

Renaming City Hall CTrain Station

RECOMMENDATION:

That the Executive Committee recommend that Council direct Administration to rename the existing City Hall Station to City Hall/Bow Valley College Station.

HIGHLIGHTS

- This report responds to Council direction in Notice of Motion EC2023-0248, directing Administration to “undertake the necessary steps to consider expanding the name of City Hall CTrain platforms to additionally recognize Bow Valley College”.
- This change will be implemented using a low-cost approach by aligning this work with ongoing updates to Calgary Transit printed and electronic materials.
- The costs of this name change for staff time, contracted services, and printed materials will be accommodated within Calgary Transit’s approved operating budget. Cost estimate is \$35,000.
- Renaming the station to City Hall/Bow Valley College Station will provide additional wayfinding for students, staff, and visitors at the college. This will be the longest station name on the CTrain system.
- The recommendation is in accordance with the *Municipal Naming, Sponsorship, and Naming Rights Policy*
- Background and Previous Council Direction is included as Attachment 1.

DISCUSSION

Administration can accommodate the renaming of City Hall Station to City Hall/Bow Valley College Station. Precedents for similar station naming includes SAIT/AUArts/Jubilee Station, named for the adjacent post-secondary and cultural institutions, and University Station, named for the University of Calgary. A review of the *Municipal Naming, Sponsorship, and Naming Rights Policy (CP2016-01)* confirms this naming request complies with the policy.

Following the successful agreement with TD Bank to sponsor the TD Free Fare Zone, Calgary Transit began identifying additional sponsorship opportunities to generate investment in the public transit system. City Hall Station is not considered an ideal asset for commercial sponsorship from The City’s perspective. Commercial sponsorship of City Hall Station could undermine The City’s integrity and impartiality due to the station’s association with the seat of local government. Therefore, it is unlikely that The City or a commercial enterprise would want to rename City Hall Station in support of a brand or product. As Bow Valley College is a post-secondary institution, and this is not a commercial/sponsorship agreement (no money is exchanged), Administration supports the request. Both City Hall Station platforms will be renamed as part of this work as together they form a single station stop.

Renaming the station requires updating printed materials (such as maps, schedules, brochures, signs at the station), electronic materials (online maps, mobile apps, software applications used for scheduling and workforce management), and CTrain audio announcements. This work applies to both customer-facing information and materials/software applications used internally by Calgary Transit staff. Work is underway to update many of the items identified above in response to TD Bank’s sponsorship of the TD Free Fare Zone, and if approved by Council, the renaming to City Hall/Bow Valley College Station will be accomplished in coordination with this work to manage the costs of implementation.

Renaming City Hall CTrain Station

Renaming the station involves:

- CTrain destination sign reprogramming and audible announcement recording
- Replacing signs at City Hall Station
- Amending downtown wayfinding signs
- Mapping (paper system map, pocket maps, CTrain maps at stations and on CTrains)
- Updating public websites and apps used for customer information
- Updating internal software, applications, and databases used for management and oversight of Calgary Transit scheduling, workforce management, and operations

If future requests are brought forward, they will be evaluated against the *Municipal Naming, Sponsorship, and Naming Rights Policy*, assessed on potential commercial sponsorship opportunities, implementation costs, and customer impact/benefit.

EXTERNAL ENGAGEMENT AND COMMUNICATION

- | | | | |
|-------------------------------------|---|-------------------------------------|---|
| <input type="checkbox"/> | Public engagement was undertaken | <input checked="" type="checkbox"/> | Dialogue with interested parties was undertaken |
| <input checked="" type="checkbox"/> | Public/interested parties were informed | <input type="checkbox"/> | Public communication or engagement was not required |

In accordance with the *Municipal Naming, Sponsorship, and Naming Rights Policy*, the naming applicant has provided evidence of support from interested parties. This satisfies the policy's requirement under section 5.2.3: "naming applicants shall provide evidence of public support of the naming proposals for the City assets". The letters of support were submitted with Notice of Motion: Recognizing Bow Valley College by renaming a CTrain platform (EC2023-0248) and included with this report as Attachment 2.

IMPLICATIONS

Social

Renaming City Hall Station to City Hall/Bow Valley College Station would help with wayfinding for students, staff, faculty, and visitors to the college, particularly when arriving by CTrain.

Environmental

Not applicable.

Economic

Coordinating this name change with ongoing work to update materials to recognize the TD Free Fare Zone greatly reduces the financial impact.

Service and Financial Implications

Existing operating funding - one-time

\$35,000 estimated.

Renaming City Hall CTrain Station

The cost estimate provided above includes \$12,000 to re-program CTrains with the new station name information (including audible announcements and destination signs on the front of trains), \$20,000 to update signs at the station, and a small contingency of \$3,000.

Administration will complete this name change in coordination with ongoing updates to Calgary Transit materials to identify the TD Free Fare Zone. This coordination helps to reduce the cost of this change. The work will be completed approximately three months after Council approval of the name change.

As noted in the 'Discussion' section above, staff time to update materials (i.e., software/website updates, maps, etc.) and provide oversight of this work will be absorbed in Calgary Transit's existing operating budget.

This station renaming would not normally be considered critical work and would be planned and resources allocated in advance. However, Administration balances and prioritizes tasks to ensure work is completed within allotted timelines. This balancing of work introduces an opportunity cost, which refers to deferral/deletion of important work to accommodate this request. The opportunity cost in this case is reduced by coordinating with ongoing work to update materials.

RISK

There is a risk of additional institutions coming forward with naming requests for CTrain stations. The *Municipal Naming, Sponsorship, and Naming Rights Policy* will apply to any requests brought forward and the request will be checked for compliance with the policy and balanced with potential for commercial sponsorship/revenue generation.

Calgary Transit is seeking additional sponsorship opportunities to offset the cost of providing public transit services. It is not expected that the renaming of City Hall Station will impact any future sponsorship opportunities as there is limited interest in commercial sponsorship of City Hall Station.

Risk of not doing this would be undermining the *Municipal Naming, Sponsorship, and Naming Rights Policy* because the request aligns with the policy.

ATTACHMENTS

1. Previous Council Direction, Background
2. Notice of Motion – *Recognizing Bow Valley College by Renaming a CTrain Platform* (EC2023-0248)
3. Presentation

Department Circulation

General Manager/Director	Department	Approve/Consult/Inform
Doug Morgan, GM	Operational Services	Approve
Sharon Fleming, Director	Calgary Transit	Approve
Ryan Vanderputten, Director	Business and Engineering Services	Inform