



Creekside Open Space

Proposed Renaming

Public Input Report

November 2020 - May 2021

May 2021
Park Planning Division

Creekside Open Space: Proposed Renaming Request

Public Input Report

TABLE OF CONTENTS

| | |
|---|---------------|
| Public Notification and Outreach..... | Pages 3 - 4 |
| Zoom Poll Results..... | Pages 5 - 19 |
| Virtual Community Meeting, November 5, 2020 | |
| Online Survey #1 Results..... | Pages 20 - 35 |
| SurveyMonkey available November 5 - 21, 2020 | |
| Online Survey #2 Results..... | Pages 36 - 49 |
| SurveyMonkey available January 3 - February 2, 2021 | |
| Combined Results..... | Pages 50 - 65 |
| May 2021 | |



Public Outreach & Notification

Public Outreach & Notification

| | Public Meeting: November 5, 2020 | Online Survey #1: November 5 - 21, 2020 | Online Survey #2: January 3 - February 2, 2021 |
|--------------------------------------|---|---|---|
| City of Santa Rosa Website | <ul style="list-style-type: none"> • Park Projects Webpage | <ul style="list-style-type: none"> • Park Projects Webpage | <ul style="list-style-type: none"> • Park Projects Webpage |
| Postcard | <ul style="list-style-type: none"> • Mailed to 1/2 mile radius around park parcel to 3,000+ residents | | |
| City Connections e-Newsletter | <ul style="list-style-type: none"> • Article with link 10/29/20 | <ul style="list-style-type: none"> • Article with link 11/12/20 | |
| Social Media | <ul style="list-style-type: none"> • Nextdoor post on 11/5/20 with 3,390 impressions • Facebook Event reaching 2,460 people | <ul style="list-style-type: none"> • Nextdoor post on 11/17/20 with 3,808 impressions • Facebook posts on 11/17/20 & 11/24/20 | |
| Signs at Creekside | <ul style="list-style-type: none"> • Two signs posted at either end of the park | | |
| Signs at Nearby Parks | <ul style="list-style-type: none"> • Signs posted at Matanzas & Strawberry parks | | |
| Traverso Family | <ul style="list-style-type: none"> • Postcard • Word of Mouth • Email | <ul style="list-style-type: none"> • Word of Mouth • Email | <ul style="list-style-type: none"> • Word of Mouth • Email • Nextdoor posts on 1/23/21 & 1/26/21 • Facebook |
| Other | <ul style="list-style-type: none"> • Press Democrat article • Email • Word of Mouth | <ul style="list-style-type: none"> • Virtual Community Meeting • Word of Mouth | <ul style="list-style-type: none"> • Word of Mouth |



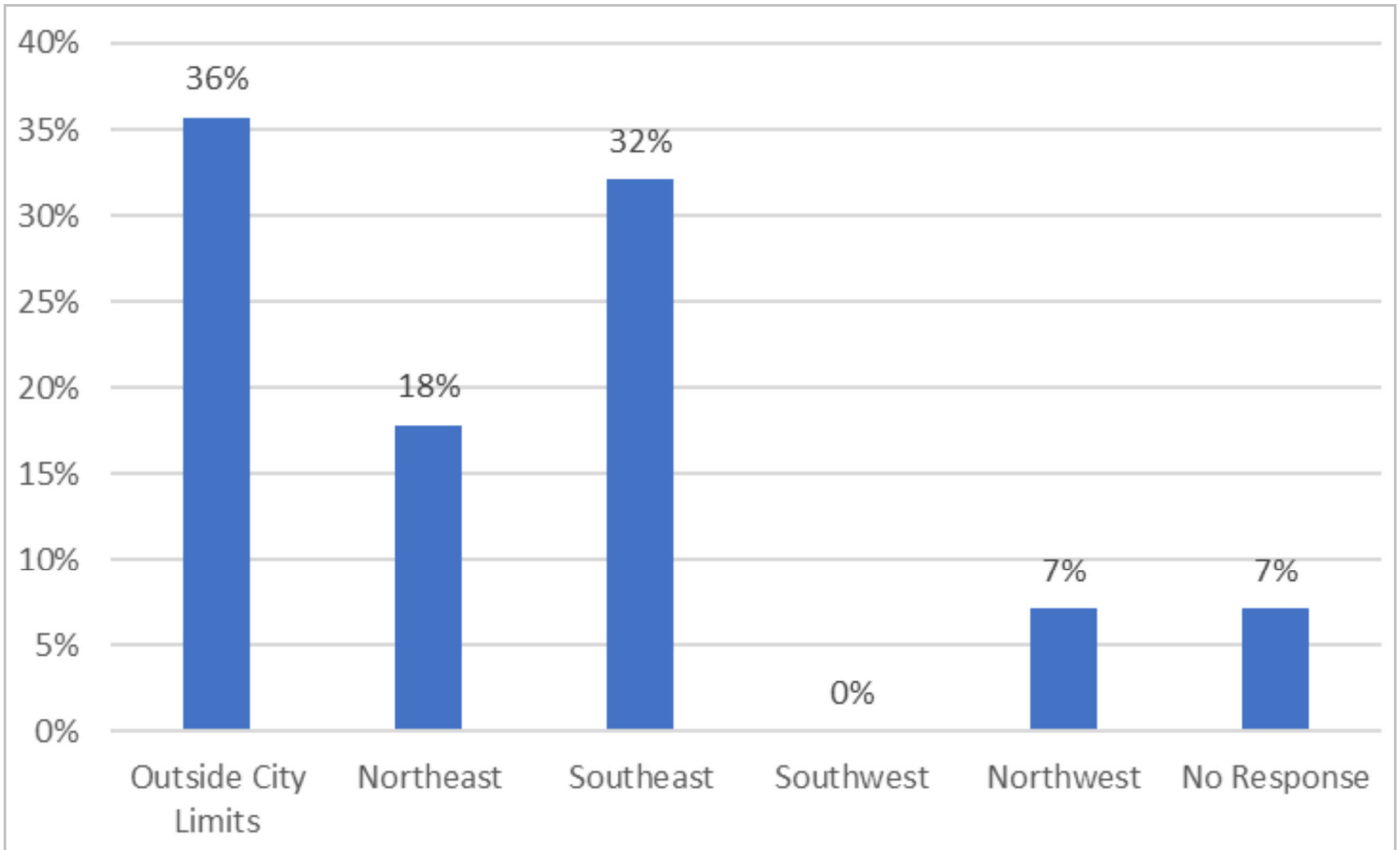
Zoom Poll Results

Virtual Community Meeting

November 5, 2020

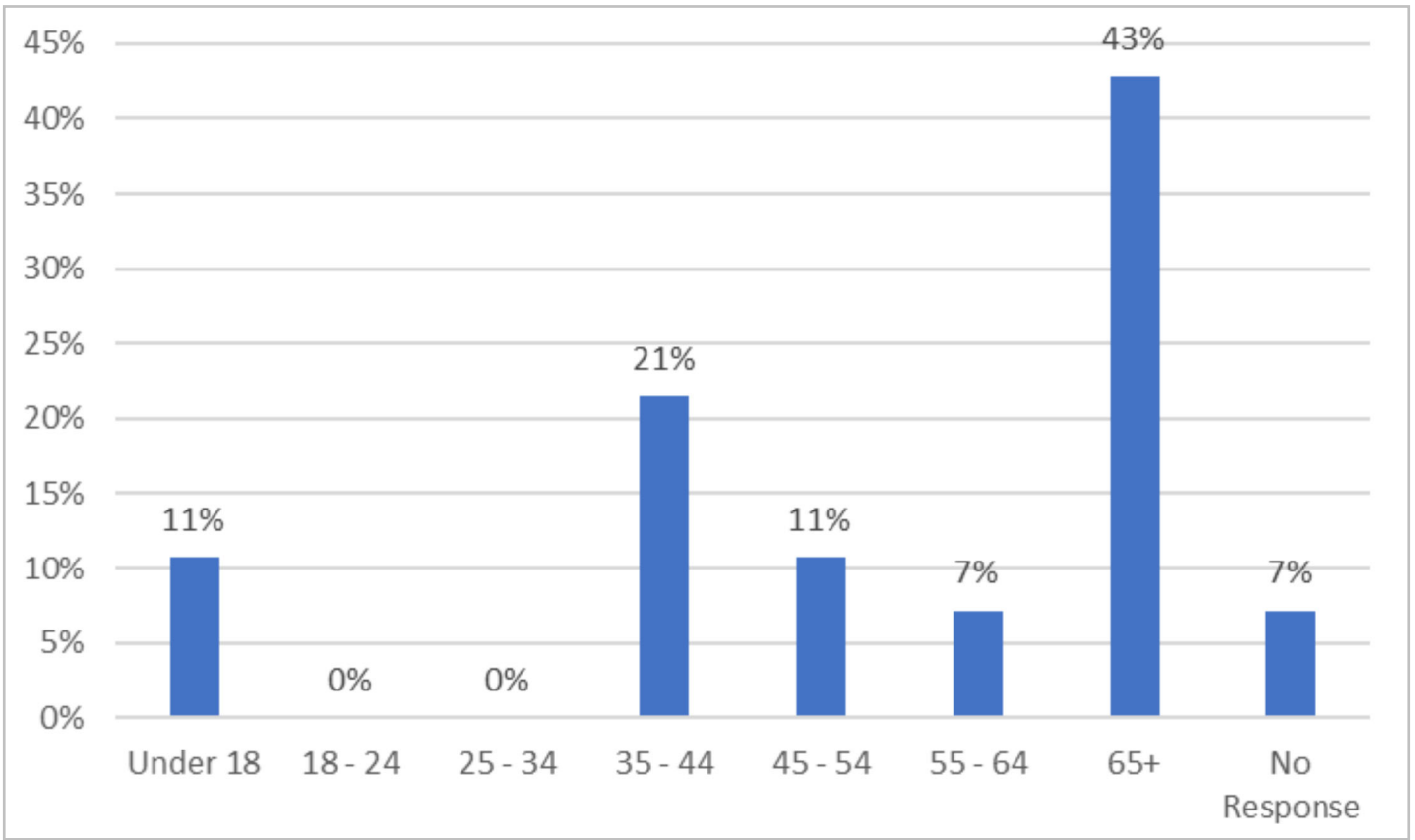
28 Responses

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



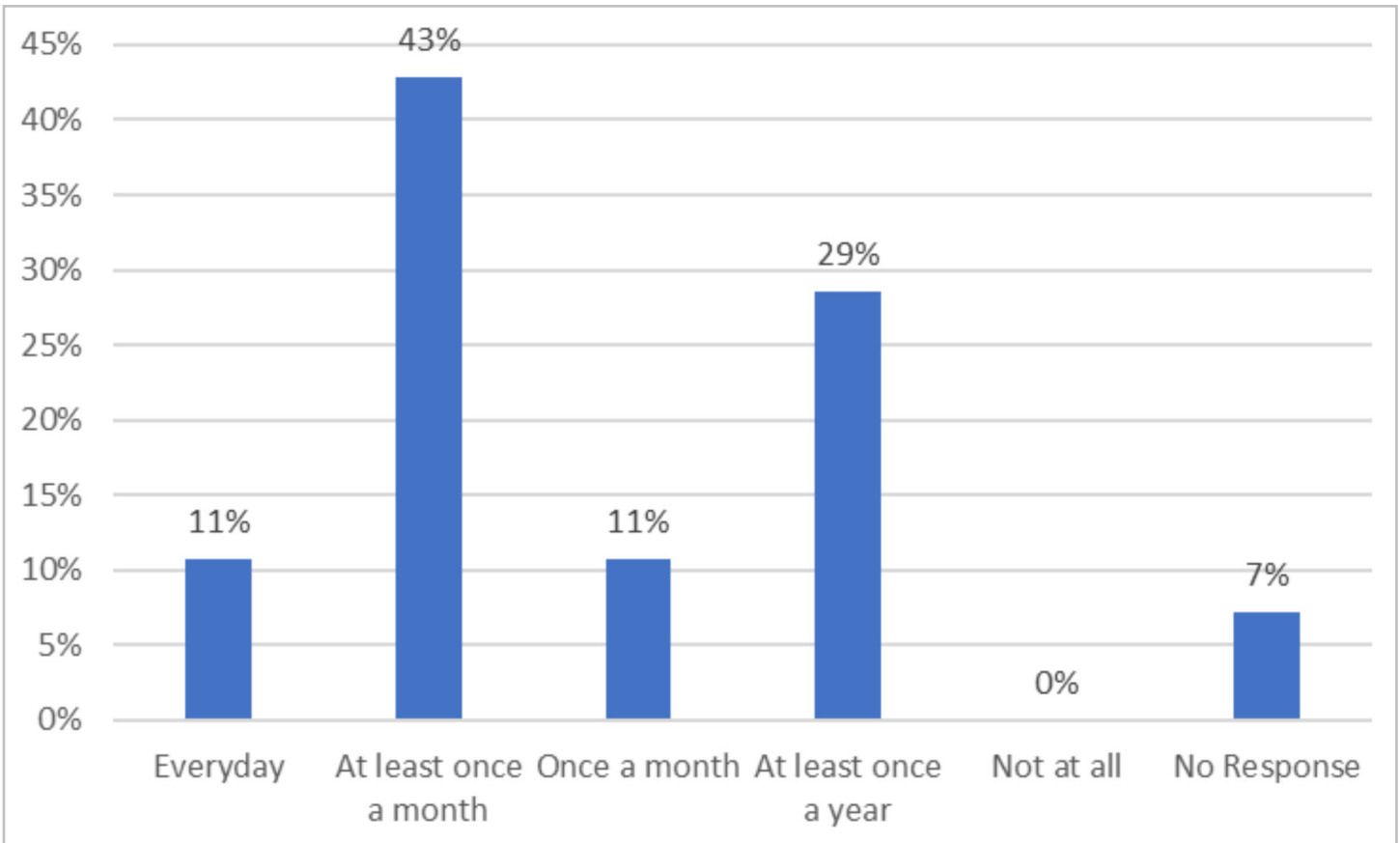
| Location | # of Responses | % of Responses |
|-----------------------------|----------------|----------------|
| Northeast Quadrant | 5 | 18% |
| Southeast Quadrant | 9 | 32% |
| Southwest Quadrant | 0 | 0% |
| Northwest Quadrant | 2 | 7% |
| I live outside city limits. | 10 | 36% |
| No Response | 2 | 7% |

Question 2: What is your age group?



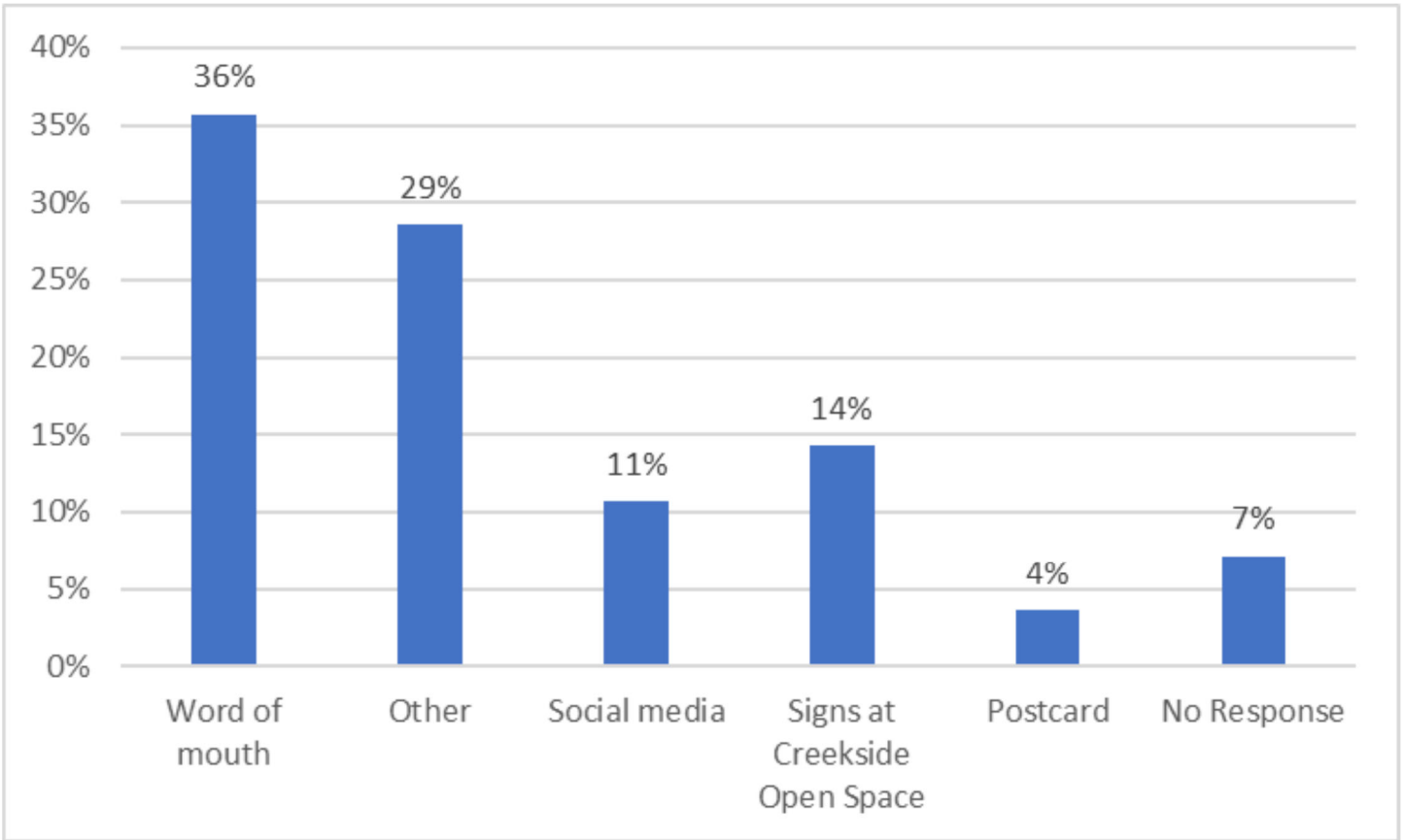
| Age | # of Responses | % of Responses |
|-------------|----------------|----------------|
| Under 18 | 3 | 11% |
| 18 - 24 | 0 | 0% |
| 25 - 34 | 0 | 0% |
| 35 - 44 | 6 | 21% |
| 45 - 54 | 3 | 11% |
| 55 - 64 | 2 | 7% |
| 65+ | 12 | 43% |
| No Response | 2 | 7% |

Question 3: How often do you visit a City of Santa Rosa Park or Recreation



| Frequency | # of Responses | % of Responses |
|-----------------------|----------------|----------------|
| Everyday | 3 | 11% |
| At least once a month | 12 | 43% |
| Once a month | 3 | 11% |
| At least once a year | 8 | 29% |
| Not at all | 0 | 0% |
| No Response | 2 | 7% |

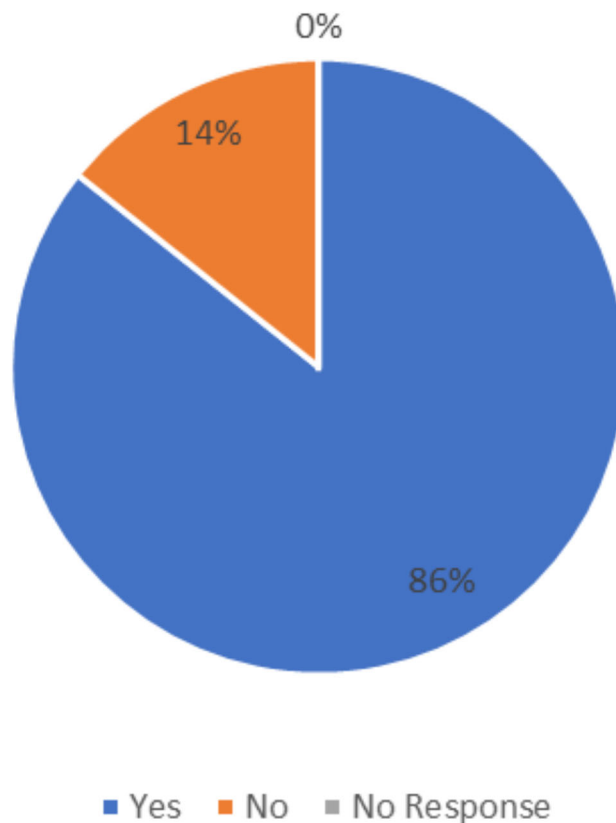
Question 4: How did you hear about today's meeting?



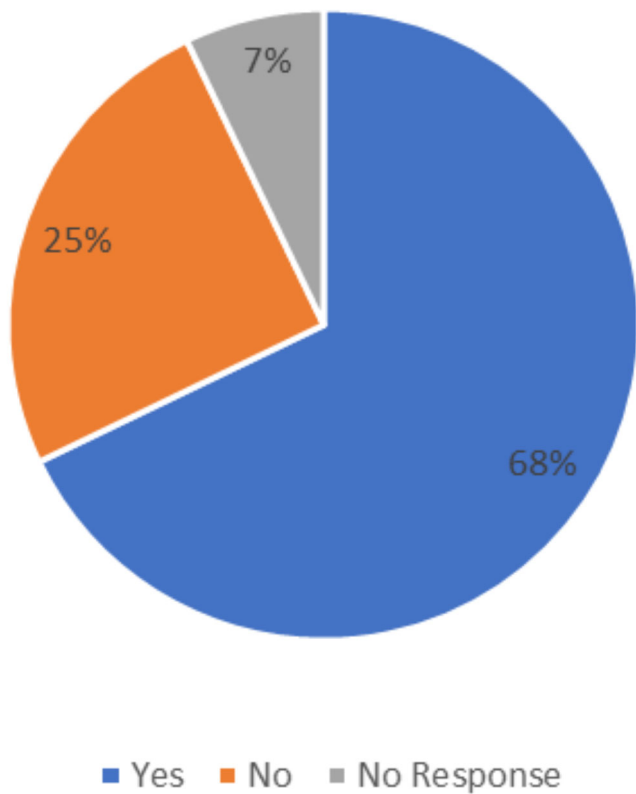
| Method | # of Responses | % of Responses |
|-------------------------------|----------------|----------------|
| Word of mouth | 10 | 36% |
| Other | 8 | 29% |
| Social media | 3 | 11% |
| Signs at Creekside Open Space | 4 | 14% |
| Postcard | 1 | 4% |
| No Response | 2 | 7% |

Question 5: Are you familiar with Creekside Open Space located along Creekside Drive?

| | # of Responses | % of Responses |
|-------------|----------------|----------------|
| Yes | 24 | 86% |
| No | 4 | 14% |
| No Response | 0 | 0% |

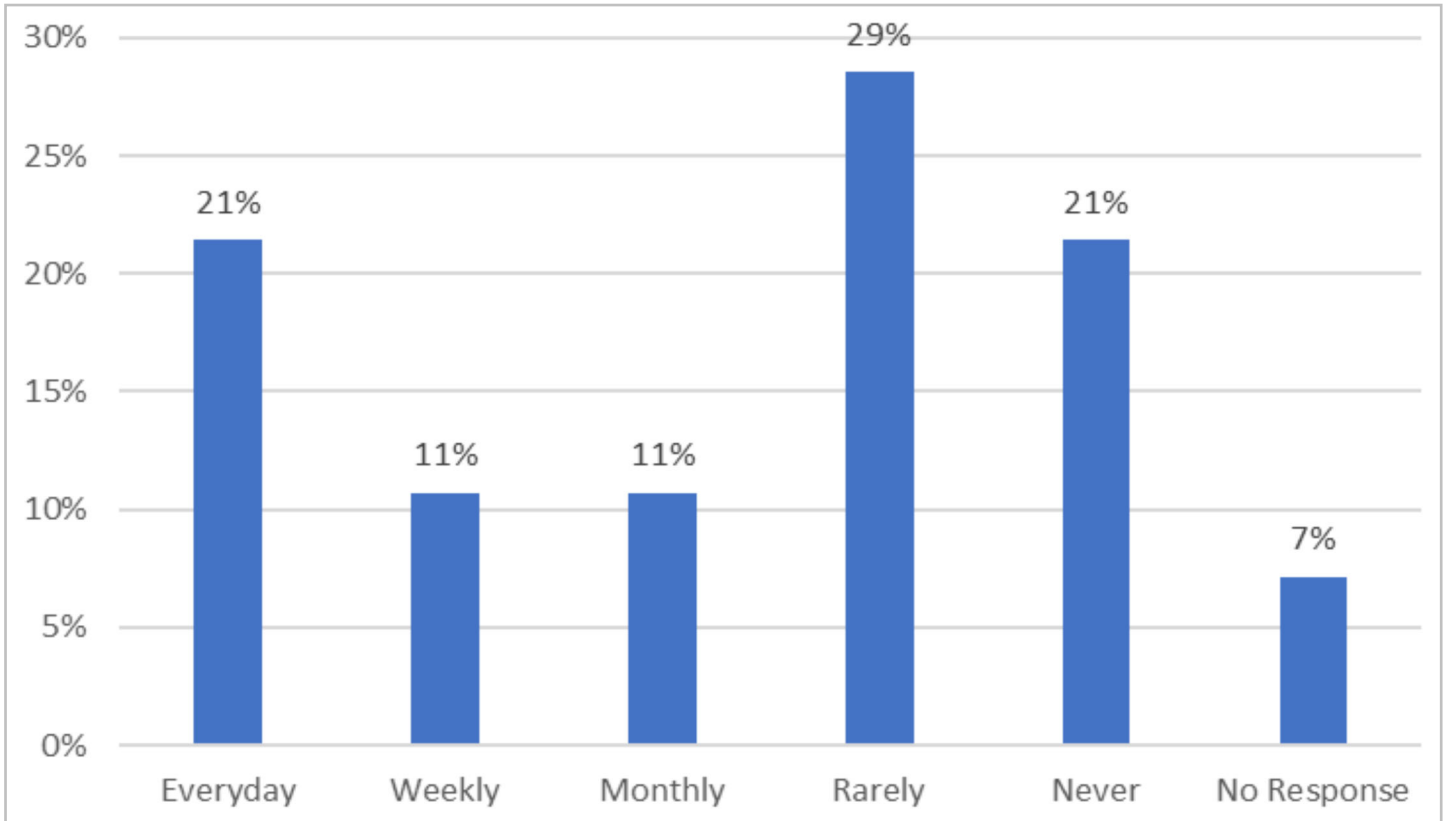


Question 6: Have you visited Creekside Open Space?



| | # of Responses | % of Responses |
|-------------|----------------|----------------|
| Yes | 19 | 68% |
| No | 7 | 25% |
| No Response | 2 | 7% |

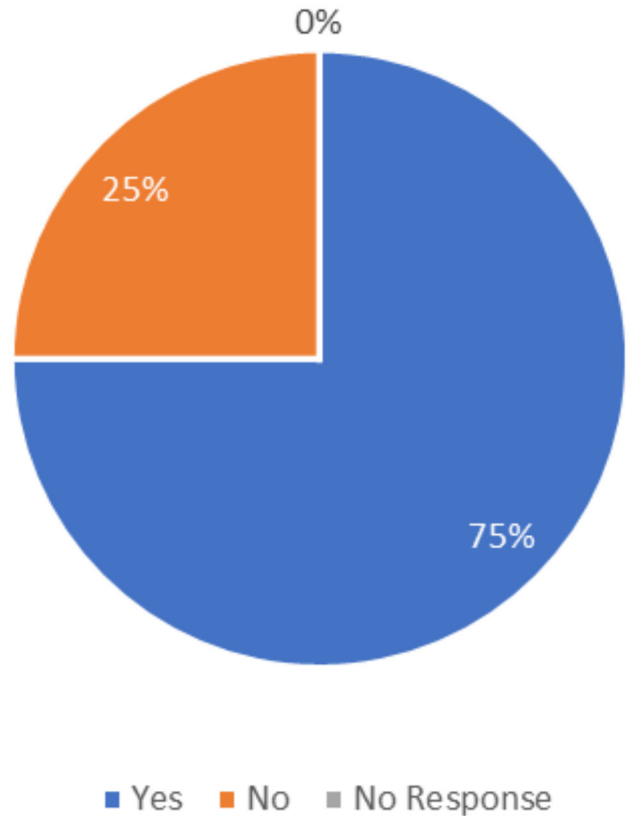
Question 7: How often do you visit Creekside Open Space?



