

THIS PRINT COVERS CALENDAR ITEM NO.: 10.10

**SAN FRANCISCO
MUNICIPAL TRANSPORTATION AGENCY**

DIVISION: Transit

BRIEF DESCRIPTION:

Dedicating historic streetcar Boston PCC No. 1059 in memory of Muni Operator Michael “Mr. Boston” Delia, who loved the job so dearly, and he would want to be remembered smiling from the driver’s seat of an F-line streetcar, welcoming his passengers to ride on a beautiful San Francisco day.

SUMMARY:

1. The SFMTA has exclusive authority over the acquisition, construction, management, supervision, maintenance, extension, operation, use and control of all property, as well as the real, personal and financial assets of the Agency.
2. The SFMTA wishes to dedicate historic streetcar Boston PCC (Presidents' Conference Committee) operating on the F-Market line, No. 1059 in memory of the late Muni Operator Michael Delia, who was an SFMTA employee for nine years. Mr. Delia was known throughout the SFMTA and the city as “Mr. Boston.” On August 31, 2023, Mr. Delia passed away after a long and difficult battle with cancer.
3. Mr. Delia loved his job, and he was known by the public for driving the F-line historic streetcar in full-dress uniform and a special operator’s eight-point cap from the 1950s, where he delighted passengers with his smile and willingness to share his knowledge about San Francisco. He gave his all to Muni and was a role model in customer service and respect for his fellow SFMTA employees.

ENCLOSURES:

1. SFMTAB Resolution
2. Naming Policy for SFMTA Assets
3. CEQA determination

APPROVALS:

DATE

DIRECTOR 

July 31, 2024

SECRETARY 

July 31, 2024

ASSIGNED SFMTAB CALENDAR DATE: August 6, 2024

PURPOSE

Dedicating historic streetcar Boston PCC No. 1059 in memory of Muni Operator Michael “Mr. Boston” Delia, who loved the job so dearly, and he would want to be remembered smiling from the driver’s seat of an F-line streetcar, welcoming his passengers to ride on a beautiful San Francisco day.

STRATEGIC PLAN GOALS AND TRANSIT FIRST POLICY PRINCIPLES

The item will support the following SFMTA Strategic Plan Goals:

Goal 7: Build stronger relationships with stakeholders

DESCRIPTION

The Charter states that “The Agency shall have exclusive authority over the acquisition, construction, management, supervision, maintenance, extension, operation, use and control of all property, as well as the real, personal and financial assets of the Agency...” (Charter §8A.102(b)(1).)

On December 6, 2016, the SFMTA Board adopted the “Naming Policy for SFMTA Assets” (enclosed), which states the following regarding rolling stock, physical facilities, and other assets:

Consideration may be given to name such facilities after individuals or a group of individuals who have made an extraordinary contribution to local public transportation or based on their achievements either at a local, state, or national level or because they have broadly recognized social, historical, cultural, or political significance.

