




Ariel Méndez, Chair

Purpose

This policy provides guidance in the naming of Bend Park and Recreation District (BPRD) assets inclusive of parks, facilities and trails. This policy does not apply to asset naming resulting from sponsorship of parks, facilities, or trails, which is discussed in the Sponsorship Policy. Nor does it apply to asset naming resulting from gifts, which is discussed in the Gift Policy.

Definitions

Asset: As used in this policy, a district asset can include a park, facility or trail.

Business: A for-profit organization that exists to provide services or goods to the community.

Facility: Structure that houses parks and recreational programs or events.

Gift: A charitable donation from an individual or organization in the form of financial or in-kind support for a specific district asset. The BPRD Gift Policy defines parameters for gifts to BPRD from individuals, organizations and businesses. In accordance with the gift policy and any associated gift agreement, gifts/donations are provided with no expectation for additional donor benefits or conditions.

Major Feature: Significant permanent component of park and recreational facilities such as a picnic shelter or playground.

Naming Rights Sponsorship: A mutually beneficial business/commercial arrangement between the district and external entity, wherein the external entity provides goods, services, or financial support to the district in return for exclusive, limited duration naming of a facility and/or commercial/marketing/branding affiliation with district assets including district programs, events or services. Such arrangements are defined in an agreement, and further discussed in the Sponsorship Policy.

Organization: A non-profit or civic organization that exists to offer services or goods to the community.

Parks: All outdoor traditional designed parks, natural open spaces, historic sites, and specialized parks under the district's jurisdiction or management.

Trail: For the purposes of this policy, trails shall include new trails only and shall not include additions to existing trails, connector trails, or sections with easement agreements.

Guidance

Guiding principals

Naming provides the opportunity to provide an identity for a park, facility or trail that should engender positive emotion and goodwill. As such, naming should be done with careful consideration and with the following principals in mind:

- Positive – Names will elicit a strong positive image for all residents and visitors and have a symbolic value that enhances the character of the park, facility or trail.
- Relevant – Names shall be relevant to the district’s mission and community character.
- Welcoming – Names shall be approachable and welcoming to all district residents and visitors.
- Fact Based – Research and evidence shall be used to demonstrate suitability of proposed names.
- Privilege – No special privilege shall be given to any named entity of a park, facility or trail.

Park, facility and trail names shall not:

- Violate or promote the violation of federal, state or local laws.
- Infringe on copyright or intellectual property rights.
- Use graphic, obscene, explicit, violent, threatening, sexist, racist, or other offensive language or imagery.
- Promote or perpetuate discrimination in any form on the basis of race, sexual orientation, religious beliefs, color, age, gender identity, marital status, national origin, physical ability, or other protected status or class.
- Compromise public safety or security.
- Violate the privacy of individuals or groups in images or via information.
- Provide false, defamatory information.

Naming Categories

Asset names shall be selected from one of the following categories and shall not be duplicative of another asset in the community:

- Geographic – Place-based names (street, subdivision, area of the City, etc.) can help improve ease of locating district amenities and can help establish a sense of place.
- Indigenous, Cultural or Historic reference – References to the past can help educate the community about historical context and preserve memories of key cultural or historic elements, events or peoples within the district.
- Native Flora or Natural Feature – Naming a park after native flora or a natural feature helps illustrate the value the community places upon nature and the natural environment.
- People - Parks, facilities and trails may be named in recognition of a living or deceased individual or family. This naming approach shall only be considered a minimum of 12

months after separation of service from BPRD, or a minimum of 12 months after the date of the death of that person, if applicable. This naming approach requires compliance with the following criterion:

- When 50% or more of the value of the parkland is donated, or
- When 50% or more of the value of the development costs are donated, or
- When an individual/family has made a significant and sustained contribution to the community and/or the district over the course of many years
- **Community Organizations – Parks, facilities and trails may be named after an outstanding civic group or non-profit organization in recognition of significant or sustained contribution to the community and/or the district over the course of many years.**
- **Businesses – Pursuant to the Sponsorship Policy, a business may have a park, facility or trail named after it for a defined period of time as established in a Naming Rights Sponsorship agreement.**

Procedures

The Planning and Development Department shall be responsible for managing the naming process for any park, facility or trail. They shall designate a primary contact to manage this process to ensure consistency in the naming approach. What follows are the applicable procedures for interim naming, feature naming, parks, facilities and trails naming, and renaming.

