NAMING CITY-OWNED LAND AND FACILITIES

POLICY STATEMENT

The purpose of this policy is to ensure that City-owned land and facilities, when named for individuals, are persons who have made significant contributions or performed services deemed to have been of major importance to the community.

This policy establishes uniform procedures for the naming of City-owned land and facilities as set forth by Council Resolution No. 6211, approved on December 12, 1983, and revised by Council on April 12, 2004. The policy is applicable to new and existing City-owned land and facilities.

The policy provides a mechanism for citizens to suggest names which they believe should be considered for new City facilities or land acquisitions and for the renaming of existing facilities and lands. The policy also establishes criteria which will guide the Historical Association and the appropriate City Commission or Committee in recommending names to the Council for approval.

Naming and renaming City-owned land and facilities shall be the responsibility of the City Council. However, places within City-owned land or facilities, such as a room or patio within a building or a trail or athletic field within a park, which do not require formal dedication by the City Council, may be named by the City Manager or his/her designee, subject to final approval by the City Council via the consent calendar.

This process does not apply to the naming of streets which will continue to be processed through the Planning and Community Environment Department (Policy and Procedure 1-16: Naming of City Streets). The naming of a street may be considered an appropriate alternative means of honoring an individual.

The City Council has determined that significant individual, family or foundation contributions to the construction/renovation of City facilities can be recognized through the naming of said facilities after these groups. This document outlines the procedure to be followed when a fund-raising group or board, with the approval of the City Council, embarks upon a capital campaign for the purpose of securing private funds for the acquisition of land, renovation/expansion of an existing building, or the construction of a new facility, and wishes to offer naming opportunities in recognition of significant donations of money or land. The City Council has determined that significant contributions from corporations or corporate foundations to capital campaigns will not be accepted in exchange for the ability to name entire facilities in recognition of these corporate entities. However, the City Council has agreed to allow naming recognition of corporate or commercial entities in facility interiors or on sub-facilities as described in this policy.

SECTION 1: PROCEDURE FOR NAMING NEW FACILITIES OR CITY-OWNED LANDS
In cases involving a major capital fundraising campaign, there will be a separate and different procedure from the one outlined below. Section 3 below on "Naming Recognition for Capital Campaigns" further outlines this process.

A. Responsibility of the Project Manager

Implementation of this policy is the responsibility of the department in which the project to be named is managed. In the instance of a new City-owned land or facility, the project manager should incorporate the process for naming into the project schedule so the naming is accomplished in a timely manner.

1. Requests concerning a name to be given to the City-owned land or facility shall be made in writing on an approved suggestion form to the City Clerk.

   a. The project manager should alert the City Clerk when to expect the submission of names and the anticipated time frame for the naming process.

   b. The project manager may submit suggested names on an approved suggestion form on behalf of staff or citizens who have been involved in the project development.

   c. In some instances, it may be appropriate to actively solicit suggestions and, in those cases, the project manager should specify a time frame for submissions and method of notification.

   d. All submittals, whether from an individual or an organization, must include the name and address of the submitter. No anonymous submittals will be accepted.

   e. All suggestions will be given the same consideration without regard to the nomination source.

2. The project manager is responsible for conveying the name suggestion forms from the City Clerk to the Palo Alto Historical Association and presenting the recommendations from the Historical Association to the appropriate commission or committee whose sphere of influence is most closely associated with the facility in question. The Parks and Recreation Commission shall review name suggestions for acquired land to be dedicated as a park, recreational facilities, community centers and interpretive centers. The Library Advisory Commission shall review name suggestions for library facilities. The Public Art Commission shall review name suggestions for art facilities. The Policy and Services Committee shall review name suggestions for police, fire or utility facilities as well as major civic complexes.

   a. The Historical Association may also originate suggestions for names or provide suggestions for appropriate alternatives as part of its recommendations.
b. The project manager shall assure that adequate time is allowed for the Historical Association and the appropriate commission or committee to evaluate the recommended names.

c. The Historical Association shall determine if the suggested names meet the criteria of appropriate significance, and shall submit the recommendations to the appropriate commission or committee together with the rationale for the recommendations. The response from the Historical Association shall acknowledge all the names that are submitted, but recommend only those which it feels meet the criteria and warrant serious consideration.

B. Responsibility of the Reviewing Commission Or Committee

1. The commission or committee shall conduct a public hearing, confirm that the recommended names meet the criteria of appropriate significance, select recommendation(s) provided by the Historical Association, and shall forward its recommendation to the City Council. The report from the commission or committee shall acknowledge all of the recommended names together with their evaluation, but present only the name(s) which it feels best meets the criteria and merits serious consideration by the City Council.

2. Once approved, a transmittal and resolution will be prepared by staff for consideration and approval by the City Council. The transmittal shall include a narrative of historic reference prepared by the Palo Alto Historical Association for the name, a copy of the name suggestion form, and minutes of the Commission meeting when the recommendation was discussed.

C. Criteria

The following criteria shall be used in selecting an appropriate name for City-owned land and facilities.

1. The name should, if possible, have or preserve the geographic, environmental (relating to natural or physical features), historic or landmark connotation of particular significance to the area in which the land or facility is located, or for the City as a whole. Either connotation is equally valid.

2. Acknowledgement of contributions: Consideration may be given to naming the City-owned land or facility after an individual when the land or facility, or the money for its purchase, has been donated by the individual, or when otherwise warranted by some contribution or service which is deemed to be of major and lasting significance to the acquisition of that piece of land, or planning, development, construction or renovation of that particular facility. Donation of land or resources shall not constitute an obligation by the City to name the land or facility or any portion thereof, after an individual, family, or individual/family foundation. City-owned lands or parks shall not be named for benefactor organizations, groups or businesses, but in special cases, may be considered
for sub-facilities such as rooms or playgrounds. In cases involving a major capital fundraising campaign, see Section 3 below – Naming Recognition for Capital Campaigns.

3. Names honoring individuals or families, other than those of recognized historic importance, must be supported by compelling reasons.

4. In the event the City-owned land or facility was formerly school property or had other ownership such that the name of the school, building or site has community significance or community recognition, consideration may be given to preserving that name.

5. The City encourages naming which reflects the City’s ethnic and cultural diversity.

6. No City-owned land or facility shall be named after a seated elected or appointed official.

7. No City-owned land or facility shall be named after a person whose contribution to the City of Palo Alto was or is a part of that individual’s normal duties as an employee of the City. An exception may be made for former such employees who have contributed volunteer services of an exceptional nature beyond their normal duties.

8. When naming sub-facilities or interior spaces, such as rooms or playgrounds, after corporate or commercial entities or foundations, these entities must abide by the City’s anti-discrimination policy.

D. Council Action

1. The recommendations received from the Historical Association and the commission or committee shall be placed on the Council agenda for final approval.

2. Action by the Council shall be by Council Resolution.

E. Follow-up to Selection of the Name

1. The above-described process for selecting an appropriate name should precede the preparation of a park dedication ordinance.

2. Subsequent to approval by the City Council, the name for the City-owned land or facility shall be conveyed to the Department of Public Works for incorporation in City official maps and plans, and to the Palo Alto Historical Association for its records.

F. Naming Places Within City-owned Land or Facilities

In the case of places within City-owned land or facilities, where the policy does not require a Council resolution, responsibility for requesting Council approval of the new name shall reside with the department head who manages the land or facility.
Ideally, the naming of features within a park and specific trails or facilities within open space lands will occur during the master plan or site plan process.

Names within parks should be appropriate to the park by reflecting the expression of the place (topography, geology, natural features), flora and fauna, or history of the area.

In advance of the naming, the department head shall send a memorandum to the City Manager advising of the proposed action and requesting approval. The City Manager will then seek approval of the name from the City Council via the consent calendar.

SECTION 2: PROCEDURE FOR RENAMING EXISTING FACILITIES OR CITY-OWNED LANDS

Existing place names are deemed to have historic recognition. City policy is not to change the name of any existing facilities or City-owned land, particularly one whose name has City or regional significance, unless there are compelling reasons to do so. Further, the City will consider renaming to commemorate a person or persons only when the person or persons have made major, overriding contributions to the City and whose distinctions are as yet unrecognized.

A. Renaming Suggestions

1. All requests concerning a new name to be given to the City-owned land or facility shall be made in writing on an approved suggestion form to the City Clerk. The suggestion must detail how the proposed name change is consistent with the criteria, the purpose of the name change, and how the new name is directly associated with the land or facility.

2. All submittals, whether from an individual, organization or City staff, must include the name and address of the submitter. No anonymous submittals will be accepted.

3. The City Council shall initiate the renaming process by referral of the public or staff request to the commission or committee whose sphere of influence is most closely associated with the facility in question. Council can also initiate the renaming of lands or a facility without a public request whenever deemed necessary or in the best interest of the City of Palo Alto, following established criteria. Once the referral is made by the City Council to a specific commission or committee, the commission or committee will await comment and evaluation of the new name from the Palo Alto Historical Association.

B. Responsibility of the Project Manager

1. The City Clerk is responsible for conveying the name suggestion form(s) received by the deadline to the Project Manager, who will be responsible for forwarding to the Palo Alto Historical Association and then transmitting the recommendation(s) from the Palo Alto Historical Association to the appropriate commission or committee as outlined in Section A above.
2. The recognized neighborhood association in the vicinity of the land or facility will be notified of the proposed name change at the time the reviewing commission or committee receives the report from the Historical Association.

C. Responsibility of the Reviewing Commission Or Committee

1. The commission or committee shall conduct a public hearing, confirm that the suggested name(s) meet the criteria of appropriate significance, select recommendation(s) from the names provided by the Historical Association, and shall forward its recommendation to the City Council. The report from the commission or committee shall acknowledge any recommended names together with its evaluation, but present only the name or names which it feels best meets the criteria and merits serious consideration by the Council.

2. Once approved, a transmittal and resolution will be prepared by staff for consideration and approval by the City Council. The transmittal shall include a narrative of historic reference for the name or names, together with a copy of the name suggestion form.

D. Criteria

Each application for renaming a city park or facility must meet the criteria in this policy, but meeting all criteria does not ensure renaming.

