



## Engage Resource Unit

### Station Renaming // What We Heard Report

#### Project Background

On February 13, 2024, Executive Committee meeting, a Notice of Motion directed the City Administration to “Undertake the necessary steps to consider changing the current station name Fish Creek – Lacombe CTrain station to additionally recognize St. Mary’s University/Fish Creek Station and report back to council no later than Q4 2024.” As such, one of the steps Calgary Transit undertook was Public Engagement to help inform the decision on renaming the CTrain Station.

Public Engagement was held to solicit public feedback on CTrain Station renaming. The input received will be used to evaluate and inform whether Fish Creek – Lacombe Station should recognize St. Mary’s University and thus be renamed to St. Mary’s University – Fish Creek Station.

#### Engagement Objectives

In broad terms the engagement sought input on the proposed renaming of the Fish Creek – Lacombe Station to St. Mary’s University – Fish Creek Station. The purpose and objective of this engagement was to provide the neighbouring communities’ residents, CTrain users, and Calgarians with an opportunity to provide input into the proposed name. The project team asked participants to share their opinions/thoughts regarding the proposed renaming.

#### Engagement Overview

Public engagement was held online via the engage page between May 30th and June 16th, 2024. Participants were able to participate and leave their feedback in the form of an online questionnaire. The team received a high number of participations revealing that this format proved to be an effective engagement tactic.

#### Engage page statistics

In total there were 2,723 unique visitors to Engage page. There was a total of 710 contributions to Engage questionnaire, meaning that the “submit” button was submitted 710 times.



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#### Engagement Summary

In total, there were 710 engagement questionnaire submissions. Questions eight and nine (What do you like about this naming proposal? Please tell us why” and “What do you dislike about this naming proposal? Please tell us why”) have provided the participants with the greatest opportunity to give their input and explanation as to why they “like” or “dislike” the idea of the station being renamed. The responses to these questions were analyzed and presented as overall themes (see pages 9 and 10 in this report for details). A summary of findings follow.

In question eight, out of 710 respondents, opinions on renaming the station varied significantly. Broad support for a name change was expressed by 47 people, with specific suggestions including the incorporation of St. Mary’s, which was favored by 29 respondents, and the recognition of St. Mary’s as deserving to be recognized, was supported by 72 respondents. Additionally, 89 respondents felt the new name should reflect local areas or landmarks, and 67 believed it should align with other institutions’ naming conventions such as University Station, SAIT (Southern Alberta Institute of Technology) or Bow Valley stations. Promotion of St. Mary’s University was a reason given by 45 respondents.

On the other hand, 143 respondents were not supportive of a name change. Among them, 41 saw it as a waste of City resources, and 24 were explicitly not supportive of St. Mary’s. The removal of Lacombe from the name was supported by 46 respondents, and 48 believed Fish Creek should be further recognized or emphasized in the naming nomenclature. There were 59 responses categorized as “Other” that were not assigned a specific code.

In question nine, out of 710 respondents, the opinions on renaming the station were diverse. A total of 187 respondents expressed neutrality, indicating no strong dislike or like for the idea. Conversely, 46 respondents disagreed with the idea, and 115 viewed it as a waste of City resources. Some felt that St. Mary’s was either not significant or too far from the station and questioned the relevance or reasoning (54 respondents), and 72 mentioned that St. Mary’s being a Catholic/private university was a concern.

Additionally, 47 respondents believed that Fish Creek’s importance should be emphasized, while 32 felt that a name change would add to confusion. Concerns about removing historical references to Lacombe were raised by 37 respondents, and 69 felt the proposed name was too long. The consideration of Indigenous culture was noted by 8 respondents. There were also 43 responses categorized as “Other” that were not assigned a specific code.

In conclusion, while there is some support for renaming, especially if it results in a simpler or more representative name, the data indicates a meaningful level of resistance, primarily due to concerns about religious references and the costs involved. The decision to rename the station should consider the neutrality or lack of strong opinions from many respondents, the clear concern about religious references, and the practical considerations regarding cost and simplicity. This suggests that if renaming is pursued, it should be done with sensitivity to these concerns and potentially with a focus on a neutral, geographical, or historical name that minimizes controversy and cost.



