

Actions involved in the renaming of Dundas Street in Mississauga

If Council were to proceed to rename Dundas Street and civic assets bearing the Henry Dundas name, based on the City's Street Names policy, it could cost the City an estimated \$1.3M (rounded) to reimburse residents and businesses, and to make changes to the City's infrastructure.

Dundas Street through Mississauga, is home to an estimated population of 12,000 and the location of 572 residences, and 2499 non-residences that would require address changes. Under the "Change Initiated by Municipality" section in the Street Names policy, the City compensates businesses and residents required to change their addresses because of a street name and/or address-numbering change deemed necessary by the City.

Each residential property owner or tenant will receive \$70 and each business will receive up to \$401 in compensation on presentation of proof of costs incurred. In addition, approximately 16 businesses with Dundas in their name may incur costs related to rebranding and signage should they choose to change their name as well. Additional costs would be incurred, should the City follow Toronto's precedent to compensate such businesses.

Also located on Dundas Street are City assets and operations spanning Miway Transit, Infrastructure Planning and Engineering, Traffic Management and Municipal Parking, Parks, Forestry and Environment, Works Operations and Maintenance. If Dundas Street were renamed, the impact on City assets and services would be;

The removal and replacement of 117 signs along Dundas Street, including:

- 20 Street Name Signs (Street Sign Extrusion 15cm x 75cm)
- 6 BIA Street Name Signs
- 18 Advance Street Name Signs
- 73 Oversized Street Name Signs

The removal and replacement of MiWay Transit route information and signs including:

- Destination Signs - Hastus/Luminator/iBus worklist (x20)
- Route Descriptions - Transit Communication/IM (x22 descriptions)
- Maps Page - Route Maps (website and PDF updates) x 36 maps
- Maps Page - Terminal Maps (website and PDF updates) x 2 maps
- Record Audio Announcements (x100 announcements)
- Create New Places (x33) - Associate to Stops
- Meeting Rooms - Name Plate Dundas
 - Bus Cards - Install cards (x 54)
- Stop Posters (x54)

Community Engagement and Communications (general scope):

- Engagement – focused on equity deserving groups followed by wider community - (virtual, in-person, outreach-surveys, polls)
- Printing, Mail
- Video/Photography
- Media relations, Social Media,
- Advertising (print and digital)

- Translation

Updates would also be made to relevant databases, information systems and applicable by-laws and associated schedules.