

County of Monterey Board Policy Manual		
Policy Name: County Asset Naming Policy	Policy Number	Page
	G-148	1 of 9
Policy Category: Operations and Maintenance		

I. Purpose

Provide a consistent, transparent, and inclusive process for naming County Assets which are both owned and operated by the County. Names should provide clarity for the public, reflect mission, community values, enhance public trust, and support operational/fundraising goals.

II. Background

a. Findings

The scope of existing policy G-148 (Building Naming Policy) is limited to memorialization naming requests. A comprehensive policy to guide all naming of county assets is needed. This updated policy G-148 is expanded to address all County Asset naming requests.

b. Guiding Principles

1. Transparency: All County Asset naming approvals are documented and visible to the public.
2. Equity & Inclusion: Names must respect cultural, historical, and linguistic diversity.
3. Community Engagement: Public input based on facility scale/visibility.
4. Board Oversight: Board of Supervisors retains final naming authority.

III. Policy

a. Scope

1. This policy applies to all County bridges, buildings, physical assets, spaces, and parks owned and managed by the County of Monterey (hereinafter, "County Asset(s)" or "Asset(s)"), unless otherwise covered as noted in Section a.2. below.
2. This policy does not include those County Assets covered in Policy G-149- Naming Monterey County-Owned and Operated Facilities and Programs at Natividad Medical Center Policy, which is specific to naming County of Monterey-owned and operated facilities and programs at Natividad Medical Center, or any other County Asset which naming is governed by federal, state or local laws (e.g., Streets & Highways Code section 971).
3. This policy does not include assets owned by various foundations which work within the County; such as, but not limited to the Natividad Medical Center Foundation, Monterey County Parks Foundation, Foundation for Monterey County Free Libraries and Friends of County Animal Services, where memorializing and naming of facilities and portions thereof are major incentives for financial support.

b. Glossary

As used in this policy, the below terms shall have the following meanings:

1. **County Asset:** County bridges, buildings, physical assets, spaces, and parks owned and managed by the County of Monterey (hereinafter, “County Asset(s)” or “Asset(s)”), unless covered in Policy G-149 or any other County Asset which naming is governed by federal, state or local laws.
2. **Countywide Naming Review Panel:** – panel consisting of the Chair (County Administrative Officer [CAO]), and one member from: County Communications, PWFP, the Office of the County Counsel, Equity/Community Engagement representative, Optional Cultural/Historical advisors as selected by the Chair
3. **Donor Naming:** Recognition of financial contributions with defined term limits.
4. **Honorary Naming:** Recognition of individuals for significant contributions.
5. **Responsible Department:** County Department responsible for operation and management of a County Asset.
6. **Mission Alignment:** Functional and Hybrid Names reflect facility’s purpose or services.
7. **Historical & Cultural Respect:** Consider local heritage and indigenous communities.

c. Roles and Responsibilities

1. County Administrative Office (“CAO”)
 - i. Act as Chair of the Countywide Naming Review Panel.
 - ii. Selects Equity/Community Engagement representative and Cultural/Historical advisor.
 - iii. Approve other special advisors to the Countywide Naming Review Panel on an ad hoc basis as needed.
2. County Board of Supervisors (“Board”)
 - i. Approval authority for all County Asset naming determinations other than default address-based names.
3. County Communications
 - i. Coordinate Countywide Naming Review Panel assignments with PWFP.
 - ii. Participate in the Countywide Naming Review Panel and advise on community impacts and potential challenges.
4. Office of the County Counsel
 - i. Participate in the Countywide Naming Review Panel and advise on legal matters related to official naming.
5. County Department (Responsible Department)
 - i. Lead naming development efforts for Assets under its purview and for projects implemented on its behalf.
6. Countywide Naming Review Panel
 - i. Evaluate assigned naming proposals for eligibility under this Policy.
 - ii. Review and score proposals using the Policy’s Naming Evaluation criteria.
 - iii. Maintain transparency and ensure naming decisions align with the Policy adopted process.

