

Park Naming Committee Final Report



Who We Are

- Rachel Brockl - Director of the Litigation Center & Law Professor at Golden Gate University, School of Law. Lived in Alameda nearly 40 years. Race and Justice Task Force at GGU.
- Jessica Santone - Assistant Professor of Art History & Visual Studies at Cal State East Bay. Council for Racial & Social Justice at CSUEB. Teaches about monuments/public art and the history of race in American art.
- Raquel Williams - Senior and leader at Alameda High School. Community activities - BSU President, Vice-President Youth Activist of Alameda, City's Racism Subcommittee, AHS Diversity Commissioner

Purpose

- Summarize the Committee's process
- Present the following names nominated by the Committee to the ARPD Commission:
 - Ohlone Park
 - Chochenyo Park
 - Mabel Tatum Park
 - Justice Park
- Provide rationale and support for the final name selection

The Beginning

Rasheed Shabazz wrote a letter to the 2018 Parks Commission, and received pushback, so he created a petition, and made public comment at a Commission meeting. Soon after, the Rename Jackson Park group was formed.



To: Alameda Recreation and Parks Commission, City Council

Rename Jackson Park



Campaign created by
Rename Jackson Park



Remove Andrew Jackson's name from Alameda's first park

Why is this important?

Make Alameda's public spaces inclusive.

Over the past five years, a renewed effort to eliminate and remove monuments to white supremacists in public space has taken place throughout these United States and the world. In addition to memorials to the Confederacy, other symbols of colonialism, slavery, and genocide have been removed or come under increased scrutiny.

In January 2018, parents at Alameda's Haight Elementary School petitioned to rename their school after learning the school's namesake, Henry H. Haight held bigoted, racist, and xenophobic views. Haight was considered a "strict Jacksonian Democrat" in the 1860s.

Alameda's first park, Jackson Park, should be renamed due to Andrew Jackson's oppression of African and Indigenous or Native American peoples. Specifically:

Jackson enslaved hundreds of African people in captivity at the Hermitage.

In addition to being a slaveowner, he earned the nickname "Indian Killer" for his participation in the murder of indigenous people.

As President, he advocated for the forced resettlement of indigenous people in the Southeast, commonly called the "Trail of Tears."

So why does Alameda have a park named after Andrew Jackson?

1,261 of 2,000 signatures

Sign the petition

First Name *

Last Name *

Email *

ZIP *

Phone Number

By providing your mobile number you consent to receive cell phone and text communications from ColorOfChange and its affiliated entities concerning news and action opportunities. Message and data rates may apply. You can unsubscribe at any time by texting STOP to 225568.

SIGN

By taking action, you will also receive periodic communications from ColorOfChange.

