



REPORT TO COUNCIL

City of Sacramento

915 I Street, Sacramento, CA 95814-2604
www.CityofSacramento.org

Staff Report
February 26, 2008

Honorable Mayor and
Members of the City Council

Title: Proposed Updates to the City of Sacramento Facility Naming Policy and Procedures

Location/Council District: Citywide

Recommendation: Adopt a Resolution approving the proposed updates to the City Facility Naming Policy and Procedures which applies to city-owned facilities.

Contact: Patti Bisharat, Director of Governmental Affairs, (916) 808-8197.

Presenters: Patti Bisharat

Department: City Manager's Office

Division: Governmental Affairs

Organization No: 0310

Description/Analysis

Issue: At the direction of the City Council, staff has reviewed the City's Facility Naming Policy which was last updated in 2001 and developed recommended updates for City Council consideration. An annotated version highlighting proposed changes is included as Attachment 1. The Facility Naming Policy and Procedures, as titled, outlines the policies and procedures to follow when naming City owned facilities. The procedures lay out a deliberate process that includes community involvement using the assistance of Neighborhood Services if needed.

The key proposed changes to the policy and procedures include:

- exempts City Hall and the Council Chamber from being named,
- provides for a participative public process,
- clarifies that boards, commissions, and other bodies make recommendations to Mayor and Council, and
- gives the Mayor and Council the authority to appoint a working group for the naming of facilities that are of interest citywide.

Policy Considerations: The proposed changes to the facility naming policy and procedures provide staff and the Mayor and Council flexibility, add clarification, and mirror current practice by staff.

Environmental Considerations: None.

Rationale for Recommendation: Staff worked with the Department of Parks and Recreation, Department of General Services, Department of Convention Culture and Leisure, and the Clerk's Office to draft the proposed changes to the facility naming policy and procedure. The proposed changes reflect what best meets the needs of the community, staff, and Mayor and City Council.

Financial Considerations: None.

Emerging Small Business Development (ESBD): None.

Approved by: 
Patti Bisharat
Director of Governmental Affairs

Recommendation Approved:

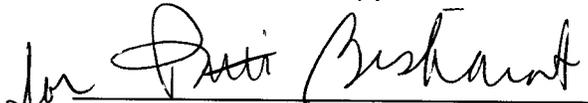

Ray Kerridge
City Manager

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Annotated Changes
CITY OF SACRAMENTO FACILITY NAMING POLICY

PURPOSE:

The policy establishes the City of Sacramento's principles and procedures for naming city facilities, ~~including buildings, centers, parks, parkways and open space, and portions thereof as appropriate.~~

POLICY NAMING PRINCIPLES:

Facilities which may be named include buildings, centers, parks, parkways and open space, and portions thereof as appropriate.

City Hall and Council Chambers will not be considered for naming.

Facilities may be named for:

- A distinct geographic, environmental or developmental feature
- A neighborhood, community or access street
- A name of historical significance to the facility
- A reflection of the ethnic diversity of the community
- A community or civic group who has gained significant stature in the City
- An individual or family who has contributed significantly to the community or the facility:
 - Posthumously (at least one year since date of passing);
 - Living if they contribute substantially to the community or facility;
 - Background investigation will be conducted to ensure character of the individual or family;
 - Priority will be given to a deserving local individual or family.
- Re-naming of City facilities and parks is strongly discouraged.
- Parks should be named ~~as soon after the acquisition as possible to avoid the use of a temporary designation, which may be difficult to discontinue~~ with input from surrounding neighborhoods. Parks located adjacent to schools may be given the same name as the school, particularly in joint use situations. City staff will review ~~develop~~ a potential list of historic, Native American, topographical and native flora and fauna names ~~particularly useful for park naming~~ to generate ideas to be

considered by ~~staff, City Council Members and the Citizens' Advisory Committee for Parks and Recreation~~ the Parks and Recreation Commission and the Mayor and City Council when reviewing future park names.

Special Circumstances:

- Naming opportunities may include specific exhibits, significant park features (such as fountains, ball fields, playgrounds, etc.) to encourage private donations and shall be done with approval from the appropriate department, board, committee or commission and Council Member in whose district the special feature is located.
- Staff conference rooms within existing facilities may be named by the respective department, provided that the "Policy Naming Principles" are followed by said department.
- This policy may be suspended by the City Council to reflect a special circumstance, need or opportunity (e.g. naming rights to a regional facility, complex or major community-wide facility).

Naming Policy Procedure (excluding special circumstances):

- Naming recommendations ~~come from~~ can be made by the community or Mayor and City Council Members;
- ~~Preliminary review of the proposed name is accomplished by t~~ The appropriate department will review the proposed name to ensure it is consistent for consistency with the principles set forth in this policy;
- The City department will advise the Mayor and Council Member in whose district the facility is located, and the City Manager's Office/Cabinet about the proposed naming;
- ~~The p~~ Proposed naming will be is reviewed by the related board, commission and/or committee. Staff will notify the community in which the facility is located about the proposed naming. When needed, and Neighborhood Services staff will be made available to help in community notification. Department Area Leadership Group. The Neighborhood Services Department Area where the facility is located will notify

~~the community in advance of the proposed naming for their review and discussion at an NSD Leadership Group meeting.~~

- ~~The a~~Appropriate City boards, commissions and/or committees will forward a recommendation for naming a particular facility, approve the naming for their particular facility, taking into consideration any recommendations from community based organizations, to the Mayor and City Council for approval. ~~the Neighborhood Services Department Leadership Group or other advisory groups.~~
- For the naming of facilities that are of significant interest citywide, the Mayor and City Council have the authority to appoint a working group of council members and/or community members to review and make a recommendation to the Mayor and City Council.
- ~~The proposed naming recommendation is forwarded to a City Ad Hoc Committee, appointed by the Mayor as appropriate, for approval.~~
- The F~~final~~ naming proposal will be ~~is~~ presented by the ~~appropriate~~ department to the Mayor and City Council for approval.

RESOLUTION NO.
APPROVAL OF CITY FACILITY NAMING POLICY

Adopted by the Sacramento City Council

BACKGROUND

- A. The City of Sacramento wishes to establish a consistent process to name City facilities.
- B. The City Council wishes to establish an open and deliberate public process for naming City facilities.
- C. The following policy incorporates the goals of the City Council and the community for selecting and approving the naming of City facilities.

BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL RESOLVES AS FOLLOWS:

Section 1. Adopts the following Policy for Naming City Facilities:

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- This policy may be suspended by the City Council to reflect a special circumstance, need or opportunity (e.g. naming rights to a regional facility, complex or major community-wide facility).

Naming Policy Procedure (excluding special circumstances):

- Naming recommendations can be made by the community or Mayor and City Council Members.
- The appropriate department will review the proposed name to ensure it is consistent with the principles set forth in this policy.
- The City department will advise the Mayor and Council Member in whose district the facility is located and the City Manager's Office about the proposed naming.
- The proposed naming will be reviewed by the related board, commission and/or committee. Staff will notify the community in which the facility is located about the proposed naming. When needed, Neighborhood Services staff will be made available to help in community notification. The appropriate City boards, commissions and/or committees will forward a recommendation for naming a particular facility, taking into consideration any recommendations from community based organizations, to the Mayor and City Council for approval. For the naming of facilities that are of significant interest citywide, the Mayor and City Council have the authority to appoint a working group of council members and/or community members to review and make a recommendation to the Mayor and City Council.
- The final naming proposal will be presented to the Mayor and City Council for approval.

Section 2: City Council Resolution No. 2001-779, adopted November 27, 2001 is hereby repealed.