City Asset Naming & Renaming: Applicant Guide & Packet

January 2026

City Manager's Office

APPLICANTS ARE ENCOURAGED TO USE THIS PRACTICAL GUIDE TO HELP PREPARE A PERSUASIVE, COMMUNITY-GROUNDED PROPOSAL TO NAME OR RENAME A CITY OF SANTA ROSA-OWNED ASSET.

THIS GUIDE INCLUDES *EXAMPLES* OF SUPPORTING DOCUMENTS, GENERAL GUIDANCE ON HOW TO BUILD PUBLIC SUPPORT (PETITION STRATEGY), AND PRESENTATION TIPS.

THESE ARE INTENDED SERVE AS GUIDANCE RESOURCES RATHER THAN PRESCRIPTIVE REQUIREMENTS.

Quick roadmap

1. Completed City naming / renaming application
2. Submit petition showing public support (online or paper) within 60 days of submitting application.
3. City Manager review
4. Boards or Commission Meetings (up to 3)
5. City Council Public Hearing (up to 2)

Submission checklist for applicants

☐ Completed City Naming /Renaming Application Form
☐ Justification Letter
☐ Petition
☐ Endorsement / Support Letters (PDFs)
☐ Photographs & Map (image files or printouts)
☐ Presentation
☐ Community outreach summary (events, dates, attendance)

Supporting Documentation Examples

Collect evidence that shows the proposed name is meaningful, broadly supported, and aligns with City values. Useful items may be:

• **Justification letter (***required***)**:
short description of the asset, proposed name, and the reasoning behind the proposed name. Use compelling language and storytelling techniques to engage your audience emotionally. Share personal anecdotes, success stories, or case studies that illustrate the impact you hope to achieve.

• **Biographical profile / statement of significance**:
if naming for a person or event: short bio, accomplishments, dates, connection to the community, why this honor is appropriate. If renaming, explain rationale (new information, community harm, equitable recognition).

• **Historical documentation**:
newspaper clippings, archival photos, books, or citations showing the historical significance.

• **Photographs & map**:
clear photos of the asset and maps showing location and context (site plan or geographical coordinates if relevant).

• **Community outreach summary**:
what you did to solicit input (meetings, tabling, social posts, surveys), dates, attendee counts, summary of sentiment, etc.

• **Letters of support / endorsements**:
from neighborhood associations, community organizations, neighborhood councils, chambers of commerce, public safety, schools, cultural institutions, and/or faith leaders.

• **Petition signatures (***required, unless major donation***)**:
an organized, readable list, including name, address, date, and optional contact email/phone. You need **at least 1,000 signatures**.

- At least half of these must come from people who live within half a mile of the City property.
- Also, at least half of all property owners whose land touches the City property must sign.

• **Equity & impact statement**:
brief analysis of how the name supports equity, inclusion, or community values and any likely impacts (positive and negative).

• **Plaque wording & design concept**:
suggested language for signage or plaque (one to two short paragraphs), and optional mock-up.

Guidance on developing public support materials

A step-by-step approach to building authentic, verifiable community support. Think of this as guidance to help you, not a set of rules you must follow.

Step 1: Plan your outreach strategy

1. **Define the target audience(s)**: immediate neighbors, users of the asset, businesses, relevant cultural communities, and citywide residents who care about the asset type.
2. **Set goals**: Number of signatures, diversity goals (geographic representation, demographic groups), number of endorsement letters, and timeline.
3. **Assign roles**: Campaign lead, volunteer coordinator, social media lead, and outreach schedule. (if necessary)

Step 2: Choose petition formats

- **Online petition**: Good for broad visibility. Use platforms that allow easy export of signers (Change.org, Google Forms, or your own website). Make sure the platform lets you download full signatory data for City records.
- **Paper petition**: Use a clean signature sheet format (see template below).
- **Hybrid**: Collect both and keep a master export that merges and de-duplicates signers.

Step 3: Petition format & recommended fields

For City review, include (at minimum):

- ✓ Full name
- ✓ Address, City, and ZIP code

- ✓ Signature
- ✓ Date signed
- ✓ Email or phone (optional but useful for follow-up)
- ✓ A short checkbox: "I support naming/renaming [asset] to [proposed name]"
- ✓ Statement of whether signer is a resident, regular user, or business owner

Step 4: Best practices for collecting signatures

- Keep the language simple and consistent across online and paper versions.
- Try using QR codes on printed flyers to link to the online petition.
- Engage people at high-traffic local events (farmers' markets, libraries, transit stops) and bring printed flyers and sign-in sheets.
- Ask endorsing organizations to circulate the petition to their members.
- Tailor short, shareable messages to use on NextDoor, Facebook community groups, and local newsletters.
- Offer brief talking points to volunteers.

