

To: Metrolinx Board of Directors

From: Leslie Woo, *Chief Planning and Development Officer*
Jamie Robinson, *Chief Communications and Public Affairs Officer (A)*

Date: April 10, 2019

Re: **Stop Names for Finch West and Hurontario LRTs**

EXECUTIVE SUMMARY

This memorandum outlines recommendations for the station and stop names for Finch West (FWLRT) and Hurontario (HuLRT) LRTs, based on the naming protocol, and public and stakeholder consultation. Station and stop names for FWLRT and HuLRT are required to support the advancement of each project.

RECOMMENDATION

WHEREAS Metrolinx employs a formal naming protocol for transit projects, stations and stops; and

WHEREAS Metrolinx staff have undertaken a comprehensive assessment and consultation on the matter of station and stop naming for the Finch West and Hurontario LRT projects;

Be it resolved:

THAT the recommended names outlined in this report entitled "Stop Names for Hurontario and Finch West LRTs" be approved.

BACKGROUND

Metrolinx studied the harmonization of regional transit wayfinding, which includes station, stop and interchange naming. A naming protocol was developed in 2015 for selecting names consistently across the regional transit network, helping to make transit easier to navigate. The protocol was used to develop station and stop names for the Eglinton Crosstown. Five principles guide the selection of new station, stop and interchange naming:

- **Simple** - Simple names are easier to remember;
- **Logical** - Logical names provide a mental link when trip planning, they should be relevant to the area they reside;
- **Durable** - Names should be relevant as long as the station exists;
- **Self-locating** - Names should allow users to mentally locate themselves within the region; and
- **Unique** - A unique name is one that cannot be confused with any other location

The protocol further suggests that facilities in the urban context with close spacing between stations or stops should be named after their nearest cross-street as a first step. Where that

cross street has already been used as a station name elsewhere in the transit network, neighbourhoods or landmarks nearby should be used.

The necessity of avoiding repetition of names is two-fold: to minimize potential customer confusion, and also to treat all stations and facilities as part of a regional transit network, rather than having a Bloor TTC station and Bloor GO Station, for example. In order to ensure names can be accommodated at an appropriate type size within signs and maps, a maximum of 24 characters, including spaces, is recommended for station and stop names.

Changes to the names of several stops along the FWLRT and HuLRT are necessary in order to remove the repetition of names. Proposed naming recommendations are listed below, based on public and stakeholder consultation.

PROCESS IN DEVELOPING THE RECOMMENDATIONS

The process for developing the recommendations included:

- Review of names developed in the early stages of the project for stops and stations against a master list of station names in the Greater Golden Horseshoe region;
- Where a new name is required due to conflict with an existing name, proposal of recommended alternatives based on the naming protocol;
- Evaluation of proposed new names through a public survey;
- Review of proposed names by stakeholders (municipalities, transit operators and the respective elected officials); and
- Metrolinx Senior Management approval of proposed names.

The Eglinton Crosstown LRT (ECLRT) was the first infrastructure project delivered by Metrolinx where the naming protocol was used, setting a precedent for its application to all Metrolinx projects.

PROPOSED NAMES

The FWLRT and HuLRT projects had the naming protocol initiated in early 2018 with the following outcomes:

1. Finch West LRT

FINCH WEST LRT CONSULTATION PROCESS

Initial Public and Stakeholder Consultation (2018)

Metrolinx invited the public via Metrolinx Engage to share their thoughts on four proposed name changes for the FWLRT stops from January 29th to February 12th, 2018:

- Weston to Emery Village
- Jane to Jane and Finch
- Kipling to Mount Olive
- Islington to Thistletown

The online engagement was promoted via the FWLRT website (metrolinx.com/finchwestlrt) and Twitter (@FinchWestLRT); It was also shared with Mayor Tory and Councillors Perruzza, Crisanti and Mammoliti.

375 poll responses to the online consultation generated the following average scores (out of five):

- Emery Village - 3.71
- Jane and Finch - 3.48
- Mount Olive - 3.23
- Thistletown - 2.95

The low score for Thistletown, coupled with correspondence sent to the Board from an enthusiastic local resident, brought about a second round of public consultation specific to the stops at Islington and Weston from March 26-30, 2018. Emery and Rowntree Mills were tested for Weston and Islington, respectively. Minimal feedback was offered.

Councillors Perruzza and Crisanti were engaged for feedback on the stop names and had no issues with our recommendations. The Emery Village BIA was engaged on the Weston stop since it fits within their boundaries and were also in agreement with the Emery name.

Further Consultation with Elected Officials (2019)

Briefings with Councillor Ford, MPP Rakocevic and MPP Ford’s staff took place in February 2019 specific to stops in their respective ward and ridings. The recommended names were accepted by Councillor Ford and MPP Ford’s staff, with no issues or concerns raised during or after the meetings.

MPP Rakocevic requested the exploration of Humber River or Rowntree Mills Park for the stop at Islington, and Emery Weston for the stop at Weston. It was explained that while Humber River was a logical name for the stop at Islington, due to the length of the river, that name was possibly not specific enough to the stop so as to allow customers to understand their location in the system. Separately, Emery Weston breaks with established convention for double-barrelled names where street names are preferred. The addition of ‘Park’ to Rowntree Mills Park was not recommended due to length.

