



## **A Park and Wilson Outdoor Pool Renaming Outreach**

Portland Parks & Recreation put out a call for community name submissions to rename A Park and Wilson Outdoor Pool from July 5 – August 22, 2022. Outreach efforts included social media posts, tabling at events, flyer distribution, webpage information, articles in the Portland Tribune and Hillsdale News, and signage with QR codes at A Park and Wilson Outdoor Pool.

Information and the survey link were posted on the PP&R webpage, Facebook, and Nextdoor. The two Facebook posts reached over 14,000 people and were shared 20 times. An email was sent the first week and the last week of the submission period to about 1,400 people, including Wilson Pool lessons and passes registrants.

Tabling events included the East Portland Arts Festival at Ventura Park, The Big Float at Waterfront Park, Arts for All event at Peninsula Park, Healthy Parks workshops, Black Parent Initiative event at Dawson Park, Multnomah Days street fair, Sunday Parkways in East Portland, and at a free open swim at Wilson Pool. Information about the renaming process, survey QR codes, and paper versions of the online survey were available in English and Spanish. An email sign-up sheet was also available.

At the Wilson Pool open swim, Multnomah Days, and Sunday Parkways events, two easel pads were displayed with markers for people to write their ideas directly on the pad. Teens and children seemed to enjoy adding their contribution to these pads, and contact was made with over 500 people through these three events.

Members of the Naming Committee and PP&R Community Engagement staff distributed flyers at the Stephens Creek Crossing apartment complex, which is a Home Forward affordable housing site at SW 26<sup>th</sup> Avenue and Vermont Street. Signage was posted on the exterior fence of Wilson Outdoor Pool, and multiple yard signs were posted throughout A Park.

An online survey in English and Spanish to submit name submissions was open from July 5 - August 22, 2022. A total of 273 people made submissions. The report and spreadsheet that follows summarizes who participated and their input.

It should be noted that this report reflects the opinions of those who chose to participate. It is not necessarily representative of the broader community. This information will be shared with the A Park and Wilson Pool Renaming Committee who will review the name submissions and make a recommendation for new park and pool names to PP&R Director Adena Long and Parks Commissioner Carmen Rubio. More information can be found at [portland.gov/parks/park-and-wilson-pool-renaming](https://portland.gov/parks/park-and-wilson-pool-renaming).

**1. What criteria are most important to you in selecting a new name for A Park (formerly Custer Park)? (PICK YOUR TOP PRIORITIES)**

- Reflects and inspires the community **53%**
- Appropriate to the location or history **50%**
- Creates a sense of community and inclusion **45%**
- Symbolic and significant for current and future generations **32%**
- Honors Native and Indigenous communities **27%**
- Has broad public support **20%**
- Future facing and imagines a Portland for all **19%**
- Other **7%**
  - Responses included:
    - History
    - Love our town!
    - Sounds like a fun place to visit!
    - Straightforward name based on neighborhood area
    - Gives description of where it is
    - Honors families that have impacted the community
    - Nature inspired names rather than people
    - Easy to pronounce

**2. What criteria are most important to you in selecting a new name for Wilson Outdoor Pool? (PICK YOUR TOP PRIORITIES)**

- Reflects and inspires the community **55%**
- Appropriate to the location or history **53%**
- Creates a sense of community and inclusion **46%**
- Symbolic and significant for current and future generations **32%**
- Future facing and imagines a Portland for all **23%**
- Has broad public support **21%**
- Honors Native and Indigenous communities **20%**
- Other **7%**
  - Responses included:
    - Celebrates BIPOC
    - Should follow the school or the neighborhood
    - Honors someone who impacted the community
    - It doesn't have to be a person's name
    - Easy to remember

**3. What is your name suggestion for A Park (formerly Custer Park)?**

- See attached spreadsheet

**4. Is there anything you would like to share about why you are suggesting this as a new name for A Park?**

- See attached spreadsheet

**5. What is your name suggestion for Wilson Outdoor Pool?**

- See attached spreadsheet

**6. Is there anything you would like to share about why you are suggesting this as a new name for Wilson Outdoor Pool?**

- See attached spreadsheet

**Please tell us about yourself. These questions are voluntary but tell us who is participating.**

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**I am age:**

- under 16 years **3%**
- 16-24 years **2%**
- 25-34 years **26 %**
- 35-44 years **24%**
- 45-59 years **26%**
- 60-79 years **18.5%**
- 80 & over **0.5%**

**I identify as:**

- Female **68.5%**
- Male **26.5%**
- Genderqueer / androgynous **1%**
- Transgender male **0%**
- Transgender female **0.5%**
- Other **3.5%**

**I identify as: (check all that apply)**

- American Indian or Alaskan Native **5%**
- Asian **6%**
- Black or African American **4%**
- Hispanic or Latino/a/x **4%**
- Middle Eastern/North African **2%**
- Native Hawaiian or Pacific Islander **3%**
- Slavic/Eastern European **4%**
- White **68%**
- Unknown/don't know **1%**
- Decline/don't want to answer **13%**
- Prefer to describe **4%**
  - Responses included mix of multiple ethnicities, western European American, Nordic, Mennonite, human, humanoid, "I fear answering this may make you discount my suggestion", Irrelevant

### **What part of the city do you live in?**

- Southwest Portland **65%**
- Don't live in the City of Portland **11%**
- Northwest Portland **6%**
- Inner SE Portland (West of I-205) **5%**
- North Portland **3%**
- East Portland (East of I-205) **3%**
- Inner NE Portland (west of I-205) **3%**
- Other (please specify) **4%**
  - Responses included Milwaukie, Sherwood, Beaverton, New Jersey, Hawaii, Lake Oswego

### **How did you hear about this (check all that apply)?**

- Facebook **37%**
- Family/friend/neighbor **23%**
- Email **17%**
- Yard sign in park / sign at pool **13%**
- Nextdoor.com **5%**
- Flyer **4%**
- Info table at park event **2%**
- Instagram **2%**
- Other (please specify) **12%**
  - Responses included aquatic employee/work for PP&R, Hillsdale News, PDX Today, Portland Tribune, Wilson Pool website, SW Trails, Google