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September 4, 2026

Honorable Members of the City Council
c/o City Clerk
Room 395, City Hall

SUBJECT: Proposed Community-Informed Framework and Process for Renaming Cesar Chavez-Named Assets (Council File No. 26-0430)

SUMMARY
The City Council adopted a motion directing the Chief Legislative Analyst (CLA), with assistance from the Civil, Human Rights and Equity Department (LA Civil Rights Department), to develop a community-informed framework and participatory process to engage community members and stakeholders regarding the renaming of city assets currently bearing Cesar Chavez's name. The CLA will develop a separate inventory of affected city assets. This report responds to the Council's request for recommendations on a transparent, equitable, and community-informed process for considering future renaming decisions.

The LA Civil Rights Department recommends a multi-phased process centered on public participation, historical context, language access, transparency, and local relevance. The proposed process would leverage our Human Relations Commission to conduct targeted and broad public outreach, establish values-based criteria for evaluating proposed names, document community feedback, and return recommendations to the City Council for consideration.

Established under the Los Angeles City Charter in 1966, the Los Angeles City Human Relations Commission (HRC) has a longstanding role in strengthening intercommunity relations and bridging cultural divides between Los Angeles' diverse populations. As part of the LA Civil Rights Department, the Commission provides a public forum for community members to share perspectives, elevate concerns, and help inform city leaders on issues related to equity, inclusion, intergroup relations, and community well-being. This experience is particularly

relevant to a renaming process centered around questions of history, identity, representation, and recognition. By supporting inclusive dialogue and ensuring that a broad range of community voices are heard, the HRC can help ensure that recommendations emerging from this process are informed by the communities and histories most directly connected to the assets under consideration.

This framework is intended to guide the process rather than predetermine its outcome. No particular replacement name or naming approach is recommended in this report. The proposed process is designed so that affected communities play a meaningful role in developing, evaluating, and refining potential naming options before recommendations are presented to the City Council. While the City Council retains the authority to take final legislative action on the naming or renaming of city assets, its consideration would be informed by the community engagement process, including documented feedback, areas of consensus or differing perspectives, and the recommendations developed through that process.

BACKGROUND AND PURPOSE

Renaming a public asset can carry historical, cultural, and practical significance. A community-informed process should therefore provide affected stakeholders with a meaningful opportunity to understand the scope of the proposal, share historical and community perspectives, propose potential names or naming approaches, and respond to options before recommendations are finalized.

The Council's direction presents an opportunity to establish a consistent process that recognizes the history of the farmworker and labor movements, while ensuring that communities connected to affected city assets are directly engaged. These community stakeholders include Filipino American and Latino farmworker families and labor leaders, historians, neighborhood organizations, businesses, and property owners, who may be directly affected and the broader public.

Because the CLA's inventory of affected assets will be developed through a separate process, the framework below is designed to be adaptable. Outreach strategies and stakeholder participation may vary depending on the type of asset, its location, and the communities most directly connected to it.

GUIDING PRINCIPLES

The LA Civil Rights Department recommends that the community engagement and renaming process be guided by the following principles:

- **Intentional Community Participation:** Provide affected communities with multiple opportunities to shape recommendations before they are transmitted to the City Council.
- **Historical Accuracy and Context:** Ground the process in a comprehensive and accurate understanding of the people, communities, events, and movements associated with the history under consideration.

- **Radical Inclusivity and Representation:** Seek participation from communities whose contributions have historically been underrepresented, while maintaining opportunities for participation by the broader public.
- **Transparency and Accountability:** Clearly communicate the scope of the process, the advisory committee's role, the criteria for evaluating proposals, and how community feedback will inform final recommendations.
- **Accessibility and Language Access:** Use multilingual and accessible engagement methods, including both digital and in-person opportunities, to reduce barriers to participation.
- **Hyper-Local Relevance:** Consider the history, identity, and lived experience of the neighborhood or community surrounding each affected asset.
- **Open Process:** Avoid establishing a predetermined replacement name before community engagement is completed. Proposed names should be considered through the same transparent criteria and public process.

INTERDEPARTMENTAL ROLES AND COLLABORATION

Successful implementation will require coordination between the CLA, the LA Civil Rights Department and other relevant city departments, including the Department of Neighborhood Empowerment (DONE) as appropriate.

