

## Oliver Neighbourhood Renaming Costs and Timeline

The renaming of the Oliver neighbourhood will have a financial impact on the City of Edmonton, including costs that are not within the City's current budget. The neighbourhood renaming will also require time to implement the changes internally within Administration. There will be changes to physical signage, several integrated systems, City-wide policies and documents, and will require education, communication and promotion of the new neighbourhood name. Several agencies, utilities and partners will also require time to update their systems and documents to reflect the new neighbourhood name.

Administration is estimating a cost of **\$680,000**

Expenditures	Estimated Costs
<p><b>Signage<sup>1</sup>:</b></p> <ul style="list-style-type: none"> <li>• Oliver Arena and Pool</li> <li>• Oliver Park</li> <li>• Wayfinding signage</li> <li>• Valley Line LRT station signage</li> </ul>	\$120,000
<p><b>Education, Communication and Promotion:</b></p> <ul style="list-style-type: none"> <li>• Audio and Video Materials</li> <li>• Website and documentation updates</li> <li>• Public communication (e.g. Move Learn Play)</li> <li>• Valley Line LRT publications and information</li> </ul>	\$80,000
<p><b>Internal:</b></p> <ul style="list-style-type: none"> <li>• Posse, Aegis, Tacs, Enterprise Commons, NG911, RAMS, etc.</li> <li>• Plans and Policies updates (City Plan, District Plans, Zoning)<sup>2</sup></li> <li>• Updates to internal Citywide departmental documents</li> <li>• Systems shared with Utilities (i.e., EPCOR) and Emergency Responders (e.g., Fire Rescue)</li> <li>• External agencies Canada Post, Elections and Census, Alberta Health Services (AHS), etc.</li> </ul>	\$480,000
<b>Total Estimated Costs</b>	<b>\$680,000</b>

Administration will adjust the budget as part of the 2024 Fall Supplemental Budget Adjustment process as necessary. Administration is requesting an effective date of **January 1, 2025**. This will allow time to make the necessary changes internally but also help educate and promote the new name with

<sup>1</sup> Temporary signs may be considered as a cost-saving measure.

<sup>2</sup> Estimated costs for updates to internal documentation are associated with resourcing and operational prioritization.

## Attachment 5

residents, local businesses and internal civic departments. This will also provide time for external agencies and partners to update their systems including, but not limited to, Canada Post, provincial and federal agencies, elections and census, Canada Revenue Agency (CRA), Alberta Health Services, EPCOR, ATCO, Telus and local organizations.