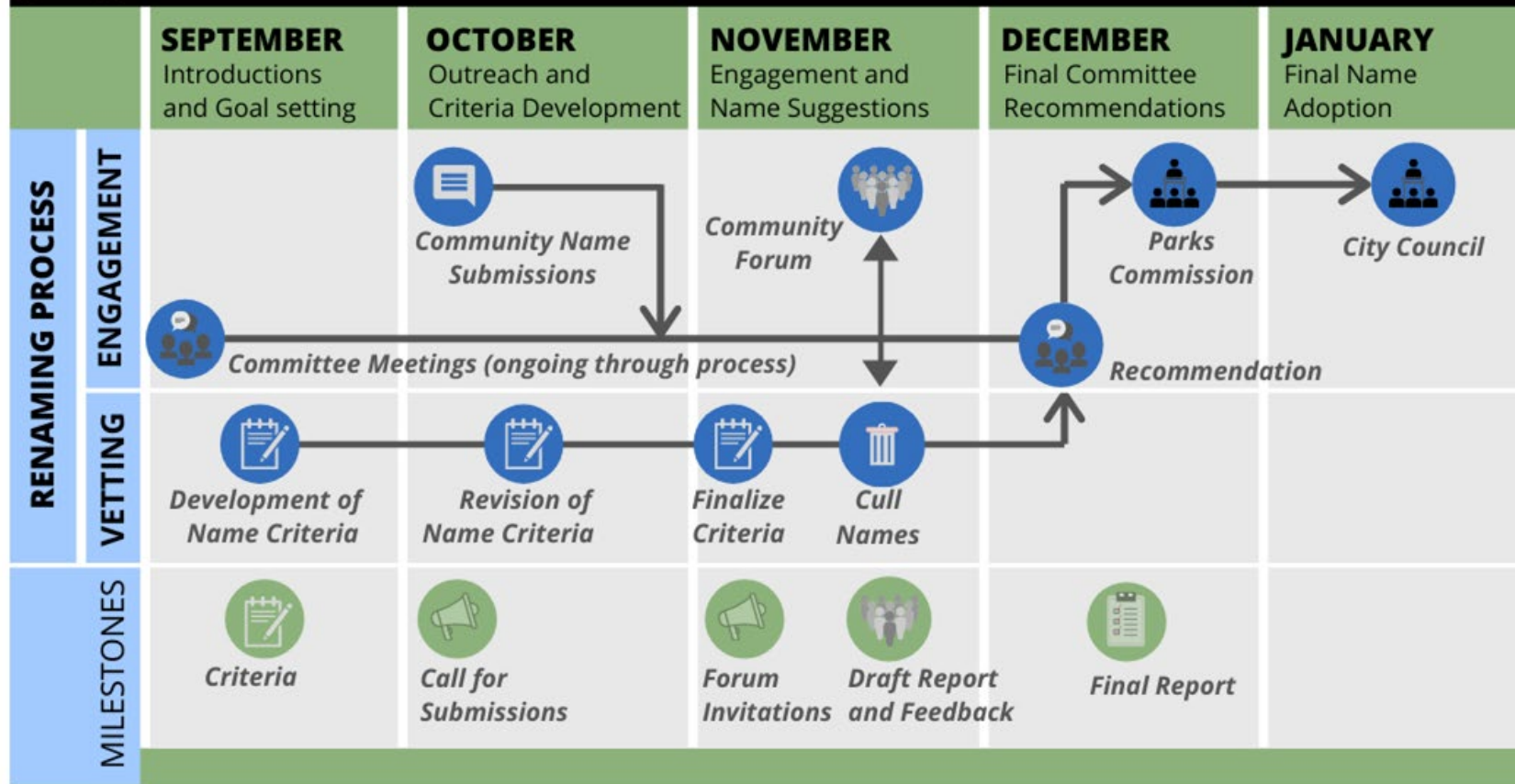
LAST SIGNED BY:

Sara M.	1 week ago
Leslie V.	1 week ago
Jennifer R.	4 weeks ago
Emma R.	1 month ago
Francis M.	1 month ago



PARK RENAMING COMMITTEE PROCESS

The Park formerly known as Jackson Park, Alameda, CA



Planning chart designed by Rasheed Shabazz

Introductions & Goal Setting

- Park Naming Committee was formed by ARPD and made up of carefully selected Alameda residents and Commissioners
- Met weekly every Wednesday, September-December
- Defined goals, including equity, inclusion, and transparency throughout the process
- Established criteria for the new name (see right)
- Split into subcommittees: Community Outreach and Vetting

Naming Criteria

We are seeking a park name that reflects inclusion, diversity, and equity of the entire community of Alameda, and which represents social justice, human rights, and/or anti-racism. If a person's name is submitted, they must be deceased. Submitted park names should be related to Alameda and/or the greater SF Bay Area.



