

From: [T Bowman](#)
To: [Daria Edgerly](#)
Subject: [EXTERNAL] non-agenda item: renaming of OAK airport
Date: Saturday, March 30, 2024 1:08:04 PM

The sender of this message is external to the **Port of Oakland**. Do not open links or attachments from untrusted sources.

Hello,

I read that Oakland International Airport is considering a name change to San Francisco Bay or similar. I applaud the motivation but condemn the proposed name.

Changing to "San Francisco Bay" only highlights insecurity and creates a perception that OAK is trying to fool the public or be something it isn't.

Instead, consider "Samuel Merritt Airport". Samuel Merritt, MD was a pioneer in Oakland. He donated land around Lake Merritt. He was one of the founding regents of the University of California. He was a mayor of Oakland. There's no need for "international" to save space but inclusion would be ok. The Port of Oakland could then encourage airlines to include OAK in a drop box when San Francisco is typed in. Many airlines already do this.

An alternative name could be to just name the cities, like Hollywood Burbank Airport does. Berkeley and the University of California have a cachet so "Berkeley Oakland Airport" is a reasonable choice. "Oakland Berkeley Hayward Airport" is a bit too long.

Respectfully yours,
Tom Bowman

From: [Vicky Boyd](#)
To: [Port of Oakland Board Commissioners](#)
Subject: [EXTERNAL] Keep Oakland Airport as Oakland, NOT SF Oakland
Date: Wednesday, April 3, 2024 8:59:08 AM

The sender of this message is external to the **Port of Oakland**. Do not open links or attachments from untrusted sources.

Please include these comments to be part of the record on the proposal to rename Oakland International Airport:

Keep Oakland International Airport as Oakland, not some fancy SF Oakland airport. Have you ever thought the reason why you've lost some flights is Southwest is your main tenant? When SW changes its plans, as it is doing right now with the Boeing fiasco, then it will affect OAK more than some other facilities that have a broader mix of airlines. As someone who flies out of OAK quite a bit, I do NOT like the fact that you've gotten rid of all of the Starbucks and now most of the Peet's coffees and added local eateries. Since I don't live in Oakland, they don't mean anything to me. As it is, I stop before I get to the airport to get my coffee fix. Your tenants have lost sales. Don't try to be fancy. Just be a good, basic airport. You're not SFO, and that's why I fly through OAK.

Perhaps you should market OAK as the easy to navigate airport that's a gateway to all things Bay Area. Avoid the traffic and congestion at SFO and fly OAK. You don't see Burbank, Ontario or John Wayne marketing themselves as Los Angeles John Wayne, Los Angeles Ontario or Los Angeles Burbank airport. Yet they're all located in the Los Angeles basin (despite what Orange County residents will have you believe.)

Keep Oakland as Oakland. What's next? San Jose wants to be called San Francisco San Jose Airport?

Vicky Boyd
Frequent flyer out of OAK



April 3, 2024

Board of Commissioners
Port of Oakland
530 Water Street
Oakland, CA 94607

Re: Proposed Renaming of Metropolitan Oakland International Airport

Dear Port of Oakland Board Commissioners:

We thank you for your service to the great City of Oakland.

We write today to urge you to reject the proposed renaming of Metropolitan Oakland International Airport (OAK) to “San Francisco Bay Oakland International Airport” (File ID: 094-24), scheduled for consideration at your April 11 meeting. This proposed name change will create significant confusion for the traveling public and, frankly, is not appropriate. It more or less lifts San Francisco International Airport’s (SFO) name for use by Oakland. We ask you not to go down this path.

SFO — an agency of the City and County of San Francisco — has operated under the name “San Francisco Airport” or “San Francisco International Airport” since 1927, making it immediately recognizable to customers. SFO has built on this brand success for decades, and we are opposed to OAK using any form of the historic and geographically significant name “San Francisco” in its title.

Given the long history of SFO as a San Francisco agency, and the internationally associated name and brand recognition in air transportation, the proposal to rename OAK will cause significant confusion for the traveling public and others, particularly considering the large number of international travelers who do not speak or read English.

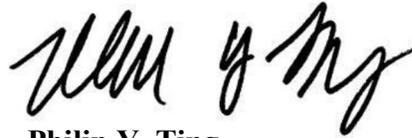
SFO is committed to collaborating with its partners in the East Bay to uplift the collective and mutual best interests of our region. This proposed renaming of OAK does not serve this purpose, and we urge you to reject the proposal before you.

