To: Louis A. DePasquale, City Manager  
From: Iram Farooq, Assistant City Manager for Community Development  
Date: June 23, 2020  
Re: Renaming the Agassiz neighborhood  

In 2020, the Agassiz Neighborhood Council (ANC) started a community conversation about whether to rename the Agassiz neighborhood. In February 2020, the City Council issued a Policy Order directing City staff to work with the neighborhood in “furthering this important neighborhood conversation and in helping make a determination as to how to arrive at an appropriate, official name change for this neighborhood.”

The Community Development Department assisted the neighborhood group by administering a survey for the renaming of the Agassiz neighborhood. Between March 2 and 9, 2021, CDD distributed flyers to the neighborhood announcing the survey. The survey was open to responses from March 2 - 18. The survey content and results are provided below.

Survey Summary

A total of 447 completed surveys were received. The following table provides a summary of the key survey results. Following are a series of charts displaying the aggregated results for all survey responses, with “n” referring to the number of survey respondents who answered each question.

<table>
<thead>
<tr>
<th>Questions</th>
<th>Results</th>
<th>Agassiz Residents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Should we rename the Agassiz Neighborhood?</td>
<td>88.4% answered YES (n = 447)</td>
<td>81.8% answered YES (n = 209)</td>
</tr>
<tr>
<td>What should be the new name of the Agassiz Neighborhood?</td>
<td>84.4% preferred one or more from the top 3 name options: Maria L. Baldwin, Baldwin Neighborhood, and Maria Baldwin Neighborhood* (n = 385)</td>
<td>83.2% preferred one or more from the top 3 name options: Maria L. Baldwin, Baldwin Neighborhood, and/or Maria Baldwin Neighborhood* (n = 179)</td>
</tr>
</tbody>
</table>

*Note: Only respondents who answered YES to “Should we rename the Agassiz Neighborhood?” were prompted to provide their preference for a new neighborhood name.
Should we rename the Agassiz Neighborhood?
(n = 447)

What should be the new name of the Agassiz Neighborhood? Please choose one or more names you favor most.
(n = 385; only names preferred by at least 5% of respondents are listed here.)
Do you live in Agassiz?  
(n = 411)

- Yes: 50.9%
- No: 49.2%

What is your gender identity?  
(n = 404)

- Woman or girl: 69.8%
- Man or boy: 25.3%
- Genderqueer or non-binary: 4.2%
- Not specified above: 0.7%
How old are you?  
(n = 408)

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Under 18 18-24 25-34 35-44 45-54 55-64 65+

12.0% 33.6% 11.5% 7.6% 9.6% 9.3% 16.4%

Which race/ethnicity best describes you?  
(n = 399)

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

American Indian or Alaskan Native  Asian or Pacific Islander  Black or African American  Hispanic or Latinx  White or Caucasian  Other

White or Caucasian