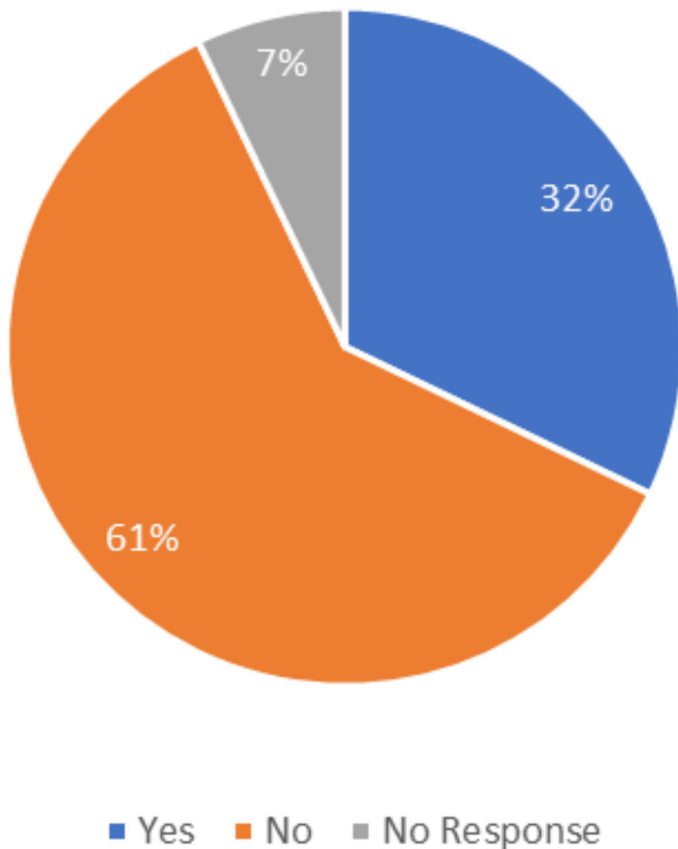
| Frequency | # of Responses | % of Responses |
|-------------|----------------|----------------|
| Everyday | 6 | 21% |
| Weekly | 3 | 11% |
| Monthly | 3 | 11% |
| Rarely | 8 | 29% |
| Never | 6 | 21% |
| No Response | 2 | 7% |

Question 8: Have you heard of the volunteer group, Bennett Valley Vision?

| | # of Responses | % of Responses |
|-------------|----------------|----------------|
| Yes | 21 | 75% |
| No | 7 | 25% |
| No Response | 0 | 0% |



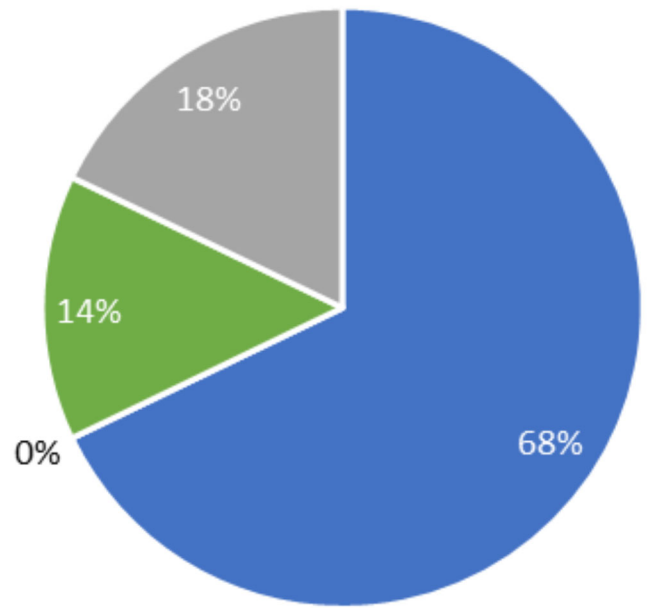
Question 9: Have you participated in a volunteer workday with Bennett Valley Vision?



| | # of Responses | % of Responses |
|-------------|----------------|----------------|
| Yes | 9 | 32% |
| No | 17 | 61% |
| No Response | 2 | 7% |

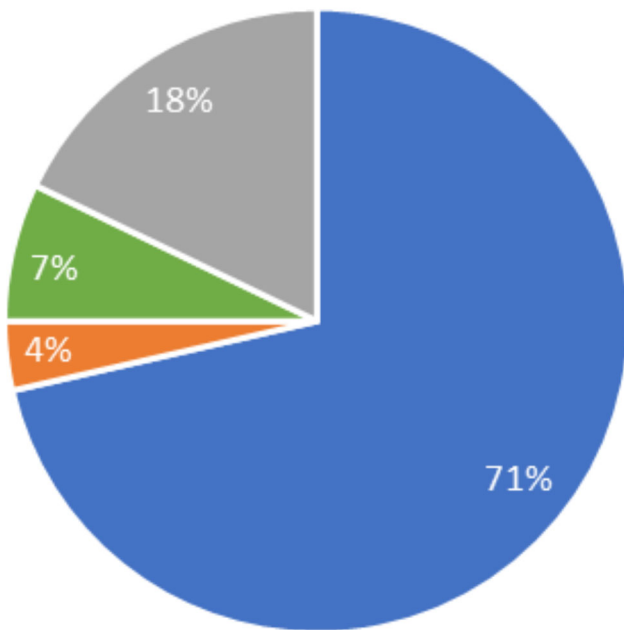
Question 10: Are Mary M. Traverso’s civic contributions an “occurrence or event of national or local significance”?

| | # of Responses | % of Responses |
|-------------|----------------|----------------|
| Yes | 19 | 68% |
| No | 0 | 0% |
| Unsure | 4 | 14% |
| No Response | 5 | 18% |



■ Yes ■ No ■ Unsure ■ No Response

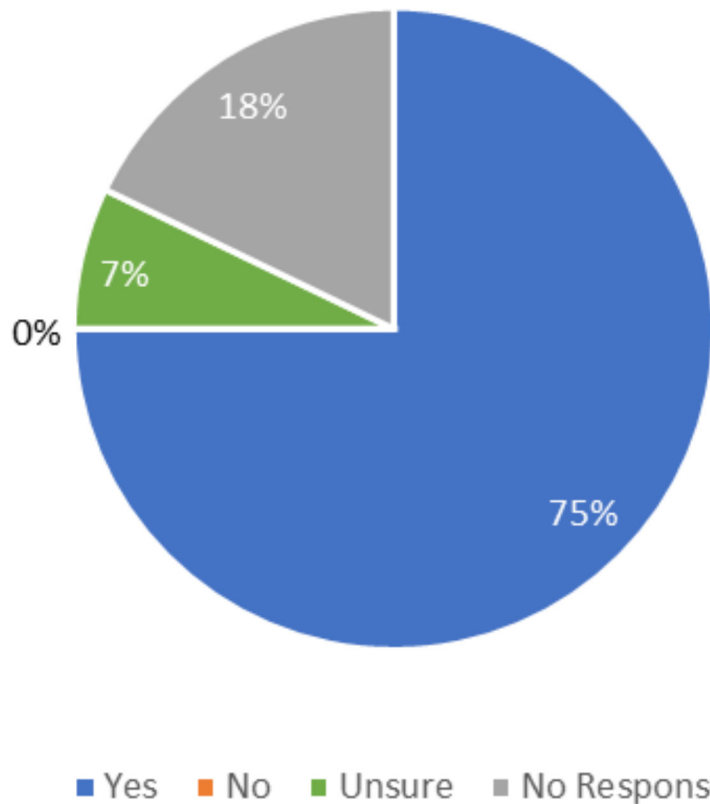
Question 11: Does changing the Creekside Open Space park name to Mary M. Traverso “enhance the City’s values and heritage”?



■ Yes ■ No ■ Unsure ■ No Response

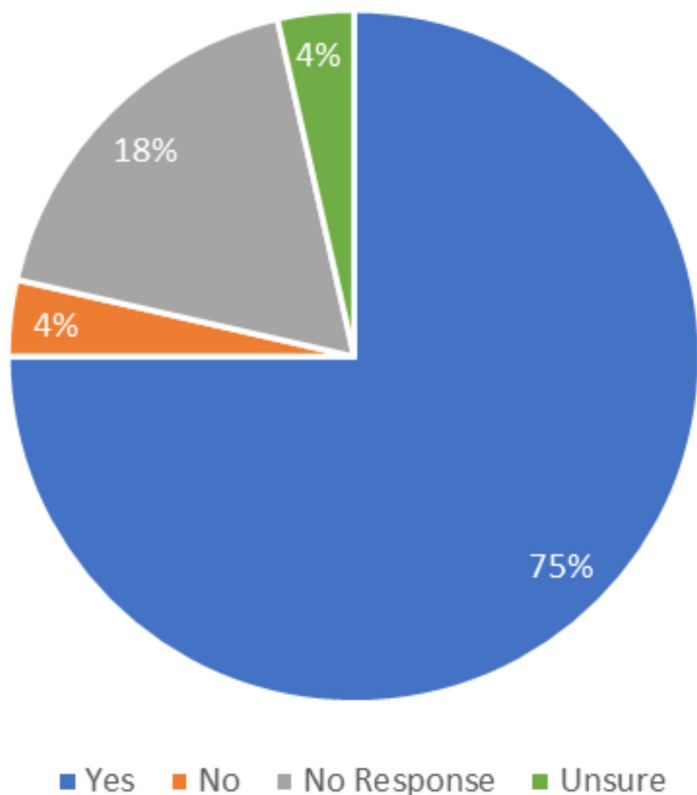
| | # of Responses | % of Responses |
|-------------|----------------|----------------|
| Yes | 20 | 71% |
| No | 1 | 4% |
| Unsure | 2 | 7% |
| No Response | 5 | 18% |

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



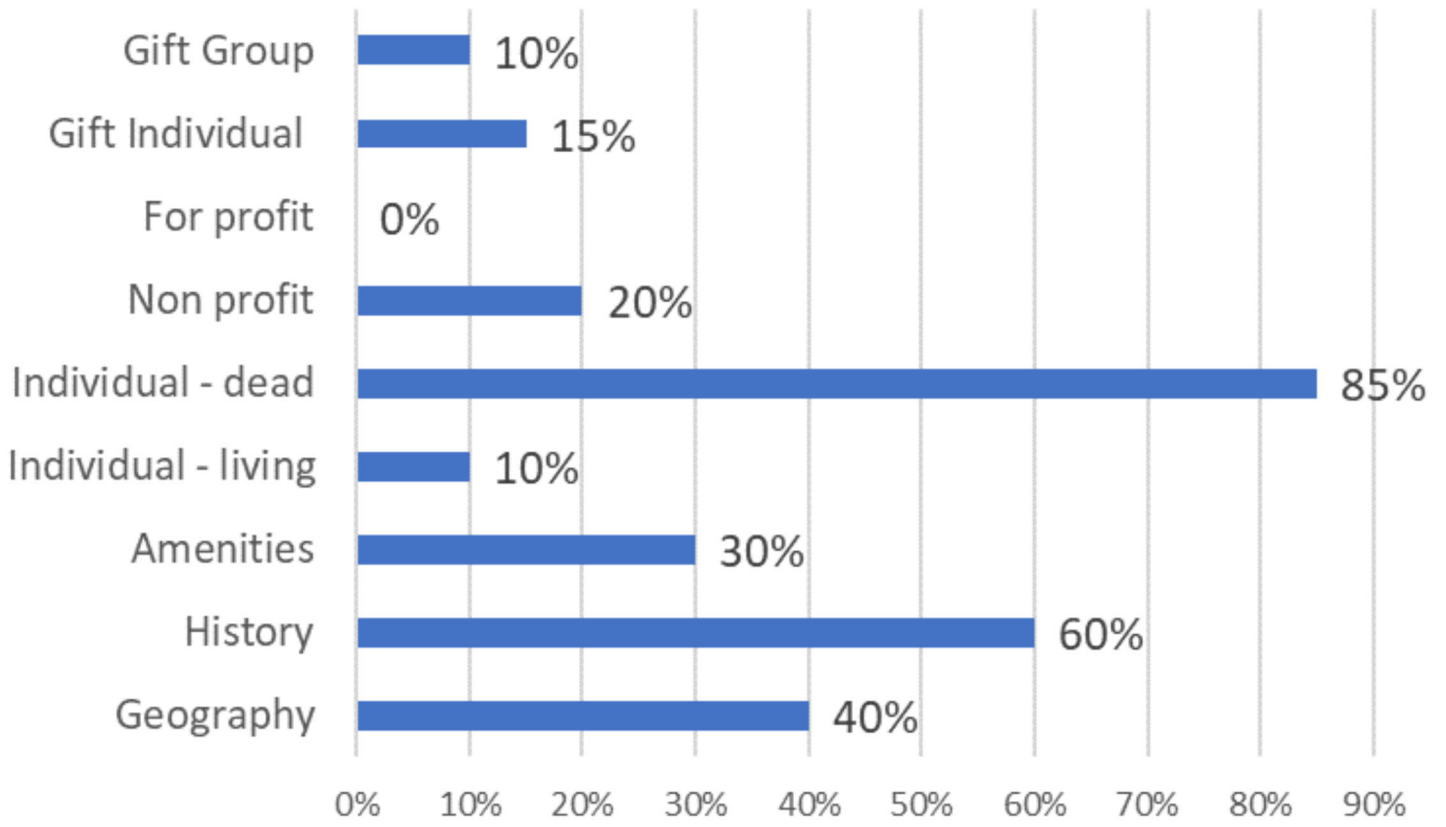
| | # of Responses | % of Responses |
|-------------|----------------|----------------|
| Yes | 21 | 75% |
| No | 0 | 0% |
| Unsure | 2 | 7% |
| No Response | 5 | 18% |

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



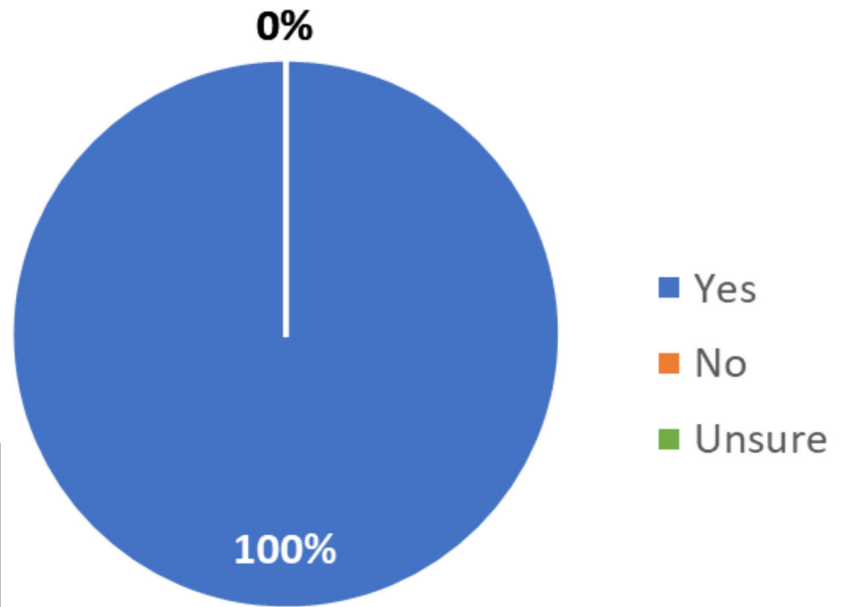
| | # of Responses | % of Responses |
|-------------|----------------|----------------|
| Yes | 21 | 75% |
| No | 1 | 4% |
| Unsure | 1 | 4% |
| No Response | 5 | 18% |

Question 14: What do you think Santa Rosa's parks should be named after?



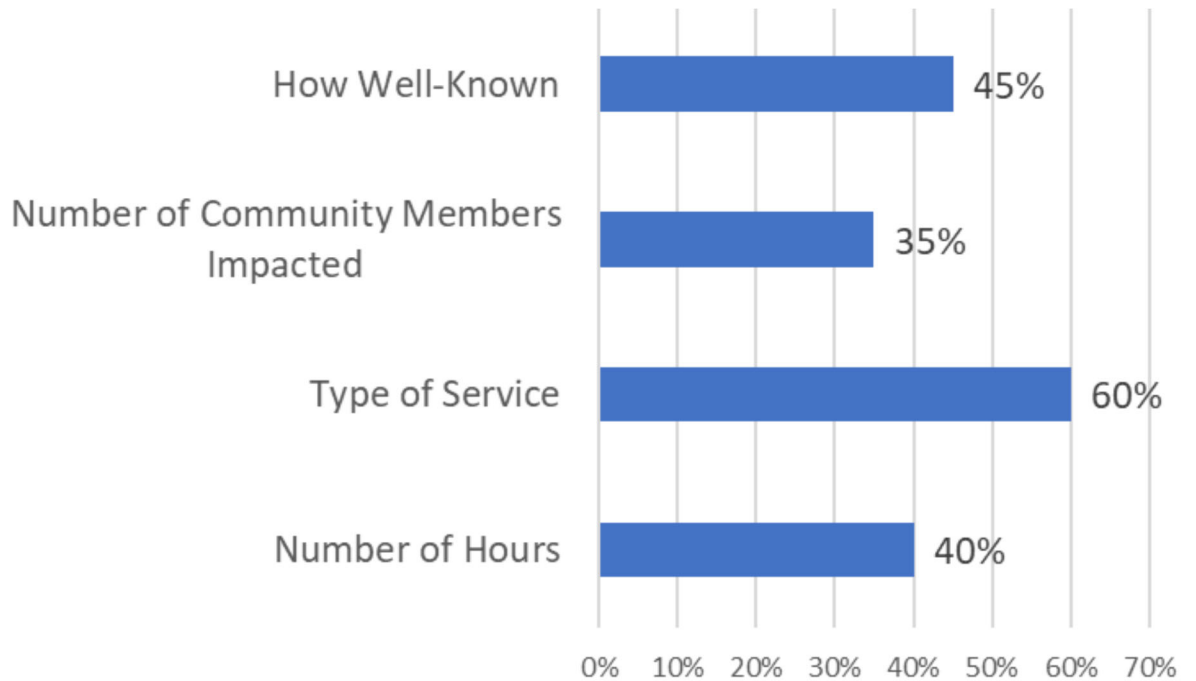
| Category | % of Responses | # of Responses |
|---|----------------|----------------|
| Geography - archaeological, geological, topographical, zoological or human-made | 40% | 8 |
| History - historic person, place, cultural or major event | 60% | 12 |
| Amenities - surrounding neighborhood, subdivision, street or school | 30% | 6 |
| Outstanding Individual - living | 10% | 2 |
| Outstanding Individual - deceased | 85% | 17 |
| Outstanding Non-profit Groups or Organizations | 20% | 4 |
| Outstanding For-profit Groups or Organizations | 0% | 0 |
| Major Gift from Individual | 15% | 3 |
| Major Gift from Group or Organization | 10% | 2 |

Question 15: Should the community be involved in the naming and renaming of parks?



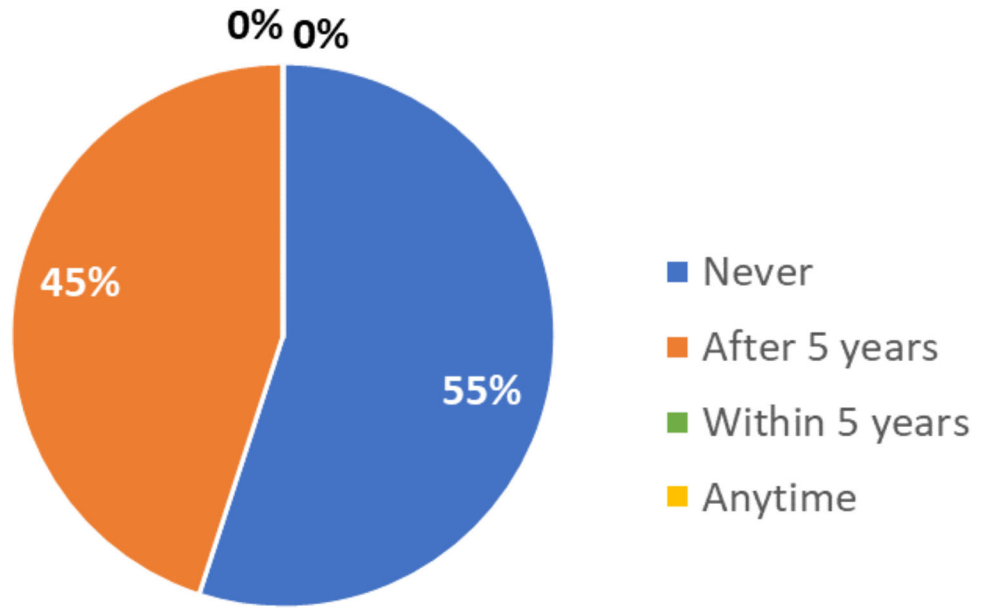
| | % of Responses | # of Responses |
|--------|----------------|----------------|
| Yes | 100% | 20 |
| No | 0% | 0 |
| Unsure | 0% | 0 |

Question 16: How should an individual, group or organization’s significant service contribution to city, country or the field of recreation & parks be measured?



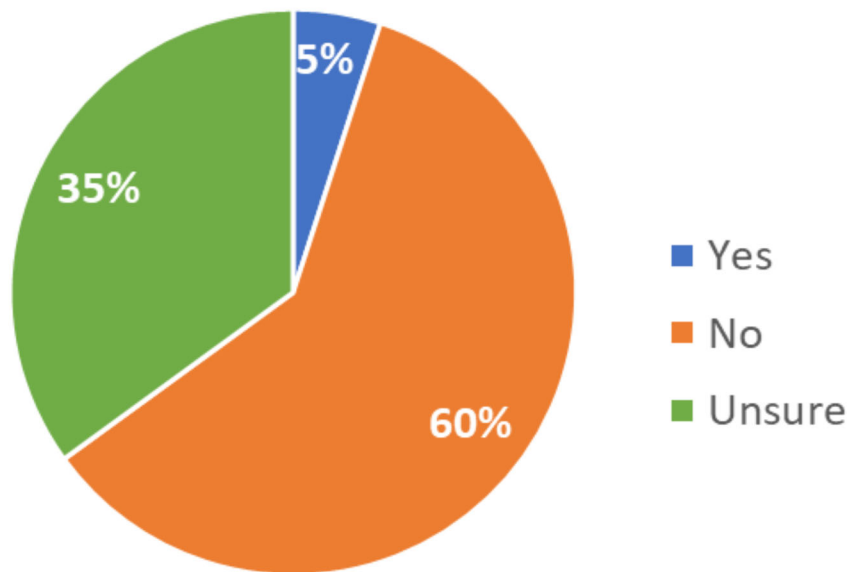
| Measure of Contribution | % of Responses | # of Responses |
|--------------------------------------|----------------|----------------|
| Number of Hours | 40% | 8 |
| Type of Service | 60% | 12 |
| Number of Community Members Impacted | 35% | 7 |
| How Well-Known | 45% | 9 |

Question 17: Under the current Park Naming Policy & Procedure, next week someone could propose a new name for Creekside Open Space and the City would have to start this process again. Would you be in favor of a Park Naming Policy that would:



| Policy should: | % of Responses | # of Responses |
|----------------|----------------|----------------|
| Never | 55% | 11 |
| After 5 years | 45% | 9 |
| Within 5 years | 0% | 0 |
| Anytime | 0% | 0 |

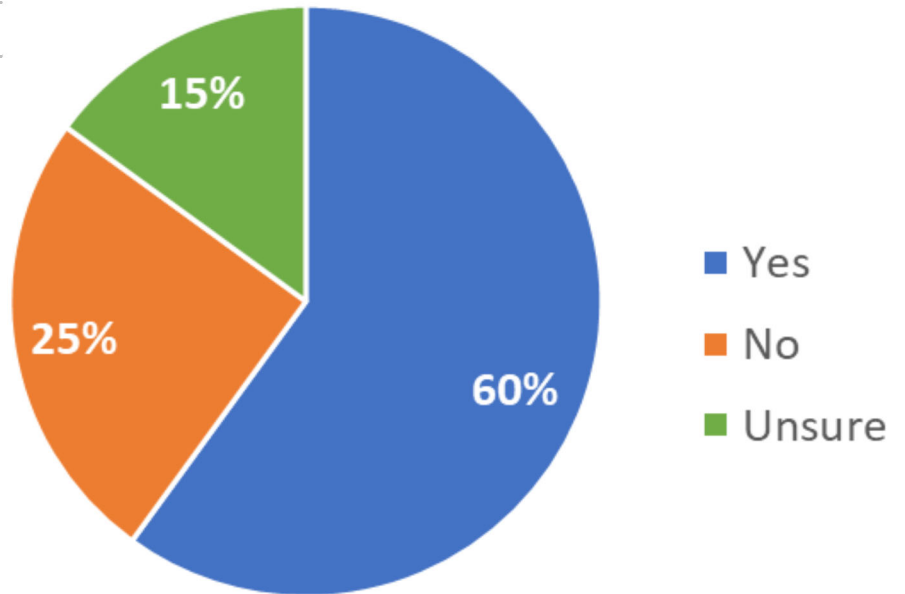
Question 18: Should parks which have been named in honor of individuals be renamed?



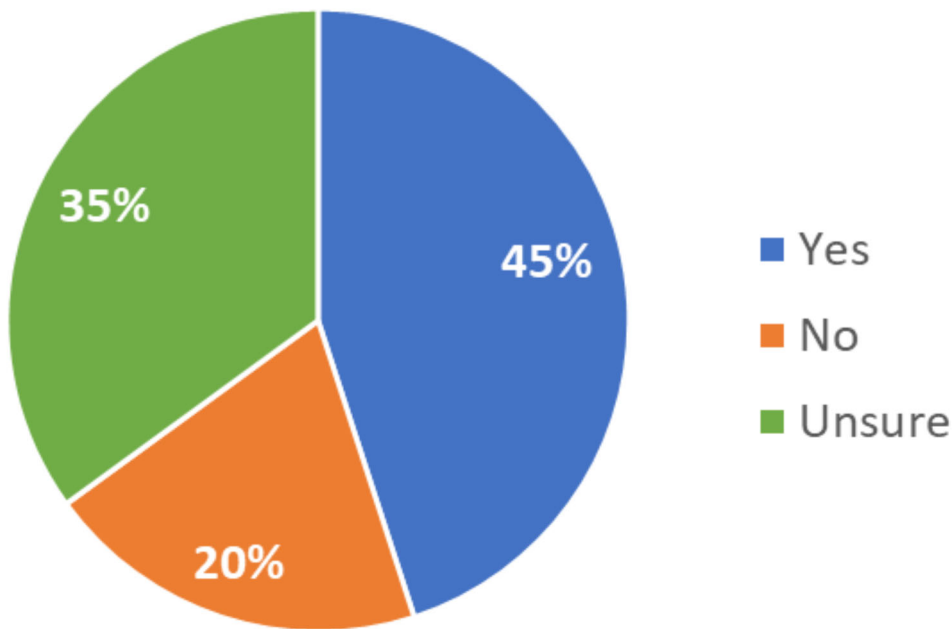
| | % of Responses | # of Responses |
|--------|----------------|----------------|
| Yes | 5% | 1 |
| No | 60% | 12 |
| Unsure | 35% | 7 |

Question 19: Should parks named after people, be renamed if the individual's character no longer represents the best interests of the City of Santa Rosa?

| | % of Responses | # of Responses |
|--------|----------------|----------------|
| Yes | 60% | 12 |
| No | 25% | 5 |
| Unsure | 15% | 3 |

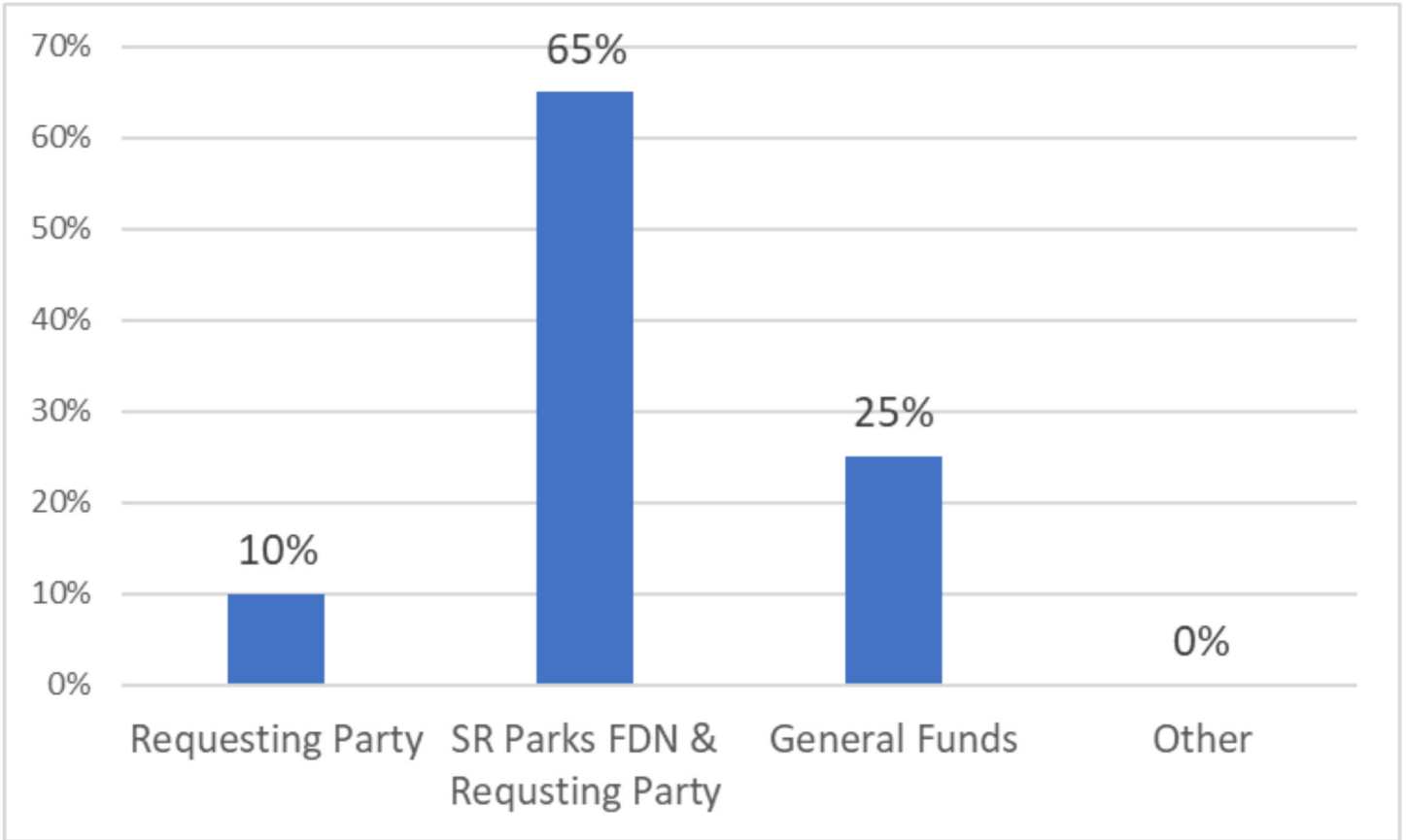


Question 20: Should a park monument sign be installed as part of the renaming process?