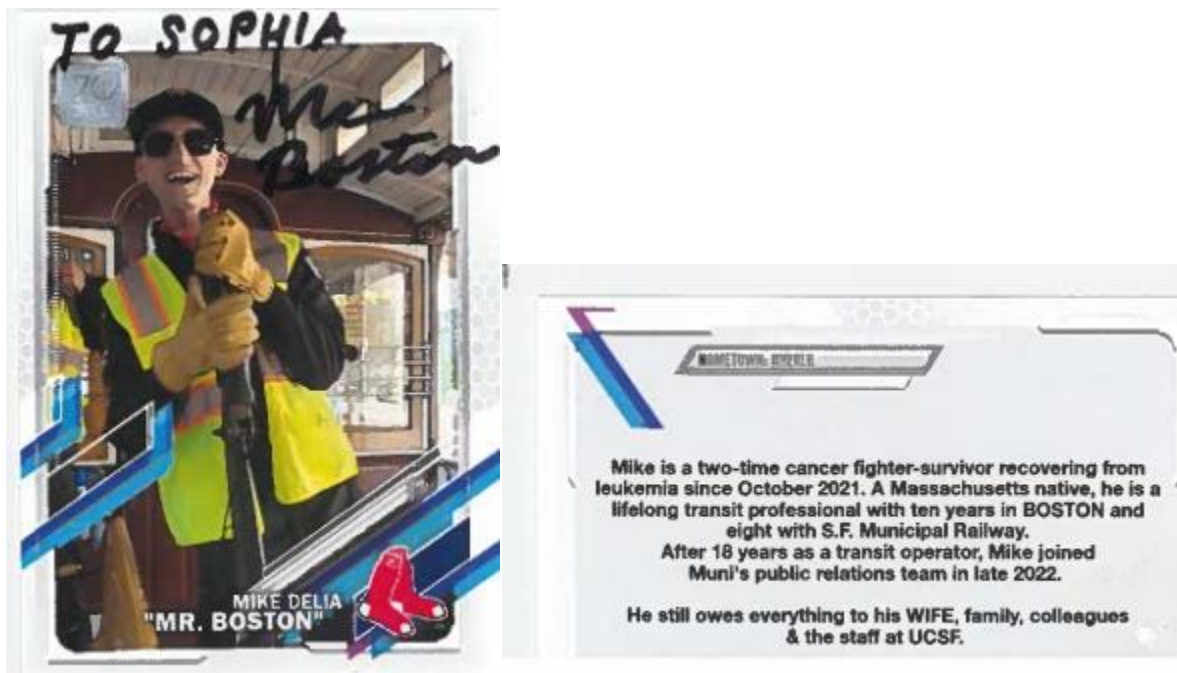
SFMTA staff recommends that dedicating historic streetcar Boston PCC No. 1059 in memory of Muni Operator Michael “Mr. Boston” Delia, who passed away on August 31, 2023, after a long and difficult battle with cancer is consistent with the Naming Policy.

Mr. Delia was an SFMTA employee for nine years where started his career as an operator out of the Presidio Division and ended it at the Green Division, where he spent time driving trolley coaches and later historic street cars. He also contributed significantly to Agency internal communications as part of his work as a public relations assistant for the Chief of Staff’s office.

Mr. Delia became a transit enthusiast at just five years old, when he rode the bus with his father, who was an operator. He liked to say he “moved for Muni” when he left his hometown of Boston for San Francisco and became an SFMTA operator in 2014, demonstrating his commitment to work at Muni by meeting all aspects of hiring while 3000 miles away.

Mr. Delia was known to the public for driving the F-line historic streetcar in full-dress uniform and a special operator’s eight-point cap from the 1950s. He delighted passengers with his smile,

warm welcome and willingness to share his knowledge about San Francisco, and he shared Mr. Boston baseball cards to share stats about himself. He gave his all to this agency and was a role model in customer service and respect for his fellow SFMTA employees. He was known for supporting and inspiring his SFMTA family by encouraging his fellow operators to try new modes, expand their experience and change things up.



Front and back of a “Mr. Boston”-signed baseball card

The following language will be placed on a plaque in the street car: “This streetcar is dedicated to Michael Delia, a.k.a “Mr. Boston”

1985-2023

Michael Delia moved across the country to become a Muni “motorman,” driven by his love for historic streetcars and public service. Hailing from Boston like this streetcar, Mr. Delia was beloved for his generous spirit and consummate professionalism. With a vintage hat, recognizable accent, and infectious smile, “Mr. Boston” became an indelible ambassador for Muni, San Francisco, and —above all else—kindness.”

Originally built in 1948, PCC No. 1059 is painted in tribute to the Boston Elevated Railway-era of PCC operation in Boston. PCCs continue to operate on its modern-day successor – Massachusetts Bay Transportation Authority (MBTA), as several dozen PCCs remain in public transit service in Boston on the Ashmont-Mattapan High Speed Line.