City-owned lands and facilities may be renamed for an individual(s) under the following conditions. Where the individual:

1. Has made lasting and significant contributions to the protection of natural or cultural resources of the City of Palo Alto, or

2. Has made substantial contributions to the betterment of a specific facility or park, consistent with the established standards for the facility, or

3. Has made substantial contributions to the advancement of commensurate types of recreational opportunities within the City of Palo Alto.

E. Council Action

1. The recommendations received from the Palo Alto Historical Association and commission or committee shall be submitted for Council approval.

2. Action by the Council shall be by Council Resolution.

F. Follow-up to Selection of Name
1. Subsequent to approval by the City Council, the new name for the City-owned land or facility shall be conveyed to the Department of Public Works for incorporation in City official maps and plans, and to the Palo Alto Historical Association for its records.

**NOTE:** Questions and/or clarification of this policy should be directed to the City Manager's Office.

*(New section proposed to be inserted below)*

**SECTION 3: PROCEDURE FOR OFFERING NAMING RECOGNITION FOR SIGNIFICANT DONATIONS TO CAPITAL FUNDRAISING CAMPAIGNS**

This section applies to any organized fundraising initiated by the City, a Board/Commission or other group whose sole purpose is to support City programs and operations in support of the renovation/expansion of an existing building, the construction of a new facility, the acquisition of a building/land, or the furnishings, fixtures and equipment in said facilities.

**A. Responsibility of the staff liaison to the Board, Commission, Task Force or group conducting the Capital Campaign**

Implementation of this policy is the responsibility of department in which the project to be acquired/constructed/renovated is managed. A staff liaison appointed to work with the board/committee will guide them through the process and manage appropriate contacts with other departments as necessary during the acquisition, design and construction process. This will ensure that appropriate information and materials are provided to the group and that opportunities and expectations are clear, understandable, and feasible within the framework of the project.

**B. When a Capital Campaign is initiated by the City, a Commission or other group whose sole purpose is to support City programs and operations, accommodations to the procedures outlined in Sections 1 and 2 shall be made as follows:**

a. The organizing body may meet and discuss preliminary plans with the City's liaison, Department Head and the City Attorney’s office in order to facilitate any "silent" fundraising period.

b. The organizing body shall request authorization from the City Council for a Naming Recognition Plan in support of a specific project. They shall provide the following information in their request:

   i. Name of the organizing body;
   ii. Purpose of the campaign;
   iii. Monetary goal of the campaign;
   iv. Expected term of the campaign;
   v. Plan for naming recognition including a schedule of naming opportunities and associated gift levels
   vi. Maintenance/replacement of naming recognition items – City staff shall work with the organizing body to ensure that the plan includes
acknowledgement of the maintenance responsibilities associated with any naming recognition items within the facility.

c. Once the Naming Recognition Schedule has been approved by the City Council, the fund-raising body shall have the authority to proceed with making commitments for naming opportunities with potential donors subject to final Council review.

d. The naming of a facility or sub-facility will not occur until the pledged donation is received.

e. Consistent with the Gifts to the City policy, all gifts paid directly to the City shall be duly reported to the Administrative Services Department (ASD) Director and recognized appropriately in accordance with that policy (Policies and Procedures 1-18). If a donation was given anonymously, the donor's identity shall be protected to the extent possible.

f. Under this procedure, the organizing body must present a final report to the City Council for approval, detailing the funds received and any naming opportunities granted, along with a timeline for the completion of the recognition. The group may also come to the Council at any time during the capital campaign for approval of one or more naming recognition items. All naming recognition must be adopted by resolution of the City Council. The City Manager or designee can also request that any donations and associated naming recognitions be brought to the City Council at an earlier point in the capital campaign for approval.

C. The one exception to this procedure shall be for the naming of an entire building as recognition for a significant monetary or land contribution. If a fund-raising group secures a donation significant enough to warrant naming the entire facility in recognition of that individual, family or foundation, this should be presented directly to the City Council for approval separately and as soon as possible after this type of donation is secured. As part of this approval process, the Council may solicit input from the Palo Alto Historical Association or the appropriate board/commission. Consistent with the policy statement, the City will not recognize significant corporate donations by naming an entire facility in honor of these entities.

D. In cases of major building reconfigurations or disasters that destroy or damage portions of the building, the City reserves the right to remove and not replace naming recognitions. However, the City will consider the original donation intent in these instances and make accommodations as feasible.
APPLICATION FOR NAMING OR RENAMING
CITY-OWNED LANDS OR FACILITIES

Naming objectives:

1. Ensure that parks, recreational areas and facilities are easily identified and located.
2. Ensure that names designated for parks, recreational areas and facilities are consistent with the values and character of the area or neighborhood served.
3. Encourage public participation in the naming, renaming and dedication of parks, recreation areas and facilities.
4. Encourage the donation of land, funds for land acquisition or development by individuals and groups.

Criteria for naming new facilities or parks:
The following criteria shall be used in selecting an appropriate name for City-owned land and facilities.

1. The name shall have or preserve the geographic, environmental (relating to natural or physical features), historic or landmark connotation of particular significance to the area in which the land or facility is located, or for the City as a whole. Either connotation is equally valid.

2. Consideration may be given to naming the City-owned land or facility after an individual when the land or facility, or the money for its purchase, has been donated by the individual, or when otherwise warranted by some contribution or service which is deemed to be of major and lasting significance to the acquisition of that piece of land, or planning, development, construction or renovation of that particular facility. Donation of land or resources shall not constitute an obligation by the City to name the land or facility or any portion thereof, after an individual or family. City-owned lands or parks shall not be named for benefactor organizations, groups or businesses, but in special cases, may be considered for sub-facilities such as rooms or playgrounds.

3. Names honoring individuals or families, other than those of recognized historic importance, must be supported by compelling reasons.

4. In the event the City-owned land or facility was formerly school property or had other ownership such that the name of the school, building or site has community significance or community recognition, consideration may be given to preserving that name.

5. The City encourages naming which reflects the City’s ethnic and cultural diversity.

6. No City-owned land or facility shall be named after a seated elected or appointed official.

7. No City-owned land or facility shall be named after a person whose contribution to the City of Palo Alto was or is a part of that individual’s normal duties as an employee of the City. An exception may be made for former such employees who have contributed volunteer services of an exceptional nature beyond their normal duties.

8. When naming sub-facilities, such as rooms or playgrounds, after corporate or commercial entities or foundations, these entities must abide by the City’s anti-discrimination policy.

Page 1 of 3
Criteria for renaming existing facilities of parks:
Each application for renaming a city park or facility must meet the criteria listed above, but meeting all criteria does not ensure renaming.

Existing place names are deemed to have historic recognition. City policy is not to change the name of any existing facilities or City-owned land, particularly one whose name has City or regional significance, unless there are compelling reasons to do so. Further, the City will consider renaming to commemorate a person or persons only when the person or persons have made major, overriding contributions to the City and whose distinctions are as yet unrecognized.

City-owned lands and facilities may be renamed for an individual(s) under the following conditions. Where the individual:

1. Has made lasting and significant contributions to the protection of natural or cultural resources of the City of Palo Alto, or
2. Has made substantial contributions to the betterment of a specific facility or park, consistent with the established standards for the facility, or
3. Has made substantial contributions to the advancement of commensurate types of recreational opportunities within the City of Palo Alto.

Suggestions for naming or renaming City-owned lands or facilities shall be evaluated on the basis of the above criteria and upon appropriate documentation.

Person making the name suggestion (required):
Address (required):
Contact phone number (required):
E-mail (not required):
Location of site or facility to be named:
Suggested name (required):

Biographical information: (Explain)

Civic involvement: (Explain)
Connection to the facility: (Please explain in depth)

Reason for Nomination (required):

Additional Comments (additional information may be attached):

Date Received by the City Clerk:
Submitted to Palo Alto Historical Association: 
Date scheduled for review by commission:
February 12, 2008 Policy & Services Committee – Naming Policy Discussion

Questions

1. Should the City award naming rights to commercial or corporate donors for recognition of monetary contributions? Some cities do not allow the use of corporate names on their facilities; others do. **Impact:** If it is not allowed, it may eliminate some considerable donations. If it is allowed, parameters can be set whereby names must be in keeping with the vision and mission of the City or department in whose facility the name is proposed" would be accepted.

2. How significant should a donation be in order to have the building named after the donor? Some cities establish dollar amounts and others specify a percentage of the estimated cost of the project. **Impact:** Setting these funding levels is an intricate process as levels shouldn’t be set too high as to be unattainable, but not so low that multiple offers would be made, which means someone goes away unhappy. One suggestion would be to allow each fundraising body to make recommendations at the time of the campaign. This would accommodate fluctuations in market conditions and allow for the greatest flexibility.

3. Would naming rights be offered for cash donations only? Would a donation of land (cash value) be considered equal to the donation of cash?

4. Would the City Council be willing to waive approval on the name of a facility if the donor met all the established criteria? The process of setting a naming schedule, which is approved by the Council in advance of the fundraising, and then returning to Council for final approval on the naming corporate entity or individual, as required in the existing policy, can be time-consuming and alienating to a potential donor. **Impact:** A donor may not want to go through the process of having their name “considered” for approval/denial – especially if they are making a substantial ($1,000,000+) donation; such a process may become a barrier for the prospective donor. By empowering the authorized fundraising bodies with the clear authority, within specified guidelines and parameters, to offer a naming opportunity in exchange for a donation of a specified amount, the process is likely to yield the best results.

5. Should the Palo Alto Historical Association and related commissions still serve as a point of review for naming opportunities that may be awarded in response to a significant capital campaign donation? Should they review and comment on the proposed naming criteria (what would or would not be acceptable) prior to City Council review and action?
February 12, 2008 Policy & Services Committee – Naming Policy Discussion

Questions

6. Although the process of re-naming a park, building or facility is generally avoided, is it appropriate to grant naming rights for both the new Mitchell Park Library and Community Center? There could conceivably be two separate names for the facilities: Donor X Library at Mitchell Park and the Donor Y Community Center at Mitchell Park. Impact: The concept of two different names, each attached to one of the new buildings could be confusing and would make public signing for the facility more challenging.

