

Attachment 4

Overview of the Proposed Naming Process for Dundas Street and Civic Assets Named for Dundas

Proposed Naming Process	
Step	Timeline
<p>1) Formation of Advisory Committee The Advisory Committee will play a leadership role in facilitating the naming process. They will be responsible for bringing forward naming suggestions based on community input and selecting the preferred new names to be included in staff's report to City Council.</p>	Summer 2021
<p>2) Solicit naming suggestions Ideas for new street and civic asset names will be invited from Black, Indigenous and local communities (including local Dundas Street residents and businesses/BIA's) through several channels:</p> <ul style="list-style-type: none"> (1) Advisory Committee (direct outreach by advisory members to local communities; and ideas generated by advisory members themselves) (2) Community conversation roundtables (groups that convened for discussion on principles will be invited to submit names) (3) Other methods recommended by the Advisory Committee (allowing for flexibility of approach) 	Fall 2021
<p>3) Developing shortlist of potential names Staff will review the longlist of suggested names to ensure compliance with basic eligibility criteria (e.g. avoiding repetition of names / similar names, compliance with standards for First Responders, and others as appropriate). The Advisory Committee will then meet to review the longlist and develop a shortlist of potential names for further consideration.</p>	Late Fall 2021
<p>4) Representative surveying The City will engage a firm to seek public opinion from a representative sample of the general public on the shortlisted names (oversampling in Black, Indigenous and equity-deserving communities as best practice). The survey will ask qualitative questions about each to determine which best fits with the draft principles for commemoration and recognition identified through earlier engagement.</p>	Late Fall 2021 / Winter 2022
<p>5) Recommendation of Street and Asset Names to Council The Advisory Committee will select preferred names from the shortlist, taking into consideration the results of the survey and other community feedback. Their recommended names will be presented to City Council for approval no later than April 2022.</p>	By April 2022