Step 5: Verification & quality control

- Check for obvious duplicates and typos before submission.
- Keep a clean CSV/Excel version of online signers and scanned copies of paper pages.
- Log who collected paper signatures and where (signers must live within certain proximity to the City asset, this helps the City verify outreach).

Boards, Commissions, and Council presentation

Prepare a clean, concise, persuasive presentation. Make it easy for officials to say "yes".

Below are suggestions to help you along the way, use what is helpful and adapt them to suit your needs.

Talking points and the presentation — keep it tight

- **Length:** Typically less than 5 minutes.
- **PowerPoint presentation** (Optional):
    - **Content:** 5–7 slides maximum
        - Title slide
        - Why it matters – Connect to community values
        - Evidence/Support
        - Petition/Endorsements
        - Proposed wording
        - Address likely concerns
        - Call to action and Conclusion
- **Meeting Materials (required):** provide digital copy of all application and presentation materials to appointed city staff member per their Board/Commission/Committee/Council posting deadline.
- **Speakers:** The proponent's spokesperson delivers a focused presentation. During public comment, supporters may share brief, personal, & relevant remarks.

Handling objections

Historical sensitivity/controversy: acknowledge concerns and show research explaining context.

Procedural questions: show you followed the City naming and renaming policy and petition rules; provide a timeline and list of materials submitted.

Rational for proposal: provide clear context on why the proposal best fits the location or city asset; don't be dismissive of dissenting statements or alternative suggestions; focus on the positive of the proposal.

Final tips to make it impossible to ignore

- Keep your supporting documents and presentation focused and polished. Decision-makers will read the Justification Letter first.
- Gather at least 1–2 short but compelling stories from people directly affected.
- Demonstrate broad, verifiable support: strong petitions and credible endorsements from community business organizers
- Anticipate questions and answer them in your application materials so staff can quickly verify facts.

City Asset Naming Application

The City of Santa Rosa Policy 000-75 requires submittal of an application and supporting documents to request naming or renaming of a City Asset.

Please return this application and supporting documentation to: the City Manager's Office at 100 Santa Rosa Avenue Room 10, Santa Rosa, CA 95404 or CMOffice@srcity.org.

CURRENT NAME OF FACILITY BEING REQUESTED FOR RENAMING: Click or tap here to enter text.

☐ Not currently named or Unknown

APPLICANT INFORMATION

CONTACT PERSON: Click or tap here to enter text.

ADDRESS: Click or tap here to enter text.

CITY: Click or tap here to enter text.**STATE**: Click or tap here to enter text. **ZIP**: Click or tap here to enter text.

EMAIL ADDRESS: Click or tap here to enter text.

PRIMARY PHONE: Click or tap here to enter text. **SECONDARY PHONE**: Click or tap here to enter text.

REASON AND/OR JUSTIFICATION FOR THE RENAMING REQUEST (MAY BE INCLUDED ON SEPARATE DOCUMENT)

Naming Criteria (check the box representing the most relevant criteria justifying the request.)

☐ **Location** – adjacent community areas, nearby geographic features, schools or streets

☐ **Significant Events, People and Places** – major event, place, or person to preserve and honor a community's history, landmarks, or prominent geographical feature

☐ **Outstanding Individual** – individuals who have made substantial community contributions

☐ **Major Donation** – substantial financial generosity of a resident, organization, or business

☐ **Themed Asset**

☐ **Naming Rights**

City of Santa Rosa

City Asset Naming Application

Reason and/or Justification – please write a short description of the asset, proposed name, and the reasoning behind the proposed name.

Tips: Use compelling language and storytelling techniques to engage your audience emotionally. Share personal anecdotes, success stories, or case studies that illustrate the impact you hope to achieve.

City Asset Naming Application

PLEASE INCLUDE THE FOLLOWING SUPPORTING DOCUMENTS

☐ Letters of support, articles, documents and/or other evidence describing the reason for the request and demonstrating broad-based community support for the renaming application.

City Asset naming or renaming

☐ Petition with at least 500 City of Santa Rosa resident signatories (printed copy of electronic petitions accepted). Each petitioner listed must include at least the person's name, City of Santa Rosa residential address and signature.

Street naming, renaming or ceremonial applications shall include:

☐ 50% + 1 of resident and business property owners on the road segment included in the application

ACKNOWLEDGEMENTS

I certify (or declare) under the penalty of perjury under the laws of the State of California that the foregoing is true and correct.

I acknowledge that additional supporting materials may help demonstrate my naming/ renaming request justification.
I understand that submission of all the documents listed in the *Application Guide* is not mandatory nor expected but I will submit relevant materials to support my application.

