



Guadalupe-Coyote Resource Conservation District (GCRCD)

An independent special district of the State of California

October 31, 2022

Gary Jahns, Ph.D.
President

Susan Hare
Vice-President

Gail Bautista
Director

Rick Lanman, M.D.
Director

Paula Quintero
Director

Larry Johmann
Associate Director
Director Emeritus

Bill Leikam
Associate Director
Director Emeritus

Mel Sarmiento
Associate Director

Kat Wilson
Associate Director

Stephanie Moreno
Executive Director
District Clerk

Roger Castillo
Watershed Project
Assistant

Julie Gantenbein
District Counsel

888 N 1st St., Ste. 204
San Jose, CA 95112
408-288-5888
gcrd@gcrd.org
www.rcdsantaclara.org

The Honorable Mike Wasserman
President, Santa Clara County Board of Supervisors
County Government Center, East Wing
70 West Hedding Street, 10th Floor
San Jose, CA 95110

Re: GCRCD Request for Name Change to the North Santa Clara RCD

Dear President Wasserman:

As District President for the Guadalupe-Coyote Resource Conservation District, I hereby submit Resolution 2022-12 (Attachment 1) requesting the name of our District be changed to North Santa Clara Resource Conservation District, and further request that our request be placed on the Board of Supervisors ("BOS") agenda for consideration pursuant to Sections 9261-9627 of the California Public Resources Code.

Background:

The current name of Guadalupe-Coyote Resource Conservation District ("RCD") was changed from Evergreen RCD by action of the Santa Clara County BOS 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, which was a primary focus of the District's work at that time.

Earlier this year, the Board of Directors ("Board") initiated a process to consider a change in name to better reflect to our constituents and stakeholders the more integrated natural resource conservation approach that the Board has taken in the last eight years, an approach which emphasizes watershed-scale planning as well as wildlife landscape connectivity. The Board thoroughly and publicly vetted the idea of changing the District's name during four (4) Board meetings and three (3) ad hoc name change committee ("Committee") meetings, all noticed and held pursuant to the Brown Act. The Committee also circulated an online name change survey (Attachment 2) to constituents and watershed stakeholders in 249 neighborhoods of our District through the use of *Nextdoor's* public agency platform (Attachment 3), as well as via listserv and email distribution lists. The results were brought back to the Board for review and selection of the new name (Attachment 4). Of the total

respondents, 83% preferred that the District change its name. Although “South Bay RCD” received the most votes, when the Board took into account the number of different names that included some version of “Santa Clara”, it was clear that the majority of respondents preferred a name that included “Santa Clara” in it. Because the County boundaries include two RCDs - the other being Loma Prieta RCD, which operates in South County - the Board ultimately voted to seek to change the District’s name to “North Santa Clara”.

Other 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. The new name follows the naming convention of other RCDs in our region, as indicated Bay-Delta RCD list published by the California Association of RCDs (Attachment 5).

Legal Requirements:

The name change process for RCDs is governed by California Public Resources Code Sections 9621-9627 (Attachment 6). Under the statute, the Board is authorized 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. The Board adopted the required resolution finding the name change is in the best interest of the District and seeking the BOS’s approval of the name change on October 6, 2022. The statute further provides that, upon receipt of this request and accompanying resolution, the BOS act on the request by placing it on its agenda for consideration of approval. Upon approval of the name change, the BOS is responsible for notifying the State Board of Equalization, and the new name becomes effective upon acknowledgement by the Secretary of State.

Summary:

We request that the BOS approve our request to change the name of our District to North Santa Clara Resource Conservation District. We believe this is in the best interest of our District, and hope that the County Supervisors agree. If you have any questions regarding this request, please reach out to our Executive Director via email at smoreno@gcrd.org or by phone at 831-235-1799. Thank you for your consideration of our request.

Sincerely,



Dr. Gary Jahns, Ph.D.
Board President

Attachments:

1. GCRCD Resolution 2022-12
2. Survey: *Creating a Sense of Place: A New Name for GCRCD*
3. Nextdoor Public Agency Page for GCRCD
4. Name Change Survey Results
5. CARCD: *RCDs in the Bay Delta Region*
6. California Codes: *California Public Resources Code Sections 9621-9627*

RESOLUTION NO. 2022-12

Date: October 6, 2022

**Resolution of the Board of Directors of the Guadalupe-Coyote Resource Conservation District
Determining it is in the Best Interest of the District to Change Its Name to North Santa Clara
Resource Conservation District**

Whereas, the Guadalupe-Coyote Resource Conservation District (“District”) is an independent special district organized under Division 9, Chapter 5, Article 3 of the California Public Resources Code; and

Whereas, Public Resources Code sections 9621-9627 permit a change in resource conservation district name, and prescribes the method for doing so, whenever in the judgment of the board of directors it is for the best interest of a district that its name be changed to a stated name; and

Whereas, the District adopted its current name to honor its historic focus on the Guadalupe River and Coyote Creek watersheds; and

Whereas, the Board of Directors believes embracing a new name for the District would better reflect the more integrated natural resource conservation approach that the District has developed over the last eight (8) years, as described in its updated mission statement, to provide education and technical assistance to constituents and watershed stakeholders to sustainably manage soil, water, and wildlife with the best available science.

