

# COUNTY OF SANTA BARBARA ADMINISTRATIVE MANUAL

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SUBJECT:	NAMING COUNTY ASSETS	NUMBER:	2021-002
EFFECTIVE DATE:	NOVEMBER 2021	PAGES	1 OF 4
APPROVED:		RESPONSIBLE DEPARTMENT:	CEO

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## Purpose

To provide a standard evaluation and review process for the consideration of requests to name County assets after specific individuals or organizations. This policy is consistent with Chapter 12A of the County Code and the GS Facility Policy Framework adopted under County Ordinance 4452 (adopted BOS 2002).

## Background

The naming, re-naming, or dedication of a County-owned asset after specific individuals or organizations shall be considered by the Board of Supervisors following evaluation and review by the County Executive Office in accordance with this policy.

## Policy

This policy establishes a process to name county assets, such as a building, open space, transportation/flood control structure, object, eligible historic asset, program, or any part thereof, after specific individuals or organizations. This policy does not apply to names that reference a location, function or program (i.e. Northern Branch Jail, Santa Barbara County Emergency Operations Center, Public Health Administration Building, etc.) The policy is as follows:

1. Any member of the public, group of people, organization, County department, or elected official may submit a written request to the County Executive Office to name by dedication any of the County owned assets or any part of those assets listed below:
  - Facilities and individual rooms, open space, transportation/flood control structures or features, or county owned objects,
  - County Programs.
  - Eligible Historic Assets: the nomination should have a connection to the eligible historic feature.
2. Excluded from the scope of this policy, are the following:
  - Assets with a value of less than \$100,000.
  - Parks and Park Features like: benches, tiles, trees, or another similar features.

## Procedure

All requests shall be submitted in writing to the County Executive Office. The request will be evaluated following the criteria guidelines and a determination made regarding recommendation to the Board of Supervisors. The nomination may be scheduled as an Administrative or Departmental item on a regular Board of Supervisors hearing at the discretion of the County Executive Office. The requestor will be notified of the determination by the CEO.

## Nominations shall contain the following minimum information:

1. The name proposed to be used and the reason, which must be consistent with policy guidelines.
2. The location of the County facility or property for which the nomination is being submitted.
3. Each request shall include a minimum of three written letters of support that are familiar with the significance of the nominated name or the public service record of the nominee.

# COUNTY OF SANTA BARBARA ADMINISTRATIVE MANUAL

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SUBJECT:	NAMING COUNTY ASSETS	NUMBER:	2021-002
EFFECTIVE DATE:	NOVEMBER 2021	PAGES	2 OF 4
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4. The name, address, email and telephone number of the person submitting the request.

## Criteria Guidelines

The following guidelines shall be used when considering action on a request to name a County asset:

1. **Contribution and Service:** The proposed individuals or organization shall have measurably contributed to the well-being of residents of Santa Barbara County through their service or actions over a sufficient period. A sufficient period is defined as 20 years or more of continued or periodic service. The Board may consider lesser time with unanimous approval of the Board.
2. **Residency:** The individual shall be, or have been, a resident of Santa Barbara County; the organization shall be, or have been, largely acting in Santa Barbara County. The Board may consider non-residents with unanimous approval of the Board.
3. **Commemorative Naming:** A commemorative naming in honor of an individual with an outstanding national or international reputation (example Dr. Martin Luther King, Jr.) may be considered even if the person was not directly associated with the facility in question or a resident of Santa Barbara County. The Board may consider commemorative naming with unanimous agreement of the Board.
4. **Donors:** A facility may be named for a private individual or organization if that individual or organization contributed or arranged for the property on which the facility is situated or provided most of the funding that was used to construct the facility or acquire the land upon which the facility is situated. If multiple donors contributed funds toward the construction or acquisition of a County-owned facility, a functional title that honors all major donors who contributed will be recommended over naming every individual. Prior ownership of land is not sufficient grounds alone to justify approval of a nomination.
5. **Naming in Honor of Public Officials:** Generally, a County asset as defined in this policy shall not be named for a public official while that official remains in public office. County assets may be named after living or deceased public officials once they leave office, although it is a common practice to name assets in memoriam only. Exceptions to these criteria shall require unanimous approval by the Board of Supervisors.
6. **Deceased Individuals:** Generally, a County owned facility shall not be named for a person who has been deceased for less than a year from date of request. The person after whom the facility shall be named should be deceased for a period of one year or more prior to a facility being named after him/her.
7. **Concurrence:** When nomination is related to an individual (living), concurrence with that individual shall be sought out and included in the written request or form. When the nomination is related to an individual (deceased), the family or estate shall be consulted and advised of the nomination and concurrence must be included in the written request or form. When the nomination is an organization, there shall be concurrence from an authorized representative and included in the written request or form prior to Board consideration.
8. **Consistency with Governing Laws and Regulations:** The nomination shall be consistent with all

**COUNTY OF SANTA BARBARA  
ADMINISTRATIVE MANUAL**

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SUBJECT:	NAMING COUNTY ASSETS	NUMBER:	<b>2021-002</b>
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APPROVED:		RESPONSIBLE DEPARTMENT:	CEO

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governing laws and regulations pertaining to such action, including concurrence with the regulations of other governmental agencies, if applicable.

