

# East Bay Regional Park District Naming Policy and Guidelines

Adopted by EBRPD Board of Directors on April 20, 2004  
Resolution No. 2004-04-73

The East Bay Regional Park District Board of Directors is responsible for the naming and renaming of Regional Parks<sup>1</sup>, trails, features, areas, and facilities. Proposals for naming and/or renaming may come from any source including Board members, staff, volunteers, organizations and individuals.

The procedure for the naming of a Regional Parks, trails, features, areas and facilities began with the District's establishment in 1934. Naming is a way to remember shared history, to identify local natural resources and to honor individuals. Naming is also a useful way to help park users interpret parkland resources and to orient themselves while visiting the Regional Parks.

Recognition naming after persons living or deceased may be allowed in special cases. The District's preference is to express appreciation for contributions through awards, events, tributes, publicity, commemorative items, mementos and letters of appreciation. The number of features and facilities within EBRPD that may be named is finite. The decision not to accept a naming proposal does not diminish the significance of public service or the gratitude of the District to those who have contributed service or monetary donations.

## Naming Policy

**Regional Parks, trails, features, areas and facilities will be named after natural features such as plant and animal life, geographic, topographic or paleontological features, or for cultural features such as archaeological and historic artifacts, historic persons, families or events. Existing historically related names shall be respected.**

**Naming in recognition of persons living or deceased may be allowed only in special cases, and will be considered for substantial or outstanding contributions of service, property or funds to the public good of the East Bay Regional Park District, East Bay Region, Bay Area, State, or Nation. The East Bay Regional Park District is not a venue for corporate or personal advertising. Corporate names will not be considered for Regional Parks or significant geographic features, but in special cases, may be considered for facility or area names.**

**Staff will maintain guidelines which will include more specific criteria for eligibility and procedure. The EBRPD Board of Directors always maintains flexibility interpreting the policy, and shall have final authority to name parkland features and facilities as it deems appropriate.**

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<sup>1</sup> All parkland classifications including Regional Trails

## Administrative Naming Guidelines

Staff will administer the Board's Naming Policy according to the following guidelines. These guidelines may be changed by the General Manager from time to time.

### Naming Criteria

Naming of geographic or natural features, Regional Parks and Regional Trails after individuals will be an exception, reserved for those nominations meeting the highest threshold criteria. Recognition naming will more typically be applied to structures, facilities, in-park trails and areas.

Naming is a special recognition that is considered for persons deserving exceptional recognition for their unique, "substantial or outstanding" contributions, which will be evaluated as follows:

- Did the individual's contribution provide a major benefit to the District, or on a local, regional, state or national scale?
- Is the benefit sufficiently enduring so as to be apparent to future generations?
- Has the nominee already been substantially honored with recognition naming in other places, particularly in the East Bay, which would make a proposal redundant?

The District endeavors not to duplicate names within its system.

### Naming Process

The name of a new Regional Park will be established in the District Master Plan, although the name may be temporary in nature. Parkland naming will be finalized in an appropriate planning document for the parkland unit or by separate Board Resolution.

The Planning/Stewardship Department will coordinate naming as a part of the preparation and review of planning documents or on a case-by-case basis as requested by the General Manager or Board of Directors. Naming requests will be evaluated as follows:

- Staff will submit naming recommendations for review by the Board Executive Committee. The Executive Committee will make a recommendation to the full Board of Directors.
- The Park Advisory Committee (PAC) will review the Executive Committee recommendation and make its own recommendation to the Board of Directors.
- In a case where the PAC disagrees with the Executive Committee's recommendation, the recommendation will be returned to the Executive Committee.
- The full Board will consider the naming proposal.

Minor naming or renaming for facilities and features will be established by a team led by the Planning/Stewardship Department when requested by the Operations or Public Safety Departments. Any names designated in this manner are temporary and will be reviewed as a part of the next formal planning process for the Regional Park.

## Recognition Naming Process

Naming after persons who have contributed significantly in service, property or monetary donations to the East Bay Regional Park District, East Bay Region, Bay Area, State, or Nation, or naming after elected officials and persons associated directly with the East Bay Regional Park District will be considered on a case-by-case basis.

Recognition naming will be indicated on park brochure maps and may be further described within a parkland at a facility such as a Visitors Center, both to recognize the individual and to further public understanding of his/her contribution. The Planning/Stewardship Department will maintain a database of facilities designated with recognition names.

Recognition for significant monetary or land donations may arise because of an individual gift or as a part of a coordinated fund-raising effort for the facility or area. The individual gift will be reviewed for naming at the time that the gift is received by the Board. The Land Acquisition Department will administer land donations and the Public Affairs Department will administer monetary donations.

Specific fund-raising efforts for new park facilities or structures may contain a naming element in recognition of donors who may fund major costs. "Facilities," in these circumstances, do not include trails. In such instances, the Public Affairs Department will develop a Donor Naming Plan which will include both the specific naming opportunities and the manner of recognition. Review of recognition naming for Donor Naming Plans will follow the same review process as outlined in the "Naming Process" above, although the PAC will provide comments rather than recommendations. If there is a timing constraint with the gift or other impediment that precludes the PAC review, the PAC will be informed of the staff's recommendation.