

FILE NUMBER: 2025-103

DATE: Tuesday, April 15, 2025

SUBJECT: Adopting Board of Port Commissioners Policy No. 781

DESCRIPTION: Resolution Adopting Board of Port Commissioners Policy No. 781: Naming of District Facilities, Infrastructure, Interior Spaces, Grounds, Locations, and Assets

EXECUTIVE SUMMARY:

The District's jurisdiction encompasses a diversified portfolio of assets and from time to time a request to name an asset to honor or memorialize a person, group, community, event or other, may be requested. The Board's adoption of this proposed policy will provide the necessary structure to address requests within a fair and consistent framework.

RECOMMENDATION:

Adopt a Resolution adopting Board of Port Commissioners Policy No. 781: Naming of District Facilities, Infrastructure, Interior Spaces, Grounds, Locations, and Assets.

FISCAL IMPACT:

The recommended action does not have a direct fiscal impact on the District.

COMPASS STRATEGIC GOALS:

A fair and consistent framework in alignment with our 21st Century Port Vision, Mission, Values and Promise for addressing requests to name or rename any of the District's assets contributes to the following strategic goals:

- A Port that the public understands and trusts.
- A Port with a comprehensive vision for Port land and water uses integrated to regional plans.

DISCUSSION:

A name forges a permanent link in the public mind between the District and the designated name, therefore careful consideration and evaluation within a fair and consistent framework is imperative.

An internal cross-functional team collected existing policies, considered multiple perspectives and best practices when drafting the proposed BPC Policy No. 781. The proposed policy was presented to the Port's Policy Review Committee and the Executive Leadership Group where a wide array of constructive input contributed to the development of the proposed policy.

The policy structure provides a framework for evaluating naming and renaming requests, while granting the Board flexibility in considering naming proposals on a case-by-case basis. The policy includes the following highlights:

- Guidelines in consideration of a name and its importance to the District, member cities, community, region, or state;
- Criteria to address names in honor of individuals, alive or deceased, or families;
- Names including duplication and political topics are generally discouraged;
- Potential costs to the applicant to cover administrative and hard costs for the placement of any commemorative sign or plaque;
- Exemptions include public streets, artwork, leaseholds, and naming rights which may involve multiple jurisdictions, are administered by other policies, or are contractual; and
- Renaming of a Port asset which is generally discouraged but the proposed Board Policy 781 recognizes that there may be occasions when renaming may be necessary, desired, or advisable.

The Executive Director or designated representative will have the authority to adopt administrative procedures reasonably necessary to implement the spirit and intent of the proposed policy creating flexibility to pivot, as necessary. The administrative procedures will incorporate Board feedback and direction and will include the following:

- Formation of a cross-departmental committee to evaluate naming requests followed by a legal review by the Office of the General Counsel; and
- Public outreach and engagement as part of the due diligence and comprehensive evaluation required in the decision-making process.

Ultimately the Board has the sole, absolute discretion to name or rename District Facilities, Infrastructure, Interior Spaces, Grounds, Locations, and Assets.

Staff recommends the Board adopt Policy No. 781: Naming of District Facilities, Infrastructure, Interior Spaces, Grounds, Locations, and Assets.

General Counsel's Comments:

The Office of the General Counsel has reviewed this agenda as presented to it and approves the same as to form and legality.

Environmental Review:

The proposed Board action, including without limitation a resolution adopting Board of Port Commissioners Policy No. 781 does not constitute a project under the definition set forth in California Environmental Quality Act (CEQA) Guidelines Section 15378 because there is not a potential to result in a direct or indirect physical change in the environment. Therefore, the proposed Board action is not subject to CEQA and no further action under CEQA is required.

The proposed Board action complies with Section 21 and 35 of the Port Act which allow for the Board to pass resolutions and to do all acts necessary and convenient for the exercise of its powers. The Port Act was enacted by the California Legislature and is consistent with the Public Trust Doctrine. Consequently, the proposed Board action is consistent with the Public Trust Doctrine.

The proposed Board action does not allow for development, as defined in Section 30106 of the California Coastal Act, or new development, pursuant to Section 1.a. of the District's Coastal Development Permit Regulations. Therefore, issuance of a Coastal Development Permit or an exclusion finding is not required.

Diversity, Equity, and Inclusion Program:

This agenda currently has no direct impact on District workforce or contract reporting.

PREPARED BY:

Larry Hofreiter
Director, Parks and Recreation

Attachment(s):

Attachment A: Proposed Board of Port Commissioners Policy No. 781: Naming of District Facilities, Infrastructure, Interior Spaces, Grounds, Locations, and Assets