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## Naming Approach Options

- Similar names with Clarification
- Names of new individuals/ people
- Use of landmarks/other words as names (not people)
- Restorative approach as a guiding principle
  - Acknowledge/address past societal, racial or ethnic inequities

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## Name ideas: Clarification



- Clay Hudson Park (Hudson Park)
- C. Hudson Park (Hudson Park)
- Hudson Manor Park (Hudson Park)
- James E. Redden Park (Redden Park)
- James E. & Susan Redden Park (Redden Park)
- Juanita Harelson Park (Harelson Park)
  - *NOTE: She is not related to existing Harelson Park name*

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## Name Ideas: Individuals



- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>• AZ or US individual involved in racial justice or environmentalism</li> <li>• Tommy Arriaga Park (Harelson Park or Redden Park)</li> <li>• Ephraim Park (Harelson Park)</li> <li>• George Floyd Lane (Hudson Lane)</li> <li>• Trevor Martin Lane (Hudson Lane)</li> <li>• Rodney King, Jr. Lane (Hudson Lane)</li> <li>• Donald J. Trump Park (Hudson Park)</li> <li>• Orwell Park (Hudson Park)</li> <li>• Adolfo Romo Park (Hudson Park)</li> <li>• LaRue Lepich Park (Hudson Park)</li> <li>• Sotelo Park or Street (Hudson Park, Redden Park and Hudson Lane)</li> <li>• Juan Soza Park or Parque de Soza (Hudson Park)</li> <li>• Manuela Sanchez Sotelo Park (Hudson Park or Redden Park)</li> </ul> | <ul style="list-style-type: none"> <li>• Soza Park or Street (Hudson Park or Redden Park)</li> <li>• Radmilla A. Cody Park</li> <li>• Anthony Roma Street (Laird Street)</li> <li>• Schwarz Street (Laird Street)</li> <li>• L. Alton "Pat" Riggs Street (Laird Street)</li> <li>• Harry Mitchell Street (Laird Street)</li> <li>• Gary Drive (Laird Street)</li> <li>• Ben Elkins Street (Laird Street)</li> <li>• Adolfo Roma and Juaquina Jones Street (Laird Street)</li> <li>• Frank and Minnie Raymond Park (Redden Park)</li> <li>• David Spencer Park (Redden Park)</li> <li>• Raul Castro Park (Redden Park)</li> <li>• McLoughlin Park (Redden Park)</li> <li>• Michael Francis Weise Park (Hudson Park)</li> </ul> |
|---|---|

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## Name Ideas: Individuals, cont.



- Warren and Carol Livingston
- Philip Drachman
- Woody Wilson
- Dr. Michael Crow
- Pat Tillman
- Alissa Serignese
- Lord Darrell Duppa
- Roger Clyne Street
- Neil Guilano
- Ralph Goitia
- Jenny Norton and Bob Ramsey
- Mama Rosa Keeme
- John Skelton Park
- Ladmo Lane
- Wallace Street
- Hollins Street
- Antonio Lane
- Mould Street
- Bickings Lane
- Herzberg Street
- hooks Street (capitalization intended)
- DuBois Park
- L'ouverture Lane
- Amorosi Park
- Don Pedro (Pete) Obregon
- Name after Tempe-based "Fallen Heroes" (public safety or military service)
- Howard Pyle
- Elijah McClain
- Dr. George Sanchez
- Dr. Lattie Coor

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## Name Ideas: Individuals, cont.



- Michelle Brooks Tottress (Harelson Park or Hudson Lane)
- Lee Family Street or Park (Redden Park)
- Charlie Lee
- Soza/Lee Park (Hudson Park)
- Jose Maria Soza Park (Hudson Park)
- Juan Sotela Soza (Hudson Park)
- Corey Woods Park (Hudson Park)
- Karl Kiefer Park (Redden Park)
- Cris and Curt Kirkwood Park (Harelson Park)
- Victor Vogel Park (Redden Park)
- Winchester and Maria Sotelo Miller Park (Redden Park)
- Figueroa Park or Street
- Wistano and Luisa Figueroa
- Charles Hayden
- Frank Carrillo
- Ralph and Carla Lingerfelt
- Aguilar Family

