

NAME ONEIDA'S SNOWPLOWS

A simple community contest for six City snowplow trucks

SEPTEMBER 1 - OCTOBER 14, 2026

THE CONCEPT

The City will ask the public for creative, fun, and Oneida-inspired names for six snowplow trucks. Two winning names will be reserved for an entrant age 17 or younger. The other four winning names may come from entrants of any age.

1. Six Trucks, Six Winners

TRUCKS	CATEGORY	WHO IS CONSIDERED
2	Youth Trucks	Entries submitted by children age 17 or younger
4	Community Trucks	All eligible entries, including youth entries

2. Contest Timeline

Tuesday, September 1	Contest opens
Wednesday, October 14, 4:00 p.m.	Entries close
Thursday, October 15	Staff eligibility review and duplicate check
Friday, October 16	Selection committee reviews and chooses four names
Monday, October 19	Winners contacted; youth permission confirmed
Tuesday, October 20	Winners announced at the Common Council meeting

3. Simple Entry Guidelines

One entry: Each person may submit one proposed name.

Keep it short: Names should be no more than 24 characters, including spaces.

Keep it appropriate: Names must be family-friendly and suitable for display on public equipment.

Keep politics and advertising out: Political, campaign-related, commercial, discriminatory, profane, or offensive names will not be considered.

Youth entries: A parent or guardian must approve an entry submitted by anyone under 18.

Duplicate names: If the same name is submitted more than once, the earliest complete entry received will be credited.

City discretion: The City may reject, shorten, or adjust a name for suitability, length, duplication, or clarity. All selections are final.

4. Who Selects the Winners

A seven-member committee provides operational, elected, school, and community representation:

- City Manager
- Mayor
- One Common Council representative selected in advance
- DPW Highway Supervisor
- One City snowplow operator
- One Oneida City School District representative
- One community representative

Administration: The City Clerk receives and logs entries, removes entrant identities from the review copies, and serves as the nonvoting contest administrator.

5. How the Committee Chooses

There is no point system or weighted formula. Committee members simply consider whether each name:

CREATIVE AND MEMORABLE It is clever, distinctive, and easy to remember.	CONNECTED TO ONEIDA OR WINTER It reflects snow, plowing, local places, history, or community spirit.
FAMILY-FRIENDLY It is positive, inclusive, and appropriate for all audiences.	GOOD ON A TRUCK It is short, clear, and easy to read on City equipment.

Selection method

The committee reviews anonymous entries and tries to reach agreement on the best six names. If the committee cannot agree, members cast a simple vote among the remaining finalists. A tied vote is resolved by another vote between the tied names.

The youth winners are selected first. The committee then selects four community winners from the remaining eligible entries.

6. Winner Recognition

- The selected names are announced during the October 20 Common Council meeting.
- Each winner receives a certificate and is invited to a truck photo or unveiling opportunity.
- The six winning names are installed on the City snowplows for [CONFIRM DISPLAY DURATION].
- Youth publicity is limited to the child's first name and age unless a parent or guardian approves additional information.