

Researched Asset Naming Practices in Canada

The following provides an examination of asset naming and renaming policies and practices across various organizations in Ontario and the City of Red Deer in Alberta. The table presents key insights from the asset naming/ renaming practices of researched organizations.

Asset Naming and Renaming: Thematic Overview

Asset Naming Themes	Researched Organizations
Strategic Alignment and Vision: Naming decisions aligned with organizational strategic goals, and institutional values and missions	Ryerson University – Toronto Metropolitan University, Hamilton-Wentworth District School Board, Queen's University
Community and Cultural Consideration: Emphasis on diversity and cultural significance in naming to represent diverse community perspectives.	Toronto Metropolitan University, Hamilton-Wentworth District School Board, Halton District School Board, City of Toronto, Ontario Human Rights Commission
Distinctiveness and Memorability: Preference for names that are unique and memorable, ensuring easy recall and recognition	Ryerson University – Toronto Metropolitan University, Halton District School Board
Public Consultation and Stakeholder Engagement: Extensive community feedback and engagement that values diverse inputs	- Hamilton-Wentworth District School Board, City of Toronto, National Policy Commission, City of Ottawa
Historical Significance and Heritage: Ensuring historical accuracy and honoring heritage, acknowledging significant figures and events	Ryerson University – Toronto Metropolitan University, City of London, City of Burlington, Halton District School Board, Wilfred Laurier University
Ethics and Reputation: Stringent evaluation of ethical standards and the reputation of honorees, avoiding potential discrimination	- City of Hamilton, Queen's University, Brock University
Transparency and Governance: Transparent decision-making processes, requiring approval from relevant councils or boards.	- Ryerson University – Toronto Metropolitan University, City of Burlington, City of Brampton
Naming After People: Continue to acknowledge and honor those who have significantly contributed to societal development.	City of London, City of Burlington, City of Brampton, City of Hamilton, City of Toronto, Ryerson University – Toronto Metropolitan University

Challenges remain inherent in place naming decisions as demonstrated by varied approaches to naming/ renaming and the quest for historical accuracy. Naming assets after individuals persists as a way to connect communities with their history and heritage, recognizing significant contributions to societal development.

In conclusion, all research findings point to the need for extensive research and public consultation underscoring the importance of engaging with groups that will be directly affected by these decisions.