

## **New City Street Naming in Etobicoke Centre**

**Date:** December 3, 2019

**To:** Etobicoke York Community Council

**From:** Director, Engineering Support Services, Engineering and Construction Services

**Wards:** 2 Etobicoke-Centre and 3 Etobicoke-Lakeshore

### **SUMMARY**

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This report recommends that the names "Adobigok Pathway", "Biindagen Trail" and "Jerry Howarth Drive" be approved to identify three new public roads at the Six Points Interchange in the Etobicoke Centre Neighbourhood.

Community Councils have delegated authority to decide street naming matters which comply with the City of Toronto Street Naming Policy.

### **RECOMMENDATIONS**

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Engineering and Construction Services recommends that Etobicoke and York Community Council:

1. Approve the name "Adobigok Pathway" for the public road shown as PART 1 on Sketch No. PS-2019-117
2. Approve the name "Biindagen Trail" for the public road shown as PART 2 on Sketch No. PS-2019-117
3. Approve the name "Jerry Howarth Drive" for the public road shown as PART 3 on Sketch No. PS-2019-117

### **FINANCIAL IMPACT**

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The cost to install street name signage is approximately \$1,500 and is included within Transportation Services Division's approved 2019 Operating Budget.

## DECISION HISTORY

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This is the first time that this issue is before Community Council.

## COMMENTS

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### Background

As part of the reconfiguration of Six Points Interchange in the Etobicoke Centre Neighbourhood, three new streets are being created as a result of construction. The three newly created public streets are shown Parts 1, 2 & 3 in Attachment No.1 Sketch No. PS-2019-117.

Few new publicly-owned and built streets are created in the City of Toronto. Typically most new streets are created through subdivisions or infill developments, at which time, developers apply to the City to request a street name for the street(s) created in accordance with the City's Street Naming policy. City staff review the application and make a recommendation to the corresponding Community Council.

In this instance, the City implemented a two-stage process to submit new street names to Etobicoke York Community Council for approval in the new Etobicoke Centre.

### Stage 1

City of Toronto invited the public to submit names for the three new streets created through the Six Points Interchange Reconfiguration from November 13, 2018 to December 9, 2018. This is the first time the City has invited the public to submit names for new streets.

To be considered, the submitted names were required to:

- a) comply with the City's Street Naming Policy including that the names portray a strong positive image;
- b) have a historical, cultural, Indigenous or social significance, or;
- c) recognize the local community, the City, the Province of Ontario or Canada.

The City communicated the friendly street naming competition through social media, email newsletter, the Six Points speaker's event on Tuesday, November 27, 2018 at Montgomery's Inn, outreach through the local Councillors offices and through the news media. The street naming nomination form was available online on the City's website and alternative format options were available upon request (i.e. hard copy form or over the phone).

In the street name submission form, the public were requested to include details on why the name was submitted for consideration and were advised to review the City's Street Naming Policy (<https://www.toronto.ca/wp-content/uploads/2017/12/8b5c-ecs-enginfo-2017-street-naming-policy.pdf> ) for more details on the criteria for street naming.

Aligned with the City's commitment to Truth and Reconciliation and Indigenous Place Making initiatives, the City committed that at least one Indigenous name would be recommended to the Etobicoke York Community Council.

In total, there were 673 street name submissions received from the public. The City's Public Consultation Unit screened all 673 submissions down to 80 unique names by: removing all duplicates and ensuring that the remaining submissions complied with the City's Street Naming Policy criteria and that consent was received if the proposed name was in honour of an individual, event or organization. City staff conducted a cursory online search to validate the information provided by the applicant in the submission form.

