

Monday August 25, 2016

To: Rules Committee, San Leandro City Council

From: Sbeydeh Viveros-Walton, Communications & Community Relations

Re: City of San Leandro Chinese Translated Name

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## Background

At the July 6, 2015 City Council meeting, Councilmember Benny Lee requested to consider establishing an official Chinese translation of “San Leandro” from a phonetic translation into one that positively promotes the City. Subsequently, the City Council sent the item to the Rules Committee for their review. The Rules Committee discussed the item on December 9, 2015 and January 19, 2016. Per direction from the Rules Committee on January 19<sup>th</sup>, the City Manager’s Office held a community meeting in the spring with community and business stakeholders about the topic.

The community meeting was held on May 25, 2016 in the Marina Community Center. The goal of the meeting was to gather feedback and suggestions, create consistency in the characters used in print, and to positively promote the City to the Chinese community.

Outreach for the meeting included personal invitations to the USA Yang Jiang Business Association, American Zhongshan Association of Commerce, Toishan Association, Asian Cultural Association of San Leandro, and the Asian Business Council. The meeting was also advertised on social media, the City website and through the World Journal Chinese newspaper inviting the general public to participate. Meeting information was also posted at the Marina Community Center and the Manor Library Branch.

## Discussion

The public was encouraged to propose characters as long as they adhered to the following criteria:

- Phonetically similar to “San Leandro”
- Characters must have positive connotation and meaning
- Similar pronunciation in Cantonese & Mandarin

The stakeholder group discussed the following two proposals:

### Proposal 1

Replace the second, fourth and fifth character with a new character that translates into ‘living/live’.

Phonetic Translation: 聖萊安德羅

Proposed Name: 聖利安住

The proposed name is phonetically pronounced: San Lee-an-chew and translates into a “Great/prestigious comfortable/safe place to live”.

Character 1: San = Prestige/Positive

Character 2: Lee= Advantage

Character 3: An= Comfortable/Safe

Character 4: Chew= Live/Living

Proposal 2

Replace second, fourth and fifth character with a new character that translates into “ancestry/legacy/heritage”.

Phonetic Translation: 聖萊安德羅

Proposed Translation: 聖利安祖

Character 1: San = Prestige/Positive

Character 2: Lee= Advantage

Character 3: An= Comfortable/Safe

Character 4: Zhu= Ancestry/legacy/heritage

To reach consensus, the group voted between the two proposals and proposal #1 received the majority of the votes. As a result, the stakeholder group recommends that the City Council adopt proposal #1 as the City of San Leandro’s official Chinese translated name.