

## Municipal Naming, Sponsorship and Naming Rights Policy Update

### EXECUTIVE SUMMARY

Upon approval of the *Municipal Naming, Sponsorship and Naming Rights Policy, CP2016-01*, in 2016 April, Corporate Analytics & Innovation (CAI) was tasked to monitor the implementation and report back to the Priorities and Finance Committee and Council with an analysis and recommended policy changes. The effectiveness of the policy was monitored using various channels. Based in the results of the monitoring, and with input from various stakeholder, an amended policy has been created for consideration by Council.

#### ADMINISTRATION RECOMMENDATION:

That the Priorities and Finance Committee recommends that Council approve the proposed amendments to the *Municipal Naming, Sponsorship and Naming Rights Policy, CP2016-01* (Attachment 2).

#### RECOMMENDATION OF THE PRIORITIES AND FINANCE COMMITTEE, DATED 2018 MARCH 22:

That Council approve the proposed amendments to the *Municipal Naming, Sponsorship and Naming Rights Policy, CP2016-01* (Attachment 2, as amended).

Excerpts from the Minutes of the Regular Meeting of the Priorities and Finance Committee, Dated 2018 March 22:

**“Moved by** Councillor Carra

#### **Amendment:**

That Attachment 2 to Report PFC2018-0159 be amended in Page 13 of 19, by deleting Section 2.2.10 in its entirety and substituting with the following:

"Dual naming of roadways is not normally permitted. However, secondary names may be used on signage in cases of historical, heritage, or community value at the direction of council."

**MOTION CARRIED”**

“And further, that this Report be forwarded to the 2018 April 05 Combined Meeting of Council.”

### PREVIOUS COUNCIL DIRECTION / POLICY

On 2017 March 21 Priorities and Finance Committee approved Administration’s request to defer reporting on CAI’s monitoring of policy implementation and report back to the Priorities and Finance Committee no later than the end of Q1 2018 with recommended amendments, if any (PFC2017-0274).

On 2016 April 11 Council rescinded *Municipal Naming Policy (CS03)*, *Naming Rights Guidelines – City-Owned, Civic Partners Operated Facilities (CSPS012)* and *Sponsorship Policy – City-Owned, City Managed Assets (CS011)* and approved the omnibus *Municipal Naming, Sponsorship and Naming Rights Policy*. Administration was directed to monitor the

## **Municipal Naming, Sponsorship and Naming Rights Policy Update**

implementation of the new policy and report back to the Priorities and Finance Committee no later than the end of Q1 2017 with recommended amendments, if any (C2016-0218).

### **BACKGROUND**

Combining policies CS03, CSPA012 and CS011 into one omnibus policy, as shown in Attachment 1, was a significant undertaking. It introduced new processes, terminology, requirements and the removal of the Municipal Naming Committee, transitioned responsibilities to the asset stewards, and created the Policy Steward role. This ongoing work is coordinated by CAI to allow for centralized data collection and stewarding the transition in a strategic fashion. The evaluation of how municipal naming, sponsorship and naming rights impact each other is still in its early stages, given the reduced activity levels of the recent economic downturn. However, extensive engagement of CAI with communities of practice experts has yielded numerous proposed amendments to ensure the most efficient and effective regulation in the three distinct areas.

### **INVESTIGATION: ALTERNATIVES AND ANALYSIS**

Since the approval of the *Municipal Naming, Sponsorship and Naming Rights Policy* in 2016, CAI has been actively monitoring the policy's application, specifically in the area of effectiveness. Information on policy effectiveness was gathered through three main channels:

1. Two communities of practice organized by CAI (Municipal Naming community of practice and Naming Rights and Sponsorship community of practice);
2. Specific naming, sponsorship and naming rights files; and
3. Direct engagement with internal and external stakeholders to solicit their feedback on the policy.

While further data and study may improve the policy in some areas, the proposed amendments as summarised in Attachment 3, will provide immediate benefits to numerous stakeholders.

### **Stakeholder Engagement, Research and Communication**

CAI has consulted with numerous internal and external subject matter experts including:

- City of Calgary employees across 16 business units within 6 departments;
- Impacted Senior Management Team (Planning & Development, Transportation, Community Services, DCMO, CFOD and Law); and
- BILD Calgary Region, the Building Industry and Land Development Association (Attachment 4).

The City's partnership management team was consulted on the implications for the partners. The proposed amendments were deemed to have limited to no impacts on them. CAI also engaged interested members of the Administrative Leadership Team.

### **Strategic Alignment**

The policy aligns with the roadways terminology and classification system outlined in the Calgary Transportation Plan.

Deputy City Manager's Office Report to  
 Priorities and Finance Committee  
 2018 March 22

ISC: UNRESTRICTED  
 PFC2018-0159  
 Page 3 of 3

## **Municipal Naming, Sponsorship and Naming Rights Policy Update**

The proposed amendments will reduce the length of the policy by nearly half, while streamlining processes, and relaxing or removing some regulations. This aligns with Council priorities of a Well-Run City and the Cut Red Tape initiative.

### **Social, Environmental, Economic (External)**

No social, environmental or external economic implications were identified as a result of the proposed policy amendments.

### **Financial Capacity**

#### ***Current and Future Operating Budget:***

None

#### ***Current and Future Capital Budget:***

None

### **Risk Assessment**

Approval of the proposed policy will reduce potential risk as the current version of the policy includes requirements related to delegation of authority for execution of contracts, that should either be in the form of a bylaw or the City Manager may exercise their right to delegate such authority. These requirements have been removed from the proposed policy and will be formalized in the proper format, as suggested by Law.

### **REASON(S) FOR RECOMMENDATION(S):**

The proposed amendment to the *Municipal Naming, Sponsorship and Naming Rights Policy, CP2016-01, Attachment 2*, will enhance procedures, clarify terminology, and improve structure and requirements, which will reduce the time required for review and approval of naming, sponsorship and naming rights proposals.

### **ATTACHMENT(S)**

1. CP2016-01 Municipal Naming, Sponsorship and Naming Rights Policy
2. **REVISED** CP2016-01 Municipal Naming, Sponsorship and Naming Rights Policy (with the Proposed Policy Amendments)
3. Summary of the Proposed Policy Amendments
4. Letter of Support from BILD Calgary Region