



County of Yolo

Administrative Policies and Procedures Manual

TITLE: NAMING OF COUNTY ASSETS	DEPARTMENT: GENERAL SERVICES DEPARTMENT
TYPE: POLICY	DATE: February 11, 2020

A) GENERAL

1) Naming of County Assets

The County of Yolo has a long-standing tradition of naming County properties and facilities in honor of persons or entities that have made important contributions to the public service mission of the County. All facility naming in recognition of an honoree must be consistent with the County's role as a public trust. Accordingly, all such proposals shall be reviewed and approved in accordance with this policy, and with related County codes, policies and guidelines. Generally, the Board of Supervisors will determine names as early as possible in the acquisition/building process to avoid informal naming that comes about during the acquisition phase. Only the Board of Supervisors has the authority to name buildings and major assets. As part of fundraising campaigns, departments may allow for the naming of minor assets/parts of facilities in exchange for donations made to a specific project. Examples of minor assets include tables, benches, bricks, etc. Parts of facilities include rooms, spaces, recreation areas at a facility, technology labs, etc.

B) POLICY

1) Guidelines for Naming County Properties and Facilities

- a) No commitment regarding naming shall be made to an honoree or significant donor prior to Board of Supervisor approval of the related proposal for naming. Each proposal shall be made in writing in accordance with this policy. The proposal and record of the action taken shall be maintained in the permanent archives of the County.
- b) Each proposal for naming shall be considered on its merits. In this regard, all due attention shall be given to both the long-term and short-term appropriateness of a naming.
- c) A proposal for naming shall include consideration and documentation of the following:
 - (1) Generally parks are to be named for geographical locations, landmarks, natural features or native plants or animals.
 - (2) With Board approval, parts of facilities (conference rooms, garden benches, trails, picnic areas, etc.) or programs for specific individuals, including living individuals (with the person's approval) may be named and may include a plaque or arrange for other appropriate recognition of distinguished service or significant donations.
 - (3) Generally it is preferred that buildings be named for function, department or geographical location.
 - (4) The General Services Department is designated as the lead agency in bringing specific name recommendations to the Board of Supervisors. General Services shall convene a workgroup that includes staff, department committees and advisory representatives(?). Non-County representatives shall account for approximately fifty (50) percent of the workgroup. It is desirable that maximum input be sought from advisory bodies or other groups with special knowledge or interest. The workgroup will also include the Board of Supervisors member for the district where the building is located. The Board may accept or reject any names brought to the Board for consideration.

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(5) Review by county counsel, as appropriate.

- d) When a facility is named in recognition of an honoree, that name will generally be effective for the useful life of the facility or the designated use of the area. If a facility must be replaced or substantially renovated, or the use of an area redesignated and used by a different department, it may be named for a new honoree.
- e) When the proposed naming of a facility would recognize an individual, the complete name of the individual will be used. The last name of the individual so honored may be used in referring informally to the facility and may be used on the name plaque affixed to the facility.

2) Naming in Honor of an Individual

- a) No commitment for naming shall be made prior to Board approval of the proposed name.
- b) A proposed honoree shall have achieved distinction in one or more of the following ways:
 - (1) While serving the County in a public service capacity, the individual has demonstrated high service distinction and has earned a regional reputation by rendering distinguished service, which warrants recognition of the individual's exceptional contributions to the welfare of the County and its citizenry.
 - (2) The individual has contributed in truly exceptional ways to the welfare of the county or achieved such unique distinction as to warrant recognition.
- c) When an individual has served the County in an employee capacity, or has served the community, state, or nation in an elected or appointed position, a proposal may be made for naming in honor of the individual on the earlier of the following:
 - (1) Two years after retirement or other separation from the County or from elected or appointed office; or
 - (2) Two years after the person's death, if the person had not yet retired or otherwise separated from the County.
 - (a) Note: A naming in honor of an individual who has retired from the County but has been recalled to full or part time employment may be made based on the earlier of the two above criteria, notwithstanding the recall status.

3) Renaming a County Property or Facility

- a) A proposal to rename a facility or area or to add a second name shall adhere to the criteria outlined above. In addition, these principles shall be followed:
 - (1) When a facility that has been named in recognition of an individual has reached the end of its useful life and will be replaced or substantially renovated, the replaced or renovated structure may be renamed in recognition of another honoree.
 - (2) When an area named in recognition of an individual will be developed for another use, the new facilities may be named in recognition of a different honoree.

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- (3) Appropriate recognition of earlier honorees shall be included in or adjacent to new and renovated facilities, as well as in redeveloped areas.
- (4) When a facility or area is proposed for renaming, county representatives will make all reasonable efforts to inform in advance the original honorees and their immediate family members.

4) Guidelines for Donor Naming Rights

The County places great value on recognizing and showing appreciation to donors for their generosity. Therefore, there are occasions when the County provides naming rights for eligible gifts. It is important that recognition be equitable and consistent based on gift type, amount, and designation, and that it adhere to established County standards.

- a) As part of the fundraising campaign, the campaign committee will develop a list of naming opportunities and identify the designated donation for each opportunity.
- b) The list of naming opportunities will be submitted to the Board Committee on Capital Investments for approval.
- c) Gifts to name a minor asset will typically be recognized via signage, plaques, displays, or other physical installations.
- d) The nature and attributes of the physical recognition will be commensurate to the level and type of gift and aligned with the features of the intended placement location.
- e) Corporate or organization logos may not be incorporated into recognition signage without approval of the County Administrator, in consultation with the Board Committee on Capital Investments.
- f) If any works of art are associated with the gift or donor recognition, the Art in Public Places Policy must be followed.
- g) Duration of Naming
 - (1) Naming is generally granted for the useful life of the funded asset unless otherwise specified in a gift agreement.
 - (2) If circumstances change so that the purpose for which the named asset was established is or needs to be significantly altered, is no longer needed/ceases to exist, or if an asset is replaced, significantly renovated or no longer habitable, the County will consult with the donor if possible, or the donor's estate, if practicable, to determine an appropriate way to recognize the original naming gift.
- h) Revocation of Naming

The County may revoke a naming if any of the following conditions occurs:

 - (1) The pledge obligation is unfulfilled and/or written off (if partial funding was received that is sufficient for an alternative naming opportunity, the terms of this Policy shall govern any renegotiation for a suitable naming).
 - (2) The County determines that its association with the donor will materially damage the reputation of the County.
 - (3) A change in family or organizational circumstances causes the donor or other affected individual(s)/organization(s) to request a name change or revocation.

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(4) Revocation decisions shall be made by the County Administrator in consultation with the Board Committee on Capital Investments.

The County shall make all reasonable efforts to inform the original donor or the donor's heirs/designees in advance of any revocation or change.