

City Asset Naming Policies, Equity Diversity and Inclusion (EDI) Review

Council Presentation

April 3, 2024



Background

- Council's direction
- There are no right answers to these questions
- Many municipalities and public organizations are grappling with the same questions we are
- Community engagement and feedback was critical
- Watching Toronto closely



Review Highlights

Highlights from Comprehensive Research and Community Engagement

Hired Quakelab
Inc.,

Global and Local
Research

EDI Review of
seven policies

Over 5,000
conversations

Over 2,000
survey
responses

Forty (40) in-
person
engagements
across all wards
in Mississauga

Targeted
discussions
with specific
communities

Hybrid
Community
Meeting open
to all residents,
virtually and in
person



Proposed Guiding Principles



Guiding Principles and recommendations are based on the feedback received through public consultation, local and global research, and engagement with the various service areas responsible for naming assets and place making within the City

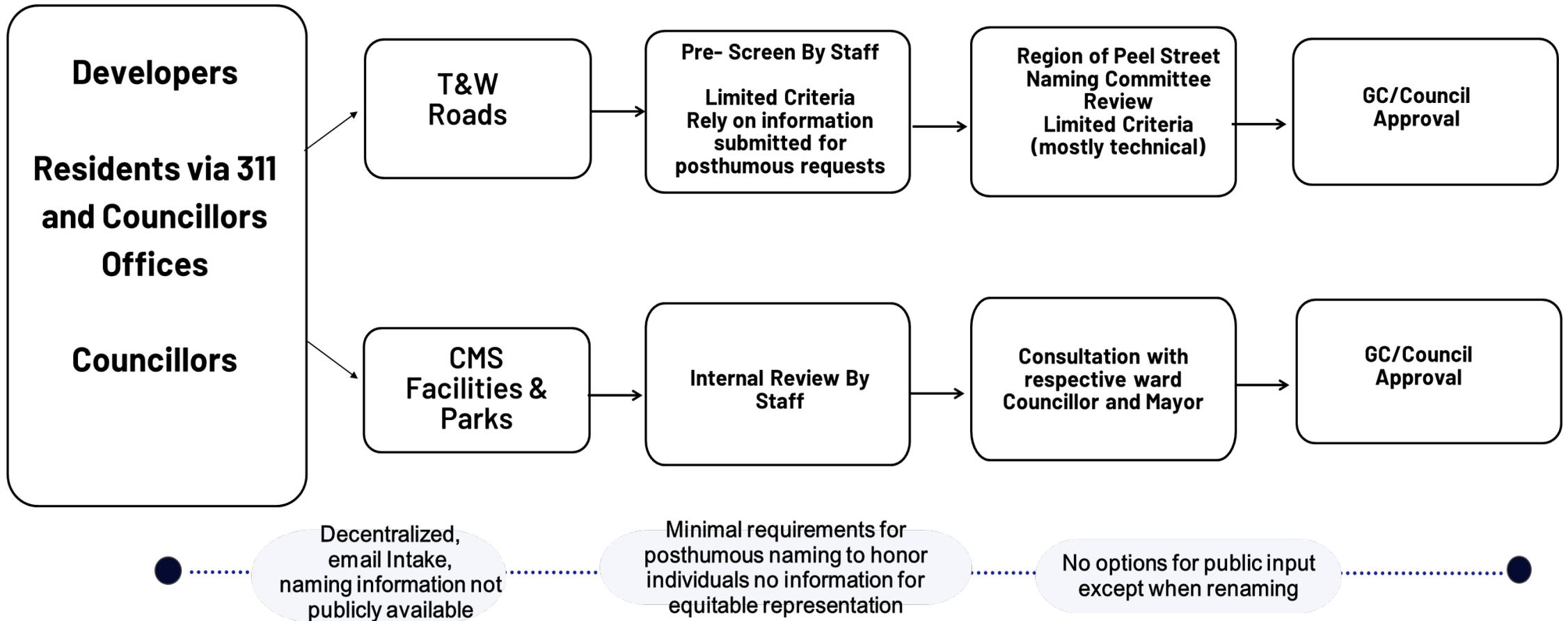


Recommendations

- Use new principles
- Consolidate Street Names & Facility Naming Policies to create a new Asset Naming Policy focused on community involvement.
- Expand Role of the Heritage Advisory Committee to include consultations on asset naming to honor individuals and historical events.
- Lift the moratorium on street, parks and facility naming



Streets, Facilities & Parks Naming - Current Process



Asset (Streets, Facilities & Parks) Naming - Future Process



Conclusion

Adopting and implementing these recommendations will demonstrate Mississauga's strong commitment to EDI, ensuring its asset naming and placemaking practices are inclusive, representative, and sensitive to the needs of its diverse community



Questions?