Chief Legislative Analyst (CLA)

- Coordinate overall project management and maintain the inventory of affected city assets.
- Coordinate with relevant city departments regarding asset-specific operational or implementation considerations.

LA Civil Rights Department

- Design and administer the community engagement process.
- Support the Human Relations Commission in conducting outreach and public engagement.
- Develop equitable renaming criteria and facilitate their application.
- Conduct multilingual, accessible outreach and public engagement.
- Analyze and synthesize community feedback to inform recommendations.

Department of Neighborhood Empowerment (DONE)

- Support outreach to Neighborhood Councils serving communities where affected city assets are located.
- Help share information regarding the engagement process and opportunities for public participation through the Neighborhood Council system.

COMMUNITY ENGAGEMENT FRAMEWORK AND ACTION ITEMS

To fulfill the mandate of the Motion’s second clause, the department recommends a multi-phased community engagement and renaming process.

Action Item 1: Convene a Representative Advisory Committee

LA Civil Rights recommends convening a Farmworker Movement Advisory Committee of approximately 12 to 15 members to help guide the engagement process. The group would serve in an advisory capacity by identifying stakeholders, helping inform outreach, reviewing community input, and assisting in the development of recommendations. The committee would not have final naming authority.

Membership should reflect a range of perspectives and may include representatives from:

- Farmworker families, worker organizations, and labor leaders;
- Filipino American community and historical organizations;
- Latino and Mexican American community and historical organizations;
- Historians, educators, or subject-matter experts with relevant academic expertise;
- Neighborhood organizations and residents from communities containing affected assets;
- Businesses and property owners directly affected by a potential street or asset name change; and
- Other community stakeholders identified through the outreach process.

Potential partner organizations identified for outreach include the Coalition for Humane Immigrant Rights (CHIRLA), Institute of Popular Education of Southern California (IDEPSCA), Asian Americans Advancing Justice - LA, Pilipino Workers Center (PWC), Search to Involve Pilipino Americans (SIPA), and Filipino American National Historical Society (FANHS). This list is illustrative and is not intended to limit participation by other organizations or stakeholders.

Action Item 2: Conduct Inclusive and Place-Based Public Engagement

Following completion of the affected-asset inventory, the LA Civil Rights Department recommends a 60- to 90-day public engagement period. Outreach should combine place-based engagement in affected communities with opportunities for citywide participation.

- **Historic Filipinotown:** Partner with PWC and FANHS and other local stakeholders to gather localized community feedback.
- **Boyle Heights / East LA:** Partner with IDEPSCA and CHIRLA to engage worker collectives.
- **Downtown LA / Chinatown:** Partner with Asian Americans Advancing Justice - L.A.
- **Northeast San Fernando Valley:** Partner with Anakbayan Panorama City and leverage Pueblo y Salud's Cesar E. Chávez Commemorative Committee of the San Fernando Valley (CCCCSFV)
- **Directly Affected Stakeholders:** Conduct targeted outreach to businesses, property owners, residents, and organizations located along or adjacent to an affected street or City asset.
- **Neighborhood Councils:** Coordinate with the Department of Neighborhood Empowerment (DONE), where appropriate, to share information and engagement opportunities with Neighborhood Councils serving communities where affected assets

are located. Neighborhood Councils may serve as an additional channel for reaching local stakeholders and increasing awareness of opportunities for public participation.

- **Digital and Physical Surveys**: Make surveys available through the LA Civil Rights Department website, newsletter, and social media, and distribute physical copies through community centers, libraries, parks, and other accessible locations.
    - The survey will be available in *all* Tier 1 languages, which include Spanish and Tagalog. Translation and/or interpretation will be available upon request.

Action Item 3: Establish Transparent Renaming Criteria

Before evaluating specific proposals, the LA Civil Rights Department recommends establishing a transparent set of values-based criteria that can be consistently applied to proposed names. The criteria should be shared publicly as part of the outreach process.

- **Historical Accuracy:** Whether the proposed name reflects a documented and accurate historical connection to the people, communities, events, or movements being recognized.
- **Collective Representation:** Whether the proposal recognizes collective struggle, resilience, organizing, or community contributions, including contributions that may have historically received less public recognition.
- **Hyper-Local Relevance:** Whether the proposed name has a meaningful connection to the history, culture, or identity of the neighborhood surrounding the affected asset.
- **Community Support:** The nature and breadth of support reflected through surveys, listening sessions, public testimony, and other documented engagement.
- **Inclusivity:** Whether the proposal advances a fuller representation of the communities and histories connected to the farmworker movement.
- **Practical Considerations:** Any operational or implementation considerations identified by the CLA or other relevant city departments.

