

CLACKAMAS COUNTY BOARD OF COUNTY COMMISSIONERS
Sitting/Acting as the Board of Directors for the North Clackamas Parks and Recreation District

Policy Session Worksheet

Presentation Date: 3/11/2025 **Approx. Start Time:** 11:00 a.m. **Approx. Length:** 30 minutes

Presentation Title: North Clackamas Parks and Recreation District Parks and Facilities Naming Policy

Department: North Clackamas Parks and Recreation District (NCPRD)

Presenters: Kia Selley, NCPRD Director

WHAT ACTION ARE YOU REQUESTING FROM THE BOARD?

Approval of an updated Parks and Facilities Naming Policy.

EXECUTIVE SUMMARY:

The current Park and Facility Naming Policy was approved by the North Clackamas Parks and Recreation District Board of Directors in 2006. The policy has become inconsistent with current operations and best practices for community engagement.

The proposed updated policy provides guidance on roles and responsibilities, naming categories, process and timelines, applicability, and restrictions. It outlines a step-by-step process for deciding on a name, beginning with a public call for submissions, a committee review and selection, District Advisory Committee review, and concluding with a recommendation to the Board. The updated policy also aligns with the emerging naming policy under development by Clackamas County Parks for naming categories and applicability.

FINANCIAL IMPLICATIONS (current year and ongoing):

Is this item in your current budget? YES NO

What is the cost? No fiscal impact

What is the funding source? N/A

STRATEGIC PLAN ALIGNMENT:

- Build public trust through good government.
- Honor, utilize, promote, and invest in our natural resources.

LEGAL/POLICY REQUIREMENTS:

N/A

PUBLIC/GOVERNMENTAL PARTICIPATION:

The District Advisory Committee (DAC), which is an advisory body to the NCPRD Board, reviewed the updated policy and provided input at the November 13, 2024 DAC meeting (also an opportunity for public testimony).

The DAC approved a motion in support of the policy with the edits outlined below; all edits requested by the DAC have been integrated with the updated policy.

- Limited applicability of the policy to NCPRD-owned assets, not assets operated and maintained by NCPRD but owned by others.
- Replaced the term “application” with “submissions.”
- Modified Naming Process Steps (section IV):
 - Step 1, Public Notification: Added libraries as location for advertising call for submissions.
 - Step 2, Soliciting Submissions: Increased minimum timeline for submissions from 30 to 45 days.
 - Step 5, DAC Review and Support: Added a step allowing for DAC review prior to Board approval.

OPTIONS:

Option #1: Approve the proposed NCPRD Parks and Facilities Naming Policy included in Attachment A

Option #2: Direct staff to make edits to the proposed NCPRD Parks and Facilities Naming Policy.

Option #3: Take no action at this time.

RECOMMENDATION:


Staff recommends **Option #1:** Approve the proposed NCPRD Parks and Facilities Naming Policy included in Attachment A.

ATTACHMENTS:

Attachment A: NCPRD Parks and Facilities Naming Policy

SUBMITTED BY:

Division Director/Head Approval _____

Department Director/Head Approval 

County Administrator Approval _____

For information on this issue or copies of attachments, please contact Kia Selley @ 971-337-6967
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North Clackamas Parks and Recreation District Policy

Name of Policy	Park and Facilities Naming Policy	Policy #	
Policy Owner Name	North Clackamas Parks and Recreation District	Effective Date	
Policy Owner Position		Approved Date	
Approved By		Next Review Date	

I. PURPOSE AND SCOPE

This policy establishes a systematic and consistent approach for the naming of major assets, inclusive of parks, natural areas, trails, and facilities. This policy does not apply to asset naming that results from sponsorships or major gifts.

This policy applies to the naming of properties owned by North Clackamas Parks and Recreation District. For facilities that NCPRD operates but does not own, the owner(s) of such facilities shall retain authority for their naming or renaming.

II. AUTHORITY

County Code 2.09.060 authorizes the Board of Directors/County Commissioners to draft administrative rules and implement operational policies.

III. GENERAL POLICY

This naming policy outlines the guidelines and standards for naming conventions within NCPRD to ensure consistency.

IV. DEFINITIONS

Naming: The permanent name assigned by North Clackamas Parks and Recreation District (NCPRD) to a park, natural area, facility, or trail.

Park: Open space owned by NCPRD that has been developed for active or passive recreation, community gathering, educational, or aesthetic purposes.

Natural Area: Open space owned by NCPRD where the primary purpose is the conservation of the natural environment. Such parks typically have minor improvements for access to natural resources with minimal impact to the environment.

Facility: Major structures such as community centers, swimming pools, and administration offices.

Trail: Trails that connect communities within and beyond the district or to regionally significant natural features, such as rivers and streams, and often across several neighborhoods.

Donation: The giving of property, goods, cash, or time to NCPRD with no expectation of return.

Sponsorship: The giving of financial or in-kind support from an individual or corporation for a specific service, program, facility, park, or event in return for certain benefits.

V. POLICY GUIDELINES

The naming of a park, facility, trail, or natural area is significant and should be approached in a thoughtful manner. In considering proposals for the naming or renaming of NCPRD properties, the following principles should be followed:

Positive & Welcoming: Names will elicit a strong positive image for all district residents and visitors and have a symbolic value that enhances the character of the park, facility, or trail.

Relevant: Names shall be relevant to NCPRD's mission and community character and be appropriate in regard to the property's location and/or history.

Fact-based: Research and evidence shall be used to determine suitability of proposed names.

Broad Support: Names shall have broad public support. No special privilege shall be given to any named entity of a park, facility, or trail.