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## Name Ideas: Nonindividuals



- Warner Ranch Park (Harelson)
- Hohokimel (Butterfly) Park (Harelson)
- Cuprum (Copper) Park (Hudson Park)
- Cedar Park (Hudson Park)
- Elsewhere Park (Redden Park)
- Hohokam Park or Street
- San Pablo Park or Street
- Jumping Cholla Lane
- Ocotillo Park
- Desert Willow Street
- Name after plants native to Tempe
- O'Odham Park or Street (Hudson Lane)
- Piipaash
- Names of City of Tempe Sister Cities
- Sunset Butte Park
- Lovebird Park
- Amistad Park
- Gin Blossoms Park
- Peacemakers Park
- Never Forget Park
- Canal Builder Park
- Acacia Park
- Yucca Park
- Cactus Flower Park
- Blue Lily Park
- Phoenix Ash Park
- Airway Park (Harelson Park)
- Terminal Park (Harelson Park)
- Westerly Wind Park (Redden Park)
- Be Excellent to Each Other Lane
- Transition Park (Hudson Park)

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## Name Ideas: Nonindividuals, cont.



- Curiosity Park (Harelson Park)
- Discovery Park (Harelson Park)
- Pollinator Park (Harelson Park)
- ParkyMcParkFace Park (Harelson Park)
- Reflection Park (Redden Park)
- Fairy Duster Park
- Brittlebush Park
- Sunflower Park
- Daisy Park
- Mesquite Park
- Elm Park
- StreetyMcStreetFace Street (Hudson Lane)
- Cancel Culture Blvd (Hudson Park)
- Pioneer Street (Laird Street)
- De Lucio Street (Laird Street)
- Freedom Lane (Laird Street)
- Liberty Drive (Laird Street)
- Justice Plaza (Laird Street)
- Tierra
- Desierto
- Paz
- Seedy Park (Redden Park)
- Pinecone Park (Harelson Park)
- Wet Park (Hudson Park)
- Mushroom Street (Laird Street)
- Dragon Lane (Hudson Lane)

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# Public Outreach Plan

## BACKGROUND:

- Staff discussed purpose of outreach (*community education/get input on new name ideas*) and
- Who in the community we want to reach (*individuals and groups most impacted by societal, racial or ethnic inequities*)

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# Public Outreach Plan, cont.

## RECOMMENDATIONS:

- Extend online forum (already extended it thru 10/31) – longer?
- Extra PR/media promotion of project and request for naming ideas
- Create other avenues for people to submit names - take names from any submission

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## Public Outreach Plan, cont.

- Staff/committee members build a non-traditional outreach list
  - City lists: Equity in Action, Cops and Clergy, others
  - Recommendations from Committee members
  - Let those people/groups know about the project, online survey, town hall and other ways to submit names

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## Public Outreach Plan, cont.

- Go to where people are
  - Staff/committee member tabling at churches, events, community meetings, Four Southern Tribes meeting
- Town hall meeting
- Post cards to addresses that would be impacted by street name changes

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## Committee Involvement/Direction



- Need Committee member involvement and assistance
  - Recommend outreach names/groups, attendance at events, collect/submit name ideas
- Extend timeline of committees work to allow for extra outreach?
  - Timeline for Town Hall
  - Future meetings of Ad Hoc Committee (currently have Nov 1 and Dec 7 meetings scheduled)
- Other

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## Follow-up from last meeting

- Number of addresses impacted by street name changes: 168 (total)
  - West Laird Street (87), East Laird Street (61), Hudson Lane (20)
- Info about City of Phoenix program:
  - <https://www.phoenix.gov/pdd/street-renaming>
- Timeline graphic for webpage – in process
- Race of existing people that Tempe streets and parks are named after – not available/recorded
- Map
  - Posted to webpage



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**Questions/Discussion**

[tempe.gov/renaming](https://tempe.gov/renaming)

[Tempe.gov/forum](https://Tempe.gov/forum)



**Tempe**

Making waves in the desert

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