CITY OF
SAN JOSE
CAPITAL OF SILICON VALLEY

Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Jon Cicirelli

SUBJECT: SEE BELOW

DATE: May 23, 2022

Approved

Date

06/03/22

COUNCIL DISTRICT: 7

SUBJECT: **NAMING OF A NEW PUBLIC PARK AT HAVANA DRIVE AND MIDFIELD AVENUE**

RECOMMENDATION

Adopt an official name for a new public park based on the following alternatives:

(a) "Mariposa Park" as recommended by staff and the Parks and Recreation Commission and as a result of a public outreach process; or
(b) Select an alternative park name from the list of qualifying names generated through the public outreach process.

OUTCOME

Approval of the recommendation will provide an official name for a new public park. The name will be recognized in the City of San José's (City) park inventory and posted on a sign at the site.

BACKGROUND

The proposed park site is located on an approximately 0.16-acre vacant parcel, owned by the state of California, at the corner of Havana Drive and Midfield Avenue in the Tropicana-Lanai neighborhood, as shown in the Park Location Map, Attachment A. The park is in the Alum Rock Planning Area in Council District 7. The park is triangular in form and generally bounded by U.S. Highway 101 (U.S. 101) to the west; single-family residential homes to the north and east; and multi-family apartments to the southeast. The park is on the east side of the U.S. 101 sound wall, which reduces vehicular noise for the park site.

Members of the community, in partnership with Latinos United for a New America (LUNA), advocated and secured a portion of the resources to develop the vacant parcel into a park. City staff supported the community in park development.

The future park site development was guided by LUNA and supported by City staff and design professionals. Attachment B is the concept plan for this space. The park is anticipated to open to the public in 2023.

The community worked with the City's Office of Cultural Affairs to commission an artist to paint a butterfly mural on the U.S. 101 sound wall that borders the park. The mural, titled "El Sueño de la Mariposa" (The Dream of the Butterfly), was completed in September 2021 by muralist Morgan Bricca. Photographs of the butterfly mural are provided in Attachment C.

Through online and hard-copy surveys, community members expressed a preference to name the park "Mariposa Park" to reflect the butterfly mural on the U.S. 101 sound wall. Mariposa is the Spanish word for butterfly.

On April 6, 2022, the Parks and Recreation Commission voted (7-0-2-1 – Commissioners Choy and Vega absent; Commissioner Snider abstaining) to recommend adoption of the name "Mariposa Park" consistent with City Council Policy 7-5, Naming of City-Owned Land and Facilities, and the public outreach process.

ANALYSIS

City Council Policy Number 7-5, Naming of City-Owned Land and Facilities, (Policy 7-5) establishes guidelines and procedures regarding naming of City-owned land and facilities that are not public streets. Per Policy 7-5, the official names must be reflective of one of the following criteria:

- Geographic location;
- Prominent geographic feature or local reference point;
- Adjoining subdivision/community;
- Historical event;
- An individual who has made significant contributions to San José, the state, the nation, or the world and who has been deceased for at least five years;
- An individual via a donation or sponsorship agreement; or
- A group via a donation or sponsorship agreement.

Additionally, Policy 7-5 encourages names that reflect the City's ethnic and cultural diversity. Where possible, staff will recommend names that reflect the intention of Policy 7-5 as well as names that align with the City's Racial Equity commitment[1].

Staff recommends the City Council adopt "Mariposa Park" as the official park name. Staff finds that naming the park "Mariposa Park" aligns with Policy 7-5, as it reflects the butterfly mural (a prominent geographic feature and local reference point) on the U.S. 101 sound wall that abuts the park. The mural depicts images of a young child with mariposas (butterflies) in their habitat. According to the mural's artist, Morgan Bricca, "most of the residents of the community are first- or second-generation immigrants from Mexico and Central America, and the monarch migration theme in the mural symbolically parallels their own journeys. The girl represents the hopes and dreams every generation holds for their children."[2] The mural also features two prominent butterflies that function as "wing" backdrops for adults and children to take self-portrait photographs.