VI. PROCESS AND PROCEDURES

See addendum A.

VII. ACCESS TO POLICY

This policy will be posted on the NCPRD website.

VIII. ADDENDA

Process and Procedures.

Actions on this Policy:

Original Policy effective date:

Amended Policy effective dates:



North Clackamas Parks and Recreation District Policy

NCPRD Parks and Facilities Naming Policy: Addendum A. Process and Procedures

I. PROCEDURES & GUIDELINES

Timeline: The naming process should be completed prior to the opening of a new park, trail, or facility.

Applicability: This policy shall apply to the naming of NCPRD parks, trails, and facilities, except as outlined below:

- Previously named parks transferred from another agency to NCPRD.
- Future park sites where a name has been specified as a component of a purchase and sale agreement or other contractual agreement supported by the District Advisory Committee (DAC) and approved by the Board of Directors.
- Park facilities where naming rights are conveyed to an individual or business in return for financial remuneration to NCPRD, as specified in a contractual agreement supported by the DAC and approved by the Board of Directors.
- Facilities that NCPRD operates but does not own; the owner(s) of such facilities shall retain authority for their naming or renaming.

Restrictions: NCPRD reserves the right to rename any district-owned property if the person or symbol for whom it is named is revealed to not or no longer align with NCPRD's values.

- Park, facility and trail names will be prohibited that:
 - 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.
 - Compromise public safety and security.
 - Provide false, defamatory information.

II. NAMING CATEGORIES

Assets shall be selected from one of the following categories and shall not duplicate the name of another asset in the community:

- Geographic/Special Features: Place-based names (street, subdivision, area, etc.) or special features can help improve ease of locating district amenities and can help establish a sense of place.
- Historic: References to the past can educate the community about historical context and preserve memories of groups, elements, symbols, and/or events connected to the place-based history within the district.
- Indigenous or Cultural: Indigenous names or symbols as recommended by the tribal governments or cultural communities.
- Native Flora and Fauna: Naming a park after native flora or fauna illustrates the value the community places upon nature.
- Outstanding Individuals and Community Organizations: This category is designed to acknowledge the sustained contribution that has been made by individuals, living or deceased, and outstanding civic groups or non-profit organizations to the development and management of NCPRD's park and recreation system. 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/community organization has made a significant and sustained contribution to the community and/or NCPRD 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.

III. PARK RENAMING GUIDELINES

Renaming Request Submissions require the following:

- The proposed name.
- Written justification for the proposed name addressing the NCPRD policy and guidelines for property naming.
- Written justification for changing the established name.
- Identification of the interested/impacted stakeholders.
- The submission should include a depiction/map showing the location of the park, trail, or facility.
- The submission should be emailed to info@ncprd.com.

IV. NAMING PROCESS STEPS:

To ensure an equitable and transparent naming process that is consistent for all district residents, only submissions that follow NCPRD's naming process and use the designated communication channels will be considered. The naming process steps are as follows.

- Step 1, Public Notification: NCPRD will submit a public notification and promote the naming opportunity with the community and applicable organizations, including but not limited to: NCPRD District Advisory Committee (DAC), City of Milwaukie, tribal government(s) and/or communities, community planning organizations (CPOs), neighborhood associations, and libraries.
- Step 2, Soliciting Submissions: Submissions to name a park or facility are then completed by community members and groups, and submitted through the designated NCPRD communication channels. Acknowledgement of receipt of the submission will be provided either electronically or by phone. A minimum of 45 days will be provided for the public submission process.

Outreach methods to promote awareness and public input opportunities may include:

- Online and print forms;
- Announcements on NCPRD webpage;
- Media release and social media announcements;
- Notices posted at NCPRD facilities and local public locations;
- Signage at designated NCPRD facility or project site;
- Email to existing interested party email list, if there is one.
- Step 3, Preparation of Submissions: Following the submission closing deadline, NCPRD staff will collect, aggregate, and review all submitted proposals to ensure alignment with the naming policy in preparation for the naming committee review.
- Step 4, Committee Review and Recommendation: Proposals will be considered by a naming committee representing, but not limited to: NCPRD Director or

designee, NCPRD Deputy Director or designee, District Advisory Committee (DAC) representative, tribal government(s) and/or community representative, identified community planning organization representative, or neighborhood association representative.

The designated naming committee will convene within two months following the submission deadline to review naming proposals. The naming committee reviews proposals, conducts additional research and develops written recommendations for staff and the Board of Directors. A recommendation from the committee must have at least 2/3 majority vote in support of the name.

- If none of the submitted proposals are acceptable to the committee, the committee may submit a new proposal based on their discussion and public input. Additional naming committee discussions will be held in open public meetings.
- Step 5, District Advisory Committee Review and Support: The District Advisory Committee (DAC) representative on the naming committee will take the recommended name back to the DAC for review and discussion prior to NCPRD Board of Directors review.
- Step 6, Board Review and Approval: The NCPRD Board of Directors reviews the recommendations and either:
 - Accepts the committee recommendation.
 - Declines the committee recommendation, in which case the committee may choose one of three options:
 - The naming committee continues review of other submissions; or
 - The naming committee may suggest a new option based on their discussions and public input to date; or
 - The process starts over with a new solicitation of names from the community.
- Step 7, Communicating Name Decision: Once the decision from the Board has been made, NCPRD will be responsible for communicating the name to applicants and the District Advisory Committee within two weeks. The name will be publicized and shared with the community.
 - Appeals: Any person whose request to name/rename a district property is denied may appeal to the NCPRD Board of Directors by petition through the District Administrator.