

Ceremonial Street Naming		A08/TRAN/#0009
Department: Events and Protocol Division: Strategic Communications, Tourism & Events	Review in: <input type="checkbox"/> 1 Year <input checked="" type="checkbox"/> 3 Years	
Effective: February 21, 2024	Next Review: February 21, 2027	
Approved by: Jason Tamming	Date: February 21, 2024	

Purpose:

This SOP defines the process through which incoming requests from members of the public and council will be addressed for ceremonial street namings.

Scope:

This SOP applies to all Members of Council and City staff and provides guidance on conducting events pertaining to ceremonial street unveilings.

Exclusions

This SOP does not apply to legal street naming's or renaming's.

Criteria

The City will consider proposals for Street naming but is under no obligation to accept a proposal to name, or rename a Street, or assign a Ceremonial Name to a Street.

Ceremonial Street names should portray a strong positive image, and have historical, Cultural, Indigenous or social significance to the community, Brampton, Ontario or Canada.

Procedure:

There are two methods The City receives requests for ceremonial street naming's:

1. From a member of public
2. From a Member(s) of Council

The below outlines the process for each type of request.

Request Received by a member of Public

- Request is received by public inquiry
- Community Member is requested to complete delegation form
- Clerks Office processes delegation form and advises community member of next steps
- Community Member brings forth delegation to Council
 - If request is not approved, no further action is required
 - If Council approves motion, the Clerks Office will notify the Protocol Office.

- Upon notification, the Protocol Office will engage Strategic Communications, Public Works and Engineering, and the leading department to determine next steps, in consultation with a community lead where identified. Note, if an event is required, it will occur after the 30-day public consultation has ended.
- Once a date and time has been determined, the Protocol Office will confirm the attendance of the Mayor, send an Outlook Invitation to all Members of Council and the Corporate Leadership Team, and book the appropriate equipment required for the event through the Parks Maintenance and Forestry Department. The Protocol Office will also ensure the Civic Event Protocol is being followed by determining the event emcee and developing agenda.
- Strategic Communications will develop speaking notes for City officials speaking at the event; coordinate the media release, social media posts, photographer and media advisory as required.
- Where signage is required for street, the Public Works and Engineering will ensure that signage and miniature signs will be present on site for the day of the event

Council Requests

- A member of Council may bring a motion to Council to request a ceremonial street renaming
 - If motion is not approved, no further action is required
 - If Council approves motion, the Clerks Office will notify the Protocol Office.
- The Protocol Office upon notification will engage Strategic Communications, Public Works and Engineering and the leading department to determine next steps, in consultation with a community lead where identified. Note, if an event is required, it will occur after the 30-day public consultation has ended.
- Once a date and time has been determined, the Protocol Office will confirm the attendance of the Mayor, send an Outlook Invitation to all Members of Council and the Corporate Leadership Team, and book the appropriate equipment required for the event through the Parks Maintenance and Forestry Department. The Protocol Office will also ensure the Civic Event Protocol is being followed by determining the event emcee and developing agenda.
- Strategic Communications will develop speaking notes for City officials speaking at the event; coordinate the media release, social media posts, photographer and media advisory as required.
- Where signage is required for street, the Public Works and Engineering will ensure that signage and miniature signs will be present on site on the day of the event.

Signage

Where signage is required for a ceremonial street the leading department will ensure that signage will be ready and present on site for the day of the event.

Public Works and Engineering are responsible for all costs of coordinating the printing and installation of the signage.

The leading department will also ensure that an order is placed for miniature signs in a timely manner. Community organizations/honourees are entitled to receive one metal miniature sign and can request a maximum of five plastic signs.

Definitions:

Ceremonial Name is a secondary name assigned to a Street, which commemorates a person or group of persons, tradition or tradition bearers, a historic event, diverse communities and diaspora, a topographic feature, or native flora and fauna. A Ceremonial Name does not replace the official name.

City means The City of Brampton

Related Documents:

Asset Naming Policy	
Civic Event Protocol	

Accountability:

This SOP document shall be maintained and updated as required by the Corporate Communications, Tourism & Events Division, Events and Protocol Section.

Contacts:

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Director(s) Approval – Version Number

Director(s) name/Title	Dept.	Date Approved	Signature
Jason Tamming	CSS	February 21, 2024	

