



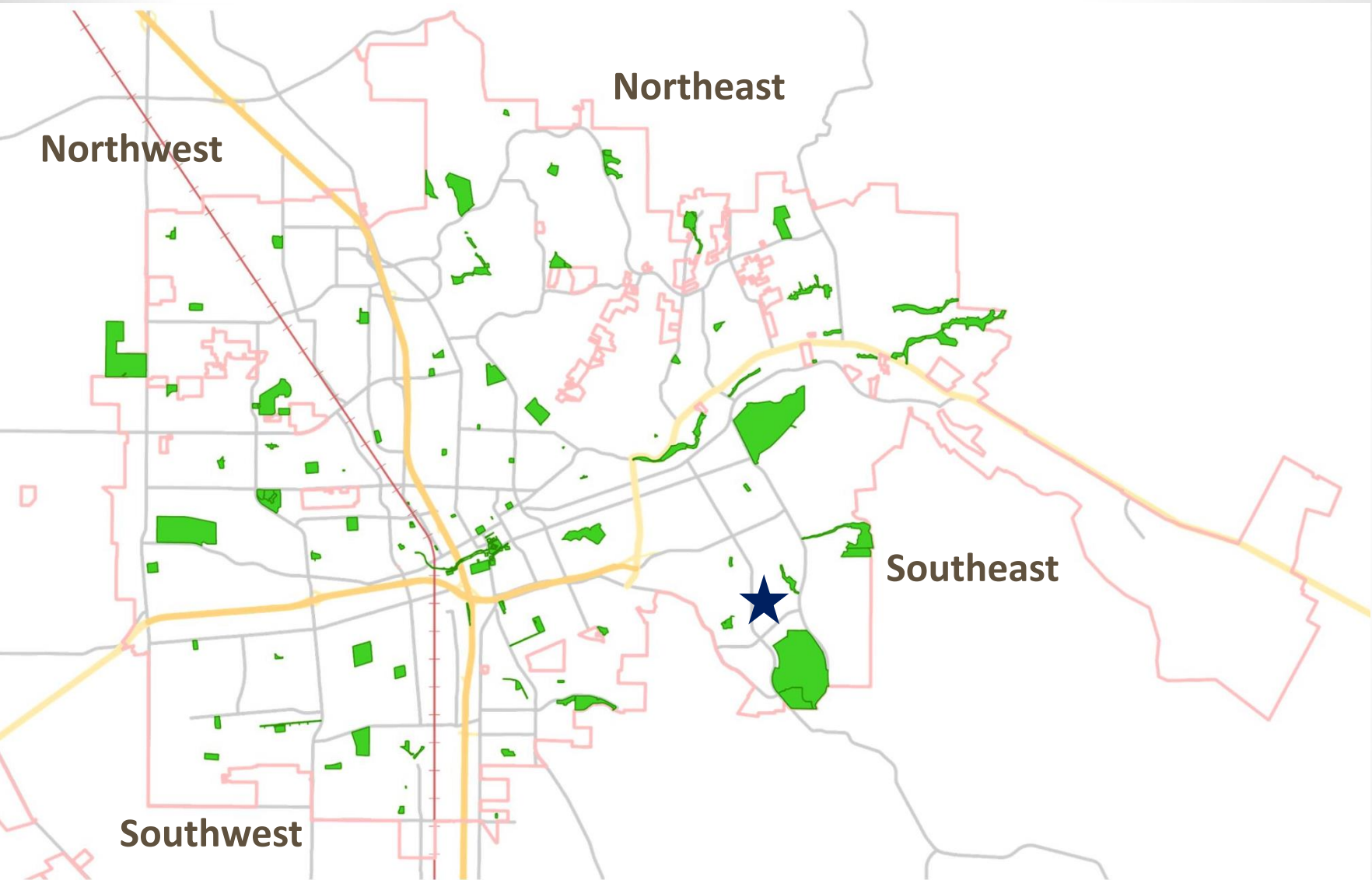
# Creekside Open Space Proposed Renaming

