



CITY OF HARRISONBURG  
**PUBLIC  
WORKS**

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To: Eric Campbell, City Manager  
From: Thomas Hartman, PE, PMP, LEED AP, Director of Public Works  
Date: November 9, 2021  
Re: Naming of the Garbers Church Road Shared Use Path

**Summary:**

The Department of Public Works will present to City Council the top seven (7) recommended names for the Garbers Church Road Shared Use Path, which will include their ranking as determined by a public citizen survey. Public Works will request that City Council select a name for the new shared use path.

**Background:**

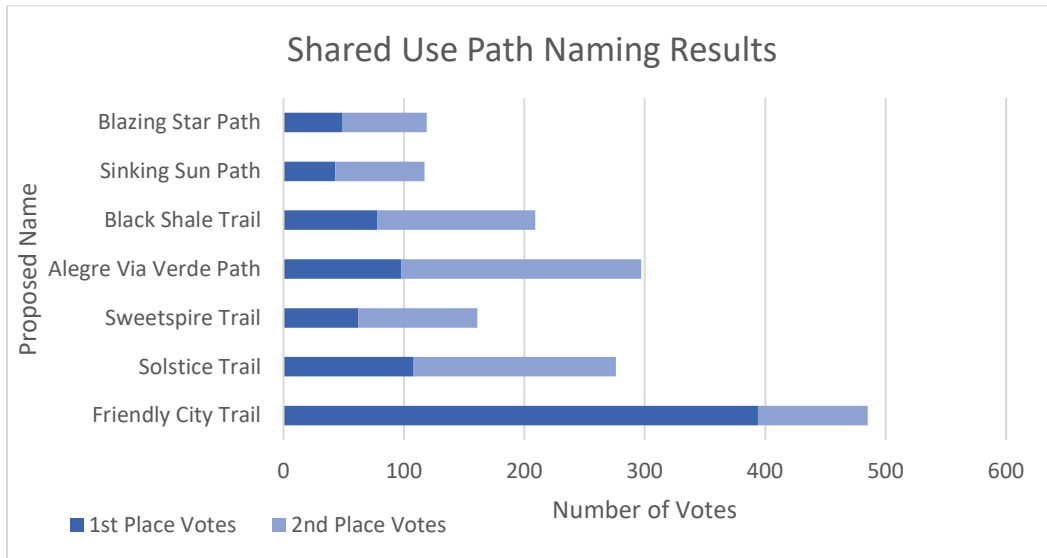
The Garbers Church Road Shared Use Path (GCRSUP) has been under development by the City since 2015 and is nearing the end of its construction. Naming this path is important as it will establish branding / marketing of the path, as well as the public safety importance since naming it will allow the path 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 performed the following activities to solicit suggestions for the potential name of the new shared use path:

- Developed an online survey that solicited naming suggestions from the public. This was performed in October of 2020.
- Following completion of the survey, City Manager Campbell and City staff reviewed the suggested names against the developed criteria. The criteria included 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 were reviewed, City Manager Campbell and City staff prepared a short list of trail names that will be carried forward to the next step.
- A second online survey was conducted that allowed the public to rank the popularity of the short list of names for the GCRSUP. This second survey was open for 3 weeks in October, included English, Spanish, and Arabic language options, and we received 832 online responses.

Public Works have compiled the results from this second public survey and the chart below shows the seven (7) names and the number of first and second place votes each name received. As you can see Friendly City Trail has received the most combined first and second place votes.



**Key Issues:**

N/A

**Environmental Impact:**

N/A

**Fiscal Impact:**

N/A

**Prior Actions:**

N/A

**Alternatives:**

N/A

**Community Engagement:**

Two public surveys with the first one to determine potential names and the second to solicit rankings of the top 7 selected names.

**Recommendation:**

Staff recommends selecting one of the top seven names as presented.

**Attachments:**

1. Presentation

**Review:**