STAKEHOLDER ENGAGEMENT

The SFMTA worked with Michael Delia's family, Meredith Delia, Transport Workers Union Local 250-A, and Market Street Railway, all of whom support this dedication.

ALTERNATIVES CONSIDERED

The SFMTA Board could choose not to name a cable car in memory of Michael "Mr. Boston" Delia.

FUNDING IMPACT

The impact on the SFMTA's operating budget is immaterial.

ENVIRONMENTAL REVIEW

On April 23, 2024, the SFMTA determined that the Dedication of Boston PCC No. 1059 to Michael Delia is not a "project" under the California Environmental Quality Act (CEQA) Guidelines

Sections 15060(c) and 15378(b) because the action would not result in a direct or a reasonably foreseeable indirect physical change to the environment.

A copy of the CEQA determination is on file with the Secretary to the SFMTA Board of Directors and is incorporated herein by reference.

OTHER APPROVALS RECEIVED OR STILL REQUIRED

None.

RECOMMENDATION

Staff recommends the SFMTA Board dedicate historic streetcar Boston PCC No. 1059 in memory of Muni Operator Michael "Mr. Boston" Delia, who loved his job dearly and he would want to be remembered smiling from the driver's seat of an F-line streetcar, welcoming his passengers to ride on a beautiful San Francisco day.

SAN FRANCISCO
MUNICIPAL TRANSPORTATION AGENCY
BOARD OF DIRECTORS
RESOLUTION No. _____

WHEREAS, Charter Section 8A.102 (b) (1) states that “[t]he Agency shall have exclusive authority over the acquisition, construction, management, supervision, maintenance, extension, operation, use and control of all property, as well as the real, personal and financial assets of the Agency; and,

WHEREAS, The “Naming Policy for SFMTA Assets” states the following regarding rolling stock, physical facilities, and other assets:

Consideration may be given to name such facilities after individuals or a group of individuals who have made an extraordinary contribution to local public transportation or based on their achievements either at a local, state, or national level or because they have broadly recognized social, historical, cultural or political significance; and,

WHEREAS, The SFMTA finds that this dedication is consistent with its naming policy and wishes to dedicate historic streetcar Boston PCC #1059, operating on the F-Market line, in memory of the late Muni operator, Michael “Mr. Boston” Delia; and,

WHEREAS, on August 31, 2023, SFMTA operator and beloved colleague Mr. Delia passed away after a long and difficult battle with cancer, where he was known throughout the SFMTA and the city as “Mr. Boston”; and,

WHEREAS, Mr. Delia became a transit enthusiast at just five years old, when he rode the bus with his father, who was an operator. He liked to say he “moved for Muni” when he left his hometown of Boston for San Francisco and became an SFMTA operator in 2014, demonstrating his commitment to work at Muni by meeting all aspects of hiring while 3000 miles away; and,

WHEREAS, Mr. Delia started his career as an operator out of the Presidio Division and ended it at the Green Division, where he spent time driving trolley coaches and later historic street cars; and,

WHEREAS, Mr. Delia was known to the public for driving the F-line historic streetcar in full-dress uniform and a special operator’s eight-point cap from the 1950s, where he delighted passengers with his smile, warm welcome and willingness to share his knowledge about San Francisco, and shared Mr. Boston baseball cards to share stats about himself; and,

WHEREAS, Mr. Delia was known for supporting and inspiring his SFMTA family and encouraging his fellow operators to try new modes, expand their experience and change things up; and

WHEREAS, Mr. Delia also contributed significantly to Agency internal communications as part of his work as a public relations assistant for the Chief of Staff’s office; and,

WHEREAS, Mr. Delia gave his all to this agency and was a role model in customer service and respect for his fellow SFMTA employees; and,