Board of Community Services  
December 9, 2020

Emily Ander  
Park Planner Assistant

# History

- 4/25/18: Travis Berding requested renaming to Mary M. Traverso Park
- 5/23/18: BOCS discussed request
- 9/19/18: Fire season cancelled meeting and staffing changes put request on hold
- 01/22/20: Staff reported to BOCS. BOCS recommended proposed renaming and requested community input.
- 11/05/20: Virtual community meeting
- 11/10/20 – 11/29/20: Online community survey
- 12/9/20: BOCS presentation



# Santa Rosa Parks System





Creekside Open Space



# Creekside Open Space Aerial Map



# 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





# Community Feedback

Virtual Community Meeting – 34 Attendees

Online Survey – 98 Respondents



# Background Information





# Where do you live?

| Question 1         | Community Meeting | Survey Results  | Total             |
|--------------------|-------------------|-----------------|-------------------|
| NW Quadrant        | 8%                | 15%             | 13%               |
| NE Quadrant        | 23%               | 44%             | 40%               |
| SW Quadrant        | 0%                | 4%              | 3%                |
| SE Quadrant        | 42%               | 35%             | 36%               |
| Outside Santa Rosa | 39%<br>(10 of 26) | 2%<br>(2 of 95) | 1%<br>(12 of 121) |



# What is your age group?

| Question 2  | Community Meeting | Survey Results | Total |
|-------------|-------------------|----------------|-------|
| Under 18    | 12%               | 0%             | 2%    |
| 18 – 24     | 0%                | 1%             | 1%    |
| 25 – 34     | 0%                | 5%             | 4%    |
| 35 – 44     | 23%               | 17%            | 18%   |
| 45 - 54     | 12%               | 12%            | 12%   |
| 55 – 64     | 8%                | 21%            | 18%   |
| 65 and over | 46%               | 44%            | 45%   |

# How often do you visit parks and recreation facilities?

| Question 3            | Community Meeting | Survey Results | Total |
|-----------------------|-------------------|----------------|-------|
| Everyday              | 12%               | 26%            | 23%   |
| At least once a month | 46%               | 50%            | 49%   |
| Once a month          | 12%               | 13%            | 13%   |
| At least once a year  | 31%               | 10%            | 15%   |
| Not at all            | 0%                | 1%             | 1%    |

# How did you hear about the meeting/survey?

| Question 4              | Community Meeting | Survey Results | Total |
|-------------------------|-------------------|----------------|-------|
| <b>Word of mouth</b>    | <b>39%</b>        | 3%             | 11%   |
| Signs at Creekside      | 15%               | 5%             | 7%    |
| Signs at other parks    | 0%                | 1%             | 1%    |
| Postcard                | 4%                | 0%             | 1%    |
| <b>City Connections</b> | 0%                | <b>41%</b>     | 33%   |
| City website            | 0%                | 5%             | 4%    |
| R&P e-Newsletter        | 0%                | 5%             | 4%    |
| Social media            | 12%               | <b>46%</b>     | 40%   |
| <b>Other</b>            | <b>31%</b>        | NA             | 7%    |



# Creekside Open Space





# Are you familiar with Creekside Open Space located on Creekside Road?

| Question 5 | Community Meeting | Survey Results | Total |
|------------|-------------------|----------------|-------|
| Yes        | 86%               | 72%            | 75%   |
| No         | 14%               | 28%            | 25%   |

# Have you visited Creekside Open Space?

| Question 6 | Community Meeting | Survey Results | Total |
|------------|-------------------|----------------|-------|
| Yes        | 75%               | 59%            | 63%   |
| No         | 25%               | 41%            | 38%   |



# How often do you visit Creekside Open Space?

| Question 7 | Community Meeting | Survey Results | Total |
|------------|-------------------|----------------|-------|
| Everyday   | 21%               | 2%             | 6%    |
| Weekly     | 11%               | 13%            | 13%   |
| Monthly    | 11%               | 20%            | 18%   |
| Rarely     | 36%               | 31%            | 32%   |
| Never      | 21%               | 34%            | 31%   |