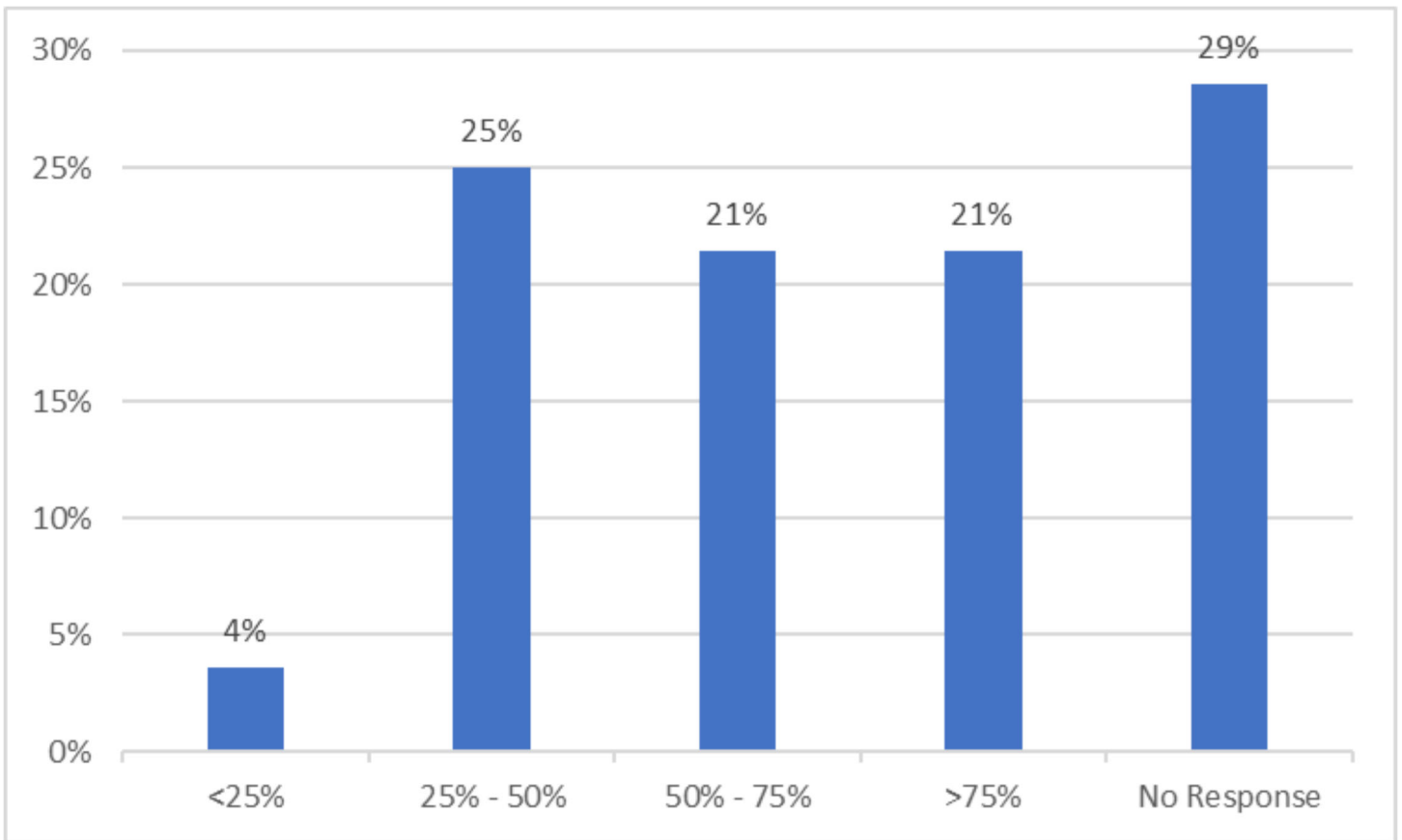
| | % of Responses | # of Responses |
|--------|----------------|----------------|
| Yes | 45% | 9 |
| No | 20% | 4 |
| Unsure | 35% | 7 |

Question 21: How should the cost to change the name of the park be funded?



| Funding Source | % of Responses | # of Responses |
|--|-----------------------|-----------------------|
| Requesting Party | 10% | 2 |
| Santa Rosa Parks Foundation & Requesting Party | 65% | 13 |
| General Funds | 25% | 5 |
| Other | 0% | 0 |

Question 22: What percent of the community should support the naming or renaming of a park?



| Community Support | # of Responses | % of Responses |
|-------------------|----------------|----------------|
| <25% | 1 | 4% |
| 25% - 50% | 7 | 25% |
| 50% - 75% | 6 | 21% |
| >75% | 6 | 21% |
| No Response | 8 | 29% |



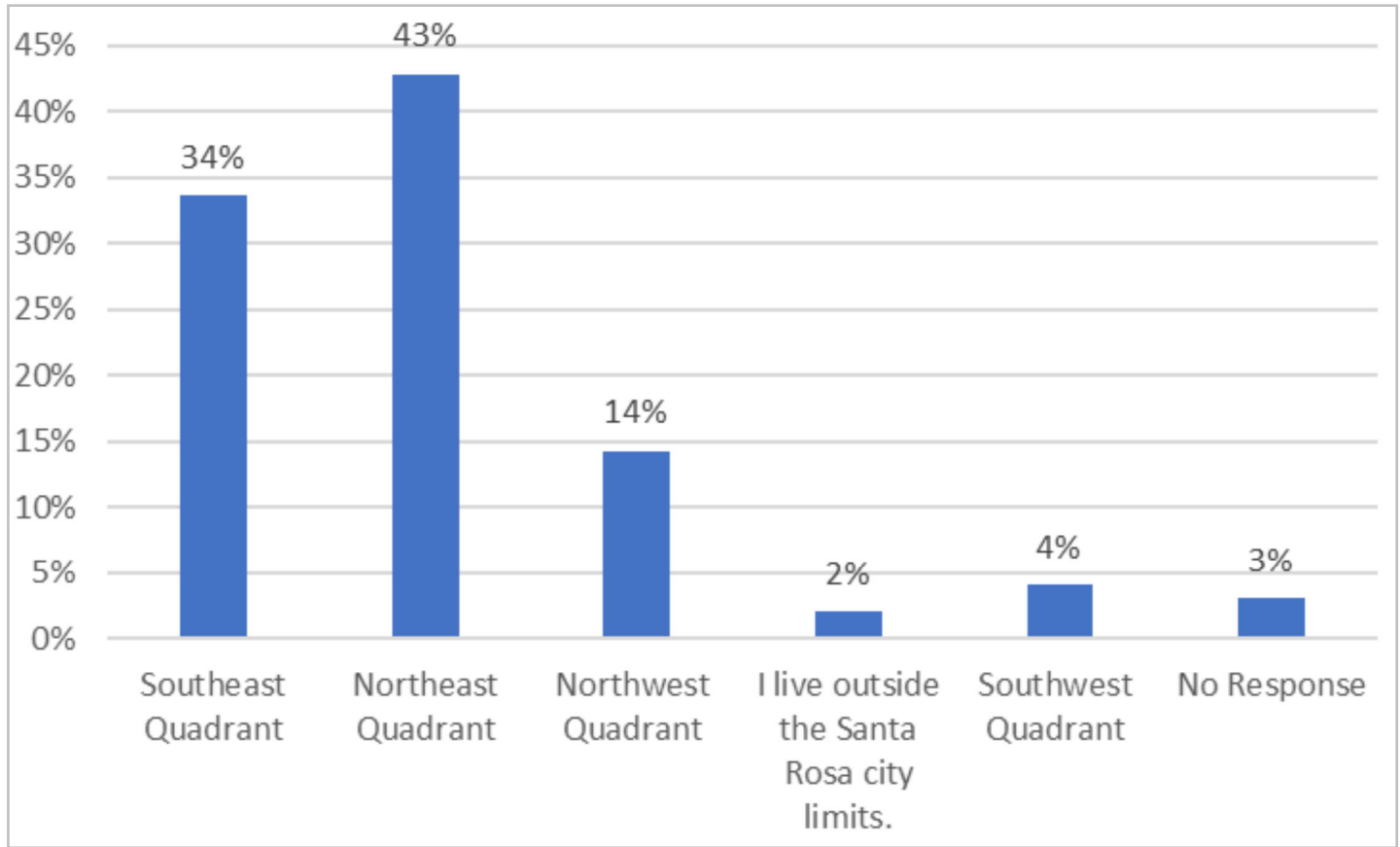
Survey #1 Results

Online SurveyMonkey

November 5—21, 2020

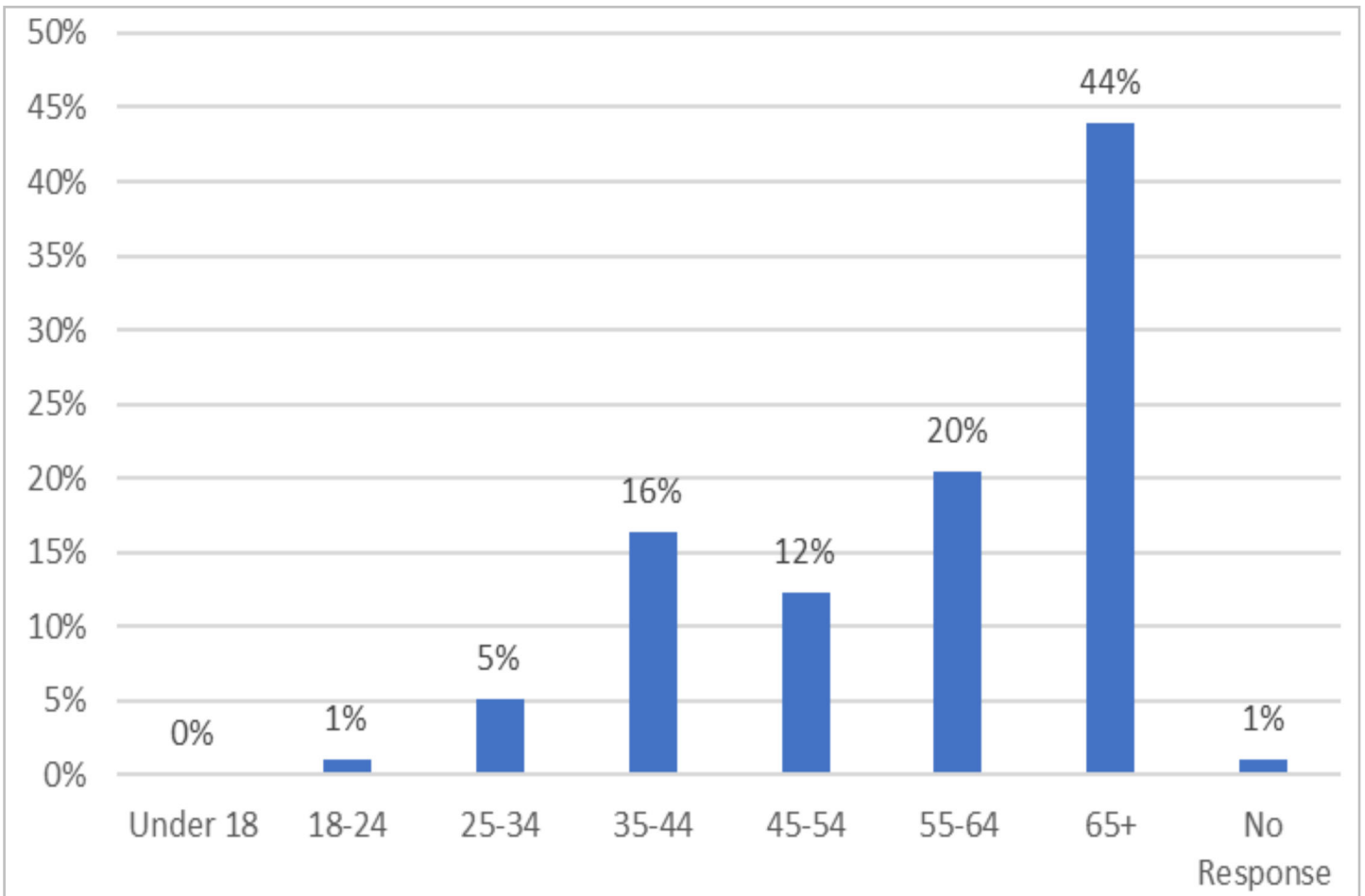
98 Responses

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



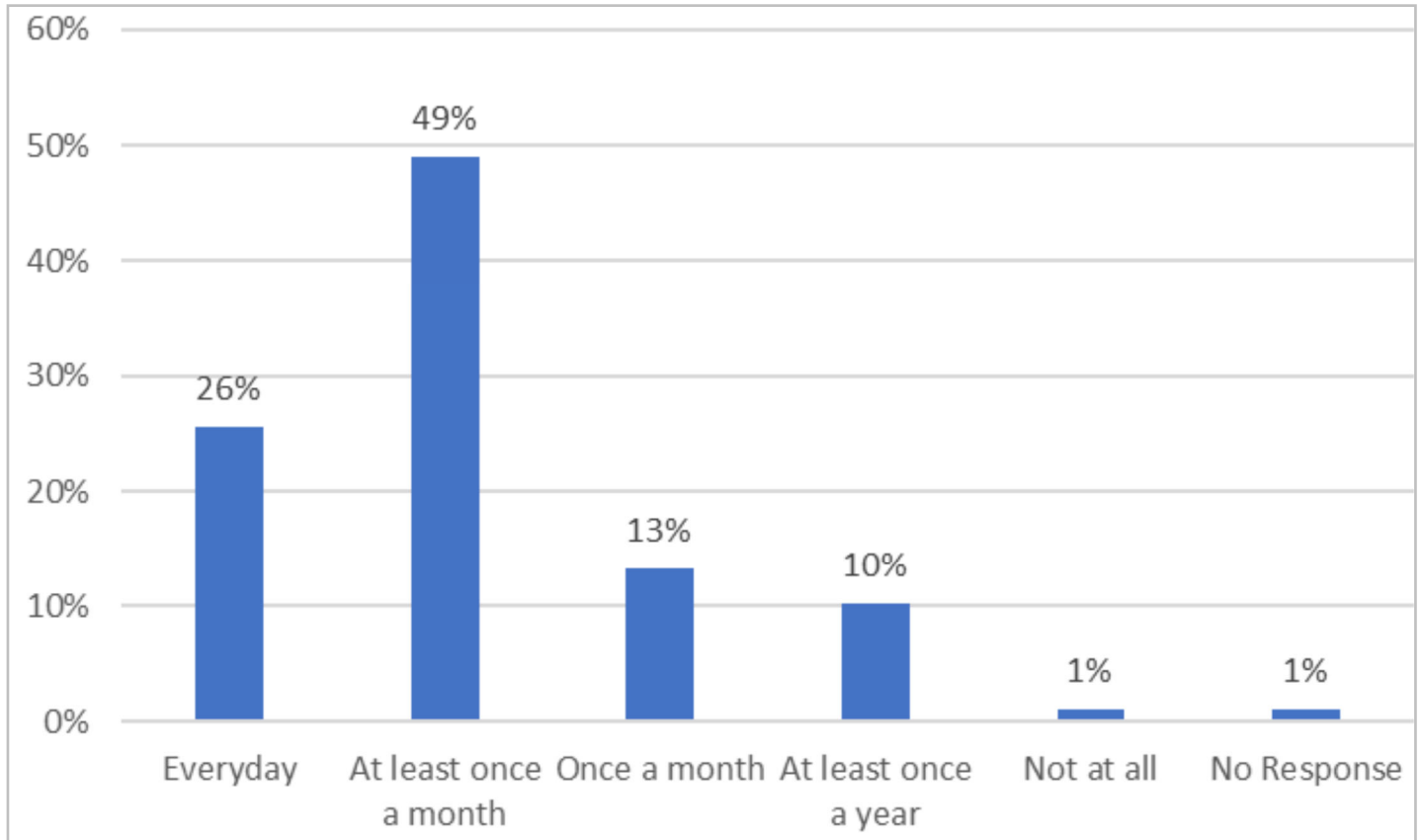
| Location | % of Responses | # of Responses |
|--|----------------|----------------|
| Southeast Quadrant | 34% | 33 |
| Northeast Quadrant | 43% | 42 |
| Northwest Quadrant | 14% | 14 |
| Southwest Quadrant | 4% | 4 |
| I live outside the Santa Rosa city limits. | 2% | 2 |
| No Response | 3% | 3 |

Question 2: What is your age group?



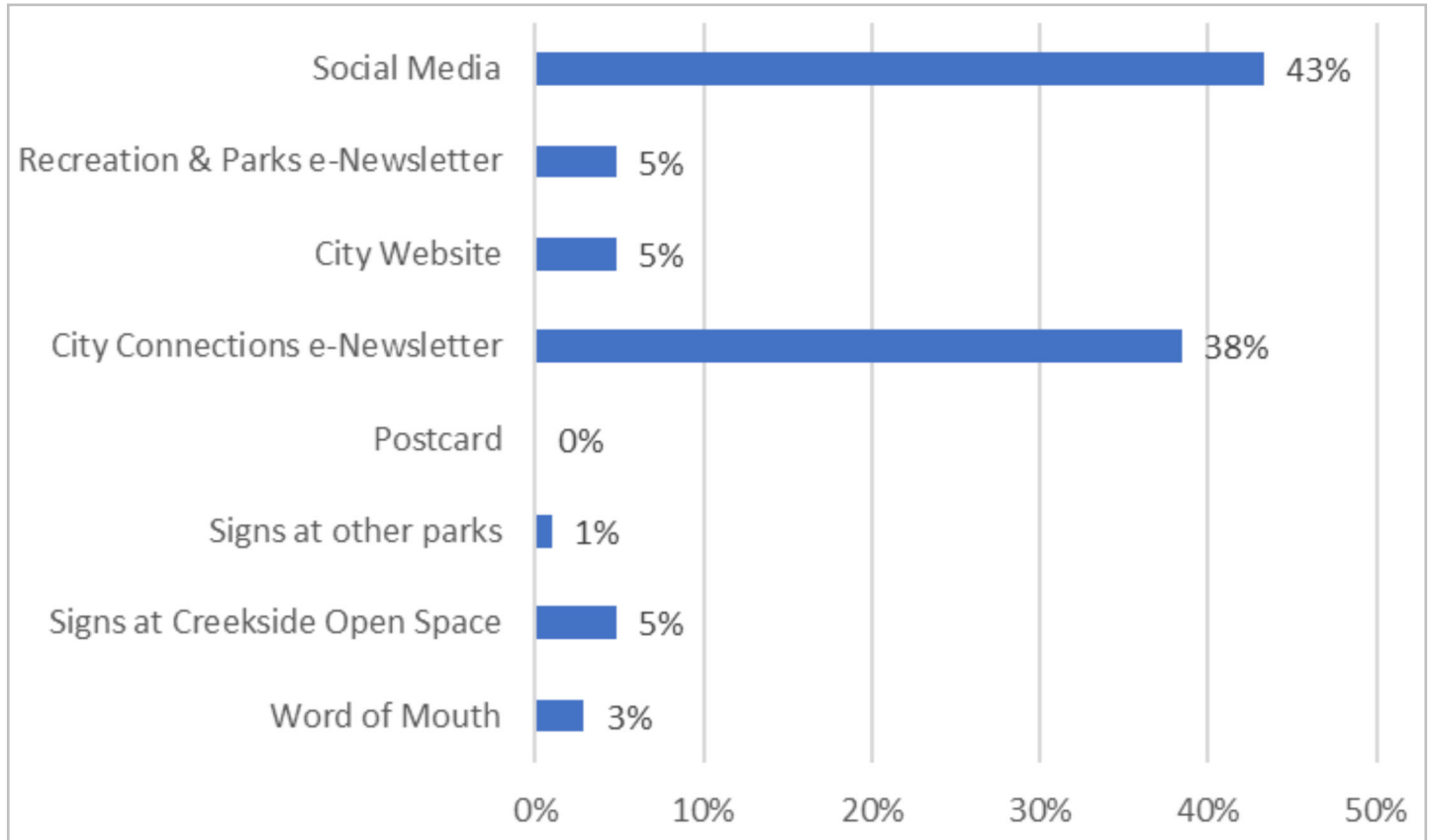
| Age | % of Responses | # of Responses |
|-------------|----------------|----------------|
| Under 18 | 0% | 0 |
| 18-24 | 1% | 1 |
| 25-34 | 5% | 5 |
| 35-44 | 16% | 16 |
| 45-54 | 12% | 12 |
| 55-64 | 20% | 20 |
| 65+ | 44% | 43 |
| No Response | 1% | 1 |

Question 3: How often do you visit a City of Santa Rosa Park or Recreation Facility?



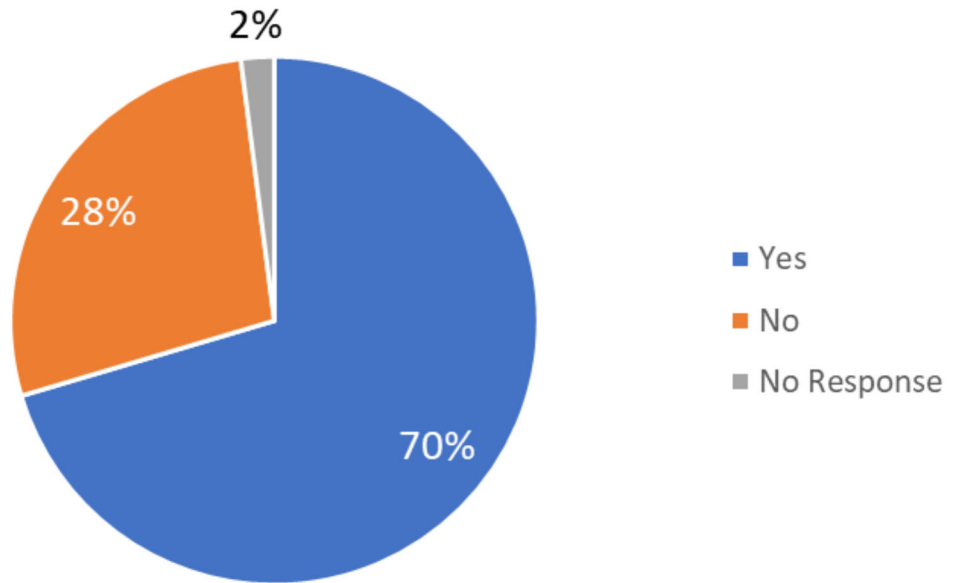
| Frequency | % of Responses | # of Responses |
|-----------------------|----------------|----------------|
| Everyday | 26% | 25 |
| At least once a month | 49% | 48 |
| Once a month | 13% | 13 |
| At least once a year | 10% | 10 |
| Not at all | 1% | 1 |
| No Response | 1% | 1 |

Question 4: How did you hear about the survey?



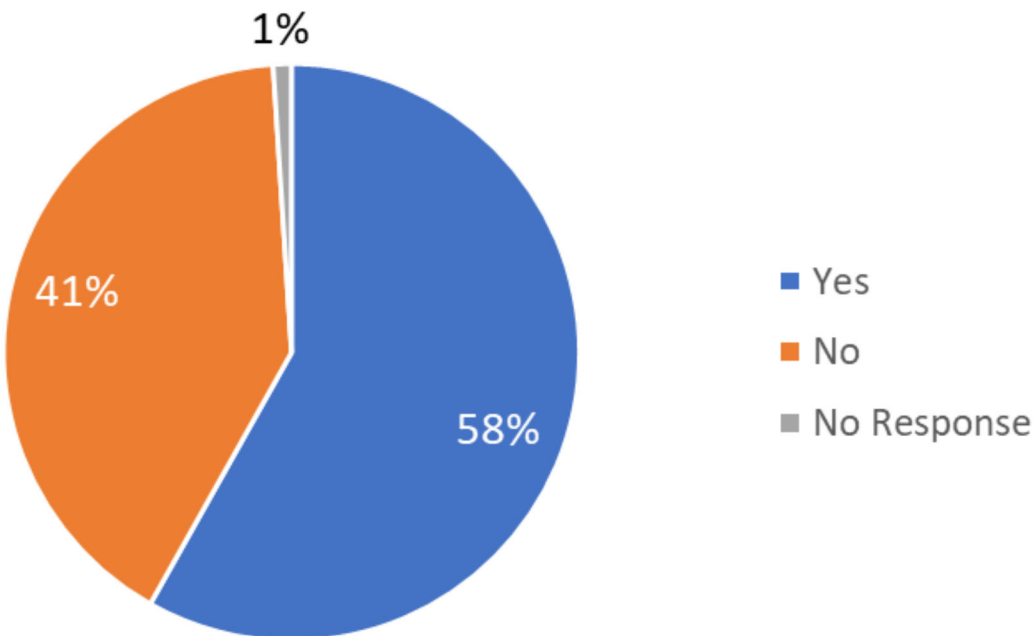
| Method | % of Responses | # of Responses |
|---------------------------------|----------------|----------------|
| Word of Mouth | 3% | 3 |
| Signs at Creekside Open Space | 5% | 5 |
| Signs at other parks | 1% | 1 |
| Postcard | 0% | 0 |
| City Connections e-Newsletter | 38% | 40 |
| City Website | 5% | 5 |
| Recreation & Parks e-Newsletter | 5% | 5 |
| Social Media | 43% | 45 |

Question 5: Are you familiar with Creekside Open Space located along Creekside Drive?



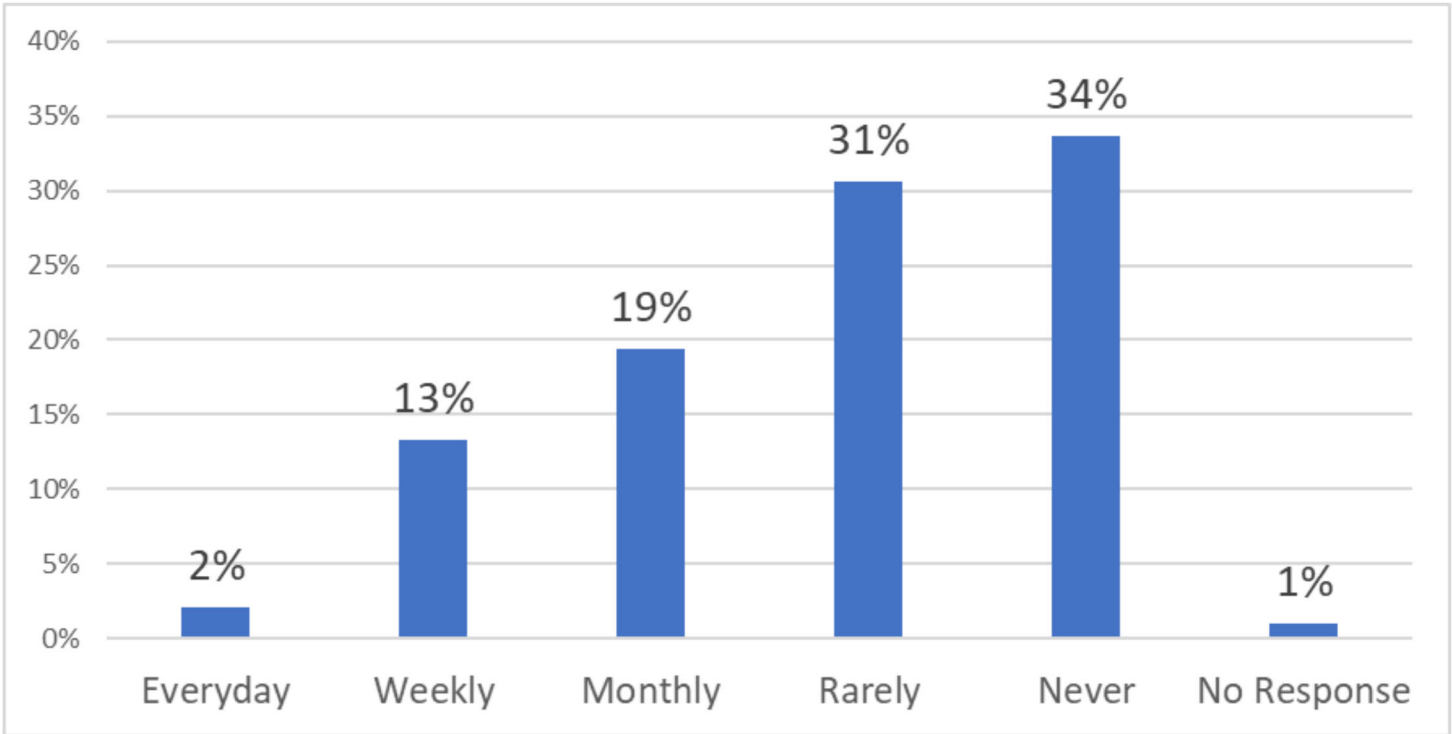
| | % of Responses | # of Responses |
|-------------|----------------|----------------|
| Yes | 70% | 69 |
| No | 28% | 27 |
| No Response | 2% | 2 |

Question 6: Have you visited Creekside Open Space?