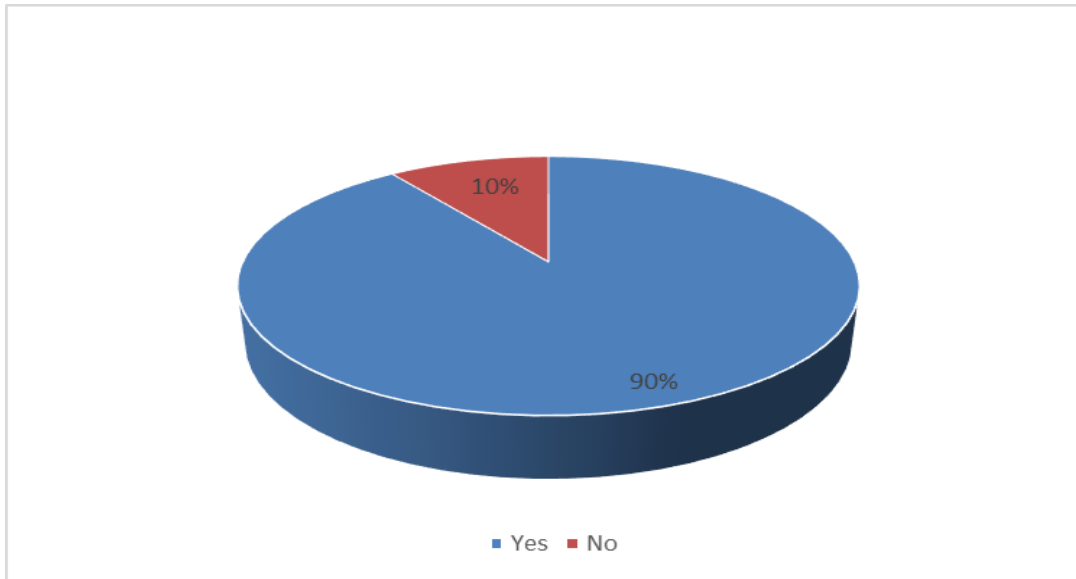
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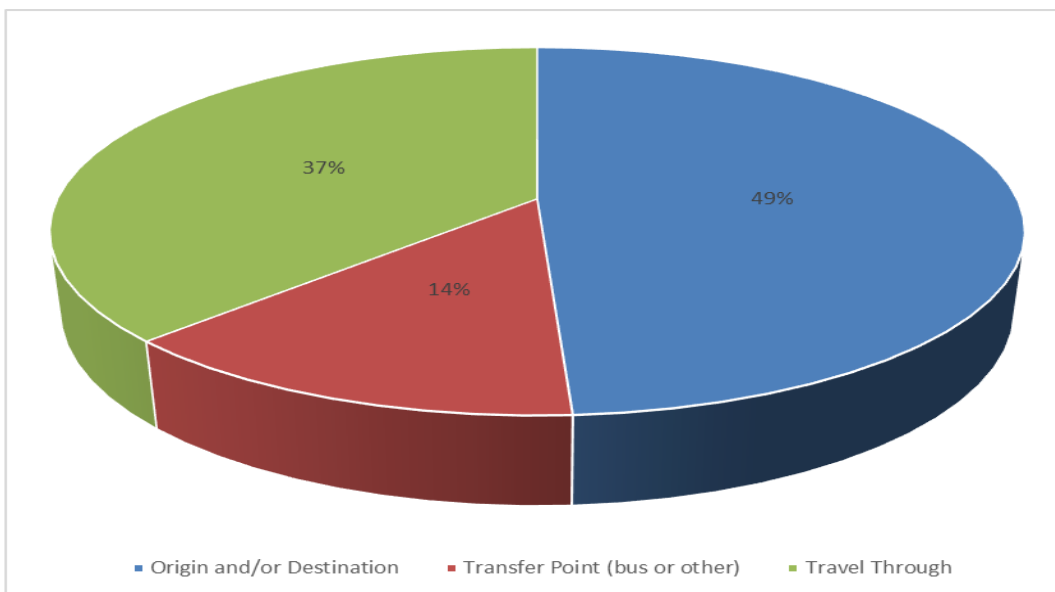
### Engagement Input

