

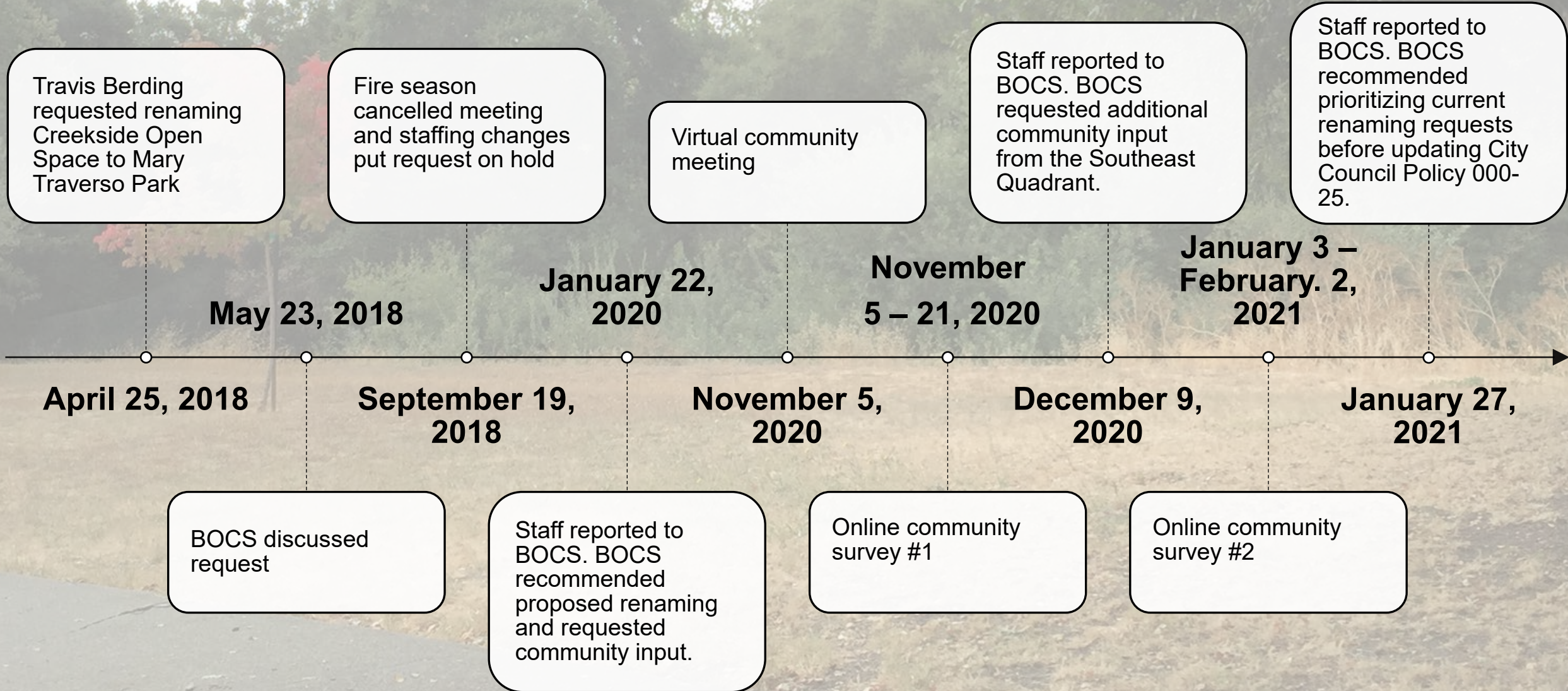
A photograph of three birdhouses on wooden poles in a wooded area. The birdhouses are pink, yellow, and blue. The background is a dense forest of trees with green and yellow leaves. The ground is covered in fallen leaves.