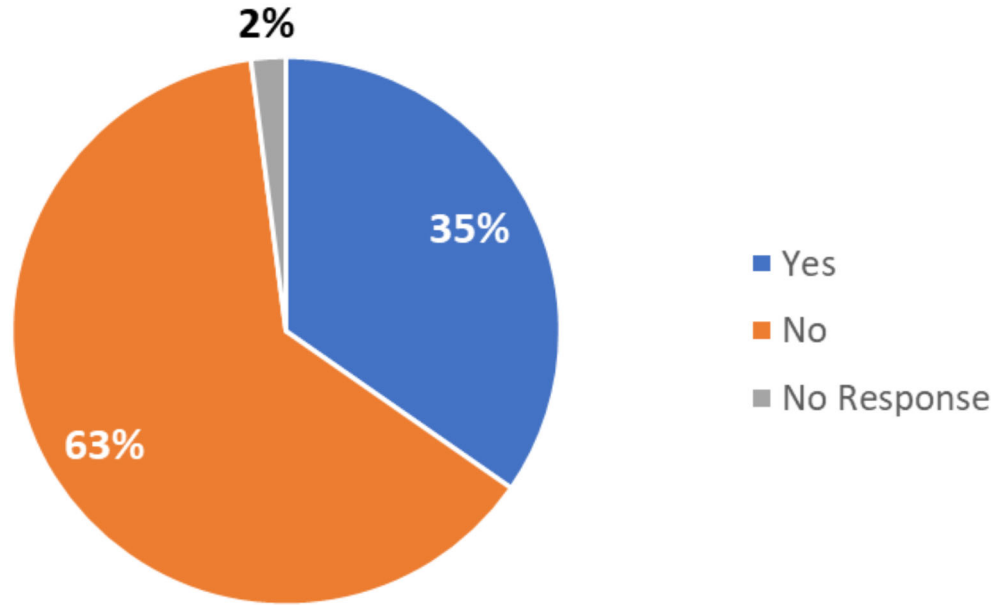
| | % of Responses | # of Responses |
|-------------|----------------|----------------|
| Yes | 58% | 57 |
| No | 41% | 40 |
| No Response | 1% | 1 |

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



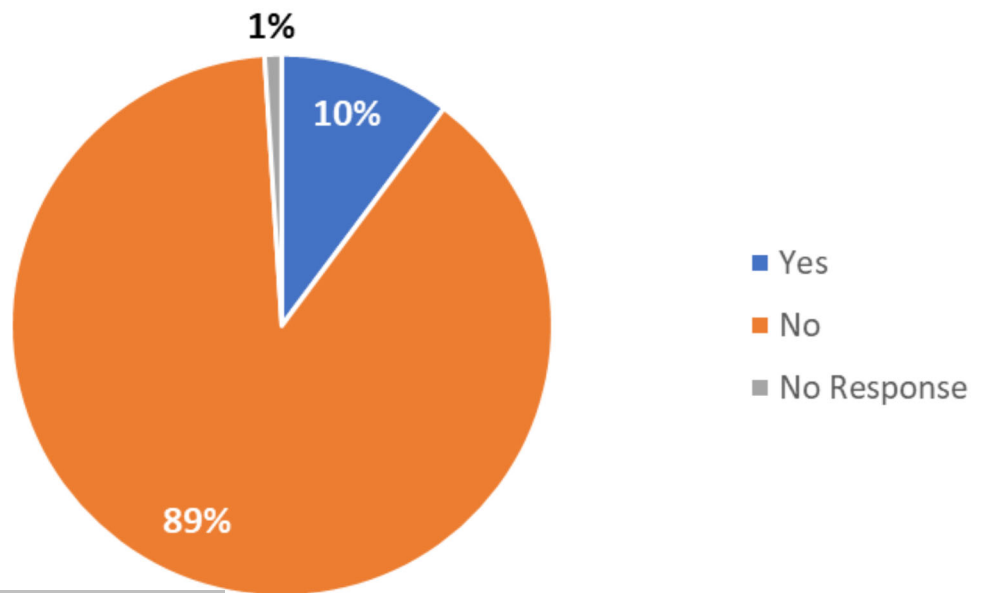
| Frequency | % of Responses | % of Responses |
|-------------|----------------|----------------|
| Everyday | 2% | 2 |
| Weekly | 13% | 13 |
| Monthly | 19% | 19 |
| Rarely | 31% | 30 |
| Never | 34% | 33 |
| No Response | 1% | 1 |

Question 8: Have you heard of the volunteer group, Bennett Valley Vision?



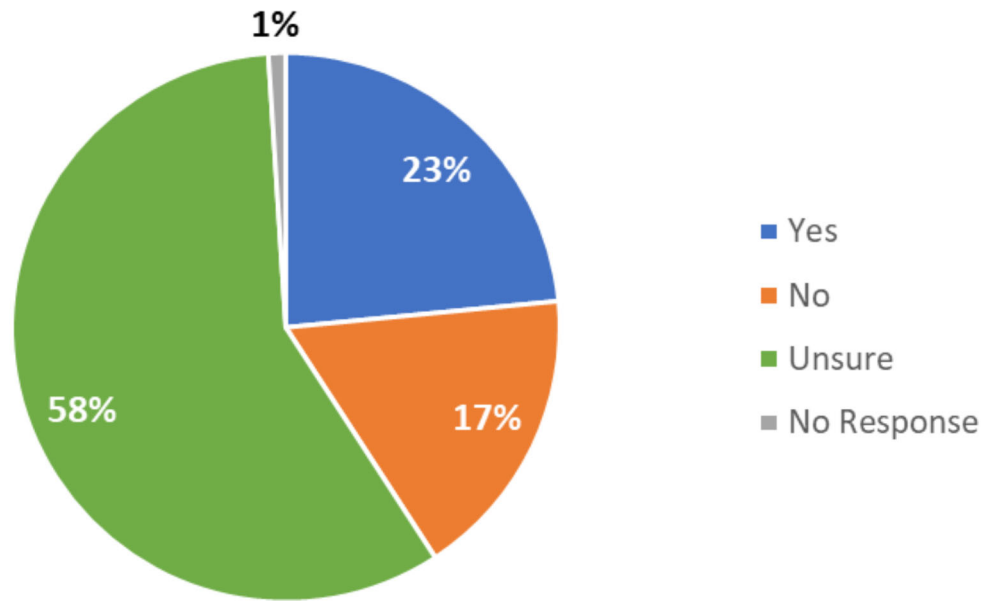
| | % of Responses | # of Responses |
|-------------|----------------|----------------|
| Yes | 35% | 34 |
| No | 63% | 62 |
| No Response | 2% | 2 |

Question 9: Have you participated in a volunteer workday with Bennett Valley Vision?



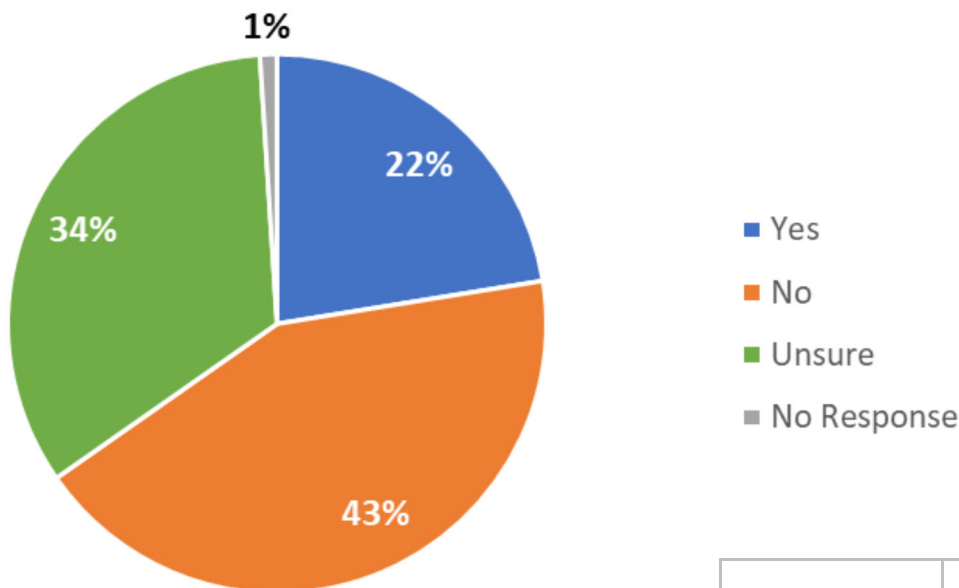
| | % of Responses | # of Responses |
|-------------|----------------|----------------|
| Yes | 10% | 10 |
| No | 89% | 87 |
| No Response | 1% | 1 |

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



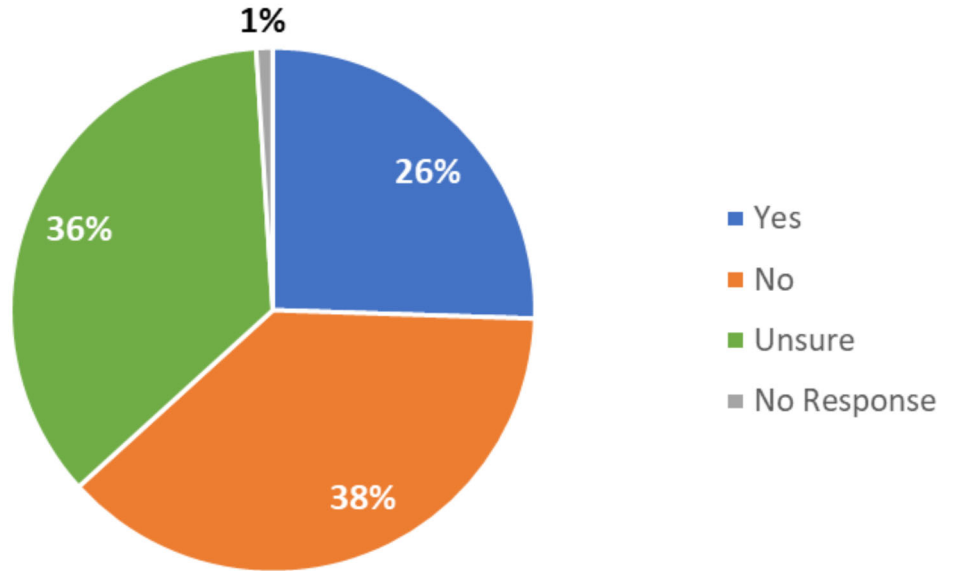
| | % of Responses | # of Responses |
|-------------|----------------|----------------|
| Yes | 23% | 23 |
| No | 17% | 17 |
| Unsure | 58% | 57 |
| No Response | 1% | 1 |

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



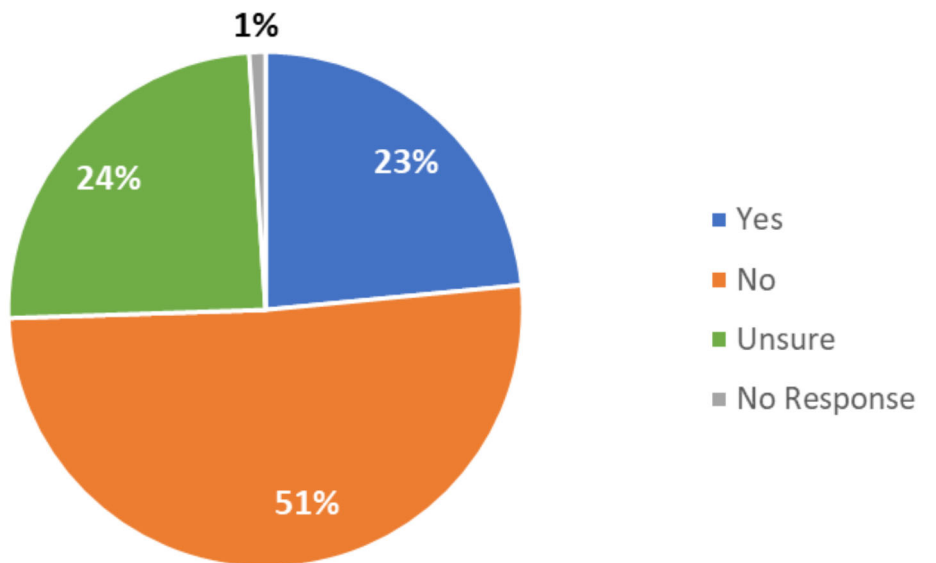
| | % of Responses | # of Responses |
|-------------|----------------|----------------|
| Yes | 22% | 22 |
| No | 43% | 42 |
| Unsure | 34% | 33 |
| No Response | 1% | 1 |

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



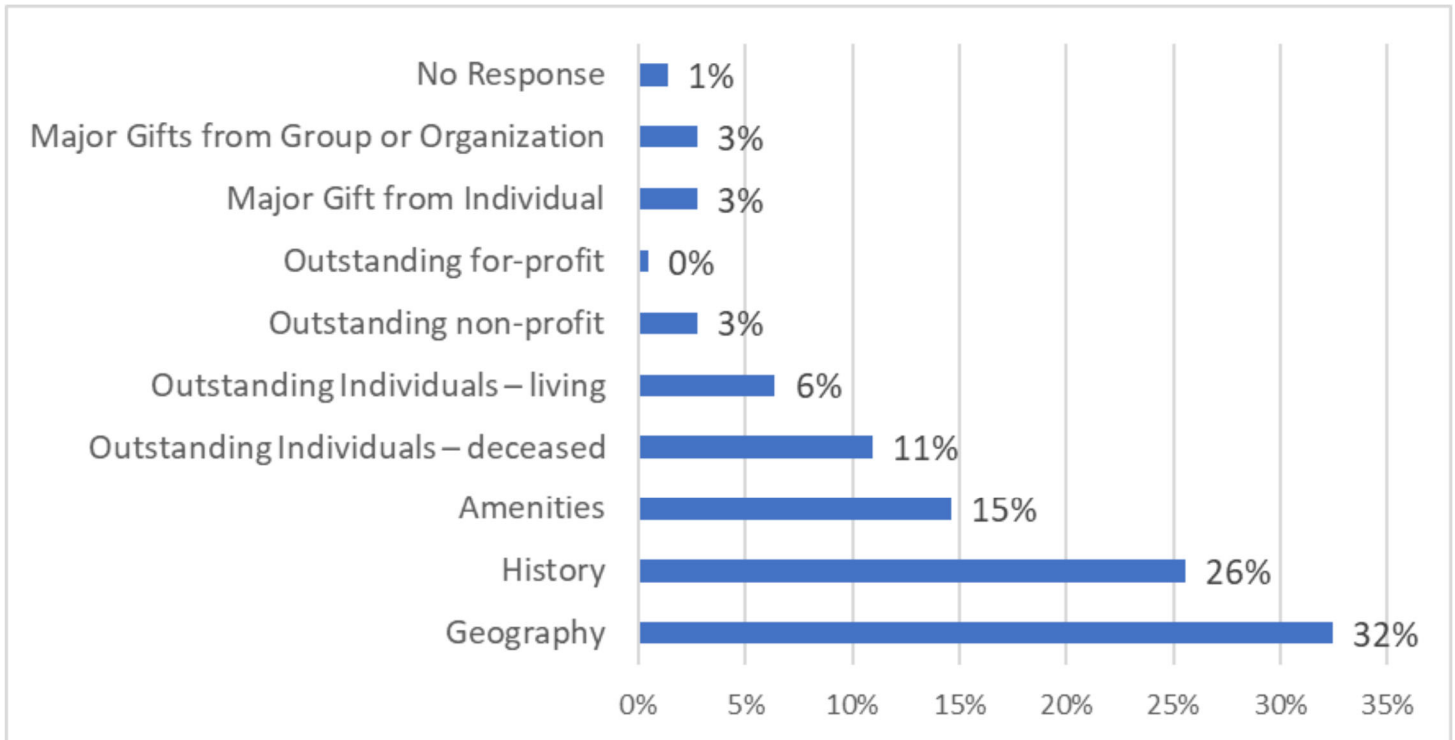
| | % of Responses | # of Responses |
|-------------|----------------|----------------|
| Yes | 26% | 25 |
| No | 38% | 37 |
| Unsure | 36% | 35 |
| No Response | 1% | 1 |

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



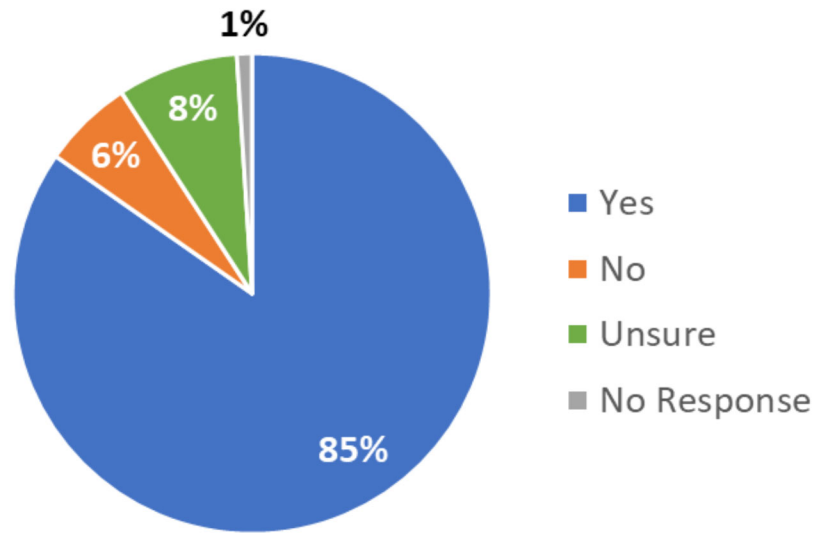
| | % of Responses | # of Responses |
|-------------|----------------|----------------|
| Yes | 23% | 23 |
| No | 51% | 50 |
| Unsure | 24% | 24 |
| No Response | 1% | 1 |

Question 14: What do you think Santa Rosa's parks should be named after?



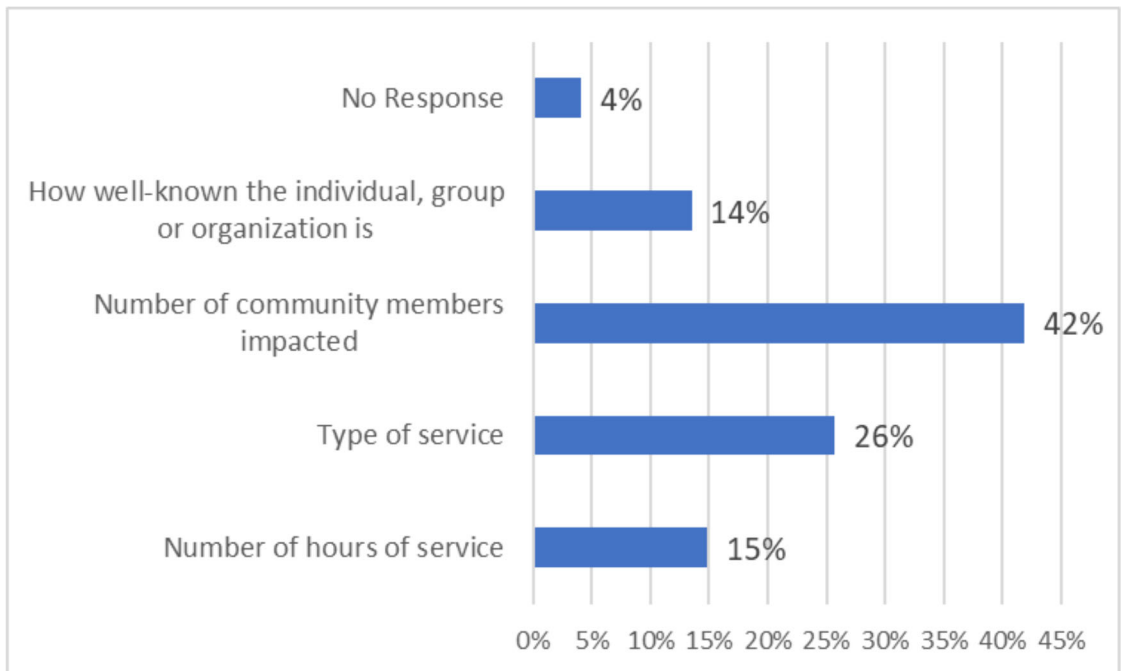
| Category | % of Responses | # of Responses |
|---|----------------|----------------|
| Geography - archaeological, geological, topographical, zoological or human-made | 32% | 71 |
| History - historic person, place, cultural or major event | 26% | 56 |
| Amenities - surrounding neighborhood, subdivision, street or school | 15% | 32 |
| Outstanding Individual - living | 11% | 24 |
| Outstanding Individual - deceased | 6% | 14 |
| Outstanding Non-profit Groups or Organizations | 3% | 6 |
| Outstanding For-profit Groups or Organizations | 0% | 1 |
| Major Gift from Individual | 3% | 6 |
| Major Gift from Group or Organization | 3% | 6 |
| No Response | 1% | 3 |

Question 15: Should the community be involved in the naming and renaming of parks?



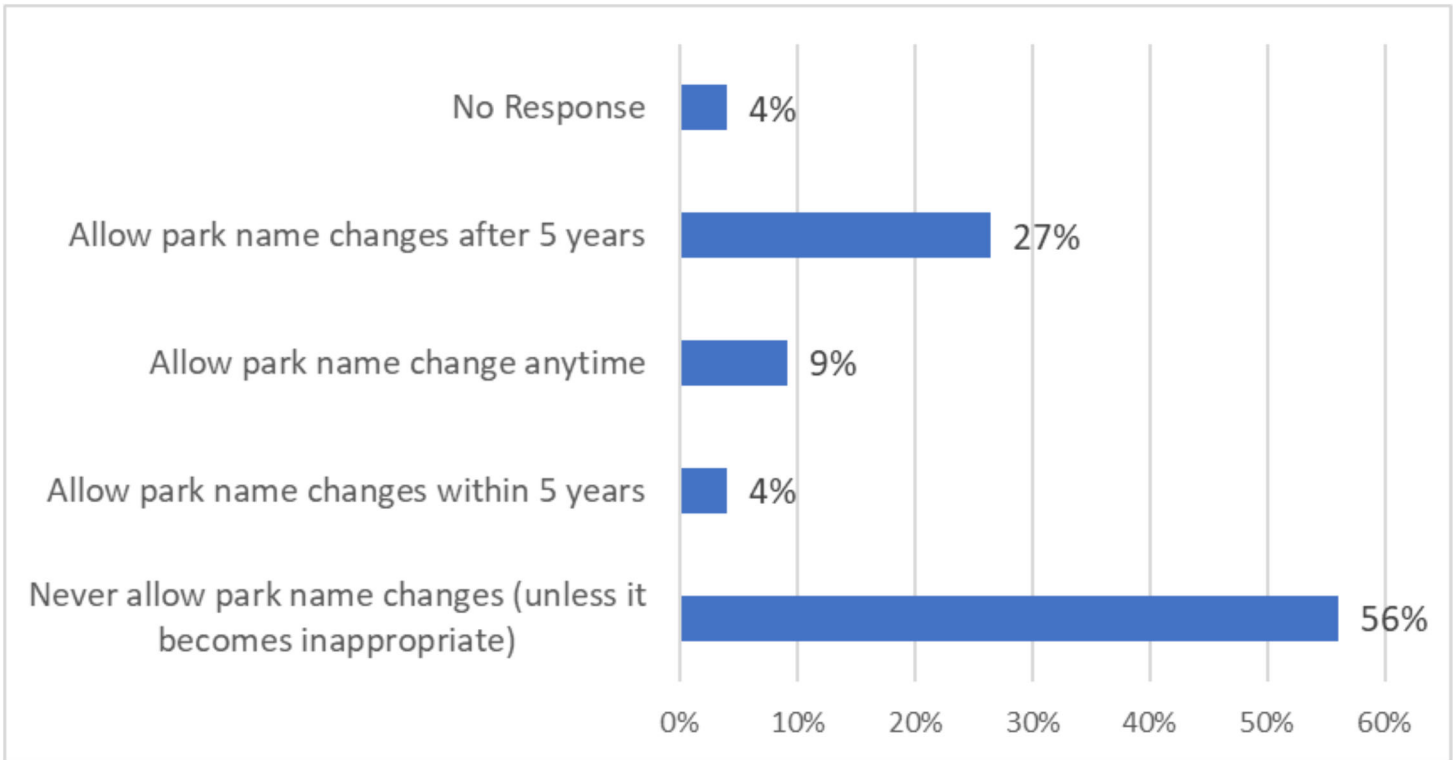
| | % of Responses | # of Responses |
|-------------|----------------|----------------|
| Yes | 85% | 83 |
| No | 6% | 6 |
| Unsure | 8% | 8 |
| No Response | 1% | 1 |

Question 16: How should an individual, group or organization’s significant service contribution to city, country or the field of Recreation & Parks be measured?



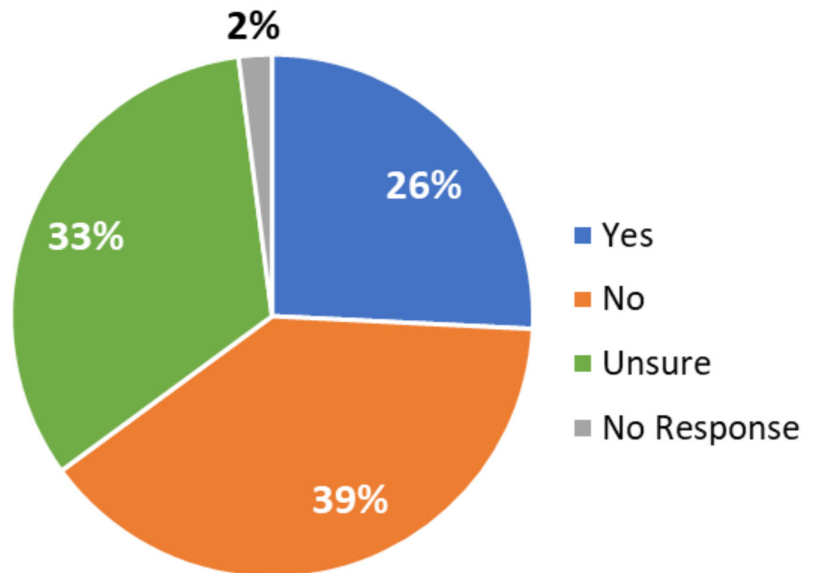
| Measure of Contribution | % of Responses | # of Responses |
|---|----------------|----------------|
| Number of hours of service | 15% | 22 |
| Type of service | 26% | 38 |
| Number of community members impacted | 42% | 62 |
| How well-known the individual, group or organization is | 14% | 20 |
| No Response | 4% | 6 |

Question 17: Under the current Park Naming Policy, next week someone could propose a new name for Creekside Open Space and the City would have to start this process again. Would you be in favor of a Park Naming Policy that would:



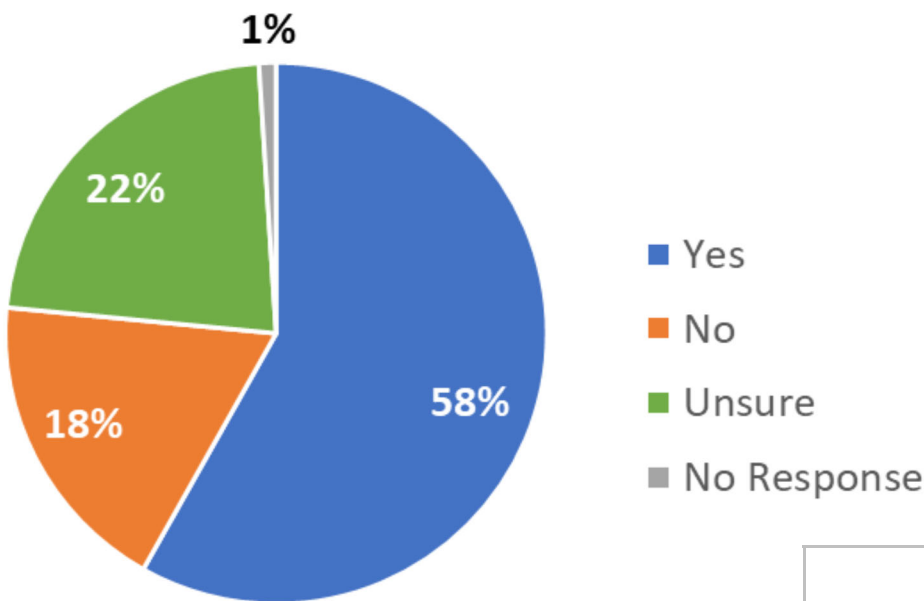
| Policy should: | % of Responses | # of Responses |
|---|-----------------------|-----------------------|
| Never allow park name changes (unless it becomes inappropriate) | 56% | 55 |
| Allow park name changes within 5 years | 4% | 4 |
| Allow park name change anytime | 9% | 9 |
| Allow park name changes after 5 years | 27% | 26 |
| No Response | 4% | 4 |

Question 18: Should parks which have been named in honor of individuals be renamed?



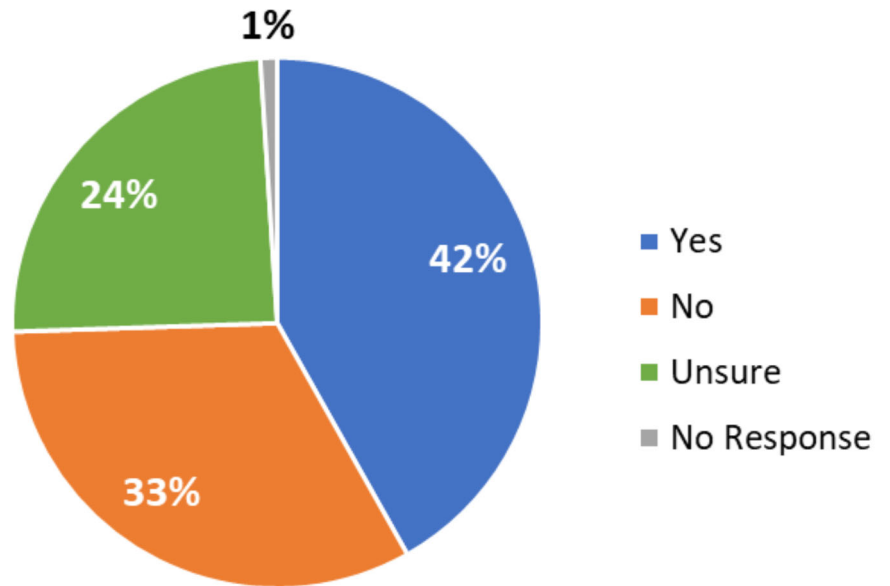
| | % of Responses | # of Responses |
|-------------|----------------|----------------|
| Yes | 26% | 25 |
| No | 40% | 39 |
| Unsure | 33% | 32 |
| No Response | 2% | 2 |

Question 19: Should parks named after people, be renamed if the individual's character no longer represents the best interests of the City of Santa Rosa?



