

Cesar Chavez Park Renaming Survey Summary

Overview

The City of Sacramento conducted a community survey (over 2,600 respondents) to gather input on renaming Cesar Chavez Park. The survey asked residents to identify preferred new names and the themes they believe the park's future identity should reflect.

Top Community-Suggested Names

From community submissions, these names received the most support:

- Union Park / Union Plaza – 450
- Dolores Huerta Park – 243
- Farmworker Plaza – 198
- People Plaza – 98
- Plaza Park – 89
- Nisenan Plaza – 47

Key insight:

Community naming preferences strongly align with labor history, farmworker identity, and Indigenous heritage, with additional support for civic identity and local history options.

Themes Residents Want Reflected in the New Name

Respondents were asked which themes or stories the new name should highlight (multi select). Here are the strongest priorities:

- Labor & worker rights history – 47.36%
- Farmworker movement & agricultural heritage – 39.87%
- Indigenous history & stewardship – 33.33%
- Community gathering & civic identity – 31.27%
- Stories of immigrant & working-class communities – 28.25%
- Cultural diversity – 26.38%
- Social justice & community empowerment – 24.73%
- Nature, ecology & environment – 21.25%

Key insight:

Labor and farmworker-related themes lead, followed by Indigenous recognition and cultural diversity. A majority of respondents indicated they want the future name to reflect a historical or cultural theme.

Park Use & Community Role

- Attending events/programs – 62.27%
- Passing through while commuting – 51.86%
- Arts/culture/performances – 31.86%
- Eating lunch or taking a break – 29.32%

Key insight:

The park functions as a major civic gathering and events space, reinforcing themes of community identity and cultural programming.

Demographic & Outreach Insights

- English-speaking households – 98.49%
- Spanish-speaking households – 23.08%
- Other languages represented in smaller numbers
- A majority of respondents reported social media and the city newsletter as their outreach source for the renaming effort. Other efforts included community organizations, park signage, friends/family members and events.

Overall Community Message

Residents strongly support a new park name that reflects Sacramento's labor history, farmworker movement, Indigenous stewardship, cultural diversity, and civic identity. Union Plaza emerged as the leading name suggestion, with Dolores Huerta Park, Farmworker Plaza, People Plaza, and Plaza Park among the top five.