Whereas, the new name of North Santa Clara Resource Conservation District more accurately describes the geographical area included within the District, which extends from the South Bay to the eastern and western Santa Clara County borders in the Diablo Range and Santa Cruz Mountain range, and south to the historic Coyote Valley; and

Whereas, North Santa Clara Resource Conservation District is consistent with existing naming conventions used by California resource conservation districts; and

Now, therefore, be it resolved that the Board hereby determines in its judgment that the change of the District’s name to North Santa Clara Resource Conservation District is in the best interest of the District, and directs the Executive Director to forward this resolution, along with a name change request signed by the Board President, to the Santa Clara County Board of Supervisors for its formal consideration pursuant to Sections 9621-9627 of the California Public Resources Code.

Adopted this 6th day of October 2022, by the following vote:

AYES:	President Jahns, Vice-President Hare, and Directors Lanman and Quintero
NOES:	None
ABSTAIN:	Director Bautista
ABSENT:	None

Signed: 
Dr. Gary Jahns, Board President

Attest: 
Stephanie Moreno, Executive Director/District Clerk

Creating a Sense of Place: A New Name for GCRCD

The Guadalupe-Coyote Resource Conservation District (also known as GCRCD) is a public agency operating within north Santa Clara County. The mission of the District is to provide education and technical assistance to constituents and watershed stakeholders to sustainably manage soil, water and wildlife with the best available science. . Conventional naming for other RCDs in the State of California usually refer to the county in which they are located, or if there is more than one RCD in a county, to a geographical sub-area of a county, for example, RCD of Santa Cruz County, Alameda County RCD, and West Stanislaus RCD. GCRCD will be considering a new name to better reflect the District's sense of place and align with the way other RCDs have chosen their names, and is seeking community feedback regarding the following potential options:

[add link to District map]

* 1. Which of the following names do you prefer?

- RCD North Santa Clara
- North Santa Clara RCD
- Santa Clara RCD
- South Bay RCD
- I think you should keep the current name.
- I think you should consider this name instead:


* 2. What is your relationship with GCRCD? (Check all that apply)

- I own property in the District.
- I am an agricultural producer in the District.
- I live in the District.
- I work or contract with a government agency that operates in the District.
- I work or volunteer with a company or an organization that operates in the District.
- I have received services from the District.
- I'm not familiar with the District.
- Other (please specify)


3. Please share your email address with us so we can send you an update when the Board makes a decision (optional).

** Indicates a required question.*

S **Guadalupe-Coyote Resource Conservation District** ✓
Executive Director/District Clerk Stephanie Moreno • 13 Sep




Creating a Sense of Place: A New Name for GCRCD. The Guadalupe-Coyote Resource Conservation District (also known as GCRCD) is a public agency operating within north Santa Clara County. The mission of the District is to provide education and technical assistance to constituents and watershed stakeholders to sustainably manage soil, water and wildlife with the best available science. GCRCD will be considering a new name and is seeking community feedback. We would appreciate it if you would click on the link to take our survey. Thank you! <https://www.surveymonkey.com/r/L6XYCWW>



Creating a Sense of Place: A New Name for GCRCD
surveymonkey.com

Posted to **Subscribers of Guadalupe-Coyote Resource Conservation District**

3,185 Impressions Like Comment Share



Guadalupe-Coyote Resource Conservation District
101,555 members [Invite](#)
57,034 claimed households
249 neighborhoods

Details [Edit](#)

@ gcrcd@gcrcd.org

rcdsantaclara.org

Creating a Sense of Place: A New Name for GCRCD

Survey results compiled from online survey and email responses

"Change" vs "Keep"	Responses	
	#	%
Responses that indicate a preference for a name change	50	83%
Responses that indicate a preference to keep the name	10	17%
Total Responses	60	100%

Preferred Names

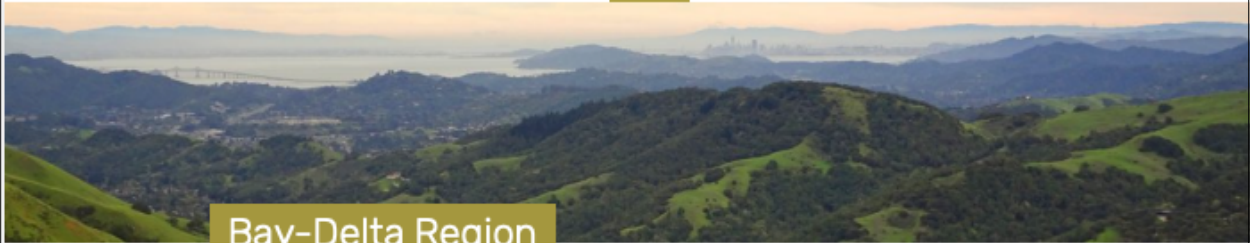
South Bay RCD	17	28%
Santa Clara RCD	12	20%
Guadalupe-Coyote RCD	10	17%
North Santa Clara RCD	9	15%
RCD North Santa Clara	4	7%
Subtotal: Names Listed on Survey	52	87%
Subtotal: Other Names Suggested by Survey Takers	8	13%
Total Responses	60	100%