*\*Please note that the graphs (1 to 7 and 10 to 12) are generated by using absolute data related to question format while the other questions (8 and 9) are categorized into themes. The results are not meant to be seen as a “vote” for or against but rather show patterns of preference and demonstrate trends for project future consideration.*

#### 1. Do you travel by CTrain?



#### 2. How do you use the Station?

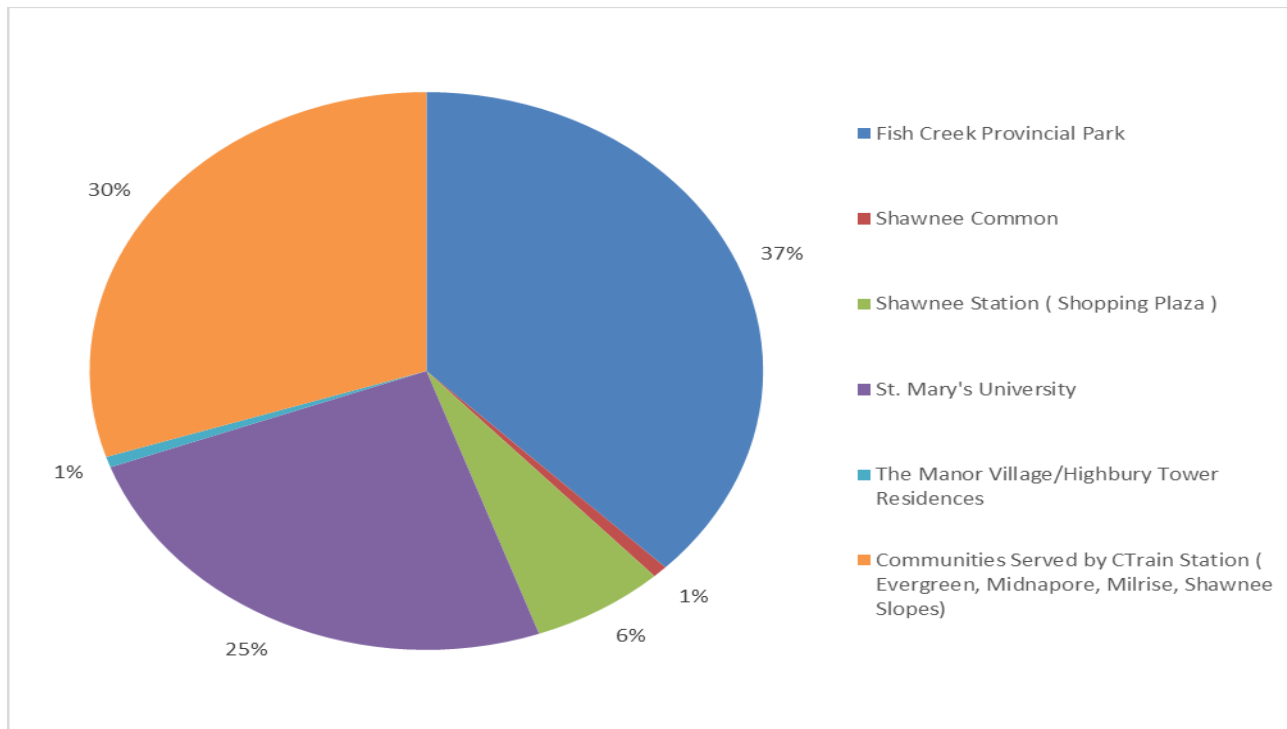




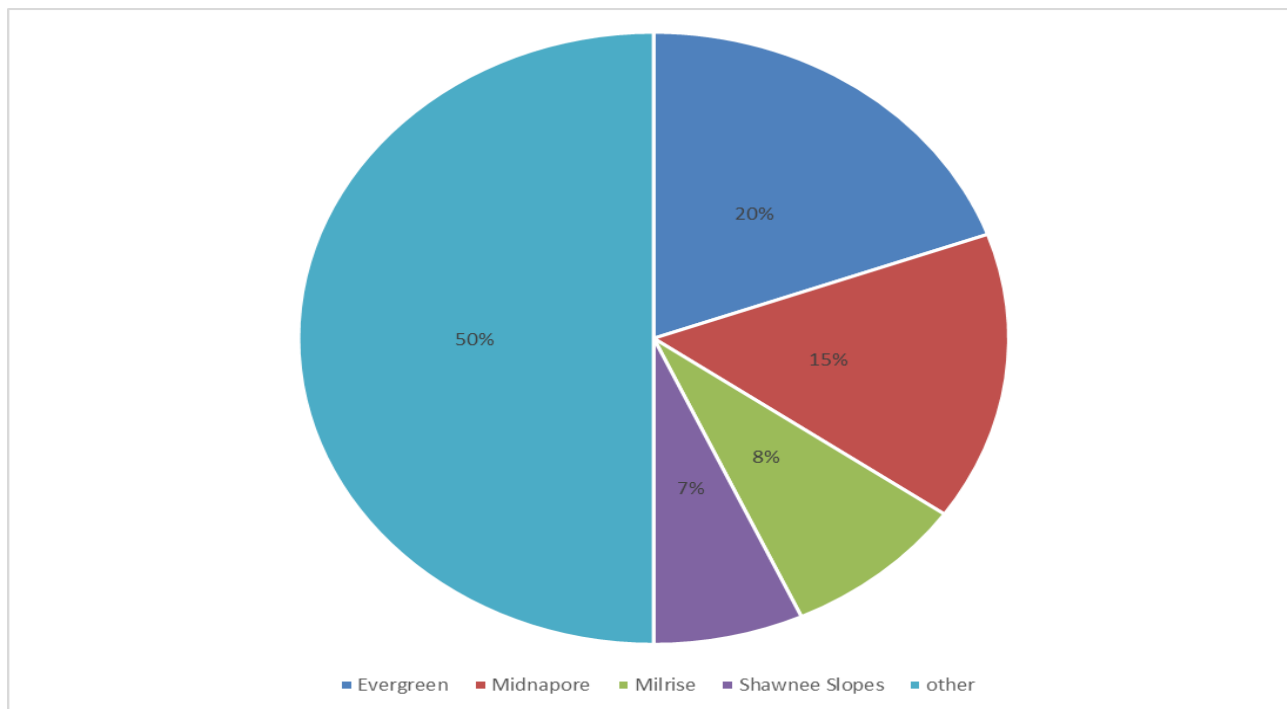
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#### 3. What major destination in the area are you most likely to visit when using the station?



