



STAFF REPORT

Meeting Type: City Council
Meeting Date: December 18, 2023
From: John Wallace, Recreation and Senior Services Manager
Subject: Official Name Adoption for New Community Park

DECISION TO BE MADE:

Whether to officially adopt the recommended name for Sandy's newest park (formerly known as the Community Campus Park).

BACKGROUND / CONTEXT:

- [On March 20, 2023](#), City Council adopted a policy for naming or changing names of parks, trails, and recreational facilities. The policy calls for the formation of a naming committee.
- 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 (John Hamblin and Will Toogood) were elected and parameters for naming were created and agreed upon.
- On September 10, 2023, The Chair and Co-Chair finalized an 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 three choices.
- On November 27, 2023, the final survey closed.
- [On December 6, 2023](#), The Parks Trails and Advisory Recommended the adoption of "Cedar Park" as the name for the new park.

KEY CONSIDERATIONS / ANALYSIS:

The Chair and Co-Chair of the Park Naming Committee 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 three 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.

RECOMMENDATION:

The Chair and Co-Chair of the Park Naming Committee suggest that City Council adopts “Cedar Park” as the name of Sandy’s newest park. This recommendation is based on the use of the Park Naming Policy, public engagement, data driven decision-making and the recommendation of the Parks and Trails Advisory Boards.

SUGGESTED MOTION LANGUAGE:

“I move to adopt Cedar Park as the official name of the park previously known as the Community Campus Park.”

LIST OF ATTACHMENTS / EXHIBITS:

- Presentation
- Naming Policy