CONCLUSION

The recommended park name, "Mariposa Park" aligns with Policy 7-5 and reflects the highest preference ranking by the community. The recommended park name is also supported by the Parks and Recreation Commission. The selected name will appear on a sign at the park.

EVALUATION AND FOLLOW-UP

Once a name is adopted, staff will coordinate with the City Clerk's Office to ensure the name is recorded and the Public Works Department to include park signage during construction.

CLIMATE SMART SAN JOSÉ

The recommendation in this memorandum has no effect on Climate Smart San José energy, water, or mobility goals.

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[1] City of San José Office of the City Manager: https://www.sanjoseca.gov/your-government/departments-offices/office-of-the-city-manager/office-of-racial-equity
[2] Morgan Mural Studios: https://www.morganmurals.com/blog/el-sueno-de-la-mariposa/

POLICY ALTERNATIVES

Alternative #1: Select an alternative park name from the list of eligible names generated through the public outreach process.

Pros: The City Council could adopt a name from the list of qualifying names received during the Department's public surveys. "Havana Midfield Park" and "Butterfly Park" were the second and third most preferred names in the Department's public surveys. "Havana Midfield Park" would reflect the name of the two cross streets that front the park: Havana Drive and Midfield Avenue. "Butterfly Park" would reflect the butterfly mural on the U.S. 101 sound wall that borders the park.

Cons: The City Council would be selecting a name other than the one recommended by the Parks and Recreation Commission and Department staff and that was supported by the community during the public outreach process.

Reason for not recommending: "Mariposa Park" was the highest ranked name by the community.

PUBLIC OUTREACH

Staff completed two rounds of online and paper public surveys. The first survey solicited name suggestions and the second survey allowed the public an opportunity to rank their preference for a qualifying name. The online surveys, which were completed via SurveyMonkey, were distributed through the Parks, Recreation and Neighborhood Services Department's electronic communication and social media networks to Council District 5, 7, and 8 staff, San José Park Advocates, San José Park Foundation, six business and neighborhood associations, and nine schools located within a mile of the park. Council District 7 staff in coordination with local neighborhood partners distributed paper versions of both online surveys to neighborhood residents. The survey period was between December 13, 2021 to February 4, 2022. The first survey was translated in English, Spanish, and Vietnamese. Staff did not receive any responses to the first Vietnamese survey nor requests for Vietnamese translation; therefore, the second survey was provided in English and Spanish.

Staff received 57 name suggestions in the first survey, with 15 qualifying names that aligned with Policy 7-5. In the second survey, staff utilized a ranked choice voting format where participants selected their top three name choices and ranked them in order of preference. Staff received 343 responses, which resulted in the following highest-ranking name preferences: 1) Mariposa Park, 2) Havana Midfield Park, and 3) Butterfly Park.

To calculate the highest-ranking name preference, the respondent's top three name choices are assigned a weight of three, two, and one (the larger weight equals a higher preference). For example, the first preferred name choice is multiplied by three, the second preferred name choice

is multiplied by two, and the third preferred name choice is multiplied by one. For every name option, the votes for each of the three preferences are multiplied by the assigned weight and added together. The result is then divided by the total number of survey responses received (343) to calculate the weighted score[3]. The name selection with the largest weighted score informed staff's recommendation. The results are shown in Table 1.

