

## Creating a Sense of Place: A New Name for GCRCD

Survey results compiled from online survey and email responses

<b>Selected Name</b>	<b>Responses</b>	
	<b>#</b>	<b>%</b>
South Bay RCD	16	28%
Santa Clara RCD	12	21%
Guadalupe-Coyote RCD	10	18%
North Santa Clara RCD	8	14%
RCD North Santa Clara	4	7%
<b>Subtotal: Options Included in the Survey</b>		<b>50 88%</b>
North Santa Clara County RCD	2	4%
RCD of Santa Clara County	1	2%
RCD of North Santa Clara County	1	2%
Santa Clara County RCD	1	2%
Northern Santa Clara County	1	2%
South Bay Watershed RCD	1	2%
<b>Subtotal: "Consider This Name Instead" Option</b>		<b>7 12%</b>
<b>Total Responses</b>		<b>57 100%</b>

### **"Change" vs "Keep"**

Responses that indicate a preference for a name change	47	82%
Responses that indicate a preference to keep the name	10	18%
<b>Total Responses</b>		<b>57 100%</b>

### **Naming Trends**

Responses that include "Santa Clara"	31	54%
Responses that include "South Bay"	17	30%
Responses that include "North" or "Northern"	17	30%
Responses that add "County" to name	6	11%

### **District Relationship**

I work or volunteer with a company or an organization that operates in the District.	26	46%
I live in the District.	24	42%
I work or contract with a government agency that operates in the District.	17	30%
I own property in the District.	14	25%
I have received services from the District.	6	11%
I am an agricultural producer in the District.	1	2%
I am not familiar with the District.	1	2%