# Have you heard of the volunteer group, Bennett Valley Vision?

| Question 8 | Community Meeting | Survey Results | Total |
|------------|-------------------|----------------|-------|
| Yes        | 75%               | 35%            | 44%   |
| No         | 25%               | 65%            | 56%   |

# Have you participated in a workday with Bennett Valley Vision?

| Question 9 | Community Meeting | Survey Results | Total |
|------------|-------------------|----------------|-------|
| Yes        | 32%               | 10%            | 15%   |
| No         | 68%               | 90%            | 85%   |



A photograph of a paved path lined with large, leafy trees. The path leads into the distance, flanked by green foliage and dappled sunlight. A white rectangular box is superimposed over the upper portion of the image, containing the name 'Mary M. Traverso' in a dark, serif font. The scene is bright and sunny, with shadows cast across the path and grass.

**Mary M. Traverso**



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

| Question 10 | Community Meeting | Survey Results    | Total              |
|-------------|-------------------|-------------------|--------------------|
| Yes         | 83%<br>(19 of 23) | 24%<br>(23 of 97) | 35%<br>(42 of 120) |
| No          | 0%<br>(0 of 23)   | 17%<br>(17 of 97) | 14%<br>(17 of 120) |
| Unsure      | 17%<br>(4 of 23)  | 59%<br>(57 of 97) | 51%<br>(61 of 120) |

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

| Question 11 | Community Meeting | Survey Results    | Total              |
|-------------|-------------------|-------------------|--------------------|
| Yes         | 87%<br>(20 of 23) | 23%<br>(22 of 97) | 35%<br>(42 of 120) |
| No          | 4%<br>(1 of 23)   | 43%<br>(42 of 97) | 36%<br>(43 of 120) |
| Unsure      | 9%<br>(2 of 23)   | 34%<br>(33 of 97) | 29%<br>(35 of 120) |

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

| Question 12 | Community Meeting | Survey Results    | Total              |
|-------------|-------------------|-------------------|--------------------|
| Yes         | 91%<br>(21 of 23) | 26%<br>(25 of 97) | 38%<br>(46 of 120) |
| No          | 0%<br>(0 of 23)   | 38%<br>(37 of 97) | 31%<br>(37 of 120) |
| Unsure      | 9%<br>(2 of 23)   | 36%<br>(35 of 97) | 31%<br>(37 of 120) |



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

| Question 13 | Community Meeting | Survey Results    | Total              |
|-------------|-------------------|-------------------|--------------------|
| Yes         | 91%<br>(21 of 23) | 24%<br>(23 of 97) | 37%<br>(44 of 120) |
| No          | 4%<br>(1 of 23)   | 52%<br>(50 of 97) | 43%<br>(51 of 120) |
| Unsure      | 4%<br>(1 of 23)   | 25%<br>(24 of 97) | 21%<br>(25 of 120) |

# **City Council Policy 000-25: Park Naming Policy & Procedure**





# What do you think Santa Rosa's parks should be named after?

| Question 14              | Community Meeting | Survey Results | Total |
|--------------------------|-------------------|----------------|-------|
| Geography                | 40%               | 75%            | 69%   |
| History                  | 60%               | 59%            | 59%   |
| Amenities                | 30%               | 34%            | 33%   |
| Individuals, living      | 10%               | 15%            | 14%   |
| Individuals, deceased    | 85%               | 25%            | 36%   |
| Non-profits              | 20%               | 6%             | 9%    |
| For-profits              | 0%                | 1%             | 1%    |
| Donations, individuals   | 15%               | 6%             | 8%    |
| Donations, organizations | 10%               | 6%             | 7%    |

# Should the community be involved in the naming and renaming of parks?

| Question 15 | Community Meeting | Survey Results | Total |
|-------------|-------------------|----------------|-------|
| Yes         | 100%              | 86%            | 88%   |
| No          | 0%                | 6%             | 5%    |
| Unsure      | 0%                | 8%             | 7%    |