The remaining 80 unique names were then reviewed by the Vetting Committee, a committee made up of City officials from different areas of the City representing the following City Divisions/offices:

- Engineering and Construction Services
- Transportation Services
- Community Planning
- Economic Development and Culture
- Indigenous Affairs

Each member of the Vetting Committee independently reviewed the 80 unique names and the rationale provided by the public nominee in the submission form and scored the names on a scale of 0 to 5 points for each criteria previously described. The City's Public Consultation Unit totaled the Vetting Committee's individual scores and the Vetting Committee met to discuss and agree on a shortlist of the ten highest scoring names that would be shared with the public and further to rate based on their preference.

The Indigenous related names were submitted by individual members of the public not a specific group, although many referenced the Mississaugas of the Credit. In order to ensure the names were appropriately presented and described, the City of Toronto's Indigenous Affairs Office engaged Indigenous knowledge keepers from the Mississaugas of the Credit, including their language instructor to ensure the Indigenous names were appropriately presented and described.

In addition, staff used the Equity Impact Assessment Tool (<https://www.toronto.ca/city-government/accessibility-human-rights/equity-diversity-inclusion/>) to review the Six Points street naming process before the shortlist of 10 names was published for rating. More information about the assessment is provided in Attachment 2.

The ten shortlisted names were:

Adobigok: Meaning where the alders grow, the Mississauga First Nation called Etobicoke Creek and the area around it "Adobigok".

Biindagen: Means 'enter', 'come in' or 'welcome' in Ojibwe. This name was proposed as an encouraging phrase that welcomes residents to the new Etobicoke Centre.

**Darwyn Cooke:** Darwyn Cooke was an award-winning comic and graphic artist who grew up in Six Points/Etobicoke Centre area. He worked on a number of popular comics including Batman, Superman, Green Lantern and graphic novel adaptations. Cooke passed away of lung cancer in 2016.

**Diversity:** Diversity represents today's community and is borrowed from the City's motto, 'Diversity Our Strength'. The name was proposed to represent the great diversity of people in Toronto and honour to all of the people who make up the city.

**Dr. W.K Fenton:** Dr. W.K Fenton lived in the Six Points area from 1898 until his passing in 1955. He was also an active member of the local community, through his medical practice where he delivered many babies and served the community as the Etobicoke Coroner and Etobicoke Medical Officer of Health.

**Rob Ford:** Rob Ford served three terms as the Councillor for Ward 2 (Etobicoke North), and served as Toronto's 64th mayor from 2010-2014.

**Jerry Howarth:** Jerry Howarth is a long-time Etobicoke resident and voice of the Toronto Blue Jays for 36 years, from 1982 to 2018. He was one of the first sports broadcasters to refuse to use team names that were offensive to Indigenous peoples, bringing the issue to the forefront in traditional media.

**Dr. Judith Pilowsky:** Dr. Judith Pilowsky is a clinical psychologist known for her contributions in promoting mental health, women's, and immigrant rights. She helped thousands of newcomers and Etobicoke residents who are underrepresented, misunderstood or have suffered abuse.

**Wadoopikang:** The name 'Etobicoke' was derived from the Mississauga word wah-do-be-kang (wadoopikang), meaning 'place where the alders grow'. Wadoop – alder; Wadoopikang – place of the alders – (where the alders trees are).

**Westwood Theatre:** The Westwood Theatre stood near where the new streets are located, and served the Six Points community as a gathering place for many years. It opened in 1951, closed in 1998, and was torn down in 2013.

## **Stage 2**

In accordance with the City's Street Naming Policy before the shortlist of names was shared with the public for further rating; the shortlist of names was:

- a) reviewed by Engineering and Construction Services Division to ensure there were no duplicate names with existing street names, and,
- b) circulated to Toronto First Responders (Toronto Fire Services, Toronto Police Service, and Toronto Paramedic Services) to ensure the names are clear and do not impair the ability of First Responders to respond to emergencies or impair the City's ability to deliver services.
- c) shared with the Councillors for Ward 2 Etobicoke Centre and Ward 3 Etobicoke-Lakeshore, respectively for information.

d) presented to the Aboriginal Affairs Committee in August 2019, to review the Indigenous language names included on the shortlist.

