



Agenda Report

19-551

Agenda Date: 7/15/2019

REPORT TO GOVERNANCE AND ETHICS COMMITTEE

SUBJECT

Review Council Policy 035 on Naming of Facilities for Possible Recommendation to City Council

BACKGROUND

At the March 5, 2018 Ad Hoc Facilities Naming and Honorary Recognition Committee meeting, the Committee directed staff to review Council Policy 035 Naming of Facilities (Attachment 1) with a focus on the naming criteria (e.g., what the geographic area criteria entailed) and how the procedure of naming City facilities is documented to ensure that policy requirements are met.

At the October 11, 2018 Ad Hoc Facilities Naming and Honorary Recognition Committee meeting, the Committee had a discussion on Council Policy 035 Naming of Facilities, and reviewed staff's suggestions to clarify naming requirements and streamline the process of naming facilities. By Committee consensus, Council Policy 035 Naming of Facilities was referred back to staff for revision.

At the February 5, 2019 City Council meeting, the Council approved the council committee restructuring proposal which consolidated committees. The Governance Committee, Ethics Committee, Ad Hoc Facilities Naming and Honorary Recognition Committee, and the Council Goal Setting Committee were combined into one committee now called the Governance and Ethics Committee.

DISCUSSION

The amended policy (Attachment 2) clarifies the naming criteria requirements and establishes a procedure to streamline the naming of City facilities including the requirement that proposals for naming of municipal buildings or facilities shall detail consistency with the policy criteria for naming of facilities. The amended policy has also been revised to include the Governance and Ethics Committee in the procedure instead of the former Ad Hoc Facilities Naming and Honorary Recognition Committee.

Naming Criteria: The current policy language states that the City Council may name facilities in recognition of individual contributions to the community, or the "geographic area in which the municipal building/facility is located." The amended policy clarifies the naming criteria by stating that the City Council may name facilities in recognition of the "geographic location, prominent environmental feature(s), or historical significance, of the area that the building/facility is located."

Naming of Facilities Process: The current policy includes two different review processes depending on the board, commission, or committee originating the naming recommendation. In the amended policy, staff has updated the procedure to establish one review process for all naming proposals and to make the process consistent and more effective.

Proposals for naming municipal buildings or facilities are now referred to the responsible Department for the facility detailing consistency with the policy criteria for naming of facilities. The Department Head will then review if the proposed name is reflective of at least one of the naming criteria, and if so, the Department head will forward the proposal to the applicable board, commission, or committee. If the naming or renaming proposal is not reflective of at least one of the criteria, after conferring with the City Manager's Office, the Department Head will express appreciation regarding the naming proposal to the proposer and explain the City's decision. Next, the board, commission, or committee will review the naming proposal at a publicly noticed meeting and make a recommendation to the Governance and Ethics Committee. The Governance and Ethics Committee will review the naming recommendation and deny the recommendation or make a recommendation to the City Council for final approval. The City Council will consider the naming recommendation and will have final approval of all naming recommendations.

ENVIRONMENTAL REVIEW

The action being considered does not constitute a "project" within the meaning of the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines section 15378(a) as it has no potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment.

FISCAL IMPACT

There is no fiscal impact to the City other than staff time.

COORDINATION

This report was coordinated with the City Attorney's Office.

PUBLIC CONTACT

Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, email clerk@santaclaraca.gov <<mailto:clerk@santaclaraca.gov>> or at the public information desk at any City of Santa Clara public library.

RECOMMENDATION

That the Governance and Ethics Committee recommend that the City Council adopt a Resolution to amend the Council Policy on Naming of Facilities.

Reviewed by: Genevieve Yip, Staff Analyst I

Approved by: Deanna J. Santana, City Manager

ATTACHMENTS

1. Council Policy 035 Naming of Facilities
2. Amended Council Policy 035 Naming of Facilities (Redline)
3. Amended Council Policy 035 Naming of Facilities (Clean)
4. Resolution to Amend Council Policy 035 Naming of Facilities