

Recommended Asset Naming Policy Framework and Implementation

The content below is proposed as a framework for the development of a Corporate Policy and Procedure on Asset Naming and the proposed actions to operationalize the new policy. Development of the policy will follow the established process, which includes consultation with affected/impacted business units and mandatory reviews by Legal Services, Internal Audit, the Strategic Leader of Diversity and Inclusion and the Extended Leadership Team. A finalized draft will be presented to Council for approval.

Detailed Asset Naming Policy Proposed Framework

1. **Policy Statement:** The City of Mississauga is committed to a principled, community-focused approach to naming municipal assets to celebrate its rich heritage and diversity.
2. **Purpose:** This policy sets out a clear, equitable, and standardized framework for naming and renaming municipal assets, ensuring practical, community-centered decisions under Council oversight. It outlines the process for submissions, standards for evaluation, and public participation mechanisms.
3. **Scope:** This policy applies to the naming, and where applicable, the renaming of all municipal assets.
4. **Municipal Asset Naming Process**
 - (a) Any resident or business owner in Mississauga can propose a new municipal asset name.
 - (b) Proposed names will be assessed based on the following criteria:
 - 1) Practicality for use in emergency response (e.g. proposed names are easy to spell and pronounce, proposed names are not currently in use)
 - 2) Reflects assets location or unique features.
 - 3) Celebrates diversity and prioritizes underrepresented groups such as women, people of color, Indigenous peoples, 2SLGBTQ+ peoples, immigrants, and people with disabilities.
 - 4) Relevance to the city's landscape, geography, flora and fauna.
 - 5) Consistency, ensuring streets have the same name from start to finish, where possible
 - 6) Relevance to an event of historical significance
 - 7) Relevance to an important landmarks of historical, cultural, architectural, or social significance
 - 8) Partnerships with Indigenous communities
 - 9) Names proposed to honor individuals must meet criteria outlined under the section for names honoring individuals.
 - 10) Uses names from the City of Mississauga's approved asset name registry
 - 11) Adheres to the Ontario Human Rights Code and avoids discrimination
 - 12) Results from public consultation specific to the naming proposal in consideration of the asset's size and scope
 - 13) Feedback received from circulation to City departments.
 - 14) Consultations with the Heritage Advisory Committee and approval from Council

- (c) Names that imply or directly reference any of the following will not be eligible:
- 1) Names that are pejorative, divisive, discriminatory, oppressive, racist, or sexist in nature.
 - 2) Terms associated with colonialism and their derivatives, such as "pioneer" or "loyalist."
 - 3) Inappropriate affiliation with businesses or industries or any construed form of advertising. (The Advertising and Sponsorship with the City policy # 03-09-01 provides guidelines for businesses).
 - 4) The use of asset naming for promotional purposes or as a prize.

5. Names Honoring Individuals

Municipal assets may be named in honor of individuals with extra-ordinary achievement and/or significant contributions to Mississauga, five years posthumously, prioritizing those with strong local ties. If a name is proposed to honor an individual, it must meet at least two (2) of the following criteria:

- a) Demonstrated exceptional service or dedication that significantly benefitted Mississauga or reflecting the heritage of the community.
- b) Risked their life for the safety of others'.
- c) Volunteered extensively in community services, humanitarian causes, or social justice.
- d) Outstanding in the fields of art, culture, community engagement, economics, education, literature, politics, military, religion, science, social development, and/or athletics.

Submission Requirements

- Justification for the proposed name including identification of the corresponding municipal asset to be named.
- A complete biography is required, including:
 - Date and location of birth.
 - Educational background.
 - Career achievements and contributions to Mississauga.
 - Volunteer service records, citations and or honors received.
 - Evidence of support from the community, community groups, professional organizations and other identified associations or groups.
 - Written and sworn to be true verification of any stated contributions and achievements from awarding organizations or groups.
- Consent from family or next of kin except for national or public figures.

6. Renaming Municipal Assets

Once approved, asset names are not changed except where necessary to efficiently provide emergency services or when prompted for consideration by a public petition presented to City Council. When Council authorizes a name change, the process for naming a new asset applies.

Council may instruct staff to assess the appropriateness of adding informational QR codes or information at local libraries and the City's website to enrich the context of existing asset names (guidelines for installation of informational codes will be detailed in the proposed amendments to the City Plaques policy).

7. Approved Asset Name Registry

All approved asset names not immediately in use are entered into the proposed Asset Names Registry for future consideration.

8. Communication of Names or Name Changes

When a new asset name or name change is approved and implemented, the Strategic Communications department ensures that the name is advertised in the media, as appropriate, and that all emergency services agencies are notified.

For street names, the Transportation and Works Department ensures that double signs are posted and remain in place for at least six months in residential areas and at least 12 months in industrial or commercial areas.

Outline of Proposed Actions to Implement Revised Asset Naming Processes

The following actions are proposed to operationalize and establish the new process for naming Assets at the City further to the approval and full development of the new Asset naming policy.

1. Enactment and or Amendments to Necessary By-Laws, e.g., Notice By-Law, Heritage BL-0164-1994, and others as advised by the Legal Division.
2. Develop Digital Naming Platform: Set up an online platform for submitting and managing naming proposals to streamline the process.
3. Design Intake Form: Create a standardized online form incorporating all pre-screening components on the platform to easily collect necessary details for each naming proposal.
4. Design Asset Consultation Assessment Evaluation Tool: Build a tool integrated into the platform.
5. Create Unified Asset Registry: Combine Street names registry and asset place names creating categories to match assets appropriately and integrate to the naming submissions platform.
6. Define and Update Terms of Reference for HAC: Define terms of reference and guidelines to support consultation with the Heritage Advisory Committee.
7. Develop Training Material: Produce educational materials to guide staff and stakeholders on using the new system and understanding the naming policy.
8. Process Documentation: Clearly document the end-to-end naming procedure, from proposal submission to approval, for transparency and guideline adherence