
North Commuter Parkway Bridge – Bridge Naming Engagement Process

Recommendation

That the Standing Policy Committee on Environment, Utilities and Corporate Services recommend to City Council:

That the process to name the North Commuter Parkway Bridge as outlined in this report be approved.

Topic and Purpose

The purpose of this report is to provide information on the process for engaging the community to name the North Commuter Parkway Bridge. This process is in consideration of the Truth and Reconciliation Commission of Canada (TRC) Calls to Action and City Council Policy as set out in Naming of Civic Property and Development Areas Policy No. C09-008 (Naming Policy).

Report Highlights

1. The naming of North Commuter Parkway Bridge will support the TRC Calls to Action.
2. The process undertaken to propose a name for the North Commuter Parkway Bridge will be community driven, building on the community reconciliation process and Aboriginal Elders will guide the Aboriginal Cultural and Spiritual processes for the naming process.
3. Requests for a name will be screened by the Naming Advisory Committee with City Council having final approval.

Strategic Goal

Under the City of Saskatoon's (City) Strategic Goal of Quality of Life, this report supports the recognition of our built, natural, and cultural heritage. The naming of civic facilities celebrates the history, environment, and outstanding contributions of our diverse community.

Background

During its July 21, 2016, meeting, City Council resolved that,

“With respect to the Truth and Reconciliation Commission (TRC) Calls to Action report, would the administration report back on how to engage the community as a whole to name the pending new North Commuter Parkway in recognition of the TRC. This report will be in response to the TRC calls to action and specifically #79 which is ... ‘Participate in a strategy to commemorate Aboriginal peoples’ history and contributions to

Canada.’ The administration should keep the guidelines and intent of the naming advisory policy in mind while preparing the report.”

Report

Support to TRC Calls to Action

City Administration undertook an initial meeting with key community members, including representatives from the Office of the Treaty Commissioner (OTC), Saskatoon Tribal Council (STC), Central Urban Metis Federation Incorporated (CUMFI) and the Federation of Sovereign Indigenous Nations (FSIN) to discuss a process for engaging the community to name the North Commuter Parkway Bridge and the scope of the project. At the meeting, it was expressed that the bridge naming process should be community driven and that this is an opportunity to open doors for people to have a dialogue and build community through the reconciliation process.

The Process for Naming

Proposed names and feedback will be sought from Elders and Indian Residential School Survivors through facilitated engagement sessions. Potential names will be put forward to the Saskatoon Reconciliation Committee (SRC) for further discussion and consideration. The SRC is comprised of approximately 42 community members - Indigenous and non-Indigenous, business, government, civil society, faith-based communities, and including member(s) of City Administration, who are learning and walking together on the journey for reconciliation. This Committee has agreed to be involved in the community consultation process. See Attachment 1 for the Terms of Reference and more details on the process.

Elders and Indian Residential School Survivors will be consulted through facilitated sessions to suggest names for the NCP. Proposed names will go forward to the SRC to make a shortlist that will be presented to the community for further input before a final recommendation is made to City Council.

Process for Final Approval

Once a name or names are selected through the community engagement process, the SRC or a designate would submit an application to the Planning and Development Division. The Planning and Development Division would then bring the requested name or names to the Naming Advisory Committee for review and comment.

In accordance with the Naming Policy, all requests for a name to be applied to a specific municipally-owned or controlled facility will be screened by the Naming Advisory Committee (NAC), who will forward a recommendation to Council. City Council will have final approval for all specific naming requests. Any cultural or spiritual requirements of the naming will be specified as part of the presentation to the Naming Advisory Committee.

Public and/or Stakeholder Involvement

This process is intended to have a broader outcome than only finding a name for the bridge. It provides an opportunity to engage the entire community in a dialogue about

how we move forward as a community toward reconciliation. The process identified is comprehensive and inclusive and is intended to reach support on the name recommended to City Council.

Financial Implications

The estimated cost for the proposed communications and engagement strategy is up to \$20,000. This includes resources for facilitating and gathering input through community discussions and the communication tools used below. The project will be funded through the existing operating budget and the North Commuter Parkway and Traffic Bridge Capital Project No. 2407. The Administration will look for opportunities to collaborate with other potential funding partners.

Communication Plan

To achieve success, a multi-channeled communications campaign will be used to raise awareness of the project and inspire participation and confidence in the naming process. A communications and engagement plan will assist in educating the public on the TRC Call to Action and the significance of the location on Saskatoon's north end. Communications and engagement activities may include: earned media, stakeholder meetings, website advertising on saskatoon.ca and shapingsaskatoon.ca, social media posting on Twitter and Facebook, and video.

Other Considerations/Implications

There are no options, environmental, policy, privacy, or CPTED implications or considerations.

Due Date for Follow-up and/or Project Completion

The Administration will provide a status report on the process in fall 2017 and will report back through the Naming Advisory Committee in January of 2018.

Public Notice

Public notice, pursuant to Section 3 of Public Notice Policy No. C01-021, is not required.

Attachments

1. Naming Engagement Process Terms of Reference

Report Approval

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Department

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