

Title: Naming of TRCA Assets

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|---|--|------------------------------|---------------------------------|-----------------|
|  | Category: | Land & Facilities Management | Approved by: | Authority |
| | | | Approval (last amendment) date: | 11/28/2003 |
| | | | Resolution (if appl.): | A255/03 |
| Type: | Policy | | Staff Lead: | Catherine |
| | | | MacEwen/MTRCA | |
| Approval Type: | Application to the General Public or Have Significant Implications | | Created By: | Peter Wigham on |
| | | | 02/25/2009 at 07:33 AM | |
| Approval Required by: | Board (Authority Unless Delegated to Executive Committee) | | Review Cycle (# of Years): | 5 |
| | | | Required: | Date Review |
| | | | | 11/28/2008 |

Establishment of a protocol for the naming of assets of the Toronto and Region Conservation Authority (TRCA).

TRCA will follow a consistent process to name or rename TRCA assets including lands, structures and other physical attributes. This process would include:

Researching the current and suggested names, particularly their historical relevance.

- Engaging in a consultative process with interested stakeholders, including Members of The Living City Foundation, donors, TRCA employees, Authority Members, members of the public, municipal and other non-profit organizations.

All name changes shall be subject to approval of the Authority. Municipalities and other stakeholders will receive information on the naming process including the rationale, the timing of the name change and any research on the history of the name to allow for comment.

The naming of TRCA assets may contain any or all of the following:

- The name of a major individual or corporate/public sector organization, possibly a donor.
- The name of an individual prominent in the environmental or conservation community.
- A relevant historical name associated with the geographic area or community.
- The name of a strategic initiative, a citizen's group or other partnership of TRCA.
- Other names that may have significance for a specific site and area.

This approach would not be used for naming of events or programs, where a sponsor has donated to a specific activity(s) and no permanent physical assets are being created.

Procedures and guidelines pursuant to the Naming of TRCA Assets policy shall be developed to ensure audit implementation compliance.