

# PROPERTY AND STATION NAMING POLICY

ADOPTED: July 30, 2024

## I. PRIMARY PROPERTY AND STATION NAMES

RTD aims to establish primary property and station names that are recognizable to our customers as destinations. Per Board policy passed in 1994 and reaffirmed in 2003 and 2011, RTD stations are usually named for the nearest street intersections, major cross street, or the name of the geographic location of the area. Names should be kept relatively short so that they will fit efficiently on destination signs, station signs, maps, and other materials.

RTD staff will work with local governments and stakeholders to develop station/facility names for new stations that differ from the above policy as long as:

- The name is recognizable to the general traveling public
- The name does not incorporate any trademarked names with value to the private sector or that have commercially-viable or valuable benefits (absent compensation to RTD as described under sponsorships below)
- The name does not violate any existing naming agreement

## II. HONORARY PROPERTY NAMES

The Board may add an honorary name, as a secondary name, to any RTD station or property. The policy, procedures, and requirements of which are set forth in the separate, subsidiary Honorary Property and Station Naming Policy, Honorary Property Station Naming Procedures, and Honorary Property and Station Naming Review Rubric.

An honorary name can be applied only if doing so does not violate any existing naming agreement.

## III. SPONSORSHIPS

RTD staff may, with Board approval, sell naming rights, by means of a public solicitation process, to RTD stations and facilities under a multi-year contractual agreement provided:

- The core station/facility name must remain as a "location identifier" for the traveling public
- To be considered as viable, the sale of naming rights would need to generate positive net revenue to RTD after fully accounting for RTD's costs of changing the station/facility name (station signs, maps, collateral material, recorded announcements, etc.) as well as foregone revenue from other sources
- The name does not violate any existing naming agreement
- Sponsorships will not be considered for a station with an honorary name

## IV. NAME CHANGE COST

Entities proposing non-honorary name changes under this policy would be required to absorb all associated costs unless the Board determines otherwise.

## **V. SCOPE**

The policy applies to transit stations, park-n-rides, transfer centers, other major passenger facilities, maintenance facilities, and administrative buildings.

## **VI. AUTHORITY**

The Board sets this policy and retains the prerogative to select alternate station names through subsequent board action.

## **VII. RELATED POLICIES**

Honorary Property and Station Naming Policy  
Honorary Property and Station Naming Procedures  
Honorary Property and Station Naming Review Rubric  
Station Spacing Policy

## **VIII. PRIOR BOARD ACTIONS**

May 20, 1994

December 8, 2003

May 17, 2011

July 30, 2024 (adopted Property and Station Naming Policy as well as subsidiary Honorary Property and Station Naming Policy, Procedures, and Review Rubric)