

The background of the slide is a photograph of a wooded area. Three birdhouses are mounted on wooden poles: a pink one on the left, a yellow one in the center, and a blue one on the right. The trees have green and yellowing leaves, suggesting an autumn setting. The ground is covered with fallen leaves.

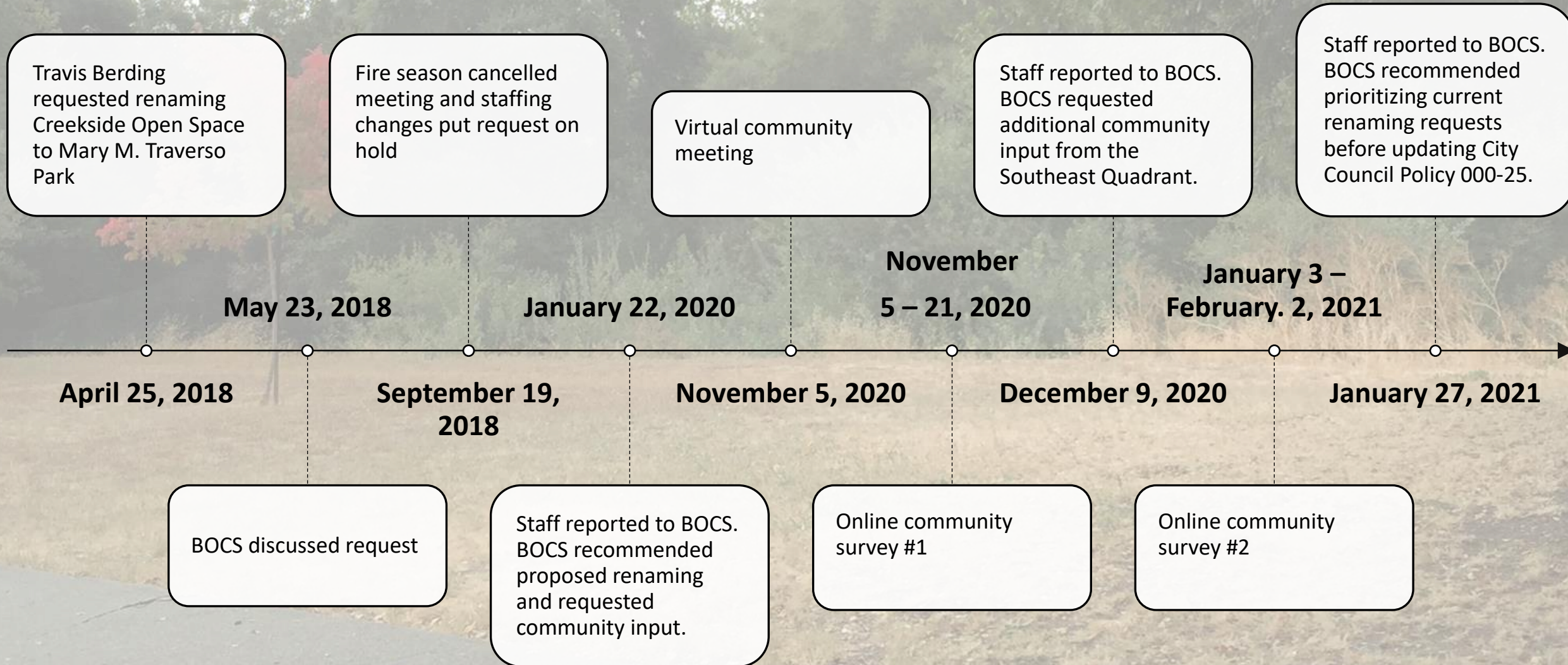
Creekside Open Space

Proposed Renaming

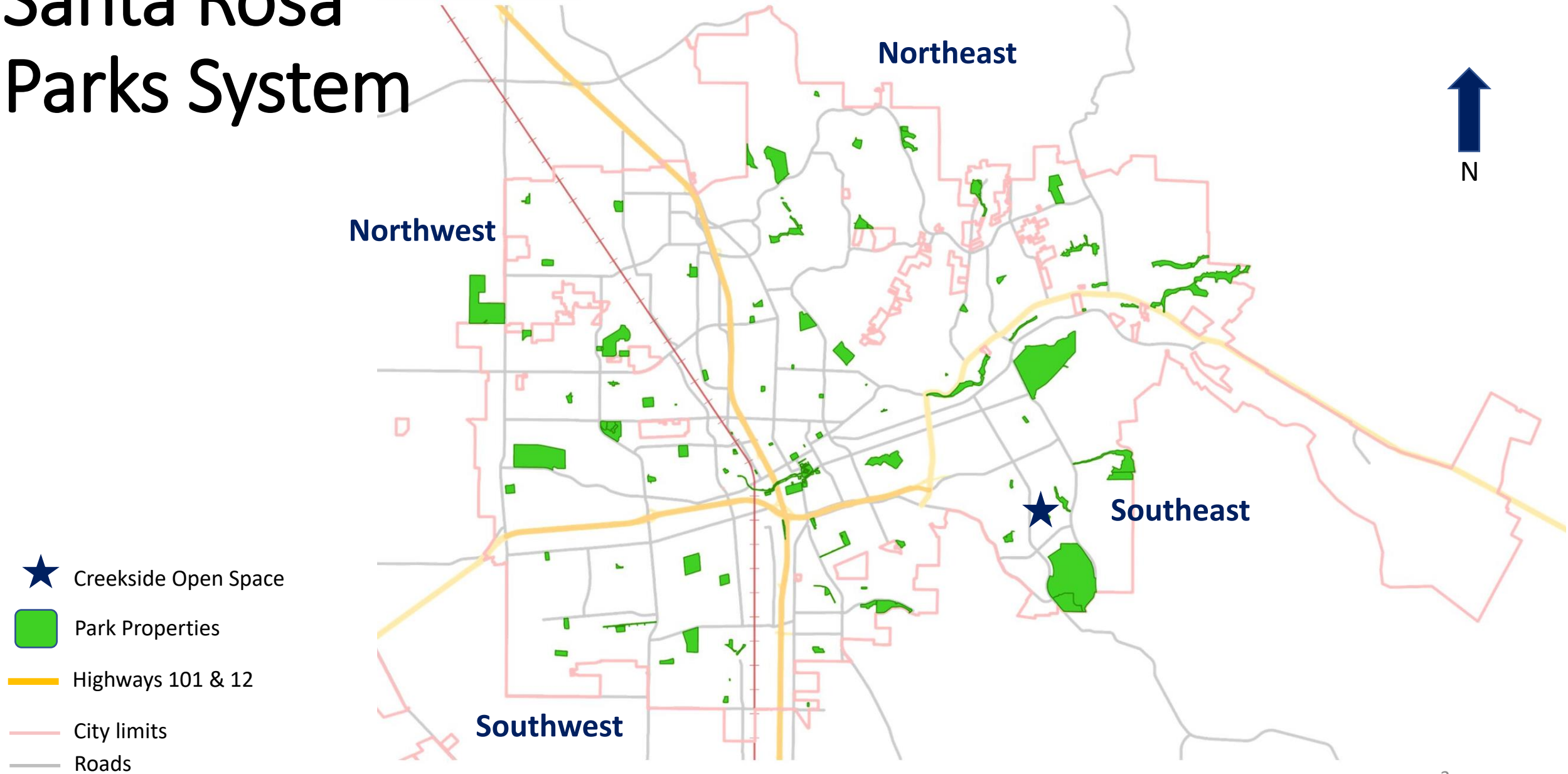
Board of Community Services
May 26, 2021

