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March 18, 2024

Mr. John Elvidge, City Clerk
City Clerk's Office
100 Queen Street West
12th Floor, West Tower
Toronto, ON M5H 2N2

Dear Mr. Elvidge,

Re: Administrative Inquiry Regarding the Renaming of Dundas TTC Stations

Councillor Bradford submitted an Administrative Inquiry to seek information on the renaming of Dundas TTC Stations. This letter provides a response to this request. It has been developed in collaboration with Economic Development and Culture, Finance and Treasury Services and the Toronto Transit Commission (TTC).

Introduction

On December 14, 2023, Toronto City Council adopted recommendations to rename four major City of Toronto assets: Yonge-Dundas Square, Dundas and Dundas West subway Stations and the Jane/Dundas Public Library.

At the TTC Board meeting of February 22, 2024, the TTC Board adopted a motion directing TTC staff, in collaboration with the General Manager, Economic Development and Culture, and relevant stakeholders, to develop a framework for considering the naming of Dundas Station and Dundas West Station and report to the TTC Board by the end of Q3 2024 with a recommended process for public and stakeholder engagement, including considerations of:

- a) Existing policies and procedures for naming TTC assets and how associated costs and values are determined.
- b) A racial equity analysis regarding capital asset naming/renaming generally, and the TTC racial equity impacts and opportunities of Dundas and Dundas West renaming specifically, consistent with the City of Toronto Action Plan to Confront Anti-Black Racism, City of Toronto Reconciliation Action Plan, and Embrace Diversity – The TTC's 10 Point Action Plan and 5-year Diversity and Human Rights Plan.

- c) Associated costs, including opportunities to leverage efficiencies and partnerships to enhance public art and beautification of Dundas and Dundas West Stations alongside implementation of any renaming.
- d) Background on any requests or discussion with non profit third parties with respect to the renaming of Dundas Station and/or Dundas West Station.

Response

Please find below responses to each of the questions submitted.

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?

Yes, TTC staff provided the cost estimates for the renaming of the Stations included in the Fiscal Impact Statement for item 2023.MM13.29 - Confronting the Legacy of the Transatlantic Slave Trade: Renaming Civic Assets Bearing the Henry Dundas Name.

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?

The current estimated cost to rename both Dundas and Dundas West Stations remains at \$2.228 million, inclusive of customer communications, station signage, service planning, vehicle changes, and transit control system changes.

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?

No meetings with TMU, TTC, and City have been held following adoption of MM13.29, while City, TTC, and TMU staff awaited further direction from the TTC Board.

Following Council direction on December 14, 2023, and TTC Board direction on February 22, 2024, TTC management will convene a meeting of TTC staff and City staff to discuss next steps by the end of Q1 2024.

The President of TMU, on December 15, 2023, sent a letter to the Mayor, City Councillors on the TTC Board and the General Manager of Economic Development and Culture indicating a desire to move this collaboration forward.

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?

The TTC Board's decision of February 22, 2024, directed TTC staff, in collaboration with the General Manager, Economic Development and Culture, and relevant stakeholders, to develop

a framework for considering the naming of Dundas Station and Dundas West Station and report to the TTC Board by the end of Q3 2024. It is anticipated that the discussions to be held with all relevant stakeholders will include TMU, as part of developing the requested framework to be reported back to the TTC Board later in 2024. As a result, there are currently no draft terms of agreement between the three parties.

5. Is the City or the TTC in active discussions with any additional parties regarding the naming rights for Dundas West Station?

No.

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?

Further to the recent direction of City Council and the TTC Board cited above, the TTC, with the support of City staff, will develop a framework to consider the renaming of Dundas and Dundas West Stations. Per direction from the TTC Board, this framework will consider the potential revenue opportunities for renaming rights.

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?

Further to decisions by the TTC Board at its February 22 meeting, the TTC will develop a framework which considers the potential revenue opportunities for naming rights to Dundas and Dundas West stations and report to the TTC Board by the end of Q3 2024.

Sincerely,



Paul Johnson
City Manager

cc:

Rick Leary, CEO, TTC

Paul Raftis, Deputy City Manager, Community and Social Services

Stephen Conforti, Chief Financial Officer & Treasurer

Patrick Tobin, General Manager, Economic Development and Culture

Anthony Ng, Executive Director, Financial Planning