WHEREAS, On April 23, 2024, the SFMTA determined that the Dedication of Boston PCC No. 1059 to Michael Delia is not a “project” under the California Environmental Quality Act (CEQA) Guidelines Sections 15060(c) and 15378(b) because the action would not result in a direct or a reasonably foreseeable indirect physical change to the environment; and,

WHEREAS, A copy of the CEQA determination is on file with the Secretary to the SFMTA Board of Directors and is incorporated herein by reference; now, therefore, be it

RESOLVED, That the San Francisco Municipal Transportation Agency Board of Directors dedicates Boston PCC No. 1059 to the memory of Muni Operator Michael Delia and remember him as he would want to be remembered as “Mr. Boston,” smiling from the driver’s seat of an F-line streetcar, welcoming his passengers to ride on a beautiful San Francisco day.

I certify that the foregoing resolution was adopted by the San Francisco Municipal Transportation Agency Board of Directors at its meeting of August 6, 2024.

Secretary to the Board of Directors
San Francisco Municipal Transportation Agency

NAMING POLICY FOR SFMTA ASSETS

PURPOSE:

The SFMTA Board of Directors seeks to name and identify SFMTA stations in a way that clearly communicates the location to frequent, infrequent and prospective transit users and visitors to the area, and for other assets in a way that recognizes individuals who have made an extraordinary contribution to local public transportation.

POLICY:

For SFMTA Transit Stations and Stops

- The SFMTA's transit stations or stops need to be named in a way that clearly communicates the location to frequent, infrequent and prospective transit users and visitors to the area.
- The name should highlight the geographic location of the stop and be clearly understood by the general public and first responders, in the event of an emergency.
- It should reference a nearby intersection, street or cross street, neighborhood or well-known destination.
- In noteworthy situations, a commemorative name may be added to a portion of the asset, such as an entrance, waiting area or plaza. In such cases, an area may be named after an individual or group of individuals based on their achievements either at a local, state, or national level or because they have broadly recognized social, historical, cultural or political significance.
- The SFMTA will consider recommendations from the community but the SFMTA Board of Directors will make the final decision.
- The name will be recognizable as fitting and appropriate for the named asset.
- Stations should not be renamed unless the additional benefit to the transit patron clearly outweighs the inherent advantages of retaining the existing station name.
- Naming will be further evaluated within the broader context of the SFMTA's corporate brand and interests of relevant stakeholders.

For SFMTA's other physical facilities and assets, including operating and maintenance divisions, yards, shops, parking garages and lots, rolling stock or assets that are part of a transit station or stop.

- Consideration may be given to name such facilities after individuals or a group of individuals who have made an extraordinary contribution to local public transportation or based on their achievements either at a local, state, or national level or because they have broadly recognized social, historical, cultural or political significance.

Naming Rights/Sponsorships

- Any sponsorship should have a strong nexus between the naming rights sponsor and the asset.
- All naming rights proposals will be evaluated with customer navigation concerns in the forefront.
- Naming rights proposals will be further evaluated within the broader context of the SFMTA's corporate brand and interests of relevant stakeholders.
- The SFMTA may deny any proposal that violates any applicable ordinance, rule regulation or policy; is offensive, discriminatory or promotes a particular religion or political view; or is not in the best interests of the SFMTA and/or its customers.
- Any sponsorship will require a written agreement between the SFMTA and the naming rights sponsor and shall be for a minimum of ten years to ensure a long-term commitment.
- The agreement will include a provision that allows the SFMTA to terminate the agreement at the SFMTA's sole option.
- In addition to any revenue for the SFMTA, the naming rights sponsor shall pay for the all costs including, but not limited to, the re-naming of signs, maps, software and any other wayfinding tool.
- Sponsorships may be considered for rolling stock or other structural assets but not for transit stations.

APPROVAL:

- The SFMTA Board of Directors must evaluate and approve the naming of all SFMTA assets in accordance with the principles contained in this policy.
- The Paratransit Coordinating Council must approve the naming of any city-owned paratransit van.