Creekside Open Space Proposed Renaming

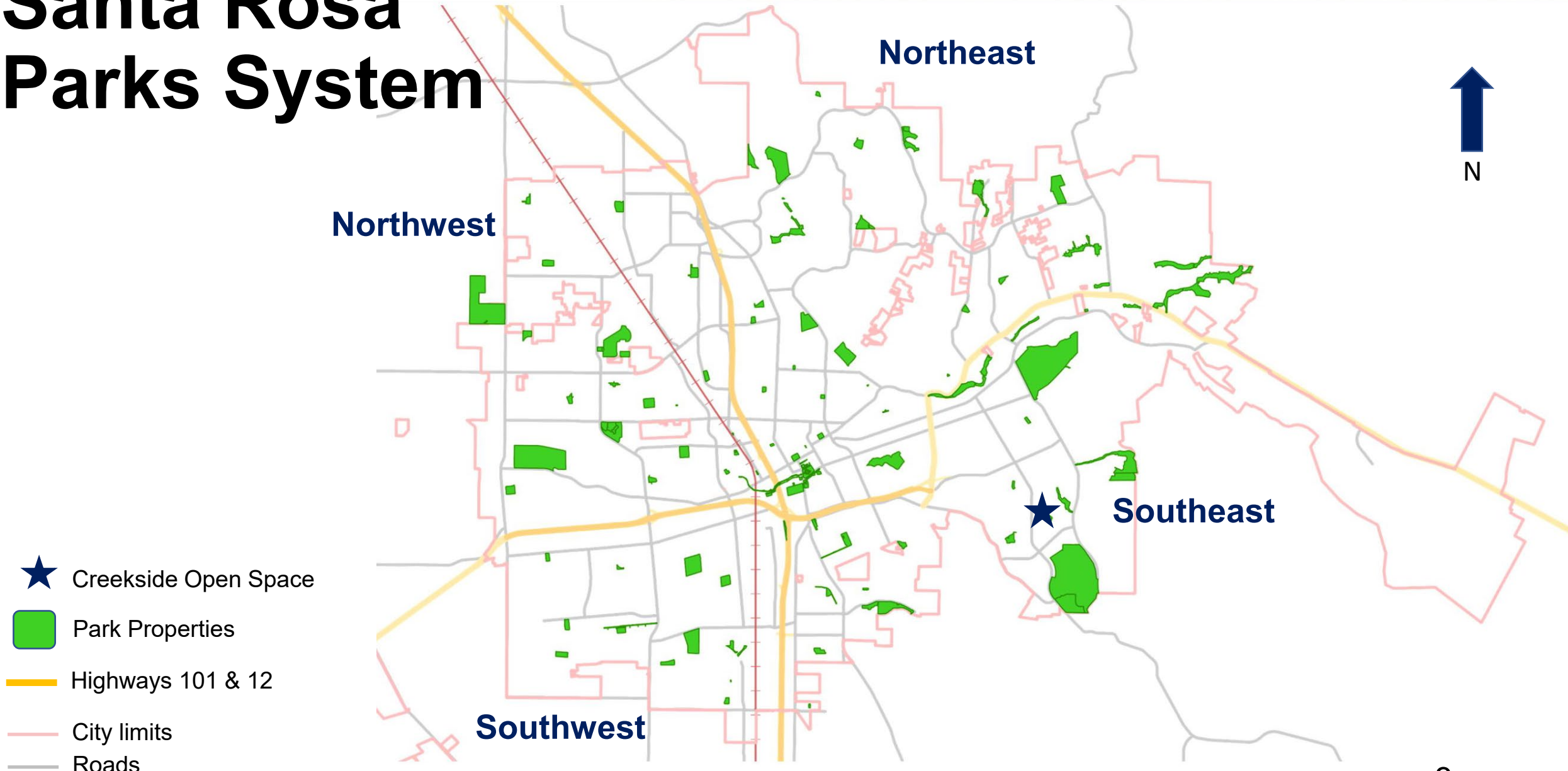
City Council
August 31, 2021

Emily Ander
Park Planner Assistant

History



Santa Rosa Parks System



Creekside Aerial Map





Park Naming Policy & Procedure

- The name enhances City's values & heritage. Compatible with community interest.
- To easily identify parks by geographic location/function
- To encourage land/monetary donations & provide recognition

Change of Name

- A park or recreation facility name may be changed if the following conditions are met:
 - A. Occurrence or event of national or local significance. A waiting period of no less than two (2) years between the event and the actual naming of the park is required.
 - B. If the name becomes inappropriate.





Occurrence of National or Local Significance

Mary M. Traverso

- Co-founded Bennett Valley Vision in 2005
 - 2007 Merit Award for Neighborhood Enrichment
- Lived close by
- Helped maintain Creekside Open Space
- Traverso's Market - 80 years

Findings

- Mary M. Traverso was active in the community and inspired volunteerism.
- She is loved by her family and known in the community from Traverso's Market



A photograph of a paved path lined with trees and a white car in the distance. The path is on the right side of the image, leading towards the background. The trees are lush green, and the ground is covered with dry grass and fallen leaves. A white car is visible on the right side of the path in the distance.

