

RESOLUTION 2017-188

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN PABLO APPROVING A CITY COUNCIL POLICY FOR THE NAMING, DEDICATION AND SPONSORSHIP OF CITY FACILITIES AND ACCEPTANCE OF DONATIONS

WHEREAS, on October 4, 1999, the City Council adopted Resolution 1999-115 which adopted names for facilities located within the San Pablo Community Resource Center and adopting a formal policy for "Naming and Memorializing Public Facilities";

WHEREAS, on February 4, 2013, the City Council adopted Resolution 2013-023 which repealed the previous City Council Resolution 1999-115, and officially authorized the naming of the baseball field at Davis Park in memory of Robert Foreman, former President of the San Pablo Baseball Association;

WHEREAS, also contained in City Council Resolution 2013-023, was an official directive to City staff to prepare a new policy for the naming/memorializing of public facilities;

WHEREAS, in anticipation of completion of new public projects by the City, namely the new County Library project in August 2017, the City Manager requested the establishment of a new City Council Ad-Hoc SubCommittee to implement the City Council directive under previous City Council Resolution 2013-023, and in response to two potential charitable donation and facility naming requests from private individuals and a local non-profit organization;

WHEREAS, City Council Resolution 2017-109 was adopted on June 5, 2017 authorizing Vice Mayor Calloway and Councilmember Morris to be assigned on a City Council Ad-Hoc SubCommittee pursuant to San Pablo Municipal Code Section 2.16.070 for the purpose of working with City staff to develop a new policy for City Council consideration and approval; and

WHEREAS, a new DRAFT policy was developed by City staff and reviewed by the SubCommittee on August 30, 2017, and recommended by the SubCommittee for City Council adoption at the September 18, 2017 regular City Council meeting.

NOW, THEREFORE, BE IT RESOLVED the City Council of the City of San Pablo adopts the "Policy for the Naming, Dedication and Sponsorship of City Facilities and Acceptance of Donations," attached and incorporated as Exhibit A to this Resolution in order to establish a formal process and new policy criteria for the consideration of requests by business owners, organizations, property owners, or residents for the naming or renaming of City facilities and for acceptance of donations.

BE IT FURTHER RESOLVED that the foregoing recitations are true and correct, and are included herein by reference as findings.

ADOPTED this 18th day of September 2017, by the following vote:

AYES:	COUNCILMEMBERS:	Cruz, Kinney, Morris, Calloway and Valdez
NOES:	COUNCILMEMBERS:	None
ABSENT:	COUNCILMEMBERS:	None
ABSTAIN:	COUNCILMEMBERS:	None

ATTEST:

APPROVED:



Elizabeth Pabon-Alvarado, City Clerk



Cecilia Valdez, Mayor



POLICY FOR THE NAMING, DEDICATION AND SPONSORSHIP OF CITY FACILITIES AND ACCEPTANCE OF DONATIONS

POLICY PURPOSE

This City Council Policy establishes a process and criteria for the consideration of requests by business owners, organizations, property owners, or residents for the naming or renaming of City facilities and for acceptance of donations.

POLICY STATEMENT

It is the policy of the City to provide a process for consideration of the naming and renaming of City facilities. It is not necessary that every City park or recreation facility have a name. Further, such City facilities should not be named to honor or recognize an individual or entity unless the City Council determines that it is appropriate to honor or recognize a deserving individual or entity for their actions and/or service. However, if the facility is to be named, in general, the following names should be avoided:

- Cumbersome, corrupted or modified names; profane, discriminatory or derogatory names relating to age, race, religion, creed, national origin, sex, color, marital status, disability, sexual orientation, political affiliation or other similar categories.
- Names that cause confusion due to duplication or that sound too similar to existing named locations within the City or surrounding areas.
- Names of companies whose business is substantially derived from the sale of alcohol, marijuana, tobacco, firearms, pornography, and/or other practices considered unsuitable or inappropriate particularly for facilities providing services to youth.
- Names of appointed or elected local officials currently in office or current City employees.
- The re-use of former facility names other than for a reconstruction of the same facility in the same location.
- Names should not be overly recognized, within either the City or the region. Only one City facility, park, or street may be named in honor of an individual.

