

Item No. 11.1.9
Halifax Regional Council
July 23, 2013

TO: Mayor Savage and Members of Halifax Regional Council

SUBMITTED BY: Original signed by 
Richard Butts, Chief Administrative Officer

Original Signed by 
Mike Labrecque, Deputy Chief Administrative Officer

DATE: June 26, 2013

SUBJECT: Amendment to Administrative Order 46 – Naming Contests for HRM Assets

ORIGIN

At the June 18, 2013 meeting of HRM Regional Council, Councillor Gloria McCluskey presented a motion that regional council consider amending Administrative Order 46 to allow for a citizen naming contest be commenced to name the new harbour ferry scheduled to be delivered in spring 2014. The motion also allows the usage of naming contests for future HRM ferries provided the approval of Regional Council is received before the contest begins.

LEGISLATIVE AUTHORITY

This report references amendments to Administrative Order #46

RECOMMENDATION

It is recommended that Halifax Regional Council adopt the proposed amendments to Administrative Order #46, as set out in Appendices A and B of this report, to allow the use of Council-approved contests to name ferries

It is further recommended that Halifax Regional Council approve the use of an online naming contest for the new harbour ferry that is scheduled to be delivered in spring 2014.

BACKGROUND

As part of the 2013-14 budget year, HRM Regional Council has approved the building and receipt of a new harbour ferry vessel to be utilized as part of Metro Transit's ferry service. A name for the new ferry is required to be chosen before Fall 2013 for vessel registration purposes and to ensure that the name can be emblazoned on the side of the ship before going into service. A naming contest is seen as an opportunity to create awareness and interest in the ferry service while allowing the local media to inform the public of developments in Metro Transit's service including the return of the late night ferry service.

DISCUSSION

Administrative Order #46 was approved by Regional Council on September 21, 2010, and was adopted to provide a "fair, consistent and efficient process with respect to naming of municipally owned streets, land and buildings". Administrative Order #46 does not contemplate the use of contests for naming HRM assets, which includes ferries. The proposed amendment would permit the use of contests for naming ferries where the contest is first approved by Council.

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

Name Submissions (July 24 – August 7): A call for submissions would be sent out through the various HRM media channels including public service announcements and social media. Metro 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 (August 7 – August 12): HRM Corporate Communications and Metro Transit staff 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 two criteria: appropriateness and originality. It would be desired that the short list of submissions would contain 15 to 20 names.

Selection Committee Develops Final Voting List (August 13 – August 21): At this phase, it is asked that a selection committee made up of HRM Mayor Mike Savage and three Regional Councillors (as appointed by members of the three Community Councils) meet with the Directors of both HRM Corporate Communications and Metro Transit to decide on a final five to six submissions that would become the online voting list. 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 (August 22 – September 4): The final list of five to six choices would then be placed back on Halifax.ca in an online poll for residents to vote on. After the end of the two 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 the naming contest be approved, the resident that submits the winning ferry name will receive a conventional Metro Transit pass for a period of one year.

The proposed amendment to Administrative Order 46 will allow contests for the naming of HRM ferries provided the contest receives HRM Regional Council's approval.

FINANCIAL IMPLICATIONS

There are no additional costs associated with the approval of this motion. The only costs that would be incurred are for the advertising of the summer 2013 Ferry Naming Contest. The anticipated cost of the short radio campaign and newsprint ads (The Coast and Metro) is \$5,000 and those funds are allocated in the current operational marketing budget for Metro Transit.

COMMUNITY ENGAGEMENT

The nature of the naming contest is that it involves the public in the naming of the new harbour ferry; 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 contest. 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 harbor ferry.

ATTACHMENTS

Attachment A – Proposed Amended Administrative Order Number 46, Respecting HRM Asset Naming Policies
Appendix B – Amending Policy

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

Report Prepared by: Dustin O’Leary, Marketing and Communications Advisor, 490-6777

Report Approved by: Glen Bannon, Manager of Transit Operations, 490-1505

Financial Approval by: _____
Greg Keefe, Director of Finance & ICT/CFO 499-6308

Report Approved by: Eddie Robar, Director of Metro Transit, 490-6720

Report Approved by: Bruce DeBaie, Managing Director of Corporate Communications, 490-6787

**Appendix A
(Proposed changes incorporated)**

**HALIFAX REGIONAL MUNICIPALITY
ADMINISTRATIVE ORDER NUMBER 46
RESPECTING HRM ASSET NAMING POLICIES**

BE IT RESOLVED AS AN ADMINISTRATIVE ORDER of the Council of the Halifax Regional Municipality as follows:

Short Title

1. This Administrative Order may be cited as Administrative Order Number 46, the HRM Asset Naming Administrative Order.

Purpose

2. The Halifax Regional Municipality is committed to providing a fair, consistent and efficient process with respect to naming of municipally owned streets, land and buildings including commemorative naming after a person, persons, tradition, tradition bearers, historic event, topographic feature or native flora or fauna.