Community Feedback

Virtual Community Meeting – 33 Attendees

Zoom Poll – 28 Respondents

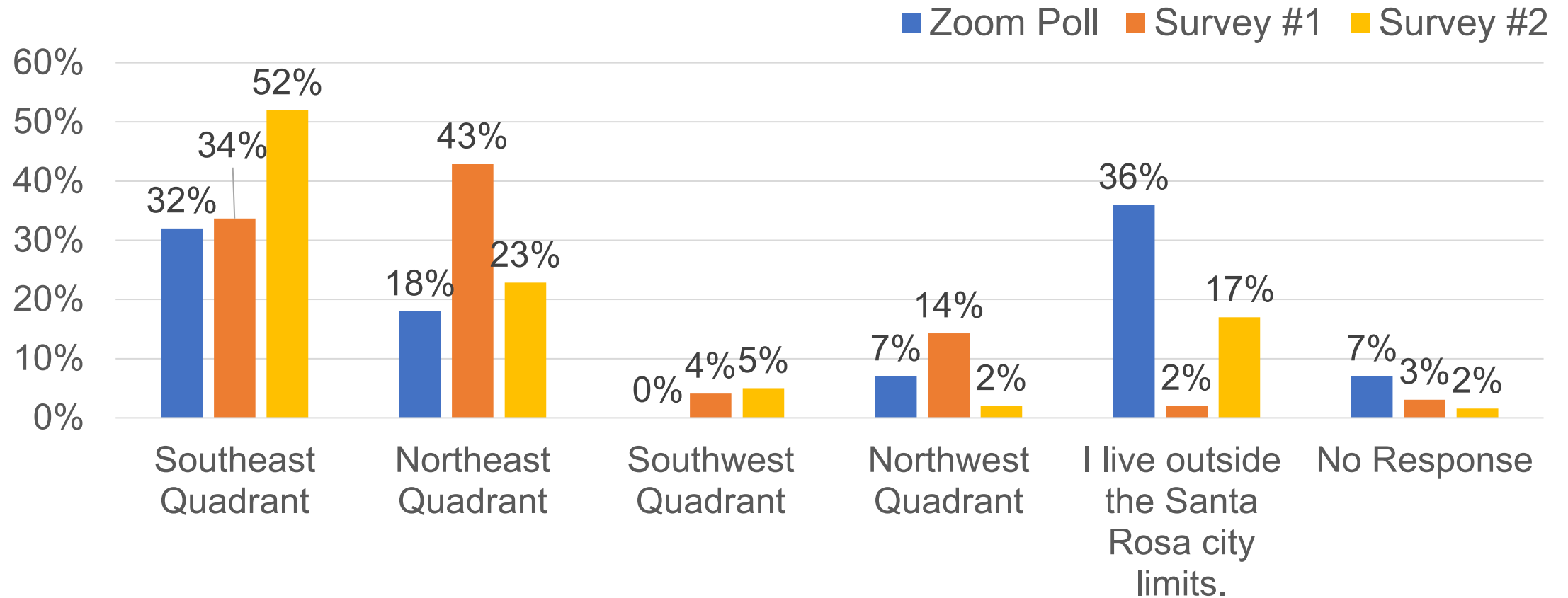
Online Survey #1 – 98 Respondents

Online Survey #2 – 127 Respondents

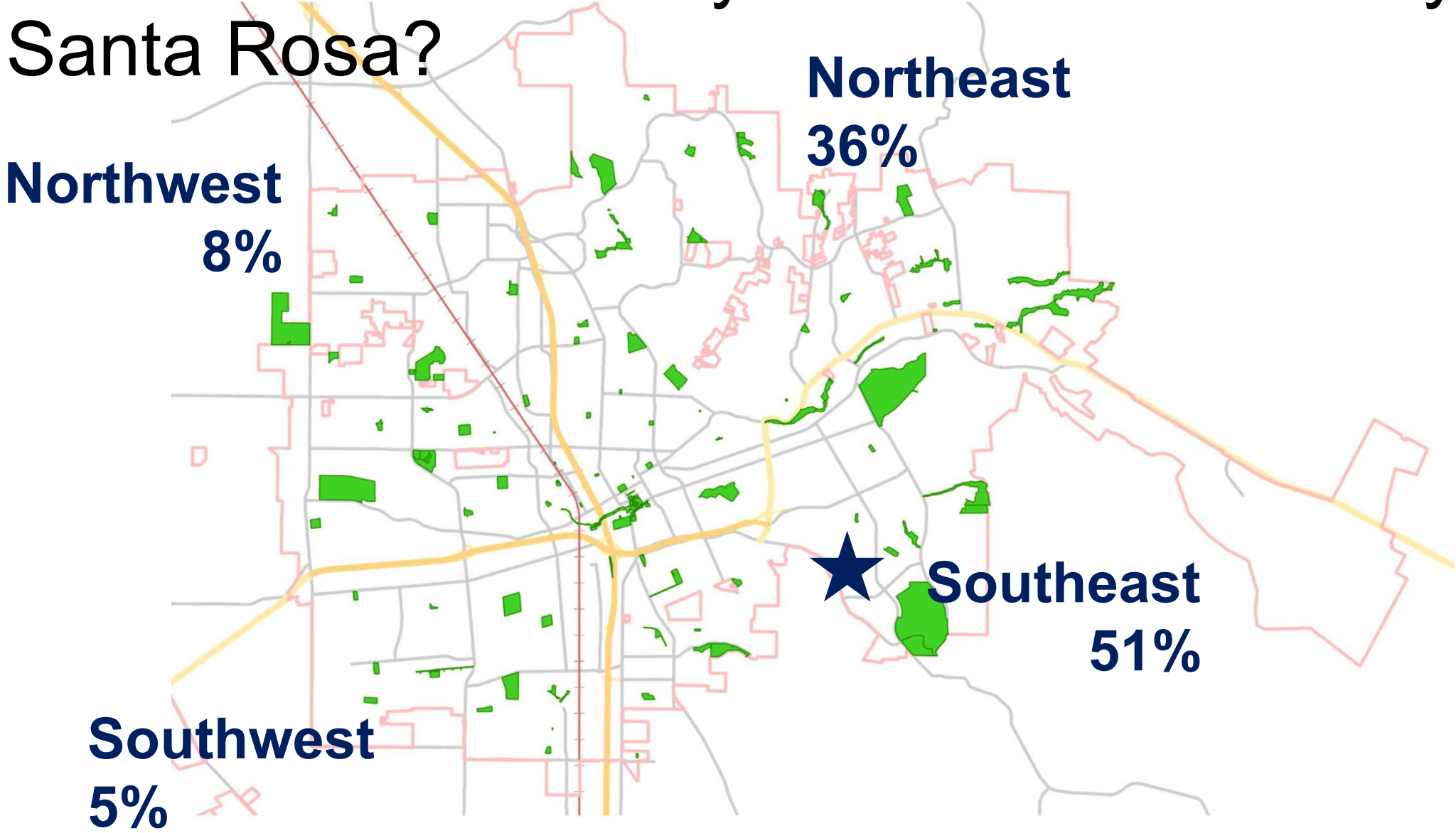
Community Outreach

	Postcard	City Connections	Facebook	Nextdoor	Park Signs	Park Posters	City Website	News