On August 19, 2019, the City shared the shortlist with the public and invited the public to review and rate each name on a scale of 1 to 5 points (5 being highest preference and 1 being lowest). If someone did not want to rate a name, they could assign it as 'No Rating'. Participants could only rate the names once and they had to be residents of the City of Toronto. The public rating was open for the same period of time as the original call for street name submissions and closed on September 2nd.

Similar to the communications for the call for street name submissions, the City communicated the public rating through social media, email newsletter, stakeholder email list, and outreach through the local Councillors offices. The public rating form was available online on the City's website and alternative format options were available upon request (i.e. hard copy form or over the phone).

## **Results**

The City's Public Consultation Unit compiled the results of the public rating and in total, 40,736 online rating forms were submitted. The City's Public Consultation Unit reviewed the results of the rating forms and removed duplicate entries and responses received outside of Toronto which reduced the total responses to 25,888. Responses were screened by duplicate email address and postal codes outside of the City of Toronto.

During the public rating period, the Ford family requested that Rob Ford's name be removed from consideration. Staff complied with the request removing the name for final consideration.

Another of the shortlisted names, Dr. Judith Pilowsky, was removed from consideration due to a decision by the College of Psychologists of Ontario Discipline Committee in July 2019. As a result, the Vetting Committee removed this name of any further consideration.

Once the entry screening was completed and the results tabulated, the Vetting Committee reconvened to review the results of the public rating and feedback received along with the City's Street Naming Policy criteria, the equity impact assessment tool (Attachment 2), feedback from the City's Aboriginal Affairs Committee and alignment to the City's commitment to Truth and Reconciliation and Indigenous Place Making initiatives.

## **Recommendation**

Following the Vetting Committee's thorough review of all the above factors, the Committee recommends the below three street names to the Etobicoke York Community Council for their final decision.

As summarized in Table 1, the proposed names are representative of local community landmarks, indigenous language submissions and names of notable local individuals. The rationale behind the selection is that the names were the most highly rated by the public and meet criteria for the new street names.

The description included in Table 1 was provided by the Vetting Committee.

**Table 1: Summary of the Three Proposed New Street Names  
(As depicted in Attachment 1)**

Proposed Street Name	Part #	Street Name Description / Background
"Adobigok Pathway"	1	Means "where the alders grow" in Anishinaabemowin (Ojibwe). The Mississauga First Nation called Etobicoke Creek and the area around it "Adobigok".  Phonetic Pronunciation: Ah-Dobe-Eee-Gook
"Biindagen Trail"	2	Means 'enter', 'come in' or 'welcome' in Anishinaabemowin (Ojibwe). This name was proposed as an encouraging phrase that welcomes residents to the new Etobicoke Centre.  Phonetic Pronunciation: Biindagen: Been-Dih-Genn
"Jerry Howarth Drive"	3	Jerry Howarth is a long-time Etobicoke resident and voice of the Toronto Blue Jays for 36 years, from 1982 to 2018. He was one of the first sports broadcasters to refuse to use team names that were offensive to Indigenous peoples, bringing the issue to the forefront in traditional media.  Consent was given by the named party.

The remaining five (5) shortlisted names will be provided to CreateTO for consideration in naming future streets as part of the Etobicoke Centre redevelopment:

- "Darwyn Cooke"
- "Diversity"
- "Dr. W.K. Fenton"
- "Wadoopikang"
- "Westwood Theatre"

The naming proposals comply with the City of Toronto Street Naming Policy, which can be found at: <https://www.toronto.ca/city-government/planning-development/street-naming/>

## **CONTACT**

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## **SIGNATURE**

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Mika Raisanen, P. Eng., Director, Engineering Support Services, Engineering and  
Construction Services