7. Is it appropriate to consider naming opportunities for all of the current facility needs (Mitchell Park Library/Community Center, Main and Downtown Libraries, and Public Safety Building)?

8. What are some criteria the Council would like to see for naming rights? Examples include: names being in keeping with the vision and missions of the City and/or Department; and names not confusing the public as to the building’s purpose. Impact: To be consistent and avoid confusion, it will be important for the fundraising bodies to have clear criteria for names (individuals or companies) that would not be acceptable. If any questions arise, the fundraising body or potential donor could be directed to the criteria within the policy.
TO: CITY COUNCILMEMBERS

ATTN: POLICY & SERVICES COMMITTEE

FROM: CITY MANAGER DEPARTMENT: CITY MANAGER'S OFFICE

DATE: FEBRUARY 12, 2008

SUBJECT: REFERRAL OF FACILITY NAMING POLICY DISCUSSION TO POLICY & SERVICES COMMITTEE

Attached is the staff report that outlines the key policy issues for the Policy & Services Committee to consider regarding facility naming if the City Council refers this item to committee at the February 11 Council meeting.

KELLY MORARIU
Assistant to the City Manager

EMILY HARRISON
Assistant City Manager

Attachments
TO: HONORABLE CITY COUNCIL
FROM: CITY MANAGER
DATE: FEBRUARY 4, 2008
DEPT: CITY MANAGER’S OFFICE
CMR: 133:08

SUBJECT: POLICY AND SERVICES COMMITTEE RECOMMENDATION TO
CITY COUNCIL FOR DISCUSSION OF WHETHER THE EXISTING
POLICY FOR NAMING CITY-OWNED LAND AND FACILITIES
SHOULD BE MODIFIED TO ACCOMMODATE NAMING
OPPORTUNITIES FOR MAJOR DONORS TO CAPITAL
CAMPAIGNS THAT RAISE FUNDS FOR THE CONSTRUCTION OR
RENOVATION OF CITY FACILITIES

RECOMMENDATION
The Policy and Services Committee recommends that the City Council consider the question
of whether the City should modify the existing policy on naming City-owned land and
facilities to accommodate naming opportunities for major donors to capital campaigns that
raise funds for the construction or renovation of City facilities and then refer the item back to
Policy and Services for completion of revisions to the naming policy, if so warranted.

BACKGROUND
The success of the private fundraising efforts for the recent renovation of the Children’s
Library has ignited enthusiasm in several local groups to initiate capital campaigns to
supplement the City’s funding for the upcoming library/community center and public safety
building projects. There has also been an ongoing effort to raise funds for additions and/or
improvements to the Art Center. Although it is unlikely that sufficient private funds could be
raised to completely fund any of these projects, the contributions raised can significantly
increase the City’s ability to help make these desired facilities and amenities possible. In
order to be successful, these fundraising groups need to have the tools and authority to make
commitments to potential donors regarding the benefits of making such a significant financial
donation. One of those potential benefits is a naming opportunity, which can be a coveted
form of recognition and a major attraction for corporate giving.

The current policy on naming City-owned land and facilities (Attachment A) was most
recently updated in 2004 to address the following:
- Development of a process for the re-naming of parks and facilities;
- The inclusion of the Parks and Recreation Commission, or other appropriate
  commissions in the review process for any facility naming or re-naming;
• Addition of criteria for selecting names; and
• New accommodation for recognizing individuals who have made significant contributions to the community.

At the time of the update, staff did consider the possibility of naming a park or facility after a benefactor business, group or organization, but decided against it because it would be such a significant change in tradition for Palo Alto. Although only three years have passed, project funding has become significantly more challenging. Additionally, non-profit support groups have indicated an interest in re-addressing this issue in relation to their upcoming capital fund-raising campaigns. If a fund-raising body were to secure a donation in an amount significant enough to fund a major portion of a building/project, there is the question of whether a naming opportunity could be made available for that donor.

COMMITTEE REVIEW AND RECOMMENDATION
On October 1, as a part of the Council action approving a Budget Adjustment Ordinance for the Mitchell Park Library and Community Center project, the City Council also voted to refer the facility naming issue to the Policy and Services Committee for review and comment. A report was prepared for the Policy and Services Committee (Attachment B) outlining the various questions in which direction was desired before preparing revisions to the policy for review. Staff also performed research on other agencies’ facility naming policies and created a spreadsheet (Attachment C) outlining features of the different policies examined. After reviewing the wide range of questions and issues proposed for comment at its November 14, 2007 meeting, the Policy and Services Committee recommended that the full Council first answer the fundamental question of whether the City is willing to consider the possibility of putting a private or corporate name on a City facility in exchange for a significant financial contribution. This question needs to be answered before any further policy development work is initiated. Once direction is provided on that issue, the Policy and Services Committee would review and provide direction on the remaining questions and options available. Staff would then prepare revisions to the existing policy for the Council’s review.

If the Council is willing to consider private or corporate naming, clear parameters would be incorporated into the policy to address such topics as:
• Avoiding names that conflict with the vision and mission of the City;
• Defining the amount/level of donation required to be recognized with a naming opportunity;
• Defining a procedure for approval of naming schedules in advance; and
• Other topics as outlined in the November 14 report to Policy and Services.

If the Council decides against private or corporate naming of facilities, there are still some modifications to the policy related to capital campaign fund-raising that staff would like to propose. Those items would then be re-addressed with the Policy and Services Committee and would return to the full Council for final review and consideration.

RESOURCE IMPACT
If the City Council is willing to consider private or corporate naming opportunities, the proposed modifications to the City policy on naming City-owned land and facilities could result in substantial contributions to the City for projects that involve capital campaigns where significant donations are recognized with naming opportunities.

POLICY IMPLICATIONS
These policy modifications, if developed and approved by the City Council, will be incorporated into the policy on naming City-owned land and facilities as procedures for offering naming opportunities in exchange for and/or in recognition of significant contributions to capital campaigns organized and operated by authorized support groups. Any implications to the City's Gift Policy will be clearly stated in the final report.

ENVIRONMENTAL REVIEW
This is not a project, under Section 21065 of the Public Resources Code, requiring review under the California Environmental Quality Act.

ATTACHMENT A: Existing Policy (1-15) for Naming City-Owned Land and Facilities
ATTACHMENT B: November 14, 2007 Report to Policy and Services Committee
ATTACHMENT C: Comparison of Facility Naming Policies

PREPARED BY: [Signature]
Kelly Morariu
Assistant to the City Manager

CITY MANAGER APPROVAL: [Signature]
Emily Harrison
Assistant City Manager
POLICY AND PROCEDURES 1-15/MGR
Revised: April 2004

NAMING CITY-OWNED LAND AND FACILITIES

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The policy provides a mechanism for citizens to suggest names which they believe should be considered for new City facilities or land acquisitions and for the renaming of existing facilities and lands. The policy also establishes criteria which will guide the Historical Association and the appropriate City Commission or Committee in recommending names to the Council for approval.

Naming and renaming City-owned land and facilities shall be the responsibility of the City Council. However, places within City-owned land or facilities, such as a room or patio within a building or a trail or athletic field within a park, which do not require formal dedication by the City Council, may be named by the City Manager or his/her designee, subject to final approval by the City Council via the consent calendar.

This process does not apply to the naming of streets which will continue to be processed through the Planning and Community Environment Department (Policy and Procedure 1-16: Naming of City Streets). The naming of a street may be considered an appropriate alternative means of honoring an individual.

PROCEDURE FOR NAMING NEW FACILITIES OR CITY-OWNED LANDS

A. Responsibility of the Project Manager

Implementation of this policy is the responsibility of the department in which the project to be named is managed. In the instance of a new City-owned land or facility, the project manager should incorporate the process for naming into the project schedule so the naming is accomplished in a timely manner.

1. Requests concerning a name to be given to the City-owned land or facility shall be made in writing on an approved suggestion form to the City Clerk.

   a. The project manager should alert the City Clerk when to expect the submission of names and the anticipated time frame for the naming process.
b. The project manager may submit suggested names on an approved suggestion form on behalf of staff or citizens who have been involved in the project development.

c. In some instances, it may be appropriate to actively solicit suggestions and, in those cases, the project manager should specify a time frame for submissions and method of notification.

d. All submittals, whether from an individual or an organization, must include the name and address of the submitter. No anonymous submittals will be accepted.

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a. The Historical Association may also originate suggestions for names or provide suggestions for appropriate alternatives as part of its recommendations.

b. The project manager shall assure that adequate time is allowed for the Historical Association and the appropriate commission or committee to evaluate the recommended names.

c. The Historical Association shall determine if the suggested names meet the criteria of appropriate significance, and shall submit the recommendations to the appropriate commission or committee together with the rationale for the recommendations. The response from the Historical Association shall acknowledge all the names that are submitted, but recommend only those which it feels meet the criteria and warrant serious consideration.

B. Responsibility of the Reviewing Commission Or Committee

1. The commission or committee shall conduct a public hearing, confirm that the recommended names meet the criteria of appropriate significance, select recommendation(s) provided by the Historical Association, and shall forward its recommendation to the City Council. The report from the commission or committee shall acknowledge all of the recommended names together with their evaluation, but present
only the name(s) which it feels best meets the criteria and merits serious consideration by the City Council.

2. Once approved, a transmittal and resolution will be prepared by staff for consideration and approval by the City Council. The transmittal shall include a narrative of historic reference prepared by the Palo Alto Historical Association for the name, a copy of the name suggestion form, and minutes of the Commission meeting when the recommendation was discussed.

C. Criteria

The following criteria shall be used in selecting an appropriate name for City-owned land and facilities.

1. The name should, if possible, have or preserve the geographic, environmental (relating to natural or physical features), historic or landmark connotation of particular significance to the area in which the land or facility is located, or for the City as a whole. Either connotation is equally valid.

