



STAFF REPORT

Meeting Type: Parks and Trails Advisory Board
Meeting Date: December 6, 2023
From: John Wallace, Recreation and Senior Services Manager
Subject: Park Naming Recommendation

DECISION TO BE MADE:

The Parks and Trails Advisory Board is being asked to recommend the new park name to City Council for adoption.

PURPOSE / OBJECTIVE:

The Purpose of this staff report is to provide the Parks and Trails Advisory Board with an update and information regarding the process of the naming of Sandy's newest Park.

BACKGROUND / CONTEXT:

- On March 20, 2023, City Council adopted the policy for naming or changing names of parks, trails, and recreational facilities.
- On August 31, 2023, after a recruitment process, the Park Naming Committee met for the first time. At the first meeting the policy and process were introduced, the Chair and Co-Chair were elected and parameters for naming were created and agreed upon.
- On September 10, 2023, The Chair and Co-Chair finalized our initial survey designed for the public to submit park name suggestions. The survey went live on September 14, 2023.
- On October 16, 2023, The Chair and Co-Chair met to vet entries, remove suggestions that did not meet the parameters of the policy and create a scoring system for the remainder of the committee to use.
- On October 18, 2023, The Park Naming Committee met to review and blindly rank the entries.
- On November 2, 2023, The Chair and Co-Chair finalized the final survey in which the public voted for one of the top 3 choices.
- On November 27, 2023, the final survey closed.

KEY CONSIDERATIONS / ANALYSIS:

The Chair and Co-Chair made policy and data driven decisions throughout the process.

1. Entries were vetted based on the parameters of our Park Naming Policy.
2. Suggestions with multiple entries were compiled and blindly ranked by the Park Naming Committee.
3. The top 3 suggestions were presented to the public in our final survey.
4. Cedar Park was the clear winner with 284 votes. Second place received 172 while third received 121.

BUDGET IMPACT:

n/a

RECOMMENDATION:

Based on the use of the Park Naming Policy, public engagement and data driven decision making, The Chair and Co-Chair of the Park Naming Committee suggest that the Parks and Trails Advisory Board recommend Cedar Park, to City Council, as the name of Sandy's newest park.

SUGGESTED MOTION LANGUAGE:

"I move that the Parks and Trails Advisory Board recommends Cedar Park as the official name of Sandy's newest park (The dedicated parkland that was formally referred to as the Community Campus)".

LIST OF ATTACHMENTS / EXHIBITS:

Attachment A: Park Naming Slide Deck Presentation



Park Naming

John Hamblin & Will Toogood
Chair and Co-Chair

Agenda

- Purpose & Introductions
- Review The Process
 - Policy
 - Committee
 - Surveys
 - Name
- Next Steps



Introductions and Purpose

- John Hamblin (Chair) & Will Toogood (Co-Chair)
- To review the process of naming Sandy's newest park.
- Suggest a name for the Board to recommend to council.
- Ask and answer any questions.



The Process...Where we were to where we are

Policy:

- March 20,2023, City Council adopted our policy for naming or changing names of our parks, trails or recreational facilities.
- Just so happens that we are building a new park...
- Per the policy, a committee is needed to help organize the work of naming a new park:
 - Staff Liaison-John Wallace
 - Chair-John Hamblin
 - Co-Chair-Will Toogood
 - Council Rep-Laurie Smallwood
 - PTAB member-Ryan Aultman
 - Member of the community-Hans Whipper
 - Member of the community-Liz Macki

The Process...Continued

Committee

- August 31, 2023, The committee had their first meeting.
 - Policy and Process were introduced
 - Chair and Co-Chair were named
 - Parameters for naming were created and agreed upon
- Chair & Co-Chair
 - Met separately to finalize initial public survey
 - Designed for public to suggest names
 - On September 14, 2023, the survey went live

The Process...Continued

Survey 1

- People suggested their own names based on the parameters
- 144 unique entries
 - Most followed the parameters
 - Some people took creative liberties
- Chair and Co-Chair vetted entries
 - 10 names were suggested multiple times

The Process...Continued

Top 10

Park Name	Description Notes	Score
Cedar Ridge Park	Location (near the Old Cedar Ridge School), Named Cedar Ridge for the Ridge it is on and the trees surrounding it.	
Pioneer Park	Recognizes the pioneers that made their way to Sandy during the westward expansion, our proximity to the end of the Oregon Trail & The "spirit" of a pioneer..."trying something new".	
Olin Y Bignall	With the loss of the pool, we can continue to honor a man who gave to our Community. The Olin Y Bignall Aquatic Center is adjacent to the new park.	
Cedar Park	The surrounding nature consisting of Cedar Trees and the neighboring Cedar Creek.	
Gateway Park	Sandy is considered the "Gateway" to Mt. Hood.	
Cedar Creek	Referencing the neighboring Cedar Creek.	

The Process...Continued

Survey 2

- On November 3, 2023 The final survey went out with the Public & Committees top choices.
 - Discovery Park
 - Cedar Park
 - Sandy River Park
- The survey closed on November 27, 2023.

And the results are...

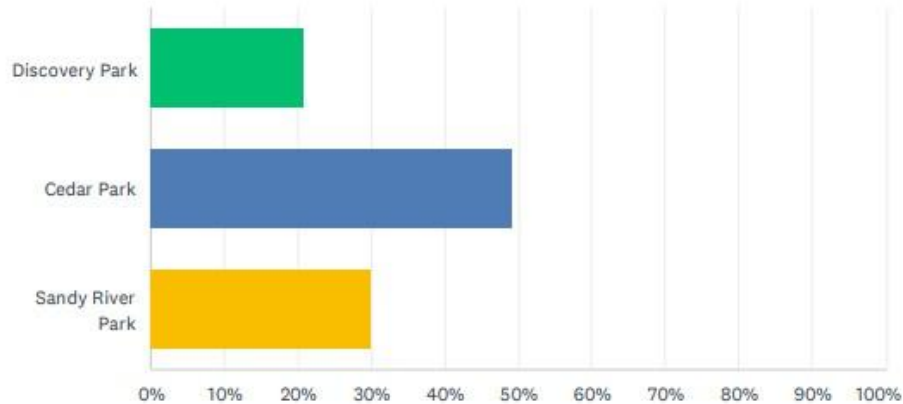


The Process...Continued

Results

Q1 What is your favorite name for the new park?

Answered: 577 Skipped: 0



ANSWER CHOICES	RESPONSES
Discovery Park	20.97% 121
Cedar Park	49.22% 284
Sandy River Park	29.81% 172
TOTAL	577

To Summarize...

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