




City Facility Naming Policy Discussion

City Council Meeting – February 2, 2021



Purpose – Updating Facility Naming Policy

- Soliciting feedback on ways to improve the Naming Policy for increased clarity on the process and to better reflect Alameda's values.
 - Process: With tonight's input, the Policy is then reviewed by appropriate commission/ board with a final draft coming back to City Council.
 - Consider different and defined procedures for naming a new facility and renaming a facility
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Current Facility Naming Policy

- These Boards/Commissions make a recommendation to City Council who has final authority on naming.
- Includes very limited direction on a renaming process.
- Recreation and Parks Commission: parks and recreation facilities
- Golf Commission: golf facilities
- Public Utilities Board: Alameda Municipal Power facilities
- Library Board: Library facilities
- Housing Commission: Housing Authority facilities
- Planning Board: Streets and other city facilities



New Facility Draft Policy and Procedures

- Involves four public meetings at a City Board or Commission at which the community can comment and public outreach for name ideas.
- **Meeting #1:** Presentation on facility and confirm naming criteria
 - Provide specifics of facility, location and any identifying features
 - Confirm name criteria for that facility - Examples could include a maritime or naval reference if the facility is located at Alameda Point, a community value, a person's name, a natural or other theme.
- Outreach campaign to solicit name ideas based on the criteria
- **Meeting #2:** Review list of names that meet criteria
 - Full name list provided of all available names with a shorter list recommended that meets criteria
 - Board/Commission narrows down to a short list of possible names
- **Meeting #3:** Recommend a name to City Council
- **Meeting #4** City Council determines the final facility name.

Renaming a City Facility

- Proposing a Renaming Application Process
- Application initiated by the community and includes reasoning for renaming, supporting documents for request, and a petition signed by Alameda residents
 - 500 – 1,000 signatures...what is a fair and appropriate number?)
- Streets are more complicated and require petition of 50%+1 of residents/owners on street
- City Council determines whether City facility is to be renamed or not and if yes, process moves to appropriate board/commission.




Options for Renaming Process

- **Option #1** – Renaming process with a limited term Brown Act committee.
- Two approaches for this committee:
 - 1) One committee assesses all City facility names, recommends which should be renamed and possible criteria and names. A holistic approach to determine and establish the values that reflect our community.
 - 2) Establish a new committee each time a naming request is approved by Council.



Options for Renaming Process

- **Option #2** – Multi-step public meeting process at existing board/commission, similar to new naming process
 - This could include additional community input meetings and outreach efforts to provide feedback to the board/commission. This creates opportunities for more community members to be heard, especially those who are commonly disenfranchised from the standard city public meeting process.
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Questions to Consider

- ▶ What are the standing criteria to include in the Naming Policy?
 - ▶ Reflect diversity, equity and inclusion
 - ▶ Reflect local/Alameda significance and/or impact or broaden to San Francisco Bay Area, California and/or national impact
 - ▶ Maintain that an individual must be deceased for at least three years
 - ▶ Require consultation of any affected groups in the policy
 - ▶ Require professional research, especially on individuals
- ▶ What process does City Council prefer for renaming facilities?
- ▶ The Historical Advisory Board (HAB) establishes the City Street Name list. How often should HAB review the list and with what process?