Park Naming Committee meeting on Zoom

Outreach to the Community



- Conducted marketing, with outreach to over 100 cultural groups, community groups on social media, and local programs, with the goal of reaching across the entire city, particularly those from groups historically marginalized or excluded from civic processes
- Created the *Give us a Sign* project and flyer
- Posted additional flyers in high traffic areas
- Contacted local businesses
- Gave educational presentations about the park name, including at Alameda & Encinal High Schools
- Gathered over 150 name suggestions from the community

Criteria Development & Vetting

TOP NAMES		Scores			Individual Rankings				Submission Frequency Sources			
Name Idea	Rank	Total	Automated	Sub-Total	Jessica	Jim	Rachel	Rasheed	ARPD 2019	RJP	Park Ave	ARPD 2020
PEOPLE												
Fred Korematsu	1	16	12	4	X	X	X	X	0	2	0	0
Mabel Tatum	3	14	12	2	X		X	X	1	0	0	0
Ohlone	1	16	12	4	X	X	X	X	6	8	2	15
Chochenyo	3	14	11	3	X	X	X	X	6	1	1	2
Nielsen Tam	5	13	11	2		-	X	X	2	0	0	2
Ishi	-	10	10	0			-		0	0	0	1
Mary Rudge	5	13	10	3	X		X	X	2	0	0	4**
PLACES												
Alameda	1	9	6	3	X	X	X	X	1*	1	24	21
Park Ave	2	8	6	2			X	X	0	0	1	2
Magnolia	3	7	5	2	X		X		0	0	1	0
Poplar		5	5		X				0	0	0	0
Dumb Friends		5	5				X		0	1	0	0
PRINCIPLES												
Justice	1	11	8	3	X	-	X	X	0	2	0	1
Liberty	5	6	6	0	-		X		0	2	0	0
Peace	2	8	6	2			X	X	1	0	0	2
Unity	2	8	6	2		X		X	1	0	0	5
Diversity	4	7	5	2		X	X		0	1	0	1
Humanism		5	5	0			X		0	1	0	0
Sister Cities Peace		5	5	0			X		0	0	0	1
People		Places		Principles								
1. Fred Korematsu		1. Alameda		1. Justice								
1. Ohlone		2. Park Ave		2. Peace								
3. Chochenyo		3. Magnolia		2. Unity								
3. Mabel Tatum				4. Diversity								
5. Mary Rudge				5. Liberty								
5. Nielsen Tam												

Vetting chart designed by Rasheed Shabazz

- Divided names collected by Outreach into three types:
 - People & Cultural Groups
 - Places/Historical Names
 - Principles
- Used established criteria to create a scoring grid, with names evaluated by:
 - Contributions to Alameda / Bay Area
 - Diversity, Equity, & Inclusion
 - Social Justice, Human rights, & Anti-racism
- Researched and scrutinized each name against these criteria and compiled team members' scores
- Presented the highest scoring names in each category to full committee for final vetting and selection of top 10 names

Engagement & Name Suggestions: Community Forum

People & Cultural Groups

Ohlone
Chochenyo
Fred Korematsu
Yoshiko Uchida
Mabel Tatum
Mary Rudge
Nielsen Tam

Principles

Peace
Justice

Places/Historical

Alameda

- Researched top 10 names list and prepared a presentation on the park's history and our naming process for a Community Forum on November 23
- Reached out to the Confederated Villages of Lisjan Ohlone and the Sogorea Te Land Trust to seek permission to consider the names Ohlone and Chochenyo, to solicit their feedback on these names, and to invite their participation in the Forum
- Conducted public polling during the Forum on Zoom and in an internet poll on the ARPD website during the last week of November

Evaluation & Final Committee Recommendations

Final Names

Ohlone*

Chochenyo

Mabel Tatum

Justice

** Ohlone is not the name preferred by representatives of the Confederated Villages of Lisjan Ohlone*

- Evaluated diversity, equity, and inclusion in the process, including lack of equitable representation during the Forum and in the public opinion poll in November
- Weighed the impact of each potential name on our community as a whole
- Made a determination of final name selection through a consensus decision making process, and based on:
 - best fit with all of our criteria,
 - specific park location,
 - critical analysis of community feedback, and
 - best opportunity for education to the community
- Continued consultation with the Language Carrier for the Confederated Villages of Lisjan Ohlone

Why not “Alameda Park”?

