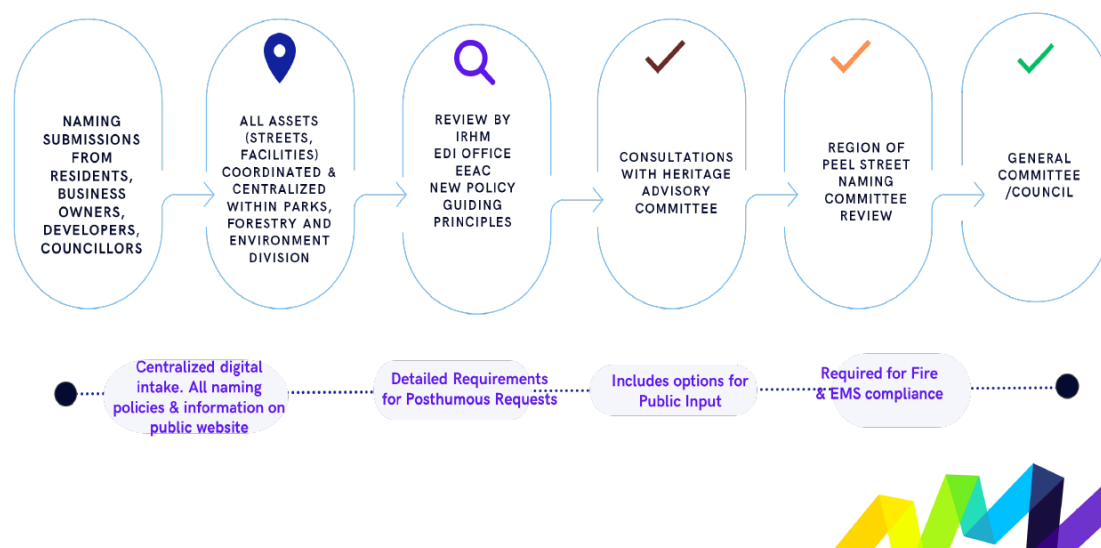


## City of Mississauga Draft Asset Naming Procedure

The City of Mississauga recently adopted a revised Asset Naming Process. This process is outlined below.

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



Infographic of Asset Naming Process

#### Process Details:

- Submissions are made to [Heritage.Planning@mississauga.ca](mailto:Heritage.Planning@mississauga.ca).
- After an initial review, IRHM proceeds to research and public consultation process.
  - Public consultation includes the following:
    - Posting on the City of Mississauga Public Notification Website
    - A page on Your Say to obtain public comment.
- Additional engagement; targeted community engagement or Indigenous engagement, may be needed.
- Submissions are posted for a minimum of 30 days.
- Once the Public Consultation period has ended, a corporate report is prepared and the matter is sent to the next available Heritage Advisory Committee agenda.

The process will take approximately 6-8 weeks, depending on the nature of the submission and needs (translation, background checks).

#### Submission Review Criteria:

Any resident or business owner in Mississauga can propose a new municipal asset name.

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

### **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

**Restrictions**

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.