7. Public Works, Facilities and Parks (“PWFP”)
 - i. Participate in the Countywide Naming Review Panel and advise on implementation logistics and potential impact to any associated construction project.
 - ii. Coordinate public naming requests and other naming projects not associated with a Responsible Department project.
 - iii. Maintain records of County Asset name designations.

d. County Asset Naming Authority

1. All names adopted under this Policy are ceremonial in nature, meaning the naming of an Asset does not change its legal designation for the purposes of federal, state or local reporting requirements, legal definitions, US Postal Service identification, etc.
2. Excepted as noted in Section d.3 below, all naming of County Assets subject to this Policy requires approval from the Board of Supervisors.
3. County Assets are by default named for their address/geographic location and general function. (e.g., 168 W. Alisal Street, County Administration Building, Government Center, Monterey County Government Center at Schilling Place, Davis Road Bridge). Such naming does not require Board approval and is documented upon the Asset’s completion/acquisition.
4. Facility and park reservable spaces such as conference rooms, pavilions, campgrounds, etc. may be named by the Responsible Department upon written approval of the Department Head and CAO or designee. Such naming may be authorized provided the proposed name is not Honorary or Donor in nature and does not conflict with the General Naming Criteria in Section III.f.1. below.
5. The Board reserves the right to determine at its sole discretion which Assets are eligible for naming and to deny the naming of any eligible Asset.

e. Naming Categories

1. Proposed names requiring Board approval will be categorized to determine the appropriate review criteria and process.

f. Naming Criteria and Guidelines

1. General Criteria (All Categories)
 - i. Proposed name is not offensive or discriminatory.
 - ii. Proposed name is not a political party name or otherwise partisan in nature.
 - iii. Proposed name does not imply that the County is endorsing any individual, foundation, corporation, trust, business, or other entity that associates the County with a position on matters of a political nature or other controversy.
 - iv. Proposed name does not project false, misleading, or inaccurate information about the County
 - v. Proposed name is not a current County employee (unless Board-approved)
 - vi. Proposed name meets the stated intent of the applicable category.
 - vii. Proposed County Asset to be named does not have an existing naming designation.

- viii. Any naming proposal failing any of the above criteria is subject to immediate rejection by a reviewing party (PWF, Responsible Department, Countywide Naming Review Panel, Board of Supervisors) without further review or appeal.

2. Donors/Sponsors

- i. All fundraising efforts which include County Asset naming rights are subject to Board approval prior to implementation of the fundraising program. The approved Fundraising Plan must include details on the levels of donation and associated recognition, as well as any review and approval process which will be conducted as part of the fundraising effort.
- ii. Naming opportunities are an extraordinary level of donor recognition, and should be granted in only rare circumstances in which such an honor is clearly warranted.
- iii. Decisions with respect to philanthropic naming opportunities should foster stewardship of the affected facilities and cultivation of donors. To serve these goals, such decisions should be based on donor appeal, visibility, likelihood of future gifts from the same donor and likelihood of the gift and naming to attract other donors. Naming decisions therefore should not be based solely on the gift amount. Nonetheless, because naming opportunities are limited, philanthropic naming should generally only be offered in connection with significant gifts.
- iv. A gift shall be considered significant when the gift amount covers the total cost of the project (in the case of naming for new construction/major renovation) or funds a portion of the total cost that the Board considers significant, and which would not be funded from other sources.
- v. The actual level of naming opportunity will be based on the prominence of the program, visibility of the space, the size and scope of the project, anticipated lifespan of the County Asset, and the potential to inspire future giving and/or advance the County's mission.
- vi. No goods or services will be rendered in exchange for the philanthropic gift.
- vii. County Assets will not be named in return for a non-binding promise of a future gift. If a contribution is pledged over a period of time and a naming recommendation is approved in connection with such contribution, the Board will establish the timeframe when the name will be added to the County Asset.
- viii. Park-Specific Donor Criteria.
- ix. Family names may be considered for a park name if the donors give the entire park parcel without deed restrictions;
- x. Partial donations of land for park purposes shall not constitute an obligation by the County to name the park or any portion thereof after a family name;
- xi. In selecting a family name for a park site, the County shall consider only those names that have some relationship to the property donated;

3. Functional/Mission-Aligned

- i. Functional and Mission-Aligned name selection may encompass a wide range of options and opportunities. County Assets exist to meet

