



SUBJECT: Naming of three multi-use recreational trails

TO: Environment, Infrastructure & Community Services Cttee.

FROM: Capital Works Department

Report Number: CW-26-20

Wards Affected: All

File Numbers: 903-03

Date to Committee: October 5, 2020

Date to Council: October 19, 2020

Recommendation:

Approve Crosstown Trail as the name for the multi-use recreational trail located north of the QEW between the North Service Road and Berwick Drive, extending to Dundas Street in the future; and

Approve Maple Trail as the name for the multi-use recreational trail located east of Maple Avenue between Ontario Street and Graham's Lane; and

Approve Palmer Trail as the name for the multi-use recreational trail located east of Centennial Drive between Upper Middle Road and Heathfield Drive, extending to Mainway in the future.

PURPOSE:

To name three multi-use recreational trails ("Trails") and outline the community engagement process that was undertaken to determine the recommended names.

Vision to Focus Alignment:

- Improve integrated city mobility
- Building more citizen engagement, community health and culture

Background and Discussion:

There are over 80 km of Trail in the city, providing opportunities for active transportation and recreational use. Trails are generally 3-4 m wide with a paved or granular surface. The permitted uses include cycling, walking and the use of mobility devices. Several Trails in the city are named, e.g.: Centennial Trail, Francis Road Trail and Bronte Creek Trail. For some of the same reasons that we name roads and parks, it is important to name Trails to:

- Assist with wayfinding
- Identify a location for emergency services
- Create a sense of place and community identity
- Help promote the trail to residents and visitors

There are three Trails that have been identified for naming, including the:

- Hydro corridor trail, north of the QEW, between the North Service Road and Berwick Drive, extending to Dundas Street in the future
- New downtown hydro corridor trail east of Maple Avenue between Ontario Street and Graham's Lane
- New trail east of Centennial Drive, between Upper Middle Road and Heathfield Drive, extending to Mainway in the future

Relevant Policy

The Naming of Corporate Assets Policy (see Appendix A) outlines the requirements for the naming of city assets including parks, open spaces, facilities, streets and other municipal buildings or properties. The policy indicates that the selection of a name will be based on criteria including, but not limited to:

- Recognition of a longstanding known local area
- Understandability to the majority of citizens
- Consistency with other applicable policies
- Helpfulness in emergency response situations
- Consistency with fundraising plans and sponsorships

Since the completion of the trail naming public process, questions of the completeness of the criteria contained in the policy have been raised. The need has been identified to include criteria that reference social and community values, history and heritage to promote a call for change to end racism and support Black, Indigenous and People of Colour in our community and beyond.

The naming of city assets is an important part of reflecting community values and should include an inclusivity lens for future naming opportunities. Staff are presenting the following staff direction for consideration.

Direct the Director of Corporate Communications and Government Relations to amend the Naming of Corporate Assets Policy to support a broader sense of social and community values, our history and heritage for Council approval.

Naming Process and Results

A community engagement process was developed to determine a name for each of the three Trails. In Phase 1, the community was invited to submit name suggestions through an on-line survey posted on Get Involved Burlington. During the two-week period of the survey (February 10 – March 1) 317 name entries were received from 175 participants. (Participants could submit names for one, two or all three of the Trails).

A committee of city staff, including a representative from Transportation, Recreation Services and Capital Works; and a representative from the Burlington Cycling Advisory Committee and the Integrated Transportation Advisory Committee, evaluated the submissions using the criteria outlined in the Naming of Corporate Assets Policy. Consideration was also given to popular names that emerged, where the same name or a variation thereof was submitted multiple times.