Release	Event Flyer	Word of Mouth	Virtual Community Meeting	Traverso Family
Virtual Community Meeting	X	X	X	X			X	X	X	X		X
Survey #1		X	X	X	X	X	X	X		X	X	X
Survey #2			X	X			X			X		X

Question 1: Where do you live within the City of Santa Rosa?

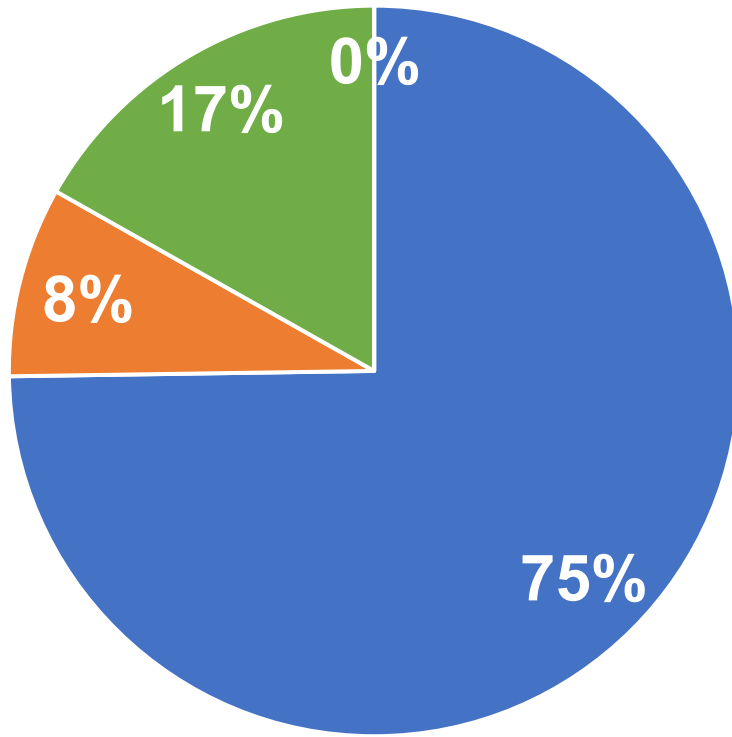


Question 1: Where do you live within the City of Santa Rosa?