2. Acknowledgement of contributions: Consideration may be given to naming the City-owned land or facility after an individual when the land or facility, or the money for its purchase, has been donated by the individual, or when otherwise warranted by some contribution or service which is deemed to be of major and lasting significance to the acquisition of that piece of land, or planning, development, construction or renovation of that particular facility. Donation of land or resources shall not constitute an obligation by the City to name the land or facility or any portion thereof, after an individual or family. City-owned lands or parks shall not be named for benefactor organizations, groups or businesses, but in special cases, may be considered for sub-facilities such as rooms or playgrounds.

3. Names honoring individuals or families, other than those of recognized historic importance, must be supported by compelling reasons.

4. In the event the City-owned land or facility was formerly school property or had other ownership such that the name of the school, building or site has community significance or community recognition, consideration may be given to preserving that name.

5. The City encourages naming which reflects the City’s ethnic and cultural diversity.

6. No City-owned land or facility shall be named after a seated elected or appointed official.

7. No City-owned land or facility shall be named after a person whose contribution to the City of Palo Alto was or is a part of that individual’s normal duties as an employee of the City. An exception may be made for former such employees who have contributed volunteer services of an exceptional nature beyond their normal duties.
D. Council Action

1. The recommendations received from the Historical Association and the commission or committee shall be placed on the Council agenda for final approval.

2. Action by the Council shall be by Council Resolution.

E. Follow-up to Selection of the Name

1. The above-described process for selecting an appropriate name should precede the preparation of a park dedication ordinance.

2. Subsequent to approval by the City Council, the name for the City-owned land or facility shall be conveyed to the Department of Public Works for incorporation in City official maps and plans, and to the Palo Alto Historical Association for its records.

F. Naming Places Within City-owned Land or Facilities

In the case of places within City-owned land or facilities, where the policy does not require a Council resolution, responsibility for requesting Council approval of the new name shall reside with the department head who manages the land or facility.

Ideally, the naming of features within a park and specific trails or facilities within open space lands will occur during the master plan or site plan process.

Names within parks should be appropriate to the park by reflecting the expression of the place (topography, geology, natural features), flora and fauna, or history of the area.

In advance of the naming, the department head shall send a memorandum to the City Manager advising of the proposed action and requesting approval. The City Manager will then seek approval of the name from the City Council via the consent calendar.

PROCEDURE FOR RENAMING EXISTING FACILITIES OR CITY-OWNED LANDS

Existing place names are deemed to have historic recognition. City policy is not to change the name of any existing facilities or City-owned land, particularly one whose name has City or regional significance, unless there are compelling reasons to do so. Further, the City will consider renaming to commemorate a person or persons only when the person or persons have made major, overriding contributions to the City and whose distinctions are as yet unrecognized.

A. Renaming Suggestions
1. All requests concerning a new name to be given to the City-owned land or facility shall be made in writing on an approved suggestion form to the City Clerk. The suggestion must detail how the proposed name change is consistent with the criteria, the purpose of the name change, and how the new name is directly associated with the land or facility.

2. All submittals, whether from an individual, organization or City staff, must include the name and address of the submitter. No anonymous submittals will be accepted.

3. The City Council shall initiate the renaming process by referral of the public or staff request to the commission or committee whose sphere of influence is most closely associated with the facility in question. Council can also initiate the renaming of lands or a facility without a public request whenever deemed necessary or in the best interest of the City of Palo Alto, following established criteria. Once the referral is made by the City Council to a specific commission or committee, the commission or committee will await comment and evaluation of the new name from the Palo Alto Historical Association.

B. Responsibility of the Project Manager

1. The City Clerk is responsible for conveying the name suggestion form(s) received by the deadline to the Project Manager, who will be responsible for forwarding to the Palo Alto Historical Association and then transmitting the recommendation(s) from the Palo Alto Historical Association to the appropriate commission or committee as outlined in Section A above.

2. The recognized neighborhood association in the vicinity of the land or facility will be notified of the proposed name change at the time the reviewing commission or committee receives the report from the Historical Association.

C. Responsibility of the Reviewing Commission Or Committee

1. The commission or committee shall conduct a public hearing, confirm that the suggested name(s) meet the criteria of appropriate significance, select recommendation(s) from the names provided by the Historical Association, and shall forward its recommendation to the City Council. The report from the commission or committee shall acknowledge any recommended names together with its evaluation, but present only the name or names which it feels best meets the criteria and merits serious consideration by the Council.

2. Once approved, a transmittal and resolution will be prepared by staff for consideration and approval by the City Council. The transmittal shall include a narrative of historic reference for the name or names, together with a copy of the name suggestion form.

D. Criteria

Each application for renaming a city park or facility must meet the criteria in this policy, but meeting all criteria does not ensure renaming.
City-owned lands and facilities may be renamed for an individual(s) under the following conditions. Where the individual:

1. Has made lasting and significant contributions to the protection of natural or cultural resources of the City of Palo Alto, or

2. Has made substantial contributions to the betterment of a specific facility or park, consistent with the established standards for the facility, or

3. Has made substantial contributions to the advancement of commensurate types of recreational opportunities within the City of Palo Alto.

E. Council Action

1. The recommendations received from the Palo Alto Historical Association and commission or committee shall be submitted for Council approval.

2. Action by the Council shall be by Council Resolution.

F. Follow-up to Selection of Name

1. Subsequent to approval by the City Council, the new name for the City-owned land or facility shall be conveyed to the Department of Public Works for incorporation in City official maps and plans, and to the Palo Alto Historical Association for its records.

NOTE: Questions and/or clarification of this policy should be directed to the City Manager's Office.
APPLICATION FOR NAMING OR RENAMING
CITY-OWNED LANDS OR FACILITIES

Naming objectives:
1. Ensure that parks, recreational areas and facilities are easily identified and located.
2. Ensure that names designated for parks, recreational areas and facilities are consistent with the values and character of the area or neighborhood served.
3. Encourage public participation in the naming, renaming and dedication of parks, recreation areas and facilities.
4. Encourage the donation of land, funds for land acquisition or development by individuals and groups.

Criteria for naming new facilities or parks:
The following criteria shall be used in selecting an appropriate name for City-owned land and facilities.

1. The name shall have or preserve the geographic, environmental (relating to natural or physical features), historic or landmark connotation of particular significance to the area in which the land or facility is located, or for the City as a whole. Either connotation is equally valid.

2. Consideration may be given to naming the City-owned land or facility after an individual when the land or facility, or the money for its purchase, has been donated by the individual, or when otherwise warranted by some contribution or service which is deemed to be of major and lasting significance to the acquisition of that piece of land, or planning, development, construction or renovation of that particular facility. Donation of land or resources shall not constitute an obligation by the City to name the land or facility or any portion thereof, after an individual or family. City-owned lands or parks shall not be named for benefactor organizations, groups or businesses, but in special cases, may be considered for sub-facilities such as rooms or playgrounds.

3. Names honoring individuals or families, other than those of recognized historic importance, must be supported by compelling reasons.

4. In the event the City-owned land or facility was formerly school property or had other ownership such that the name of the school, building or site has community significance or community recognition, consideration may be given to preserving that name.

5. The City encourages naming which reflects the City’s ethnic and cultural diversity.

6. No City-owned land or facility shall be named after a seated elected or appointed official.

7. No City-owned land or facility shall be named after a person whose contribution to the City of Palo Alto was or is a part of that individual’s normal duties as an employee of the City. An exception may be made for former such employees who have contributed volunteer services of an exceptional nature beyond their normal duties.
Criteria for renaming existing facilities of parks:
Each application for renaming a city park or facility must meet the criteria listed above, but meeting all criteria does not ensure renaming.

Existing place names are deemed to have historic recognition. City policy is not to change the name of any existing facilities or City-owned land, particularly one whose name has City or regional significance, unless there are compelling reasons to do so. Further, the City will consider renaming to commemorate a person or persons only when the person or persons have made major, overriding contributions to the City and whose distinctions are as yet unrecognized.

City-owned lands and facilities may be renamed for an individual(s) under the following conditions. Where the individual:

1. Has made lasting and significant contributions to the protection of natural or cultural resources of the City of Palo Alto, or

2. Has made substantial contributions to the betterment of a specific facility or park, consistent with the established standards for the facility, or

3. Has made substantial contributions to the advancement of commensurate types of recreational opportunities within the City of Palo Alto.

Suggestions for naming or renaming City-owned lands or facilities shall be evaluated on the basis of the above criteria and upon appropriate documentation.

Person making the name suggestion (required):
Address (required):
Contact phone number (required):
E-mail (not required):
Location of site or facility to be named:
Suggested name (required):

Biographical information: (Explain)

Civic involvement: (Explain)
Connection to the facility: (Please explain in depth)

Reason for Nomination (required):

Additional Comments (additional information may be attached):

Date Received by the City Clerk:
Submitted to Palo Alto Historical Association:
Date scheduled for review by commission:
TO: HONORABLE CITY COUNCIL
ATTN: POLICY AND SERVICES COMMITTEE
FROM: CITY MANAGER
DEPT.: CITY MANAGER’S OFFICE
DATE: NOVEMBER 14, 2007
CMR: 410:07

SUBJECT: MODIFICATION OF THE EXISTING POLICY ON NAMING CITY-OWNED LAND AND FACILITIES TO ACCOMMODATE CAPITAL FUNDRAISING CAMPAIGNS FOR THE CONSTRUCTION OR RENOVATION OF CITY FACILITIES.

RECOMMENDATION

Staff recommends that the Policy and Services Committee review potential modifications to the existing Policy and procedure 1-15 on Naming City-Owned Land and Facilities to accommodate naming opportunities to be associated with significant donations to capital campaigns that raise funds for the construction or renovation of City facilities, and make recommendations to the City Council.