#### 4. What community do you live in?

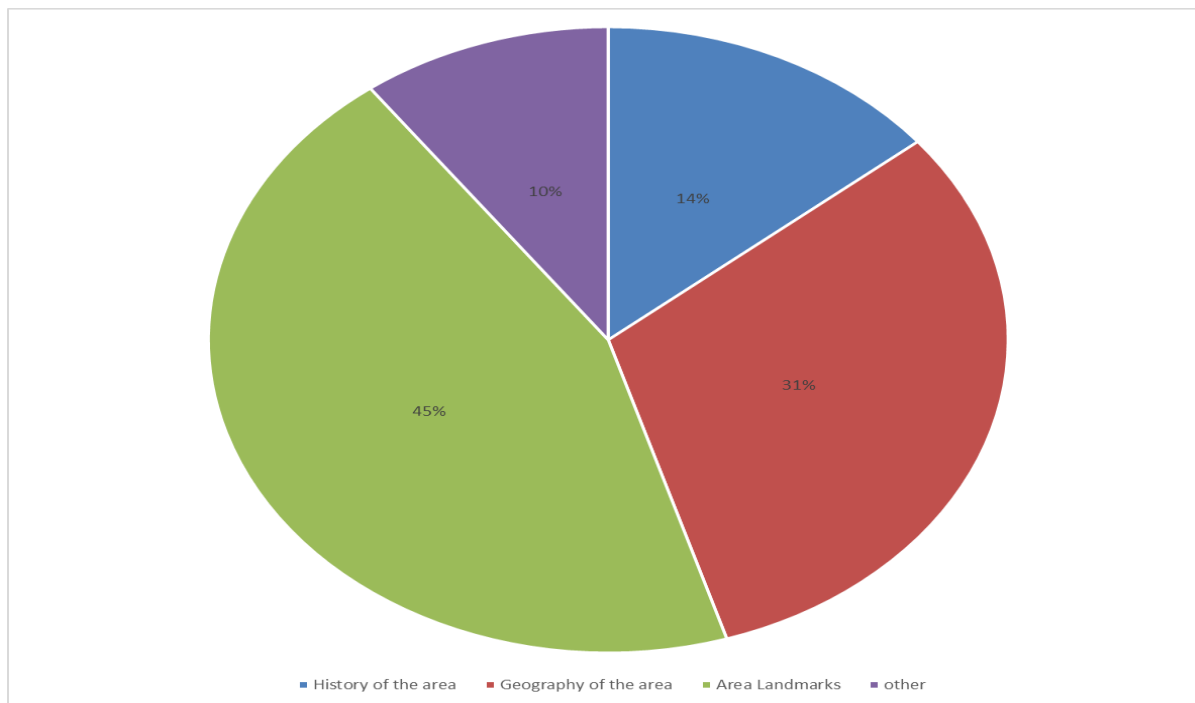




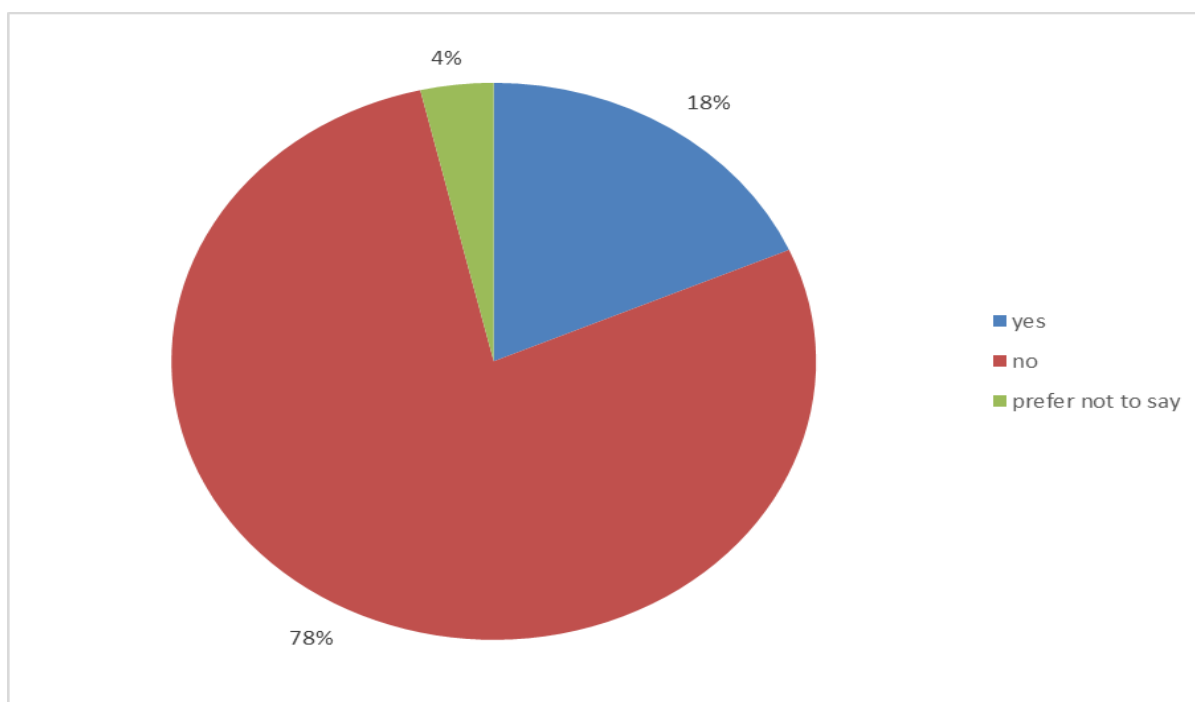
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### 5. What should be reflected in the name of the station?