Table 1 - Results of Ranked Choice Voting Survey

#	Name	First Preference (Weight of Three)	Second Preference (Weight of Two)	Third Preference (Weight of One)	Total Votes	Weighted Score
1	Mariposa Park	92	73	47	212	13.67
2	Havana Midfield Park	50	64	37	151	9.18
3	Butterfly Park	36	29	37	102	5.92
4	Midfield Park	35	19	30	84	5.04
5	Parque de las Mariposas	22	25	24	71	4.08
6	Havana Park	5	17	23	45	2.10
7	Tropicana Park	13	6	15	34	1.92
8	Havafield Park	5	8	17	30	1.40
9	Agora Park	6	7	10	23	1.22
10	Parque de las Flores	3	12	4	19	1.08
11	Art Park	4	1	10	15	0.70
12	Ohlone Park	3	6	2	11	0.67
13	Un Sueño y la Mariposa Park	3	4	6	13	0.67
14	Alpha Park	4	3	2	9	0.58
15	San José Park	1	0	8	9	0.32

A list of all name suggestions received, and staff's analysis is provided in Attachment C. A list of qualifying name options is provided in Attachment D.

COORDINATION

This memorandum was coordinated with the Department of Public Works, the City Manager's Budget Office, and the City Attorney's Office.

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[3] The weighted score value is multiplied by ten to generate a whole number.

COMMISSION RECOMMENDATION/INPUT

This item was presented at the Parks and Recreation Commission on April 6, 2022[4]. Public comments requested the Commission accept staff's recommendation of "Mariposa Park." The Commission acknowledged the community's work on the development of the park and support for the name "Mariposa Park." Commissioner Ames motioned to recommend the name "Mariposa Park" to the City Council, which was seconded by Commissioner Barocio. The motion carried (7-0-2-1). Absent: Choy and Vega. Abstain: Snider.

FISCAL/POLICY ALIGNMENT

The proposed action aligns with City Council Policy Number 7-5, Naming of City-Owned Land and Facilities, and the City's 2009 Greenprint, Activate SJ, and the Envision San José 2040 General Plan.

Additionally, this park site addresses the need for a park within a ten-minute walk of the surrounding area and provides a new park in a neighborhood and Council District that is deficient in parkland.

CEQA

Categorically Exempt, File No. ER20-200, Guidelines Section 15332, Infill Development Project.

/s/
Jon Cicirelli
Director, Department of Parks,
Recreation and Neighborhood Services

For questions, please contact Nicolle Burnham, Deputy Director, by email at nicolle.burnham@sanjoseca.gov.

Attachments:
  A. Park Location Map
  B. Park Concept Plan
  C. Butterfly Mural
  D. Staff Analysis of Name Suggestions
  E. Qualifying Name Options

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[4] City of San José Parks and Recreation Commission, April 6, 2022, Meeting Agenda:
https://www.sanjoseca.gov/home/showpublisheddocument/83618/637837118977530000

Attachment A: Park Location Map
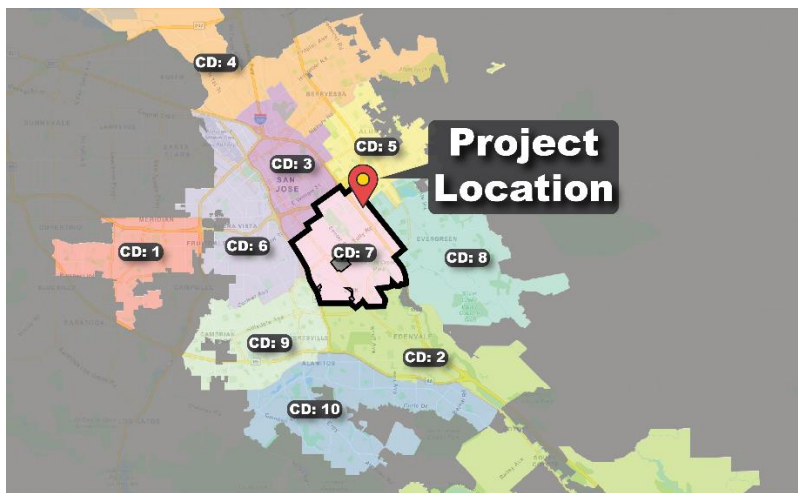

Figure 1: Site Location Map.

Figure 2: Regional Location Map.

