



City of Eugene Naming Policy

Eugene City Council
June 30, 2021



Overview

- Overview of Policy
- Previous Council Discussion
- Other Jurisdictions
- Related Staff Efforts



Naming Policy

Guide the naming of City-owned facilities in a fair, objective and consistent manner, and aid in the selection of names that are suitable to the property or facility, respectful of the history of the site or area, useful to the public in locating the facility and reflect prevailing or emerging community culture.



Overview of Naming Policy

- Developed in 2010
- Umbrella over existing policies
 - Park Lands and Features Naming Policy
 - Library Named Gift Opportunities
 - Streets (LCOG, Code)
- Existing policies in effect with umbrella utilized for certain conditions:
 - Size and scope of facility, level of public interest, sig. historical event



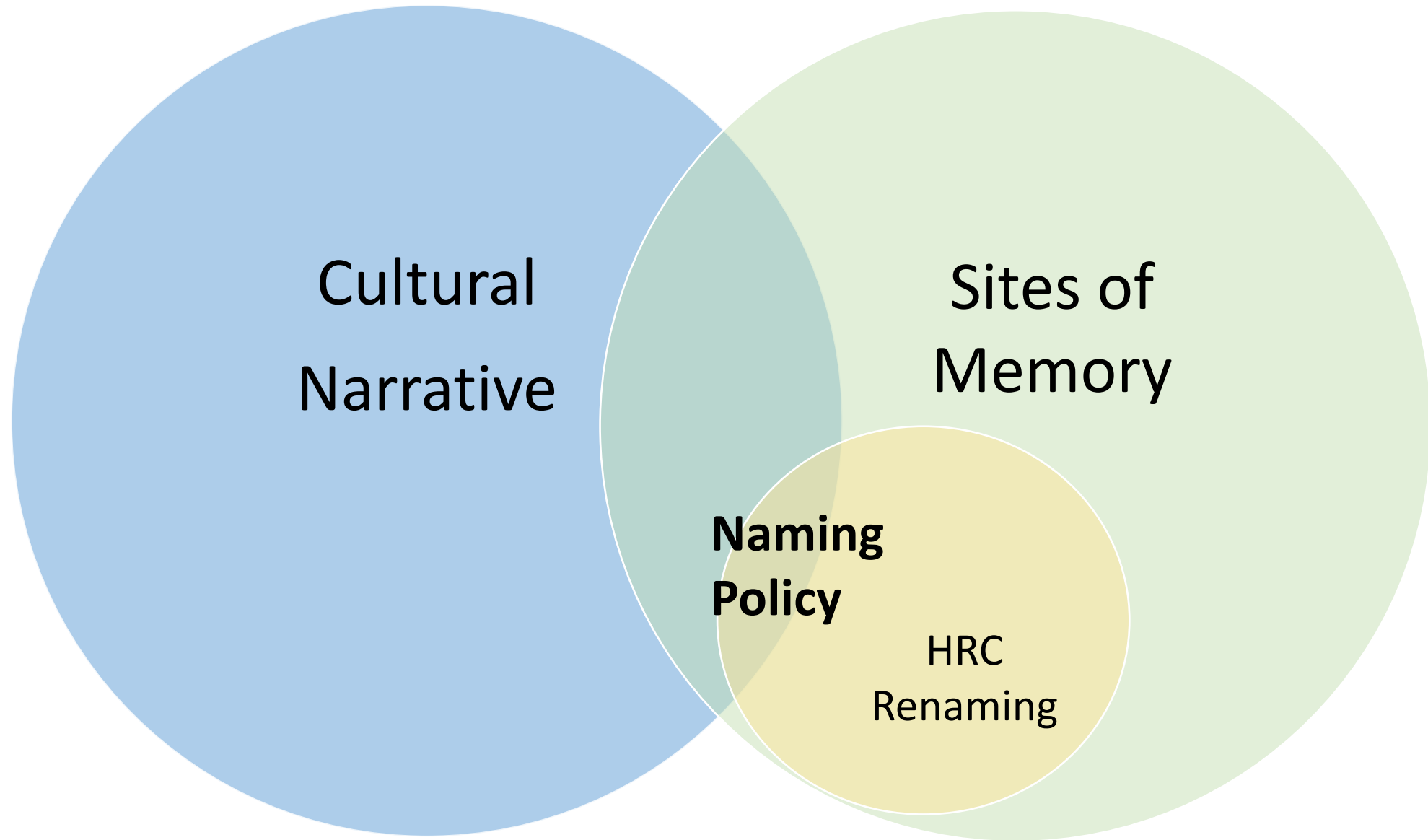
Previous Council Discussions

- Equity considerations
- More robust vetting process for naming requests
- Renaming process more robust
- More inclusive engagement processes
- Streamline and simplify



Other Jurisdictions

- UO
- Eugene 4J
- Lane County
- Other Cities
- School districts
- Colleges & Universities





Sites of Memory

- Resolution # 5274 – White Nationalism (2019)
 - Identify Sites of Memory and memorialize them
 - Begins a process of reconciliation with Eugene's past
 - Commemorate unsung heroes who have acted to counter white supremacy and discrimination.