### 6. Are you or have you been a student of St. Mary's University?

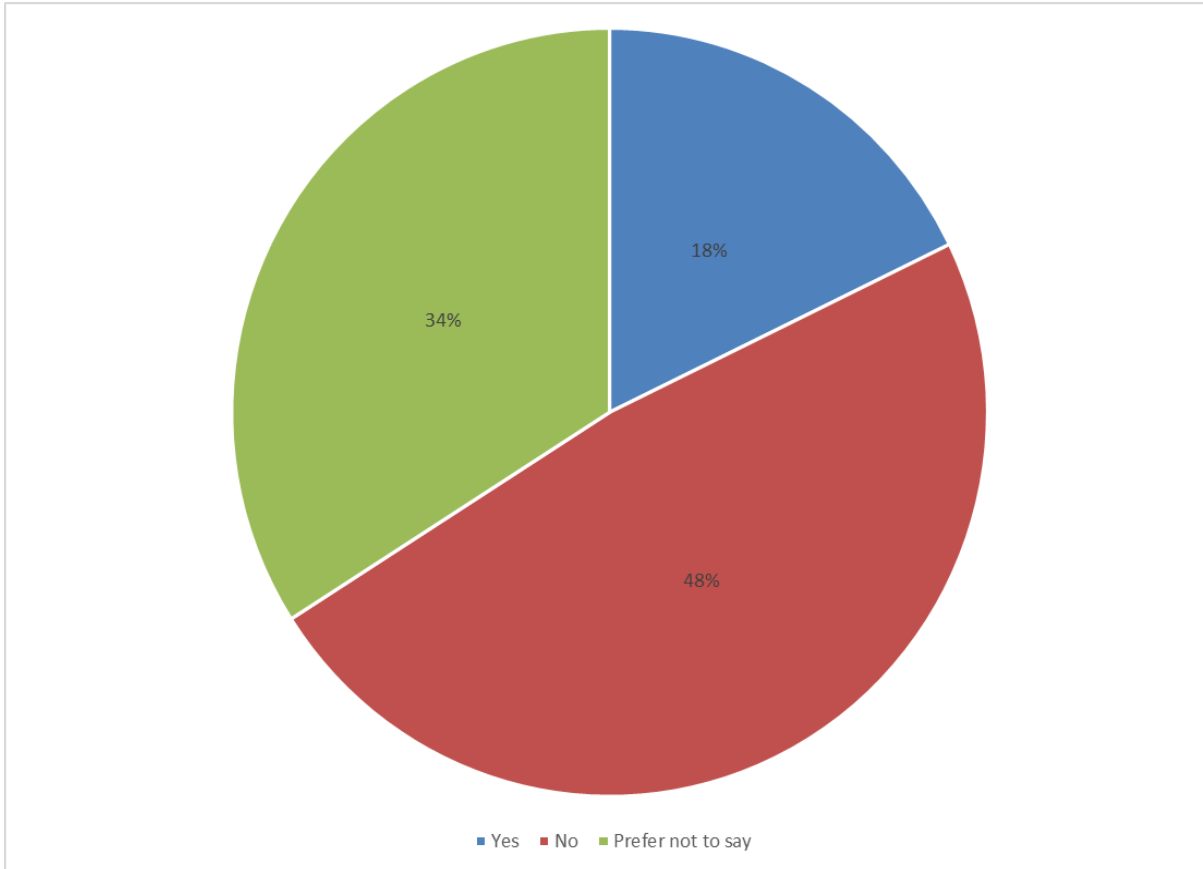




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7. If you are a student of St. Mary's University, do you use a Fish Creek – Lacombe Station to get to St. Mary's University?





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#### 8. What do you like about this naming proposal? Please tell us why.

