

MUNICIPAL NAMING POLICY REVIEW

EXECUTIVE SUMMARY

On 2014 January 13, City Council approved the Priorities and Finance Committee recommendation as outlined in 'Deferral – Municipal Naming Policy Report (PFC2013—0817)' to present the results of the review and revamp of the Municipal Naming Policy to the Priorities and Finance Committee no later than the end of March 2014. This review has been completed along with recommendations for policy amendments. Municipal asset naming sponsors and stakeholders have been engaged in this review and development of these recommendations accordingly.

ADMINISTRATION RECOMMENDATION(S)

That the Priorities and Finance Committee recommends that Council:

1. Receive for information Administration's evaluation and suggested policy amendments and deletions in whole or part to Council Policies:
 - Municipal Naming Policy;
 - Naming Rights Guidelines – City-Owned, Civic Partners Operated Facilities; and
 - Sponsorship Policy – City-Owned, City Managed Assets.
2. Direct Administration to establish an omnibus 'Municipal Asset Naming and Sponsorship Policy' for all City-owned infrastructure assets, lands and facilities and bring this back to the Priorities and Finance Committee no later than 2014 September 30; and
3. Direct Administration to prepare a plan to implement the 'Municipal Asset Naming and Sponsorship Policy' and to rescind the three Council Policies related to naming of municipal assets and the associated protocols and bring this back to the Priorities and Finance Committee no later than 2014 September 30.

PREVIOUS COUNCIL DIRECTION / POLICY

On 2013 May 6, Council adopted as amended, moved by Keating's motion, which was seconded by Alderman Stevenson, that the Calgary Planning Commission recommendations contained in Report CPC2013-050 be adopted, as amended, as follows:

That Council:

3. DIRECT Administration to review and revamp the Municipal Naming Policy in light of the issues we have seen in 3 recent applications, as well as others in the past to:
 - better define information requirements to reduce subjective or opinion based recommendations;
 - review naming criteria to allow for the recognition of notable citizens who may not have homesteaded a particular development area; and
 - better define "neighbourhood" and "community" to reduce conflict between applicants and the Authority.

And further, with a report to the Priorities and Finance Committee no later than 2013 December.

On 2014 January 13 Council approved the Priorities and Finance Committee recommendation, as contained in PFC2013-0817, that the results of the review and revamp of the Municipal Naming Policy be presented to the Priorities and Finance Committee no later than the end of March 2014.

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BACKGROUND

The current Municipal Naming Policy, established in 1985 and amended in 2005, enables municipal standards for the naming of City-owned lands and major infrastructure assets, building and facilities that is commonly used by the public and/or City staff including but not limited to communities, roadways, parks, cemeteries, bridges, golf courses, LRT stations, office and workplace locations, fire halls, etc. The standard requires that the name selected not be confused with another facility (i.e. land, building, infrastructure asset) and it should have some significance with Calgary's heritage, history, geography, or significant contributions to this municipality. Names should also withstand the test of time and meet City geographic addressing protocols. The Policy also establishes the Municipal Names Committee as the administrative authority to receive, evaluate and recommend naming proposals. Naming requests of City-owned assets require City Council approval, after first being reviewed by the Municipal Names Committee.

At the meeting of 2013 February 28, Calgary Planning Commission citing 'information and application process' issues with community and roadway naming request when they directed Administration to review and revise the Municipal Naming Policy to:

- better define information requirements to reduce subjective or opinion based recommendations;
- review naming criteria to allow for the recognition of notable citizens who may not have homesteaded a particular development area; and
- better define "neighbourhood" and "community" to reduce conflict between applicants and the Authority.

During Spring 2013, Administration held discussions to seek policy coordination and process improvements between three Council policy statements on asset naming and sponsorship. Additionally, The City has received requests to name municipal assets for recently departed, retired, or deceased City Council members and other Alberta politicians. The Municipal Naming Policy does not clearly distinguish naming criteria in recognition of former elected officials.

At the Combined Council Meeting 2013 May 6, Council adopted the Calgary Planning Commission's recommendation with amendments for a report to be presented to the Priorities and Finance Committee no later than 2013 December. Administration was unable to undertake and complete the Municipal Naming Policy review on time due to circumstances arising from the 2013 Calgary Flood, the displacement of City staff during the flood recovery period, and the 2013 municipal election. At the Combined Council Meeting 2014 January 13, Council adopted the Priorities and Finance Committee recommendations that the results of the review and revamp of the Municipal Naming Policy be presented to the Priorities and Finance Committee no later than the end of March 2014. In this report, City Council authorized the review of the Sponsorship Policy – City-Owned City Operated Assets, and the Naming Rights Guidelines – City-Owned, Civic Partner Operated Facilities Policy along with the Municipal Names Policy.

INVESTIGATION: ALTERNATIVES AND ANALYSIS

Infrastructure & Information Services, through the Chair of the Municipal Names Committee, undertook a review of Council Policy(s) related to naming of municipal assets including:

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- Municipal Naming Policy (CS003);
- Naming Rights Guidelines – City-Owned, Civic Partners Operated Facilities (CSPS012); and
- Sponsorship Policy – City-Owned, City Managed Assets (CS011).