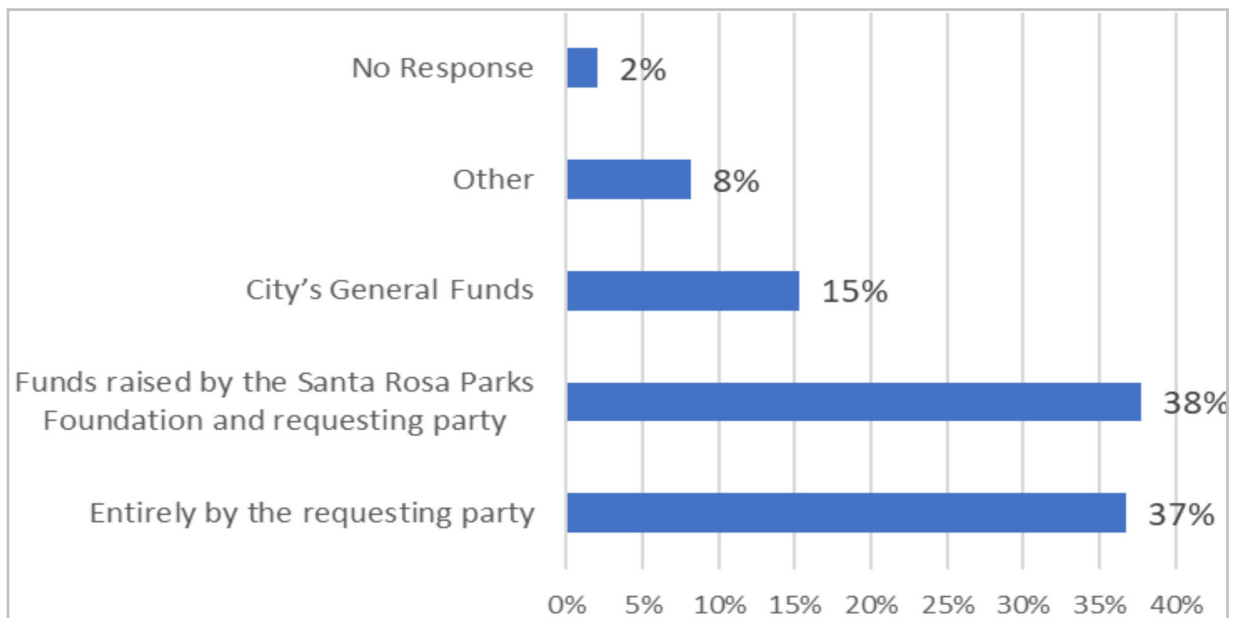
| | % of Responses | # of Responses |
|-------------|----------------|----------------|
| Yes | 58% | 57 |
| No | 18% | 18 |
| Unsure | 22% | 22 |
| No Response | 1% | 1 |

Question 20: Should a park monument sign be installed as part of the renaming process?



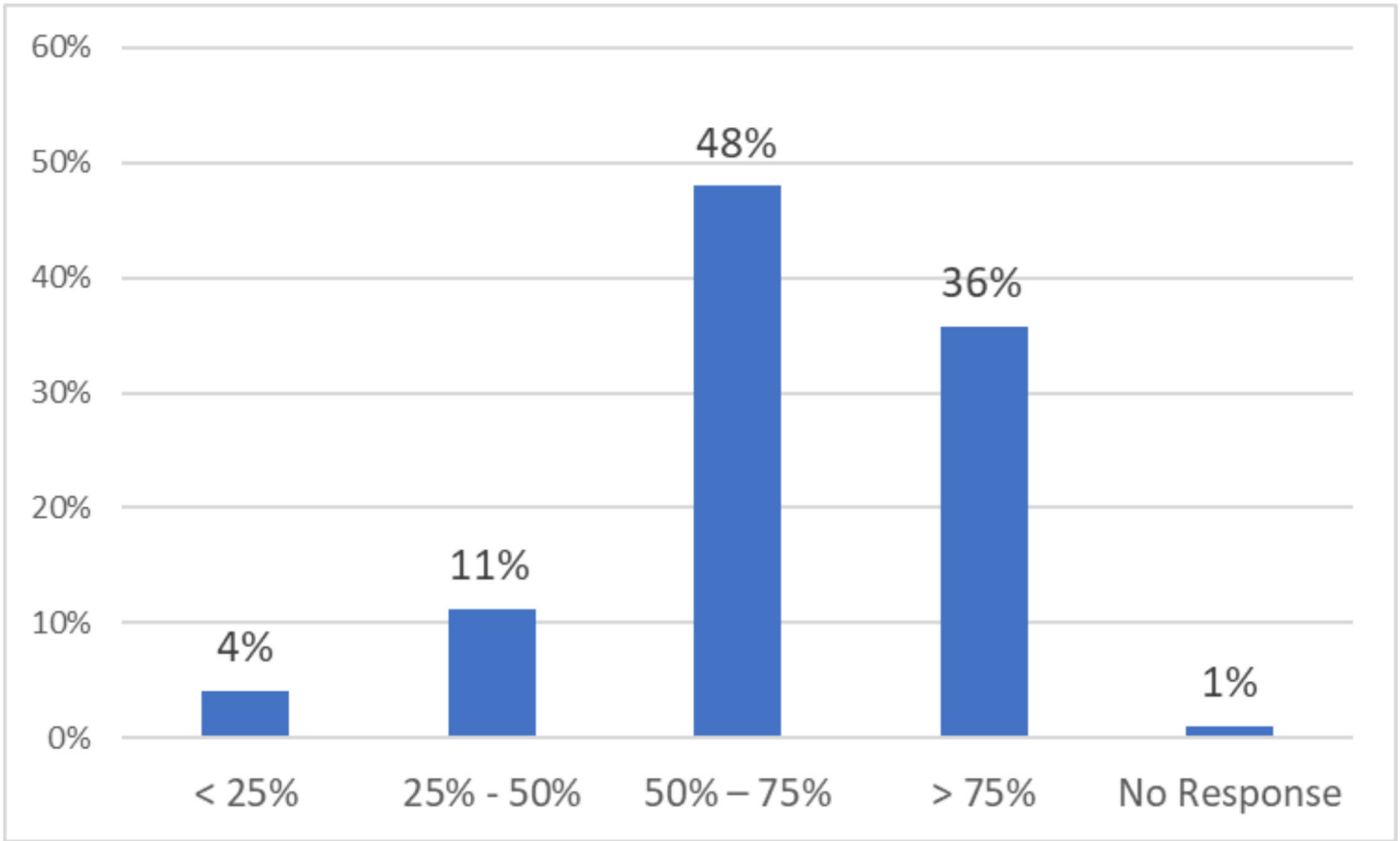
| | % of Responses | # of Responses |
|-------------|----------------|----------------|
| Yes | 42% | 41 |
| No | 33% | 32 |
| Unsure | 24% | 24 |
| No Response | 1% | 1 |

Question 21: How should the cost to change the name of the park be funded?



| Funding Source | % of Responses | # of Responses |
|--|----------------|----------------|
| Entirely by the requesting party | 37% | 36 |
| Funds raised by the Santa Rosa Parks Foundation and requesting party | 38% | 37 |
| City's General Funds | 15% | 15 |
| Other | 8% | 8 |
| No Response | 2% | 2 |

Question 22: What percentage of the community should support the naming or renaming of an existing park?



| Community Support | % of Responses | # of Responses |
|-------------------|----------------|----------------|
| < 25% | 4% | 4 |
| 25% - 50% | 11% | 11 |
| 50% - 75% | 48% | 47 |
| > 75% | 36% | 35 |
| No Response | 1% | 1 |



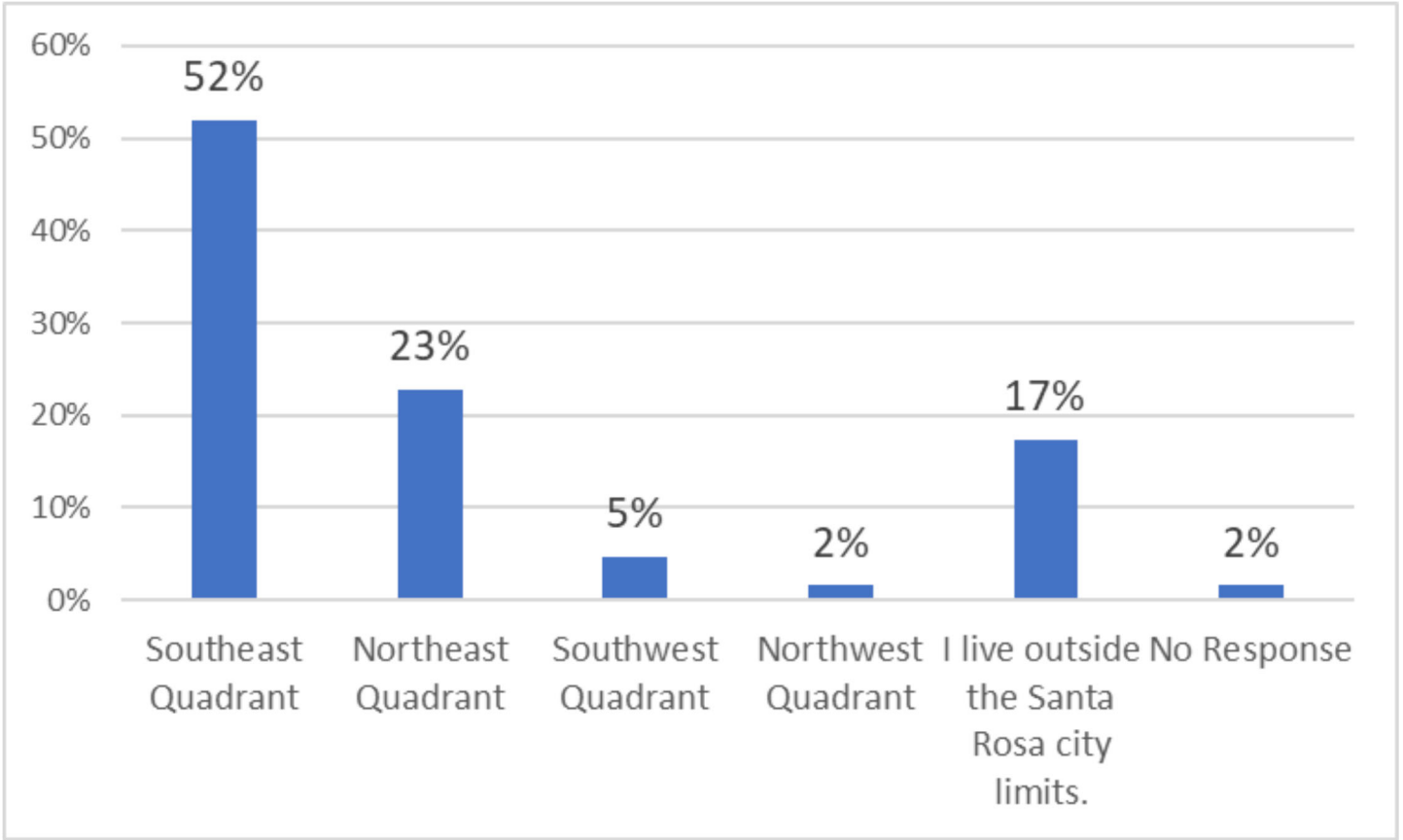
Survey #2 Results

Online SurveyMonkey

January 3 - February 2, 2021

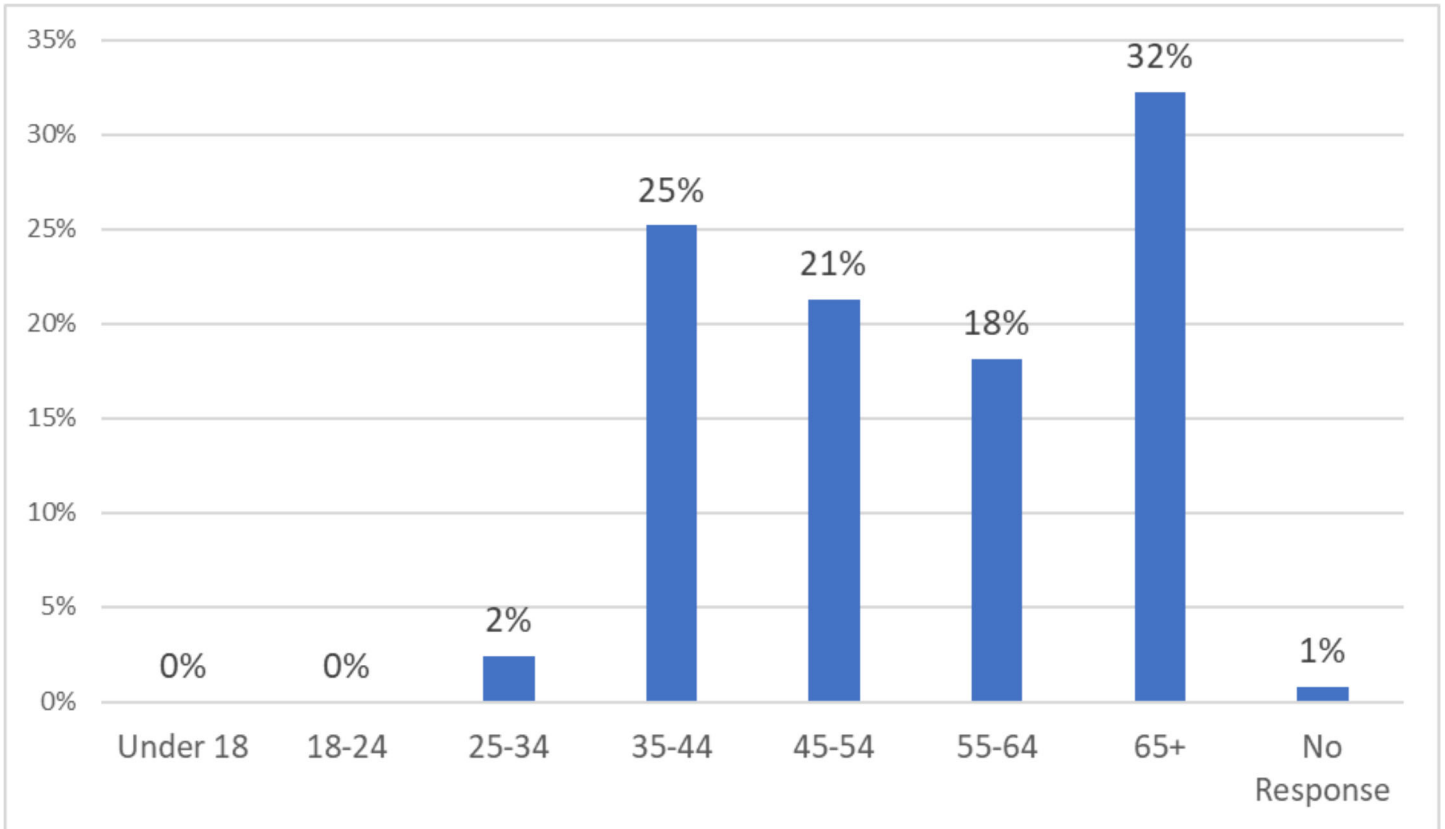
127 Responses

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



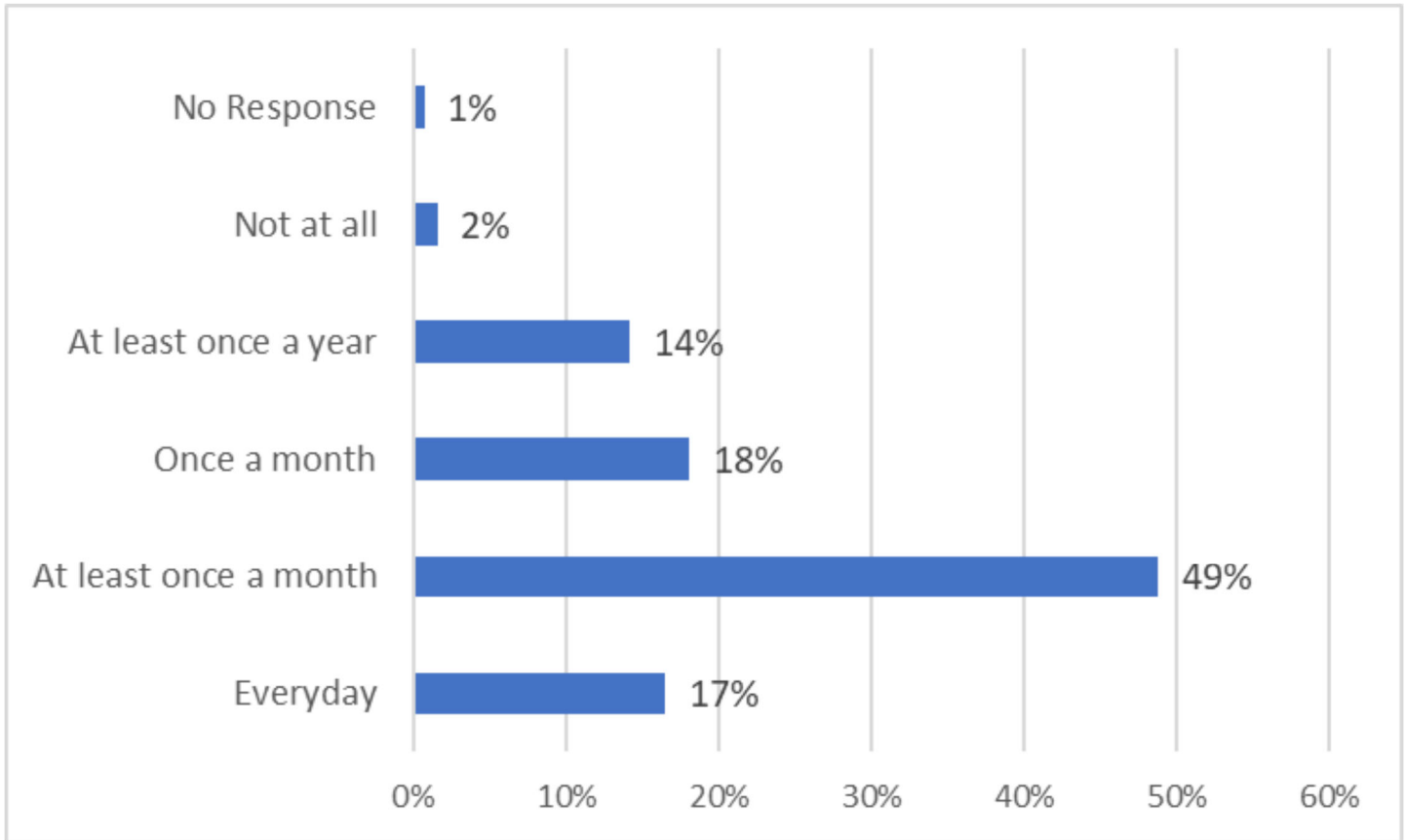
| Location | % of Responses | # of Responses |
|--|----------------|----------------|
| Southeast Quadrant | 52% | 66 |
| Northeast Quadrant | 23% | 29 |
| Southwest Quadrant | 5% | 6 |
| Northwest Quadrant | 2% | 2 |
| I live outside the Santa Rosa city limits. | 17% | 22 |
| No Response | 2% | 2 |

Question 2: What is your age group?



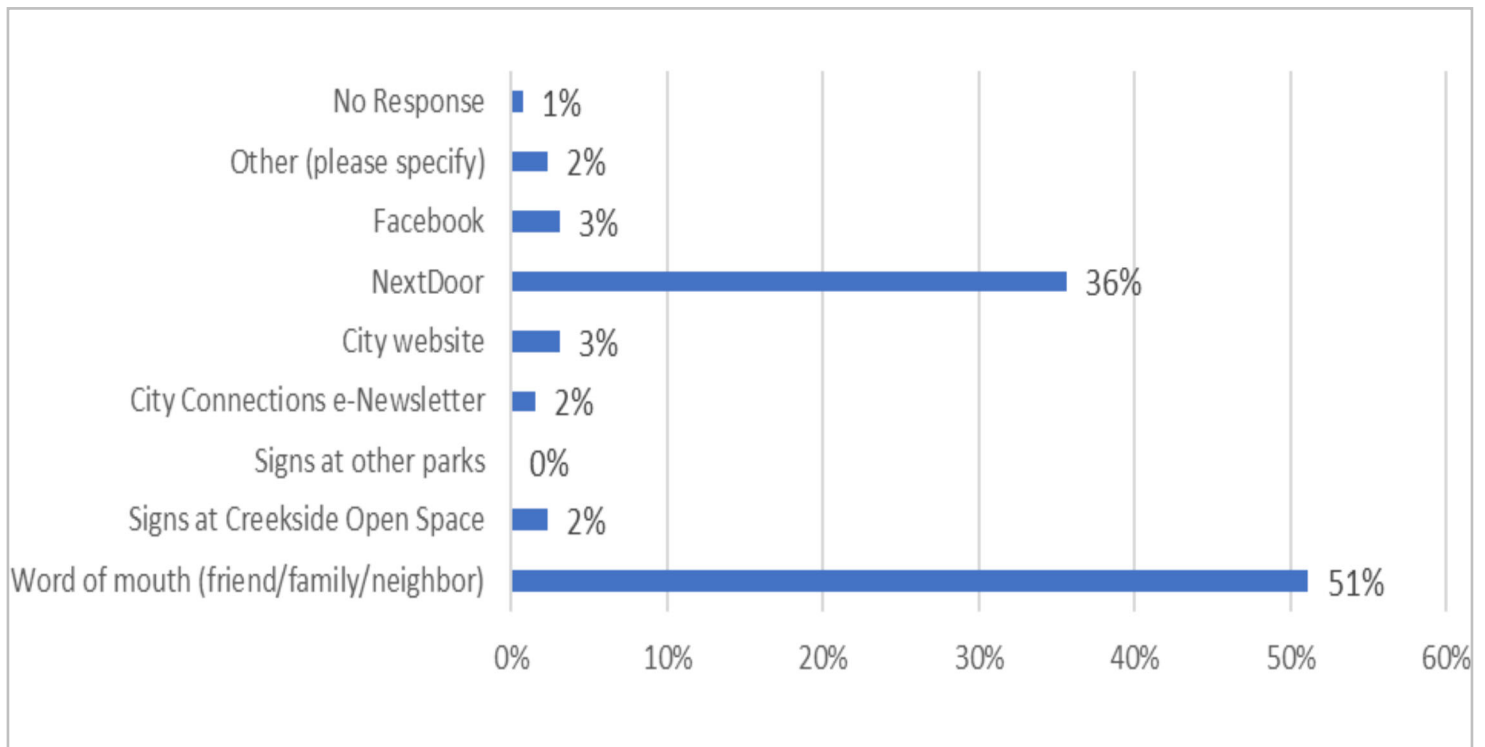
| Age | % of Responses | # of Responses |
|-------------|----------------|----------------|
| Under 18 | 0% | 0 |
| 18-24 | 0% | 0 |
| 25-34 | 2% | 3 |
| 35-44 | 25% | 32 |
| 45-54 | 21% | 27 |
| 55-64 | 18% | 23 |
| 65+ | 32% | 41 |
| No Response | 1% | 1 |

Question 3: How often do you visit a City of Santa Rosa Park or Recreation Facility?



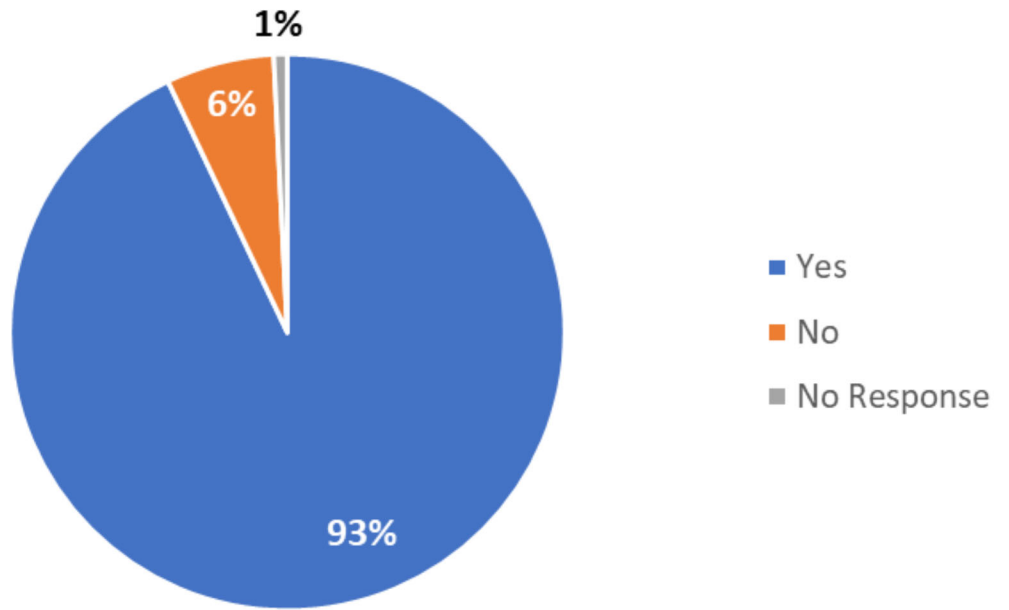
| Frequency | % of Responses | # of Responses |
|-----------------------|----------------|----------------|
| Everyday | 17% | 21 |
| At least once a month | 49% | 62 |
| Once a month | 18% | 23 |
| At least once a year | 14% | 18 |
| Not at all | 2% | 2 |
| No Response | 1% | 1 |

Question 4: How did you hear about the survey?



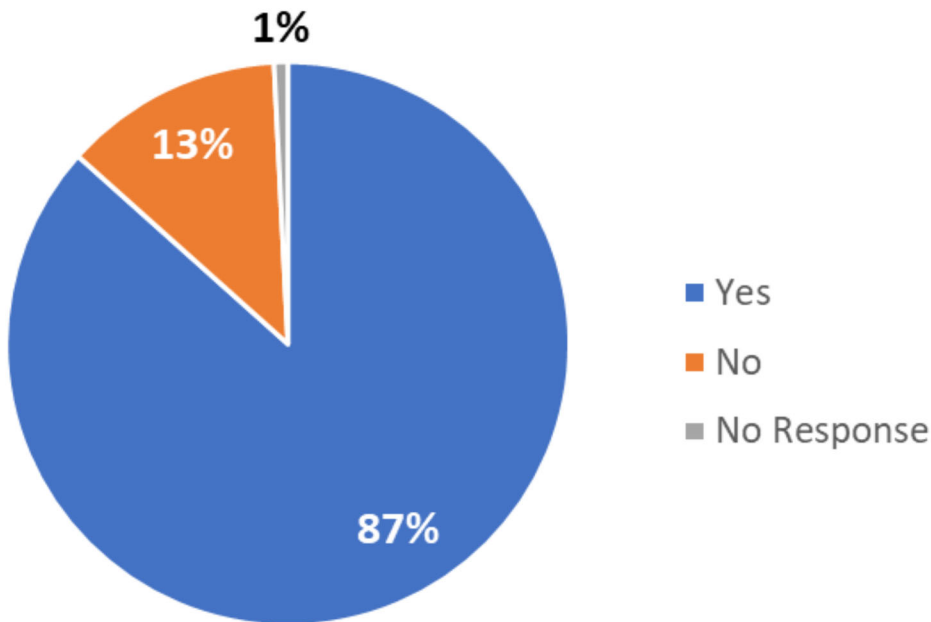
| Method | % of Responses | # of Responses |
|--|----------------|----------------|
| Word of mouth (friend/family/neighbor) | 51% | 66 |
| Signs at Creekside Open Space | 2% | 3 |
| Signs at other parks | 0% | 0 |
| City Connections e-Newsletter | 2% | 2 |
| City website | 3% | 4 |
| NextDoor | 36% | 46 |
| Facebook | 3% | 4 |
| Other (please specify) | 2% | 3 |
| - Press Democrat (2) | | |
| - Email (1) | | |
| No Response | 1% | 1 |

Question 5: Are you familiar with Creekside Open Space located along Creekside Drive?



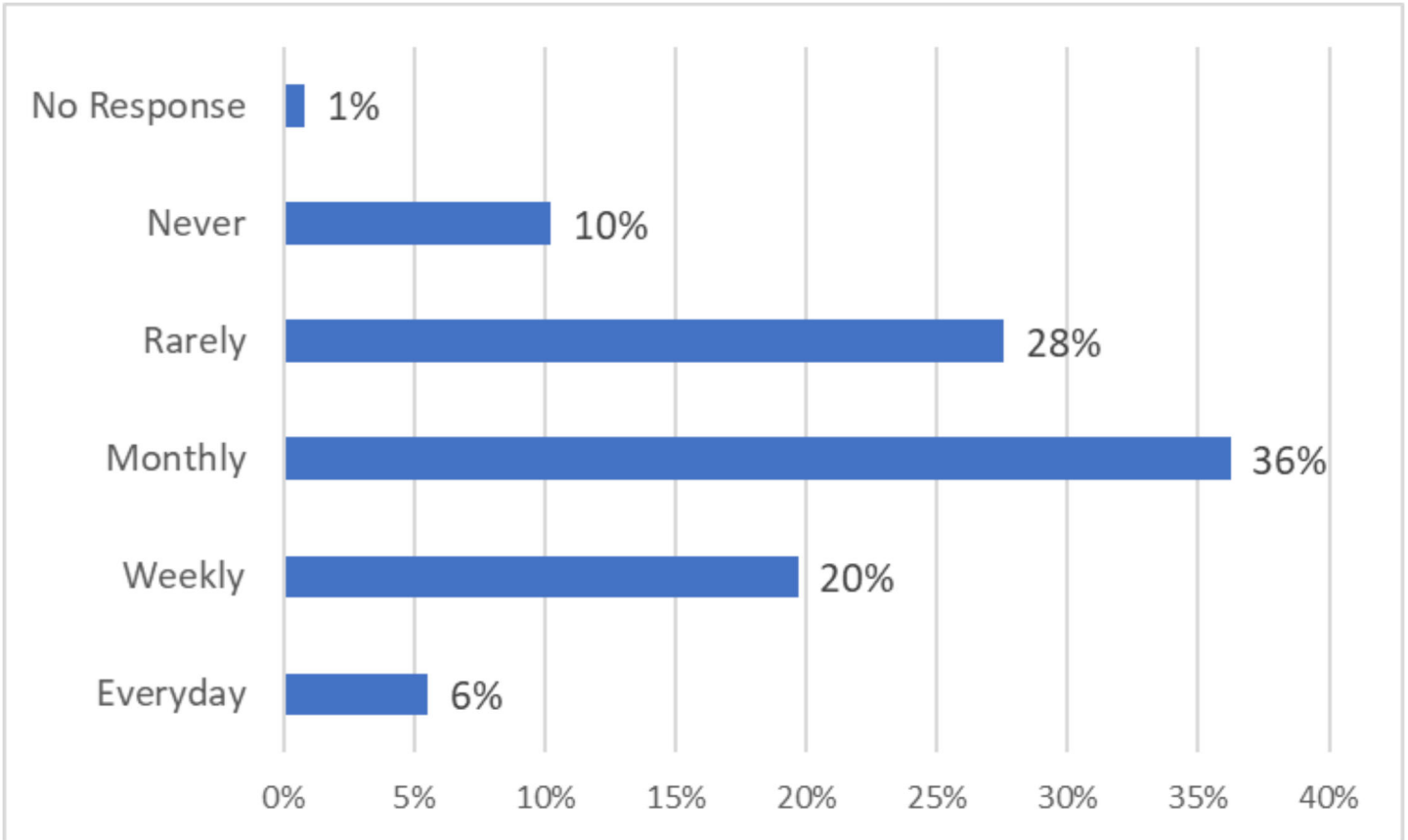
| | % of Responses | # of Responses |
|-------------|----------------|----------------|
| Yes | 93% | 118 |
| No | 6% | 8 |
| No Response | 1% | 1 |

Question 6: Have you visited Creekside Open Space?