BACKGROUND

The success of the private fundraising efforts for the recent renovation of the Children’s Library has ignited enthusiasm in several local groups to initiate capital campaigns to supplement the City’s funding for the upcoming library/community center and public safety building projects. There has also been an ongoing effort to raise funds for additions and/or improvements to the Art Center. Although it is unlikely that sufficient private funds could be raised to completely fund any of these projects, the contributions raised can significantly increase the City’s ability to help make these desired facilities and amenities possible. In order to be successful, these fundraising groups need to have the tools and authority to make commitments to potential donors in return for the benefits of making such a financial commitment. One of those benefits is naming opportunities. On October 1, the City Council voted in favor of referring this matter to the Policy and Services Committee for review and comment.
The current City facility naming policy was designed to address how the City would go about naming a new facility, or how a facility might be re-named. This policy was created well before the current trend to incorporate private fund-raising as an effective, and oftentimes substantial, funding mechanism for construction projects. As far as naming a facility or component within a facility in honor or recognition of a person, the current policy deals only with honoring people for outstanding community service and support, with no mention of significant monetary contribution or support.

**DISCUSSION**

Staff met to review the current policy and make suggestions for modifications to support the efforts of the non-profit bodies that will conduct capital campaigns for several upcoming projects. A draft document outlining Commemorative Naming Opportunities had already been created for the Art Center; policies and information from surrounding agencies were also reviewed.

Staff believes the policy should not be too encompassing or restrictive, in order to allow the fundraising bodies the flexibility they need to achieve the desired results. Although it will be important to set naming schedules, the dollar amounts identified to name a gallery at the Art Center might be different from the dollar amount to name a room at the libraries, community center, or public safety building. It is suggested that each of the fundraising bodies be allowed to propose their own naming schedules, with the assistance of the staff liaisons and the project manager (if a new facility), subject to the final review and approval of the City Council prior to the start of the campaign. This will provide flexibility for each project and would allow for fluctuations with the times and current economic conditions.

Staff proposes that the existing policy be modified to outline the process and guidelines for establishing facility naming opportunities. The policy would also include specific language that the groups conducting the capital campaigns would need to work closely with City staff on the development of the naming schedules.

Current policy also allows the City Manager, subject to the final approval of the City Council, to approve the naming of places within City-owned land or facilities, such as a room or patio within a building, or a trail or athletic field within a park. These do not require formal dedication by the City Council. These naming opportunities, when incorporated into a capital campaign, would be subject to the same guidelines as facility naming outlined above. Staff proposes that these naming opportunities also be proposed on a naming schedule to be reviewed and approved by Council prior to the initiation of the capital campaign, so that each separate potential naming opportunity for a space within a facility would not have to be reviewed by the Council individually, prolonging the process for securing donations, as well as subjecting the donors to a cumbersome process.
Staff is soliciting specific direction from the Policy and Services Committee on the following issues:

1. Should the City award naming rights to commercial or corporate donors for recognition of monetary contributions? Some cities do not allow the use of corporate names on their facilities; others do. Impact: If it is not allowed, it may eliminate some considerable donations. If it is allowed, parameters can be set whereby names must be in keeping with the vision and mission of the City or department in whose facility the name is proposed would be accepted.

2. How significant should a donation be in order to have the building named after the donor? Some cities establish dollar amounts and others specify a percentage of the estimated cost of the project. Impact: Setting these funding levels is an intricate process as levels shouldn’t be set too high as to be unattainable, but not so low that multiple offers would be made, which means someone goes away unhappy. One suggestion would be to allow each fund-raising body to make recommendations at the time of the campaign. This would accommodate fluctuations in market conditions and allow for the greatest flexibility.

3. Would naming rights be offered for cash donations only? Would a donation of land (cash value) be considered equal to the donation of cash?

4. Would the City Council be willing to waive approval on the name of a facility if the donor met all the established criteria? The process of setting a naming schedule, which is approved by the Council in advance of the fundraising, and then returning to Council for final approval on the naming corporate entity or individual, as required in the existing policy, can be time-consuming and alienating to a potential donor. Impact: A donor may not want to go through the process of having their name “considered” for approval/denial – especially if they are making a substantial ($1,000,000+) donation; such a process may become a barrier for the prospective donor. By empowering the authorized fundraising bodies with the clear authority, within specified guidelines and parameters, to offer a naming opportunity in exchange for a donation of a specified amount, the process is likely to yield the best results.

5. Should the Palo Alto Historical Association and related commissions still serve as a point of review for naming opportunities that may be awarded in response to a significant capital campaign donation? Should they review and comment on the proposed naming criteria (what would or would not be acceptable) prior to City Council review and action?
6. Although the process of re-naming a park, building or facility is generally avoided, is it appropriate to grant naming rights for both the new Mitchell Park Library and Community Center? There could conceivably be two separate names for the facilities: Donor X Library at Mitchell Park and the Donor Y Community Center at Mitchell Park. **Impact:** The concept of two different names, each attached to one of the new buildings could be confusing and would make public signing for the facility more challenging.

7. Is it appropriate to consider naming opportunities for all of the current facility needs (Mitchell Park Library/Community Center, Main and Downtown Libraries, and Public Safety Building)?

8. What are some criteria the Council would like to see for naming rights? Examples include: names being in keeping with the vision and missions of the City and/or Department; and names not confusing the public as to the building’s purpose. **Impact:** To be consistent and avoid confusion, it will be important for the fundraising bodies to have clear criteria for names (individuals or companies) that would not be acceptable. If any questions arise, the fundraising body or potential donor could be directed to the criteria within the policy.

**RESOURCE IMPACT**
The proposed modifications to the City policy on Naming City-Owned Land and Facilities could result in substantial contributions to the City on projects that involve capital campaigns where significant donations are recognized with naming opportunities.

**POLICY IMPLICATIONS**
These policy modifications once developed and approved by the City Council, will be incorporated into the policy on Naming City-Owned Land and Facilities as procedures for offering naming opportunities in exchange for and/or in recognition of significant contributions to capital campaigns organized and operated by authorized support groups. Any implications to the City’s Gift Policy will be clearly stated in the final report.

**ENVIRONMENTAL REVIEW**
This is not a project under the California Environmental Quality Act.

**ATTACHMENT A:** Existing policy (1-15) for Naming City-Owned Land and Facilities
PREPARED BY:

Linda Klemczak
MTEP Management Analyst

APPROVED BY:

Kelly Morariu
Assistant to the City Manager

CITY MANAGER APPROVAL:

EMILY HARRISON
ASSISTANT CITY MANAGER
Attachment C: COMPARISON OF FACILITY NAMING POLICIES
with respect to City-Owned Land, Parks, Buildings and Facilities

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<th>Campbell</th>
<th>Gilroy</th>
<th>Los Gatos</th>
<th>Mountain View</th>
<th>Milpitas</th>
<th>Palo Alto</th>
<th>San Carlos Parks &amp; Recreation</th>
<th>San Jose</th>
<th>Santa Clara</th>
<th>Davis, CA (excerpts only)</th>
<th>Flagstaff, AZ (excerpts only)</th>
<th>Phoenix, AZ (excerpts only)</th>
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</tr>
<tr>
<td>Foundation approval (Theatre &amp; Museum)</td>
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</tr>
</tbody>
</table>

NOTE: The Town of Los Gatos conducted a Study Session on 10/1/07 regarding facility naming and fundraising. Current policy states that "Town facilities shall not be named after an individual, group, organization or business as a result of any donated good, service or other contribution to the Town." Current policy also does not allow direct solicitation of funds in support of programs or services. They discussed the matters and gave staff direction to come back with final wording to allow naming rights on a case-by-case basis, subject to the Council's approval, and to allow solicitation of funds, with prior approval of the Council, for programs and events within the community by members of appointed commissions and committees (excluding Council, Planning Commission and any others with decision-making authority). No action taken as of 11/14/07.
Attachment C: COMPARISON OF FACILITY NAMING POLICIES
with respect to City-Owned Land, Parks, Buildings and Facilities

<table>
<thead>
<tr>
<th>LEAD RESPONSIBILITY FOR FACILITY-NAMING:</th>
<th>Campbell</th>
<th>Gilroy</th>
<th>Los Gatos</th>
<th>Mountain View</th>
<th>Milpitas</th>
<th>Palo Alto</th>
<th>San Carlos Parks &amp; Recreation</th>
<th>San Jose</th>
<th>Santa Clara</th>
<th>Davis, CA (excerpts only)</th>
<th>Flagstaff, AZ (excerpts only)</th>
<th>Palo Robles, CA (excerpts only)</th>
<th>Phoenix, AZ (excerpts only)</th>
<th>San Francisco Public Libraries</th>
<th>Duke University (excerpts only)</th>
<th>Trinity Western University (excerpts only)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Manager w/citizen input a part of the process</td>
<td>X</td>
<td></td>
<td></td>
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<td>X</td>
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<td></td>
</tr>
<tr>
<td>Project Manager, Planning Review, Facilities Naming Subcommittee</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Department in which the facility to be named is managed</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td>X</td>
<td>X</td>
<td></td>
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</tr>
<tr>
<td>Park &amp; Recreation Commission</td>
<td>X</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Heritage Commission or Park &amp; Recreation Board, depending on facility</td>
<td></td>
<td></td>
<td></td>
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<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Council Ad-hoc Facilities Naming Committee (3 Council-appointed Council members + the City Manager); meetings are open to the public</td>
<td>X</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Council</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
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</tr>
</tbody>
</table>
## Name Criteria

- Name that preserves the known name of former facility/site (schools, etc.), or the street on which the site is located.  
  - Campbell: ✗  
  - Gilroy: ✗  
  - Los Gatos: ✗  
  - Mountain View: ✗  
  - Milpitas: ✗  
  - Palo Alto: ✗  
  - San Carlos Parks & Recreation: ✗  
  - San Jose: ✗  
  - Santa Clara: ✗  
  - Davis, CA (excerpts only): ✗  
  - Flagstaff, AZ (excerpts only): ✗  
  - Palo Robles, CA (excerpts only): ✗  
  - Phoenix, AZ (excerpts only): ✗  
  - San Francisco Public Libraries: ✗  
  - Duke University (excerpts only): ✗  
  - Trinity Western University (excerpts only): ✗