Thank you for your consideration, and please do not hesitate to reach out should you have any questions.

Sincerely,



Scott Wiener
Senator, 11th District



Philip Y. Ting
Assemblymember, 19th District

cc: Mayor London N. Breed, City and County of San Francisco
Mayor Sheng Thao, City of Oakland
San Francisco Airport Commissioners
Danny Wan, Executive Director, Port of Oakland
Craig Simon, Interim Aviation Director, Port of Oakland

STATE CAPITOL
P.O. BOX 942849
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April 3, 2024

Barbara Leslie
President, Oakland Board of Port Commissioners
30 Water Street
Oakland, CA 94607

RE: Proposed Renaming of Metropolitan Oakland International Airport

Dear President Leslie:

I am writing to you to in opposition to the proposed renaming of Metropolitan Oakland International Airport (OAK) to "San Francisco Bay Oakland International Airport" (File ID: 094-24), scheduled for consideration at the April 11, 2024 meeting of the Oakland Board of Port Commissioners.

San Francisco International Airport (SFO) is one of the largest employers in San Mateo County, the county I represent in the State Assembly, and is a significant driver of economic activity in my district. SFO is one of the largest airports in the United States, having served over 50 million passengers in 2023, and operated under the name San Francisco International Airport since 1927.

The airport is well known internationally and is an established destination for travelers. Adding San Francisco to the name of Oakland International Airport would only serve to confuse travelers and undermine the nearly century-old profile of a vital regional asset.

I strongly urge you to not to proceed with the renaming of OAK as currently proposed.

Thank you for your consideration.

Sincerely,

Assemblymember Diane Papan

From: [SHERWOOD DONAHUE](#)
To: [Port of Oakland Board Commissioners](#)
Subject: [EXTERNAL] [Port of Oakland - People] "SUGGESTED NAME CHANGE"
Date: Wednesday, April 3, 2024 7:44:00 AM

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From: SHERWOOD DONAHUE <SHERWOODDONAHUE@GMAIL.COM>
Subject: SUGGESTED NAME CHANGE

board@portoakland.com

Message Body:

I was stunned by the suggested name change. The change could be remedied if you lead with OAKLAND. How about the OAKLAND SAN FRANCISCO BAY INTERNATIONAL AIRPORT? The proposed name

change as it stands is a confusing slap in the face to Oakland. I was raised in Oakland and taught in the Oakland Unified School District for 39 years. I am proud of my city and find the name change

offensive. We are not San Francisco East. YOU have a chance to do the right thing. You represent THE PORT OF OAKLAND and the citizens of Oakland. Sherwood Donahue

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This e-mail was sent from a contact form on Port of Oakland (<https://www.portofoakland.com>)

April 4, 2024

Port of Oakland Commission
530 Water Street
Oakland, California 94607

RE: Letter of Opposition to the proposed renaming of the Oakland International Airport to “San Francisco Bay Oakland International Airport”

Dear Port of Oakland Board of Commissioners,

We are writing to express our opposition to the proposed renaming of the Oakland International Airport to the “San Francisco Bay Oakland International Airport.” While we appreciate the desire to acknowledge the geographical region served by the airport, we believe that renaming the airport could lead to confusion among travelers. The airport renaming also has the potential for unintended economic impacts on businesses that have goods and products delivered by plane to the region due to their similar names.

San Francisco International Airport is already a prominent transportation hub in the region, serving 50 million passengers in 2023. Renaming Oakland International Airport to include "San Francisco Bay" in its title could inadvertently lead travelers to believe that the airport is located in San Francisco itself, rather than in the neighboring city of Oakland. This confusion could result in logistical challenges for travelers and ultimately harm the reputation of both airports.

Moreover, renaming Oakland International Airport could disrupt the market dynamics of the Bay Area airports. Each airport in the region has developed unique brand identities. By renaming Oakland International Airport to include "San Francisco Bay" in its title, we risk blurring the lines between the two airports and undermining their positions and identities.