Naming Trends

Responses that included "Santa Clara"	33	55%
Responses that included "South Bay"	18	30%
Responses that included "North" or "Northern"	18	30%
Responses that added "County" to name	7	12%

District Relationship

I work or volunteer with a company or an organization that operates in the District.	28	47%
I live in the District.	25	42%
I work or contract with a government agency that operates in the District.	17	28%
I own property in the District.	16	27%
I have received services from the District.	6	10%
I am an agricultural producer in the District.	1	2%
I am not familiar with the District.	1	2%



Bay-Delta Region

RCDs in the Bay-Delta Region

- | | |
|--|--|
| 1 ALAMEDA COUNTY RCD
(925) 371-0154 | 55 NAPA COUNTY RCD
(707) 252-4189 x3110 |
| 15 CONTRA COSTA RCD
(925) 269-9190 | 71 SAN JOAQUIN COUNTY RCD
(209) 337-2124 ext. 5265 |
| 17 DIXON RCD
(916) 425-5669 | 79 SOLANO RCD
(707) 678-1655 x 101 |
| 19 EAST STANISLAUS RCD
(209) 226-0039 | 81 SUISUN RCD
(707) 425-9302 |
| 33 GUADALUPE-COYOTE RCD
(408) 288-5888 | 94 WEST STANISLAUS RCD
(209) 892-3026 |
| 46 LOWER COSUMNES RCD
(916) 485-9883 | |

RESOURCE CONSERVATION DISTRICTS

[What are RCDs?](#)

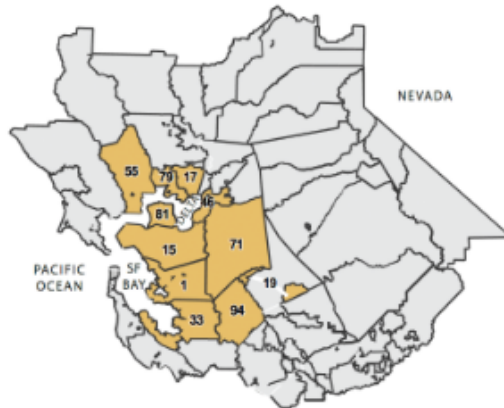
[Find Your Local RCD](#)

[Impact Stories](#)

[Conservation Resources](#)

MEMBER DASHBOARD

Map of Bay-Delta Region RCDs



[FIND YOUR RCD >](#)

[MEMBER DASHBOARD >](#)

705 E Bidwell Street, Suite 2-415
Folsom, CA 95630

Phone: (916) 457-7904
Fax: (916) 457-7934





Code Search

[Up^](#) [Add To My Favorites](#)

PUBLIC RESOURCES CODE - PRC

DIVISION 9. RESOURCE CONSERVATION [9001 - 9972] (*Division 9 repealed and added by Stats. 1975, Ch. 513.*)

CHAPTER 5. District Reorganization [9601 - 9635] (*Chapter 5 added by Stats. 1975, Ch. 513.*)

ARTICLE 3. Changing Name of District [9621 - 9627] (*Article 3 added by Stats. 1975, Ch. 513.*)

9621. A district may change its name by action of the board of supervisors of the principal county as provided by this article.
(*Added by Stats. 1975, Ch. 513.*)

9622. Whenever in the judgment of the board of directors it is for the best interest of a district that its name be changed to a stated name, it may pass a resolution reciting such fact.
(*Added by Stats. 1975, Ch. 513.*)

9623. A copy of the resolution shall be forwarded to the board of supervisors of the principal county with the request that the name of the district be changed to the stated name.
(*Added by Stats. 1975, Ch. 513.*)

9624. The board of supervisors of the principal county shall consider this request at their next regular meeting and may grant or deny the request. Their action shall be officially recorded in their minutes.
(*Added by Stats. 1975, Ch. 513.*)

9625. If the action of the board of supervisors on this request is negative, they shall forward a copy of the resolution to the board of directors initiating the request.
(*Added by Stats. 1975, Ch. 513.*)

9626. If the action of the board of supervisors on this request is favorable, it shall cause certified copies of the resolution to be forwarded to the board of directors initiating the request, the boards of supervisors and county clerks of all the other counties in which any portion of the district lies and the State Board of Equalization.
(*Amended by Stats. 1998, Ch. 829, Sec. 45. Effective January 1, 1999.*)

9627. On acknowledgment of the change of name by the Secretary of State, the name of the district shall be considered changed.
(*Added by Stats. 1975, Ch. 513.*)