These policies were reviewed, compared and evaluated relative to their:

- **Purpose**, mandate, statement, background, principles, authority (i.e. what federal / provincial legislation, civic bylaw or Council directive established the policy);
- **Accountability**, asset stewardship, recommending authority, etc. (i.e. who or what organization is accountable for policy implementation, compliance, auditing and/or reporting status);
- **Naming Criteria** and protocols that guide the acceptance / rejection of naming requests;
- **Process** input, action, output, deciding, roles, responsibilities, timing, volume, etc.; and
- **Rules** governing approving authority, definitions, guidelines, criteria, standards, etc.

The evaluation was based upon impacts to:

- **Outcomes;**
 - the public,
 - Council policy and priorities,
 - administrative goals and objectives,
 - financial and budget implications,
 - triple bottom-line (social, environmental and economic), and
 - risk management.
- **Process Protocols** – administrative processes and workflows including staff position roles and responsibilities; and
- **Issues and Opportunities** – of existing policies on current and future municipal functions and municipal naming governance.

The evaluation findings have been detailed in the 'Municipal Naming Policy Review Detailed Analysis and Suggested Amendments' report (see Attachment) considered by the Municipal Names Committee, other naming stakeholders, and the accountable parties for the Sponsorship Policy – City-Owned, City Managed Assets and the Municipal Naming Guidelines – City-Owned, Civic Partner-Operated Facility Policy. Their feedback was incorporated where relevant and appropriate.

It is suggested that the following significant deletions and amendments be made to Council policies on the naming of municipal assets and associated protocols specifically;

That Council:

1. Rescind the three Council Policies on naming of municipal assets;
2. Establish an omnibus 'Municipal Asset Naming and Sponsorship Policy';
3. Establish the Priorities and Finance Committee as the sole authority to make recommendations to Council for the approval of naming agreements and sale of naming rights sponsorship agreements;

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4. Realign accountability and authority for handling naming requests to asset stewards (i.e. city business unit / division, Regional Recreation Centre or Civic Partner organization responsible for life cycle maintenance, upgrades, and growth);
5. Disband the Municipal Names Committee, once all asset stewards assume accountability for municipal asset naming and sale of naming rights sponsorship agreements;
6. Establish a common protocol and process workflow for reviewing, evaluating and approving naming agreements and sale of naming rights sponsorship agreement for all City-owned, City-operated assets. Regional Recreation Centres and Civic Partner organizations will continue to adhere to their existing protocols and processes;
7. Expand naming criteria for municipal assets to include:
 - Marketing, commercial or brand names in context with sale of naming rights sponsorship agreements;
 - Names of former elected representatives of Calgary City Council, Members of Parliament (federal), Canadian Senate (federal), and Members of the Legislative Assembly (provincial) departed, retired or deceased;
 - Names of notable Calgarians, retired or deceased, and organizations in the field of sports, arts, culture, science, education, and religion; and
 - Names of notable international individuals and organizations for their contributions to peace and humanity;
8. That Corporate Services establish resources to support asset stewards in the review, evaluation and presentation for approval of naming requests and sale of naming rights sponsorship agreements;
9. That Corporate Services prepare a plan to implement the omnibus 'Municipal Asset Naming Policy' and the amended and rescinded Council Policies and the associated Protocols in whole or part; and
10. That City Council and Administration continues to be supportive of the independence and autonomy of Regional Recreation Centres and Civic Partner organizations.

Stakeholder Engagement, Research and Communication

These evaluation findings and suggested policy deletions and amendments were presented to City subject matter experts and the Senior Management Team and their feedback has been considered and incorporated where relevant and appropriate. Civic Partner organizations were not engaged for consultation during this review but it is highly recommended by Community & Neighbourhood Services prior to any policy deletion or amendment discussions that may affect their operations.

Strategic Alignment

The request for work aligns with Council direction to invest in great communities and a vibrant urban fabric.

Social, Environmental, Economic (External)

Careful selection of a neighbourhood name that is distinct and honourable will provide residents and businesses with identity and branding as well as a sense of culture, history, affiliation, and belonging. Sponsorship sale of naming rights are considered in a commercial context that is the naming rights is sold or exchanged for significant cash or other revenue support.

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Financial Capacity

Current and Future Operating Budget:

Not applicable.

Current and Future Capital Budget:

Not applicable.

Risk Assessment

No risks have been identified with respect to this policy review and request for revamp. Governance and operating protocol revisions and alignments (if required) will be addressed during the development of an omnibus Municipal Asset Naming Policy.

REASON(S) FOR RECOMMENDATION(S):

The three current Council Policies regarding the naming of municipal assets are often redundant and in conflict. Replacing these with a new Municipal Asset Naming Policy will clarify governance accountability and authority as well as streamline the administrative process protocols.

ATTACHMENT

Municipal Naming Policy Review Detailed Analysis and Suggested Amendments.