Illustrative proposals raised during the process could include names recognizing collective movements or historically underrepresented contributors. Examples referenced in the initial framework include "The Delano Strikers," "Filipino American Labor Way," Larry Itliong, Philip Vera Cruz, and Dolores Huerta. These examples are illustrative only and should not be interpreted as recommended outcomes in advance of public engagement.

Action Item 4: Develop, Evaluate, and Refine Naming Options

Community members should be invited not only to comment on the renaming generally, but also to submit potential names or approaches to naming. Following the initial outreach period, the LA Civil Rights Department and the advisory committee would organize the proposals, identify recurring themes, and evaluate viable options using the adopted criteria.

Where appropriate, a preliminary set of options should be shared back with affected communities for additional feedback before recommendations are finalized. This additional step would help distinguish broad community support from suggestions received through a single outreach method and provide greater transparency regarding how potential names were evaluated.

REVIEW AND DECISION-MAKING PROCESS

The proposed process would move through the following sequence:

1. Complete the CLA inventory of city assets within the scope of Council File No. 26-0430.
2. Identify affected communities and convene the advisory committee.
3. Publish the engagement process, renaming criteria, and opportunities for public participation.
4. Conduct the 60-to-90-day multilingual outreach campaign and collect proposed names, public testimony, survey responses, and stakeholder feedback.
5. Organize and evaluate proposed naming options using the published criteria.
6. Where appropriate, return a preliminary set of viable options to affected communities for additional feedback.
7. Prepare a written synthesis documenting the engagement conducted, major themes, areas of agreement or disagreement, and the basis for the final recommendations.
8. Transmit a joint report to the City Council for consideration and final action.

PROPOSED IMPLEMENTATION PHASES

Phase 1: Planning, Recruitment, and Chartering

- Confirm the scope of affected assets following completion of the CLA inventory.
- Finalize the advisory committee structure and a slate of approximately 12 to 15 diverse participants with input from LA City Council.
- Distribute invitation letters and conduct an orientation regarding the committee's advisory role, scope, and process.
- Finalize outreach materials, engagement methods, and proposed renaming criteria.

Phase 2: Outreach and Community Engagement

- Launch digital and physical surveys.
- Conduct at least three multilingual listening sessions or town halls.
- Conduct targeted outreach in affected neighborhoods and to directly affected businesses, property owners, residents, and organizations.
- Collect proposed names, public testimony, survey responses, and other documented feedback.

Phase 3: Analysis and Community Review

- Synthesize community feedback and identify recurring themes and viable naming options. Evaluate options using the published renaming criteria.
- Where appropriate, seek additional community feedback on a preliminary set of options.
- Document the basis for recommendations, including areas where community perspectives differ.

Phase 4: Reporting and Council Consideration

- Finalize recommendations with input from the advisory committee.
- Prepare a joint report summarizing outreach, community feedback, evaluation criteria, and recommended next steps.
- Submit the final report to the City Council for consideration and final action.

IMPLEMENTATION CONSIDERATIONS

The timing and scope of implementation will depend on completion of the inventory, the number and type of affected city assets, and available departmental staffing and resources. The 60-to-90-day outreach period should begin only after the affected assets and relevant communities can be sufficiently identified. If the inventory includes multiple assets in different neighborhoods, outreach may need to be tailored by geography rather than conducted as a single citywide process.

RECOMMENDATIONS

LA Civil Rights Department recommends that the City Council:

1. APPROVE the proposed community-informed framework outlined in this report as the basis for engaging stakeholders regarding the potential renaming of City assets currently bearing the name of Cesar Chavez.
2. INSTRUCT the LA Civil Rights Department, in coordination with the Department of Neighborhood Empowerment, to implement the community engagement process following completion of the inventory of affected city assets.
3. AUTHORIZE the LA Civil Rights Department to convene an advisory committee representing laborers and farmworkers, affected neighborhood residents, business owners, historians, and other stakeholders to inform the process. The names of the advisory committee members will be selected and approved by LA City Council Members.
4. INSTRUCT LA Civil Rights Department to report back to the City Council with the results of the community engagement process, a summary of stakeholder and public feedback, and recommendations for Council consideration.

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