# How should significant service contribution to city, country or the field of Recreation & Parks be measured?

| Question 16                          | Community Meeting | Survey Results | Total |
|--------------------------------------|-------------------|----------------|-------|
| Number of hours of service           | 40%               | 24%            | 27%   |
| Type of service                      | 60%               | 42%            | 45%   |
| Number of community members impacted | 35%               | 68%            | 62%   |
| How well-known the contributor is    | 45%               | 22%            | 26%   |

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:

| Question 17   | Community Meeting | Survey Results | Total |
|---|-------------------|----------------|-------|
| Never allow changes (unless it becomes inappropriate) | 55%               | 59%            | 58%   |
| Allow changes after 5 years                           | 45%               | 28%            | 31%   |
| Allow changes within 5 years                          | 0%                | 4%             | 4%    |
| Allow changes anytime                                 | 0%                | 10%            | 8%    |

# Should parks which have been named in honor of individuals be renamed?

| Question 18 | Community Meeting | Survey Results | Total |
|-------------|-------------------|----------------|-------|
| Yes         | 5%                | 26%            | 22%   |
| No          | 60%               | 41%            | 44%   |
| Unsure      | 35%               | 33%            | 34%   |

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

| Question 19 | Community Meeting | Survey Results | Total |
|-------------|-------------------|----------------|-------|
| Yes         | 60%               | 59%            | 59%   |
| No          | 25%               | 18%            | 20%   |
| Unsure      | 15%               | 23%            | 21%   |



# Should a park monument sign be installed as part of the renaming process?

| Question 20 | Community Meeting | Survey Results | Total |
|-------------|-------------------|----------------|-------|
| Yes         | 45%               | 42%            | 43%   |
| No          | 20%               | 33%            | 31%   |
| Unsure      | 35%               | 25%            | 26%   |

# How should the cost to change the name of the park be funded?

| Question 21  | Community Meeting | Survey Results | Total |
|--|-------------------|----------------|-------|
| Entirely by the requesting party                                     | 10%               | 37%            | 33%   |
| Funds raised by the Santa Rosa Parks Foundation and requesting party | 65%               | 39%            | 43%   |
| City's General Funds   | 25%               | 16%            | 17%   |
| Other  | 0%                | 8%             | 7%    |

# What percentage of the community should support the naming or renaming of an existing park?

| Question 22      | Community Meeting       | Survey Results           | Total                     |
|------------------|-------------------------|--------------------------|---------------------------|
| < 25%            | 5%<br>(1 of 20)         | 4%<br>(4 of 97)          | 4%<br>(5 of 117)          |
| 25% - 50%        | 35%<br>(7 of 20)        | 11%<br>(11 of 97)        | 15%<br>(18 of 117)        |
| <b>50% - 75%</b> | <b>30%</b><br>(6 of 20) | <b>49%</b><br>(47 of 97) | <b>45%</b><br>(53 of 117) |
| > 75%            | 30%<br>(6 of 20)        | 36%<br>(35 of 97)        | 35%<br>(41 of 117)        |



# City Council Policy 000-25

## Park Naming Procedure & Policy update

The Creekside Open Space renaming request is the final (re)naming request that the City will consider until Council Policy 000-25 is updated by the BOCS and approved by City Council.

# Staff Recommendations:

1. Approve the name change with 91% of community meeting attendees and 24% of the survey respondents in favor. An average of 37% of the population, we received feedback from, support the name change. This is 13% below the threshold of support favored by all attendees and respondents.
2. Go back to the community with additional meetings and/or survey opportunities to achieve 50-75% support for changing the name. This is the average percentage of support favored by 45% of all attendees and respondents.
3. Retain the name Creekside Open Space. The Traverso family can resubmit their request under the new policy.

# Next Steps:

- BOCS recommendation to City Council
- City Council review in early 2021
- If approved, update City media with new name



*Thank You*