



Member Motion

City Council

Notice of Motion

MM31.20	ACTION			Ward: All
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What's In A Name? Getting The Names Right In Our Neighbourhood Profiles - by Councillor John Filion, seconded by Councillor Kristyn Wong-Tam

** Notice of this Motion has been given.*

** This Motion is subject to referral to the Economic and Community Development Committee. A two-thirds vote is required to waive referral.*

Recommendations

Councillor John Filion, seconded by Councillor Kristyn Wong-Tam, recommends that:

1. City Council direct the Executive Director, Social Development Finance and Administration to report back to the Economic and Community Development Committee on a process to:

- a. revise newly adopted names used in the City of Toronto's Neighbourhood Profiles, in consultation with the local community, where concerns have been identified by local Councillors; and
- b. ensure that local Councillors are notified and consulted, along with the local community, when the City of Toronto is considering changes for neighbourhood names used in an official capacity.

Summary

In early 2021, the City of Toronto's Social Development Finance and Administration, Research and Information Management Unit posted changes coming to its Neighbourhood Profiles that would expand the number of neighbourhoods recognized by the City from 140 to 158.

This process has been undertaken to more accurately group and analyze census data, and allow other community agencies to do the same. The City had not reorganized its neighbourhoods since amalgamation.

Names for new neighbourhoods selected in the process did not include input from Council or local councillors. As these names are the only comprehensive list of neighbourhood titles posted by the City, they are seen as "official" by many of those living in the community.

In some cases, where new names failed to adequately consider neighbourhood history, community response has been negative.

Background Information (City Council)

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