Emily Ander
Park Planner Assistant

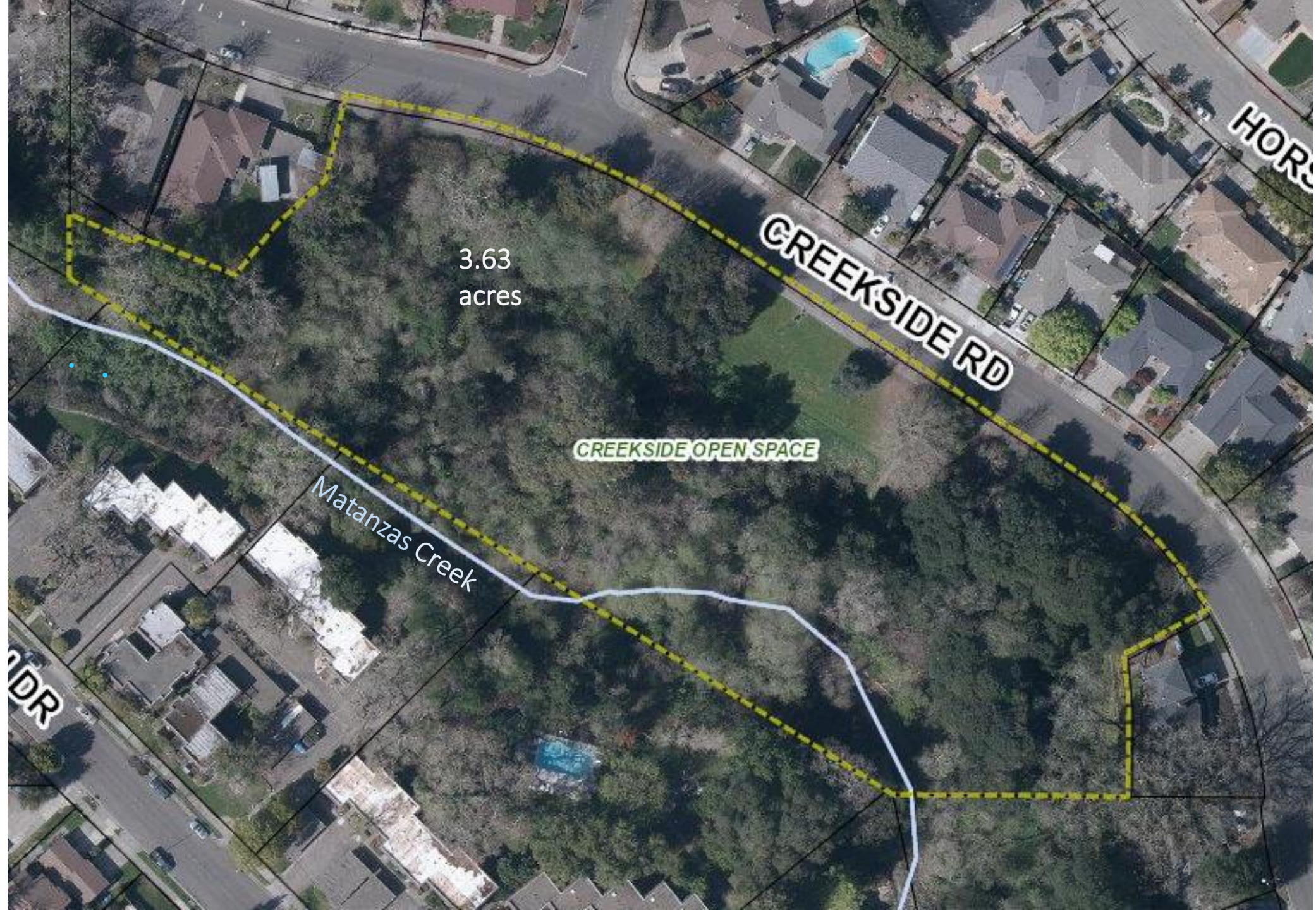
History



Santa Rosa Parks System



Creekside Aerial Map





Park Naming Policy & Procedure

- Adopted by City Council 1989 (30 years ago)
- Amended 1994, 1997, 2000 (minimal changes)
- To date used to name NEW parks
- In 2018 there were two renaming requests

Objectives

- 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



Current Procedure: Change of Name

- A park or recreation facility name may be changed if the following conditions are met:
 - A. Occurrence of 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.
- OR**
- B. If the name becomes inappropriate.





Occurrence of National or Local Significance

Mary M. Traverso

- Co-founded Bennett Valley Vision in 2005
 - Organization received 2007 Merit Award for Neighborhood Enrichment
- Lived close by
- Helped maintain Creekside Open Space
- Traverso's Market - 80 years
- Honorary bench donated in 2016

Staff 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, with a white text box overlaid in the center. The path is made of asphalt and is flanked by green trees and dry, yellowish grass. The text box is white with black text. The background shows a clear, sunny day with shadows cast by the trees onto the path.

Community Feedback

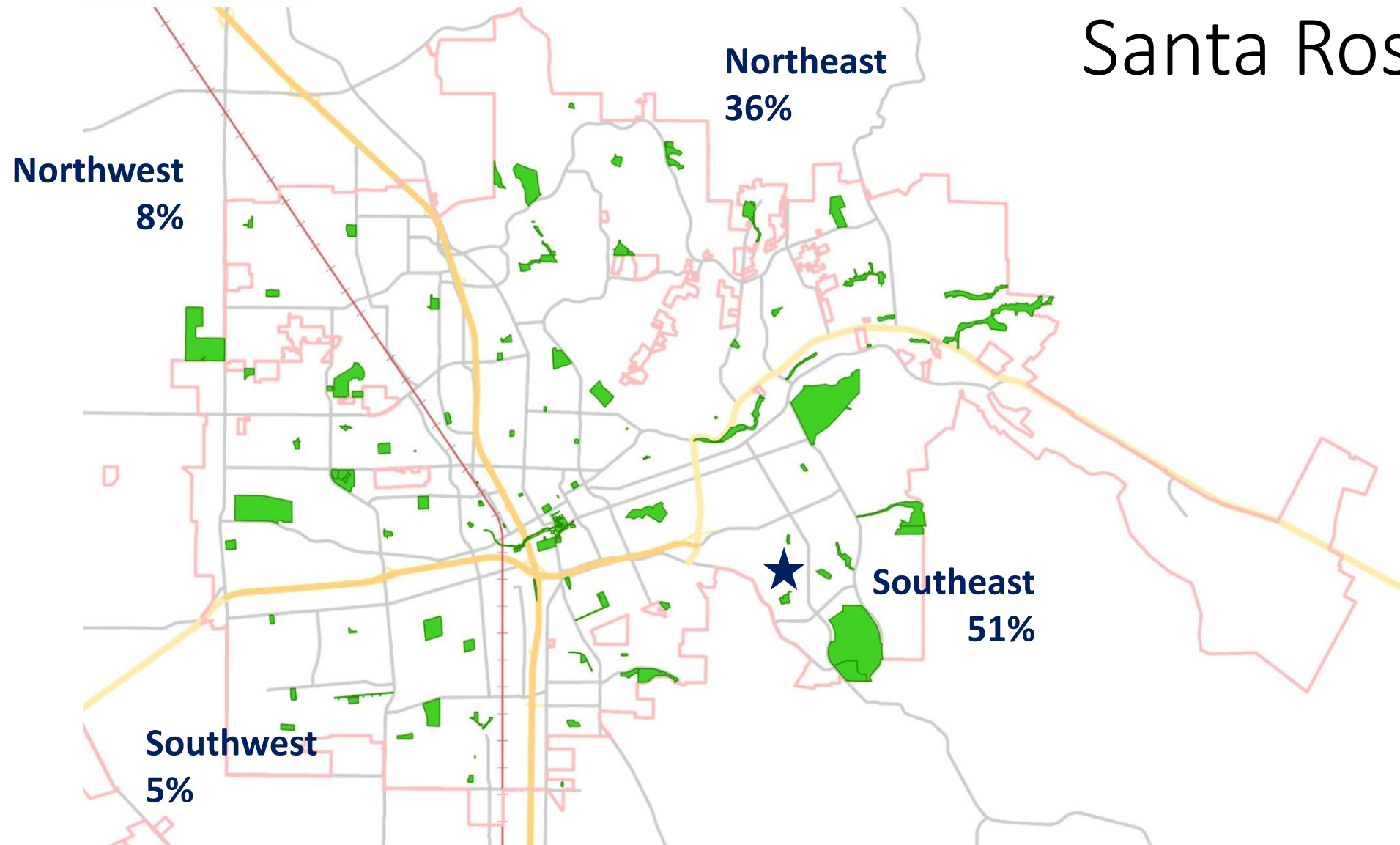
Virtual Community Meeting – 33 Attendees