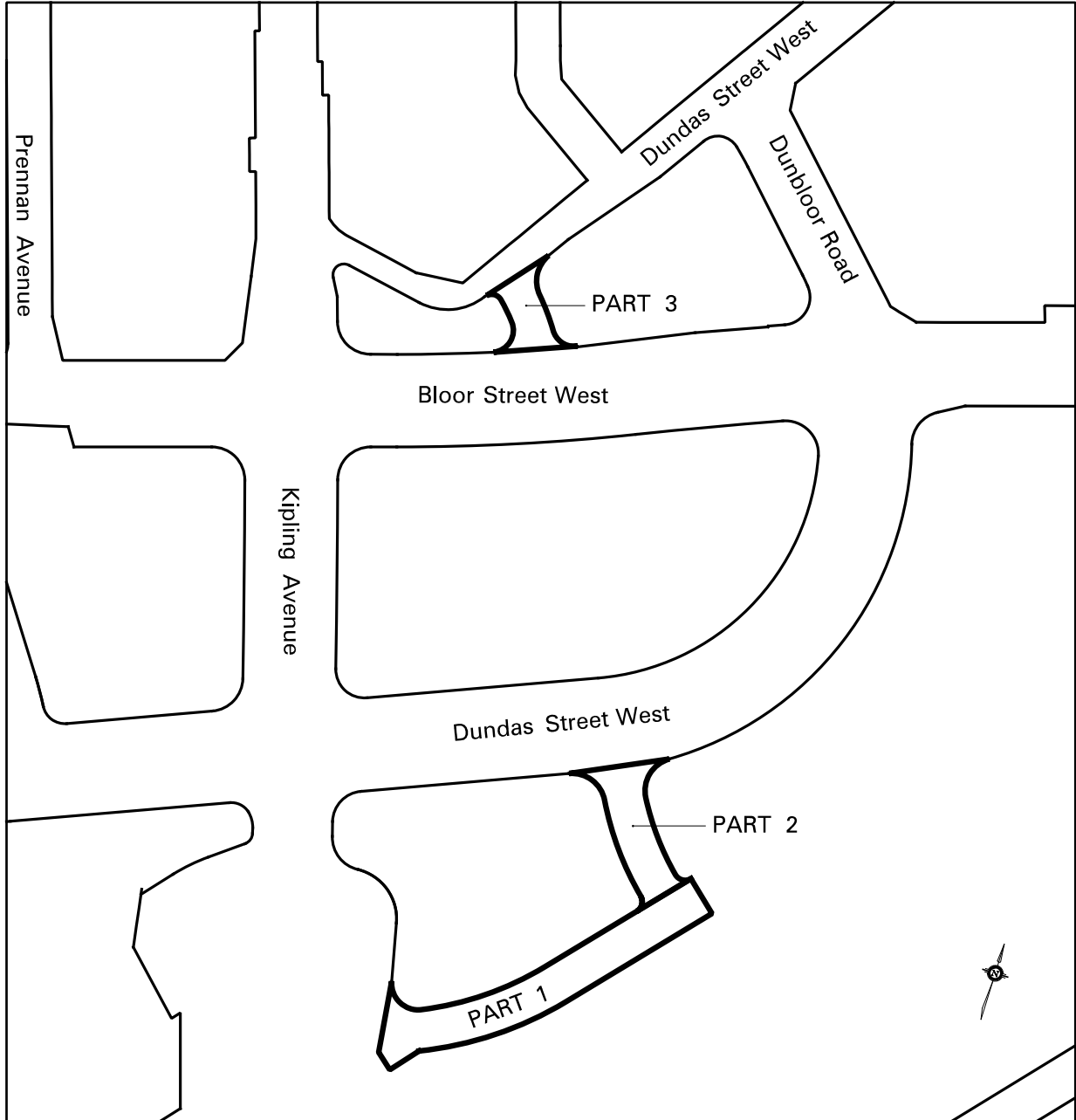
## **ATTACHMENTS**

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Attachment 1 - Sketch No. PS-2019-117 Showing the location of the three new  
proposed streets

Attachment 2 - Equity Impact Statement regarding the short listed street names

Attachment 1 - Sketch No. PS-2019-117, showing the location of the three (3) new proposed City streets in Etobicoke Centre. The streets are located south of Dundas Street West, east Kipling Avenue, and north of the Canadian Pacific Railway.



