

City of Toronto Recognition Review and Dundas Street Renaming: Project Update and Next Steps

September 24, 2021



Overview

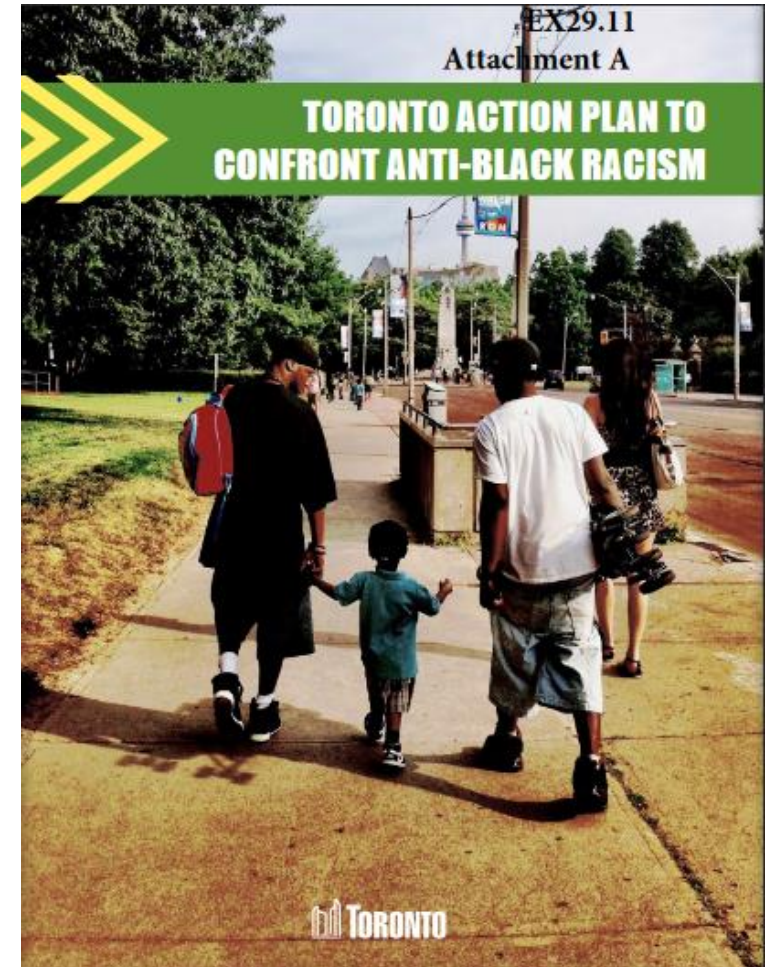
1. Recognition Review and Dundas Street Renaming Petition - Context
2. Renaming Process
3. Supporting Residents and Businesses
4. Beyond Dundas Street: A New Approach to Commemoration
5. Next Steps



Recognition Review - Context

Recommendation 20:

Make City spaces more accessible and welcoming to Black Torontonians through reviews of City consultation processes and public space and street naming review



Dundas Street Petition - Context

- In July 2020, City Council received a petition signed by over 14,000 individuals calling for the renaming of Dundas Street.
- In September 2020, City Council directed staff to undertake research and a first round of consultations to identify a preferred option for responding to the petition. The report outlined four potential options:
 1. Do nothing (not recommended)
 2. Retain street name with additional interpretative measures
 3. Retain street name but change name of civic assets (except TTC)
 4. Rename street and all civic assets with Dundas name

Review Process

Historical Research

- ✓ Review of peer-reviewed academic research on Dundas' legacy
- ✓ Consultation with over 20 academic experts
- ✓ Clear consensus that Dundas' actions were instrumental to delaying abolition of slave trade

Global Case Studies

- ✓ Review of 430 global case studies to identify best practices related to reviews of monuments, street and place names