Interim Naming – As land is acquired, a temporary name shall be assigned by planning staff for the sake of internal and external communications until such time that the formal naming process can be completed. In general, the naming convention shall be as follows:

- **Parcels acquired adjoining to another that are intended to expand the site shall be named for the original site.**
- **New, free standing parcels acquired with the intention of future development shall be temporarily named based upon proximate street intersections, significant landmark or subdivision names.**
- **Natural area acquisition shall be temporarily named for prominent or significant geographic features, if present.**

The permanent park naming process may commence simultaneously with the interim naming process in cases where development of the park, facility or trail is imminent. Otherwise, the formal naming process may occur concurrently with the commencement of the planning process for the new park, facility or trail.

Major Feature Naming – Features within parks may be named in recognition of significant involvement or investment by organizations, individuals or businesses in supporting the community's park and recreation system. The process and requirements for feature naming are discussed in the Gift Policy.

Park, Facility and Trails Naming - BPRD shall establish a Naming Committee for the purposes of naming parks, facilities and trails. The Executive Director or their designee(s) shall manage the naming committee process in its entirety. The BPRD Board of Directors will direct staff to create a

process for selection of Naming Committee members for a four-year term. The Board will be responsible for appointing an ad hoc Naming Committee to consider and recommend a name to the full Board of Directors. The Board Chair will appoint Naming Committee members as follows:

- Five appointed representatives of the broader community who are from an underrepresented population of the community, are a member of the BPRD Foundation Board, have relevant historical knowledge, are familiar with the district and community character, or have a passion for placemaking and community building.

Subsequent to formation of the committee, the following process shall be followed for all naming and renaming of district assets covered by this policy.

- Name recommendations – Staff shall use research methods to develop and analyze a list of potential names for applicable district facilities. The community shall also have the opportunity to contribute ideas for asset names as follows:
 - Neighborhood parks – requests for potential names shall be solicited from the applicable Neighborhood Association and its membership, and as part of the planning and design process.
 - Community and Regional Parks, Facilities and Trails – media and social media channels will be used to communicate an upcoming naming process and solicit name suggestions from interested community members.

Planning staff shall review all names suggested by the community and do additional research and analysis as necessary. Upon completion of research and analysis, staff shall send a list of a minimum of three potential names to the Naming Committee for review.

- Naming Committee review of name recommendations – The Naming Committee shall review the potential asset names and may suggest additional names for consideration by the committee and staff. If additional names are suggested, a second Naming Committee meeting may be required to allow for research and analysis by staff. The Naming Committee will make a recommendation to the board for consideration and approval.
- Board review and approval of an asset name – The board shall review the full list of potential asset names considered by the committee, along with the Naming Committee’s recommendation at a publicly noticed meeting. The board at its full discretion may select the asset name after taking comments from any interested parties.
- Recognition and Signage – subsequent to board approval of the asset name, development of applicable signage shall commence at the appropriate time. Said signage shall comply with all district design standards in force at the time.

Renaming – BPRD recognizes that names become well known and that changing names can be challenging from a wayfinding perspective for residents and costly for the district. Therefore, renaming a park, facility or trail is not encouraged. Names that have been widely accepted by the community will not be abandoned unless there are compelling reasons and strong public sentiment from the broader community to do so. Historically or commonly used place names will be preserved wherever possible.

BPRD reserves the right to rename any park, facility or trail if the name is found to be inconsistent with the guiding principles in this policy or the person for whom it is named demonstrates disrespectful behavior, or subsequently acts in a disruptive or dishonorable manner.

The process for renaming parks, facilities or trails shall follow the process for naming defined above, with the exception that a request for renaming shall be initiated by either a community member, the board of directors or staff. The request shall be reviewed for merit and a determination shall be made with regard to whether the renaming process shall proceed during a publicly noticed board of directors meeting. Community requests for renaming should be submitted in writing to the executive director or their designee.

Policy Exemptions

For naming requests not otherwise covered in policy, a proposal may be submitted for review by the Executive Director and final approval by the Board of Directors.