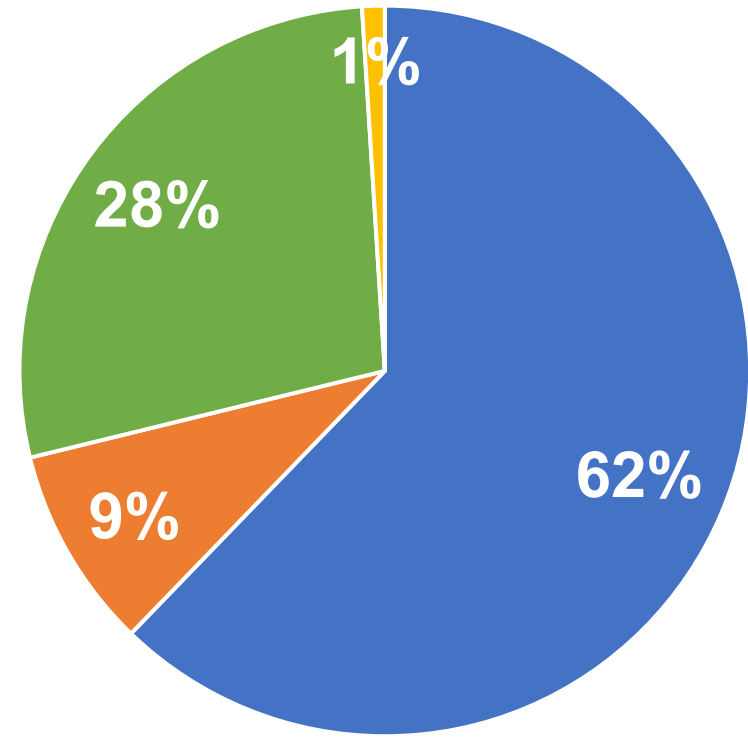


Question 10: Are Mary M. Traverso's civic contributions an "occurrence or event of national or local significance"?

Southeast



Citywide

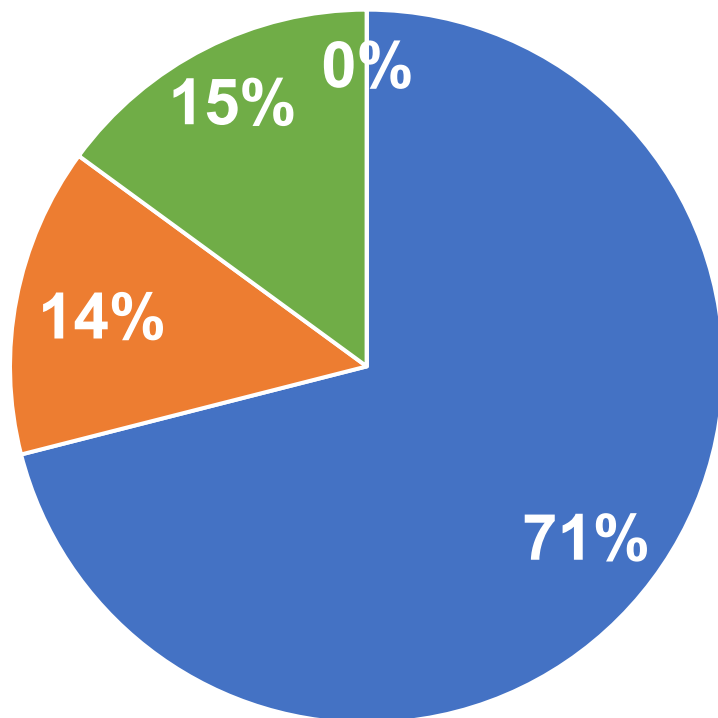


■ Yes ■ No ■ Unsure ■ No Response

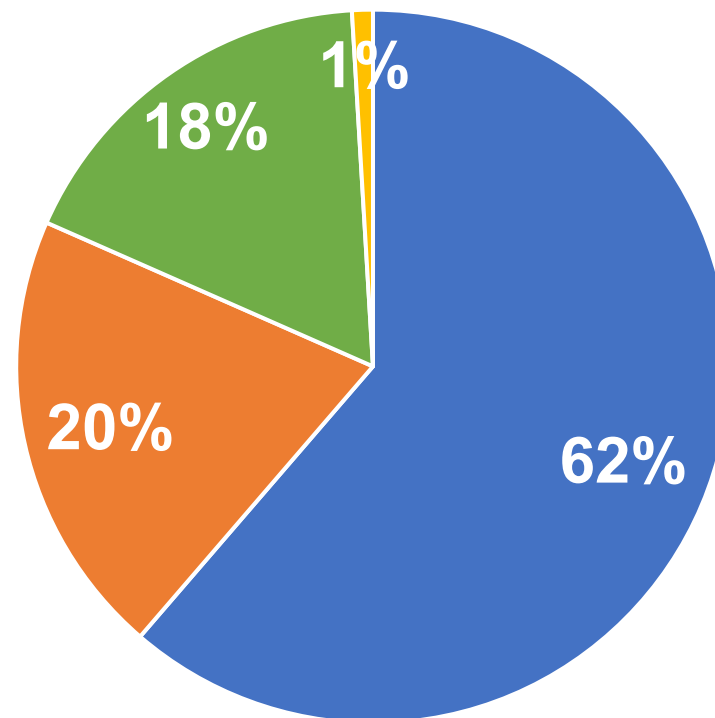
■ Yes ■ No ■ Unsure ■ No Response

Question 11: Does changing the Creekside Open Space park name to Mary M. Traverso “enhance the City’s values and heritage”?