- **Even as Alameda Park was a popular choice** amongst some in the community, it does not, on closer evaluation, fit our criteria.
- We want this park to represent all different cultures and backgrounds who live here and not only represent the documented history of colonizers.



1041— 841 A quiet spot in the park, Alameda, California.

Here are the Reasons for the Rejection of Alameda Park

- The historical context **represents a period in time when colonization and segregation** were Alameda’s realities.
 - Due to **redlining in Alameda**, the East End has historical contexts of people of color being denied access of living there.
- Alameda Park came from Alfred A. Cohen, an English immigrant who developed this land into the Alameda Park semi-private garden for residents in 1867 which **demonstrates Alameda’s history of colonization of indigenous lands** and it not being open to all people.
- There is **no available documentation** that this was the officially adopted name of the park. It was referred to in that way in 1895.
- The education component desired would **highlight the negative historic stories of Alameda** and would restrict growth as a community as we would be stuck in the past.

Justice Park



The definition is **the quality of being just, impartial, or fair**. It represents the law, righteousness, and correctness in the world. It was also the **Merriam-Webster Dictionary 2018 Word of the Year** as it represents social, criminal, and economic reform in the world.

This name **fits our criteria** because it represents fairness and is used to demonstrate progress in society. This value is one to represent respecting others and equality. It is one that has been connected to multiple social movements and is able to evolve with the world as justice grows with our diverse community.

The name gives us the opportunity to create a **specific memorial** about Alamedan history and has the ability to **honor multiple movements and activities**.

The movement of renaming Jackson Park **sparked after national attention from the murder of George Floyd and Breonna Taylor** ignited people to change their public spaces named after problematic people. This name would end up being a representer of social change and would invite movements such as BLM and LGBTQ+ to **take action at the park as a sign of justice**.

Mabel Tatum Park

Mabel Tatum was a **powerful advocate of housing rights** for low-income Alamedans, including Black Alamedans, in the 1960s. She was president of the Citizens Committee for Low-Income Housing, formed in 1964 by the Alameda chapter of the NAACP. In 1966, she led the Occupation of Franklin Park, staged a 3-day sit-in at the AHA office, and organized a school boycott, to protest evictions from Estuary housing project at the Naval Air Base with her neighbors. Her courage in these fights inspires us today; as a military wife during the Vietnam war, she risked a lot in her challenge to the city.

The name would present an excellent **opportunity for education about the history of housing justice and racial justice in Alameda**, including the park's original formation as semi-private property and the subsequent history of redlining and other forms of housing discrimination that continue to the present.

Mabel Tatum Park would be second park named after a Black woman in Alameda. While Jackson is often remembered for his role in the forced removal of Native Americans, it should be noted that he did so to expand the plantation economy and was an enslaver himself; naming the park after an important Black American from our community would be a repudiation of his racism.



Photo credit: Bancroft Library

Chochenyo Park



The Chochenyo Ohlone people were the original inhabitants and caretakers of the unceded territory that includes the place presently named Alameda. Chochenyo also refers to one of the languages spoken by the people of the Confederated Villages of Lisjan Ohlone, a group not formally recognized by the federal government. The Committee process arrived at two Indigenous names, Ohlone and Chochenyo, but **Chochenyo is preferred by members of the Confederated Villages of Lisjan Ohlone as it is more specific to the people who lived in this place.** Naming the park this way honors them, respects their interest in this name, and recognizes their continued impact in the East Bay.

Chochenyo Park presents an **opportunity for education**, both about an inclusive history of the original peoples of this place and about the history of Andrew Jackson's involvement in the genocide of Indigenous peoples and theft of their land. This name is a **gesture towards redressing the harm of the former name.**

Finally, the committee hopes that this name will begin a process of bringing a land acknowledgment to City Council for approval and including the Lisjan Ohlone in community decisions.

Next Steps

- The Commission will discuss the Committee's proposed names – Chochenyo, Mabel Tatum, and Justice – and make a recommendation to City Council on January 19, 2021
- Park Naming Committee (or a subset of this committee) will help to develop educational signage for the new park name