



NAMING OF FACILITIES

PURPOSE

To establish the criteria and procedures for the naming of City of Santa Clara (City) buildings and facilities. The policy's overarching objectives are to establish and maintain a system to ensure that decisions on naming opportunities are made in an equitable and consistent manner and that the naming actions maintain current and future alignment with the City's Mission Statement and Code of Ethics and Values.

POLICY

The City Council shall name municipal buildings/facilities in recognition and consideration of the following:

- Individuals, living or deceased, who have made outstanding contributions to the City or Santa Clara community
- Individuals, living or deceased, who have made contributions of local, state, national or worldwide significance
- Honoring the important contributions and accomplishments of individuals from underrepresented communities
- Opportunities to foster a more welcoming, equitable, and inclusive environment as well as to reflect and connect with the City's diverse community
- Geographic location, demographic information, or prominent environmental feature(s) of the area that the building/facility is located
- Naming Rights Agreement: Agreements may provide a financial benefit to the City with sponsorships or naming rights agreements for City-owned facilities which aligns with the City's mission and values.

Naming proposals will require thorough research to ensure alignment with this policy and with the City's Mission Statement and Code of Ethics and Values.

The renaming of existing municipal buildings/facilities shall be discouraged and shall occur only under extraordinary circumstances, after thorough study. The process of renaming may be done only after undertaking thorough and comprehensive research and deliberation. Individuals after whom buildings are named, and who later are found to violate the City's Code of Ethics and Values or Mission Statement may have their names removed from the buildings that bear their names.



NAMING OF FACILITIES

Naming Proposals

PROCEDURE

1. Proposals for naming of municipal buildings or facilities shall be referred to the responsible Department.
2. Upon receipt of a naming or renaming proposal of a City building or facility, the Department Head will review if the proposed name is reflective of at least one of the following criteria:
 - a. An individual, living or deceased, who has made outstanding contributions to the City or Santa Clara community
 - b. An individual, living or deceased, who has made contributions of local, state, national, or worldwide significance
 - c. Honors the most important contributions and accomplishments of individuals from communities underrepresented in the Named City Facilities List.
 - d. Presents an opportunity to foster a more welcoming, equitable, and inclusive environment as well as to reflect and connect with the City's diverse community
 - e. Geographic location and demographic information of the area that the building or facility is located
 - f. Prominent geographic or environmental feature(s) of the area that the building or facility is located

The City will maintain an inventory list of all Santa Clara facilities and buildings that have been named, including any available background of why the name was selected ("Named City Facilities List"). Any naming proposal will be reviewed against the Named City Facilities List to confirm that it is not duplicative of previously approved proposals.

If the naming or renaming proposal is reflective of at least one of the criteria, the Department Head will refer the proposal to the appropriate City Board, Commission, or Committee.

If the naming or renaming proposal is not reflective of at least one of the criteria, the Department head will extend appreciation of input to the proposer and explain City's policy regarding naming of facilities.

3. After the Department Head forwards the proposal, the City Board, Commission, or Committee, shall review all naming proposals at a



NAMING OF FACILITIES

publicly noticed meeting and make a recommendation to the, Governance and Ethics Committee which shall consist of three City Councilmembers appointed by vote of the Council, and the City Manager.

4. The Governance and Ethics Committee shall review all naming recommendations at a publicly noticed meeting and make a recommendation to the City Council for final approval.
5. The City Council shall consider the naming recommendation(s) at a publicly noticed meeting and will have final approval of all naming recommendations.
6. Upon Council approval, the approved naming recommendation shall be added to the Named City Facilities List with all associated information.

Renaming Proposals

The process for renaming existing municipal buildings/facilities will follow the same steps as outlined in this procedure. In addition, it will require the proposer to include any and all research supporting the claim that there has been a violation of the City's Code of Ethics and Values or Mission Statement.

References

8/2003 City Council approved Policy & Procedure 035 Naming of Facilities
1/2010 Amended Policy & Procedure 035 Naming of Facilities
6/10/2019 Amended and Adopted Resolution 19-8752
10/10/23 Amended and Adopted Resolution 23-9270