- Name that preserves a geographic, historic, environmental, geological, or landmark connotation.  
  - Campbell: ✗  
  - Gilroy: ✗  
  - Los Gatos: ✗  
  - Mountain View: ✗  
  - Milpitas: ✗  
  - Palo Alto: ✗  
  - San Carlos Parks & Recreation: ✗  
  - San Jose: ✗  
  - Santa Clara: ✗  
  - Davis, CA (excerpts only): ✗  
  - Flagstaff, AZ (excerpts only): ✗  
  - Palo Robles, CA (excerpts only): ✗  
  - Phoenix, AZ (excerpts only): ✗  
  - San Francisco Public Libraries: ✗  
  - Duke University (excerpts only): ✗  
  - Trinity Western University (excerpts only): ✗

- May be named for a historical figure or local landmark.  
  - Campbell: ✗  
  - Gilroy: ✗  
  - Los Gatos: ✗  
  - Mountain View: ✗  
  - Milpitas: ✗  
  - Palo Alto: ✗  
  - San Carlos Parks & Recreation: ✗  
  - San Jose: ✗  
  - Santa Clara: ✗  
  - Davis, CA (excerpts only): ✗  
  - Flagstaff, AZ (excerpts only): ✗  
  - Palo Robles, CA (excerpts only): ✗  
  - Phoenix, AZ (excerpts only): ✗  
  - San Francisco Public Libraries: ✗  
  - Duke University (excerpts only): ✗  
  - Trinity Western University (excerpts only): ✗

- Names of deceased veterans from the city are encouraged.  
  - Campbell: ✗  
  - Gilroy: ✗  
  - Los Gatos: ✗  
  - Mountain View: ✗  
  - Milpitas: ✗  
  - Palo Alto: ✗  
  - San Carlos Parks & Recreation: ✗  
  - San Jose: ✗  
  - Santa Clara: ✗  
  - Davis, CA (excerpts only): ✗  
  - Flagstaff, AZ (excerpts only): ✗  
  - Palo Robles, CA (excerpts only): ✗  
  - Phoenix, AZ (excerpts only): ✗  
  - San Francisco Public Libraries: ✗  
  - Duke University (excerpts only): ✗  
  - Trinity Western University (excerpts only): ✗

- Other names considered only if above criteria does not yield a suitable name.  
  - Campbell: ✗  
  - Gilroy: ✗  
  - Los Gatos: ✗  
  - Mountain View: ✗  
  - Milpitas: ✗  
  - Palo Alto: ✗  
  - San Carlos Parks & Recreation: ✗  
  - San Jose: ✗  
  - Santa Clara: ✗  
  - Davis, CA (excerpts only): ✗  
  - Flagstaff, AZ (excerpts only): ✗  
  - Palo Robles, CA (excerpts only): ✗  
  - Phoenix, AZ (excerpts only): ✗  
  - San Francisco Public Libraries: ✗  
  - Duke University (excerpts only): ✗  
  - Trinity Western University (excerpts only): ✗

- Names must be in keeping with the vision and missions of the City and/or Department.  
  - Campbell: ✗  
  - Gilroy: ✗  
  - Los Gatos: ✗  
  - Mountain View: ✗  
  - Milpitas: ✗  
  - Palo Alto: ✗  
  - San Carlos Parks & Recreation: ✗  
  - San Jose: ✗  
  - Santa Clara: ✗  
  - Davis, CA (excerpts only): ✗  
  - Flagstaff, AZ (excerpts only): ✗  
  - Palo Robles, CA (excerpts only): ✗  
  - Phoenix, AZ (excerpts only): ✗  
  - San Francisco Public Libraries: ✗  
  - Duke University (excerpts only): ✗  
  - Trinity Western University (excerpts only): ✗

- Names that reflect the City's ethnic & cultural diversity are encouraged.  
  - Campbell: ✗  
  - Gilroy: ✗  
  - Los Gatos: ✗  
  - Mountain View: ✗  
  - Milpitas: ✗  
  - Palo Alto: ✗  
  - San Carlos Parks & Recreation: ✗  
  - San Jose: ✗  
  - Santa Clara: ✗  
  - Davis, CA (excerpts only): ✗  
  - Flagstaff, AZ (excerpts only): ✗  
  - Palo Robles, CA (excerpts only): ✗  
  - Phoenix, AZ (excerpts only): ✗  
  - San Francisco Public Libraries: ✗  
  - Duke University (excerpts only): ✗  
  - Trinity Western University (excerpts only): ✗

- Others may be considered & acted on by the City Council at its sole discretion.  
  - Campbell: ✗  
  - Gilroy: ✗  
  - Los Gatos: ✗  
  - Mountain View: ✗  
  - Milpitas: ✗  
  - Palo Alto: ✗  
  - San Carlos Parks & Recreation: ✗  
  - San Jose: ✗  
  - Santa Clara: ✗  
  - Davis, CA (excerpts only): ✗  
  - Flagstaff, AZ (excerpts only): ✗  
  - Palo Robles, CA (excerpts only): ✗  
  - Phoenix, AZ (excerpts only): ✗  
  - San Francisco Public Libraries: ✗  
  - Duke University (excerpts only): ✗  
  - Trinity Western University (excerpts only): ✗

- Names should be no longer than three words preceeding the designation (Blank Blank Blank Park)  
  - Campbell: ✗  
  - Gilroy: ✗  
  - Los Gatos: ✗  
  - Mountain View: ✗  
  - Milpitas: ✗  
  - Palo Alto: ✗  
  - San Carlos Parks & Recreation: ✗  
  - San Jose: ✗  
  - Santa Clara: ✗  
  - Davis, CA (excerpts only): ✗  
  - Flagstaff, AZ (excerpts only): ✗  
  - Palo Robles, CA (excerpts only): ✗  
  - Phoenix, AZ (excerpts only): ✗  
  - San Francisco Public Libraries: ✗  
  - Duke University (excerpts only): ✗  
  - Trinity Western University (excerpts only): ✗

- City policy to name libraries according to geographic location & to identify each branch facility with the neighborhood where it is located or the neighborhood it primarily serves.  
  - Campbell: ✗  
  - Gilroy: ✗  
  - Los Gatos: ✗  
  - Mountain View: ✗  
  - Milpitas: ✗  
  - Palo Alto: ✗  
  - San Carlos Parks & Recreation: ✗  
  - San Jose: ✗  
  - Santa Clara: ✗  
  - Davis, CA (excerpts only): ✗  
  - Flagstaff, AZ (excerpts only): ✗  
  - Palo Robles, CA (excerpts only): ✗  
  - Phoenix, AZ (excerpts only): ✗  
  - San Francisco Public Libraries: ✗  
  - Duke University (excerpts only): ✗  
  - Trinity Western University (excerpts only): ✗
## Attachment C: COMPARISON OF FACILITY NAMING POLICIES
with respect to City-Owned Land, Parks, Buildings and Facilities

<table>
<thead>
<tr>
<th>Can be named after an individual only if:</th>
<th>Campbell</th>
<th>Gilroy</th>
<th>Los Gatos</th>
<th>Mountain View</th>
<th>Milpitas</th>
<th>Palo Alto</th>
<th>San Carlos Parks &amp; Recreation</th>
<th>San Jose</th>
<th>Santa Clara</th>
<th>Davis, CA (excerpts only)</th>
<th>Flagstaff, AZ (excerpts only)</th>
<th>Palo Robles, CA (excerpts only)</th>
<th>Phoenix, AZ (excerpts only)</th>
<th>San Francisco Public Libraries</th>
<th>Duke University (excerpts only)</th>
<th>Trinity Western University (excerpts only)</th>
</tr>
</thead>
<tbody>
<tr>
<td>- individual may be living or deceased.</td>
<td></td>
<td>X</td>
<td></td>
<td></td>
<td>X</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>- individual has been deceased...</td>
<td></td>
<td>2 yrs</td>
<td>5 yrs</td>
<td>5 yrs</td>
<td></td>
<td></td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>... except at Council's discretion.</td>
<td></td>
<td></td>
<td>X</td>
<td></td>
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</tr>
<tr>
<td>- individual died in the line of duty serving the City or USA.</td>
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<td>X</td>
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</tr>
<tr>
<td>- individual died while performing a heroic act (saving the life of another).</td>
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</tr>
<tr>
<td>- individual made outstanding contributions to the City or community.</td>
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<td></td>
<td></td>
<td>X</td>
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</tr>
<tr>
<td>- individual made contributions of local, state, national or worldwide significance.</td>
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<td></td>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>- individual made substantial contributions to the betterment of a specific facility or park.</td>
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<td></td>
<td></td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- individual made lasting &amp; significant contributions to the protection of natural or cultural resources of the City.</td>
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<td></td>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>- the land or the money for its purchase was donated by the individual (see below).</td>
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<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>- the individual/organization demonstrated outstanding achievements, contributions to the community, and enrichment of the city. Such contributions must have been uncompensated, extraordinary, significant, and unique, setting this individual apart from others who contributed to the community. Additionally, the person had a direct and long term association with the facility.</td>
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<td></td>
</tr>
</tbody>
</table>

11/14/07
## Attachment C: COMPARISON OF FACILITY NAMING POLICIES

with respect to City-Owned Land, Parks, Buildings and Facilities

<table>
<thead>
<tr>
<th>Can be named after an individual only if (cont.):</th>
<th>Campbell</th>
<th>Gilroy</th>
<th>Los Gatos</th>
<th>Mountain View</th>
<th>Milpitas</th>
<th>Palo Alto</th>
<th>San Carlos Parks &amp; Recreation</th>
<th>San Jose</th>
<th>Santa Clara</th>
<th>Davis, CA (excerpts only)</th>
<th>Flagstaff, AZ (excerpts only)</th>
<th>Palo Robles, CA (excerpts only)</th>
<th>Phoenix, AZ (excerpts only)</th>
<th>San Francisco Public Libraries</th>
<th>Duke University (excerpts only)</th>
<th>Trinity Western University (excerpts only)</th>
</tr>
</thead>
<tbody>
<tr>
<td>- the individual provided a contribution or service deemed to be of major &amp; lasting significance to the land, construction or renovation.</td>
<td>X</td>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>- Park or recreation facilities named after an individual should include the geographic, natural or geological features as a part of the name (example: DaBell-Uvas Park Preserve).</td>
<td>X</td>
<td>X</td>
<td></td>
<td>C</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>- the costs of plaques, monuments, and replacement of signs resulting from commemorative naming will be borne by the individual, group or organization sponsoring the request.</td>
<td>X</td>
<td>X</td>
<td></td>
<td>C</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>- there are compelling reasons to honor someone for lifetime contributions and extraordinary accomplishments in support of the facility; the neighborhood &amp; facility users support the name/honorsee; name must avoid controversy while reflecting the tradition &amp; stability of the agency as an institution.</td>
<td>X</td>
<td>X</td>
<td></td>
<td>C</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cannot be named for:</th>
<th>Campbell</th>
<th>Gilroy</th>
<th>Los Gatos</th>
<th>Mountain View</th>
<th>Milpitas</th>
<th>Palo Alto</th>
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<th>Duke University (excerpts only)</th>
<th>Trinity Western University (excerpts only)</th>
</tr>
</thead>
<tbody>
<tr>
<td>- organizations, groups, businesses</td>
<td>X</td>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>- a seated elected or appointed official</td>
<td>X</td>
<td>X</td>
<td></td>
<td>C</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>- an employee who provided extraordinary service as a part of their normal job (okay if services were provided in a voluntary capacity beyond their assigned duties).</td>
<td>X</td>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
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</table>
### Attachment C: COMPARISON OF FACILITY NAMING POLICIES
with respect to City-Owned Land, Parks, Buildings and Facilities