Southeast



Citywide

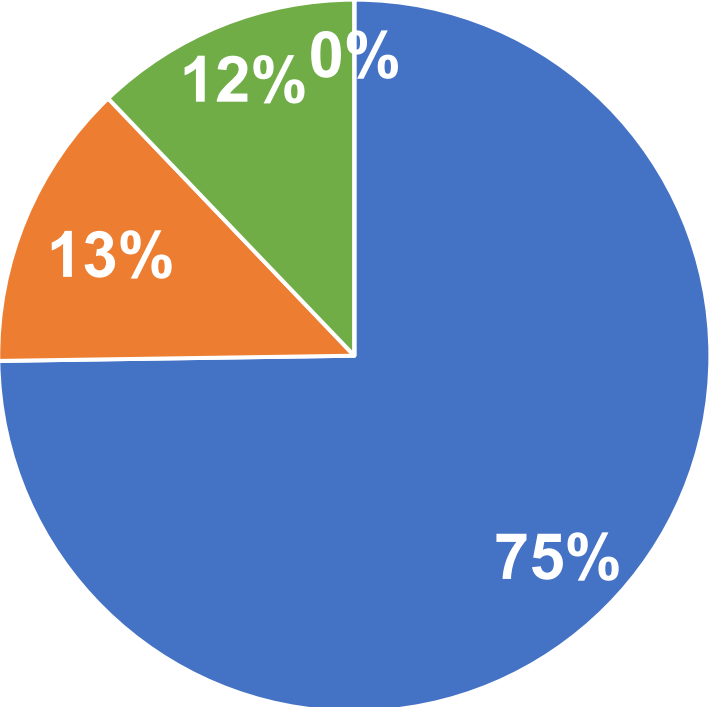


■ Yes ■ No ■ Unsure ■ No Response

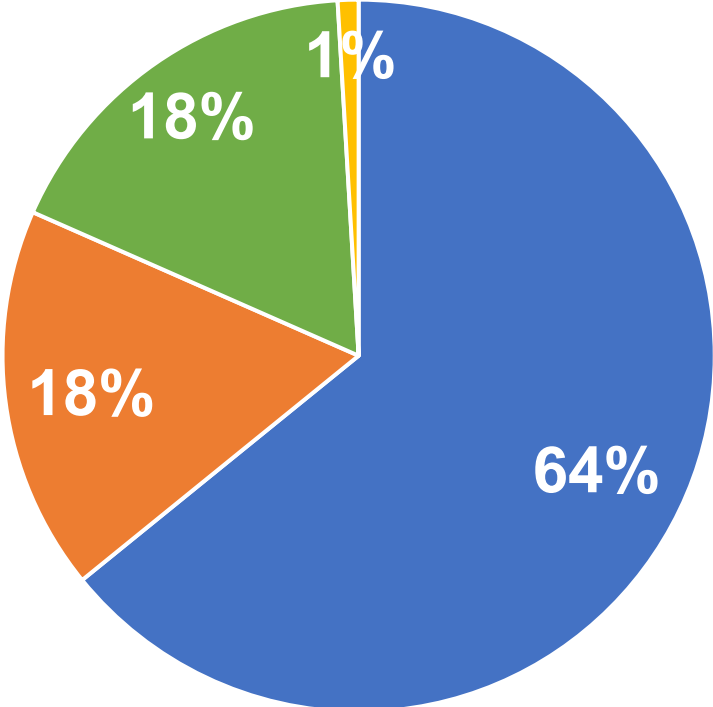
■ Yes ■ No ■ Unsure ■ No Response

Question 12: Is changing the Creekside Open Space park name to Mary M. Traverso “compatible with community interest”?