- the service needs of the public. An Asset named for a function or mission should represent and inspire the people and community who live nearby as well as those who utilize its services.
 - ii. When planning to use a Functional or Mission-Aligned name for a County Asset, the Responsible Department shall develop a Naming Outreach and Development Plan which includes consultation with the Board of Supervisors, appropriate County departments, and other local government and community partners.
 - iii. The plan should include a mechanism for collecting and reviewing stakeholder input. The plan should state how the public will be involved in review and recommending finalist options.
 - iv. Naming recommendations should not be based on solely majority vote.
 - v. All stakeholder input should be reviewed by the Responsible Department for compliance with the applicable Criteria in this policy.
4. Geographic
- i. Geographic names other than the default address/location name should be relevant to the County Asset in a meaningful way and communicate a sense of place and purpose in the community.
5. Honorary
- i. The individual to be memorialized meets one or more of the following criteria:
 - ii. Demonstrated outstanding social and moral responsibility and exemplary actions that inspire others;
 - iii. Made significant contribution of time, talent, or financial support to the County;
 - iv. Provided a profound and enduring benefit to current and future generations of County residents;
 - v. Historic significance.

g. Naming Evaluation

All naming proposals will be evaluated for compliance with the General Naming Criteria listed in Section III.f.1. above. Review will be conducted as outlined in Section IV. Procedures below.

1. **Board Referral and Approved Fundraising Plans**
County Asset naming proposals originating from a Board Referral will be developed in accordance with the Referral request and will comply with General Criteria. Fundraising Plans will outline the type of review process to be used.
2. **Donor-Initiated Requests**
Naming requests initiated by a donor for an Asset not currently part of a Board-approved Fundraising Plan will be evaluated by the Countywide Naming Review Panel for alignment with the Naming Criteria listed in Section III.f.2.
3. **Other Naming Requests**
All other naming requests not listed in Sections III.g.1. and III.g.2. above will be evaluated by the Countywide Naming Review Panel using applicable criteria from the table below. The Panel will report the

applicable categories used and the aggregate score to the Board of Supervisors for any naming proposals it recommends to the Board.

Criteria	Description	Max Points
Mission Alignment	Reflects facility purpose	10
Community Values	Inclusive, culturally sensitive	10
Pronunciation / Accessibility	Easy to say/use	5
Historical / Geographic Accuracy	Correct references; connection to community.	5
Public Support	Evidence of engagement	5
Overall Suitability	Operational feasibility & alignment	15

h. Naming Term, Renaming & Name Removal

1. Naming will remain in full effect for the useful life of the County Asset, except as otherwise provided herein.
2. In the event of periodic updates or modifications to any County Asset, naming rights shall be carried forward in a similar capacity to the extent reasonably feasible, as determined by the Countywide Naming Review Panel.
3. If the County sells, donates or no longer operates a County Asset, the naming designation shall end upon such disposition/reassignment.
4. The Board shall have the right to terminate Functional/Mission-Aligned, Geographic, Honorary and Hybrid naming designations at will. In the case of Honorary names, the Board may agree to work with the nominating party to identify an alternate name should continued use of the original name be found by the Board to no longer be in the best interests of the County.
5. Donor naming designations may be terminated by the Board in the event that a named person is found to have engaged in illegal activity or other impropriety of such magnitude that continued recognition would not be in the best interests of the County. The removal of a name based on illegal activity shall not require a criminal conviction. All naming removal decisions shall instead be based on the judgment of the Board of Supervisors that the alleged conduct renders it inappropriate for the named facility to continue to bear the individual's name.

i. Implementation: Naming Documentation and Signage Specifications

1. PWFP will document all County Asset naming decisions, including the Address, County Asset, Official Name, Category, Approval Authority, Approval Date, and Term.
2. Naming proposals shall be implemented using the following specifications and guidelines, unless otherwise approved by the Board:
 - i. A single memorial sign will be placed at the County Asset.
 - ii. All memorial signs will conform to applicable standard specifications of the County. The standard size may be modified to best suit the Asset at the discretion of the County.
 - iii. The color, size, and reflection of the memorial sign shall match the existing signs associated with the County Asset and the memorial sign

- shall be smaller so that it does not dominate any official sign or intrude upon natural surroundings.
- iv. Placement of the memorial sign at the County Asset shall be at the sole discretion of the County.
- v. For any implementation with a cost over \$4,000 (Work of Public Improvement) PWFP will take the lead. The form, aesthetic and placement of placards or signage associated with memorialization of a building or facility that is more than 50 years old or of a building or facility that is a historical resource listed on the National Register of Historical Places, California Register of Historic Resources, Monterey County Register of Historic Resources is subject to review and comment by the County of Monterey, Historical Resources Review Board, pursuant to Monterey County Code section 2.56.050.H.

