevard Street Renaming**	**DATE:**	December 23, 2020

APPROVED:	*[signatures]*	**DATE:**	12/23/20

RECOMMENDATION

Approve the staff resolution to establish Barack Obama Boulevard by renaming portions of Bird Avenue, South Montgomery Street, South Autumn Street, and North Autumn Street between Interstate 280 to the south and West St. John Street to the north.

BACKGROUND

We would like to recognize the efforts of the Barack Obama Boulevard Committee, including Bill Melson, Hellen Sims, Joe Bass, Alex Shoor, and many others, along with State Senator Jim Beall. Many hours of volunteer time evince a broad and deep community sentiment to honor the service and leadership of our 44th President, Barack Obama in a prominent manner.

We celebrate the legacy of former President Obama—on such important issues including universal health insurance, climate action, marriage equality, and economic inclusion—but also his example of thoughtful, principled, and often inspiring leadership. Just as President Obama raised the spirits and economic reality of a nation mired in the Great Recession, this stretch of road will play a key role in revitalizing and reinvigorating our Downtown, and will serve as a gateway that will welcome visitors from our Downtown transit center into our diverse and vibrant city. The fact that so many properties along that stretch are in transition carries an additional benefit of minimizing disruptive and costly address changes for current tenants.

As dictated by City policy, the cost of new signs will be handled by the Street Renaming Committee, but many of us will be assisting from our office accounts and in other ways. We hope to assuage any concerns about the historic references to T.S. Montgomery and Calvert T. Bird by preserving the names of those portions of both Bird and Montgomery Streets north of 280 (Bird) and South of St. John (Montgomery).