

Final Name Recommendation for Alameda Point Waterfront Park

RECREATION AND PARKS COMMISSION

JULY 14, 2022



Background

- Park's Naming Criteria established by Recreation and Parks Commission:
“Aviation – Alameda history, people and park features.”
- This is the 3rd step of a four-step public process
 1. Establish name criteria
 2. Select top 10 names
 3. Recommend final name to City Council
 4. City Council will make the final determination of the park name

Decision Framework

- To choose a name, Commission may use the survey results as one data point among many factors and may also make any adjustments to the final recommended name.
- Consider the demographics of existing Alameda Parks named after people. Alameda park names should be inclusive of everyone in our community and reflect our diversity.
- Current park name demographics:
 - Gender: 17 Men, 6 Women and 1 Not Specific
 - Ethnicity: 19 White, 2 Black, 0 Latinx, 1 Indigenous
- Depending upon final name recommendation, it may require additional research and further discussion.

Alameda Point Waterfront Park – Top 10 Names

- Alameda Point Promenade
- Bessie Coleman Promenade - *The first African-American woman and Native American to hold a pilot's license*
- Captain Frank McCrary Waterfront Park - *Served as the first Commanding Officer of the Naval Air Station Alameda*
- Liwa Promenade - *The word “water” in the Coast Miwok language (Tribe in what is now known as Marin)*
- Maritime Waterfront Promenade
- Navy Veteran's Waterfront Park at Alameda Point
- Naval View Promenade
- Pacific Fleet Park
- Seaplane Lagoon Promenade
- Waterfront Promenade

Survey Results

Top three names were:

Seaplane Lagoon Promenade (24.09%)

Bessie Coleman Promenade (19.76%)

Alameda Point Promenade (16.55%)



Discussion and Recommendation