Intermodal Center Naming

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TRANSPORTATION DEPARTMENT

TO:	Robert Garza, PE, City Manager
FROM:	Mike Bartholomew, Transit Administrator MB
SUBJECT:	City Council March 25, 2013 Work Session – Naming of Transit Intermodal Center
DATE:	March 18, 2013
FILE NO.:	458

The new transit Intermodal Center is presently under construction and will be complete and ready to occupy around July 2013. This facility will provide a comfortable central transfer point for transit passengers as well as needed office space for transit administrative staff. The building is presently not named but is informally being referred to as the "Las Cruces Intermodal Center".

Some interest has been expressed as to how to formally name this new facility. City Manager Policy 3.3, *Naming of Public Facilities*, provides direction as to how this process works. Facility name requests can be submitted by any individual or group, including a City department or a City Councillor. The requestor does not have to be affiliated in any way with the facility. Requests are to be submitted via the "Request for Naming of a City of Las Cruces Facility" form, which will include a written statement as to why the requestor believes the facility should be named.

The form(s) are submitted to the Office of the City Manager and are reviewed by staff to ensure the proposed name does not duplicate or conflict with an existing or prior facility name, and that the name is proper and not subject to misinterpretation. Because the Intermodal Center is a transit facility, all name request submissions could then go to the Transit Advisory Board for review and approval, though the Transit Advisory Board is not specifically mentioned in the policy. The Transit Advisory Board could then forward their recommendation to City Council for their approval, which would require a vote of 4 or more at a regular Council meeting in order to be approved.

Another process, which has been used recently to gather input for the naming of new City facilities, is via public outreach. Notices are placed in various news media to request name suggestions for a new facility. Staff then reviews the names and forwards them to the appropriate advisory board, which then makes a recommendation to Council. This process was used recently to solicit names for the dog park and the Aquatic Center.

Staff will present these options in more detail in their work session presentation, including tentative time frames for each option, and will be seeking direction from Council as to how to best proceed with naming the new intermodal center: via petition, via public outreach or bypassing the formal naming process altogether and using the current working name of "Las Cruces Intermodal Center" for the facility.

Should you have questions, you may contact me at x2537.

cc: Lisa Murphy, Transportation Director LM
Brian Denmark, ACM/COO

City of Las Cruces

	CMP #3.3 **Effective Date: 6/1/12** **Revised: 3/5/13**
Subject: NAMING OF CITY OF LAS CRUCES FACILITIES	

PURPOSE:

To set forth the process for employees and/or residents to recommend names for a City of Las Cruces facility. This policy does not apply to artist sculptures approved by or commissioned by the Las Cruces City Council.

POLICY:

It is the policy of the City Council that the City Council, by a vote of four or more members at a formal Council meeting, will have the authority to name or rename any City-owned facility, public space, or park located within the City limits.

PROCEDURE:

A. Requests for naming of any facility may be submitted by any individual or group, whether or not that individual or group is associated with or has use of the specific facility.

B. Requests will be submitted in writing to the Office of the City Manager and will include:
   1. A dated petition containing the legible printed names, written signatures, street addresses and telephone numbers of those individuals supporting the submitted name for a facility.
   2. A written statement indicating why the petitioners believe a particular facility should be named or renamed the suggested name.
   3. If the petition is submitted by a City Department, the petition must be forwarded through the chain-of-command to the Office of the City Manager.

C. The Office of the City Manager will submit a copy of the petition to the City Council with a copy to the City Clerk. Following receipt, the City Councilors will:
   1. Indicate that they would consider hearing the matter at a Public Hearing at which time the petitioners can present their request in person.

2. Indicate they do not believe the recommendation should be considered by the City Council.

D. Upon receipt of a consensus direction to proceed from the City Council, the Office of the City Manager will:
   1. Notify the petitioners in writing that the City Council has determined that a Public Hearing should be held on the matter, at which time they will hear the pros and cons of naming or renaming the facility.
   2. Request that staff make appropriate arrangements for and publicly advertise the Public Hearing.

E. Upon receipt of a consensus direction not to proceed from the City Council, the Office of the City Manager will so notify the petitioners and the City Clerk.

GUIDELINES FOR SUBMITTAL OF PETITION:

A. A "Request for Facility Naming" attached form must be completed and submitted with the petition. Forms are available at the City Clerk's Office, City Hall, 700 N. Main Street.

B. The proposed name will be checked by staff to assure that it does not duplicate or conflict with an existing or prior name of any facility.

C. The proposed name will be checked to assure that it comports with proper grammar and punctuation and is not subject to misinterpretation.

D. Requests for naming or renaming of parks and/or recreation facilities must be submitted to the Parks and Recreation Advisory Board, which will determine if the request should be forwarded to the City Council.

E. The City Council may, by a vote of four or more members at a formal Council meeting, name any City-owned facility regardless of whether or not a petition has been submitted.

SIGNS:

A. All signs affixed to or installed on City-owned facilities will be placed upon such facilities by City personnel and will meet the appropriate guidelines for such signage.

Robert Garza, City Manager

3-7-13

Date

City of Las Cruces

REQUEST FOR NAMING OF A CITY OF LAS CRUCES FACILITY

Name of Submitter: _____ Date: _____

Facility to be Named/Renamed: _____

Suggested Name: _____

Please provide a written statement indicating why you believe this facility should be names or renamed:

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Attach a dated petition containing legible printed names, written signatures, street addresses and telephone numbers of those individuals supporting the submitted name for the facility.

Submit this form and the petition to the City Manager for consideration.