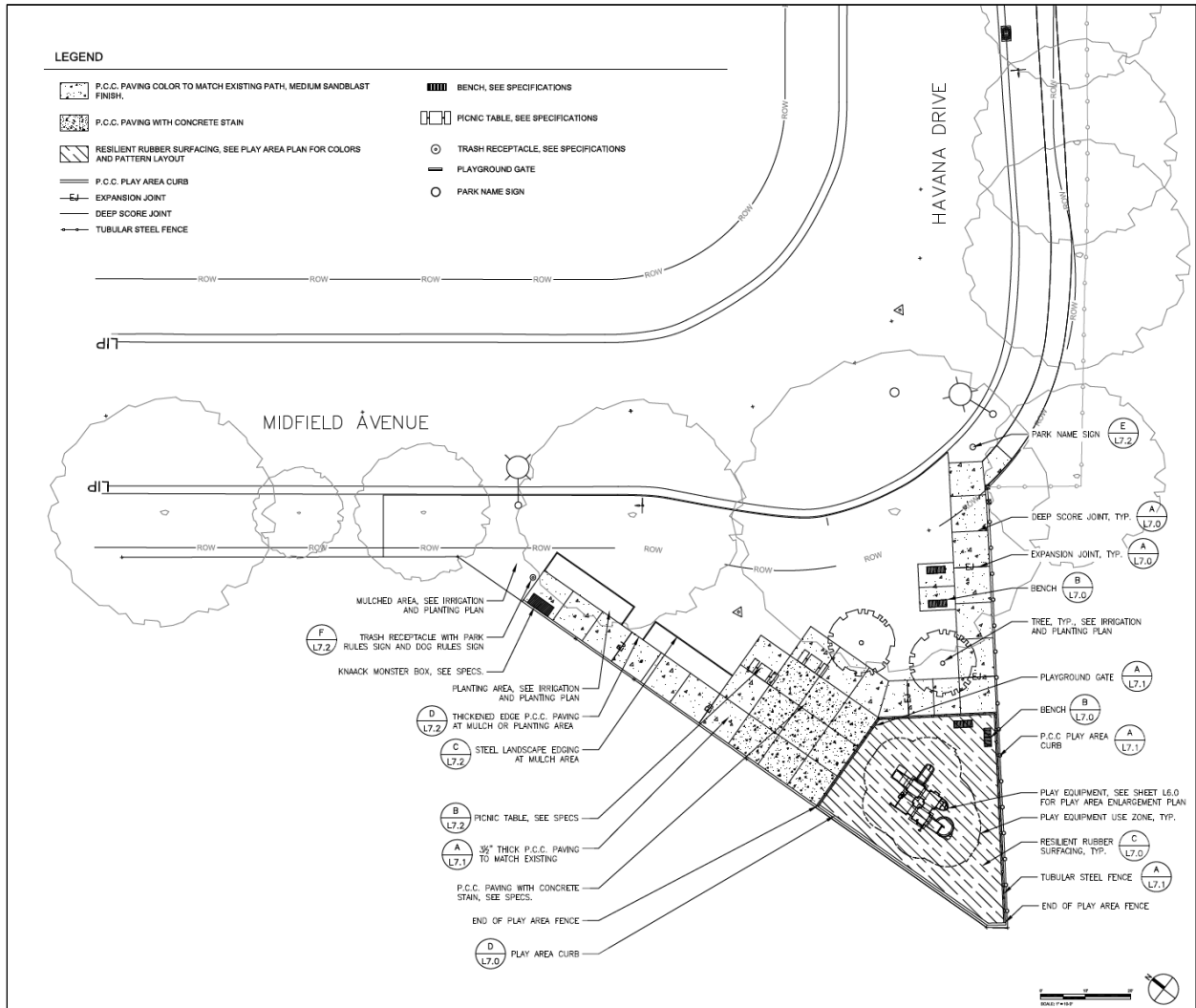# Attachment B: Park Concept Plan

Figure 1: Layout of the proposed park.

