

NAMING POLICY FOR THE CITY OF EDMONTON

Recommendation

That the May 22, 2024, Urban Planning and Economy report UPE02135, be received for information.

Requested Action	Information Only		
ConnectEdmonton's Guiding Principle	ConnectEdmonton Strategic Goals		
CONNECTED This unifies our work to achieve our strategic goals.	Healthy City		
City Plan Values	BELONG		
City Plan Big City Move(s)	Inclusive and Compassionate	Relationship to Council's Strategic Priorities	Arts and Culture
Corporate Business Plan	Transforming for the Future		
Council Policy, Program or Project Relationships	<ul style="list-style-type: none"> City Policy C509C - Naming Municipal Assets Bylaw 17138 - Naming Committee Bylaw City of Edmonton's Indigenous Framework 		
Related Council Discussions	<ul style="list-style-type: none"> September 21, 2022, Office of the City Manager report CR_8349 - Bylaw 19366 - Amendment to Bylaw 15142 - City of Edmonton Ward Boundaries and Council Composition Bylaw - Further Amendments August 30, 2021, Urban Planning and Economy report CR_8389 City Policy C509B - Naming Development Areas, Parks, Municipal Facilities, Roads and Honorary Roads October 11, 2023, Naming Committee report EXT01996 Naming Committee: Moving Policy to Action Plan March 5, 2024, Office of the City Clerk report OCC02284 Naming Committee - 2023 Annual Report and 2024 Work Plan 		

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Previous Council/Committee Action

At the October 11, 2023, Urban Planning Committee, the following motion was passed:

That Administration provide a report on the progress of the recommendations outlined in EXT01996 Naming Committee: Moving Policy to Action Plan, and provide options, including resources and budget, to complete any outstanding recommendations.

Executive Summary

- The Moving Policy to Action Plan¹ outlines eight recommendations for the City of Edmonton to review the naming process and enhance the opportunity for further diversity and inclusion.
- Policy C509C Naming Municipal Assets, approved by Council in August 2021, places priority on Indigenous place names, partnerships with Indigenous communities, Indigenous histories, and Edmonton's diverse communities and their contributions.
- Administration is committed to supporting the Naming Committee and implementing the recommendations outlined in report EXT01996.

REPORT

The Naming Committee, a Committee of Council, reviews and approves names for municipal assets based on naming applications submitted by Administration, and public and private people and organizations. Committee decisions are guided by Policy C509C - Naming Municipal Assets, which prioritizes equity, inclusion and Indigenous place names. C509C includes a new renaming section and language that reflects Edmontonians' community values of equity and inclusion with prioritization and focus on Indigenous place names.

While there has been a notable rise in the approval of Indigenous, cultural and diverse names in recent years, it is prudent to conduct an assessment of the naming process to ensure its alignment with policy, and address any challenges.

Naming Committee Report EXT01996: Moving Policy to Action Plan

The Naming Committee, in consultation with Administration, developed the Moving Policy to Action Plan and presented the plan to Urban Planning Committee on October 11, 2023 (EXT01996). The Action Plan made eight recommendations intended to provide guidance to review the naming process and enhance diversity and inclusion. Administration supports the recommendations and is committed to working with the Naming Committee on implementation.

Recommendation 1: Complete the City of Edmonton place name dataset

An external open dataset² featuring City of Edmonton place names was created based on names listed within the book *Naming Edmonton: From Ada to Zoie*³. The book contains place names (neighbourhoods, roads, parks and civic buildings) from 1795 to 2004. Administration is working to bring the place name dataset up to date to include names approved between 2004 and 2024. The work is estimated to be complete by Q3 2024.

¹ <https://pub-edmonton.escribemeetings.com/filestream.ashx?DocumentId=198452>

² https://data.edmonton.ca/Externally-Sourced-Datasets/Naming-Edmonton/8e7n-6xm5/about_data

³ *Naming Edmonton: From Ada to Zoie*. City of Edmonton. University of Alberta Press, 2004.

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Recommendation 2: Review all the names once the names dataset is complete for metadata accuracy and appropriateness

Currently, Administration does not have the resources required to review the entire names dataset for accuracy and appropriateness. Administration and the Naming Committee will discuss further once the names dataset (Recommendation 1) is complete, to determine the full scope of the work required to fulfill this recommendation.

Recommendation 3: Develop a culturally-sensitive, community-involved renaming process

Administration will engage with the Naming Committee to enhance and update the renaming process section within the Naming Policy C509C. The renaming process will include lessons learned and best practices from the Oliver Neighbourhood renaming to Wîhkwêntôwin, the Government Centre (Grandin) LRT station renaming and the renaming of Okisikow (Angel) Way. The changes to the renaming process section will be part of the five-year review and update to the Naming Policy in 2026.

Recommendation 4: Develop a mechanism to offer ongoing community engagement tied to outreach and education

Administration continues to enhance its ongoing community engagement, explore changes to Council Policy/Procedure C575E - Agencies, Boards, Committees and Commissions, and establish bylaws to improve representation of underrepresented groups.

