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March 8, 2024

John Elvidge
City Clerk
Toronto City Hall
100 Queen Street West
Toronto, Ontario
M5H 2N2

RE: Administrative Inquiry on the Renaming of Dundas TTC Stations

Dear Mr. Elvidge,

I am submitting this administrative inquiry (under Municipal Code S27-7.11) to obtain information on plans to rename the Dundas subway stations.

On December 14, 2023, a motion approved by City Council provided recommendations for the TTC Board to undertake steps to rename both Dundas and Dundas West Subway Station. At that time, the Fiscal Impact Statement said that “Renaming the Dundas subway and Dundas West subway stations are estimated to cost approximately \$2.2 million in gross expenditures with an estimated net City costs of \$0.6 million.” The Statement also said that Toronto Metropolitan University (TMU) would “fully fund costs” associated with Dundas Station renaming, “currently estimated at \$1.6 million”, and “Costs associated with renaming the Dundas West subway station will be included as part of the staff proposed 2024 - 2033 Capital Budget and Plan for the TTC.”

At the TTC Board Meeting held on February 22, 2024, direction was subsequently provided for TTC staff to move forward with the development of a framework to consider the renaming of both subway stations and report back to the TTC Board by the end of Q3 2024. Unfortunately, the video recording of this meeting is not available.

As it remains unclear how these renamings will be achieved without significant costs to the City, this Administrative Inquiry seeks to provide an update directly to Council.

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Questions for the City Manager:

1. Did TTC staff provide the cost estimates for the renaming of the stations included in the Fiscal Impact Statement? If not, how and by whom were those estimates developed?
2. What is the current estimated cost to rename both Dundas and Dundas West Stations, inclusive of train and streetcar technical systems, signage and system-wide maps?
3. What is the status of discussions between the City, the TTC and TMU regarding the potential renaming of Dundas Station? And whom at the City of Toronto has been engaged in those discussions?
4. What are the draft terms of agreement between the City, the TTC and TMU regarding the potential renaming of Dundas Station, including the proposed term of the agreement?
5. Is the City or the TTC in active discussions with any additional parties regarding the naming rights for Dundas West Station?
6. To date, what work has been undertaken to determine the potential revenue opportunities for renaming rights to transit lines, stations and other City assets?
7. What is the estimated opportunity cost to the City as a result of choosing not to pursue potential revenue opportunities for naming rights to these transit stations?




Should the answers to any of these questions require a confidential attachment, I request that those responses be separated from other responses so that as much information be made publicly available as possible.

Respectfully,

Brad Bradford

Toronto City Councillor

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