Overall Policy Changes			
Change	Reason for Change	Applicable section(s) within the Existing Policy	Applicable section(s) within the Proposed Policy
Policy statements enhanced	As per Council Policy Program, the policy statements shall explain why the policy must exist	*1*	*1*
Definitions added in the *Definitions* section of the Policy: "Administration", "Advertising", "CFOD", "Heritage", "Grant", "Municipal Naming"	Some existing definitions were introduced within the body of the existing Policy, all definitions were transitioned to the *Definitions* section of the Policy for easy reference and consistency. Additionally, new definitions were introduced	*3.1*	*3.1*
Definitions deleted: "Gift", "Lease", "License of Occupation", "Naming Rights Agreement", "Neighbourhood", "Program Manager", "Sponsor", "Sponsorship Agreement"	All definitions that are for obvious common terms or add low or no value were removed	*3.1*	*3.1*
Definitions changed: "Asset" (now "City Asset"), "Asset Analysis" (now "Valuation"),	Many definitions were reviewed and updated	*3.1*	*3.1*

"Community", "Donation", "Naming Rights", "Partner", "Policy Steward", "Sponsorship"			
Policy exclusions extracted from the Schedules and inserted into the *Applicability* section	To ensure logical consistency	*4; Schedule E, section 1; Schedule F, section 1; Schedule G, section 3*	*4*
As per City Clerk's recommendation, defined terms are capitalized throughout the Policy	For easy reference within the document	-	-
Policy structure improved: non-procedural provisions were moved to schedules; procedural provisions were moved to appropriate procedures within the Policy. Several schedules were eliminated from the Policy: only one schedule per procedure was left	To ensure logical consistency and improve user's experience	-	-
Policy Steward's compliance reports in all procedures	Policy Steward's functions were clarified and Policy was screened to ensure all functions are consistently present in each procedure where	*5.4.2; 5.5.3; 5.5.6; 5.6.6; 5.7.8*	*5.1.1.4; 5.2.5; 5.3.4; 5.4.4; 5.5.4*

	applicable		
Municipal Naming Changes			
Change	Reason for Change	Applicable section(s) within the Existing Policy	Applicable section(s) within the Proposed Policy
Schedule A "Requirements for Naming Proposal Submissions" is removed from the Policy, any naming requirements were relocated to other sections of the Policy	This document does not have formal naming parameters, but is rather a list of documents the applicant needs to provide to The City to satisfy naming parameters contained within the Policy. It is proposed that these requirements are maintained by the Policy Steward	*Schedule A. Requirements for Naming Proposal Submissions*	-
First syllable requirement is suggested to be removed from the Policy for naming communities and roadways	Unreasonably restrictive in meeting current and future naming needs	*Schedule C, section 3: The first syllable (or syllables) of a suggested name are not to be in use as the first syllable (or syllables) of a subdivision name in another part of the city, unless the two subdivisions are adjacent and in the same sector;* *Schedule D, section 2: Proposed street names selected for roadways are to be distinct from those used for street names elsewhere in Calgary, by not sharing similar syllables or pluralized forms*	-

Street types list is suggested to be removed from the Policy to be maintained by addressing division	To provide flexibility to Administration to be able to review roadway types as required it is suggested to remove the list from Council Policy to be maintained in Administration's manual	*Schedule D, section 24: The following is a list of all valid street types available in Calgary according to the typical configuration for which they are appropriate. The name in full or the abbreviated version is to be applied to signage and computer database applications. At the discretion of the approving authority within Transportation, additional street types may be approved for use and/or street types may be removed as appropriate*	Schedule 1, section 2.2.17: *Roadways shall utilize valid roadway types maintained by the Administration's division responsible for addressing*
Street signage requirements are proposed to be removed from the Policy to be maintained by Roads in their Signs Manual	Some signage requirements have limited or no impact on Municipal Naming	*5.4.5.2 The Transportation department asset steward shall also ensure manufacturing and installation of street signs at no cost to The City.* *Schedule D, section 19: The lettering of street types and numeric qualifiers on municipal street signs shall be of equal size and style as street names, and street type information on signs shall be lettered in full, or abbreviated as shown on the pages following (see subsection on Street Types);* *Schedule D, section 28: Roadway intersections shall be signed by the developer/property owner in such a fashion as to ensure that individual sites thereon can be located easily;* *Schedule D, section 29: The City shall sign intersections where the private roadway intersects with the public roadway network;* *Schedule D, section 30: The City shall also sign intersection locations*	-