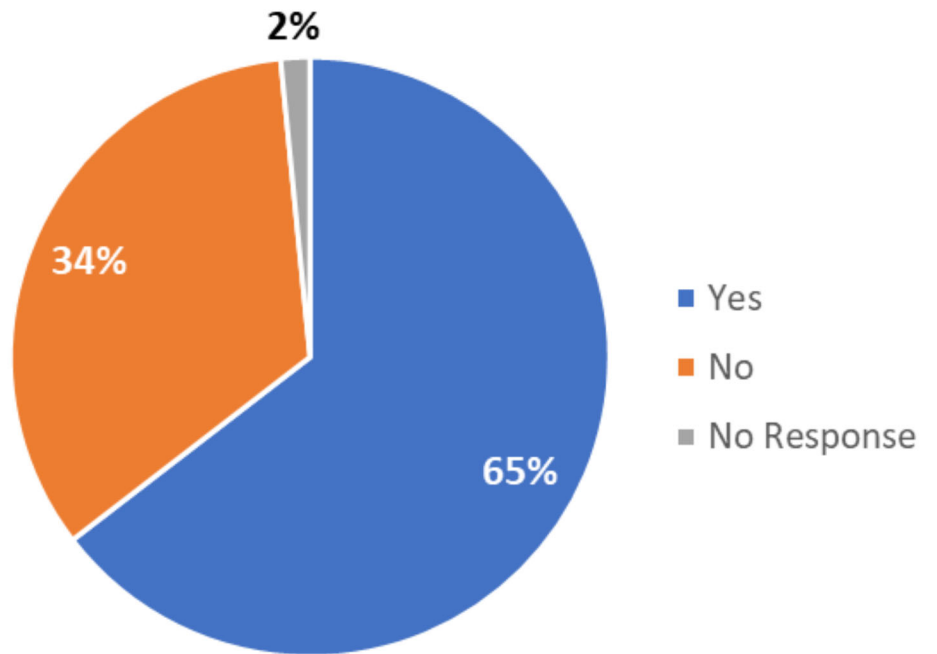
| | % of Responses | # of Responses |
|-------------|----------------|----------------|
| Yes | 87% | 110 |
| No | 13% | 16 |
| No Response | 1% | 1 |

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



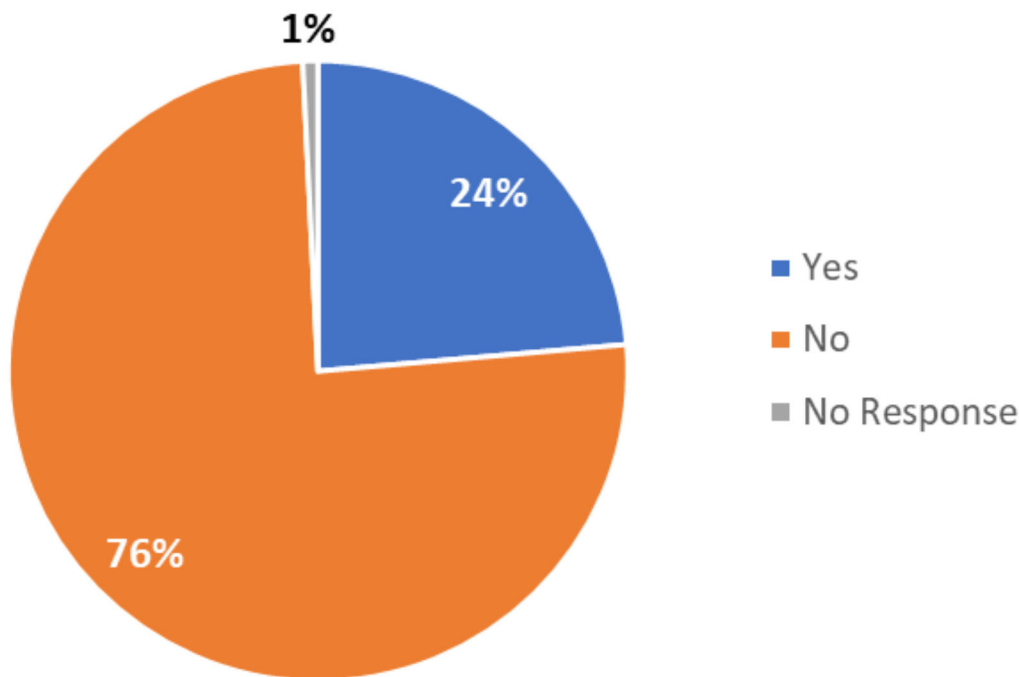
| Frequency | % of Responses | # of Responses |
|-------------|----------------|----------------|
| Everyday | 6% | 7 |
| Weekly | 20% | 25 |
| Monthly | 36% | 46 |
| Rarely | 28% | 35 |
| Never | 10% | 13 |
| No Response | 1% | 1 |

Question 8: Have you heard of the volunteer group, Bennett Valley



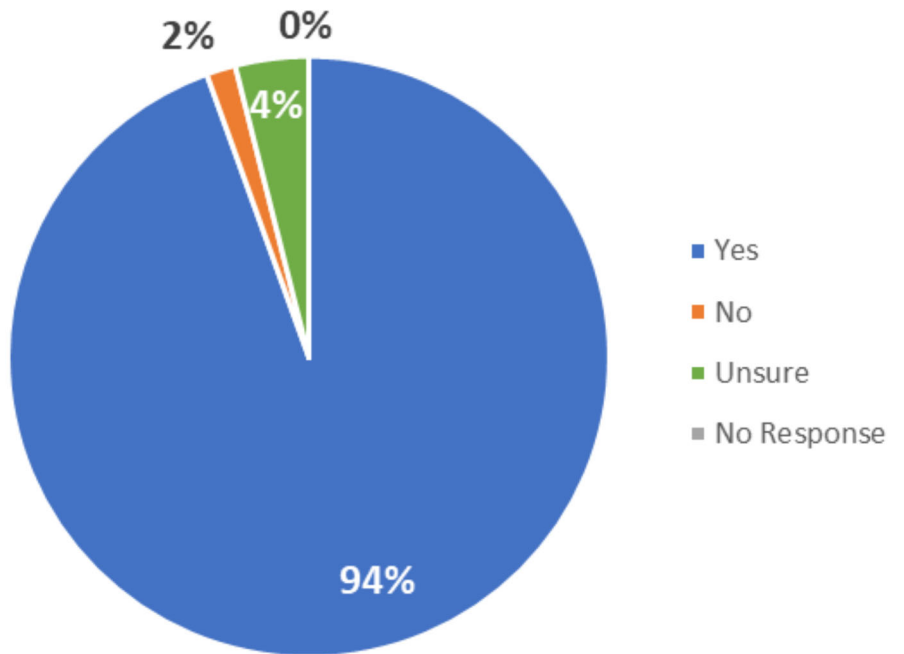
| | % of Responses | # of Responses |
|-------------|----------------|----------------|
| Yes | 65% | 82 |
| No | 34% | 43 |
| No Response | 2% | 2 |

Question 9: Have you participated in a volunteer workday with Bennett Valley Vision?



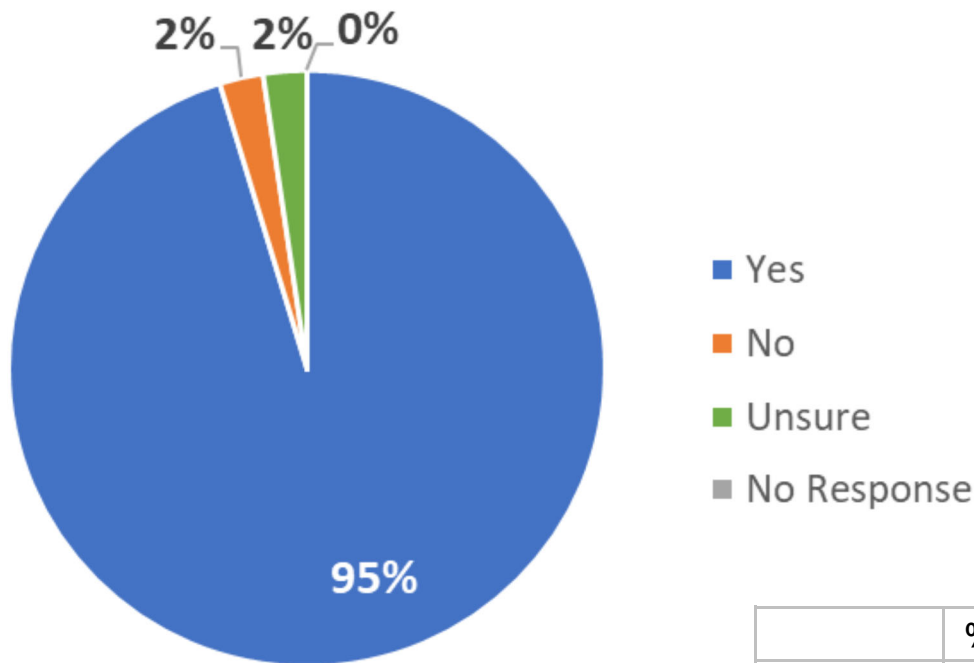
| | % of Responses | # of Responses |
|-------------|----------------|----------------|
| Yes | 24% | 30 |
| No | 76% | 96 |
| No Response | 1% | 1 |

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



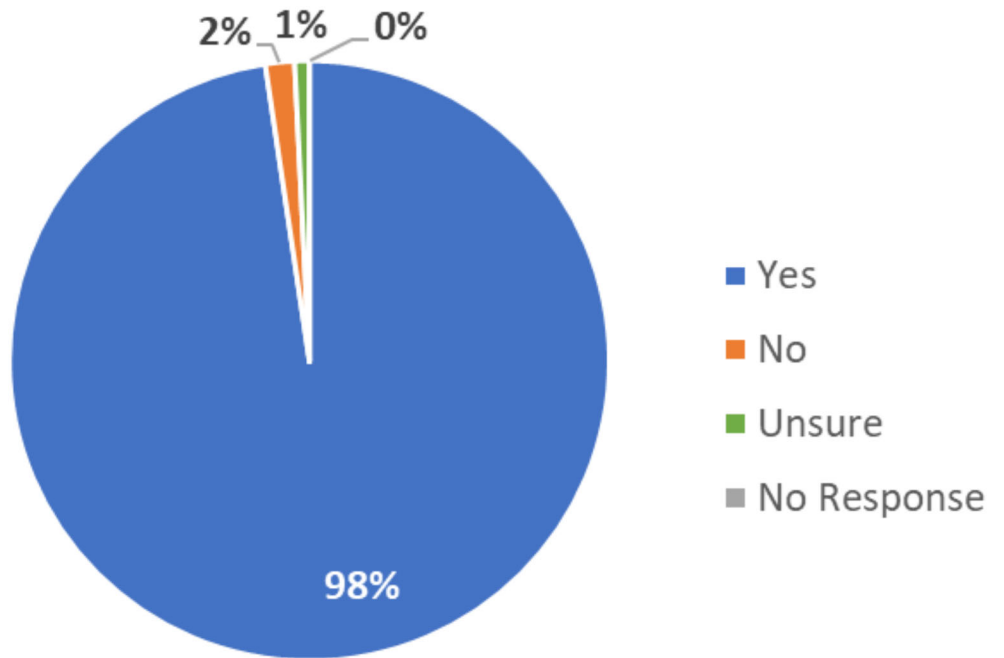
| | % of Responses | # of Responses |
|-------------|----------------|----------------|
| Yes | 94% | 120 |
| No | 2% | 2 |
| Unsure | 4% | 5 |
| No Response | 0% | 0 |

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



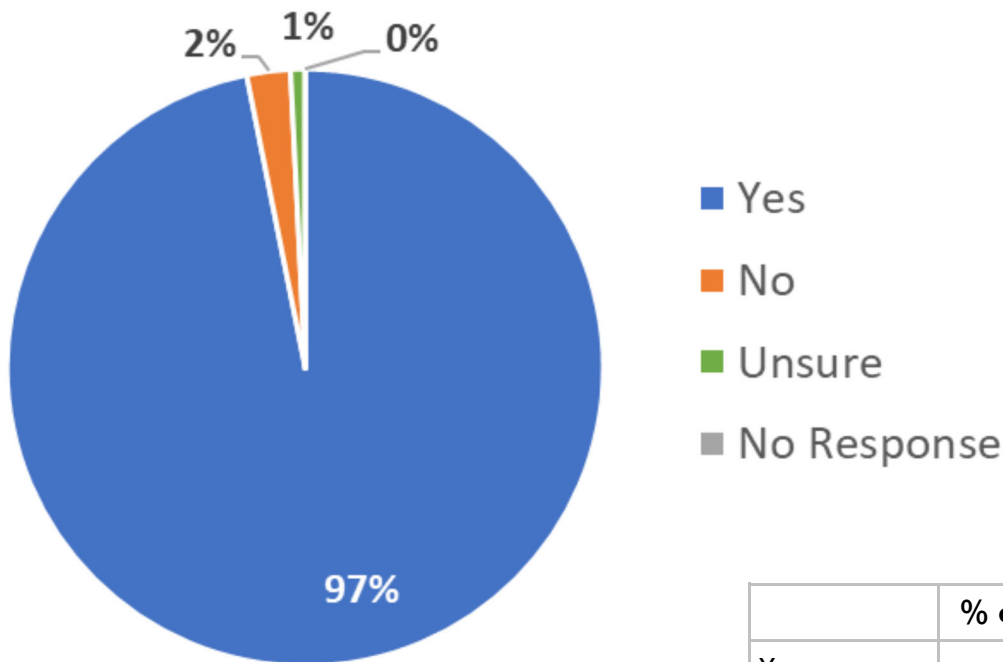
| | % of Responses | # of Responses |
|-------------|----------------|----------------|
| Yes | 95% | 121 |
| No | 2% | 3 |
| Unsure | 2% | 3 |
| No Response | 0% | 0 |

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



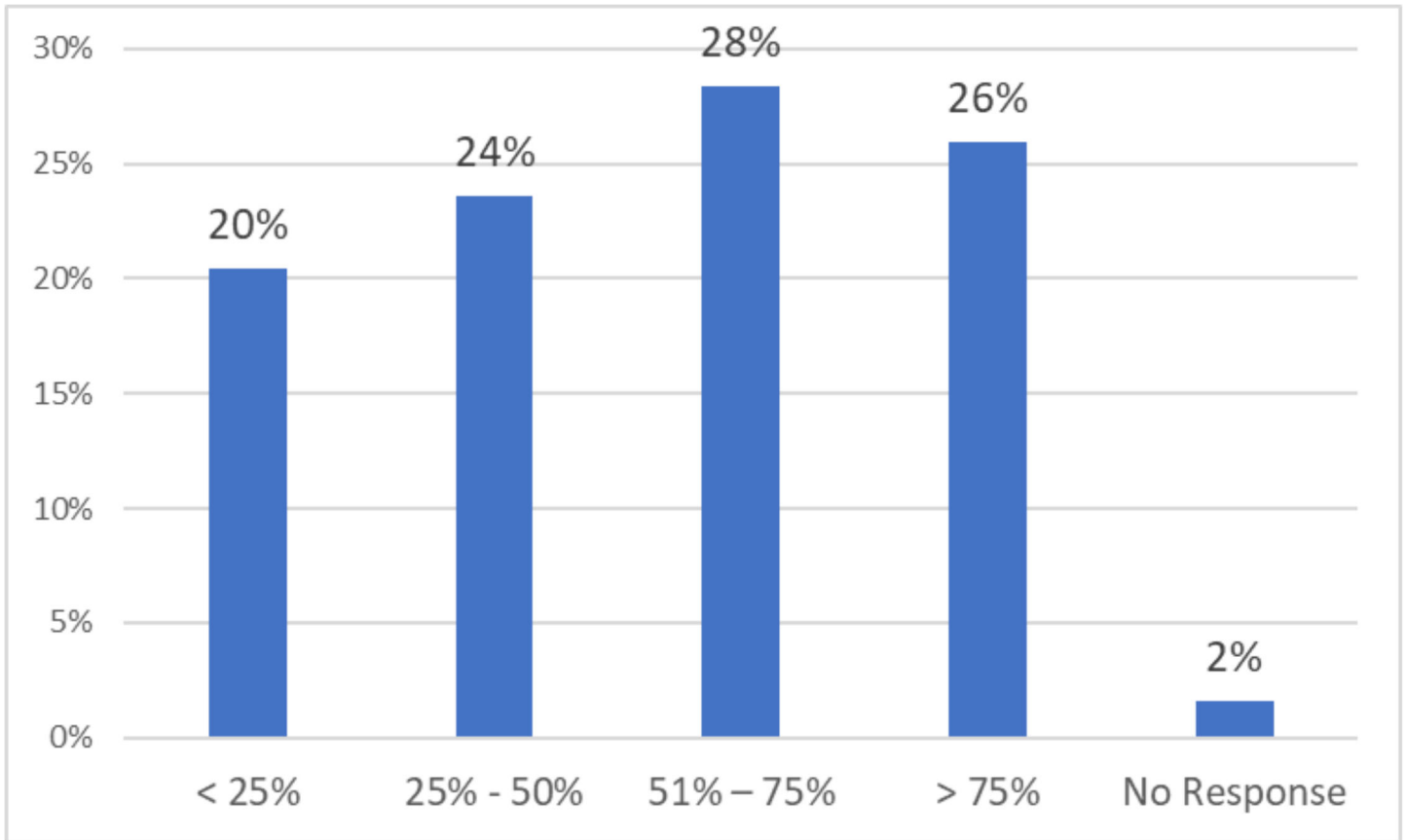
| | % of Responses | # of Responses |
|-------------|----------------|----------------|
| Yes | 98% | 124 |
| No | 2% | 2 |
| Unsure | 1% | 1 |
| No Response | 0% | 0 |

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



| | % of Responses | # of Responses |
|-------------|----------------|----------------|
| Yes | 97% | 123 |
| No | 2% | 3 |
| Unsure | 1% | 1 |
| No Response | 0% | 0 |

Question 14: What percentage of the community should support the renaming of Creekside Open Space?



| Community Support | % of Responses | # of Responses |
|-------------------|----------------|----------------|
| < 25% | 20% | 26 |
| 25% - 50% | 24% | 30 |
| 51% - 75% | 28% | 36 |
| > 75% | 26% | 33 |
| No Response | 2% | 2 |

Question 15: Is there anything else you would like to share?

- The Traversos are woven into the beautiful cloth of this community and it would be our blessing to have a park bearing her name.
- Mary Traverso and the Traverao family are a fixture of Santa Rosa. I have lived here all my life and worked downtown for 25 years. Just like Trione, Traverso is Santa Rosa tradition.
- Not to detract from any of Mary M. Traverso's civic works, but is there not another community member to choose from? If the choice is to rename it to Mary M. Traverso or to not rename it, then I don't think it should be renamed. I think that we should wait for policy changes to take effect with regards to park renaming. I would prefer to see honorary renaming of community spaces match the diversity of the community.
- Mary Traverso was a very fine individual who always put the needs of others before herself. She loved the Park area.
- It would be a honor for the family and her work in the community to support the name change.
- The Traverso family in Santa Rosa goes back many generations and have been pillars of Santa Rosa
- She was a good person and did a lot for people in Santa Rosa
- She was a wonderful and good person. Her memory should be preserved and recognized for what was dear to her
- Instead of Mary M Traverso Open Space, maybe it should just be Traverso Open Space.
- The renaming effort is commendable! Thank You
- Loved Traverso's. Would love to see the creekside open space be named in Mary's honor. She was a wonderful member of the community.
- Great little area and spent lots of time there in 70's and 80's. She was always nice and took pride in that area.
- Mary was very instrumental in community upkeep in Bennet Valley! She was deeply committed to this project to keep Bennett Valley beautiful and organized work groups! Wonderful person!
- I live in Bennett Valley and Mary was very instrumental with community involvement!
- I feel renaming the park to Mary Traverso is appropriate as she was instrumental in its creation and care.
- Wonderful way to memorialize a beloved volunteer
- Santa Rosa would be an even better place with more people like Mary Traverso. She gave so much to the community and our schools.
- Her memory deserves this recondition
- The Traverso family name is well-known in SR; but more importantly, Mary was a woman of stellar character, who contributed to the community in a variety of ways; she was both humble & sincere. It would be a wonderful tribute to rename that little park in her honor....I very much vote, "YES!"
- Mary was an outstanding caring person whom I felt privileged to know. In today's conflicted world honoring such a person is imperative to honor understanding and acceptance of others.

Question 15: Is there anything else you would like to share? (continued)

- This would be a wonderful gift to the community for a wonderful women.
- Mary Traverso has been a wonderful contributor to the community!
- Covid and lock down have ruined life. Naming a park after a real human who not only enjoyed life but contributed her time over decades would restore hope, faith and community involved moving forward. It's what we need. Do this for the community, not the politics. Thank you.
- Mary Traverso was a lodestar for the community and an outstanding representation of work and family values. I think renaming Creekside Open Space is meritorious.
- It's a beautiful open space and from what I understand Mary Traverso contributed to its beauty and up-keep.
- As someone that both lived on Creekside growing up and someone that knew Mary, I think this is a great idea.
- Brilliant move!
- Beautiful woman and tribute
- Honoring local heroes is important. Not only as a memorial, but to set a fine example for how other caring and civic-minded Santa Rosans could make a difference. I'd say it's time to move forward with this important recognition!
- Mary so deserves to have this open space named for her.
- Im very much in favor of renaming the open space park after Mary M Traverso. She was a very dedicated person and friend.
- Mary was a role model for community service in protecting the environment. She was also one of the most loving and caring persons I ever knew and is greatly missed, on and off the courts. May her memory be for blessing.
- Thank you for all that you do!
- Mary's vision to enhance Bennet Valley will live on for generations to come. Mary brought the community together
- Mary was a wonderful person who worked to beautify the park setting on Creekside.
- I knew Mary personally. She was a wonderful lady. Her children and my children were good friends.
- Mary was an active leader in the neighborhood and community. I fully back this request!
- A few years ago some jerk drove over the curb to take a lap around this sweet little park leaving a big set of muddy tracks, turned up grass and a broken sapling. It would be a blessing if the city could place a few more boulders on the north edge to discourage such behavior. Like Mary this is a lovely and peaceful place, It is an asset to the neighborhood and deserves our loving care.
- Mary was a pillar of the Bennett Valley neighborhood. It would be an honor to name the Open Space after someone with such a lasting impact in the area.

Question 15: Is there anything else you would like to share? (continued)

- Mary has served this community with the upmost respect, her spirit will always remain and should be captured in Santa Rosa.
- Mary was an incredible asset to the community and this is a well deserved honor to celebrate her life and contributions.
- 100% support this meaningful change. Mary dedicated her life to making the park, and BV better, now a passion taking on by her husband.
- The Traverso Family is a very well respected family in Santa Rosa and I think renaming the park after Mary Traverso is an excellent tribute to her and her family.
- BVV is a wonderful group of volunteers keeping our open spaces tidy and welcoming and Mary Traverso was the guiding force in getting the group started
- Mary exemplified community enrichment with her involvement in Bennett Valley Vision. She was a gracious team leader, a patient and attentive listener, and cheered citizens with her kindness and enthusiasm. Whenever we crossed paths I knew she would brighten my day. I hope she will be honored for her civic contribution.
- Mary Traverso was my dear neighbor. I still miss her. She was truly one of the kindest people I ever met. By renaming the open space in her honor, we will help to keep her memory alive. Thank you, Ann & Bob Storms
- I am strongly opposed to this proposed renaming. I knew Mary, she was always nice to me, and my opposition is not a reflection of my opinion of her. Fortunately there are thousands of wonderful people in this community. Renaming this park for one of them will set a bad precedent. Let's continue to enjoy Creekside and drop this issue.
- Voting on this project may be low due to surrounding community knowledge of it :-)
- She is so deserving of this space.



