



Guadalupe-Coyote Resource Conservation District (GCRCD)

An independent special district of the State of California

DATE: October 6, 2022
TO: GCRCD Board of Directors
FROM: Stephanie Moreno, Executive Director/District Clerk
SUBJECT: Consent Agenda Item 7.1: District Name Change

Recommendation:

- The Board formally select a new name as the District's legal name. The recommended motion is as follows:

Move to adopt a resolution determining that it is in the best interest of the Guadalupe-Coyote Resource Conservation District to change its name to [insert name] and directing Executive Director to forward the resolution, along with a name change request signed by the Board President, to the Santa Clara County Board of Supervisors for their formal consideration pursuant to Sections 9261-9627 of the California Public Resources Code.

- The Board formally disband the Ad Hoc Naming and Branding Committee. The recommended motion is as follows:

Move to disband the Ad Hoc District Naming and Branding Committee, effective October 6, 2022.

Background:

The current name of Guadalupe-Coyote RCD was changed from Evergreen RCD by action of the Santa Clara County Board of Supervisors in July 1995. The Evergreen RCD historically represented the eastern Santa Clara Valley and was formed by a merger with the Black Mountain RCD which represented the western Santa Clara Valley. The Board of Directors for Evergreen RCD requested the change because the former name was associated with a particular area within the City of San Jose, and the Directors wanted a name that reflected the RCD's broader boundaries instead. They selected Guadalupe-Coyote for the watersheds that lie within the District.

The possibility of changing GCRCD's name was raised by Director Rick Lanman, M.D. He believes that embracing a new name and rebranding the District would potentially facilitate more opportunities for collaboration with other public agencies and nonprofit organizations, and reflect to our constituents and stakeholders the more integrated natural resource conservation approach that the Board has taken in the last eight years. This approach emphasizes watershed-scale planning as well as wildlife landscape connectivity extending from the South Bay to the eastern and western county borders in the Diablo Range and Santa Cruz Mountain range.

Other resource conservation districts (RCDs) have also renamed and rebranded over the last several years, but research indicates all continue to maintain a geographical reference, primarily to the county

or region they represent. A local trend has been to place the name of the primary county in which the district is located after "Resource Conservation District" regardless of whether the entire county and its cities are included within the district boundaries; a nearby example is the RCD of San Mateo.

At its July 7, 2022 meeting, the Board of Directors formally initiated the process to consider a change in the District's legal name; created an ad hoc committee to make recommendations to it for final consideration by its October 2022 Board meeting; and appointed Director Lanman, Director Hare, and Associate Director Wilson to the Committee. The Committee held three (3) online meetings, and all were noticed pursuant to the Brown Act and open to public participation. The Committee guided my development and issuance of a public survey, which was distributed via the Nextdoor Public Agency platform, shared with the Peninsula-South Bay Watershed Forum, and emailed to relevant GCRC D subscription lists. The Committee analyzed the results that had been submitted by the time of their meeting (although three surveys were received after the meeting, and are included in the final results attached to this memo; the survey has since been closed). At their last meeting on September 20, 2022, the Committee voted (Lanman and Hare present; Wilson excused) to recommend the name Santa Clara RCD to the Board of Directors.

Although Director Lanman and I reached out to Loma Prieta RCD (LPRCD) for their input prior to the Committee's vote, when I communicated the resulting recommendation to LPRCD, it became clear that there had been a miscommunication among the parties. The LPRCD President and Executive Director have requested that Santa Clara RCD be withdrawn from consideration. Based on the strong working relationship the two RCDs have developed over the years - the two RCDs are neighbors and partners - I believe it is important to honor LPRCD's request. Since the Committee was unable to reconvene prior to the Board meeting, I am recommending, on my own initiative, that the Committee's recommendation be withdrawn and another name be selected by the Board of Directors, with any updated recommendation(s) from the members of the Committee, at the October 6, 2022 Board meeting. Other names for potential consideration can be found in the attached survey results.

Legal Requirements:

Implementing a name change will require the Board of Director's adoption of a resolution finding the name change is in the best interest of the District and seeking the Board of Supervisors' (BOS) approval of the name change. Once the request and accompanying resolution has been submitted, the BOS is required to act on the request at its next regular meeting. If the BOS approves the name change, it will notify the State Board of Equalization, and the new name will become effective upon acknowledgement by the Secretary of State. (Public Resources Code 9621-9627). If the BOS does not approve the name change, it will forward a resolution to that effect to the Board of Directors.

Summary:

The Board of Directors has the legal authority to request the BOS approve a change in district name whenever the Board determines, in its judgment, such change is in the best interest of the district. I recommend that the Board of Directors adopt a resolution selecting a new name and directing submittal of a request for name change to the Board of Supervisors for approval.

Attachments:

Final Survey Results: *Creating a Sense of Place: A New Name for GCRC D*
California Codes: *California Public Resources Code Sections 9621-9627*
CARCD: *RCDs in the Bay Delta Region*