

Infrastructure Services Report to
Executive Committee
2024 April 16

ISC: UNRESTRICTED
EC2024-0012

Updated Policies for Naming and Sponsorship of City Assets

PURPOSE

The purpose of this report is to update Council on the redevelopment of The City's *Municipal Naming, Sponsorship, and Naming Rights Policy* and recommend policy updates. This work was initiated at Council's directive to develop and integrate a renaming process for City assets into the current policy. Proposed policy changes also address other policy gaps identified since the last major policy amendments in 2018 and incorporate recommendations from Heritage Calgary's *Naming, Renaming, and Commemoration Project Final Report*.

PREVIOUS COUNCIL DIRECTION

On 2023 June 6, Council approved deferral of Administration's reporting to Council with the *Municipal Naming, Sponsorship and Naming Rights Policy* update until end of Q1, 2024 to allow for additional time to finalize consultation with impacted parties. Additional Information on previous Council direction can be found in Attachment 1.

RECOMMENDATIONS:

That Executive Committee recommend that Council:

- 1) Rescind the existing *Municipal Naming, Sponsorship and Naming Rights Policy*, Attachment 2;
- 2) Adopt the proposed *Naming of City Assets Policy*, Attachment 3; and
- 3) Adopt the proposed *Sponsorship of City Assets Policy*, Attachment 4.

CHIEF ADMINISTRATIVE OFFICER/GENERAL MANAGER COMMENTS

Infrastructure Services General Manager, Michael Thompson agrees with the recommendations of this report.

HIGHLIGHTS

- The City's naming and sponsorship policy provisions are being updated to better respond to current community and business needs.
- Proposed policy changes derive from engagement with impacted internal and external teams, Heritage Calgary's *Naming, Renaming, and Commemoration Project Final Report* findings and project team's research on how naming and sponsorship is regulated in other jurisdictions.
- The updated naming policy reflects a higher standard of public engagement in naming of public assets and provides an avenue for meaningful renaming conversations that better reflect current societal values.
- Updated naming policy provisions will improve wayfinding and navigation within the city.
- Proposed sponsorship policy enables improved assets and programs for Calgarians through private investments.

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DISCUSSION

In 2020, when dealing with renaming of James Short Park and Parkade (PFC2020-0802), Council directed Administration to create a process by which citizen requests to rename City assets shall be handled. In the existing policy, renaming is treated as an exceptional practice and is discouraged in all but the most clear-cut cases. After conducting research, Administration proposes a responsive approach to renaming of City assets: renaming should not be prevented if the majority of a community supports it and the financial and logistical impediments do not outweigh the reason for the proposed renaming.

The proposed naming policy also addresses identified policy gaps, including:

- Updated requirements when naming assets after people.
- Naming of minor community assets (e.g., community ball diamonds, playgrounds, skating rinks, etc.) at the Administration level.
- Updated roadway naming requirements to reduce confusion and improve wayfinding and navigation within the city.
- Providing an inclusive approach to naming based on the cultural heritage and histories of our communities.
- Naming associated with religion should be given careful consideration and should recognize the significant community contributions of local individuals.
- Updated references to Indigenous engagement when naming City assets.
- Broader public engagement standards on naming initiatives in alignment with Heritage Calgary's *Naming, Renaming and Commemoration Project Final Report*.

Addressing various naming and renaming matters within a policy that also regulates commercial sponsorship arrangements increased the length and complexity of the document and created terminology issues. To simplify and allow for better regulation of both needs, naming and sponsorship regulations are separated into two Council policies.

The updated sponsorship policy streamlines the sponsorship approval process while providing more clarity for when such arrangements would be appropriate for public assets, strengthening balanced approach to sponsorship.

All business units impacted by the policy were consulted during this project. Partnerships, Recreation and Social Programs, Calgary Transit, Parks & Open Spaces and Community Planning were heavily involved due to their asset stewardship role, or support for partners that manage City-owned assets. The Indigenous Relations Office and Anti-Racism Action Committee were also engaged on the naming policy development to ensure that the updated policy is aligned with the Truth & Reconciliation Committee recommendations and The City's commitment to inclusive, diverse, and equitable naming outcomes. A full list of internal and external teams engaged on this project is included in Attachment 6.

If the recommendations in this report are approved, Administration will proceed with implementation of the updated policies:

- The Policy Steward's team will update procedural documents to reflect the revised policy requirements.

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- The Policy Steward's team will develop of a citizen-facing webpage, naming portal, dedicated to naming and sponsorship of City assets, that will include a launch of public map identifying all formally named City assets.
- We have also identified a need for the development of a guiding framework for naming assets in recognition of public servants. The first phase of this project, which included a review of existing City assets named in honor of public servants, has been completed, and we have included it as Attachment 8.

EXTERNAL ENGAGEMENT AND COMMUNICATION

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

Building Industry and Land Development Association (BILD) – Calgary Region and impacted Civic Partners were directly engaged in the development of updated naming and sponsorship policies.

IMPLICATIONS

Social

The updated naming policy aims to foster community pride and a sense of belonging by better reflecting local community identity and history, while also allowing for the reassessment and renaming of assets to ensure they remain relevant and acceptable to the community.

Environmental

Not Applicable

Economic

The streamlining of smaller sponsorship arrangements entails reducing procedural requirements, acknowledging the relatively low risks associated with these arrangements. This approach lowers the overall costs of implementing the sponsorship program and fosters favourable conditions for the program's overall growth and increase of net revenue to The City.

Service and Financial Implications

No anticipated financial impact

RISK

Naming of City assets, especially naming assets after people comes with inherent reputational risks. Proposed broader public engagement standards on naming initiatives for City assets will allow The City to make better informed naming decisions reducing reputational risks. The proposed renaming process will also allow for a review of existing asset names in case of identified concerns.

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ATTACHMENT(S)

1. Previous Council Direction
2. Current *Municipal Naming, Sponsorship & Naming Rights Policy*
3. Proposed *Naming of City Assets Policy*
4. Proposed *Sponsorship of City Assets Policy*
5. Summary of the Proposed Policy Changes
6. Sources of Information
7. BILD Calgary Region Letter of Support
8. Legacy of Service - Review of City of Calgary Assets Named in Honour of Public Servants
9. Presentation

Department Circulation

General Manager/Director	Department	Approve/Consult/Inform
Michael Thompson	Infrastructure Services	Approve
Katie Black	Community Services	Inform
Doug Morgan	Operational Services	Inform
Chris Arthurs	People, Innovations & Collaboration Services	Inform
Debra Hamilton	Planning & Development Services	Inform

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