IV. Procedures

a. Steps:

Naming proposals will be processed in one of four ways depending on the type of request and associated construction project (if any):

1. **Board Referral:** Board Referrals are assigned to a County Department which will be responsible for following the established referral response process. Naming proposals presented as part of a referral response will follow any requirements for the applicable Naming Category in this Policy and be brought directly to the Board unless the Referral directs otherwise.
2. **Board-approved Fundraising Plan:**
 - i. All fundraising efforts which include naming rights for contributions must be approved by the Board of Supervisors to ensure the naming criteria specific to the fundraising plan is acceptable.
 - ii. After the plan is adopted, the Department conducting the fundraising effort will review naming candidates for consistency with this Policy's Naming Criteria, and any criteria in the Fundraising Plan.
 - iii. The Department will present the final proposed names to the Board for adoption.
 - iv. The Department will notify PWFP of the adopted County Asset name(s) for documentation purposes.
3. **Naming Proposals for Existing County Assets** *(No Associated Construction Project)*
 - i. The applicant will complete a County Asset Naming Proposal application form and submit the completed application form to PWFP. The group or entity sponsoring the proposal is responsible for ensuring that the application is in compliance with this Policy.
 - ii. For external (public) naming proposals, the applicant will include payment for any Board-approved fees established to cover the cost of staff time and materials for standard signage defined in Section III.i.2. above. County Department (internal) naming proposals should include an accounting string for these costs.
 - iii. PWFP will determine the Responsible Department (PWFP or other County Department). The Responsible Department will then review

- the application form and fee deposit for completeness and follow up with the applicant as needed to obtain all required information.
- iv. Once all information is obtained, the Responsible Department will perform an administrative review for compliance with this Policy.
- v. The location, style and wording of signage will be finalized.
- vi. If the proposal application meets Policy requirements, the proposal will be forwarded to the Countywide Naming Review Panel for consideration.
- vii. The Countywide Naming Review Panel will review the completed proposal application using the applicable criteria and guidelines listed in Section III. f. **Naming Criteria and Guidelines 1. General Criteria (All Categories)** and criteria in 2 through 5 as above as applicable. Review will be conducted as outlined in Section IV. Procedures above.
- viii. If approved by the Countywide Naming Review Panel, the Responsible Department will prepare a Board Report and schedule the proposed naming recommendation for consideration by the Board of Supervisors. The Responsible Department will work with the CAO to determine if the item should be presented as a scheduled item or as a Consent Agenda item.
- ix. If approved by the Board of Supervisors the Responsible Department will:
 - (1) Implement the approved signage in consultation with PWFP. For any implementation with a cost over \$4,000 (Work of Public Improvement) PWFP will take the lead.
 - (2) Coordinate with the applicant regarding the installation date and, if applicable, act as liaison for any public dedication plans.

