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Subject: Open Space Comment Agenda DRAFT
Date: Tuesday, June 2, 2020 11:33:52 AM
Attachments: [2020_0528 Park Naming Presentation.docx](#)

Hey Nicole,

Attached is a draft agenda based on our conversation yesterday. There are five main areas to address with subcategory discussions. I have included the talking points we were alluding to under the subsections. If we sent this to Google, the talking points can be removed to focus the conversation. Let me know what changes you would like to see.

Thanks,
Zak

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Council Policy: Naming of City-owned Land and Facilities 7-5

Background

- Purpose
 - Establish council policy regarding the determination of names to be given to City-owned land and facilities that are not streets.
 - Council Policy 6-5 address streets.
- Agency Responsibility
 - City Council and City Staff are responsible for the naming of city facilities.
 - Policy does not explicitly state outreach requirements.
 - Best practices encourage public participation in soliciting names from the community.
- Objectives
 - Names that reflect the City's ethnic and cultural diversity.
 - Recognition of distinct geographic, environmental or developmental features or names of historical significance in naming city lands and facilities
 - Recognition of individuals who made a significant contribution to San Jose, the State, the Nation, or the World.
 - Naming as early in the capital planning and development process as possible.
 - Sponsorship
 - See policy for details on sponsorship requirements.
- Policy and Naming Requirements
 - Public hearing by appropriate Commission to develop recommendation.
 - Reflective of at least one criteria:
 - Geographic location
 - Prominent geographic feature or local reference point
 - Adjoining subdivision/community
 - Historical event
 - Deceased individual (5+ years)
 - Individual or group via donation or sponsorship agreement
- What works, what doesn't?
 - Clear, prescriptive requirements.
 - Unclear engagement guidelines.
- Update goals
 - Modernize engagement process.
 - Streamlining process.
 - Increasing participation.
 - Identifying more/better names.

Survey Process

- Pre-survey
 - Preparing/updating outreach materials.
 - Preparing outreach messaging.
 - Translation of materials.
- Survey Period
 - Two surveys, one to solicit names, one to vote on names recommended.
 - Standard timeline for whole survey process is 4-6 weeks.
 - Includes:
 - Approx. 1-2 weeks to develop surveys, outreach flyers, stakeholder list, messaging.
 - One week for solicitation survey.
 - One week to review and consolidate names.
 - One week for voting survey.
 - Option if survey has low level of engagement.
 - Secondary notification blast.
 - Extension of surveys.
- Post Survey Period
 - Approximately 12-14 weeks
 - Depending on when the memo drafting begins.
 - Will discuss in post survey slides

Survey 1 - Solicitation

- Develop working title.
 - Use closest cross street or adjacent street.
 - IMPORTANT: clearly communicate nature of working title to those involved in the process (PBCE/PW) to avoid ordering incorrect signage.
- Stakeholders and outreach avenues – look to engage as many outlets as possible.
 - Community meetings regarding park development
 - Neighborhood groups
 - Adjacent schools
 - Park advocates
 - Council district office
 - Youth and Senior Commissions
 - PRNS social media
 - Facebook
 - Nextdoor
- Solicitation Voting
 - Nomination vs Solicitation
 - Anyone can nominate by completing the required nomination form.
 - All nominated names must be presented to the Parks and Recreation Commission for consideration.
 - Requires all sections of the forms to be completed.
 - Survey acts as an open call for names and justification.
 - Ensure survey includes language that:
 - Indicates that staff will review all suggestions.
 - Participants can nominate their own by completing the form available online and submitting it to staff separately.
 - Advertised through stakeholder and outreach avenues.
 - Suggested survey duration is one week.
 - Most responses will be in the first two days of posting.
 - If response rate is low, a second social media blast is recommended 3-4 days after initial post.

Survey 2 - Voting

- Pre-second survey
 - Staff review of submitted names for policy conformance and appropriateness.
 - Prepare survey with names being put forth for voting.
- Voting
 - Second phase is intended to allow residents to choose a name from those solicited.
 - All conforming names and justifications are presented for voting.
 - Advertised through stakeholder and outreach avenues.
 - Name which receives the most votes is to be presented to PRC to review for council adoption.

Post Survey Process

- *City Nomination Form*
 - Deeper dive research on highest voted name.
 - Ensure suggested name meets policy requirements.
 - Identify any additional support for proposed names.
 - Complete the city nomination form.
 - Send form to clerk office.
 - Which is then forwarded to the appropriate commission to schedule public hearing.
 - Request any additional nomination forms from the clerk's office.
- *Parks and Recreation Commission*
 - Identify target PRC date.
 - Develop PRC memo/presentation.
 - Be sure to include original justification provided, as well as any additional support identified.
 - Memo routing:
 - Follow standard PRNS memo routing procedure.
 - Inform submitter (if possible, participants can voluntarily include contact information) of the PRC time and date. Let them know they can speak on behalf of their suggestion if desired.
 - Draft letter from PRC to CLERKS OFFICE identifying recommended name and requested council hearing date to be agendaized.
- *Council Hearing*
 - Identify target Council date.
 - NOTE: PRC must meet to recommend the name prior to the 6-week internal memo routing period.
 - Develop Council memo/presentation.
 - Memo routing
 - Follow standard PRNS memo routing procedure.
 - Best practice is to draft PRC and Council memos together if possible.
 - That way, the council memo should only need to update with the PRC discussion and vote.

Renaming and Naming Facility Amenities

- Renaming of facilities:
 - Preference is for the retention of long standing names.
 - Criteria:
 - Substantial contribution to the City facility in accordance with Policy 1-17.
 - Reasonable efforts to incorporate existing names (i.e. Dr. Roberto Cruz, Alum Rock Library)
- Naming of amenities:
 - Is not required to follow policy.
 - Requires CMO approval.
 - Guidelines are part of department internal fundraising and sponsorship guidelines as referenced in City policy 1-17.

Resources, Documents, and Forms

- Where to find park naming files?
 - Shared Folder: Master Planning -> Park Naming Process and Information
 - Process and Examples
 - Design Files
 - Naming of Parks Files
 - Translation Services
 - PRNS Communications team has list of vendors that can be used if available.
 - Translation is highly encouraged because surveys are only posted online.
 - Utilize those around you!