Discovery Sessions

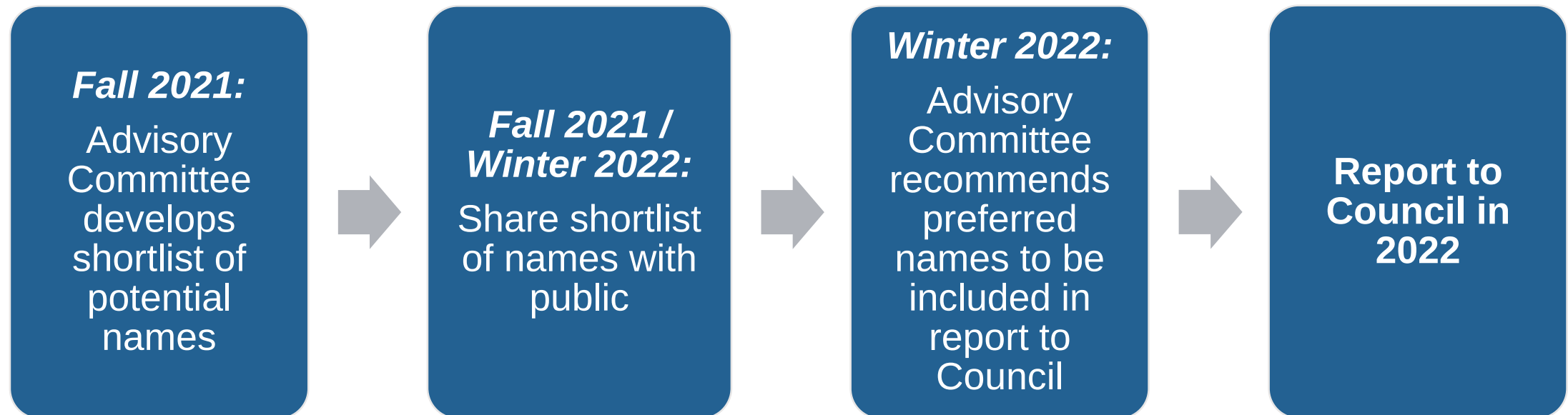
- ✓ Initial discovery sessions held with Black and Indigenous communities in recognition of historical impact of issues raised in petition
- ✓ Additional sessions with BIAs, Black business owners and resident associations to seek input on options and engagement

Council Direction

- ✓ Initiate a renaming process for Dundas Street and civic assets bearing Dundas' name, guided by a Community Advisory Committee
 - ✓ Consider distinct names for streets and civic assets to reflect Toronto's rich culture, heritage and diversity
- ✓ Report back to Executive Committee with recommendations for new street and asset names and a transition plan to support local residents and businesses by Q2 2022

Renaming Process

- Renaming process guided by Community Advisory Committee made up of Black and Indigenous leaders, and representatives of diverse communities living and working along Dundas Street, including BIAs and Resident Associations
- Support with multi-channel communications campaign to inform residents of change



Supporting Residents and Business

- Dundas Street is home to over 97,000 residents and more than 4,500 businesses who would be impacted by a name change
 - ❖ Most residents will not incur costs as a result of name change
 - ❖ Business could incur costs through updated marketing materials, letterhead, etc.
 - ❖ Approximately 60 business have “Dundas” as part of name. These will experience higher costs to rebrand and replace signage
 - ✓ Council direction to explore full cost recovery program
- City Manager will develop a transition plan to support resident and businesses
 - ❖ Examples of strategies to support transition include: automatic forwarding by Canada Post; working with Google/Waze to update online search results; support for vulnerable residents

Beyond Dundas Street

- Staff will consult with the public to develop a **new framework to guide how the City commemorates public figures and events in place names, monuments and other civic assets.**
 - ✓ This framework will include considerations for addressing other place names and assets that have been linked to racism and colonialism. Staff are aware of at least 60 street names that may require further consideration in the future.
 - ✓ A new commemorative framework will guide the range of possible responses and actions to future reviews, using ethical decision-making and individualized reviews including historical research and community engagement.

Next Steps

- ✓ Form Community Advisory Committee
- ✓ Engage facilitator and launch public engagement for fall 2021
- ✓ Develop resident and business transition plan
- ✓ Continued engagement with CABR Advisory Committee