Combined Results

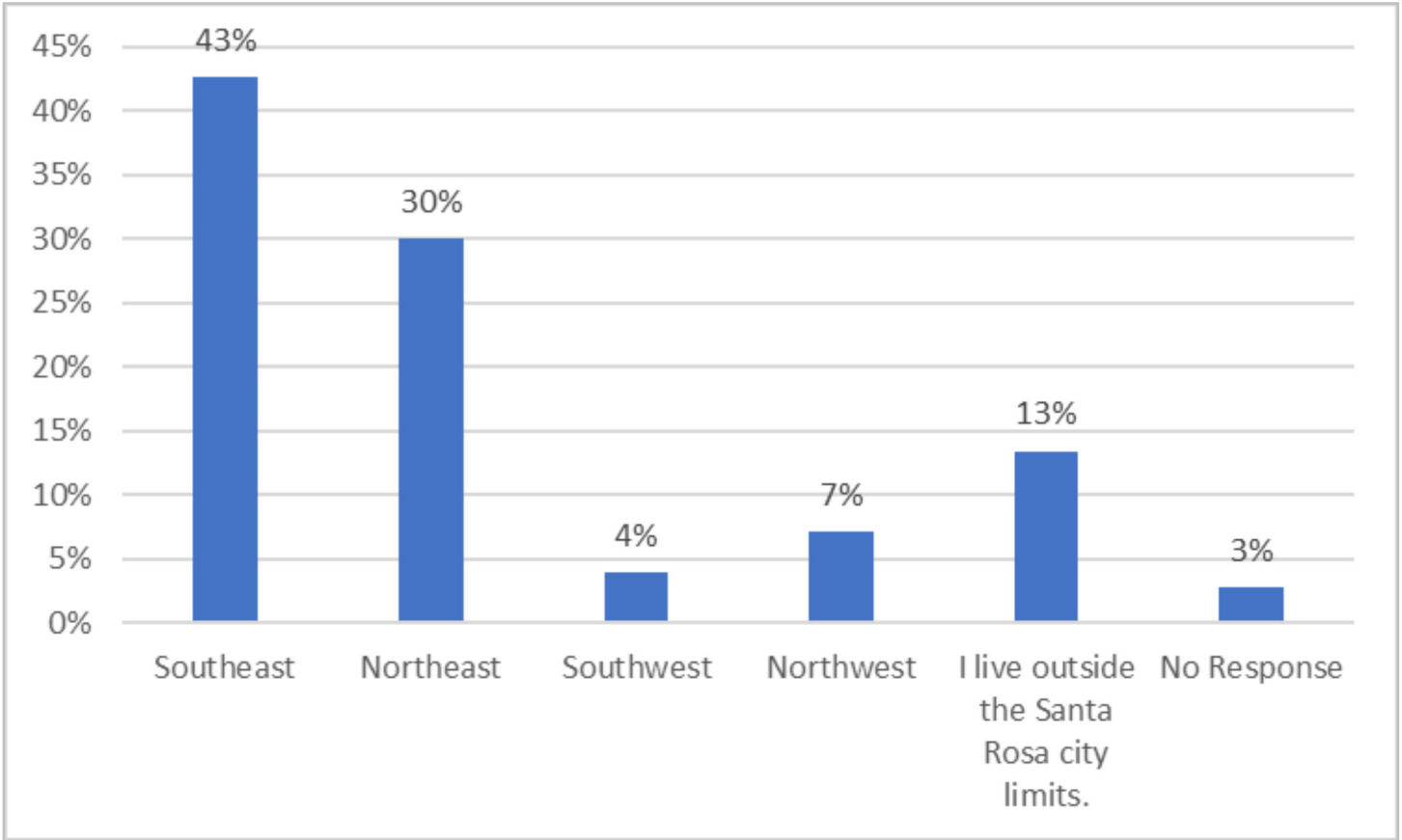
Zoom Meeting Poll

Online SurveyMonkey #1

Online Survey Monkey #2

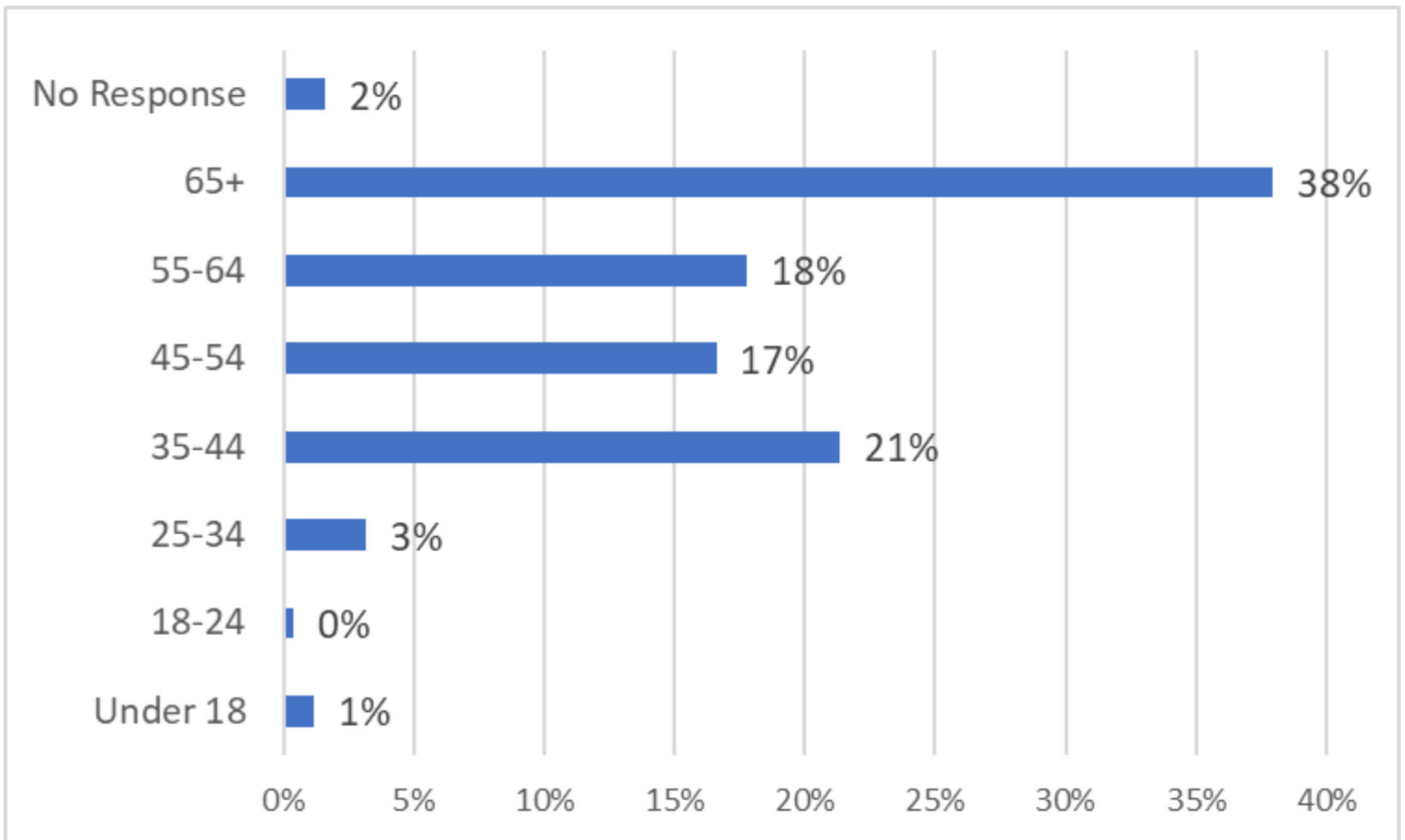
253 Responses

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



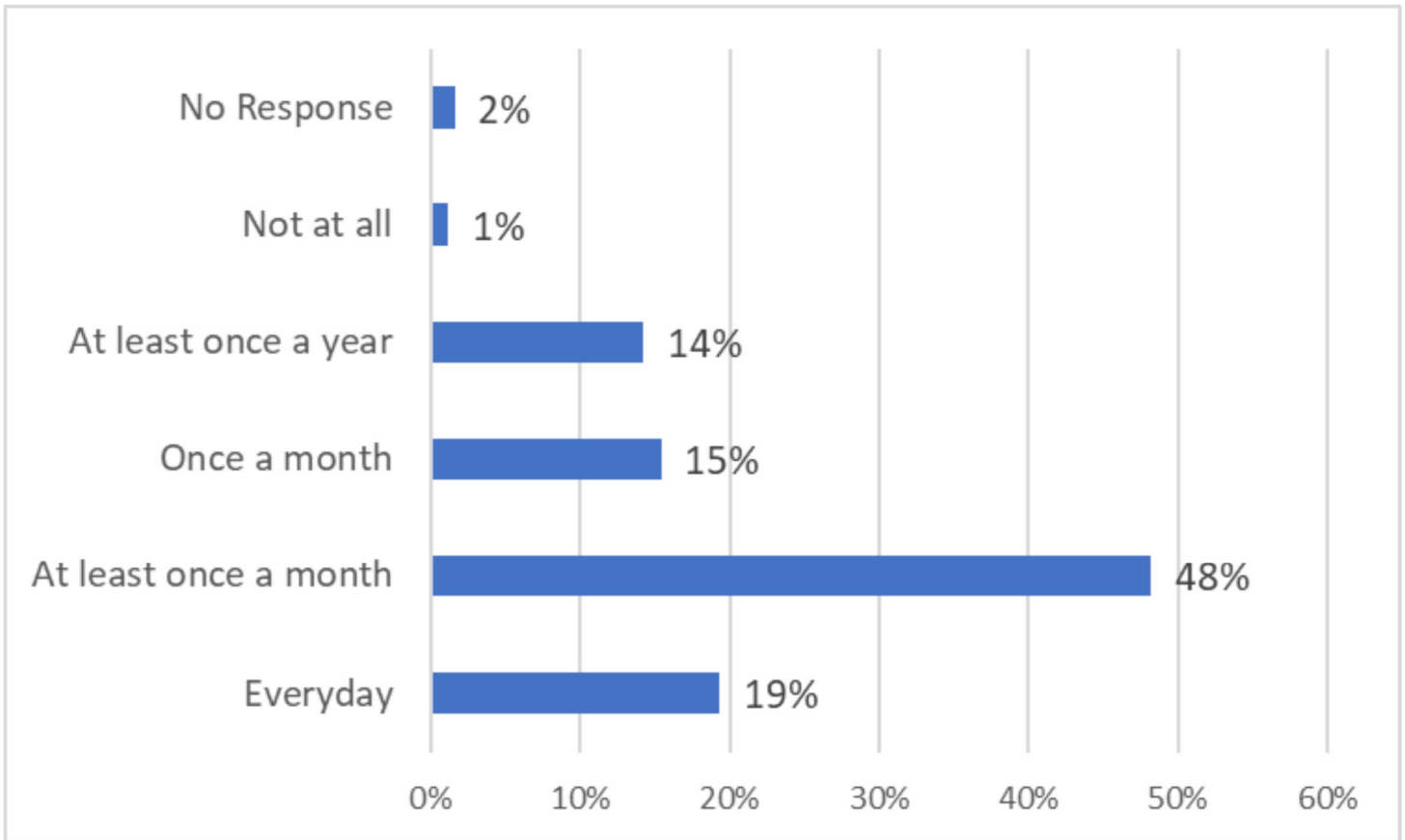
| Location | % of Responses | # of Responses |
|--|----------------|----------------|
| Southeast Quadrant | 43% | 108 |
| Northeast Quadrant | 30% | 76 |
| Southwest Quadrant | 4% | 10 |
| Northwest Quadrant | 7% | 18 |
| I live outside the Santa Rosa city limits. | 13% | 34 |
| No Response | 3% | 7 |

Question 2: What is your age group?



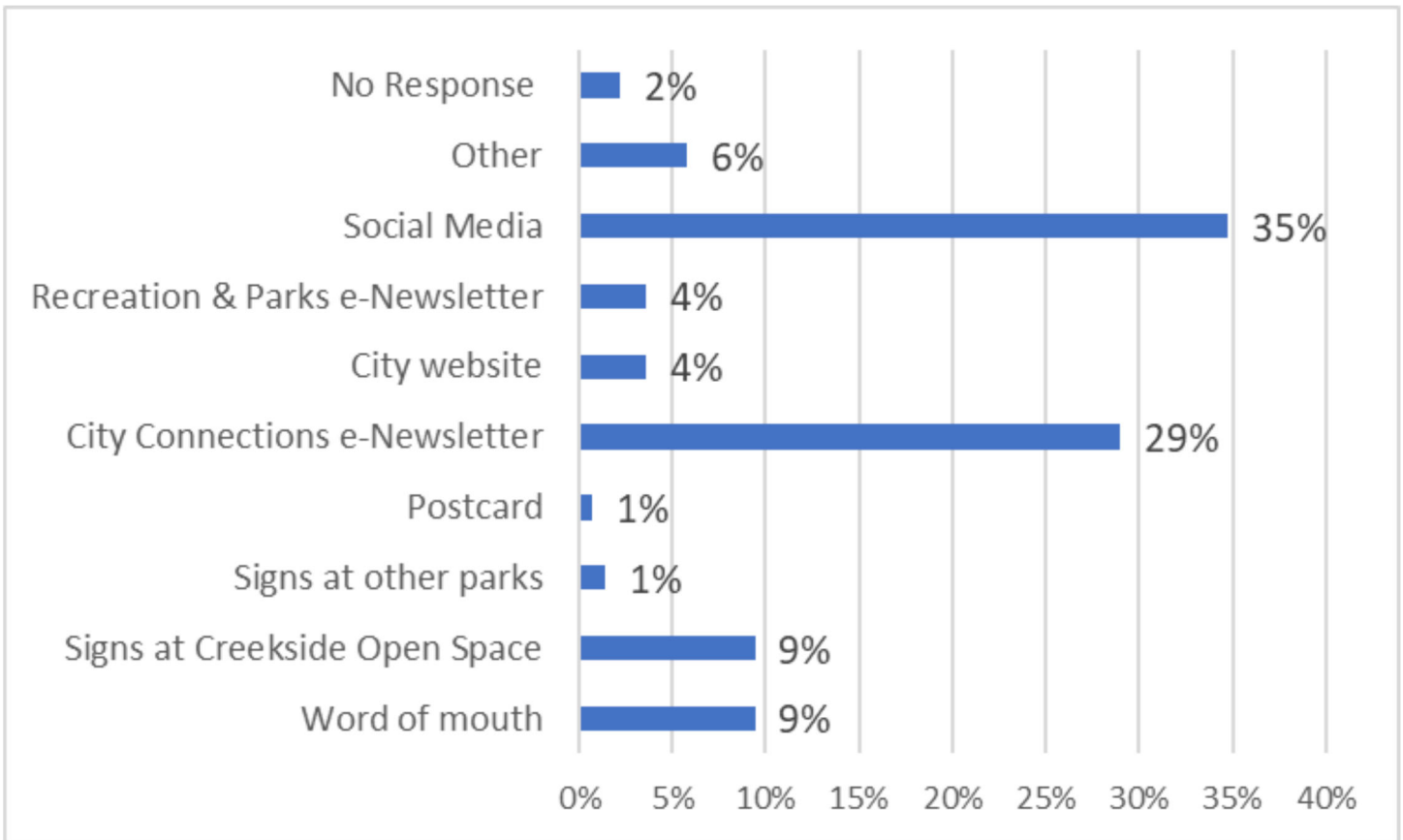
| Age | % of Responses | # of Responses |
|-------------|----------------|----------------|
| Under 18 | 1% | 3 |
| 18-24 | 0% | 1 |
| 25-34 | 3% | 8 |
| 35-44 | 21% | 54 |
| 45-54 | 17% | 42 |
| 55-64 | 18% | 45 |
| 65+ | 38% | 96 |
| No Response | 2% | 4 |

Question 3: How often do you visit a City of Santa Rosa Park or Recreation Facility?



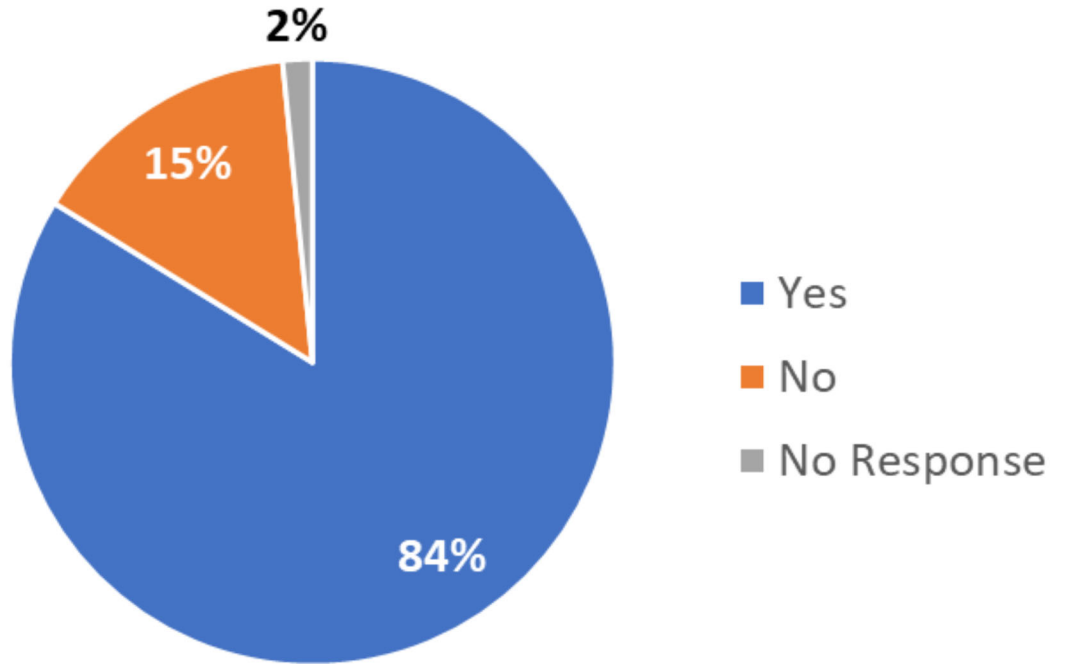
| Frequency | % of Responses | # of Responses |
|-----------------------|----------------|----------------|
| Everyday | 19% | 49 |
| At least once a month | 48% | 122 |
| Once a month | 15% | 39 |
| At least once a year | 14% | 36 |
| Not at all | 1% | 3 |
| No Response | 2% | 4 |

Question 4: How did you hear about the survey?



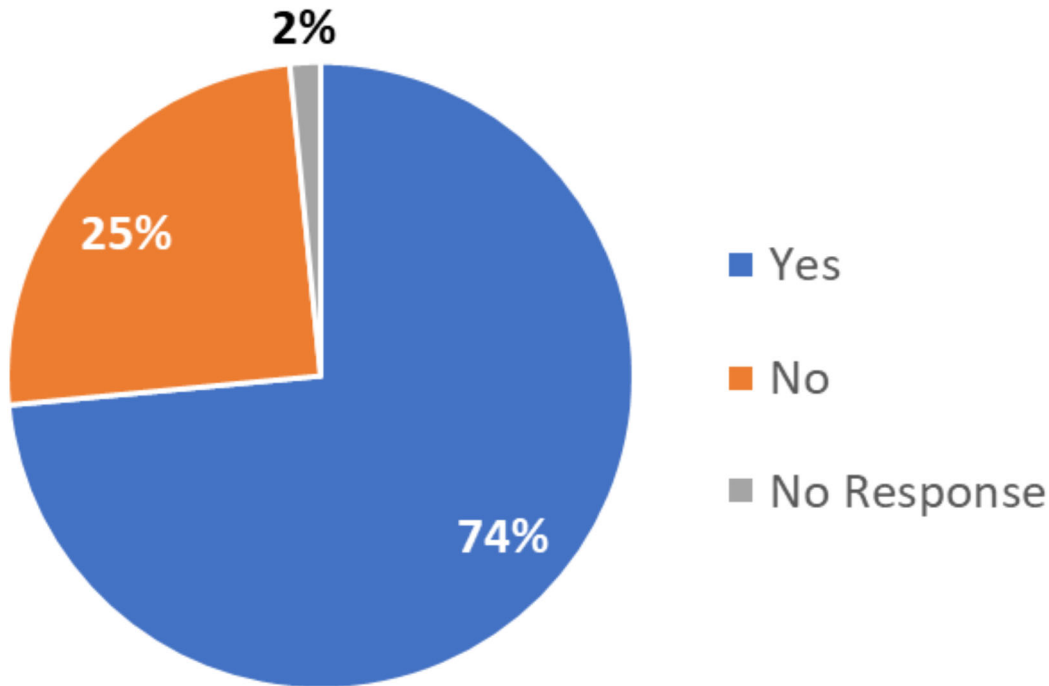
| Method | % of Responses | # of Responses |
|---------------------------------|----------------|----------------|
| Word of mouth | 9% | 13 |
| Signs at Creekside Open Space | 9% | 13 |
| Signs at other parks | 1% | 2 |
| Postcard | 1% | 1 |
| City Connections e-Newsletter | 29% | 40 |
| City website | 4% | 5 |
| Recreation & Parks e-Newsletter | 4% | 5 |
| Social Media | 35% | 48 |
| Other | 6% | 8 |
| No Response | 2% | 3 |

Question 5: Are you familiar with Creekside Open Space located along Creekside Drive?



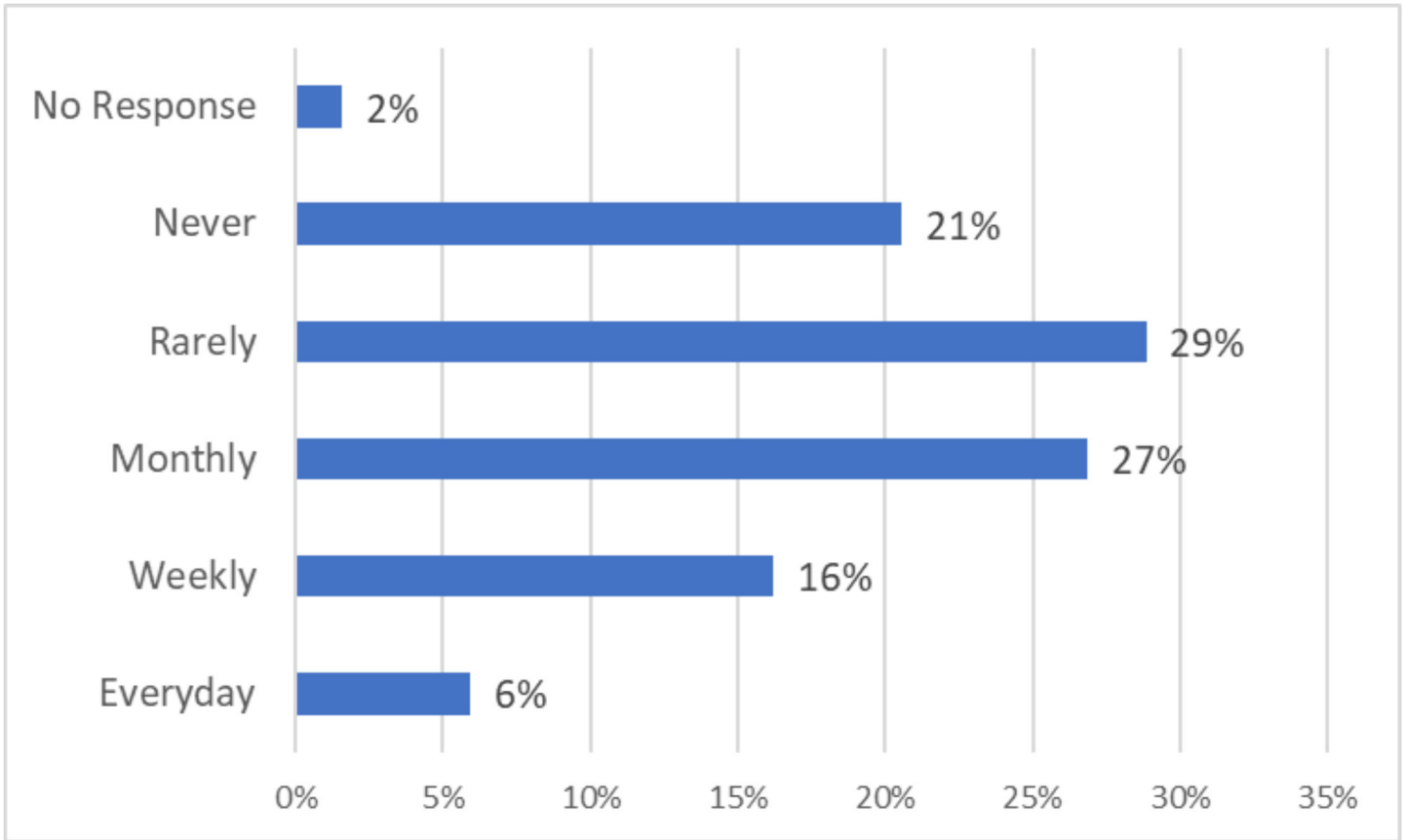
| | % of Responses | # of Responses |
|-------------|----------------|----------------|
| Yes | 84% | 212 |
| No | 15% | 37 |
| No Response | 2% | 4 |

Question 6: Have you visited Creekside Open Space?



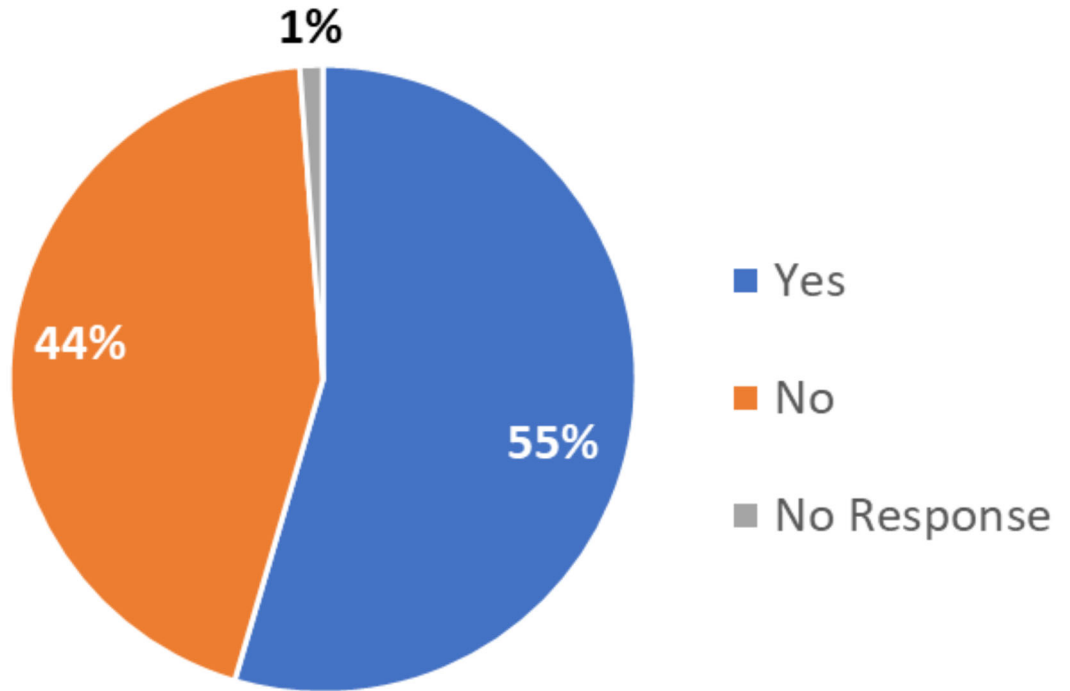
| | % of Responses | # of Responses |
|-------------|----------------|----------------|
| Yes | 74% | 186 |
| No | 25% | 63 |
| No Response | 2% | 4 |

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



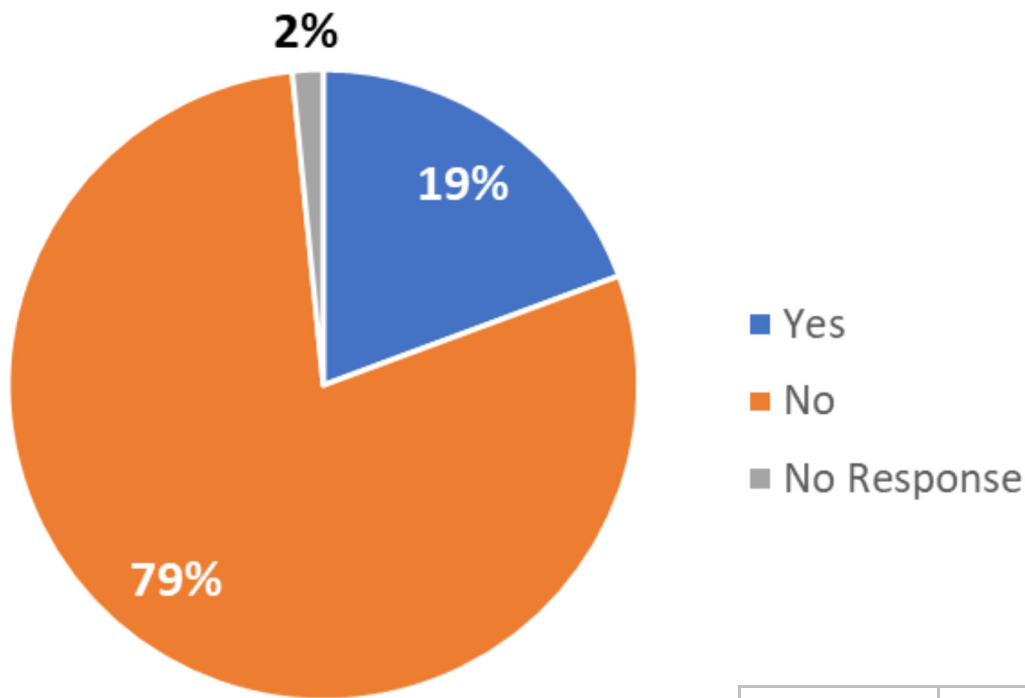
| Frequency | % of Responses | # of Responses |
|-------------|----------------|----------------|
| Everyday | 6% | 15 |
| Weekly | 16% | 41 |
| Monthly | 27% | 68 |
| Rarely | 29% | 73 |
| Never | 21% | 52 |
| No Response | 2% | 4 |

Question 8: Have you heard of the volunteer group, Bennett Valley Vision?



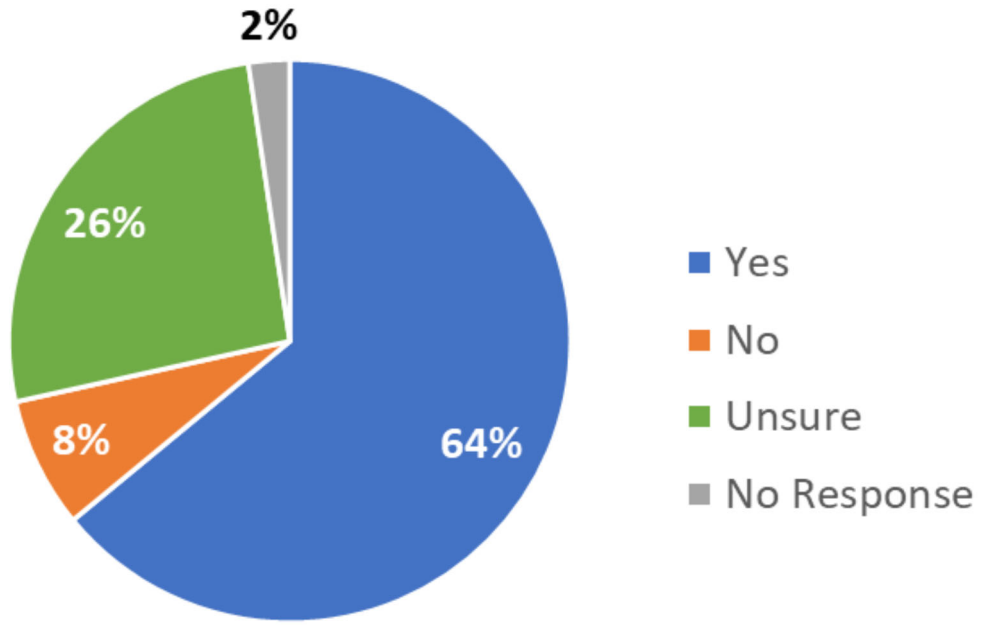
| | % of Responses | # of Responses |
|-------------|----------------|----------------|
| Yes | 55% | 138 |
| No | 44% | 112 |
| No Response | 1% | 3 |

Question 9: Have you participated in a volunteer workday with Bennett Valley Vision?