Recent naming activities have generated considerable public interest in the committee and resulted in a diverse selection of applicants for Committee membership. Administration is committed to using inclusive approaches to recruitment which include:

- Emphasizing the desire for candidates with diverse lived experience in recruitment messaging
- Using visuals when recruiting that reflects the diversity of Edmonton's population
- Designing advertising to reach a broad range of communities (e.g. radio advertisements through CFED-FM (French Radio Cité 97.9), CKER World FM, which attracts Arabic, Cantonese, Filipino, Mandarin and Punjabi speaking audiences, and Windspeaker Radio, an Indigenous broadcaster, and direct promotion of civic agency recruitment with equity-deserving groups and organizations).
- Directing outreach to underrepresented communities (e.g., inviting community members from the Ujima Fellowship)
- Collecting data on the current membership of the Naming Committee, including skills, professional and education qualifications and lived experience of members, to help target recruitment and outreach strategies

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Recommendation 5: Conduct an assessment to formally identify barriers to resident access

Administration continues to explore opportunities to enhance inclusive and diverse naming applications. The City works with community leaders from different cultural and linguistic communities to listen and learn and identify barriers that limit diverse naming applications.

Administration and the Naming Committee will also conduct a jurisdictional scan to understand measures adopted in other Canadian municipalities to address diversity through their naming processes.

Best practices and enhancements to the naming process will be reflected in the five year review and update to the Naming Policy in 2026.

Recommendation 6: Severing the relationship between the Naming Policy C509C and the facility name sale policy so as not to interfere with the sale of sponsorship names

Administration has begun work and will update both the Naming Policy C509C and the Facility Name Sale Policy C477A to sever the relationship between the two policies and to improve the sale of sponsorship names process. Both policies will be updated to reflect the changes by 2026.

Recommendation 7: Develop an Indigenous naming process

The Naming Committee and Administration have been working with the City's Indigenous partners including The Confederacy of Treaty Six First Nations, Enoch Cree Nation and the Otipemisiwak Métis Government (formerly the Métis Nation of Alberta) on various naming initiatives. Initiatives include the 100 kilometre trail name of Amisko Wacîw Mêskanaw, as well as the neighbourhood renaming of Wîhkwêntôwin, Okîsikow (Angel) Way and the 12 Indigenous Ward names in 2020. The Naming Committee and Administration intend to support, listen to and learn from the Indigenous community leaders and Elders during these naming initiatives.

Administration will also conduct a jurisdictional scan across Canada for best practices and protocols to empower communities, developers and civic departments when considering Indigenous naming opportunities.

The inclusion of an Indigenous naming process is a requirement as part of the Indigenous Framework and will be part of the five-year review and update to the Naming Policy in 2026.

Recommendation 8: Review the structure of the Names Reserve List

The Names Reserve List is a list of names identified for use by the Naming Committee. While some of the names have been vetted for appropriateness, many only have limited information available.

The Naming Committee and Administration began reviewing the Names Reserve List in 2010. Between 2010 and 2020, half of the Names Reserve List had been researched and reviewed, which includes about 200 names. Another 200 names still require research and review.

Administration does not have the resources to complete this work at this time. Administration and the Naming Committee will discuss how this work can be completed or reframed.

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Budget/Financial Implications

The majority of the recommendations will be implemented using current resources and within the City's existing operating budget. There is no funding in the 2023-2026 Operating Budget to support recommendations two and eight listed within the Naming Committee's Policy to Action Plan. These two recommendations require additional resources with specialized skills. However, the scope of the work listed within the two recommendations needs to be better understood before action can proceed. The Naming Committee will present those findings during the 2024 Annual Report and 2025 Work Plan.

Community Insight

Administration is working closely with Indigenous Community leaders, Elders, Confederacy of Treaty Six First Nations, the Otipemisiwak Métis Government (formerly the Métis Nation of Alberta) and Enoch Cree Nation. The collaboration has led to various civic assets named, including parks, trails and major roads. Additional naming initiatives currently under consideration include the permanent naming of Okîsikow (Angel) Way, an Indigenous name for the future downtown park and the renaming of the Government Centre LRT Station.

In addition, Administration continues to work with, listen to, and/or guide community leagues and different cultural groups through polls, surveys and engagement sessions when considering the naming of parks, civic facilities and honorary road names. Because of this feedback, the new Naming Policy C509C provides a community-led renaming process which allows communities to express concerns regarding certain names. The feedback has also altered the Naming process to focus on names rooted in Indigenous heritage, cultural themes, flora, fauna, and/or the geographical or topographical features of the local area.

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There has been a rise in the inclusion of more diverse names, particularly those honoring Indigenous cultures. As renaming shifts to honour more women and members from diverse communities, Indigenous names, flora, fauna and geography-based namings, less renaming is based upon the names of people. To continue this progress, Administration and the Naming Committee acknowledge the need for a deeper examination of the naming process for differential impacts or barriers to equity-deserving or marginalized groups. For example, recommendation four focuses on increasing the diversity of the makeup of the Naming Committee while recommendation five focuses on identifying and removing barriers to access to the naming process. These examinations are essential to uphold the commitment to The City Plan, which promotes the representation of Edmonton's intersectional communities including community heritage, culture, ethnicity and gender diversity.