Here are some of the key points gathered from various “in-support” or “like” responses:

- i. **Cultural and Historical Significance:** St. Mary's University has a longstanding presence in Calgary, contributing to its cultural landscape and respecting the native land on which it is situated.
- ii. **Alignment with other Educational Institutions:** Similar to how other post-secondary institutions in Calgary, like the University of Calgary and SAIT, have stations named after them, some believe that St. Mary's deserves the same recognition. They feel that this renaming aligns with existing practices and acknowledges the university's importance.
- iii. **Visibility and Wayfinding:** Including St. Mary's University in the station name would make it easier for people to locate the university, thereby increasing its visibility and wayfinding for students, staff, and visitors.
- iv. **Community and Landmark Significance:** The university is a significant landmark in the area and plays an important role in the local community. Renaming the station would highlight this and recognize the university's contributions.
- v. **Support from the University Community:** Students, staff, and alumni of St. Mary's University have expressed pride and support for the renaming. They believe it would foster a sense of belonging and acknowledgment for the university's achievements and status.
- vi. **Inclusivity and Recognition:** It would add in recognizing St. Mary's as significant institution in the broader narrative of Calgary's educational landscape. This is in line with other postsecondary institutions in Calgary, like the University of Calgary and SAIT, which have stations named after them.
- vii. **Growth and Prominence:** As St. Mary's University continues to grow, renaming the station to reflect its name would underscore its increasing prominence and relevance in the city.

#### 9. What do you dislike about this naming proposal? Please tell us why.

The opposition to renaming the station to include St. Mary's University is based on several key arguments:

- i. **Current Name Preference:** Many people prefer the current name, "Fish Creek Lacombe," which they feel has historical value and geographical significance. The name is well-known and associated with Fish Creek Provincial Park, a major landmark in Calgary.
- ii. **Unnecessary Change:** Opponents argue that renaming the station is unnecessary and would be a misuse of resources. They believe funds should be allocated to more pressing transit



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issues, such as improving train schedules, increasing security, and addressing the needs of regular commuters. The proposed name change is seen as confusing. Some believe that the current name is more reflective of the area's geography.

- iii. **Recognition of St. Mary's:** There is skepticism about the importance of St. Mary's University in the broader context of Calgary's educational institutions. Some feel that it is not as prominent or well-known as other universities like the University of Calgary, SAIT and therefore does not warrant having a station named after it. In addition, providing a private Catholic university with an undue public advertising opportunity was seen as inappropriate use of public spaces.
- iv. **Historical and Geographic Relevance:** The existing name, "Fish Creek Lacombe," reflects both a significant natural landmark (Fish Creek Park) and a historical figure (Father Lacombe). Opponents feel this combination is more representative of the area's heritage and geography than St. Mary's University, which is not immediately adjacent to the station. In addition, some feel Fish Creek Park should take a more prominent role in the station's naming nomenclature.
- v. **Cost and Resource Allocation:** Many argue that changing the station name would incur unnecessary costs and simply a waste of taxpayers' money for new signage and updates across various platforms, which could be better spent on improving overall transit services.
- vi. **Potential for Future Changes:** Some are concerned that renaming stations after specific institutions could set a precedent for further changes, leading to instability and confusion in station naming conventions.
- vii. **Community Impact:** There is a sentiment that the majority of the station's users are not affiliated with St. Mary's University, and the name change would not significantly benefit the broader community.
- viii. **Lack of Awareness:** Many people are not familiar with St. Mary's University and the connection/relevance to the station, and therefore, including it in the station name does not make sense to them.
- ix. **Lack of recognition of Indigenous History or Heritage in naming:** A few suggestions to include Indigenous history and or the need to consult Indigenous communities to consider names that honor the area's Indigenous heritage. In addition, some respondents shared their concern about how the renaming contributes to Truth and Reconciliation efforts.