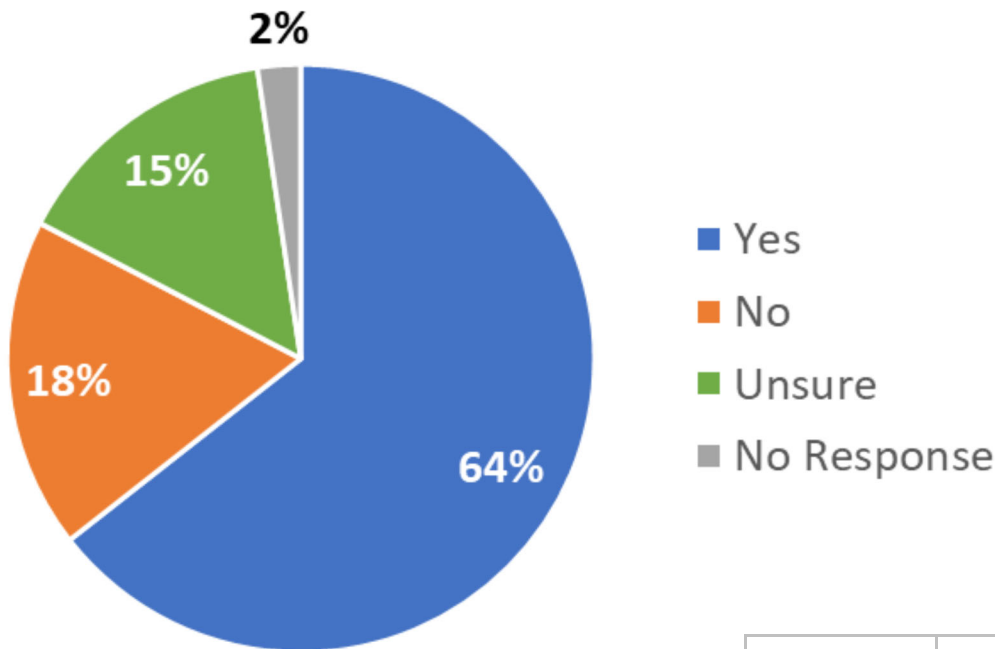
| | % of Responses | # of Responses |
|-------------|----------------|----------------|
| Yes | 19% | 49 |
| No | 79% | 200 |
| No Response | 2% | 4 |

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



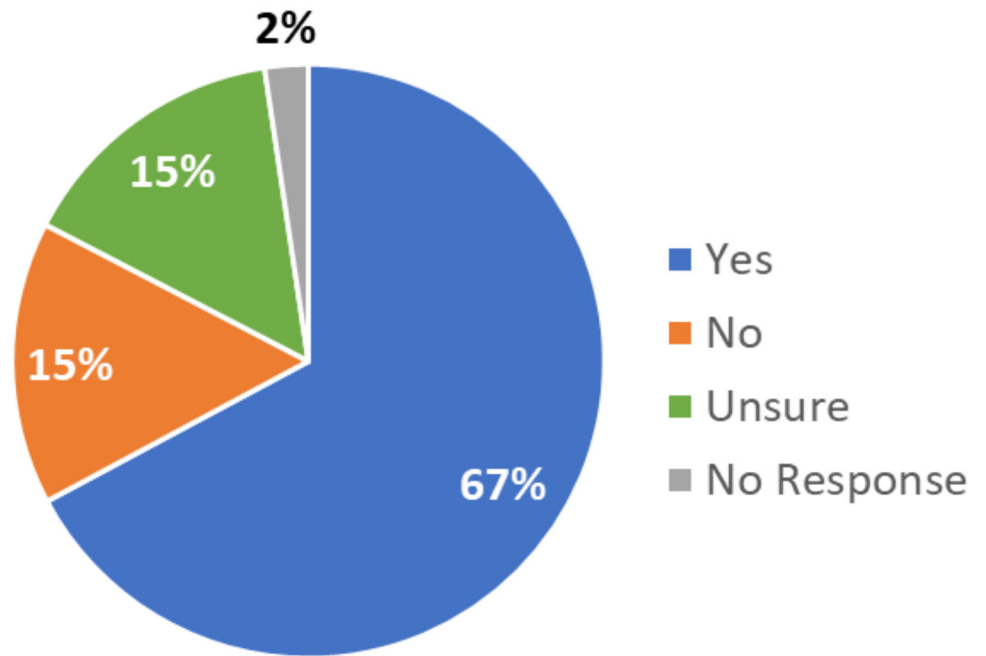
| | % of Responses | # of Responses |
|-------------|----------------|----------------|
| Yes | 64% | 162 |
| No | 8% | 19 |
| Unsure | 26% | 66 |
| No Response | 2% | 6 |

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

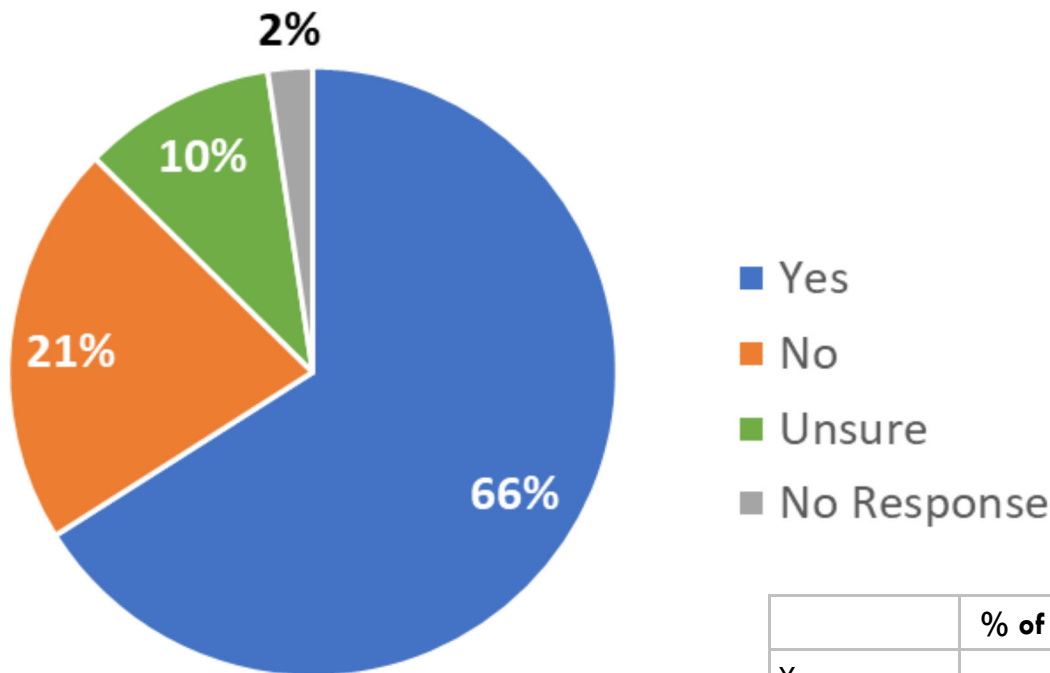


| | % of Responses | # of Responses |
|-------------|----------------|----------------|
| Yes | 64% | 163 |
| No | 18% | 46 |
| Unsure | 15% | 38 |
| No Response | 2% | 6 |

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



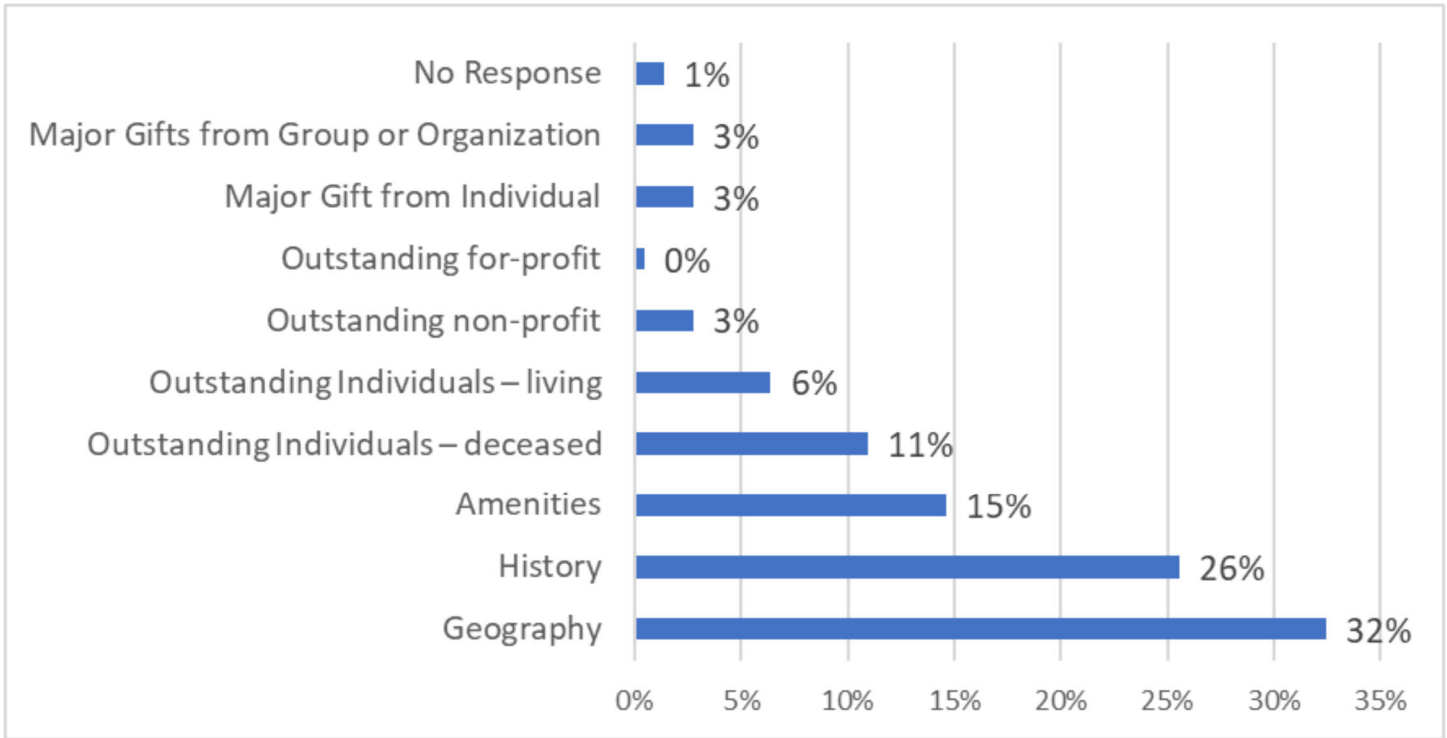
| | % of Responses | # of Responses |
|-------------|----------------|----------------|
| Yes | 67% | 170 |
| No | 15% | 39 |
| Unsure | 15% | 38 |
| No Response | 2% | 6 |



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

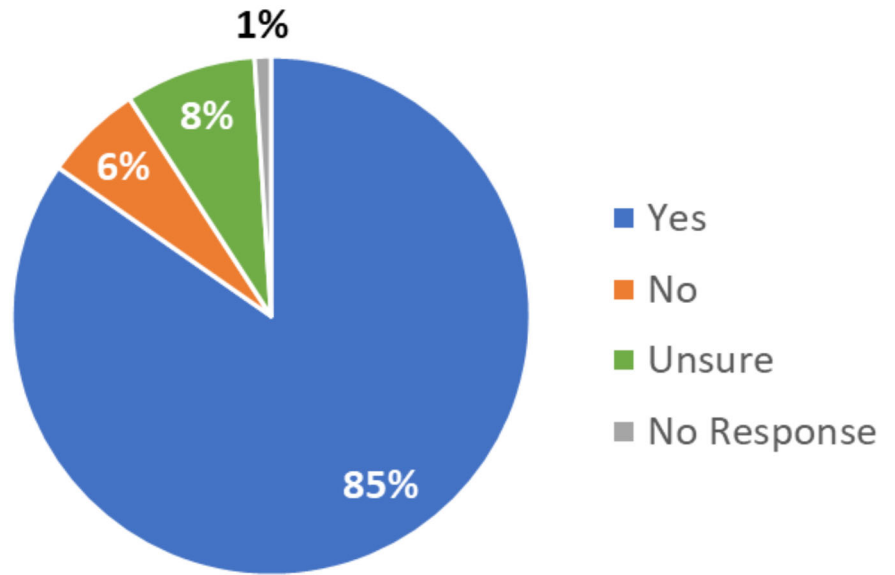
| | % of Responses | # of Responses |
|-------------|----------------|----------------|
| Yes | 66% | 167 |
| No | 21% | 54 |
| Unsure | 10% | 26 |
| No Response | 2% | 6 |

Question 14: What do you think Santa Rosa's parks should be named after?



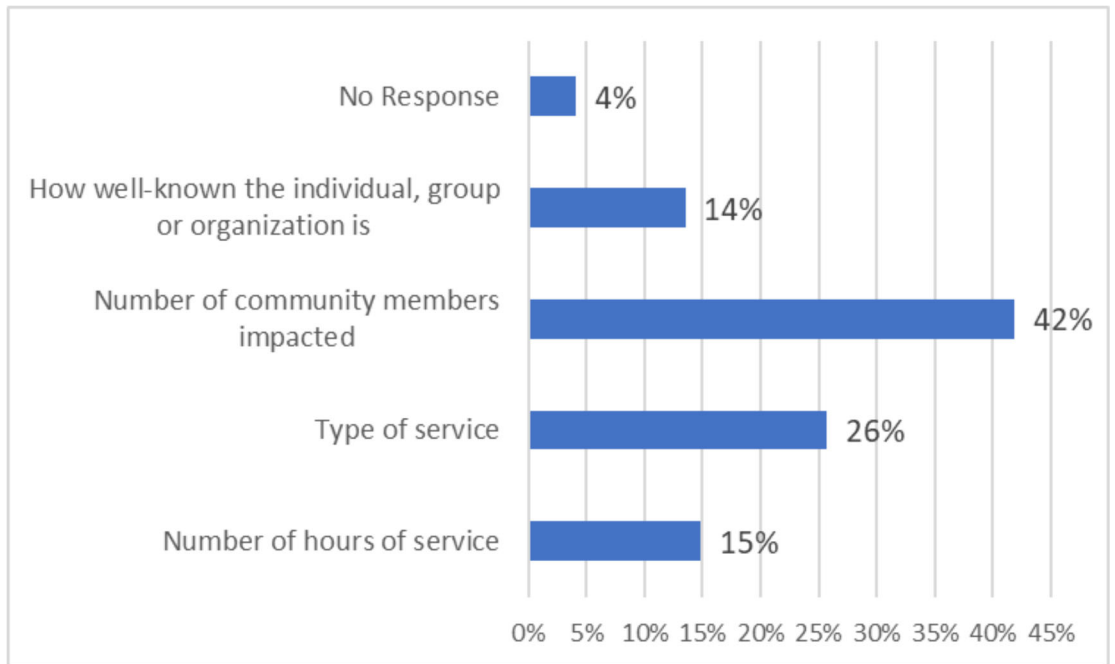
| Category | % of Responses | # of Responses |
|---|----------------|----------------|
| Geography - archaeological, geological, topographical, zoological or human-made | 32% | 71 |
| History - historic person, place, cultural or major event | 26% | 56 |
| Amenities - surrounding neighborhood, subdivision, street or school | 15% | 32 |
| Outstanding Individual - living | 11% | 24 |
| Outstanding Individual - deceased | 6% | 14 |
| Outstanding Non-profit Groups or Organizations | 3% | 6 |
| Outstanding For-profit Groups or Organizations | 0% | 1 |
| Major Gift from Individual | 3% | 6 |
| Major Gift from Group or Organization | 3% | 6 |
| No Response | 1% | 3 |

Question 15: Should the community be involved in the naming and renaming of parks?



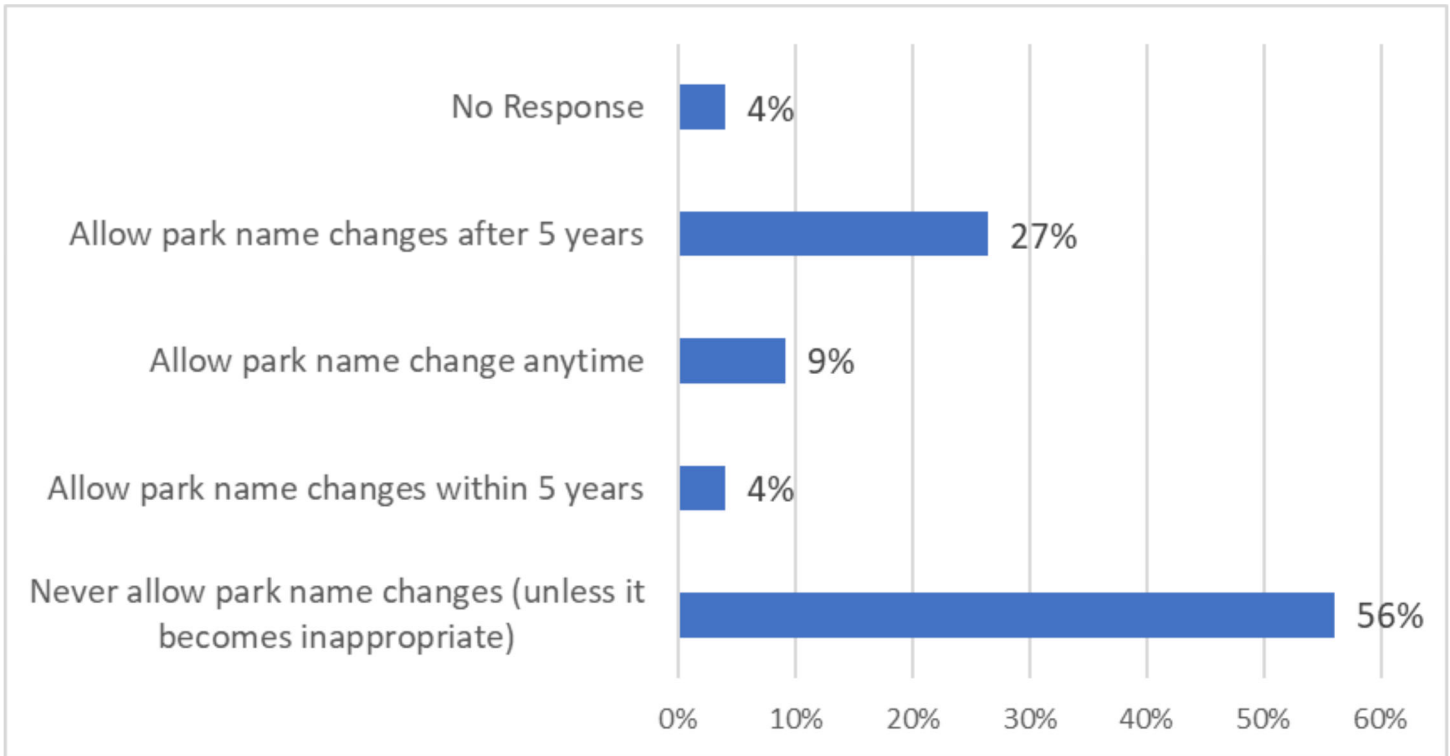
| | % of Responses | # of Responses |
|-------------|----------------|----------------|
| Yes | 85% | 83 |
| No | 6% | 6 |
| Unsure | 8% | 8 |
| No Response | 1% | 1 |

Question 16: How should an individual, group or organization's significant service contribution to city, country or the field of Recreation & Parks be measured?



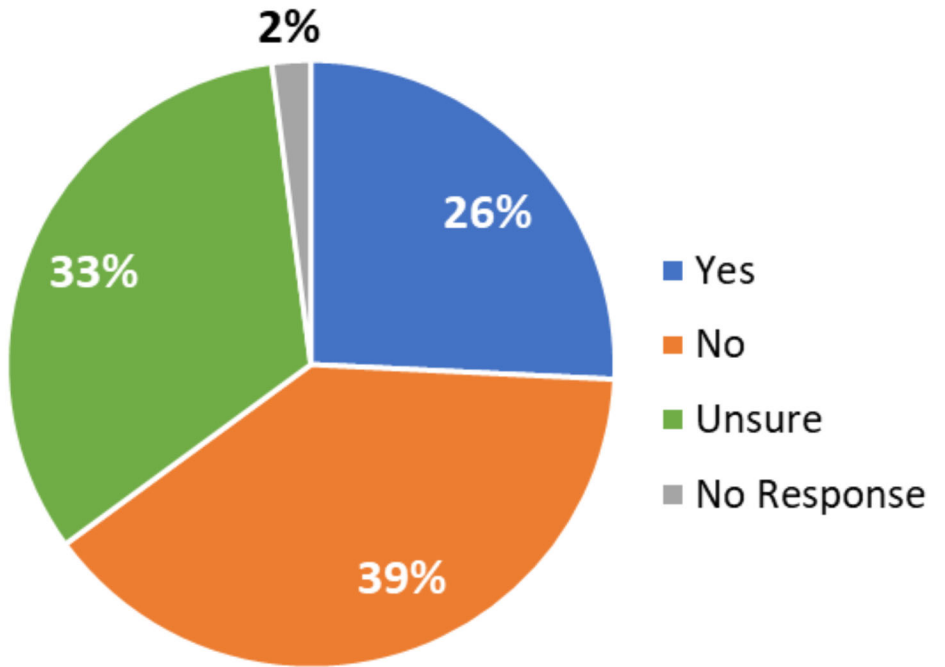
| Measure of Contribution | % of Responses | # of Responses |
|---|----------------|----------------|
| Number of hours of service | 15% | 22 |
| Type of service | 26% | 38 |
| Number of community members impacted | 42% | 62 |
| How well-known the individual, group or organization is | 14% | 20 |
| No Response | 4% | 6 |

Question 17: Under the current Park Naming Policy, next week someone could propose a new name for Creekside Open Space and the City would have to start this process again. Would you be in favor of a Park Naming Policy that would:

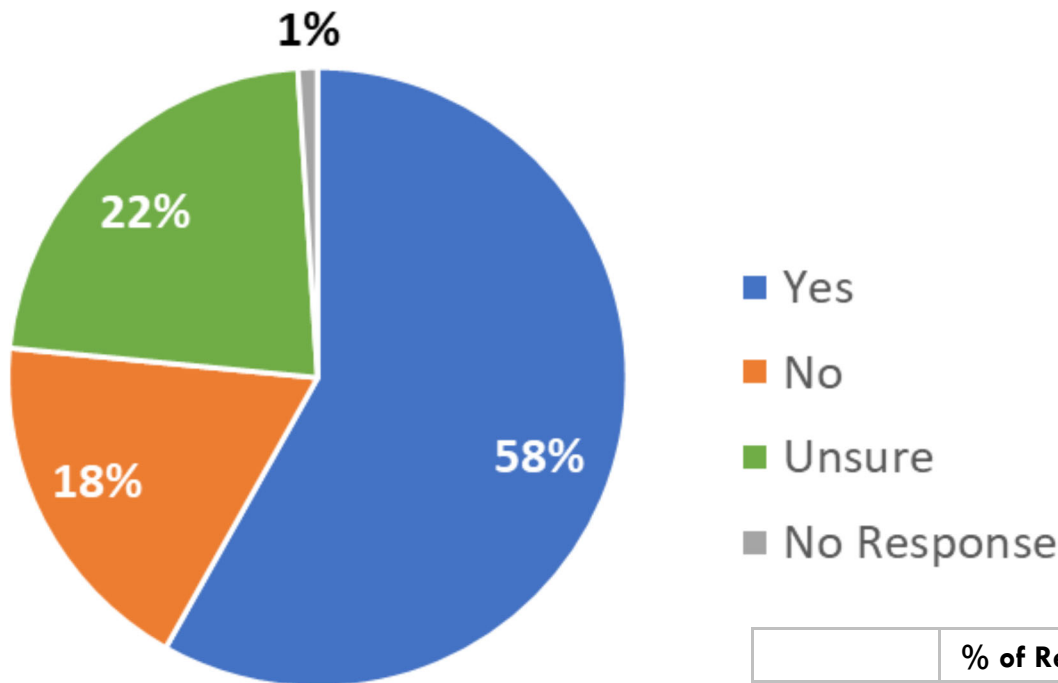


| Policy should: | % of Responses | % of Responses |
|---|----------------|----------------|
| Never allow park name changes (unless it becomes inappropriate) | 56% | 55 |
| Allow park name changes within 5 years | 4% | 4 |
| Allow park name change anytime | 9% | 9 |
| Allow park name changes after 5 years | 27% | 26 |
| No Response | 4% | 4 |

Question 18: Should parks which have been named in honor of individuals be renamed?



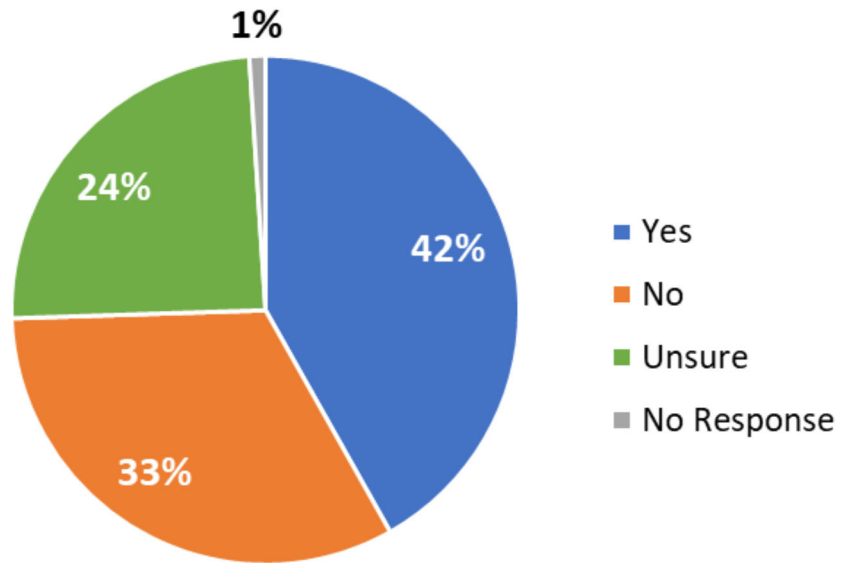
| | % of Responses | # of Responses |
|-------------|----------------|----------------|
| Yes | 26% | 25 |
| No | 40% | 39 |
| Unsure | 33% | 32 |
| No Response | 2% | 2 |



Question 19: Should parks named after people, be renamed if the individual's character no longer represents the best interests of the City of Santa Rosa?

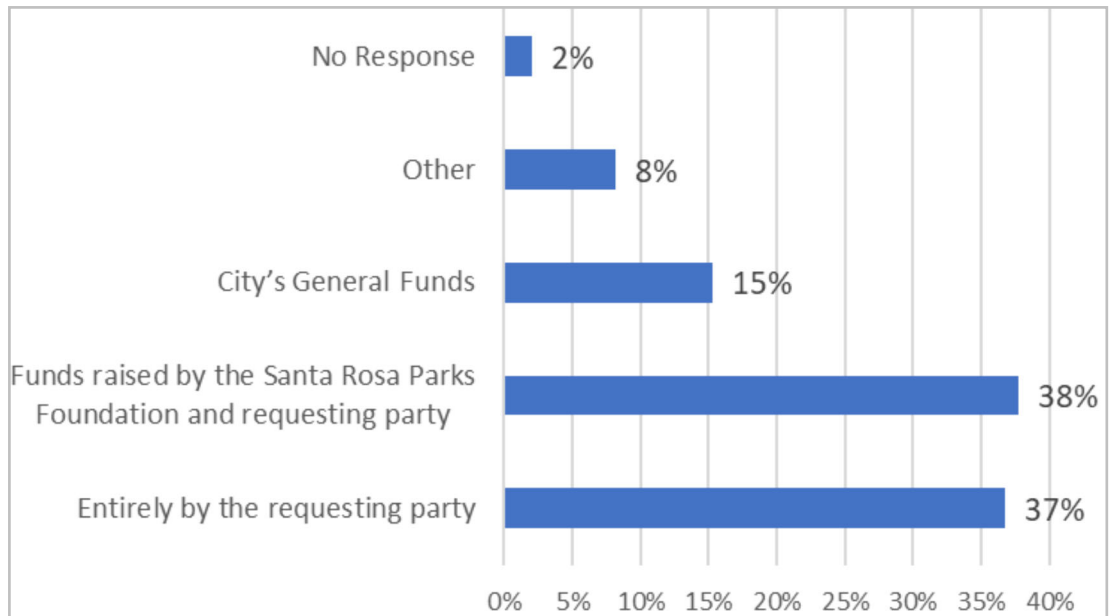
| | % of Responses | # of Responses |
|-------------|----------------|----------------|
| Yes | 58% | 57 |
| No | 18% | 18 |
| Unsure | 22% | 22 |
| No Response | 1% | 1 |

Question 20: Should a park monument sign be installed as part of the renaming process?



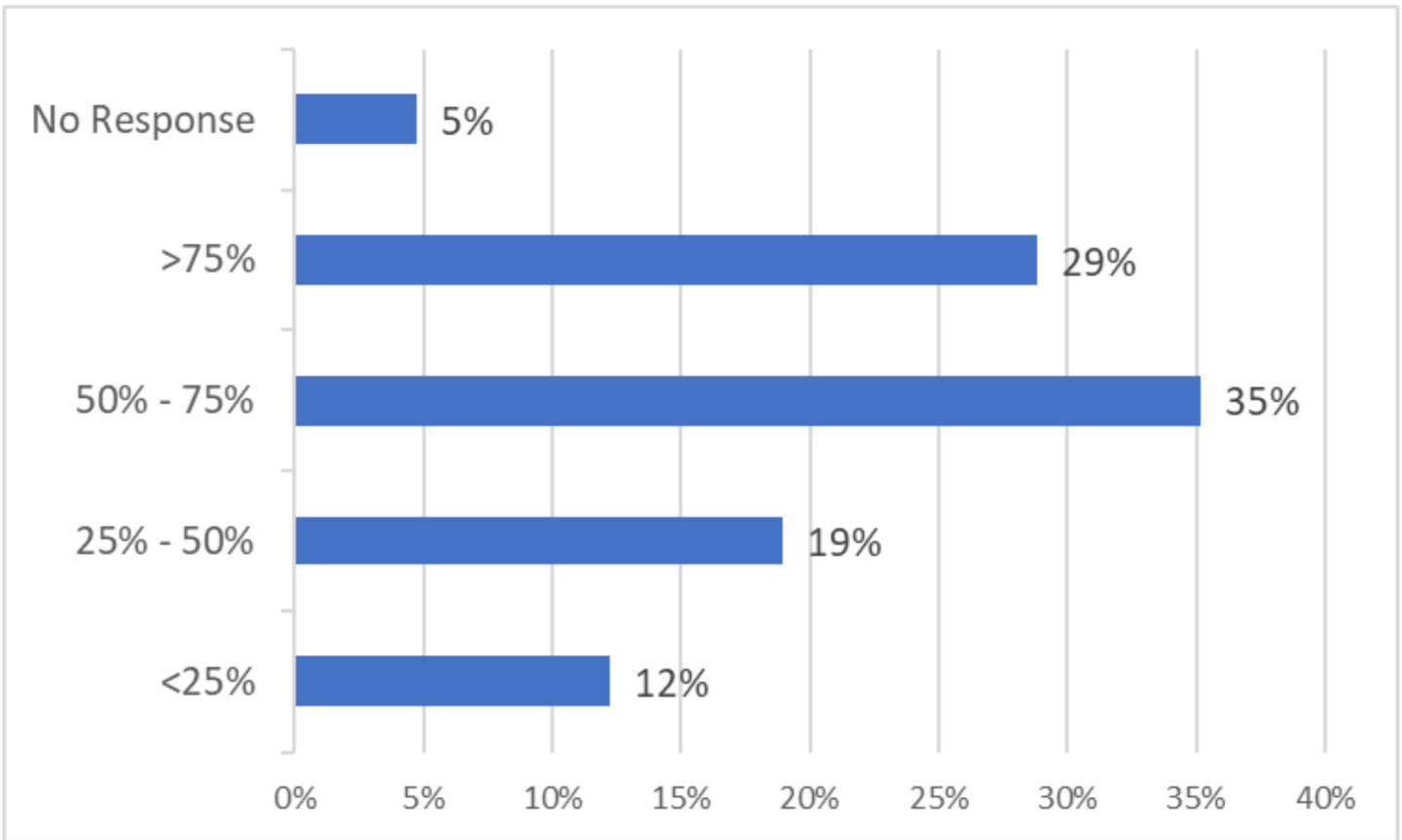
| | % of Responses | # of Responses |
|-------------|----------------|----------------|
| Yes | 42% | 41 |
| No | 33% | 32 |
| Unsure | 24% | 24 |
| No Response | 1% | 1 |

Question 21:
How should the cost to change the name of the park be funded?



| Funding Source | % of Responses | # of Responses |
|--|----------------|----------------|
| Entirely by the requesting party | 37% | 36 |
| Funds raised by the Santa Rosa Parks Foundation and requesting party | 38% | 37 |
| City's General Funds | 15% | 15 |
| Other | 8% | 8 |
| No Response | 2% | 2 |

Question 22: What percentage of the community should support the naming or renaming of an existing park?



| Community Support | % of Responses | # of Responses |
|-------------------|----------------|----------------|
| <25% | 12% | 31 |
| 25% - 50% | 19% | 48 |
| 50% - 75% | 35% | 89 |
| >75% | 29% | 73 |
| No Response | 5% | 12 |