NOTE:  
THIS SKETCH HAS BEEN  
COMPILED FROM OFFICE  
RECORDS. MEASUREMENTS  
ARE APPROXIMATE

CHECK BY JOHN HOUSE  
PREPARED BY: DWAYNE PITT

WARD 3 - ETOBICOKE-LAKESHORE  
DATE: OCTOBER 04, 2019

PROPERTY INFORMATION SHEET  
NEW CITY STREETS IN ETOBICOKE CENTRE  
LABELLED AS PART 1, PART 2, AND PART 3,  
RESPECTIVELY

SKETCH No. PS-2019-117



## **Equity Impact Statement – Six Points Street Naming**

The Equity Impact Assessment Tool was applied to the Six Points street naming process prior to public rating of the shortlist of 10 names.

The Tool helps create an Equity Impact Statement (EIS) and analyze, identify and address barriers that may be experienced by equity-seeking communities and Indigenous Peoples. It is intended to be used by City staff and City Council to identify and remove barriers and support best practices in the planning, development and evaluation of policies, services and programs. It includes identification of equity seeking/vulnerable populations, the needs, barriers, and causes, direct and indirect impacts, level of potential or actual impacts, and actions taken by the initiative.

The shortlist of potential street names includes three Indigenous language words as potential street names and may affect Indigenous peoples' civic engagement & community participation and sense of identity & belonging. Inclusion of these words supports the City's broader commitment to Truth and Reconciliation and Indigenous Placemaking, and may create opportunities for Toronto residents to increase their Indigenous knowledge.

Equity is supported by individuals named in the shortlist including:

- Jerry Howarth: a long-time Etobicoke resident and voice of the Toronto Blue Jays for 36 years, from 1982 to 2018. He was one of the first sports broadcasters to refuse to use team names that were offensive to Indigenous peoples, bringing the issue to the forefront in traditional media.
- Dr. Judith Pilowsky: a clinical psychologist known for her contributions in promoting mental health, women's, and immigrant rights. She has helped thousands of newcomers and Etobicoke residents who are underrepresented, misunderstood or have suffered abuse.

The short list of potential street names may have impacts related to civic engagement, community participation and sense of identity & belonging for low-income residents, women, racialized residents, immigrants, LGBTQ2S, youth, persons with disabilities, refugees and undocumented individuals due to the fact that there was:

- Only one woman, Dr. Judith Pilowsky, included in the short list of potential street names.
- A lack of diverse representation in the short list. Other than one woman, there are no other minorities in the short list based on nomination information.

The process to review and comment on street names was promoted electronically. People who do not have access to a computer may have faced barriers to participating in the submission and review of street names; however, a phone-in or hard copy form option was made available.

The Project Team took the following actions to support participation of equity-seeking groups in street naming:

- Participation in street naming was open to anyone, and invitations to participate and share information across networks were sent to a wide range of stakeholders including non-profit agencies and social service providers who work with low-income residents, women, racialized residents, and immigrants, LGBTQ2S, youth, persons with disabilities, refugees and undocumented individuals
- Online submission forms and public rating opportunities remained online for three weeks to allow people who do not have access to a home computer more time to participate.
- Participants could phone, email, or mail in a response instead of using a computer.
- Translated materials were made available upon request, and Google translate could be used to review information on the City's website
- The City's Indigenous Affairs Office participated in the Vetting Committee
- Indigenous language street names were reviewed by a knowledge keeper and the City's Aboriginal Affairs Committee prior to sharing the short list publically.

The Vetting Committee committed to ensuring that at least one indigenous language name would be selected for the final three proposed names. The Vetting Committee committed to ensuring that one woman was included in the short list of potential street names.