<table>
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<tr>
<th></th>
<th>Campbell</th>
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<th>Los Gatos</th>
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<td>Naming Opportunities Available in Exchange for Financial Contribution:</td>
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<td>- Individual made a significant donation to the city resulting in the acquisition or development of property, buildings, etc.</td>
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<td>- Individual has made a particularly meritorious or financial contribution, over a period of years, to the general public interest or the interests of the City.</td>
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<td>- For naming rights, contribution must be a minimum of $500,000 or 10% of total cost of the facility to be named, whichever is greater, in either cash or property.</td>
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<td>- Consideration given when 15% or more of the land or facility construction or renovation costs are donated.</td>
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<td>- Individual or family (or in some cases, organizations) donated at least 50% of the cost of the facility</td>
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<td>- Can be named after an individual, family, or corporation if they make a donation to the Park &amp; Rec Foundation in accordance with the Alternative Fund Development Program formula (includes cost for installation, maintenance &amp; replacement).</td>
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<td>- Can be named after a corporation if they pay for the naming rights. Can be permanent or of limited term, allowing City to re-sell the name later.</td>
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Attachment C: COMPARISON OF FACILITY NAMING POLICIES
with respect to City-Owned Land, Parks, Buildings and Facilities

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<td>Naming Opportunities Available in Exchange for Financial Contribution</td>
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<td>- The City Council reserves the right, as part of a Capital Campaign, to make appropriate business arrangements in exchange for naming options of City facilities.</td>
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<td>- For naming rights, private sector monies must be donated to the Park &amp; Rec Foundation in accordance with the Alternative Fund Formula (outlined in MOU w/Foundation - Includes installation &amp; endowment for replacement costs).</td>
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<td>- Commercial names shall not be used for permanent naming, but may be used for short-term sponsorship of programs, events &amp; activities.</td>
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<td>- The University may, with board approval, sell the identity of a building or portion thereof, to a corporate sponsor for a defined period of time through an advertising agreement with that sponsor.</td>
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<td>- Any gift, grant, or contract that includes a financial or contractual obligation binding upon the City must have prior concurrence in writing from the City Council or its designee.</td>
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<td><strong>RE-NAMING OF FACILITIES</strong></td>
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<td>- Policy to not change names; exceptions considered only for compelling reasons.</td>
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<td>- Namings based on financial contribution, land donation or facility donation shall be named in perpetuity (not eligible for re-naming).</td>
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<td>- Facilities that have been given a commemorative name are not available for naming rights.</td>
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<td>- Will be considered after an individual who donated at least 50% of the cost for major renovations.</td>
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<td>- A name may be removed when deemed by the City Council to be in the best interests of the City (if a refund of fee/donation paid for naming rights is appropriate, will be considered by Council).</td>
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<td>- The named facility or portion thereof will continue to use the name so long as the facility remains in use and serves its original purpose. If demo'd or significantly renovated, the name may a) stay the same; 2) be transferred to another comparable facility; or 3) be discontinued. Transfer or discontinuance requires Board approval &amp; consultation with original donor or donor's family.</td>
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with respect to City-Owned Land, Parks, Buildings and Facilities

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<tr>
<td><strong>Other Naming Opportunities</strong> - If it is not appropriate to name a facility or building after a person, the following opportunities may be considered:</td>
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<td>- Naming of an activity (John Doe 5K Run)</td>
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<td>- Naming of a cultural presentation (Smith MusicFest)</td>
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<td>- Naming of an athletic event (Bob Jones Softball Tournament)</td>
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<td>- Providing a plaque in the city-sponsored &quot;Walls of Fame&quot;</td>
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<td>- Plaques commemorating individual donations such as trees, horticultural or plant materials are discouraged.</td>
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<td>A portion of a facility may be &quot;adopted&quot; by a person or group wishing to provide labor for maintenance and beautification. Temporary signage as deemed appropriate may be authorized &amp; installed in the area to recognize the volunteer(s).</td>
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<td>- Donations of memorial benches or other furniture or fixtures are encouraged with the understanding that such items have a useful life, and that the City assumes no responsibility for replacement or upkeep.</td>
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Chairperson Barton called the meeting to order at 6:00 p.m. in the Council Conference Room, 250 Hamilton Avenue, Palo Alto, California.

Present: Barton, Cordell, Drekmeyer

Absent: Kleinberg

1. Oral Communications

None.

2. Approval of a Mutual Cooperation and Support Agreement with the Friends of the Palo Alto Junior Museum and Zoo

**MOTION:** Council Member Cordell moved, seconded by Drekmeyer, that the Policy and Services Committee recommends to the City Council the approval of a mutual cooperation and support agreement with the Friends of the Palo Alto Junior Museum and Zoo.

**AMENDMENT:** Council Member Barton moved to remove references to Exhibits A, B, and C from the agreement.

**MOTION PASSED** 3-0.

3. Human Relations Commission Recommends to the City Council to Remove the Palo Alto Mediation Program from the Human Services Resource Allocation Process Along with its Current Funding and be Funded Through a Contract with the City of Palo Alto

**MOTION:** Council Member Cordell moved, seconded by Drekmeyer, that the Policy and Services Committee recommends to the City Council to approve the removal of Palo Alto Mediation Program from the Human Services Resource
Allocation Process along with its current funding and be funded instead through a contract with the City of Palo Alto as part of the upcoming budget process.

**MOTION PASSED 3-0.**

4. Recommendation From the Human Relations Commission to Adopt a Resolution Encouraging the U.S. Department of Homeland Security Immigration and Customs Enforcement Agency Under “Operation Return to Sender” to enforce the U.S. Immigration and Customs Laws in a Manner that Complies with all Applicable Laws, Rules and Regulations, Including the Constitutional Protection Against Unreasonable Searches and Seizures

**MOTION:** Council Member Drekmeyer moved, seconded by Cordell, that the Policy and Services Committee recommends that the City Council approve the adoption of a resolution encouraging the U.S. Immigration and Custom Enforcement Agency, under “Operation Return to Sender,” to enforce the immigration and customs laws in a manner that complies with all applicable laws, rules and regulations and the constitutional protection against unreasonable searches and seizures and is in accordance with principles of fair play and substantial justice.

**MOTION PASSED 3-0.**

5. Modification of the Existing Policy on Naming City-Owned Land and Facilities to Accommodate Capital Fundraising Campaigns for the Construction or Renovation of City Facilities

**MOTION:** Council Member Cordell moved, seconded by Drekmeyer, that the Policy and Services Committee recommends that the City Council consider the issue of exchanging facility naming rights in exchange for monetary donations before the Committee further discusses and recommends changes to the existing City naming policy.

**MOTION PASSED 3-0.**

6. Discussion for Future Meeting Schedules and Agendas

    Next meeting scheduled for December 11, 2007

**ADJOURNMENT:** Meeting adjourned at 6:59 p.m.
Chairperson Kishimoto called the meeting to order at 7:04 p.m. in the Council Chambers, 250 Hamilton Avenue, Palo Alto, California.

Present: Drekmeier, Kishimoto, Espinosa

Absent: Barton

1. Oral Communications

None.

2. Referral from City Council: Discussion and Recommendations Regarding City Facility Naming Policy

Assistant to the City Manager Kelly Morariu presented the Policy and Services Committee with clarifying questions from staff regarding the City naming policy. The Committee then reviewed and discussed each question, making the following motions.

Vice Mayor Drekmeier read, should the City award naming rights to commercial or corporate donors for recognition of monetary contributions?

**MOTION** – Council Member Espinosa moved, seconded by Council Member Kishimoto to adopt policies that allow for naming of an entire building in recognition of individuals or families making financial contributions but do not allow naming of an entire building in recognition of corporate or commercial donations.

**MOTION PASSED:** 3-0.

Vice Mayor Drekmeier noted that the question of naming a room or interior building space after a corporation was still open to discussion and should be considered by the full Council.
Vice Mayor Drekmeier read, how significant should a donation be in order to have the building named after the donor? Some cities establish dollar amounts and others specify a percentage of the estimated cost of the project.

**MOTION** – Vice Mayor Drekmeier moved that an individual must contribute the majority of funds for construction of a building to be recognized with naming rights.

**Motion Failed due to the lack of second.**

**MOTION** – Council Member Espinosa moved, seconded by Council Member Kishimoto to allow a designated group to recommend donation amounts and naming recognition at the time of the capital campaign that would then be presented to the City Council for approval.

**MOTION PASSED:** 3-0.

Vice Mayor Drekmeier read, would naming recognition be offered for cash donations only? Would a donation of land (cash value) be considered equal to the donation of cash?

**MOTION** – Council Member Kishimoto moved, seconded by Vice Mayor Drekmeier to allow land to be considered equal to the donation of cash and naming rights would not be offered for cash donations only.

