
Update - North Commuter Parkway Bridge – Bridge Naming Engagement Process

Recommendation

That the report of the Acting General Manager, Corporate Performance Department dated October 10, 2017, be forwarded to City Council for information.

Topic and Purpose

The purpose of this report is to provide City Council an update on the Community Engagement Process to name the North Commuter Parkway Bridge.

Report Highlights

1. The process to name the North Commuter Parkway (NCP) Bridge will be facilitated by the City Administration, led by key community members, and will include broad citizen engagement using various methods through different phases.
2. The process will include public education related to the Truth and Reconciliation Commission of Canada's (TRC) Calls to Action, specifically #79, and involve Community Elders and Indian Residential School Survivors.
3. Community response has been mainly positive with over 100 proposals coming forward. Still, the City and its community partners have received correspondence which highlights the need for educational opportunities to correct stereotypes and misinformation and to promote community building.

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

On June 22, 2015, City Council directed the Administration to identify responses and financial implications of the TRC Calls to Action. City Council also declared July 1, 2015 to June 30, 2016 the Year of Reconciliation. The Administration was directed to work with the Office of the Treaty Commissioner (OTC), and other community groups, leaders, and institutions in Saskatchewan to promote reconciliation.

On July 21, 2016, City Council unanimously voted in favour of the following motion:

“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."

At its meeting held on February 27, 2017, City Council considered the North Commuter Parkway Bridge – Bridge Naming Engagement Process report. The process undertaken to propose a name for the NCP 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.

City Administration has gathered key community members to form the Steering Committee to determine and carry out a community-led process for naming the North Commuter Parkway Bridge (NCP). The Steering Committee includes representatives from City Administration, the Office of the Treaty Commissioner (OTC), Saskatoon Tribal Council (STC), Central Urban Métis Federation Incorporated (CUMFI) and the Federation of Sovereign Indigenous Nations (FSIN).

Report

This report addresses the main components that will contribute to the final recommendation for the name of the NCP Bridge. In preparation, the Steering Committee determined a process that is open and transparent; includes extensive public education and engagement; and uses a combination of digital and paper feedback mechanisms to ensure the process is accessible to everyone in our diverse community.

Nominations should meet one of the below guidelines:

- Acknowledge an Aboriginal historical event or figure.
- Represent the spirit of community, coming together, or connection.

Process for Final Recommendation and Approval

First Nation and Métis Elders will guide the cultural protocol for the entirety of the naming project, including the blessing of the land which took place in May 2017. The process to name the NCP Bridge is outlined as follows:

Phase One:

- Names will be gathered from the community, both Aboriginal and non-Aboriginal residents, through engagement events and an online nomination form between July and October 2017. Nominations will close October 31, 2017.

Phase Two:

- Elders and Survivors will reflect and deliberate on the list of names in order to assist the Steering Committee in determining a shortlist of four names.

- Each of the names in the short list will be vetted through a sub-committee of local historians. This information, along with the information included in the nomination will be used to create a short vignette for each of the four short-listed names.
- The community will be able to watch the four vignettes and provide input online or in-person.

Phase Three:

- Community feedback will be considered before the final recommendation is made to City Council, via the Naming Advisory Committee, by the Steering Committee. All nominations received will be vetted, and qualifying names will be added to the Master Names List for use in naming future civic infrastructure.

Community Feedback to Date

Participation from the community has been mainly positive with over 100 proposals coming forward. However, the City and its community partners have received correspondence – albeit a small amount – which highlights the need for further educational opportunities to correct stereotypes and misinformation and to promote community building.

Public and/or Stakeholder Involvement

Update on the Process for Naming

The online nomination form will be available to the public from July 13, 2017 to October 31, 2017 at Saskatoon.ca/nametheNCP.

Promotional material and hard copies of the nomination forms were available at a number of community events during July to September. Residents are encouraged to send in their nomination for a name online or attend one of a number of community engagement events held in October 2017. A current listing of events is found on Saskatoon.ca/nametheNCP.

The nomination process is not restricted to residents of Saskatoon. Those living across Saskatchewan and Canada that may have a connection to Saskatoon are also invited to submit their nomination. Personal contact information is requested on the nomination form to be able to ensure accountability, but also to be able to follow-up with persons for additional information for Phase Two, if required.

Educational resources and tools are available online for the public to use in facilitating their own sessions, including: project background information, nomination forms, educational information on the TRC's Calls to Action, and a video highlighting Saskatoon's progress with reconciliation in our community.

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. An additional \$10,000 was

identified as a need by the Steering Committee for an educational campaign leading up to the final selection.

The project will be funded through the existing Aboriginal Relations 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

A communications and engagement plan will inspire participation and confidence in the naming process and assist in educating the public on the TRC's Calls to Action. Activities will include: paid and earned media, signage near the bridge site, general public and targeted engagement opportunities, information on City website and at civic facilities, and social media posts. Going forward, Administration will collaborate on communications for the naming process and the project status of the North Commuter Parkway.

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 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.

Report Approval

Written by: Maeghan Briggs-Carstairs, Communications & Marketing Manager
Reviewed by: Dazaway Landrie-Parker, Community Engagement Manager
Gilles Dorval, Director of Aboriginal Relations
Approved by: Jeff Jorgenson, A/General Manager, Corporate Performance
Department