Zoom Poll – 28 Respondents

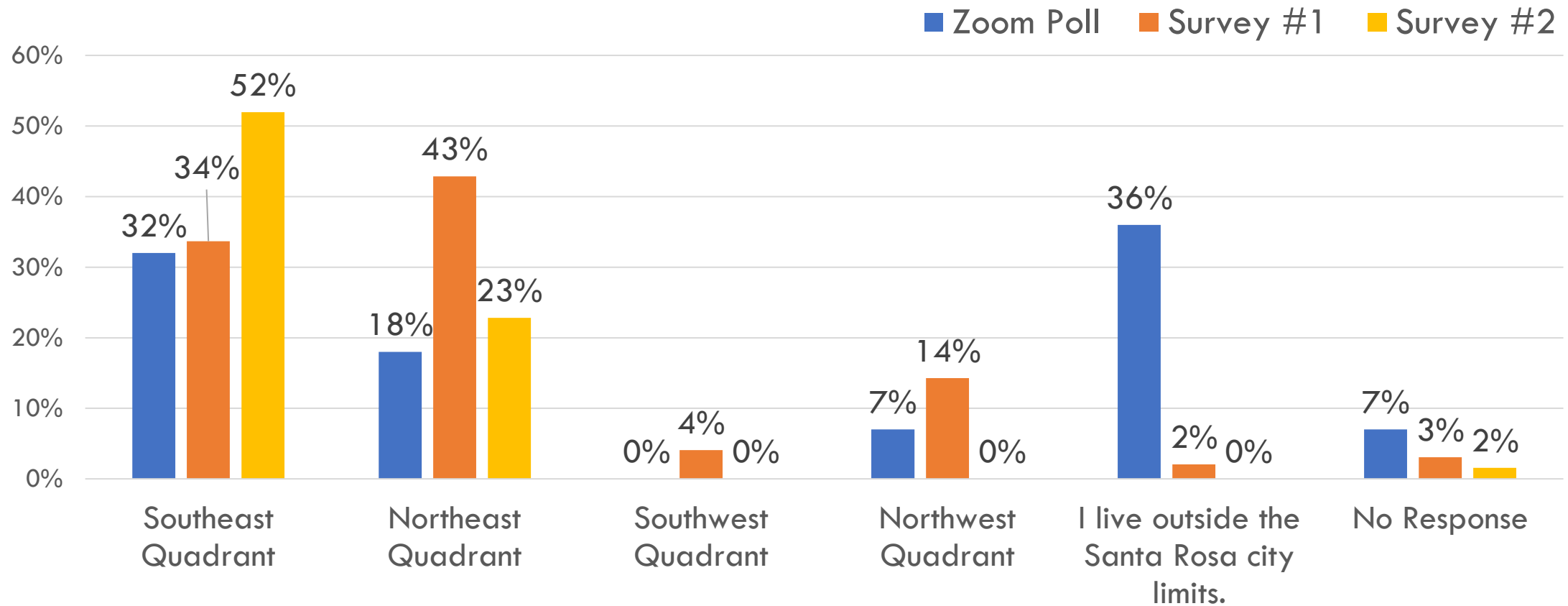
Online Survey #1 – 98 Respondents

Online Survey #2 – 127 Respondents

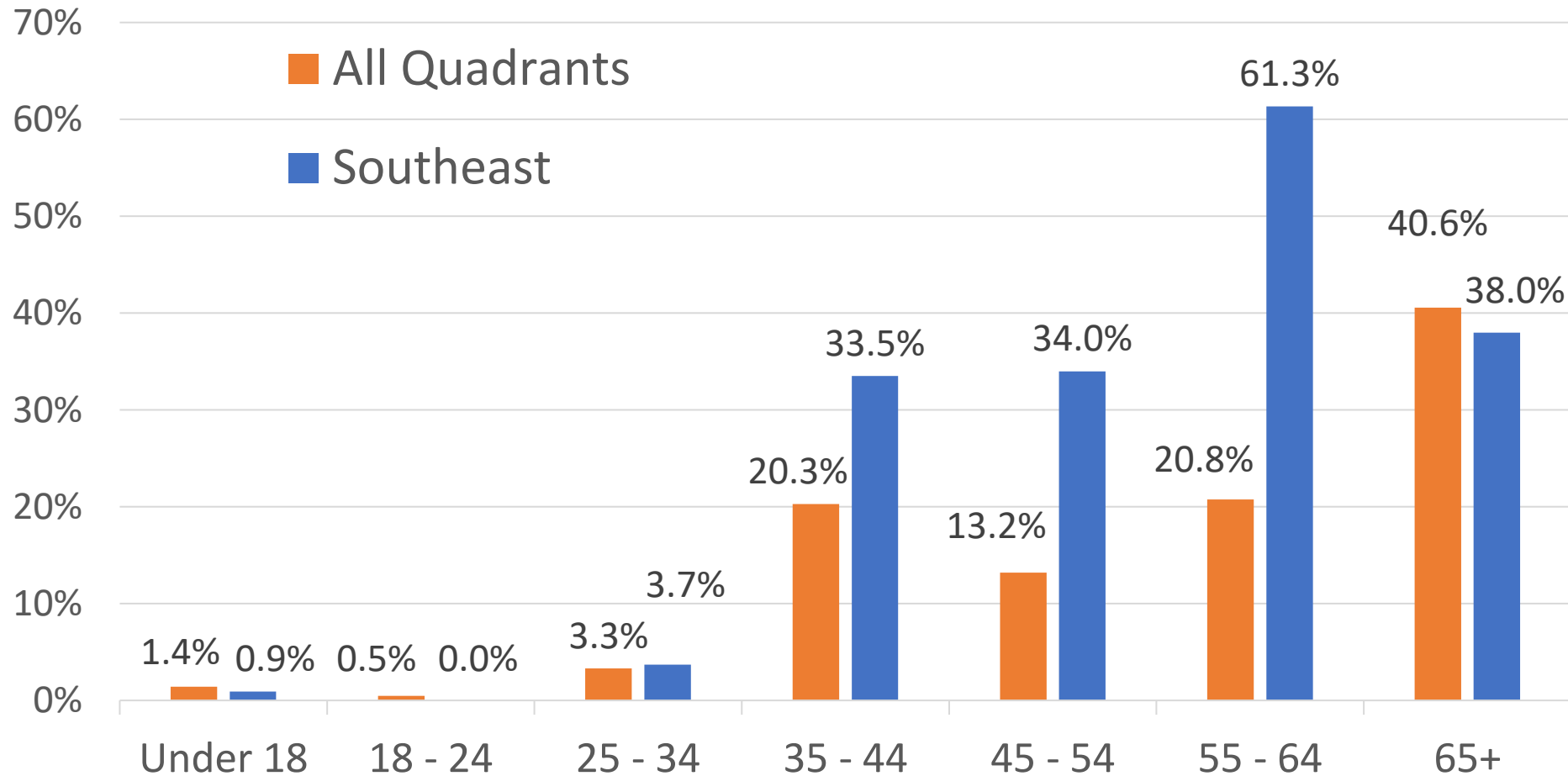
Question 1: Where do you live within the City of Santa Rosa?