The main objectives of this policy are to ensure:

- a focussed direction for all commemoration requests;
 - a standard and official approach to naming all HRM assets;
 - a clear, efficient and timely naming process;
 - communities and residents are engaged in contributing to the history-making process of naming their surroundings; and
 - the legacy of naming HRM physical assets after outstanding individuals, events and natural features continues.
3. This administrative order does not preclude any corporate sponsorship naming opportunities that HRM may wish to develop.

Definitions

4. In this administrative order:
 - a) “administrative name” means an asset name which is based on a locational reference to a community (Terence Bay Playground) or a street (Prospect Rd Community Centre);
 - b) “asset categories” means one of the following: HRM owned buildings, parks, park features, streets, vehicular bridges, commercial vessels and ferries;
 - c) “asset owner” means the HRM Business Unit that is responsible for the care and maintenance of the asset;

- d) “building” means any municipally owned, permanently erected, serviced, and maintained structure relating to community and recreation, corporate administration, fire, police, arts, culture or heritage;
- e) “commercial vessel” means a non-pleasure water craft that is owned and managed by Halifax Regional Municipality;
- f) “commemorative name” means an asset name which commemorates a person or group of persons (Joseph Howe Dr, Veterans Memorial Lane), tradition or tradition bearers (Mawiomi Place), an historic event (Alderney Landing), a topographic feature (Hemlock Ravine Park, Point Pleasant Park) or native flora and fauna (Ladyslipper Cres);
- g) “community” means the official community name as defined by HRM Civic Addressing;
- h) “coordinator” means the Civic Addressing Coordinator;
- i) “ferry” means any water craft with the primary function of transporting passengers that is owned and managed by Halifax Regional Municipality;
- j) “parks” means any municipally owned land that has the primary function of providing active and/or passive recreation opportunities;
- k) “park features” means any of the following features within a park: sport fields & courts, gardens, trails, boat launches, wharves, skateboard/bike parks, playgrounds, outdoor pools, spray parks and beaches;
- l) “streets” means a street road or highway owned by Halifax Regional Municipality or the Province of Nova Scotia;
- m) “tradition” means a set of customs, practices or story that is typically passed down from generation to generation;
- n) “tradition bearers” means individuals who carry the tradition of a group of people through their art, customs, and words;
- o) “vehicular bridges” means any municipally owned bridge used primarily for vehicular traffic.

Eligible Municipal Assets

- 5. The following municipal assets shall be subject to this naming policy:
 - a) Streets
 - b) Buildings
 - c) Parks
 - d) Park Features

- e) Vehicular Bridges
- f) Commercial Vessels and Ferries

Asset Naming Standards/Requirements

6. There shall be no duplication of names between or within asset categories, with the exception of administrative names.
7. Street Naming
 - a) A minimum of 50% of new streets within a development shall be given a commemorative name.
 - i) If there are fewer than five names available on the list of commemorative names for the specific community where the development is proposed, the above requirement shall be waived.
 - b) Any public streets developed by HRM shall be given a commemorative name.
 - c) All street naming shall conform with Administrative Order #29.
8. Building, Park and Park Feature Naming
 - a) All building, park and park feature assets shall be named.
 - b) An administrative name shall be applied to the asset unless a commemorative name is recommended.
 - c) Section b) does not apply if the building, park or park feature is being named pursuant to a corporate sponsorship naming opportunity.
9. Vehicular Bridge Naming
 - a) All vehicular bridges shall be given an administrative name.
10. Commercial Vessels and Ferry Naming
 - a) All commercial vessels and ferries shall be named.
 - b) An administrative name shall be applied to the asset unless a commemorative name is recommended.
 - c) Names assigned to commercial vessels and ferries shall be in accordance with Transport Canada regulations.
 - d) Section b) does not apply if the commercial vessel or ferry is being named pursuant to a corporate sponsorship naming opportunity or where Regional Council approves the use of a contest to select a name.
11. Existing HRM asset names are not required to meet the criteria laid out in this policy.

Asset Naming Process

12. Asset owners shall recommend administrative names for each new asset.
13. The asset owner shall submit all recommended administrative names to the Coordinator on a regular basis.
14. The Coordinator shall consult with at least one representative from each asset category, the municipal archivist, a representative from HRM Cultural Affairs, and the local Councillor(s) to determine if there is an appropriate commemorative name available for the asset instead of an administrative name.
15. With the exception of street names, Regional Council shall approve the placement of asset names (both administrative and commemorative) based on a bi-annual recommendation report submitted by the Coordinator.

Commemorative Names

16. Application Process
 - a) All commemorative naming requests shall be submitted to the Coordinator.
 - b) Any individual or group may request a commemorative name for consideration to the Coordinator.
 - c) All requests are to be submitted in writing by completing an application form, and must include:
 - i) For people or persons requests
 - (1) a biography, and
 - (2) family or representative permission (*if none exists, community support will be required).
 - ii) For Historic Events, Geographic Features or Flora and Fauna
 - (1) background information or description.
 - iii) For all applications, at least one of the following:
 - (1) articles/newspaper clippings;
 - (2) list of awards/citations;
 - (3) local support letters from neighbourhood groups or organizations; or
 - (4) Councillor/MLA/MP support.
 - d) Applicants may request to have their name used for a specific asset category or they may submit a non-specific request.
 - e) Applicants may request to have their name used in a specific community or they may submit a non-specific request. Applicants may also request a specific location within a community.

- f) Applications for people or persons will only be accepted after a minimum of one year from the date of death(s).

17. Commemorative Name Criteria

To be considered for commemoration at least one of the following criteria must apply to the proposed name:

- a) The nominated individual(s) shall have demonstrated excellence, courage or exceptional service to the citizens of the Halifax Regional Municipality, the Province of Nova Scotia and/or Canada;
- b) The nominated individual(s) shall have an extraordinary community service record;
- c) The nominated individual(s) shall have risked his/her life to save or protect others;
- d) The nominated name reflects or represents the history and/or culture of HRM's culturally diverse communities;
- e) The nominated name reflects or represents traditions and/or tradition bearers;
- f) The nominated name is historically significant to the development of HRM, the Province of Nova Scotia and/or Canada;
- g) The nominated name recognizes the flora and fauna of the local area; or
- h) The nominated name recognizes geographical or topographical features of the

18. Gifting

- a) an individual(s) may be recognized for a significant financial contribution to a building, park or park feature, where that contribution significantly benefits the community that the asset serves. If the individual gifting funds or land wishes to name the asset, the only criteria that shall apply is that the proposed name is not a duplicate.
- b) all requests for naming through the gifting consideration shall be required to go through the application process.

19. Approval of Commemorative Names List

- a) The Coordinator shall consult with at least one representative from each asset category, the municipal archivist, a representative from HRM Cultural Affairs, and the local Councillor(s) to review each commemorative name request.
- b) the Coordinator shall submit a bi-annual report to Regional Council recommending names for the commemorative names list.
- c) Regional Council shall approve all commemorative names before they are added to the commemorative names list.

- d) the Coordinator shall maintain the approved list of commemorative names for future use. The list will be organized and assigned by geographical appropriateness. There shall be no prioritization system of names on the list.

Asset Renaming Requests

- 20. Street renaming requests shall only be considered if they comply with Administrative Order #29. The new street name may be chosen from the commemorative names list approved by Regional Council.
- 21. Renaming requests for park, park feature, building, commercial vessels and ferry assets shall only be considered if the existing asset name is an administrative name (i.e. Brook St Park).
- 22. All requests for renaming shall be required to go through the application process.

Done and passed in Council this 21st day of September, 2010.

Mayor

Municipal Clerk

I, Cathy Mellett, Municipal Clerk of Halifax Regional Municipality, hereby certify that the above noted Administrative Order was passed at a meeting of Halifax Regional Council held on September 21, 2010.

Cathy Mellet, Municipal Clerk

**Appendix B
(Amending policy)**

**HALIFAX REGIONAL MUNICIPALITY
ADMINISTRATIVE ORDER NUMBER 46
RESPECTING HRM ASSET NAMING POLICIES**

BE IT RESOLVED by the Council of the Halifax Regional Municipality that Administrative Order 46, the HRM Asset Naming Administrative Order, is amended as follows:

1. Clause d of section ten is amended by adding the words “or where Regional Council approves the use of a contest to select a name” after the word “opportunity” and before the period at the end of the sentence.