



SUBJECT: Naming of Corporate Assets Policy

TO: Corporate Services, Strategy, Risk & Accountability Cttee.

FROM: Corporate Communications & Engagement

Report Number: CC-02-21

Wards Affected: All Wards

File Numbers: 155-03-01

Date to Committee: April 7, 2021

Date to Council: April 20, 2021

Recommendation:

Approve the amended Naming of Corporate Assets Policy as provided in Appendix A of corporate communications and engagement department report CC-02-21.

PURPOSE:

Vision to Focus Alignment:

Delete this line and the areas that do not apply.

- Building more citizen engagement, community health and culture
-

Background and Discussion:

On October 19, 2020, Council approved staff direction *SD-19-20, 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.*

The staff direction was part of a report (CW-26-20) that went to committee which recommended the naming of three trails. At committee, there were comments from some members that there should be broader social and community consideration given to naming opportunities that may also honour Black, Indigenous and Persons of Colour in the community. This report addresses the staff direction.

The Naming of Corporate Assets policy was first passed in 2001. Periodic reviews of the policy has been conducted in the subsequent years, with the last staff review of the policy occurring in 2019.

Strategy/process

Naming of public assets, especially assets that are named after certain historical figures, have dominated the news and discussions in many different communities. This discussion has forced many governments across North America and the world to re-evaluate who their assets are named after, the process of how those names came about and also the desire to ensure that when names are being considered that an inclusion lens is considered. The City of Burlington is not immune to this discourse, so a more formal review of our policy is warranted.

Options Considered

Per Council direction, the current naming policy was to be amended, so no other options were considered.

Financial Matters:

Not applicable.

Climate Implications

Not applicable.

Engagement Matters:

City departments and service groups that have either direct or indirect connections to naming were consulted and had input into the amended policy. These departments and service groups were; Engineering Services; Recreation, Community & Culture; Roads, Parks & Forestry; Community Planning; Environment, Infrastructure & Community Services and Community Planning, Mobility & Regulation.

The Burlington Inclusivity Advisory Committee was also consulted and given an opportunity to comment on and provide feedback into the policy.

Conclusion:

Naming of government assets has been at the forefront of discussions in many communities due to who historically the assets have been named after; this amended policy aims to ensure that additional factors are taken into consideration when naming opportunities come about.

Respectfully submitted,

Kwab Ako-Adjei

Director, Corporate Communications & Engagement

905-335-7600 x.7747

Appendices:

- A. Naming of Corporate Assets Policy

Report Approval:

All reports are reviewed and/or approved by Department Director, the Chief Financial Officer and the Executive Director of Legal Services & Corporation Counsel.