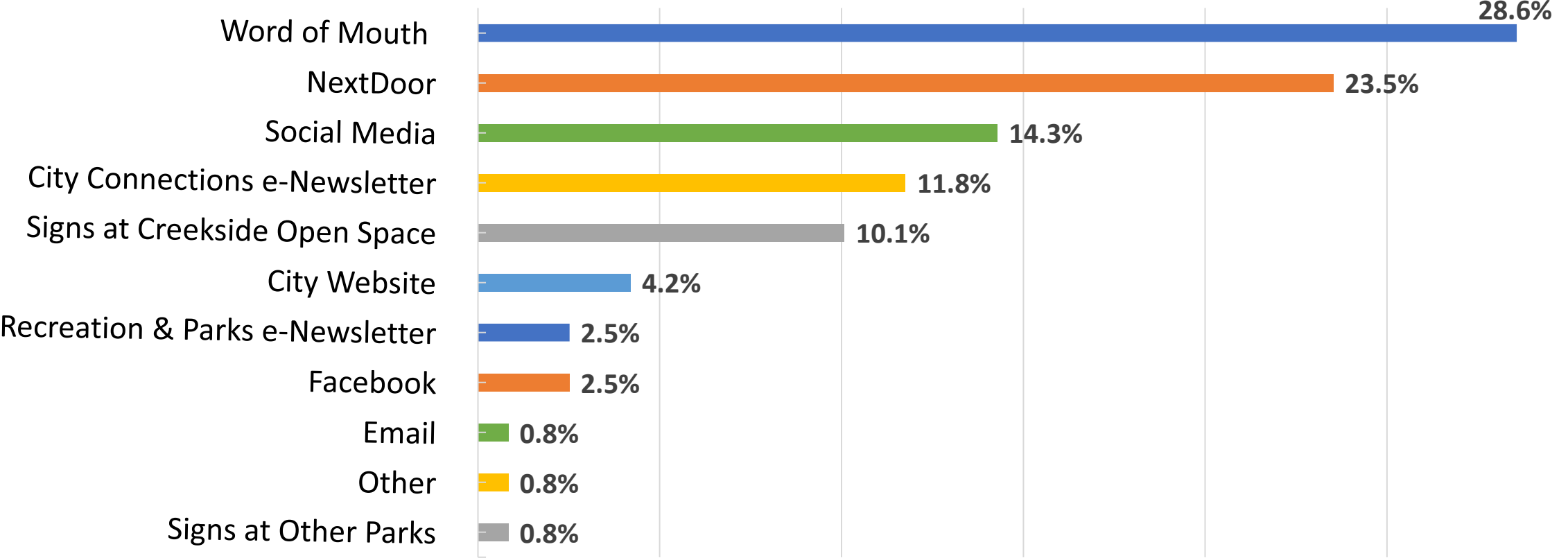
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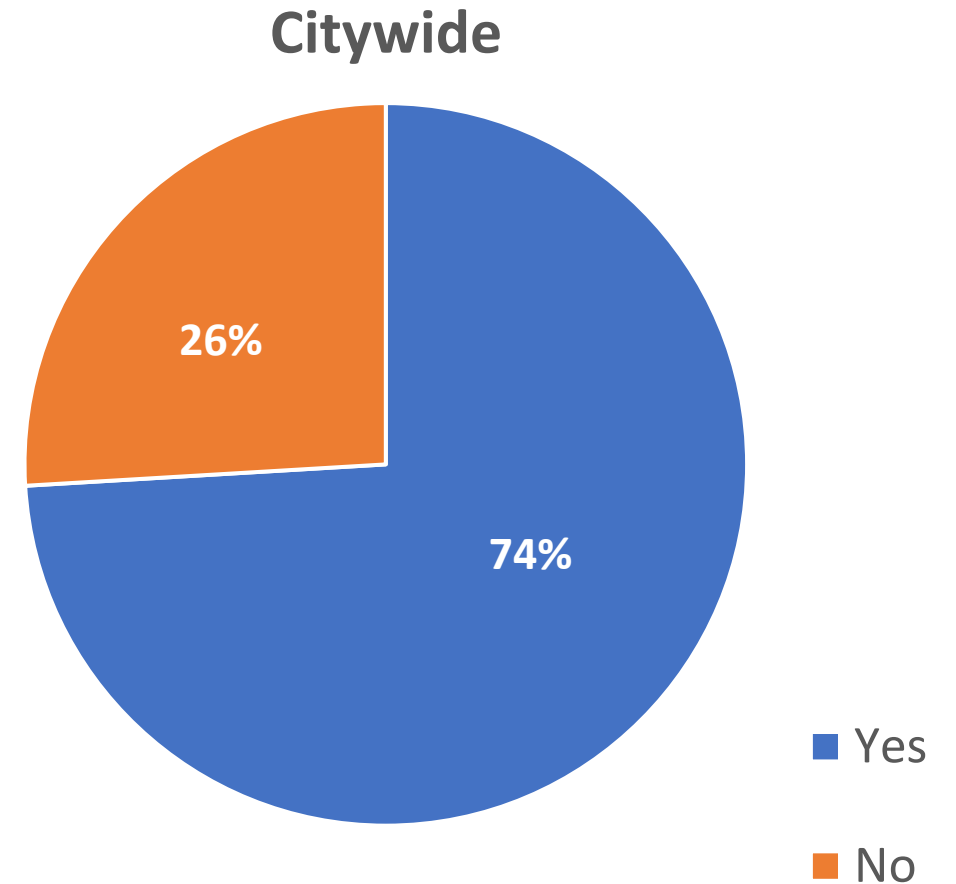
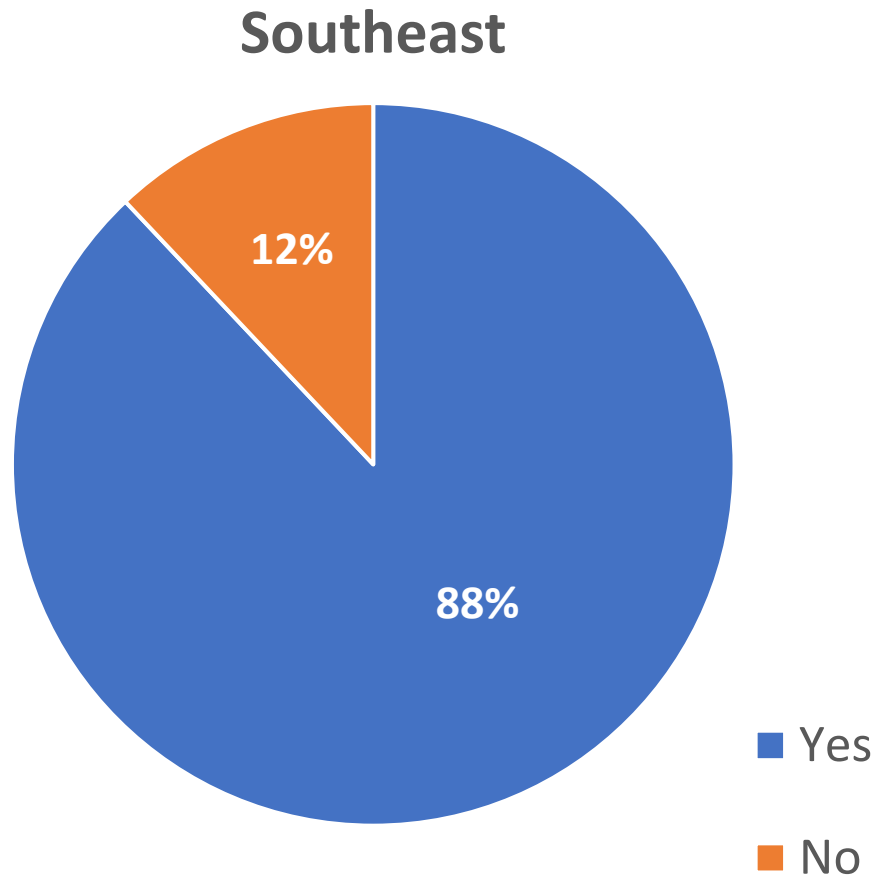
Question 2: What is your age group?



Question 4: How did you hear about the survey?

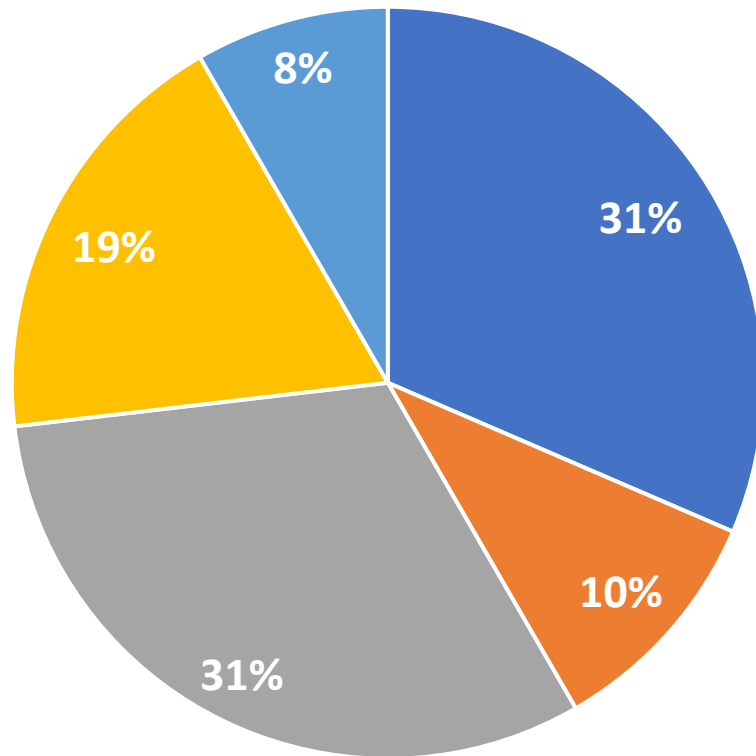


Question 6: Have you visited Creekside Open Space?