Southeast



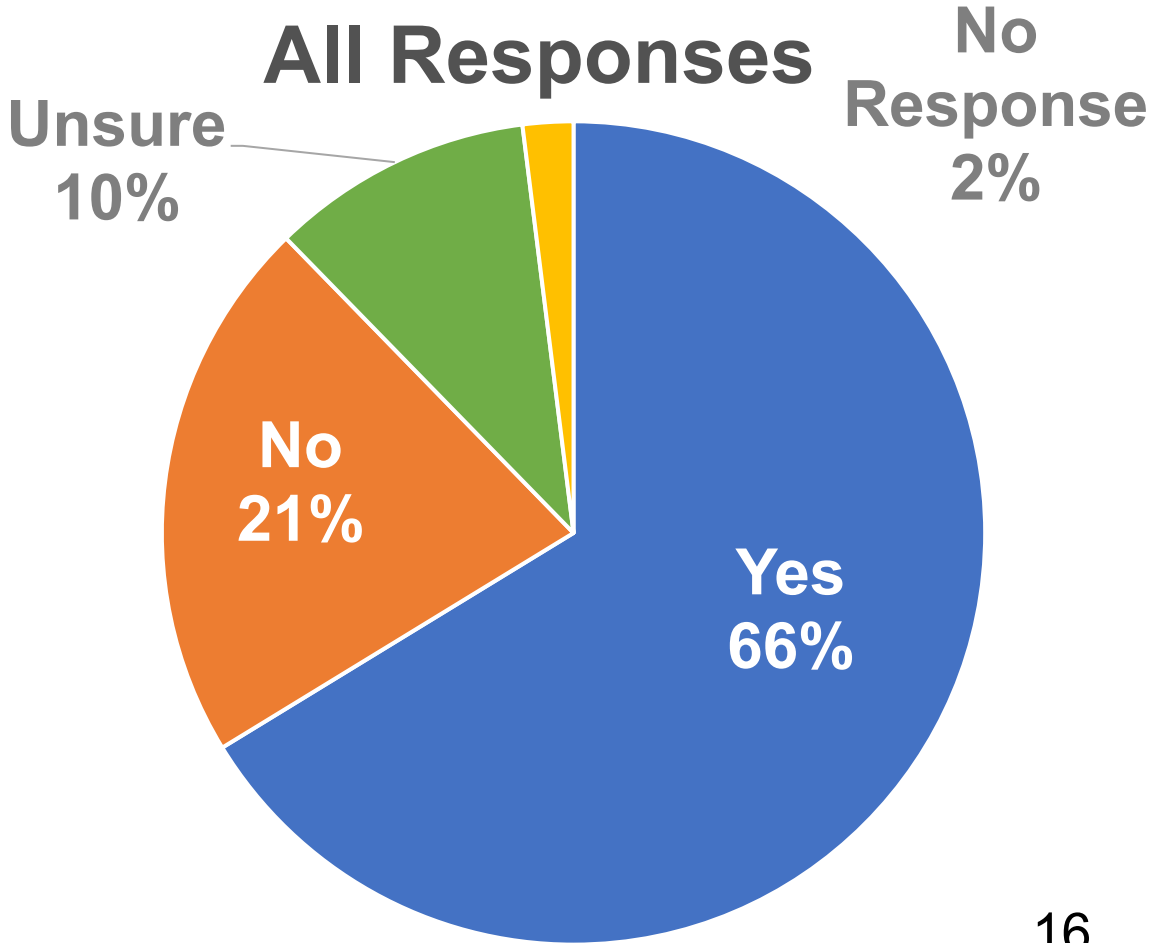
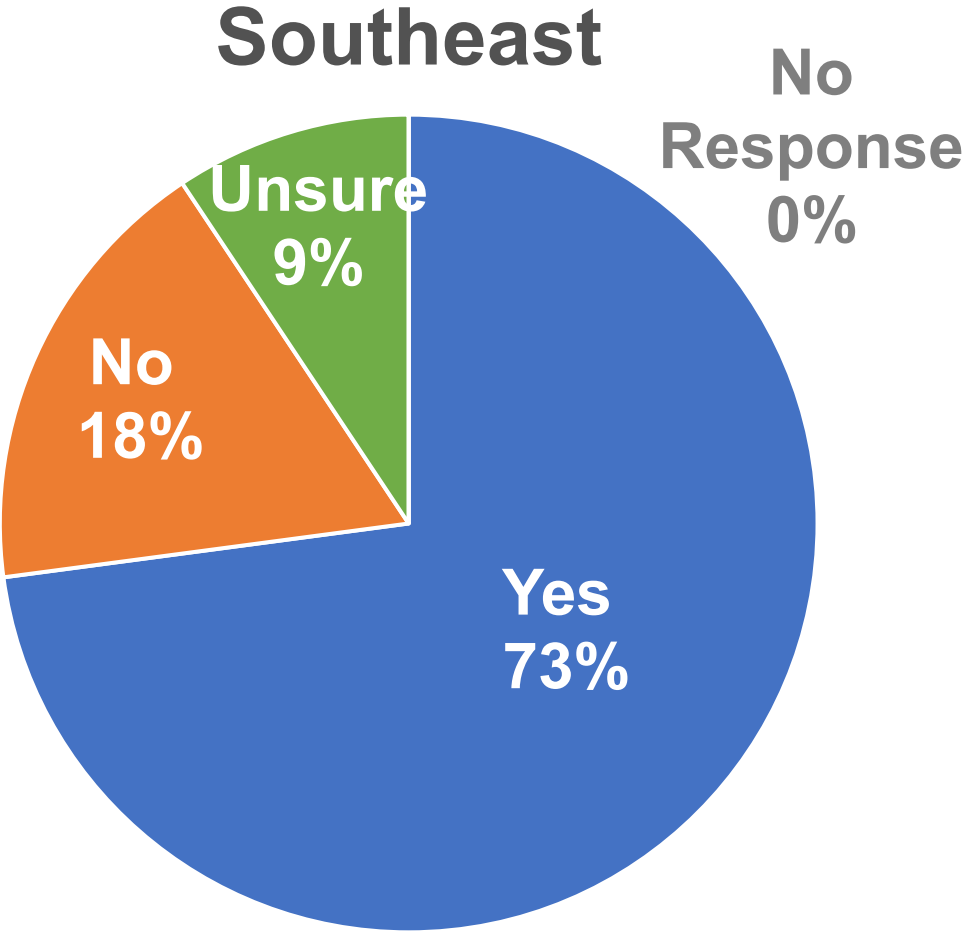
Citywide