		within a development site if requested to do so by the property owner and upon payment of the requisite fee (usually cost of material and labour); *Schedule D, section 31: The manufacturing and installation of private street signs is the responsibility of The City at the cost of the Developer; and,* *Schedule D, section 32: Street signs should be in place in advance of buildings being occupied*	
Terms referring to roadways were aligned throughout the Policy	Generic term "roadway" is used now throughout the Policy based on Calgary Transportation Plan definitions for "roadway", "road" and "street". Also, it eliminates further confusion with roadway types "street" and "road"	-	-
Responsibilities for naming of private roadways are proposed to be transitioned to addressing from transportation	Addressing is currently handling private roadway naming applications as the most common need for naming private roadways is associated with the creation of meaningful and unique addresses for private developments. It is suggested that the Policy language is adjusted to reflect private roadway naming is to be handled	*5.4.5 Private roadway naming shall be reviewed by the City's Transportation department asset steward using Schedules A, B and D*	*5.1.2.1 Where warranted, a designate from Administration's division responsible for addressing will work with the naming applicants to name private roadways to allow for more meaningful address descriptions for specific sites*

	by Addressing		
Procedure for naming of private roadways has been clarified	CPC is not involved in private roadway naming	*Schedule D, section 25: Private roadway names shall be submitted by developers to the Transportation Department in order to review compatibility with the public roadway system and compliance with the appropriate City policies, including public roadway naming;* *Schedule D, section 26: While the Transportation asset steward does not have the authority to approve naming of private roads, they should work with the developer/owner to create more meaningful address descriptions for structures located thereon and to align with all public roadway criteria to ensure public safety and way finding;* *Schedule D, section 27: Private roadway names may be appealed to the CPC if necessary. Otherwise, nor formal approval or involvement by CPC or Council is required*	*5.1.2.1 Where warranted, a designate from Administration's division responsible for addressing will work with the naming applicants to name private roadways to allow for more meaningful address descriptions for specific sites.* *5.1.2.2 The Policy Steward shall support the Administration's addressing designate with interpretation of the Policy requirements and its application.* *5.1.2.3 Administration's addressing designate shall work with the naming applicant to ensure the private roadways naming proposals are in alignment with the Policy requirements outlined in Schedule 1 "Requirements for Naming of Communities and Roadways" to ensure public safety and wayfinding*
Responsibilities for ad-hoc naming of public roadways are proposed to be transitioned to planning and development from transportation	Internal experts from transportation, addressing and planning and development were consulted on what ad-hoc roadway naming applications are and who within administration would be the most suited team to handle these applications. It is recommended to transition ad-hoc	*5.4.4. Public roadway naming shall be assessed by The City's Transportation department asset steward using Schedules A and B with the addition of Schedule D, "Requirements for naming public and private roadways"*	-

	roadway naming back to planning & development from transpiration to ensure that all roadway naming application follow the same approval path, Administration-CPC-Council. (Currently ad-hoc roadway naming proposals are being reviewed by Administration-PFC-Council).		
Naming of City assets managed by partners shall follow Policy's procedure for naming of City assets	Currently the Policy is silent on this: there are no provisions stating if partners managing City assets shall follow existing procedures for naming City assets	-	*4.1.2 Requirements of this Policy for Municipal Naming of City Assets (other than Communities and roadways) apply to all City departments, business units, Partners and naming applicants involved in such naming applications...* *5.2.1 Naming applicants shall submit naming proposals for City Assets (other than Communities and roadways) managed by The City or by Partners to Asset Stewards*
Removal from the Policy of all references to naming of neighbourhoods, developments and subdivisions	City's approval is not required for naming of sub-components of communities	*3.1.k; 5.1.b;5.5; Schedule C*	-

Policy statement added indicating how and when the numbered residential roadways and roadway types are being approved and who applies approved residential roadway name and type to a specific asset (roadway) on a map	This is the existing process, added for clarity as based on the text of the existing Policy one may accidentally assume that Council approves any roadway name (word or number) and a roadway type for a specific asset (roadway)	-	*5.1.1.5 The designated planning technician shall prepare the naming report and make a Community and/or public roadway naming recommendation for consideration by Calgary Planning Commission and for final decision by Council. Numbered residential roadways and roadway types for residential roadways are generally approved by Administration's division responsible for subdivision as part of the planning and development process. 5.1.1.8 After obtaining Council's approval for residential roadway names, the naming applicant shall submit to the designated planning technician an outline plan demonstrating how specific residential roadways will be named/numbered in combination with the roadways types for Administration's review and approval*
Naming parameters are added for private roadways	Currently the Policy is silent on this; that creates a very challenging environment for addressing in naming private roadways	-	*Schedule 1, section 3.1.1: Private roadway names shall either be public roadway names previously approved by Council for the Community where the private roadways are located or be in alignment with the Policy requirements for public roadways*
Naming parameters for residential roadways within communities have been changed	Existing naming parameters are very restrictive	*Schedule D, section 21: The naming of Collector and Local Streets (numbered or named) within a community shall either be:* *i. historically significant for the community;* *ii. follow a theme; or,*	*Schedule 1, section 2.1.3 Residential roadways within a Community shall either be numbered or named. Roadways names should meet at least one of the following naming requirements:* *a. follow a theme, preferably connected to the Community name;*