A shortlist of three names was prepared for each Trail, including:

Hydro corridor trail, north of the QEW:

- Unity Trail- connects many communities and symbolizes inclusion
- Crosstown Trail- spans a large part of north Burlington
- Powerline Trail- runs along a hydro transmission corridor

New downtown hydro corridor trail:

- Core Trail- combines the double meaning of core as it relates to fitness and the location near the city core
- Old Rail Trail- recognizes the former railway that ran through the area
- Maple Trail- located in the neighbourhood known as Maple and close to Maple Avenue

New trail east of Centennial Drive:

- Palmer Trail- located in the neighbourhood known as Palmer
- Washburn Trail- name of the water reservoir facility beside the trail, which is a local landmark
- Upper Mainway Trail- combines names of the roads at either end of the trail

Following a delay due to COVID priorities for all communications, Phase 2 was initiated in July. The community was invited to vote for their favourite name from the short list

through an on-line survey posted on Get Involved Burlington. During the three-week period of the survey (July 2 – 24) 904 participants submitted votes.

The results of the voting in Phase 2 are as follows:

Hydro corridor trail, north of the QEW:

- Unity Trail 231 votes
- Crosstown Trail 293 votes
- Powerline Trail 276 votes

New downtown hydro corridor trail:

- Core Trail 44 votes
- Old Rail Trail 322 votes
- Maple Trail 465 votes

New trail east of Centennial Drive:

- Palmer Trail 452 votes
- Washburn Trail 257 votes
- Upper Mainway Trail 121 votes

The Trail names that received the most votes including: Crosstown Trail, Maple Trail and Palmer Trail are recommended to Council for approval.

Financial Matters:

There are no costs related to the naming of the Trails. There will be costs for the installation of trail name signage at each of the Trails. Trail names signs will be installed at the ends of each trail, and at arterial roads in the case of the hydro corridor trail.

Total Financial Impact

The cost for the supply and installation of trail name signage, estimated at approximately \$3,500 per sign is:

- Hydro corridor trail, north of the QEW: \$17,500
- New downtown hydro corridor trail: \$ 7,000
- New trail east of Centennial Drive: \$ 7,000

Source of Funding

The funding for trail naming signage for the downtown hydro corridor trail and the trail east of Centennial Drive is included in prior approved budgets for the trail construction. The funding for trail naming signage for the hydro corridor trail, north of the QEW is identified in the 2021 capital budget and forecast.

Other Resource Impacts

Not applicable.

Climate Implications

Naming of the Trails helps to promote their use for walking and biking through the city without reliance on gas powered vehicles. This supports the city's goals to improve opportunities for active transportation, helping to reduce greenhouse gas emissions.

Engagement Matters:

A community engagement process was developed for the naming of the three Trails. It was modelled on a successful engagement process that was followed previously to name City View Park. It included two phases of engagement, as described in a previous section: Naming Process and Results. The level of engagement for this process is consistent with 'Empower' under the IAP2 Public Participation Spectrum. The opportunity to participate in each phase was communicated in a variety of ways, including:

Phase 1

Item	Date
Update to Mayor and Council (by email)	February 12
Media Release	February 13
Mayor's interview on CH Morning Live	February 13
Notifications through Get Involved Burlington	February 13 – March 1
Poster Signage at trail entry points	February 13 – March 1
TV Burlington and Recreation Services Digital Screens	February 13 – March 1
Social Media	February 13 – March 1

Ad in the Burlington Post	February 20
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Phase 2

Item	Date
Update to Mayor and Council (by email)	June 30
Media Release	July 2
Notifications through Get Involved Burlington	July 2 - 24
Social Media	July 2 - 24

There was great interest by the community in this initiative, as shown by the large numbers of residents who submitted names and voted for their favourite name, on Get Involved Burlington. The community engagement process was a fun and engaging way to involve the community directly in the naming of three Trails in the city.

Conclusion:

Approval of this report will confirm the names for the three Trails as: Crosstown Trail, Maple Trail and Palmer Trail.

Respectfully submitted,

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Senior Landscape Architect

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Appendices:

- A. Naming of Corporate Assets Policy

Notifications: (if none delete section)

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Carm Piro, Chair Integrated Transportation Advisory Committee

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Report Approval:

All reports are reviewed and/or approved by Department Director, the Chief Financial Officer and the Executive Director of Legal Services & Corporation Council. Final approval is by the City Manager.