



County of Monterey

Item No.

Board Report

Board of Supervisors
Chambers
168 W. Alisal St., 1st Floor
Salinas, CA 93901

Legistar File Number: PAR 25-021

December 09, 2025

Introduced: 11/26/2025

Current Status: Agenda Ready

Version: 1

Matter Type: Preliminary Analysis
Report

Receive a preliminary response to *Board Referral Number 2025.13* (Alejo) regarding creation of a formalized process and policy for naming County of Monterey-owned and county-operated facilities.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Receive a preliminary analysis report in response to **Board Referral 2025.13** and;
- b. Direct that staff:
 - i. Develop an updated Countywide Facility Naming Policy for Board consideration within 120 days; or
 - ii. Proceed with completion of referral based on modifications by board.
- c. Rescind referral.
- d. Provide further direction, as appropriate.

PRELIMINARY ANALYSIS:

Background:

On October 21, 2025, Supervisor Alejo submitted Referral 2025.13 - County of Monterey Facility Naming Policy requesting staff “establish a formal policy and procedure to guide the naming of all county facilities, ensuring transparency, consistency, and public engagement.” The County Communications Director and staff from Public Works, Facilities and Parks (PWF) conducted research into existing County policies and examples from other agencies and government sources.

The County currently has the following guidance on naming policies:

Resolution 08-022 (adopted January 15, 2008): Established Board Policy G-148, states the naming of “County building, roadway, and bridge facilities are named to reflect their location and primary function”, with special consideration made for “the memorializing of certain eligible County-owned... buildings, bridges, certain roadway structures, or other public grounds and Structures in Monterey County” with the Board of Supervisors' direct control and final approval of such naming.

Resolution 22-095 (adopted May 10, 2022): established Board Policy G-149 for naming of Monterey County-owned and operated facilities and programs at Natividad Medical Center

At the time Referral 2025.13 was submitted, PWF was in the process of drafting an update to Policy G-148 to update language, incorporate policy guidelines for County parks and open spaces, and clarify the asset memorialization process.

As noted in the referral, there is currently no comprehensive County policy governing the special naming of County-owned or County-operated facilities other than memorialization. A comprehensive formalized policy would supersede existing Policy G-148.

Project Description:

This referral initiates the development of a Countywide comprehensive Facility Naming Policy that would require:

- The facility name reflects the mission, purpose, or community values of the project.
- The name is easy to pronounce, culturally inclusive, and accessible to the broader community
- Temporary placeholder names used during grant application or construction phases are replaced through the official county name process before a facility opens.
- The naming process includes consulting with the Board of Supervisors, appropriate county departments, and other local government and community partners.

Staff shall consider other factors such as:

1. Incorporate existing standards for naming roadways, bridges, open spaces and parks.
2. Establish standards for naming county-owned or county operated facilities
3. Procedures for naming, renaming, or removing names
4. Requirements for public input and community input
5. Establish how to determine community values, geographic relevance, and cultural inclusivity
6. Research for optional donor recognition provisions
7. Define roles and responsibilities, including Board oversight
8. Establish responsible party for securing funds of signage implementation

The County Administrative Office Communications Bureau will lead policy development in partnership with Public Works, Facilities and Parks (PWFP), and County Counsel.

Estimated Project Cost:

Costs are not fully known but will consist primarily of staff time. Any policy development effort which includes signage design standards, including ADA requirements would require additional funding to secure services from subject matter experts. Staff recommends design standards be addressed at the time of project development, or as a separate design standards program.

Category

Estimated Cost

Policy Development & Coordination
Interdepartmental Review
Public Outreach (optional surveys/input)
Legal Review (County Counsel)
Signage Branding Standards Book
Total Estimated Cost

Included in existing budgets
Included in existing budgets
Up to \$5,000
\$1,000
Starting at \$5,000
\$0 - \$10,000+

Staffing Level Estimate:

This effort will be completed using existing County staffing. No new positions or staffing increases are required. - Lead: CAO - Communications Bureau; Partners: PWFP, and County Counsel.

Departmental Challenges:

- Need for consistent application across departments
- Ensuring culturally respectful and inclusive name selection
- Establishing criteria to prevent conflicts of interest or political influence
- Coordinating with partner agencies on joint-use projects
- Addressing expectations around donor-related and special facility naming

Proposed Response Date:

Staff will return to the Board within **120 days** with a draft Countywide Facility Naming Policy, policy implementation plan, and supporting documents and forms as necessary.

BOARD OF SUPERVISORS STRATEGIC PLAN GOALS:

This Board Referral supports the Strategic Goal of providing exceptional facilities...to support quality of life for residents by ensuring County facility name development allows for community engagement and provides clear communication of services provided.

- ☒ Well-Being and Quality of Life
- ☐ Sustainable Infrastructure for the Present and Future
- ☐ Safe and Resilient Communities
- ☐ Diverse and Thriving Economy

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