		iii. considered from Council approved names maintained by the policy steward	*b. reflect local geographic feature(s), including flora and fauna;* *c. reflect Community/Calgary Heritage; or* *d. be words using the first several letters of the Community name*
Dual naming regulation has been updated	Dual naming creates significant issues for emergency response teams; it is suggested to have official dual naming allowed only for the purpose of historical integrity	*Schedule D, section 10: The practice of dual name roadways is not permitted. The following exception types are permitted on approval by Council:* *a. Naming for the purpose of historical integrity: If an opportunity exists in a Council approved policy such as area redevelopment plans, strategic or other community plans to retain historical integrity through dual naming this may be proposed as part of the policy process. (Example; Mission ARP provided for dual naming of areas within the community such as 4 St. S.W. formerly Broadway, 2 Street S.W. formerly Hamilton Street and 19 Avenue formerly St. Mary Street); and,* *b. Naming for the purpose of recognition of international/national event or activity. (Example: Olympic Way was named to recognize the 1988 Winter Olympics)*	*Schedule 1, section 2.2.10 Naming of roadways with dual names shall only be allowed for the purpose of historical integrity (e.g., 4 Street SW/Broadway)*

Two and three-word roadway names are now permitted, only limited by 14-character limit	Unnecessary restriction	*Schedule D, section 8: Two-worded roadway names are discouraged. Where two-worded names are used, the space between the two words shall be included as one of the characters in the 14-character limit. Schedule D, section 9: Three-or-more word roadway names are not permitted*	-
Restrictions for community names removed	Unnecessary restriction	*Schedule C, section 6: Three-or-more word subdivision names are not permitted*	-
Roadway naming duplication shall not be allowed within the boundaries of the deployment of the regional emergency services	Added due to concerns expressed by emergency services team	-	*Schedule 1, section 2.2.2 ...Duplicated or similar sounding roadway names within the boundaries of deployment of regional emergency services shall be avoided*
Sponsorship Changes			
Change	Reason for Change	Applicable section(s) within the Existing Policy	Applicable section(s) within the Proposed Policy
All references to "*Program Manager*" were removed from the Policy	Low relevance content	*3.1 n; 5.2; 5.3; 5.6.1 - 5.6.6; 5.6.8*	
Definition of "Sponsorship" updated	To allow for better differentiation between sponsorships and naming rights	*3.1.p "Sponsorship" means a contractual arrangement between The City and a third-party organization, wherein the third party provides cash and/or in-kind goods or services to The City in return for access to marketing potential*	*3.1.o "Sponsorship" means a contractual arrangement for a defined period of time where a third party provides goods, services or financial contribution in return for access to the commercial/marketing potential associated with rights to be*

		associated with the opportunity. This includes sponsorship of one or more, services, programs, projects, events, activities, non-facility assets or sub-components of an entire facility asset	*publicly denoted as being a sponsor of a City service, program, event, activity or sub-component of a City Asset and/or rights for the inclusion and public display of the third party's name as part of the name of a City service, program, event, activity or sub-component of a City Asset*
Requirement for the GM to determine whether the potential sponsor aligns to The City's mandate and policies is suggested to be removed	Currently, a sponsor interested in a $500 sponsorship arrangement with The City (that will be approved at a Manager level within the BU) needs to be endorsed at a GM level	*5.6.3. The General Managers shall determine whether the potential sponsor aligns to The City's mandate and policies*	-
Requirement for valuation of certain sponsorships for services, programs, events and/or activities is suggested to be removed	It is suggested to keep valuation requirement only for sponsorships of sub-components of a City asset or larger sponsorships of events, programs and activities (above $50k) as valuation costs may exceed sponsorship revenue with smaller sponsorships	Schedule E, section 6: Sponsorship proposals shall be in writing and shall: a.... b.... c. Demonstrate that the appropriate level of due diligence regarding the sponsorship opportunity has been undertaken, including the use of a competitive process, market research and a valuation of the asset/program that is proposed to be sponsored	*5.3.2 Subject to Section 5.3.4, the Asset Steward shall complete a due diligence review to ensure the appropriateness of the proposed Sponsorship. Due diligence review shall include:* *5.3.2.1 Completion of market research and Valuation for the proposed Sponsorship to maximize revenue for The City, except in cases of Sponsorship of a City service, program, event and/or activity with a proposed sponsorship contribution below $50,000, in which cases Valuation is not required*