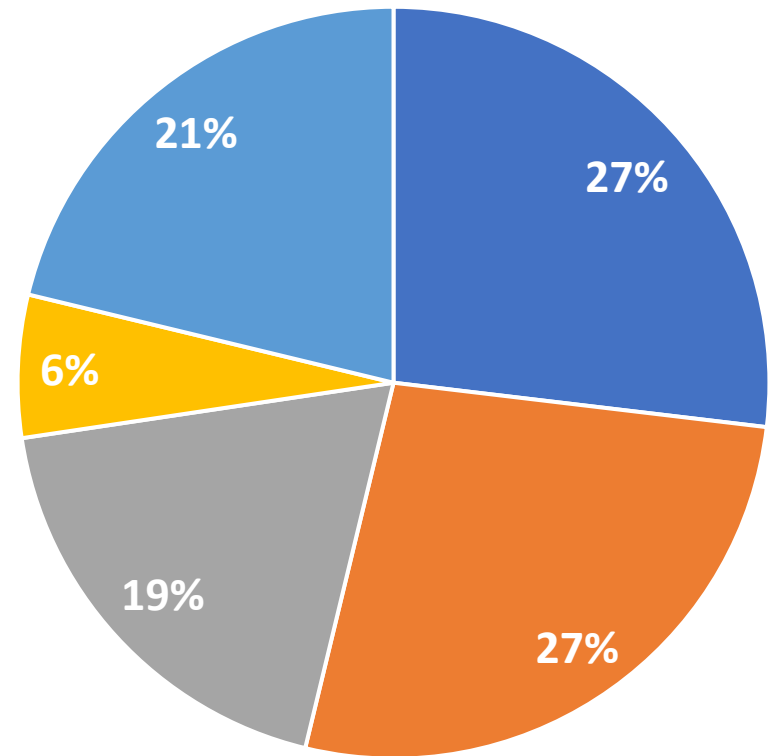
Question 7: How often do you visit Creekside Open Space?

Southeast



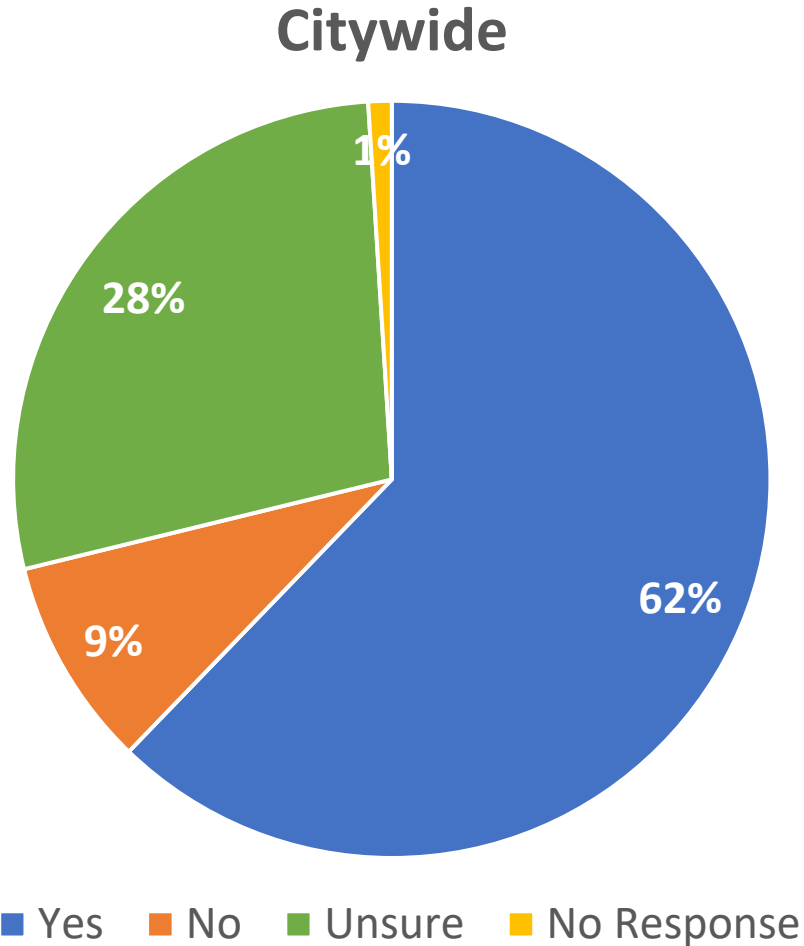
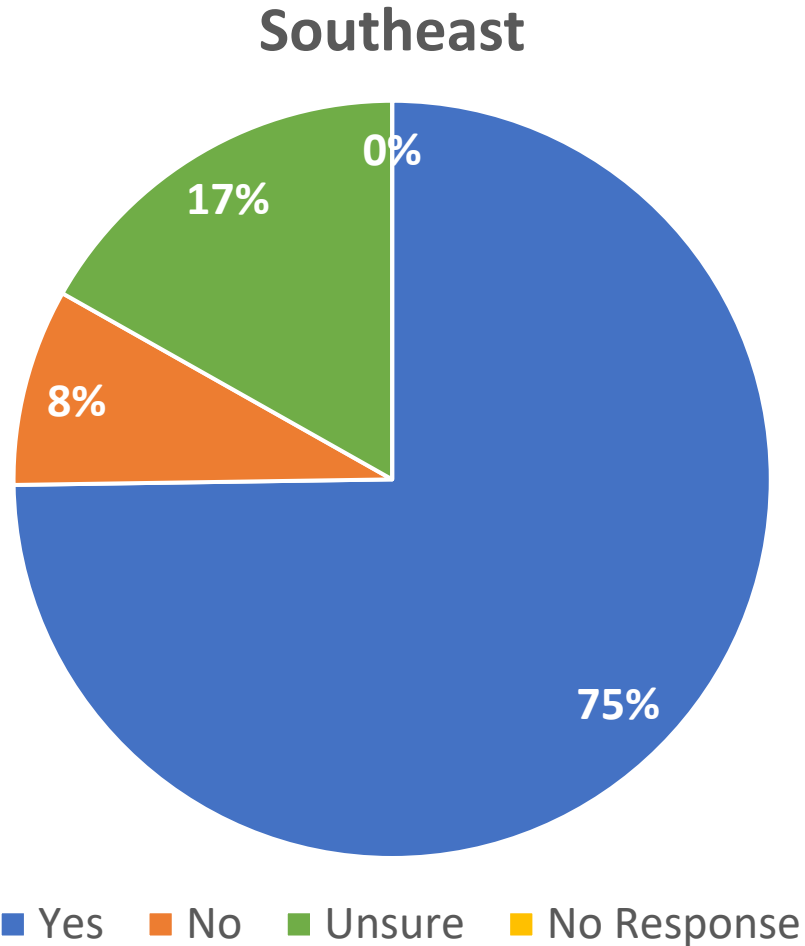
■ Weekly ■ Never ■ Monthly ■ Rarely ■ Everyday