Human Rights Commission

- Work Plan item related to Council Resolution
- Conduct research; engage community in identifying place names/monuments that honor or glorify white supremacy
- Prepare report with recommendations for place names to be considered for renaming; monuments to be considered for removal/replacement



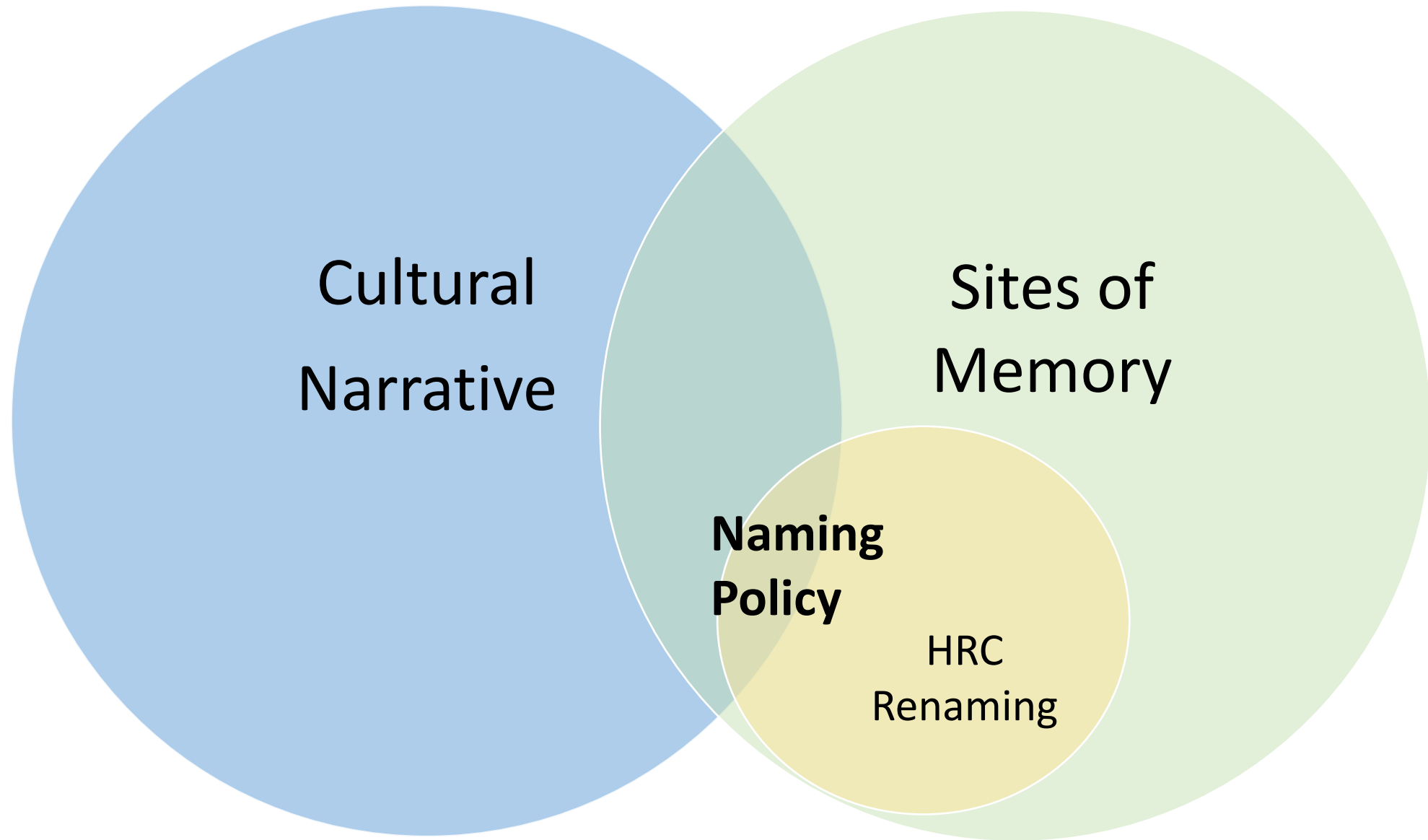
Cultural Narrative

- Cultural expression in public spaces
- Identify sites of cultural and historical significance
- Scope may extend beyond downtown
- This work is in progress



Other Current Efforts

- Mattie Reynolds Park – engagement/storytelling
- MLK Jr Park – engagement/storytelling
- Striker Field – engagement/renaming





Recommended Next Steps

- Project coordination
 - Inventory of existing work (stories, narratives)
 - Community engagement
- Continue to utilize existing policy
- Explore other opportunities to honor civic contributions
- Future update on combined project progress



Questions & Comments