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Item No. 11.1.6
Halifax Regional Council
September 9, 2014

TO: Mayor Savage and Members of Halifax Regional Council

Original signed by 

SUBMITTED BY:

Richard Butts, Chief Administrative Officer

Original Signed by 

Mike Labrecque, Deputy Chief Administrative Officer

DATE: August 6, 2014

SUBJECT: Approval of Naming Contests for Two New Harbour Ferries

ORIGIN

At the June 26, 2013 meeting of HRM Regional Council, an amendment to Administrative Order #46 was approved that allowed public naming contests to name municipal assets. This recommendation report asks HRM Regional Council to approve the usage of two online naming contests to name harbour ferry vessels scheduled to be delivered in spring 2015 and spring 2018 respectively.

LEGISLATIVE AUTHORITY

This report references Administrative Order #46

RECOMMENDATION

It is recommended that Halifax Regional Council approve the use of an online naming contest for the newest harbour ferry vessels that are scheduled to be delivered in spring 2015 and spring 2018.

BACKGROUND

HRM Regional Council has approved the building and receipt of two new harbour ferry vessels to be utilized as part of Metro Transit's ferry service. In 2013, HRM Regional Councillors amended Administrative Order #46 to allow for public online naming contest for ferry vessels and approved a naming contest for the Christopher Stannix that was received in May 2014. Based on that contest's success, naming contests for the next two vessels to be received in spring 2015 and spring 2018 are recommended as a way to ensure continued public interest in the ferry service and boost civic pride. The schedule below outlines a rough timeline for the 2014-15 contest. It is recommended that the Municipality confirm the name of the next vessel before January 2015 to meet the timing requirements for Transport Canada approvals.

DISCUSSION

The original amendment to Administrative Order #46 was approved by Regional Council on June 26, 2013, and specifically allowed the use of Council-approved contests to name ferries. The approved motion also outlined that permission from Regional Council would be required to commence another naming contest.

It is recommended that the next ferry naming contest takes place in four phases:

Name Submissions (September 22 – October 12): A call for submissions would be sent out through various Halifax traditional and social media channels. Halifax Transit and HRM Corporate Communications would also use a brief radio campaign and news media (The Coast, Metro) encouraging residents to submit their ideas for names. All submissions would be sent to HRM via the Halifax.ca website where the contest would have prominent placement.

Vetting of Submissions (October 13 – November 3): A minimum of three staff from HRM Corporate Communications and Halifax Transit would compile all of the name submissions and pare them down to a short list of acceptable options. The submissions would be vetted by staff based on four criteria: appropriateness, cultural significance, diversity and originality. It would be desired that the short list of submissions would contain 20 suggestions.

Selection Committee Develops Final Voting List (November 4 – November 25): At this phase, it is asked that a selection committee made up of Mayor Mike Savage and three Regional Councillors (as appointed by members of the three Community Councils) score the remaining 20 submissions down to a final public voting list of five submissions. Timelines for this phase would be dependent on the Community Council meeting schedule to ensure that a representative from each can be appointed.

Online Voting (December 1 – December 22): The final list of five choices would then be placed back on Halifax.ca in an online poll for residents to vote on. After the end of the three weeks of voting, the submission with the most votes will be declared the winner. All entries will be subject to HRM's Terms & Conditions, one of which is that the winning name is subject to approval by Transport Canada. Once the winning submission is decided and approval from Transport Canada is received, an official winning submission will be announced to the public.

It is important to note that, should both naming contests be approved, the two residents that submit the winning ferry names will each receive a conventional Halifax Transit pass for a period of one year.

The above timelines are associated with naming the next harbour ferry to be delivered in spring 2015. The timelines for the second contest would be anticipated to be the same in 2017, but, could change based on any changes to the delivery date of the vessel itself.

FINANCIAL IMPLICATIONS

The anticipated cost of the advertising campaign is \$10,000 per naming contest. This cost will be covered within the marketing budget for Halifax Transit R624-6912. The budget availability has been confirmed by finance.

COMMUNITY ENGAGEMENT

The nature of the naming contest is that it involves the public in the naming of two new harbour ferries; however, no formal community engagement process will take place.

ENVIRONMENTAL IMPLICATIONS

None identified.

ALTERNATIVES

HRM Regional Council could choose to not approve the ferry naming contests. In this case, the ferry would be named in accordance with the process established by Administrative Order #46. There is currently a commemorative name that Regional Council has already approved that would be eligible to be placed on a ferry or road; that name is 'Lamont Power', who was part of the Halifax Harbour Pilotage from 1906-1954 and served in both World Wars. If Regional Council were to reject the Ferry Naming Contest and move forward with 'Lamont Power', it would begin a formal naming process that would require the approval of the applicant for their name suggestion to be incorporated into the new harbour ferry.

ATTACHMENTS

None

A copy of this report can be obtained online at <http://www.halifax.ca/council/agendasc/cagenda.html> then choose the appropriate meeting date, or by contacting the Office of the Municipal Clerk at 490-4210, or Fax 490-4208.

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