



CITY OF
POMONA, CA

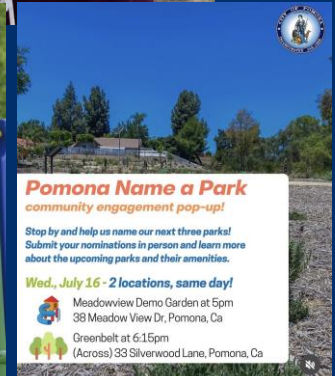
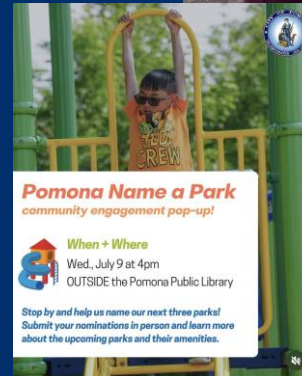
Review of Nominated Park Names for the Phillips Ranch Greenbelt, Civic Center Plaza Playground, and the Meadow View Demonstration Garden and Recommendation to City Council

PARK NAMING POLICY OVERVIEW AND CRITERIA

- Park Naming Process:
 - Initiated at Parks & Recreation Commission
 - Community Meeting
 - Recommendation at Parks & Recreation Commission
 - City Council
- Park Naming Criteria:
 - Reflect geographic location or local/national heritage
 - Honor individuals with 20+ years of community service in Pomona
 - Recognize major financial contributors (individuals or businesses)
 - Acknowledge organizations funding ongoing maintenance
 - May honor City employees under extraordinary circumstances
 - May not promote harm or inappropriate content

SOCIAL MEDIA CAMPAIGN

- Social Media Engagement via Instagram and Facebook
 - Combination of stories and posts
 - Running Dates: June 17, 2025 – August 31, 2025
- Instagram Data
 - Total Views: 141,580
 - Total Accounts Reached: 94,383
- Facebook Data
 - Total Views: 72,098
 - Total Accounts Reached: 48,524
- Combined Data Count
 - Total Views: 213,678
 - Total Accounts Reached: 142,907



TOTAL NOMINATIONS RECEIVED BY AUGUST 31, 2025

- Number of Nominations Received:
 - Phillips Ranch Greenbelt: 18
 - Civic Center Plaza Playground: 8
 - Meadow View Demonstration Garden: 7
 - Non-specific Location: 5
- Total Forms Received: 38
- Total Individual Names Nominated: 29
- Total Nominations Meeting Selection Criteria per Staff Review: 23

PARKS AND RECREATION COMMISSION NAME RECOMMENDATIONS

Park Location	Recommended Name
Phillips Ranch Greenbelt	Riparian Reserve at Phillips Ranch
Playground in the Historic Civic Center Plaza	Rec & Read Playground*
Meadow View Demonstration Garden	John and Gail Cook Memorial Meadow View Demonstration Garden

**Staff recommends “Playground” for the name as the larger Civic Center area is known as the Civic Center Historic District and the name nomination is strictly for the new playground area.

NEXT STEPS

- Review recommendations from Parks & Recreation Commission
 - Approve Parks & Recreation Commission recommended names; OR
 - Reject Parks & Recreation Commission recommended names, discuss alternate names, and approve alternate names for official park naming.

QUESTIONS/COMMENTS?

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