Attachment C: Butterfly Mural

The mural is titled "El Sueño de la Mariposa" (The Dream of the Butterfly) and was completed in September 2021 by muralist Morgan Bricca.

Photo 1: View of full mural looking west from the corner of Havana Drive and Midfield Avenue.

Photo 2: Close-up view of young child with butterflies looking west from the corner of Havana Drive and Midfield Avenue.

Photo 3: Close-up view of butterfly "wing" backdrop for adults looking west from the corner of Havana Drive and Midfield Avenue.

Photo 4: Close-up view of butterfly "wing" backdrop for children looking west from the corner of Havana Drive and Midfield Avenue.

Attachment D: Staff Analysis of Name Suggestions

**Name Suggestion Survey (Survey #1) Results & Analysis** *Staff reviewed the name suggestions for compliance with the City's Naming Policy (City Council Policy Number 7-5). Where applicable, staff provided translations of the name suggestions and their reasonings.*		
Table Legend			
Name complies with the City's Naming Policy (Green row)			
Name does NOT comply with the City's Naming Policy (Red row)			
*Similar names that were consolidated/combined (Green row with *)			
#	**Proposed Name** *(As submitted by respondent)*	**Reasoning** *(As submitted by respondent)*	**Does Name Align with the City's Naming Policy?** *(Staff analysis)*
1.	**Agora Park**	Wiki: "The agora (/ˈægərə/; Ancient Greek: ἀγορά agorá) was a central public space in ancient Greek city-states. It is the best representation of a city-state's response to accommodate the social and political order of the polis.[1] The literal meaning of the word "agora" is "gathering place" or "assembly". The agora was the center of the athletic, artistic, business, social, spiritual and political life in the city.[2] The Ancient Agora of Athens is the best-known example."	Yes, because it reflects a name of historical significance.
2.	**Alegrias** *[Joy]*	Creo que alegrias es un nombre muy bonito. Porque es lo que te da un parque; Alegrias. *[I think joy is a very nice name. Because that's what a park gives you; Joy.]*	No, because it does not align with the policy criteria.
3.	**Alpha Park**	Because it's how my school is called.	Yes, because it reflects a neighborhood serving K-8 public school that is a local reference point.
4.	**Art Park**	The park is named after an author from a book, who he grew up in the Eastside.	Yes, because the author referenced (Art Rodriguez) has been deceased for at least 5 years and his writings about San José contributed to the culture of the City.
5.	**Ava**	It's a nice name.	No, because it does not align with the policy criteria.
6.	**Best Park for the Community**	No response was submitted.	No, because it does not align with the policy criteria.
7.	**Butterfly Park***	The Mural has butterflies and I like posing with the butterflies .	Yes, because it reflects the butterflies on the park-site mural, which is a local reference point.

8.	**Butterfly Park***	Matches the mural.	Yes, because it reflects the butterflies on the park-site mural, which is a local reference point.
9.	**Chris Park**	Son pitched it.	No, because it does not align with the policy criteria.
10.	**Denise Park**	Porque es un bonita nombre. *[Because it's a pretty name.]*	No, because it does not align with the policy criteria.
11.	**Goldfield Park**	It's a representation of the gold rush.	No, because it does not align with the intent of the policy. Although the name references a historical event (the California Gold Rush), references to the Gold Rush are potentially problematic given the potential discrimination, displacement, and violence experienced by the Gold Rush era participants and inhabitants.
12.	**Harana**	Bonita parque. *[Beautiful park.]*	No, because it does not align with the policy criteria.
13.	**Havafield Park**	Both names combined.	Yes, because it's a geographic description and refers to the two park-adjacent cross streets.
14.	**Havana Midfield Park***	Because it describes the neighborhood it serves.	Yes, because it's a geographic description and refers to the two park-adjacent cross streets.
15.	**Havana Park***	Simple and lets people know where it is.	Yes, because it's a geographic description and refers to the park-adjacent street.
16.	**Havana Park***	Because it's the name of the street.	Yes, because it's a geographic description and refers to the park-adjacent street.
17.	**Havana Park***	Solamente por el nombre de la calle Havana. *[Solely for the street name Havana.]*	Yes, because it's a geographic description and refers to the park-adjacent street.
18.	**Havana Park***	Porque es bonita nombre. *[Because it is a pretty name.]*	Yes, because it's a geographic description and refers to the park-adjacent street.