Citywide

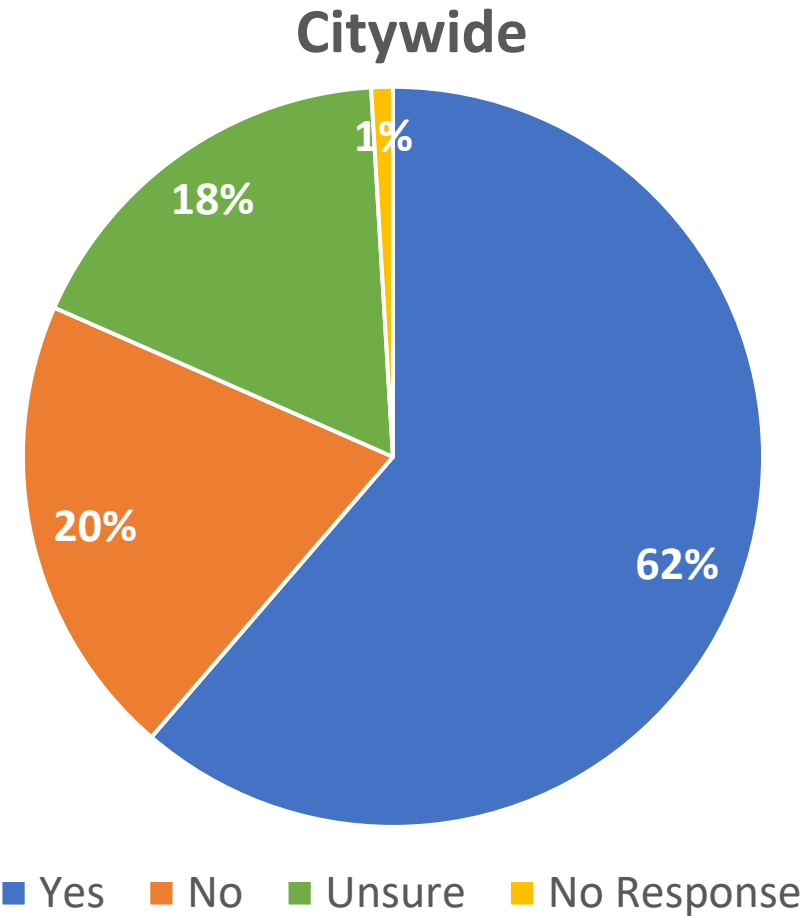
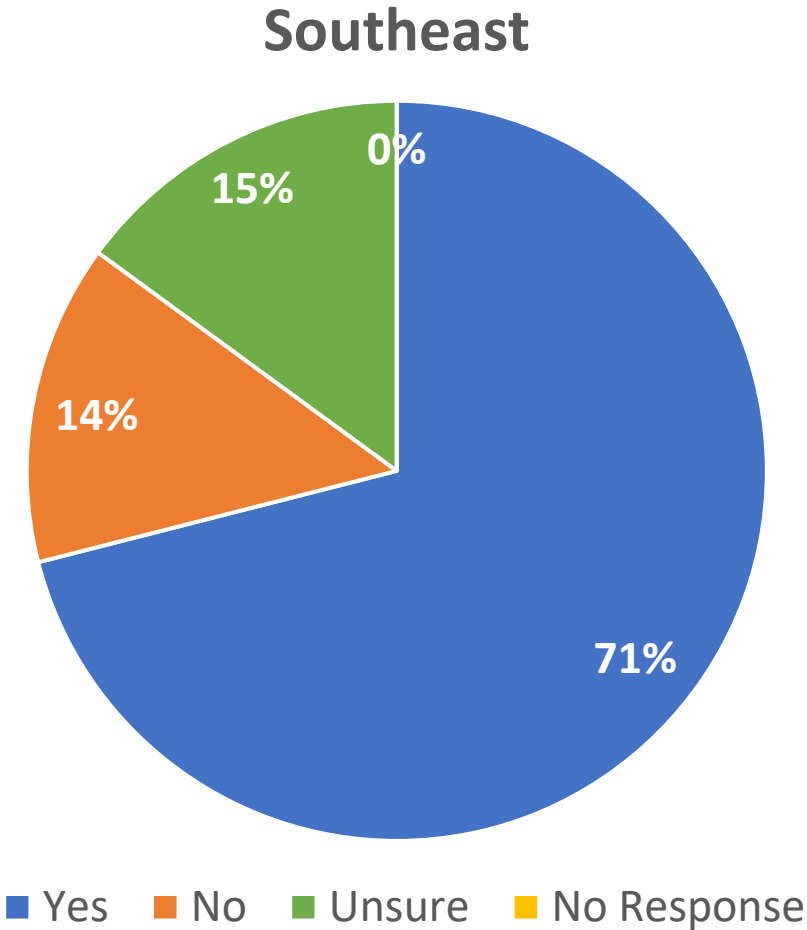


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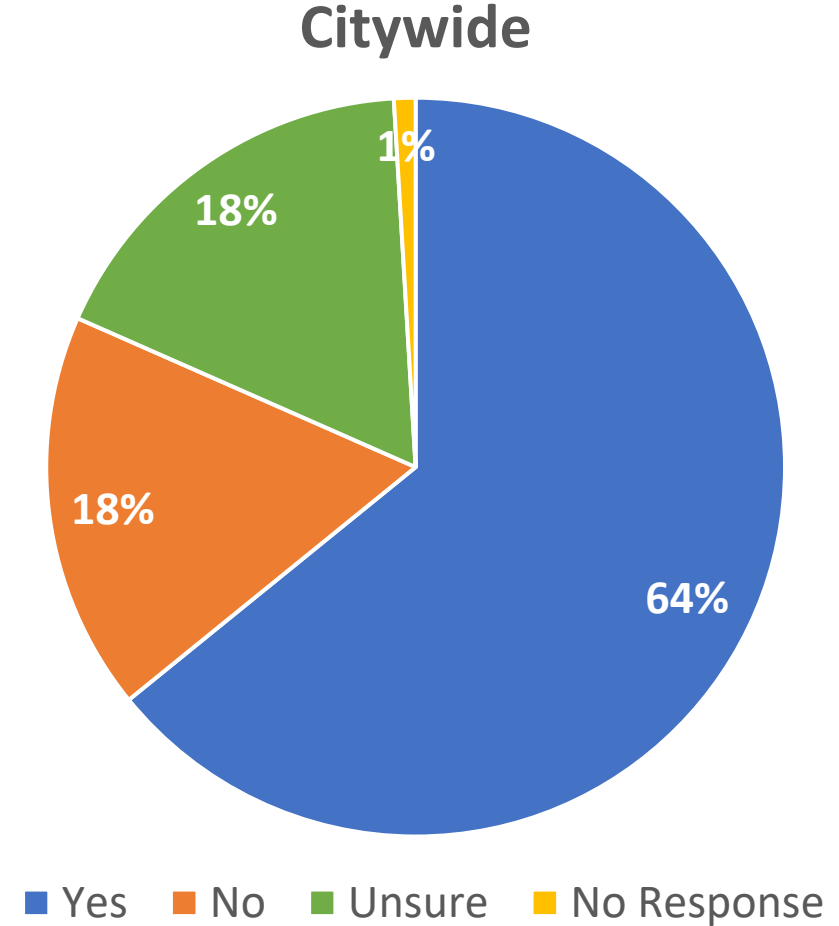
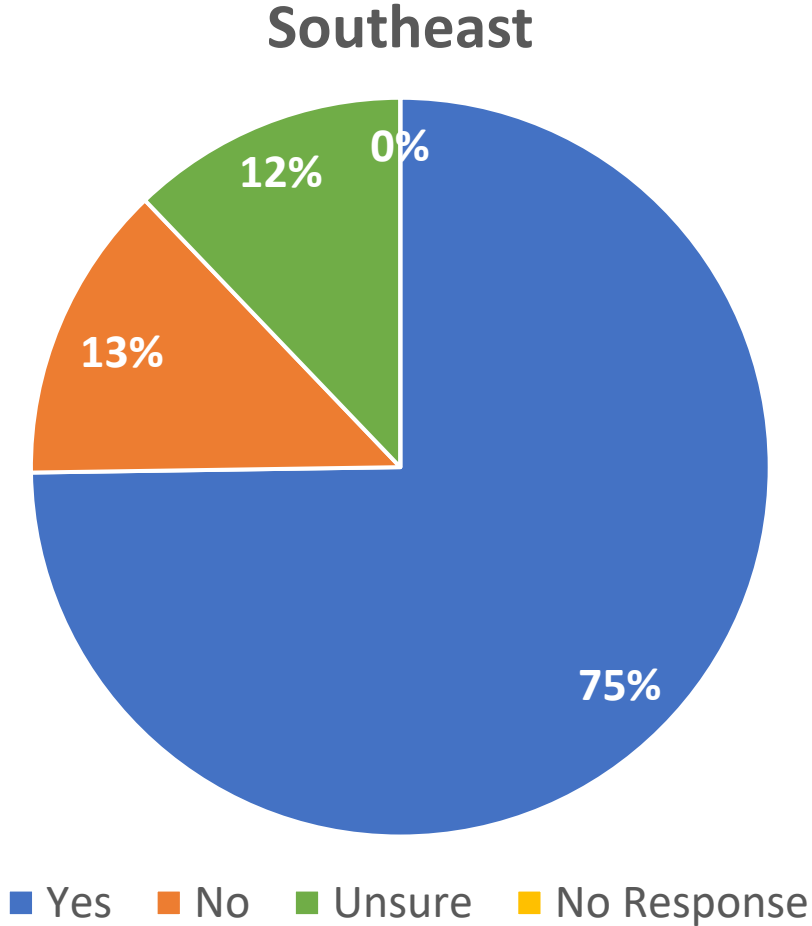
Question 10: Are Mary M. Traverso’s civic contributions an “occurrence or event of national or local significance”?