*Approved by: County Board of Supervisors  
Approved on:  
Responsible Department: County Executive Office*

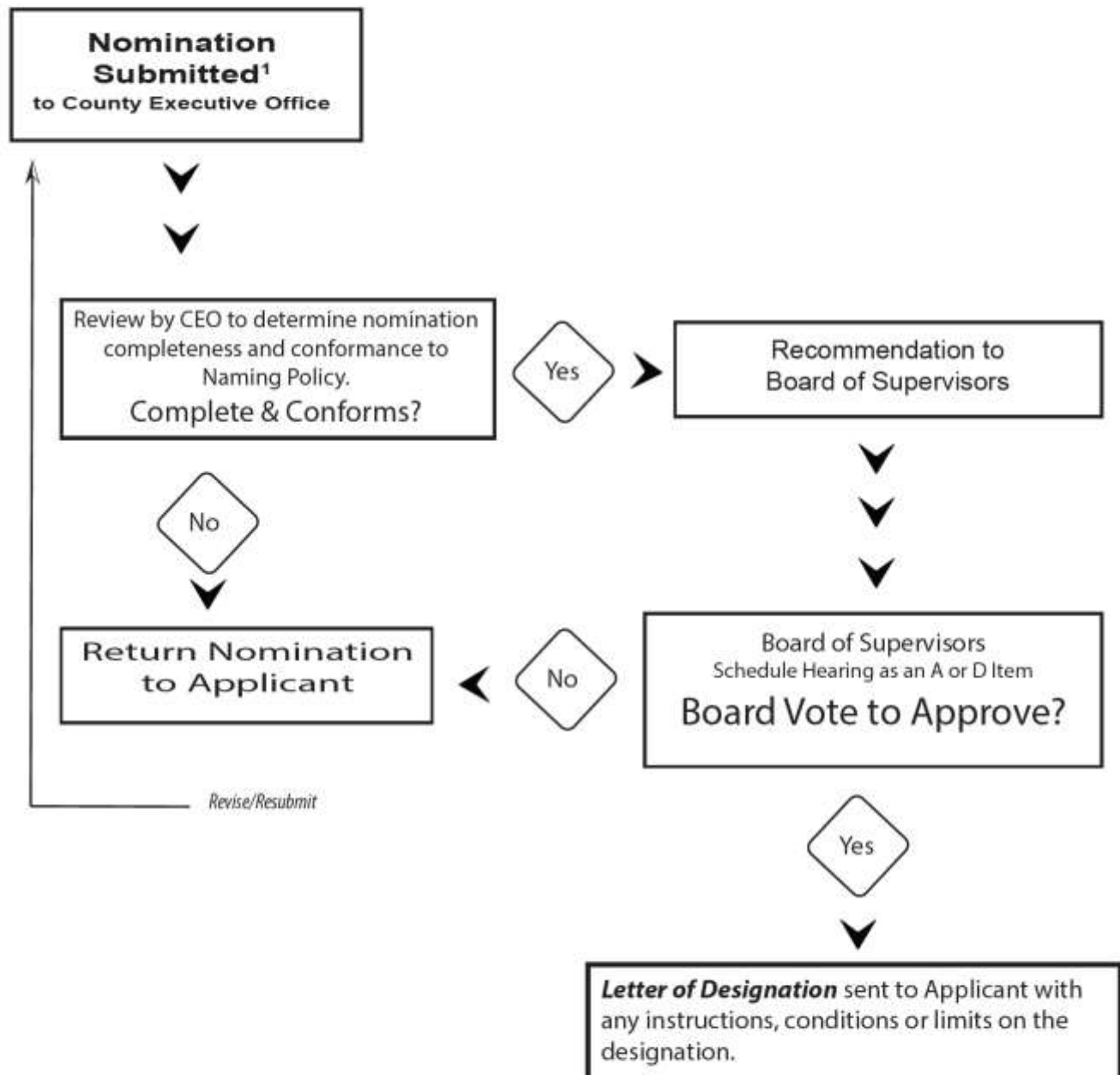
COUNTY OF SANTA BARBARA  
ADMINISTRATIVE MANUAL

SUBJECT: NAMING COUNTY ASSETS NUMBER: 2021-002  
EFFECTIVE DATE: NOVEMBER 2021 PAGES 4 OF 4  
APPROVED: RESPONSIBLE DEPARTMENT: CEO

Process Flow Chart  
Policy on Naming of County Assets



Policy 2021.002 ver 1.1



1. Nomination must be in writing or submitted on the County Naming Nomination Form.