We believe that renaming Oakland International Airport to the San Francisco Bay Oakland International Airport is unnecessary and potentially detrimental to the airport's brand and identity. We urge the Port of Oakland Commission to reject this proposal and instead focus on strategies that will strengthen the airport's position as a vital transportation hub in the Bay Area.

Sincerely,



From: [Anita Bock](#)
To: [Port of Oakland Board Commissioners](#)
Subject: [EXTERNAL] [Port of Oakland Commissioners] "Renaming Oakland Airport"
Date: Thursday, April 4, 2024 1:40:01 PM

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From: Anita Bock <anitambock@gmail.com>
Subject: Renaming Oakland Airport

board@portoakland.com

Message Body:

Changing the name of the Oakland Airport is a foolish idea. The money would be better spent on marketing Oakland's Airport as a Bay Area location.

To select a name that places the emphasis on 'San Francisco' as the first part of the name will cause confusion and simply makes no sense. If a name change is being considered seriously it would be better to name it "Oakland San Francisco Bay Airport". The reason for the name change proposed by Craig Simon, Interim Director of Aviation and Danny Wan, Executive Director, seems based on anecdotal information. Before any such change is seriously considered data to back-up the need for the change should be concrete and factual.

Oakland deserves its own airport and the Airport's name should not be changed.

A marketing campaign built around an 'Oakland on the San Francisco Bay' theme would be a far wiser expenditure of the \$150,000 budget listed for the renaming.

Please do not approve this renaming ordinance.

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This e-mail was sent from a contact form on Port of Oakland (<https://www.portoakland.com>)

From: [david lerman](#)
To: [Port of Oakland Board Commissioners; Kaley Skantz](#)
Subject: [EXTERNAL] Keep OAK OAK
Date: Friday, April 5, 2024 10:47:19 AM

The sender of this message is external to the **Port of Oakland**. Do not open links or attachments from untrusted sources.

Dear Port of Oakland:

Trying to include "San Francisco" in the name of your airport is a sad and demoralizing move that will not help.

I always like to fly in and out of Oakland International Airport (OAK). It is a bad idea to change the name because this will cause mass confusion. People will go to the wrong airports to drop off and pick up passengers. People will miss connections because they confused the airports. It would dilute the excellent brand quality of OAK.

Your efforts would be better spent advertising OAK and helping people learn that you have fewer fog delays, and easier access to the East Bay.

It would be great if OAK were to expand dining options, get more and better airport lounges and amenities, and participate more in the Priority Pass program. This program is fantastic at SFO because it allows people to access great meals at a very modest cost. There are no Priority Pass restaurants or lounges at OAK.

Check out the Priority Pass website and see what the competing airport has going for it to draw customers.
<https://www.prioritypass.com/>

Keep your name, and work on your product and brand identity!

-David Lerman

From: Keith Ensminger
Sent: Thursday, April 4, 2024 2:13 PM
To: Daria Edgerly
Subject: FW: Oakland International Airport

Hi Daria,

I read the Bay Area Council flier on the name change for the Oakland airport. I'd make the name easy to understand. All Bay Area airports should have city specific names like San Jose International Airport, San Francisco International Airport, and Oakland International Airport. That's my three cents. Cheers.

Best wishes,
Keith Ensminger
893 Massasso St.
Merced, CA 95341
209-385-0425 tel
209-769-2255 cell



From: [Keith Ensminger](#)
To: [Daria Edgerly](#)
Subject: RE: Oakland International Airport
Date: Friday, April 5, 2024 8:12:09 AM
Attachments: [image001.png](#)
[image002.png](#)

Good morning, Daria,

I wanted to update my comment after reading about the name change in the LA Times this morning. I read a Bay Area Council flier on the name change for the Oakland airport a couple days ago. The LA Times quoted Barbara Leslie as saying, "The Port is considering a name modification to boost inbound travelers' geographic awareness of the airport's location on the San Francisco Bay. While most first-time inbound travelers may not know SFO and OAK are built on landfill and their landing path may make them wonder if they are in a sea plane, almost everyone booking a flight to Oakland know it is in the Bay Area and not Sacramento or LA.

I'd make the name easy to understand. All Bay Area airports should have city specific names like San Jose International Airport, San Francisco International Airport, and Oakland International Airport.

Best wishes,
Keith Ensminger
893 Massasso St.
Merced, CA 95341
209-385-0425 tel
209-769-2255 cell



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