



County of Monterey

Item No.

Board Report

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

Legistar File Number: PAR 26-010

June 02, 2026

Introduced: 5/6/2026

Current Status: Agenda Ready

Version: 1

Matter Type: Preliminary Analysis
Report

- a. Receive a preliminary referral response to Board Referral No. 2025.13 (Development of a Countywide Facility Naming Policy); and
- b. Present new Board Policy G-148:
 - i. Proceed with approval of the Board Policy;
 - ii. Proceed with completion of referral based on modifications by board;
 - iii. Rescind referral.
- c. Provide further direction, as appropriate.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Receive a preliminary referral response to Board Referral No. 2025.13 (Development of a Countywide Facility Naming Policy); and
- b. Present new Board Policy G-148:
 - i. Proceed with approval of the Board Policy;
 - ii. Proceed with completion of referral based on modifications by board;
 - iii. Rescind referral.
- c. Provide further direction, as appropriate.

SUMMARY/DISCUSSION - PRELIMINARY ANALYSIS:

Background

There is currently no comprehensive County policy governing the naming of County-owned or County-operated facilities. While Board Policy G-149 provides guidance for naming facilities and programs at Natividad Medical Center, no equivalent framework applies to other County departments or facilities. County Board Policy G-148 is a County Asset Memorialization Policy which establishes procedures, guidelines and fees related to naming of eligible County Assets in memory of individuals and formalizes the Board of Supervisors' direct control and final approval of such naming efforts. Facilities naming efforts, such as the SHARE Center in Salinas, utilized an intentional public process. In contrast, other projects, including the Watsonville Tiny Homes Navigation Center, moved forward without consistent criteria or public engagement. A comprehensive countywide naming policy would promote equity, consistency, transparency, and community trust. The absence of a comprehensive naming policy presents risks including inconsistent naming practices across departments, potential disputes over facility names, lack of transparency in naming decisions, and reputation or legal exposure related to potentially culturally insensitive or politically influenced naming. A comprehensive formalized policy will supersede existing Policy G-148, mitigate these risks and ensure alignment with County values, legal standards and public expectations.

Project Description:

This referral initiated the development of a Countywide comprehensive Facility Naming Policy that would; establish standards for selecting official facility names, include procedures for naming, renaming, or removing names, ensure transparency and public input in the naming process, reflect community values, geographic relevance, cultural inclusiveness, provide guidelines for honorary and memorial naming, include optional donor recognition provisions and define roles and responsibilities, including Board oversight.

The County Administrative Office Communications Bureau (CAO-Communications Bureau) lead the proposed policy development in partnership with Public Works, Facilities and Parks (PWFP) and the Office of the County Counsel.

Estimated Project Cost (per naming project)

<u>Category</u>	<u>Estimated Cost</u>
Policy Development & Coordination	Included in existing budgets
Interdepartmental Review	Included in existing budgets
Public Outreach (optional surveys/input)	Up to \$5,000
Legal Review (County Counsel)	Included in existing workload
Signage Branding Standards Book	Up to \$15,000 with templates
Total Estimated Cost	\$0 - \$20,000 per naming project.

Staffing Level Estimate:

This effort was completed using existing County staffing. No new positions or staffing increases are required. - Lead: CAO - Communications Bureau - Partners: PWFP, Office of the County Counsel.

Departmental Challenges addressed in the policy

- 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 naming

OTHER AGENCY INVOLVEMENT:

The proposed new (revised) comprehensive Policy G-148 was prepared by PWFP staff in consultation with the policy development lead CAO-Communications Bureau and reviewed as to form by the Office of the County Counsel.

FINANCING:

Minimal fiscal impact anticipated; costs for developing the policy and program will be covered within existing departmental budgets. Public outreach components may require up to \$10,000 using existing funding resources. Individual naming projects will incur unbudgeted signage expenses that should be considered for funding at the time of approval.

BOARD OF SUPERVISORS STRATEGIC PLAN GOALS - STRATEGIC ALIGNMENT:

This effort supports quality public service, establishes clear and consistent processes, community engagement and inclusion, promotes transparency and public trust, government accountability and aligns with County ethics and governance goals.

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

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Approved by: Nick Chiulos, Chief Assistant County Administrative Officer

Attachments: Board Referral No. 2025.13; County Asset Naming Policy G-148