Named City facilities should only be renamed in exceptional circumstances. Renaming a City facility, however, is appropriate when:

- The criteria set forth in Section I of this Policy are met;
- There is a valid reason for renaming the facility; and
- An appropriate level of community support exists.

EXHIBIT A

It is the further policy of the City to accept the donation of money, equipment, and materials and property to the City in accordance with the process and criteria set forth in this Policy. Such donation may be acknowledged with an appropriate plaque, monument or other sign. The type, size, font, and placement of plaques, monuments and signs installed or placed at City facilities shall be at the sole discretion of the City Council. The City Council shall also address who bears the cost of such plaques, monuments and signs when accepting the donation. If naming of a facility is part of the donation or dedication, the naming criteria set forth above shall apply.

The act of dedicating spaces or plaques, benches, trees, and other donated objects are not intended to create a Public Forum for public gatherings

I. PROCESS FOR NAMING OR RENAMING CITY FACILITIES

For purposes of naming/renaming, all City facilities or portions thereof will fall under the purview of the City Council's Community Services Standing Committee ("Committee") for review and recommendation to the City Council for final action. The process for naming/renaming City facilities or portions thereof is as follows:

1. Where possible, new facilities shall be named at least thirty (30) days before the facility is open for use by the general public.
2. For new facilities, the Committee shall create a "Facilities Naming List" of appropriate and suitable names solicited from the public and other sources. The Committee shall periodically review the list and solicit additional names for inclusion on the list as deemed necessary or advisable by the Committee. The Facilities Naming List will not expire, but may be amended or expanded from time to time as deemed necessary by the Committee.
3. Requests for renaming a City facility may be made by staff or any member of the public. The request shall be submitted to the City Manager's Office and include letters of support, articles, documents, and other evidence demonstrating broad-based community support for the renaming. Such requests will be forwarded to the Committee for their review and recommendation to the full City Council.
4. A request for the initial naming of a facility or portion thereof shall be screened by the Committee, which will then present a list of three (3) or more suggested names to the City Council together with the reason(s) for the recommendation. The list shall be prioritized and include not less than three proposed (3) names. For renaming requests, the Committee may recommend to the full City Council one (1) or more names.

5. Upon receipt of the Committee's list of recommended names, the City Council shall review the recommendations and make a decision on the name by majority vote.
6. Naming requests pursuant to a donation (see Section III) shall also be reviewed by the Committee, which will make a recommendation to the City Council for final action.

II. NAMING CRITERIA FOR ALL CITY FACILITIES

Priorities to be considered in naming all City facilities, including parks and recreation facilities (in order of importance) shall be as follows:

A. Historic Names: Names of historic events, groups, organizations, or persons at the local, regional, or national level of major significance with special consideration given to San Pablo's local history.

B. Places and Feature Names:

1. Recognizable area or neighborhood: Names that aid in locating a City facility are acceptable. If the City facility is located on a park or school site, the facility need not share the name of the park or school site.
2. Assumed Names: Assumed names should be used only if the area has been known by that assumed name for an extended period of time. The existing name of a City facility should not be changed merely for the sake of change.
3. Theme Names: If a City facility is located in an area with a specific theme, due consideration should be given to that theme.
4. Natural Phenomena: Natural phenomena, such as rivers, creeks, and terrain.
5. Horticultural Features: Horticultural features characteristic of a particular area.

C. Individuals, Groups or Organizations: The following criteria will be used in evaluating the use of names of persons (whether living or deceased), groups, and organizations.

1. General Criteria: Names of persons, groups, or organizations having a long-standing affiliation with the City of not less than ten (10) or more years of significant community service, involvement, or contributions beyond the ordinary interest level whose efforts have:
 - a. Enhanced the quality of life and well-being of City residents;
 - b. Contributed to the preservation of the City's local history or culture;
 - c. Made exemplary or meritorious contributions to the City or its residents.

2. Deceased Persons: To be considered for a naming opportunity, the individual must have been deceased for at least three (3) years. Such individuals may include:
 - a. Historic persons.
 - b. National and/or local heroes. Those who have given outstanding service to mankind or who have worked over and above any ordinary interest level. A resident of San Pablo who has attained local, state, or national recognition for parks and recreation work or work in the areas of public safety or public health, as appropriate to the facility, would be highly acceptable.
3. Living Persons: Facilities may be named after living persons only after a study has been completed relative to the individual's background and qualifications pursuant to the criteria set forth in Subsection II.C.1, above.

III. DONATIONS AND SPONSORSHIPS

- A. Acceptability of Donations:** Individuals, groups, organizations, associations, or businesses may offer a donation of land, equipment, materials, or funding to the City, which may be earmarked for special projects. Such projects may include, but are not limited to, the development of a park or the purchase of scoreboards, display cases, benches, and trees.

Appropriate City staff as designated by the City Manager will review the acceptability of any donation and determine if the benefits to be derived warrant acceptance of the donation. Criteria for evaluation include consideration of any immediate or initial expenditure required of the City in order to accept the donation, the potential and extent of the City's obligation to maintain the property or item donated, and the community benefit to be derived from the donation. Donation of an item may also be required to include funding for its installation and maintenance.

After evaluation by City staff, the City Manager will forward to City Council a recommendation regarding acceptance for any donation, which may include further evaluation by staff departments or Council Committee, particularly for the donation of land.

The City will assume ownership, control, and maintenance of any donated property or item unless the conditions of acceptance, as determined by the City, provides otherwise. The City shall not be obligated to repair or replace any donated property or item that is damaged or destroyed for any reason, such as by vandalism or theft or, in the case of live plants, if they die.

Further, unless the conditions of acceptance, as determined by the City, provide otherwise, the City will decide when changes shall be made to any City facility, with no assurance that a donated item will be retained. The City reserves the right to

remove and/or relocate any donated item at any time. However, if a donated item(s) needs to be removed, the City will make every reasonable attempt to relocate the item(s), if a need for such item(s) exists at another City facility. The City will attempt to notify the donor of any changes as they occur. The City shall also follow State law in regards to maintenance and disposal of artwork.

- B. Naming Opportunities:** City facilities may be named in honor of an individual, group, organization, association, or business that has been instrumental in acquiring sites either by donation of land or money (enough to purchase the entire site) or who has donated the amount of land or money needed to complete development of a site. A lesser donation may be honored by an “area” dedication.

In the case of a donation of materials, equipment, or funds the City Manager shall schedule City Council consideration of the donation and any naming opportunity and/or donor recognition. The offer and acceptance of a donation does not necessarily ensure or confer upon such donor a naming opportunity.

Commemorative opportunities may from time to time be offered by the City, such as the placement of a plaque on a bench for which the donor sponsored the purchase. The administrative cost of providing a naming opportunity is substantial; therefore, a naming opportunity for donations or financial contributions unrelated to commemorative opportunities offered by the City will only be considered where the value of the contribution is \$500 or greater.

C. Donation Procedure:

1. The donor shall submit a written offer of donation to the City Manager’s Office, along with any request for proposed naming or recognition of the donor.
2. If the proposed name is that of a group, organization, association, company, or business, the background information shall include information regarding applicant’s purpose, mission, and community involvement supporting the sponsorship request. If the proposed name is that of an individual, the background information shall include information demonstrating the individual’s good character, personal achievements, contributions to the community, and/or efforts towards enrichment of the City or its residents.
3. The City Manager’s Office will review all offers of donation and requests for naming/recognition pursuant to the requirements of this policy.
4. After review by the City Manager, the request will be forwarded to the City Council for its review and consideration, following a recommendation from a Council Committee if appropriate.

5. The City Clerk shall maintain a written record of all donations and sponsorships. The City reserves the right to reject any offer of donation if, upon review, acceptance of the donation is determined not to be in the best interest of the City.

IV. SPECIAL EVENTS/PROMOTIONS

In the case of special events where donations or sponsorship of that event is provided by a corporate or organizational sponsor, such donor or sponsor may, at the discretion of the City Manager or designee, be recognized through the display of the donor or sponsor's logotypes and/or names on event material(s). Such donation or sponsorship by a donor or sponsor shall not entitle that donor or sponsor to any special privileges.

V. CITY COUNCIL AUTHORIZATION

This City Council policy is duly authorized and in effect in accordance with City Council Resolution 2017-188, adopted on September 18, 2017 by the San Pablo City Council.

As Authorized:

Cecilia Valdez, Mayor
City of San Pablo

Date: _____

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