



Park Renaming Requests and Policy Schedule Overview

Board of Community Services
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Creekside Open Space renaming request

Aerial Map



Request to rename Creekside Open Space

- 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

Request to rename Creekside Open Space

- 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

Request to rename Creekside Open Space

- Staff hours dedicated thus far well over 320 hours
- Staff estimate to continue and finish approval for name change estimated at 105 hours
- Current workloads allow action again late Spring 2021
- Cost to update the name of the park name change if successful; nominal

Oaklake Green Park renaming request

Aerial Map



Request to rename Oaklake Green Neighborhood Park

- 8/6/18 - Parks main line contacted –info regarding how to proceed
- 8/28/18 - BOCS request during public comment for name change to Tim Gillaspie Memorial Park
- Request will not meet the minimum renaming policy requirements to be placed on Agenda until July 2020
- BOCS did not meet March – September 2020
- 12/9/20 - BOCS Request to rename Oaklake Green made during non-Agenda items
 - BOCS request item be placed on future Agenda

Request to rename Oaklake Green Neighborhood Park

- Staff estimate to research the request, conduct public outreach and provide BOCS Agenda item estimated at 350 hours
- Current workloads allow action to begin late Fall 2021
- Cost to update the name of the park if successful; \$60,000 - \$80,000 and more than 80 hours in additional staff time
- New park signs, if funded/approved, installed 2024/25

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

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.

Current Policy questions

- What do you think Santa Rosa's parks should be named after?
- Should the community be involved in the naming and renaming of parks?
- How should significant service contribution to city, country or the field of Recreation & Parks be measured?
- Under the current Park Naming Policy, next week someone could propose a new name for the same park and the City would have to start this process again.

Current Policy questions

- Should a park monument sign be installed as part of the renaming process?
- How should the cost to change the name of the park be funded?
- What percentage of the community should support the naming or renaming of an existing park?
- How many requests per year, per park?
- Should memorials be considered in lieu of name change or in addition?

Current Policy timeline

- Current workloads prevent action until late fall 2021
- Staff estimate to research the History of Policy, previous park name changes, conduct public outreach, analyze data and provide BOCS and Council Agenda items estimated at 490 hours (29.75 staff hours to date)
- Public outreach
 - 5 city-wide public meetings
 - 1-2 BOCS meetings and 1 Council meeting

Staff Recommendations:

- Consider staff work plans
- Complete the Creekside renaming request late Spring 2021
- Begin Council Policy update Fall 2021 or late Summer/early Fall 2022
- Begin Oaklake Green renaming request Fall 2021 or after Council Policy update