Sponsorship agreements authorization statements have to be removed from the Policy	Law's recommendation: authority to approve sponsorship agreements on behalf of The City cannot be delegated by Council through the Policy adapted by resolution. It is suggested that a Delegation of Authority Memo by the City Manager is created to supplement the Policy that would specify who can authorize City sponsorship agreements on behalf of The City. Additionally, it is proposed to change authorizations levels within the Delegation of Authority Memo: remove requirement for Deputy City Manager to authorize sponsorship agreements above $100,000 and/or with a term longer than 5 years, and slightly adjust existing authorization thresholds (Managers to authorize sponsorship agreements up to $50,000)	*5.6.7. Final authorization to enter into the sponsorship agreement is as follows:* *5.6.7.1. Sponsorship agreements valued up to $24,999 shall be authorized/approved by the manager of the affected business unit division;* *5.6.7.2. Sponsorship agreements valued between $25,000 and $99,999 shall be authorized/approved by the director(s) of the business units(s) impacted; and,* *5.6.7.3. Sponsorship agreements valued over $100,000 shall be authorized /approved by the Director(s) and General Manager(s) for the business unit(s) impacted, including the Deputy City Manager and approved by The City Solicitor*	-

Exclusions when Policy requirements for sponsorships do not apply have been reviewed and updated	To ensure logical consistency and improve clarity of the Policy content. Only situations that are common and can be easily confused with sponsorships were left as exclusions	*Schedule E, section 1: This schedule does not apply to:* *a. Independent foundations or registered charitable organizations that The City may receive benefit from. However, where assets are owned and managed by The City or owned by The City and operated by an independent foundation, registered charitable organization, society or nonprofit organization under an agreement with The City, this policy shall apply unless otherwise approved by order of City Council;* *b. Gifts or donations to The City;* *c. Funding obtained from other orders of government through formal grant programs;* *d. City sponsorship support of external projects where The City provides funds to an outside organization;* *e. Third parties who enter into market rate agreements including leases for property of The City, or hold permits with The City for activities or events;* *f. The Calgary Police Service; and,* *g. The sale of naming rights*	*4.2 Sponsorship Requirements Applicability:* *4.2.1 Requirements of this Policy for Sponsorships secured by The City apply to all City departments, business units (with exception of Calgary Police Service and the Calgary Parking Authority) and sponsors involved in the Sponsorship of a City service, program, event, activity or sub-component of a City Asset; refer to the Policy procedure 5.3 and Schedule 3. Requirements of this Policy for Sponsorships secured by The City do not apply to:* *4.2.1.1 Grants;* *4.2.1.2 Donations;* *4.2.1.3 City support of external projects where The City provides goods, services or financial contribution to an outside organization;* *4.2.1.4 Sponsorships secured by third parties who enter into market rate agreements, including leases for property of The City, or hold permits with The City for activities or events;* *4.2.1.5 Sponsorships secured by Partners which remain within the authority of the Partners; and* *4.2.1.6 Advertising*

Provision dictating the use of a competitive processes for sponsorship proposals has been updated	Requirement clarified	*Schedule E, section 6: Sponsorship proposals shall be in writing and shall:* *a….* *b….* *c. Demonstrate that the appropriate level of due diligence regarding the sponsorship opportunity has been undertaken, including the use of a competitive process, market research and a valuation of the asset/program that is proposed to be sponsored*	*5.3.2 Subject to Section 5.3.4, the Asset Steward shall complete a due diligence review to ensure the appropriateness of the proposed Sponsorship. Due diligence review shall include:* *5.3.2.1....* *5.3.2.2 Public promotion of the Sponsorship opportunity*
Naming Rights Secured by The City			
Change	Reason for Change	Applicable section(s) within the Existing Policy	Applicable section(s) within the Proposed Policy
Definition "Naming Rights" has been updated	To allow for better differentiation between sponsorships and naming rights	*3.1.i "Naming Rights" means a mutually beneficial contractual arrangement where an organization provides goods, services or financial support in return for access to the commercial and/or marketing potential associated with the public display of the organization's name on an entire facility asset for a specified period of time*	*3.1.l "Naming Rights" means a contractual arrangement for a defined period of time where a third party provides goods, services or financial contribution in return for access to the commercial/marketing potential associated with rights for the inclusion and public display of the third party's name as part of the name of a City Asset*

