



CITY OF HARRISONBURG  
**PUBLIC  
WORKS**

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To: Eric Campbell, City Manager  
From: Thomas Hartman, PE, Director of Public Works  
Date: September 22, 2020  
Re: Naming of the Garbers Church Road Shared Use Path

**Summary:**

Presentation to City Council of options for selecting the name of the Garbers Church Road Shared Use Path.

**Background:**

The Garbers Church Road Shared Use Path (GCRSUP) has been under development by the City since 2015 and is nearing the construction phase, which is scheduled to begin in the Spring of 2021. With the pending construction Public Works staff have begun to evaluate the future name of the shared use path. Naming this path is important as it will establish branding / marketing of the path, as well as the public safety importance since naming it will allow the path to be addressed similarly to a City street. This is an important aspect as it is planned to have trail markers placed along the path, so that if a citizen has an event where public safety is needed, they can be located and the quickest response to the location can be provided.

There are standards that must be followed in order to name a City street or facility. Those standards are the recently adopted Policy for Naming City Spaces and Facilities, as well as the 911 addressing standards.

Public Works has developed three (3) different options for selecting a name for the GCRSUP.

Option 1:

- Develop an online survey that will solicit naming suggestions from the public. The Public Works Department will work with Mike Parks, Director of Communications, on the outreach of this online survey. Respondents will be shown an aerial view of the GCRSUP and be able to provide written naming suggestions.
- Following completion of the survey, City Manager Campbell, would create a City staff team to develop name selection criteria and review the suggested names against that developed criteria. The criteria would include adherence to the City's naming policy and 911 address standards, as well as an objective review of the appropriateness of each suggested name.
- Once the names are reviewed, City Manager Campbell will work with the City staff team to select the short list of trail names that will be carried forward to the next step.

- An online survey will be developed that will allow the public to rank the popularity of the short list of names the GCRSUP.
- Following this second online survey, City Manager Campbell and the City staff team will prepare the results and present those findings to City Council, at the next regularly schedule Council meeting. At that meeting Council will be requested to make the final selection of the new name for the GCRSUP.

Option 2:

- City Council would create a naming committee, and task that committee to work with City staff to determine the name of the GCRSUP. The committee could be tasked with developing one or more names for City Council to consider.

Option 3:

- City Council could direct City Manager Campbell to work with City staff only in developing the name of the GCRSUP. City staff could be tasked with developing one or more names for City Council to consider.

Public Works has reviewed these options with City Manager Campbell, and we recommend that Option 1 be used for selecting the name of the GCRSUP. This is due to the amount of public involvement and engagement included in this option, as we feel there will be much community interest in helping generate ideas for an appropriate name for the facility.

**Key Issues:**

N/A

**Environmental Impact:**

N/A

**Fiscal Impact:**

N/A

**Prior Actions:**

N/A

**Alternatives:**

- (a) Selection Option 1,
- (b) Selection Option 2,
- (c) Selection Option 3,
- (d) Propose an additional option not presented by City staff

**Community Engagement:**

N/A

**Recommendation:**

Staff recommends alternative (a) for the reasons stated above.

**Attachments:**

1. Presentation
2. Sketch of the GCRSUP

**Review:**