19.	**Havana Park***	Porque es bonita. *[Because it's pretty.]*	Yes, because it's a geographic description and refers to the park-adjacent street.
20.	**Havana Park***	Street close by.	Yes, because it's a geographic description and refers to the park-adjacent street.
21.	**Havana Park***	Catchy name that matches location.	Yes, because it's a geographic description and refers to the park-adjacent street.
22.	**Havana-Midfield Park***	Name tells exactly where the park is located.	Yes, because it's a geographic description and refers to the two park-adjacent cross streets.
23.	**Iman**	Unity.	No, because it does not align with the policy criteria.
24.	**Joy Park**	I hope joyful memories are made.	No, because it does not align with the policy criteria.
25.	**La Tropicana*** *[The Tropicana]*	Por que la Tropicana la conoce mucha comunidad. *[Because the (name) Tropicana is known by a lot of the community.]*	Yes, because it's a geographic description and refers to the adjoining community and neighborhood association.
26.	**La Vecindad del Chavo** *[Chavo's Neighborhood]*	Porque es una calle donde casi todos se conocen. *[Because it is a street where almost everyone knows each other.]*	No, because it does not align with the policy criteria.
27.	**Las Mariposas Park** *[The Butterfly Park]*	I think the park will be on a inmigrante community and they painted butterflies on the wall and some butterflies are also immigrants. That's the reason I want the name of the park to be butterfly park/ mariposas park.	Yes, because it reflects the butterflies on the park-site mural, which is a local reference point.
28.	**Latino**	Para toda la comunidad Latina y mas union juntos. *[For the entire Latino community and more union together.]*	No, because it does not align with the policy criteria.
29.	**Lunas Park**	Lunas Park porque Luna la organization lucho mucho por este espacio. *[Lunas Park because Luna the organization fought hard for this space.]*	No, because it does not align with the policy criteria.
30.	**Maria Gomez**	Porque es bonita. *[Because it's pretty.]*	No, because it does not align with the policy criteria.
31.	**Mariposa Corner*** *[Butterfly Corner]*	Describes what's there and where it is.	Yes, because it reflects the butterflies the park-site mural, which is a local reference point.

32.	**Mariposa Park*** *[Butterfly Park]*	Matches the mural.	Yes, because it reflects the butterflies on the park-site mural, which is a local reference point.
33.	**Midfield Park***	Se llame calle. *[Name of street.]*	Yes, because it's a geographic description and refers to the park-adjacent street.
34.	*No response was submitted.*	Good to know history or a event.	N/A
35.	**Ohlone**	The Ohlone tribe were the Native Americans who lived throughout this area.	Yes, because it reflects a name of historical significance.
36.	**Park Havana***	Por su naturaleza la habicacion. Como si uno fuera a otro pais. *[For its nature the room. As if one went to another country.]*	Yes, because it's a geographic description and refers to the park-adjacent street.
37.	**Park Midfield***	Es buen nombre para el parque. *[It is a good name for the park.]*	Yes, because it's a geographic description and refers to the park-adjacent street.
38.	**Parki de Divescion** *[Fun Park]*	Para que los niños juegen. *[For the children to play.]*	No, because it does not align with the policy criteria.
39.	**Parque Conejos** *[Rabbit Park]*	Porque ami niña les gusta los conejos. *[Because my little girl likes rabbits.]*	No, because it does not align with the policy criteria.
40.	**Parque de la Alegria** *[Joy Park]*	Para que de alegria a la gente que vive cerca al parque. *[To bring joy to the people who live near the park.]*	No, because it does not align with the policy criteria.
41.	**Parque Estorico San José** *[San José Historical Park]*	I named this park due to the geographic location near the park.	No, because although it refers to a geographic description (City of San José), the name is too similar to an existing park site when it's translated (History Park).
42.	**Parque Familiar** *[Family Park]*	Porque es para niños y familia. *[Because it is for children and family]*	No, because it does not align with the policy criteria.
43.	**Parque Feliz** *[Happy Park]*	Parque los qarques ascu felisez a los niños y los adultos. *[Park the qarques ascu happiness to the children and the adults.]*	No, because it does not align with the policy criteria.
44.	**Parque las Flores** *[Flower Park]*	Parque las Flores porque son bonitas las que estan en el mural. *[Flower Park because they are beautiful on the mural.]*	Yes, because it reflects the flowers on the park-site mural, which is a local reference point.
45.	**Parque las Mariposas** *[Butterfly Park]*	Por las mariposas del mural. *[For the butterflies on the mural.]*	Yes, because it reflects the butterflies on the park-site mural, which is a local reference point.