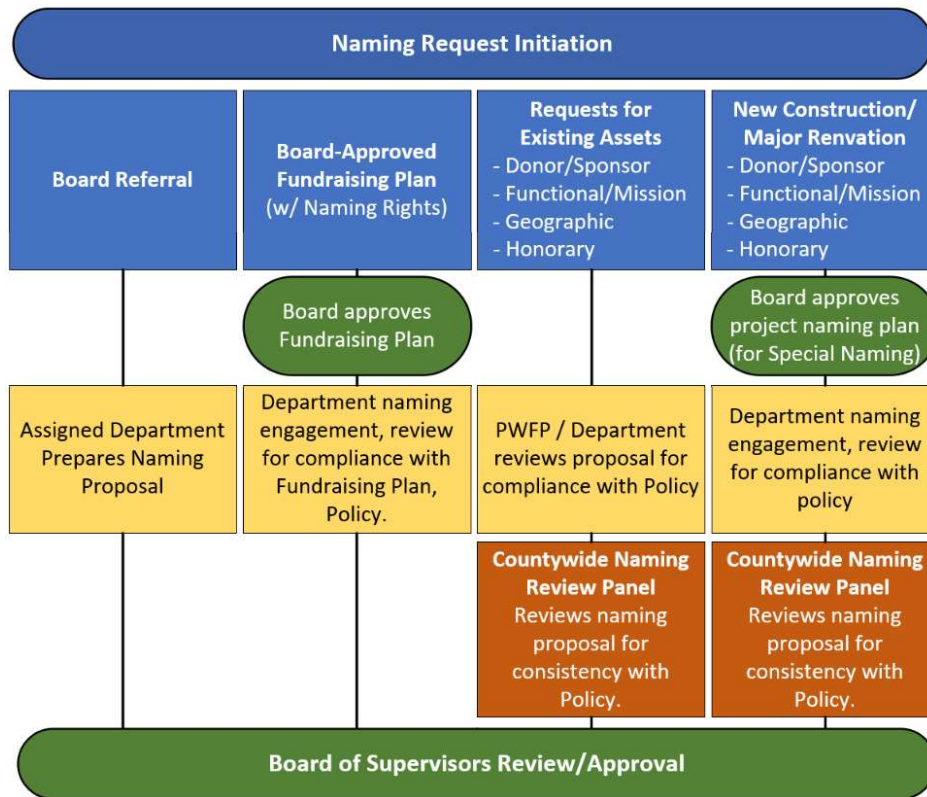
4. **Naming Proposals for New Construction and Major Renovation Projects**

- i. Naming efforts for new construction and major renovation projects will likely incorporate naming elements throughout the design. Integrating a special name into the design requires engagement and development early in the programming and schematic design phases to avoid costly design changes later in construction.
- ii. To avoid unnecessary design changes, the Responsible Department will determine whether a Naming Outreach and Development Plan should be included as part of any new construction or major renovation project. This determination should be noted in the Capital Improvement Plan (CIP) project worksheet for projects over \$100,000.
- iii. PWFP will report on any capital projects which include a naming proposal to the Board of Supervisors as part of the annual CIP adoption report.
- iv. For projects not included in the CIP, the Responsible Department will prepare a naming proposal recommendation (default name, special naming proposal) for inclusion in any Board project approval.
- v. For projects including a Naming Outreach and Development Plan (Plan), the Responsible Department will coordinate public engagement efforts using the applicable Naming Criteria in this Policy.

- vi. The Plan should include a mechanism for collecting and reviewing stakeholder input. The Plan should state how the public will be involved in review and recommending finalist options.
- vii. Naming proposals should not be based on solely majority vote.
- viii. All stakeholder input should be reviewed by the Responsible Department for compliance with the applicable Naming Criteria in this Policy.
- ix. The Countywide Naming Review Panel will review the proposal using the applicable Naming Criteria and Guidelines and Procedures set forth above..
- x. If approved, the Responsible Department will prepare a Board Report and schedule the proposed naming recommendation for consideration by the Board of Supervisors. The Responsible Department will work with the CAO to determine if the item should be presented as a scheduled item or as a Consent Agenda item.
- xi. Following Board approval, the Department managing the associated project will incorporate the approved name into the project design and will be responsible for coordinating any dedication ceremony associated with the naming as part of project management.

5. **Facility and Park Reservable Spaces**

Facility and park reservable spaces such as conference rooms, pavilions, campgrounds, etc. may be named by the Responsible Department upon written approval of the Department Head and CAO or designee. Such naming may be developed at the Responsible Department's discretion, provided the proposed name is not Honorary or Donor in nature and does not conflict with the General Naming Criteria in Section III.f.1.



b. County Asset Naming Proposal Form

PWFP shall develop forms as necessary to facilitate a standardized naming request process.

V. Review Date

Every 5 years or as needed; updates proposed by CAO or Board referral.

VI. Board Action

Legistar File Number:

Approval Date: