



CITY OF MENIFEE

SUBJECT: Squaw Valley Drive Street Name Change

MEETING DATE: December 17, 2024

TO: Mayor and City Council

PREPARED BY: Laura Sportelli, Management Analyst

REVIEWED BY: Cheryl Kitzerow, Community Development Director

APPROVED BY: Armando G. Villa, City Manager

RECOMMENDED ACTION

1. Adopt a resolution approving the street name change from “Squaw Valley Drive” to “Olympic Valley Drive” in compliance with Assembly Bill 2022.

DISCUSSION

On November 19, 2021, the Secretary of the Interior issued Secretarial Order 3404 declaring “Squaw” (Sq.) to be derogatory and mandating its removal from geographic features. On September 23, 2022, Assembly Bill (AB) 2022 was signed into California law and declared Sq. an offensive ethnic, racial, and sexist slur towards indigenous women, and mandated the removal of this derogatory term from all California geographic features and place names. The City of Menifee identified Sq. Valley Drive in 2023 when public agencies were required to identify and report all instances of the use of Sq. under their jurisdiction. The California Committee on Geographic Names (CACGN), a liaison to the U.S. Board on Geographic Names, is coordinating the state-wide implementation of AB 2022 and required the proposed replacement name(s) to be submitted to the Committee by August 20, 2024, and implemented by January 1, 2025.

On March 7, 2024, staff sent physical and electronic consultation requests to 14 tribes and allotted 90 days for tribal consultations. Responses were received from the Rincon Band of Luiseño Indians and the Agua Caliente Band of Cahuilla Indians who deferred to the Pechanga Band of Mission Indians and the Luiseño Indians respectively. Staff consulted with the Soboba Band of Luiseño Indians and the Pechanga Band of Mission Indians in April and May, and both tribes deferred to the City of Menifee to select a respectful replacement name.

On June 3, 2024, upon researching the surrounding community, City staff determined that the street names nearest to Sq. Valley Drive reflect the names of ski resorts, and with the goal to continue the existing neighborhood theme, selected “Sun Valley Drive” as the proposed replacement name.

A letter and Frequently Asked Questions (FAQ) document were mailed to impacted residents and property owners on June 11, 2024, to provide background and information on AB 2022, as well as provide notification of the proposed replacement name. A Community Engagement Workshop was held on June 27, 2024, where City staff members were on site to answer questions and provide residents with information and resources to support and assist in simplifying the address change process. Three residents were in attendance with no objections to the proposed replacement name.

On July 25, 2024, after the 90-day consultation period concluded, the City received correspondence from the Morongo Band of Mission Indians with a proposed street name of "Munipka Drive", a name inspired by the local indigenous heritage of the Serrano people. On August 5, 2024, staff acknowledged the recommendation but informed Morongo that the 90-day deadline for tribal consultations ended on June 7, 2024. The City received no further communication from the tribe and the proposed name was provided to CACGN as a reference to the City's communication with the Morongo Band of Mission Indians.

During a Public Hearing on August 7, 2024, staff presented the proposed replacement name, "Sun Valley Drive" to the City Council. At the public hearing, a resident urged the City Council to approve the name "Olympic Valley Drive" instead. This would honor the legacy and heritage of the street's original namesake, formerly known as Sq. Valley Resort in Tahoe, CA, which was renamed to comply with AB 2022. The proposed name would also celebrate its connection to the 1960 Olympic Games held in what is now called Olympic Valley.

At the Council's discretion, and bound by CACGN's timeline, both "Olympic Valley Drive" and "Sun Valley Drive" were submitted to CACGN with "Olympic Valley Drive" as primary and "Sun Valley Drive" as the backup. Upon CACGN review, staff was to return to Council with a formal street name change.

On November 14, 2024, CACGN approved three replacement names for Sq. Valley Drive: "Olympic Valley Drive", "Sun Valley Drive", and "Munipka Drive", and requires City adoption of the approved name by January 1, 2025. Based on the August 7, 2024, discussion and action by the City Council, staff recommends "Olympic Valley Drive".

Government Code § 34091.1 designates authority to the City Council to amend existing names of city streets by adoption of a resolution. Upon adoption, staff will send a letter of notification to the residents providing the date that the City's maintenance crew would complete the installation of a new street sign. The Building Official will also submit an address verification document to Menifee Geographic Information System (GIS), Riverside County GIS, 911 Emergency Services, and the United States Post Office (USPS). Residents and Property Owners will need to ensure that the correct mailing address has been submitted to all residential service providers and is reflected on all legal documentation.

STRATEGIC PLAN OBJECTIVE

Safe and Vibrant Community / Community Engagement and Social Infrastructure

FISCAL IMPACT

The fiscal impact of changing the street signage would not result in additional costs beyond the installation cost. The estimated material cost of replacing each street sign is \$150. No additional budget appropriation(s) action is required to accommodate this cost.

ATTACHMENTS

1. Resolution
2. Street Name Change Exhibit