46.	**Penguin Park Middlefield Park**	This name would be helpful for people to locate. Easier.	No, because it does not align with the policy criteria.
47.	**Poldo**	For the community to go!	No, because it does not align with the policy criteria.
48.	**Princesa** *[Princess]*	Lit.	No, because it does not align with the policy criteria.
49.	**San José**	Me gusto porque no ay ningon parque aci. *[I liked it because there is no park like it.]*	Yes, because it's a geographic description and refers to the City of San José.
50.	**Surface Play**	<mark>*No response was submitted.*</mark>	No, because it does not align with the policy criteria.
51.	**The Mandalorian Park**	It's my favorite show.	No, because it does not align with the policy criteria.
52.	**Tokyo Cat**	I chose this name because I saw someone wearing a sweater with a cat.	No, because it does not align with the policy criteria.
53.	**Triangle Park**	It is a good name for the park because it looks like a triangle.	No, because it does not align with the policy criteria.
54.	**Tropicana Park***	Es el nombre del vecindario. *[It is the name of the neighborhood.]*	Yes, because it's a geographic description and refers to the adjoining community and neighborhood association.
55.	**Un Sueño y la Mariposa** *[A Dream and the Butterfly]*	Lo escogi porque fue un gran sueño para esta communidad tener ese parque. *[I chose it because it was a big dream for this community to have that park.]*	Yes, because it reflects the butterflies on the park-site mural, which is a local reference point.
56.	**Vonita Vista** *[Beautiful View]*	Me gusta el nombre. *[I like the name.]*	No, because it does not align with the policy criteria.
57.	**Zorro** *[Fox]*	Por que a my niña le gustan mucho los zorros porque son muy inteligente. *[Because my little girl likes foxes very much because they are very intelligent.]*	No, because it does not align with the policy criteria.

Attachment E: Qualifying Name Options

#	Proposed Name	English Translation
	Name Options for the Ranked Choice Voting Survey (Survey #2) *Staff consolidated, combined, and refined the name suggestions. All the name options listed below align with the City's Naming Policy (City Council Policy Number 7-5).*	
1.	Agora Park	Gathering Place Park *(Ancient Greek)*
2.	Alpha Park	-
3.	Art Park	-
4.	Butterfly Park	-
5.	Havafield Park	-
6.	Havana Midfield Park	-
7.	Havana Park	-
8.	Mariposa Park	Butterfly Park *(Spanish)*
9.	Midfield Park	-
10.	Ohlone Park	-
11.	Parque de las Flores	Flower Park *(Spanish)*
12.	Parque de las Mariposas	Butterfly Park *(Spanish)*
13.	San José Park	-
14.	Tropicana Park	-
15.	Un Sueño y la Mariposa Park	A Dream and the Butterfly Park *(Spanish)*