■ Yes ■ No ■ Unsure ■ No Response

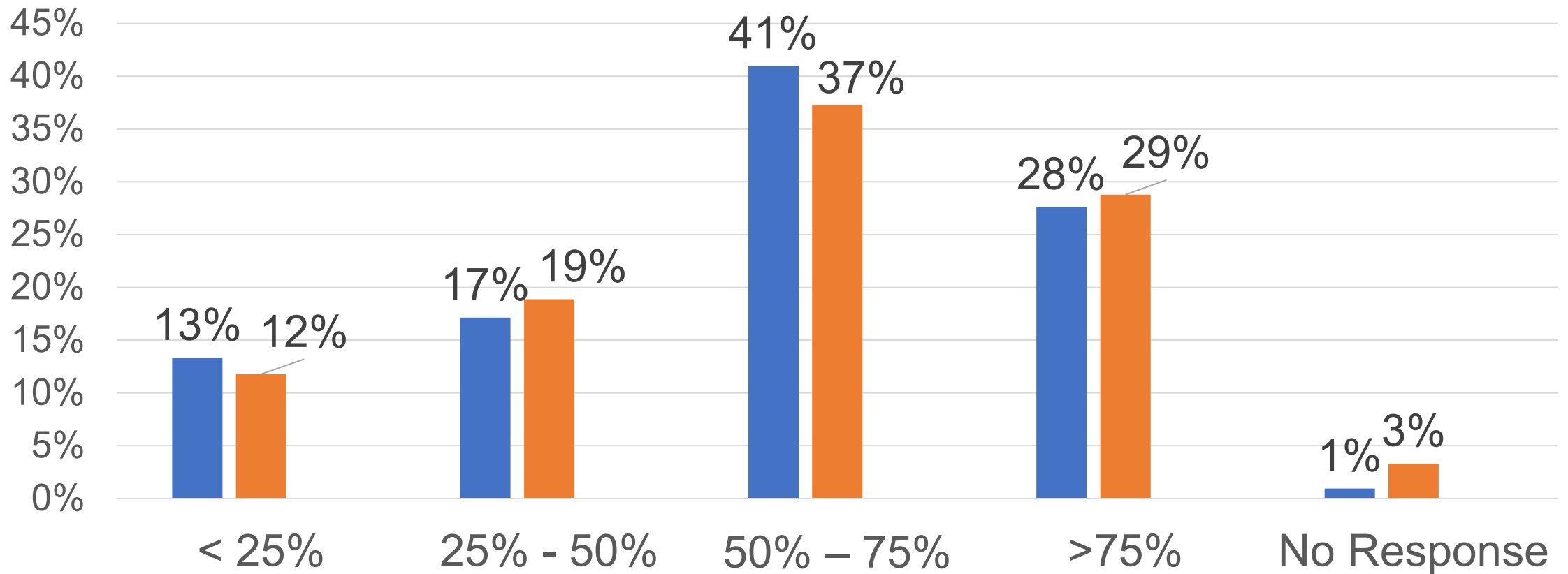
■ Yes ■ No ■ Unsure ■ No Response

Question 13: Are you in favor of changing the name of Creekside Open Space to Mary M. Traverso Open Space?



Question 14: What percentage of the community should support the naming or renaming of an existing park?

■ Southeast ■ Citywide



Findings

- **69%** of respondents living in Southeast Santa Rosa support a name change if there is 50% or greater support for the name change
- **64%** of All Respondents support a name change if there is 50% or greater support for the name change.
- **66%** of respondents living in Santa Rosa support a name change if there is 50% or greater support for the name change.





Board of Community Services Recommends

Approving the park name change from Creekside Open Space to Mary Traverso Open Space with 73% of Southeast resident respondents and 62% of City resident respondents in favor. This is 12% above the threshold of support favored by all meeting attendees and respondents to change the name of park land.



Questions?