Exclusions when Policy requirements for naming rights secured by The City do not apply have been reviewed and updated	To ensure logical consistency and improve clarity of the Policy content. Only situations that are common and can be easily confused with naming rights for City-operated assets were left as exclusions	*Schedule F, section 1: This schedule does not apply to:* *a. Independent foundations or registered charitable organizations that The City may receive benefit from. However, where assets are owned and managed by The City or owned by The City and operated by an independent foundation, registered charitable organization, society or nonprofit organization under an agreement with The City, this policy shall apply unless otherwise approved by order of City Council;* *b. Gifts or donations to The City;* *c. Funding obtained from other orders of government through formal grant programs;* *d. City sponsorship support of external projects where The City provides funds to an outside organization;* *e. Third parties who enter into market rate agreements including leases for property of The City, or hold permits with The City for activities or events;* *f. The Calgary Police Service; and,* *g. Sponsorship*	*4.3.1 Requirements of this Policy for Naming Rights for City Assets operated by The City apply to all City departments, business units (with exception of Calgary Police Service and the Calgary Parking Authority) and Naming Rights purchasers involved in a Naming Rights transaction; refer to the Policy procedure 5.4 and Schedule 4.* *Requirements of this Policy for Naming Rights for City Assets operated by The City do not apply to:* *4.3.1.1 Municipal Naming of City Assets after individuals, groups or organizations who have provided a Donation to The City in which cases the requirements of this Policy for Municipal Naming apply*

Provision regulating what naming rights revenue can be spent on has been updated	Investments are a way money is being managed, not what it's being spent on	*Schedule F, section 7: Proceeds received by The City for the naming rights agreement are to be used for:* *a. the enhancement and maintenance of the named asset;* *b. the provision of programs and services directly related to the mandate of the property; and,* *c. investments whose proceeds contribute to the delivery of City services*	*Schedule 4, section 5: Proceeds received by The City for Naming Rights are to be used for capital maintenance or enhancement costs or provision of programs and services as determined by The Asset Steward*
Naming Rights Secured by Partners			
Change	Reason for Change	Applicable section(s) within the Existing Policy	Applicable section(s) within the Proposed Policy
Definition of "Partner" is slightly adjusted	To ensure alignment with the new partnership policy	*3.1.l "Partner" means an arms-length organization that has a formal and legal relationship to provide services, programs and/or manage and care for specific City asset(s) in conjunction with, or on behalf of The City*	*3.1.m "Partner" means an independent organization that has an established relationship with The City and who collaborates with The City to deliver positive results (specific conditions of well-being for children, adults, families, communities and businesses in Calgary; results may include the positive benefits generated by the activities carried out by The City and Partner during the course of their relationship) to Calgarians. For certainty, third parties who enter into market rate agreements with The City, including leases for City Assets, or hold permits with The City for activities or events are not considered "Partners"*

Exclusions when Policy requirements for naming rights secured by partners do not apply have been reviewed and updated	Exclusions added	-	*4.3.2 Requirements of this Policy for Naming Rights for City Assets operated by Partners apply to all City departments, business units, Partners and Naming Rights purchasers involved in a Naming Rights transaction; refer to the Policy procedure 5.5 and Schedule 5. Requirements of this Policy for Naming Rights for City Assets operated by Partners do not apply to: 4.3.2.1 Municipal Naming of City Assets after individuals, groups or organizations who have provided a Donation to The City or a Partner in which cases the requirements of this Policy for Municipal Naming apply*
Provision regulating what naming rights revenue can be spent on has been updated	Investments are a way money is being managed, not what it's being spent on	*Schedule G, section 7.d: Proceeds received by the partner for the naming rights are declared to be used for the named asset only as follows:* *i. enhancement and maintenance of the named asset;* *ii. provision of programs and services directly related to the partner's mandate; and,* *iii. investments whose proceeds contribute to the delivery of the partner have mandated services*	*Schedule 5, section 5: Proceeds received by a Partner for Naming Rights are to be used for the capital maintenance or enhancement costs for the City Asset managed by the Partner or provision of programs and services as determined by The City and the Partner*
Procedure for naming rights secured by Partners is now aligned with other procedures of the Policy		-	*E.g., Schedule 5, section 1: Partners shall only enter into agreements with Naming Rights purchasers who align to the City's priorities and policies*

Length of the naming rights agreement not to exceed the term of the Partner's agreement with The City	New general principle added	-	*Schedule 5, section 9: The length of the Naming Rights agreement shall not exceed the term of the Partner's agreement with The City*