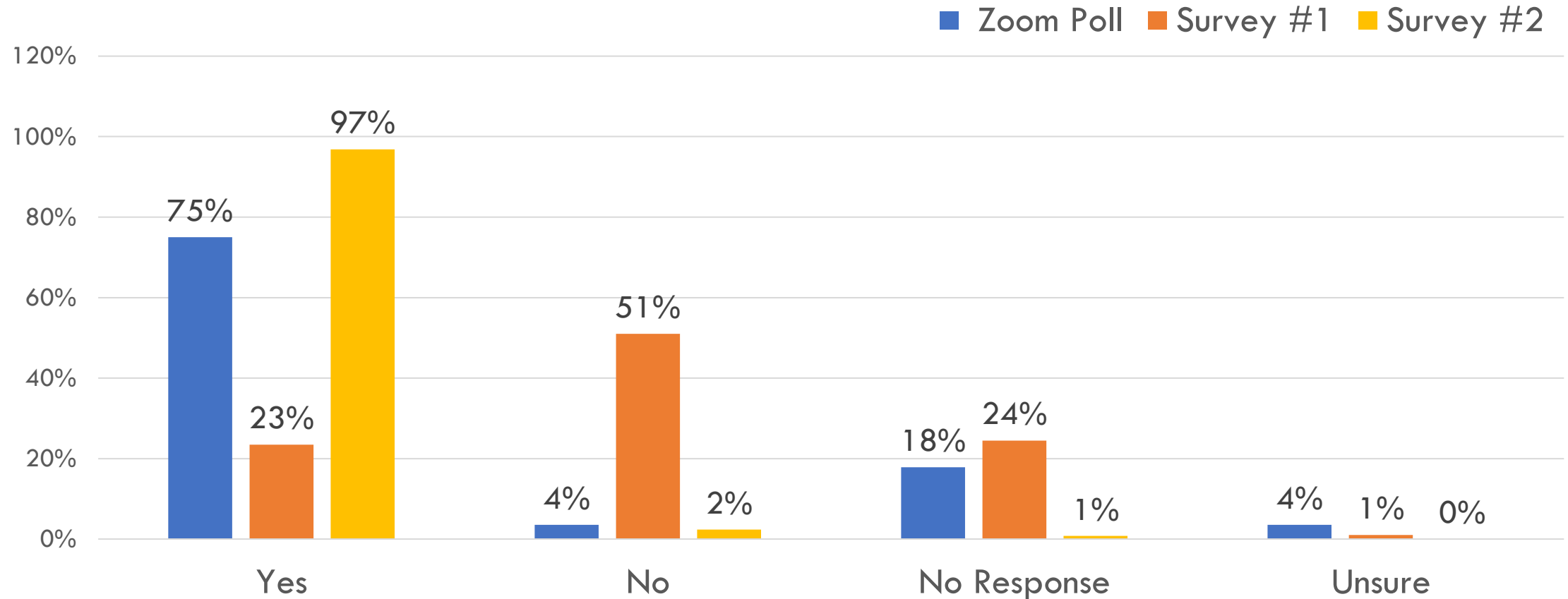
Question 11: Does changing the Creekside Open Space park name to Mary M. Traverso “enhance the City’s values and heritage”?



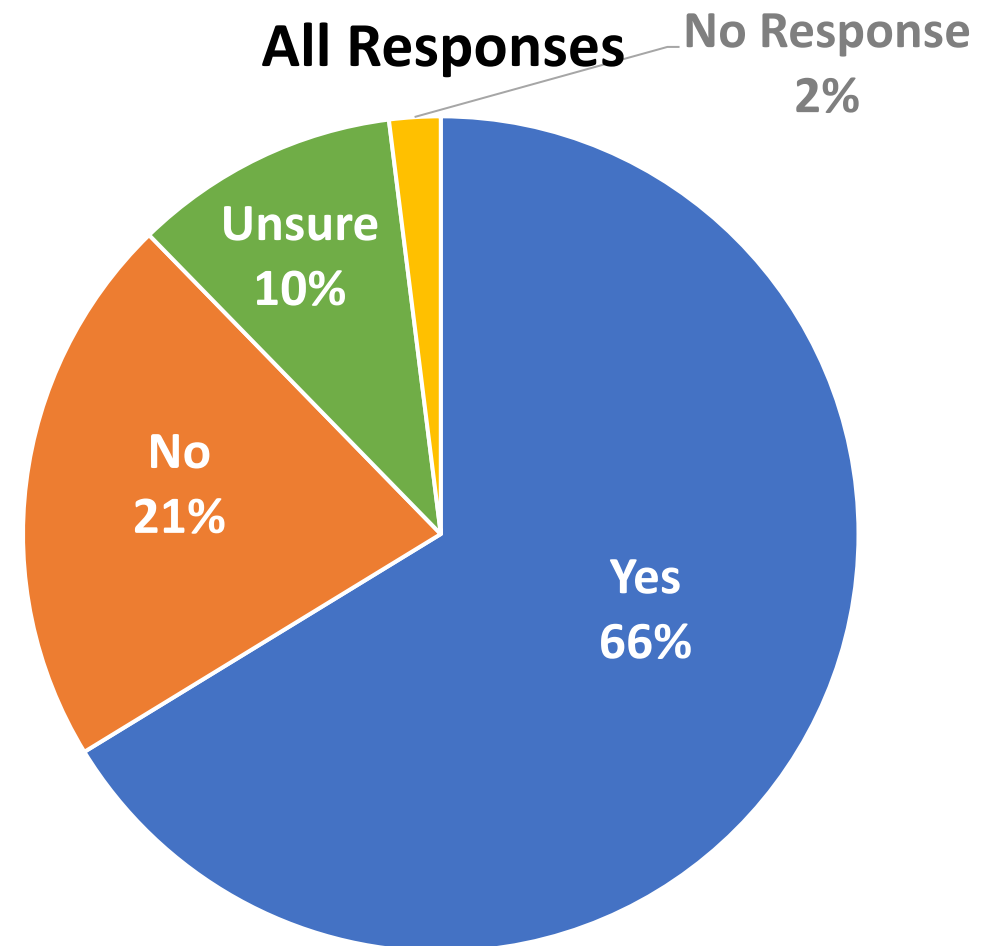
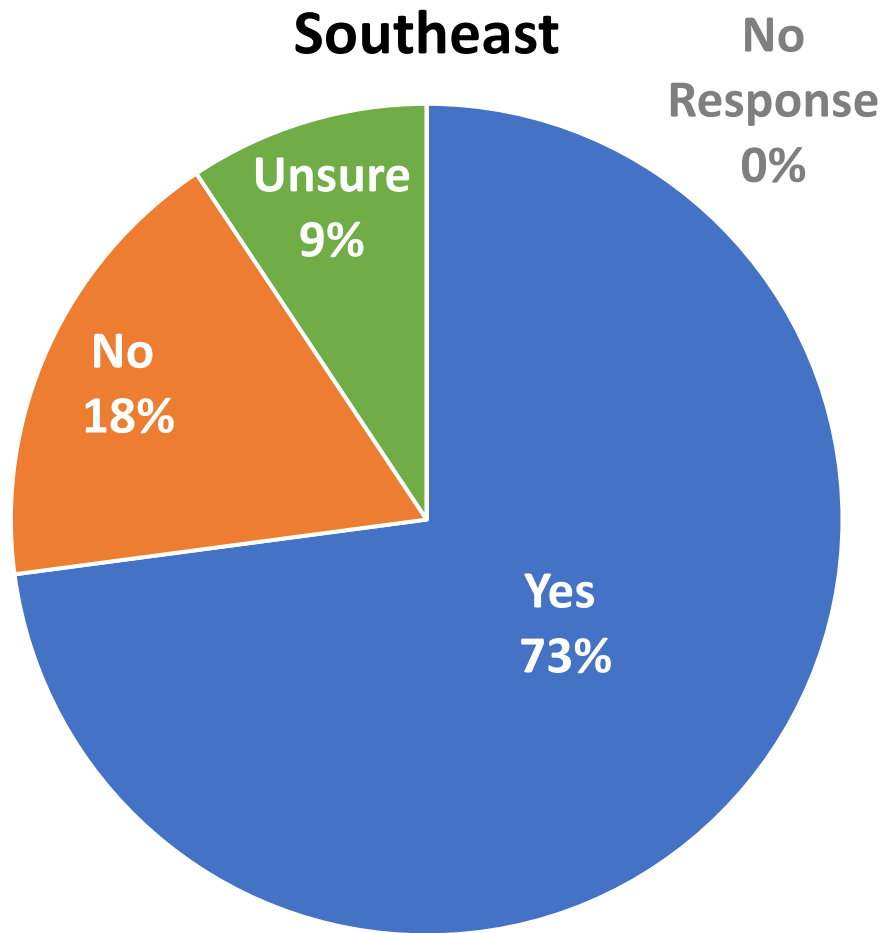
Question 12: Is changing the Creekside Open Space park name to Mary M. Traverso “compatible with community interest”?