☐ I agree

City of Santa Rosa

Templates you can copy & paste

COMMUNITY SUPPORT PETITION
FOR NAMING OR RENAMING A CITY OF SANTA ROSA ASSET
(in alignment with City Council Policy 000-75: City Asset Naming & Renaming Policy)

PETITION CIRCULATION INSTRUCTIONS

1. **Who may sign:**
   - Any resident supporting the project.
   - Signers must provide a **full residential address**.
   - A resident is considered "within 0.5 miles" if their home is located inside the radius as measured from the project location.
   - Property owners who **front the project location** should be clearly marked as "Property Owner."

2. **How to collect signatures:**
   - Use printed copies of the signature table or attach additional sheets.
   - Make sure each sheet includes the **petition purpose and location**.
   - Do not alter the petition text once circulation has begun.

3. **Verification Requirements:**
   - At least 1,000 total signatures.
   - At least 50% of signers live within 0.5 miles.
   - At least 50% of all frontage property owners have signed.

4. **Submitting the Completed Petition:**
   - Combine all signature pages in order.
   - Include a summary sheet stating:
     i. Total number of signatures collected.
     ii. Number and percentage from within 0.5 miles.
     iii. Number and percentage of property owners fronting the location.

5. **Submit to the City Manager's Office**
   - CMOffice@SRCity.org or
   - City Manager's Office
     100 Santa Rosa Ave
     Room 10
     Santa Rosa, CA 95404

COMMUNITY SUPPORT PETITION
FOR NAMING OR RENAMING A CITY OF SANTA ROSA ASSET
(in alignment with City Council Policy 000-75: City Asset Naming & Renaming Policy)

EXAMPLE ONLY

City Asset to be Named or Renamed:

_____

- ☐ **City Facility**
- ☐ **Recreation Facility**
- ☐ **Park**
- ☐ **Street**

Organizer:

_____

Location (Property Address or Closest Address):

_____

Date Petition Started:

_____

Petition Purpose

This petition is being circulated to gather community support regarding:

_____

_____

_____

_____

Resident & Property Owner Criteria

To ensure representative community input, the petition must satisfy the following requirements:

1. **At least 1,000 total signatures** from residents.
2. **At least 50% of signatures** must come from residents who live **within 0.5 miles** of the project location.
3. **At least 50% of all registered property owners** who **front the location** must sign.

COMMUNITY SUPPORT PETITION
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EXAMPLE ONLY

PETITION CIRCULATOR DECLARATION

I, _____PRINT NAME_____, certify that I personally distributed this petition, and that to the best of my knowledge each signer is eligible and signed voluntarily.

Signature: _____ Date: _____

SAMPLE ONLY

COMMUNITY SUPPORT PETITION TO NAME OR RENAME A CITY OF SANTA ROSA ASSET

(in alignment with City Council Policy 000-75: City Asset Naming & Renaming Policy)

By signing below, I affirm:

- **The information I have provided is accurate to the best of my knowledge,**
- **I am a resident and/or property owner at the address listed,**
- **I support the project or request described above.**

	Date	Full Name	Address	Check One (✓)	Phone/Email (optional)	Signature
1				☐ Resident within 0.5 miles ☐ Resident outside 0.5 miles ☐ Property Owner within 0.5 miles		
2				☐ Resident within 0.5 miles ☐ Resident outside 0.5 miles ☐ Property Owner within 0.5 miles		
3				☐ Resident within 0.5 miles ☐ Resident outside 0.5 miles ☐ Property Owner within 0.5 miles		
4				☐ Resident within 0.5 miles ☐ Resident outside 0.5 miles ☐ Property Owner within 0.5 miles		
5				☐ Resident within 0.5 miles ☐ Resident outside 0.5 miles ☐ Property Owner within 0.5 miles		
6				☐ Resident within 0.5 miles ☐ Resident outside 0.5 miles ☐ Property Owner within 0.5 miles		
7				☐ Resident within 0.5 miles ☐ Resident outside 0.5 miles ☐ Property Owner within 0.5 miles		
8				☐ Resident within 0.5 miles ☐ Resident outside 0.5 miles ☐ Property Owner within 0.5 miles		
9				☐ Resident within 0.5 miles ☐ Resident outside 0.5 miles ☐ Property Owner within 0.5 miles		
10				☐ Resident within 0.5 miles ☐ Resident outside 0.5 miles ☐ Property Owner within 0.5 miles		
11				☐ Resident within 0.5 miles ☐ Resident outside 0.5 miles ☐ Property Owner within 0.5 miles		
12				☐ Resident within 0.5 miles ☐ Resident outside 0.5 miles ☐ Property Owner within 0.5 miles		
13				☐ Resident within 0.5 miles ☐ Resident outside 0.5 miles ☐ Property Owner within 0.5 miles		
14				☐ Resident within 0.5 miles ☐ Resident outside 0.5 miles ☐ Property Owner within 0.5 miles		