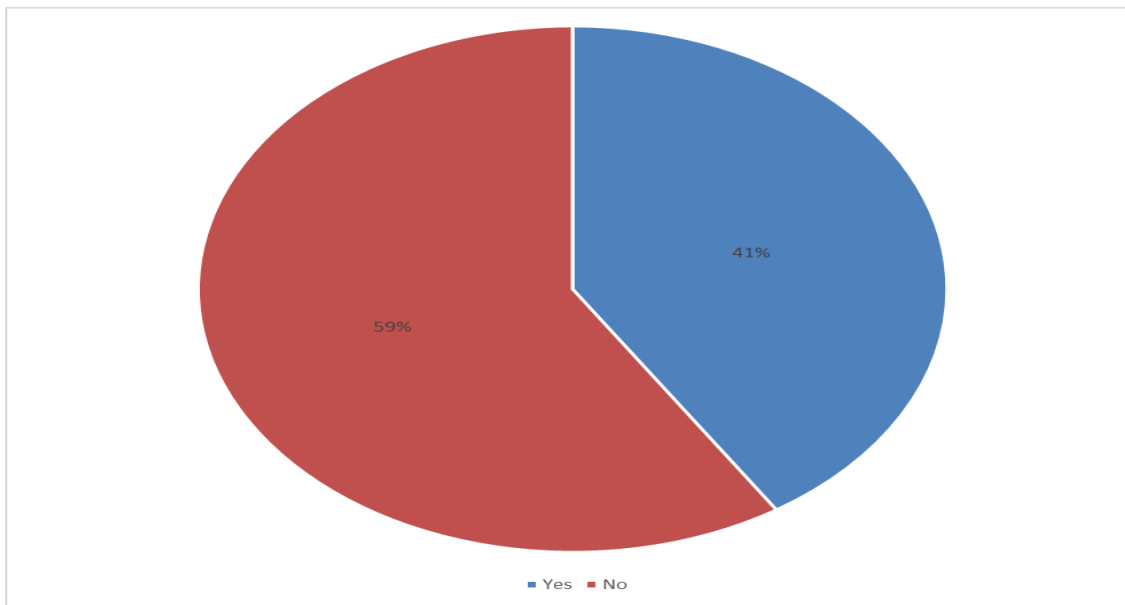




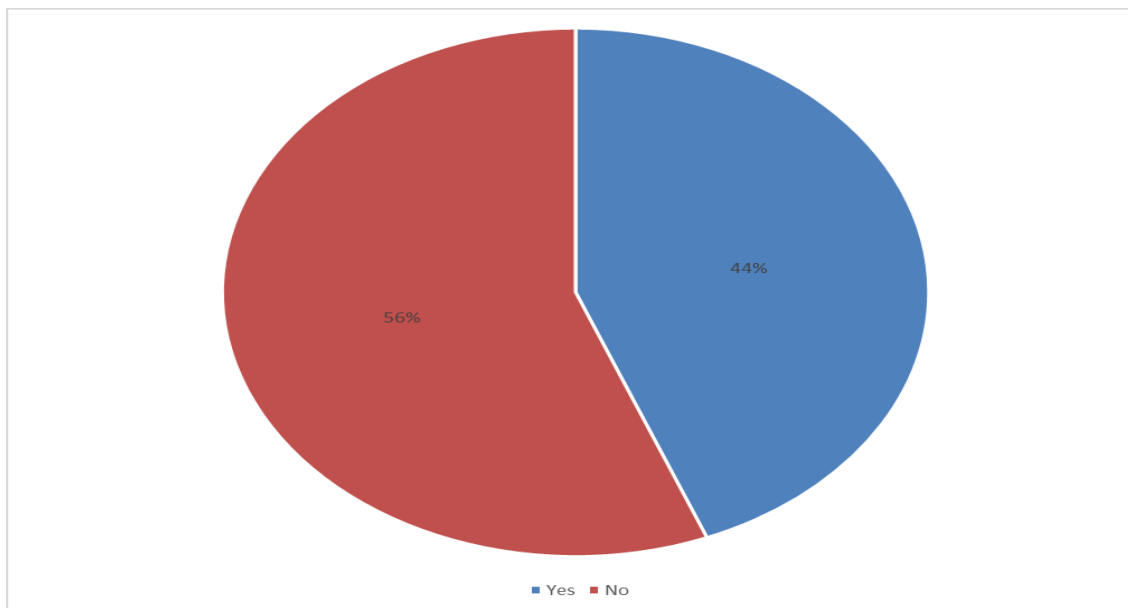
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10. When you think of this station do you associate it with St. Mary's University?



11. Would renaming this station to St. Mary's University – Fish Creek Station help you find your way around the area?





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12. What are the first three numbers/letters of your postal code?