**MOTION PASSED:** 3-0.

Vice Mayor Drekmeier read, although the process of re-naming a park, building or facility is generally avoided, is it appropriate to grant naming rights for both the new Mitchell Park Library and Community Center? There could conceivably be two separate names for the facilities: Donor X Library at Mitchell Park and the Donor Y Community Center at Mitchell Park.

**MOTION** – Council Member Espinosa moved, seconded by Council Member Kishimoto that two separate names could be adopted for the library and community center at Mitchell Park.

**MOTION PASSED:** 3-0.

Vice Mayor Drekmeier read, is it appropriate to consider naming opportunities for all of the current facility needs (Mitchell Park Library/Community Center, Main and Downtown Libraries, and Public Safety Building)?
**MOTION** - Council Member Espinosa moved, seconded by Council Member Kishimoto that consideration of the renaming of Mitchell Park Library/Community Center Main and Downtown Libraries, and Public Safety Building is appropriate.

**MOTION PASSED:** 3-0.

Vice Mayor Drekmeier asked whether it was appropriate to consider renaming other parks, buildings and facilities.

**MOTION** - Council Member Espinoza moved, seconded by Council Member Kishimoto to confirm the existing policy on renaming City facilities and parks.

**MOTION PASSED:** 3-0.

Vice Mayor Drekmeier read, what are some criteria the Council would like to see for naming rights? Examples include: names being in keeping with the vision and mission of the City and/or Department; and names not confusing the public as to the building’s purpose.

Vice Mayor Drekmeier noted the consensus of the Committee was for staff to determine the criteria for what kind of individual or corporation could help fund a facility.

Vice Mayor Drekmeier read, would the City Council be willing to waive approval on the name of a facility if the donor met all the established criteria? The process of setting a naming schedule, which is approved by the Council in advance of the fundraising, and then returning to Council for final approval on the naming corporate entity or individual, as required in the existing policy, can be time-consuming and alienating to a potential donor.

**MOTION** - Council Member Espinosa moved, seconded by Council Member Kishimoto to have the Council review any naming of an entire facility.

**MOTION PASSED:** 3-0.

Vice Mayor Drekmeier read, should the Palo Alto Historical Association and related commissions still serve as a point of review for naming opportunities that may be awarded in response to a significant capital campaign donation? Should they review and comment on the proposed naming criteria (what would or would not be acceptable) prior to City Council review and action?
Motion – Vice Mayor Drekmeier moved to have the criteria come to the Council as an agenda item and once approved the donor amounts and suggestions return as a Consent Calendar item.

Motion Failed due to the lack of second

Motion - Council Member Espinosa moved, seconded by Council Member Kishimoto to have the criteria come to the Council as a Consent Calendar item.

Motion Passed: 2-1, Drekmeier, no.

MOTION - Council Member Espinosa moved, seconded by Council Member Kishimoto to recommend the naming opportunity in response to a significant capital campaign donations not go to the Boards and Commissions but go to Policy and Services for recommendations to Council for approval.

MOTION PASSED: 3-0.

Vice Mayor Drekmeier referred to Council Member Espinosa’s question about the limits on the types of recognition within facilities for the donors.

MOTION - Council Member Kishimoto moved, seconded by Council Member Espinosa to not have corporate logos if the Council decides to allow corporate donations and associate naming recognition.

MOTION PASSED: 3-0.

Vice Mayor Drekmeier referred to Council Member Espinosa’s question about whether the City would have a bidding process for donations and naming recognition.

There was no consensus on this item and the Committee recommended this question go to Council for further discussion.

3. Discussion of Future Meeting Schedules and Agendas

Next meeting scheduled for Tuesday, March 18, 2008 at 7 p.m.

ADJOURNMENT: Meeting adjourned at 8:48 p.m.
TO: HONORABLE CITY COUNCIL

ATTN: POLICY AND SERVICES COMMITTEE

FROM: CITY MANAGER DEPT.: CITY MANAGER'S OFFICE

DATE: MARCH 18, 2008 CMR: 177:08

SUBJECT: DISCUSSION AND RECOMMENDATIONS REGARDING PROPOSED REVISIONS TO CITY FACILITY NAMING POLICY

RECOMMENDATION

Staff recommends that the Policy and Services Committee review potential modifications to the existing Policy and Procedure 1-15 on Naming City-Owned Land and Facilities to accommodate naming opportunities associated with significant donations to capital campaigns that raise funds for the acquisition, construction or renovation of City facilities, and make recommendations to the City Council.

BACKGROUND

On February 11, 2008, the City Council discussed the issue of accepting monetary donations and recognizing these donations by naming new or reconstructed City facilities after the individuals or groups making such contributions. At that meeting, the Council voted to have the Policy & Services Committee consider changes to the City's existing facility naming policy (1-15) that would accommodate acceptance of these donations and associated naming recognition. The Policy & Services Committee discussed this matter at its February 12, 2008 meeting and provided preliminary direction to staff on a series of questions (Attachments A & B). Attachment C provides the draft minutes from that meeting. Following that discussion, staff has developed some proposed modifications to the existing policy for Committee and Council consideration.

DISCUSSION

Attachment D provides a revised version of Policy and Procedure 1-15 for the Committee's review. It incorporates direction received from the Committee at the February 12 meeting.

The key changes proposed to the policy include:
1) Addition of language to the policy statement addressing the City Council’s statement about acceptance of donations as part of a capital fundraising campaign (page 1).

2) Addition of a procedure for offering naming recognition for significant donations to capital fundraising campaigns (pages 7-8).

The revisions to the policy statement simply acknowledge that the Council has determined that significant individual, family, or foundation financial contributions to the construction/renovation of City facilities can be recognized through the naming of said facilities after these groups. It also identifies that the City has a separate procedure for the naming of facilities and interior spaces in recognition of significant donations to a capital fundraising campaign. At the February meeting, the Committee made a recommendation that the Council not recognize commercial or corporate contributions through the naming of an entire City facility after these entities. However, there is still an outstanding question regarding the acceptance of corporate or commercial contributions and recognition of these entities on interior spaces within a facility or sub-facilities (e.g. rooms within a library, playground structure, etc). This question will be referred back to the full Council for discussion per Committee direction. If the Council chooses to accept corporate donations for interior spaces or sub-facilities, appropriate language would be added to the policy statement. Attachment D includes this language, which has the caveat that its inclusion is dependent on the Council’s final direction on this issue.

Similarly, the Committee was concerned about establishing criteria for the acceptance of corporate donations and asked staff to research criteria used in other agencies. Staff was able to find some examples of criteria used in other cities. However, in these instances, staff recommends that the Council simply make a statement in the procedure (see page 4 of Attachment D for suggested language) that corporate entities must abide by the City’s mission statement and anti-discrimination policy if the City wishes to accept donations from these entities.

Based on the other discussion items at the February meeting, staff drafted new language that simplifies the procedure for facility naming in instances where there is a capital fundraising campaign (pages 7-8 of Attachment D). Current policy allows the City Manager, subject to the final approval of the City Council, to approve the naming of places within City-owned land or facilities, such as a room or patio within a building, or a trail or athletic field within a park. However, each naming proposal has to come to the Council separately for approval. For capital campaigns, staff recommends that these naming opportunities be proposed on a naming schedule to be reviewed and approved by Council prior to the initiation of the capital campaign. After approval of the naming recognition schedule, the fundraising group would be able to make commitments to donors and then return to the Council at the conclusion of the effort for final approval of all of the naming recognitions. This would prevent the fundraising group from having to bring each separate potential naming opportunity for a space within a facility to the Council for review individually, prolonging the process for securing donations, as well as subjecting the donors to a cumbersome process. The new procedure also provides flexibility for the fundraising group to propose the appropriate naming recognitions for that particular project.
RESOURCE IMPACT
The proposed modifications to the City policy on Naming City-Owned Land and Facilities could result in substantial contributions to the City on projects that involve capital campaigns where significant donations are recognized through naming opportunities.

POLICY IMPLICATIONS
These policy modifications, once developed and approved by the City Council, will be incorporated into the policy on Naming City-Owned Land and Facilities as procedures for offering naming opportunities in exchange for and/or in recognition of significant contributions to capital campaigns organized and operated by authorized support groups. Any implications to the City’s Gift Policy will be clearly stated in the final report.

ENVIRONMENTAL REVIEW
This is not a project under the California Environmental Quality Act.

ATTACHMENT A: February 12, 2008 Policy & Services report and attachments
ATTACHMENT B: List of questions discussed at February 12 Policy & Services meeting
ATTACHMENT C: Draft minutes from February 12 Policy & Services meeting
ATTACHMENT D: Draft of revised policy (1-15) for Naming City-Owned Land and Facilities

PREPARED BY: Kelly Morariu
Assistant to the City Manager

CITY MANAGER APPROVAL: EMILY HARRISON
ASSISTANT CITY MANAGER
Chairperson Kishimoto called the meeting to order at 7:00 p.m. in the Council Conference Room, 250 Hamilton Avenue, Palo Alto, California.

Present: Barton, Dreikmeier, Kishimoto, Espinosa arrived at 7:08

Absent:

1. Oral Communications

None.

2. Discussion and Recommendations Regarding Proposed Revisions to City Facility Naming Policy

MOTION: Council Member Barton moved, seconded by Council Member Kishimoto, that the Policy and Services Committee recommend to the City Council to accept corporate donations to name individual rooms within buildings or other sub-facilities and incorporate recommended policy language.

MOTION PASSED: 3 - 1 Espinosa voting no

MOTION: Council Member Barton moved, seconded by Vice Mayor Dreikmeier, that the Policy and Services Committee recommend to the City Council to accept revisions to Policy and Procedures 1-15/MGR to include:

- Removal of references to corporations abiding by the City’s Mission Statement but to retain the references to the anti-discrimination policy.
- Under Section 3.B.c, add the phrase “subject to final Council review” at the end of the sentence.
- Under Section 3.D, restructure the sentence and add an additional sentence that the City will consider the original donation intent in these instances.
MOTION PASSED: 4-0

4. Discussion for Future Meeting Schedules and Agendas

April 08, 2008
May 13, 2008

ADJOURNMENT: Meeting adjourned at 7:35 p.m.