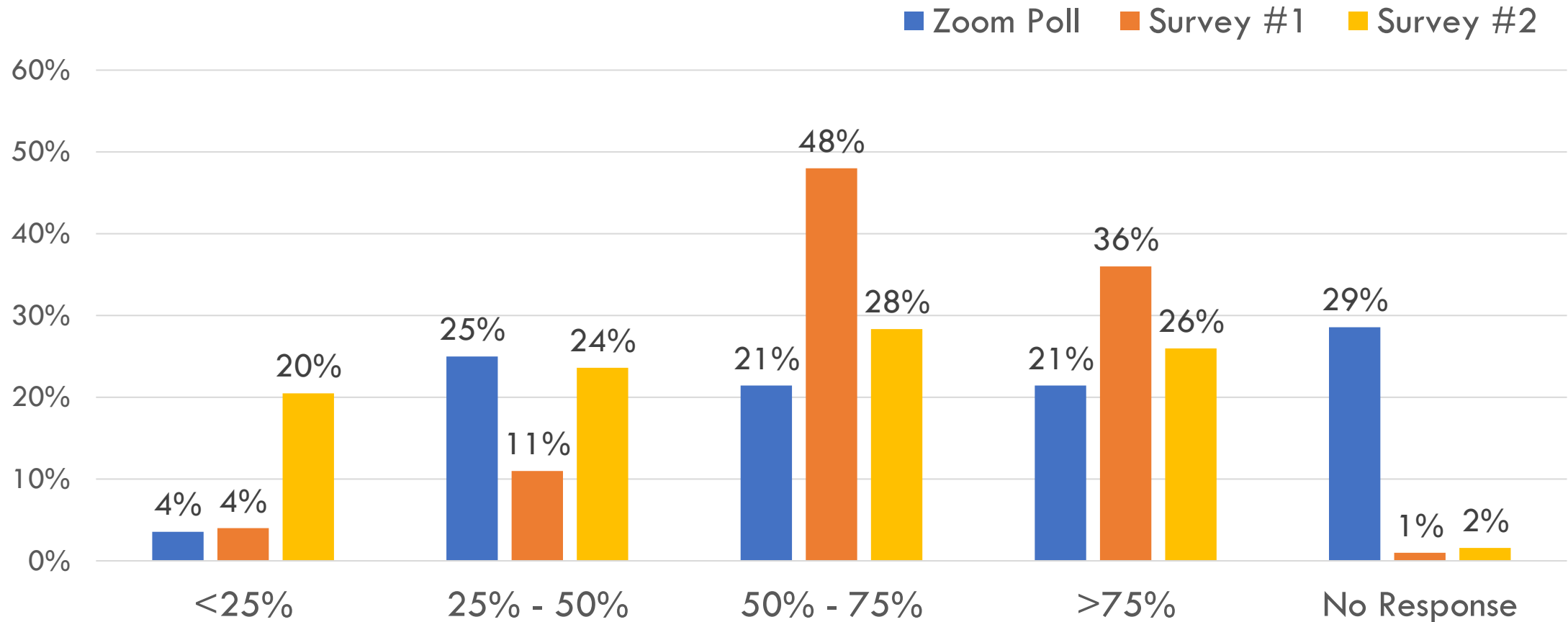
Question 13: Are you in favor of changing the name of Creekside Open Space to Mary M. Traverso Open Space? (Data sources comparison)



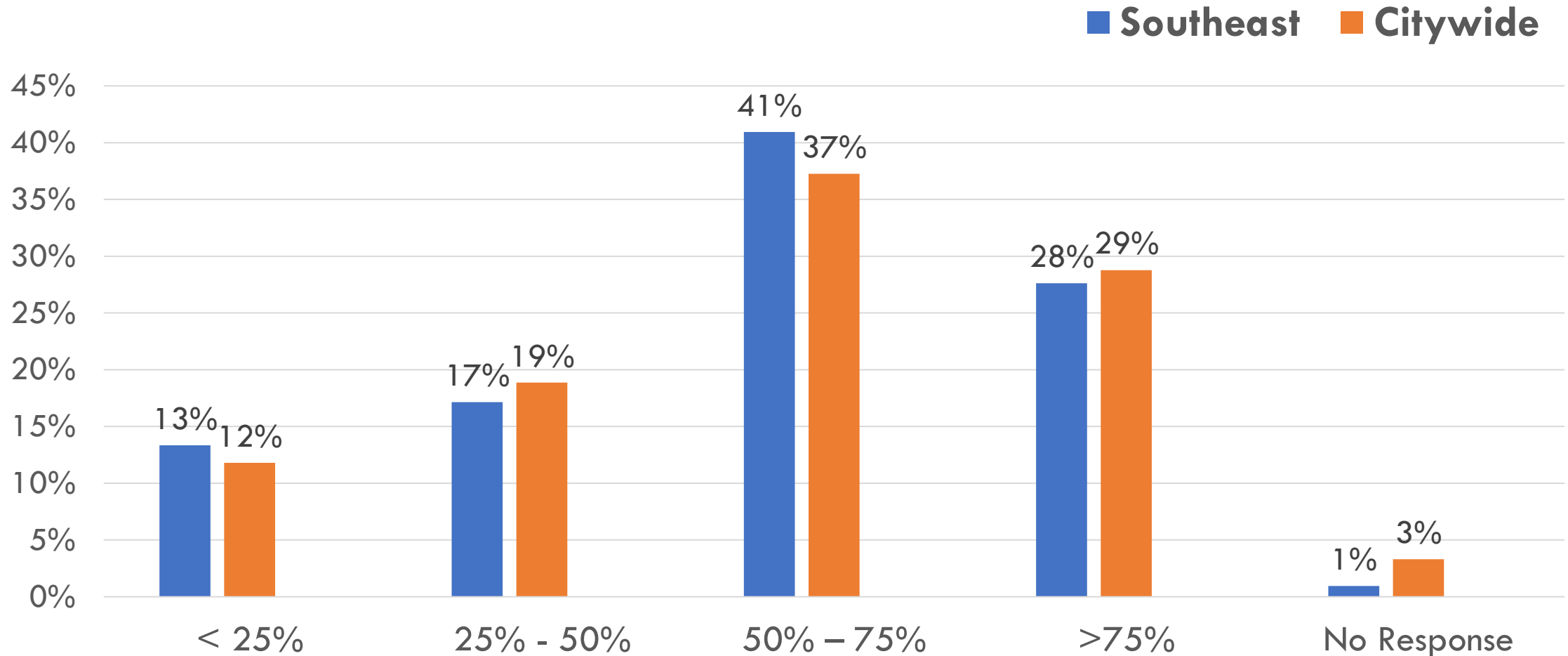
Question 13: Are you in favor of changing the name of Creekside Open Space to Mary M. Traverso Open Space?



Question 14: What percentage of the community should support the naming or renaming of an existing park? (Data sources comparison)



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



Staff Findings

- **73%** of respondents living in Southeast Santa Rosa support a name change
- **69%** of respondents living in Southeast Santa Rosa support a name change if there is 50% or greater support for the name change
- **66%** of All Respondents support a name change.
- **64%** of All Respondents support a name change if there is 50% or greater support for the name change.
- **62%** of respondents living in Santa Rosa support a name change
- **66%** of respondents living in Santa Rosa support a name change if there is 50% or greater support for the name change.





Staff 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.

OR

- Retaining the name Creekside Open Space until the City adopts an updated Park Naming Policy & Procedure. The Traverso family may resubmit their request under the new policy.

Next Steps

- BOCS recommendation to City Council
- City Council review in July/August
- If approved, update City media with new name





Thank You!