This rationale was accepted as appropriate by the MPP.

Naming Recommendations

Project name	Recommended name	Rationale
Humber College	-	No change required
Westmore	-	No change required
Martin Grove	-	No change required
Albion	-	No change required
Stevenson	-	No change required
Kipling	Mount Olive	Kipling is an existing TTC/GO

Project name	Recommended name	Rationale
		station 12.5km from the planned stop at Kipling and Finch. Mount Olive is the name of a nearby neighbourhood.
Islington	Rowntree Mills	Islington is an existing TTC station 12.5km from the planned stop at Islington and Finch. Rowntree Mills is the name of a nearby park.
Pearldale	-	No change required
Duncanwoods	-	No change required
Milvan Rumike	-	No change required
Weston	Emery	Weston is a station on the UP Express 7km from the planned stop at Weston and Finch. Emery is the historic name for the neighbourhood.
Signet Arrow	-	No change required
Norfinch Oakedale	-	No change required
Jane	Jane and Finch	Both Jane and Finch are TTC subway stations, 12km and 10km away, respectively, from the planned stop at Jane and Finch. Jane and Finch is the name of both the closest intersection and the name of the surrounding neighbourhood.
Driftwood	-	No change required
Tobermory	-	No change required
Sentinel	-	No change required
Finch West	-	Existing facility; no change required

2. Hurontario LRT

HURONTARIO LRT CONSULTATION PROCESS

Initial Public and Stakeholder Consultation (2018)

Metrolinx invited the public via Metrolinx Engage to share their thoughts on eight proposed names for Hurontario LRT stops from January 29th to February 12th, 2018:

- Brampton Gateway Terminal

- Mississauga City Centre
- Fairview
- Dundas & Hurontario
- Eglinton & Hurontario

As part of this process, the public was also asked to provide their views on three other proposed names, 407 & Hurontario, Celebration Square (in place of Duke of York) and The Exchange (in place of Main). On March 21, 2019, changes to the project scope were announced including the elimination of the Mississauga city centre loop, as well as the stop at Highway 407. As such, proposed names for stops at those locations which were previously consulted on are no longer included as part of the list of recommended names.

702 poll responses to the online consultation generated the following average scores (out of five):

- Brampton Gateway Terminal - 4.05
- Mississauga City Centre - 3.73
- Fairview - 3.28
- Dundas & Hurontario - 2.87
- Eglinton & Hurontario - 2.81

Although use of the words Eglinton and Dundas, as well as appending Eglinton and Dundas with '& Hurontario,' runs counter to the principles included in the naming protocol*, an exception is recommended here.

The use of the full intersection name for both Eglinton (Eglinton & Hurontario) and Dundas (Dundas & Hurontario) is recommended as these areas are undergoing substantial development and no viable neighbourhood or landmark names have emerged as alternatives. City staff also favour the use of the ampersand and the addition of the word Hurontario.

After the consultation was completed, the County Court Neighbourhood Association approached Metrolinx staff to seek a change of a stop name from Sir Lou to County Court. The request was discussed at a meeting of the Brampton South Corridor Committee and was supported by the two Brampton Councillors for the area. An on-site poll was taken at a March 20th Open House for Brampton South and the change to County Court received overwhelming support.

On April 6, 2018 Metrolinx staff made a presentation to the Ad Hoc Committee of Mississauga Council regarding stop naming which was well received by the Councillors. The Cities of Mississauga and Brampton undertook an extensive consultation process including councillors, city staff across city departments and transit authorities. The stop name changes for each portion of the corridor were discussed at corridor committee meetings. These are comprised of residential, commercial and institutional stakeholders in each of five sections of the corridor. At each meeting a presentation was made on the process and results.

* Avoiding the repetition of words used elsewhere in the transit network is advised as when conveying directions verbally, one half of the name is often dropped, creating confusion. A newcomer or tourist could be attempting to find Eglinton Station using Google and have three possible options returned. This protocol of not repeating names is well established and replicated by many systems worldwide to ensure clarity for customers navigating a broad transit network.

Further Consultation with Elected Officials (2018/2019)

Individual briefings with regards to stop names took place with MPPs in August of 2018, followed by Corridor Committee meetings in September of 2018. No concerns with the recommended stop names were brought forward at that time.

An MPP briefing meeting on February 8, 2019 brought forward the suggested renaming of Matthews Gate to Burnhamthorpe.

This was followed by an ad hoc meeting of Mississauga Council on the HuLRT, including newly elected Mississauga Councillors, which covered scope changes and stop naming, including the proposed change to Burnhamthorpe. The change to Burnhamthorpe was accepted as part of this meeting.

In February and March of 2019, a series of Corridor Committee meetings took place which included further discussion of stop naming with Councillors and MPPs. No further issues or alternatives were raised during these meetings.

Naming Recommendations

Project name	Recommended name	Rationale
Gateway Terminal	Brampton Gateway	Added the word "Brampton" to match the existing Brampton Gateway Terminal
Sir Lou	County Court	Name of nearby community; supported by Neighbourhood Association and two local councillors at time of consultation
Ray Lawson	-	No change required
Derry	-	No change required
Courtneypark	-	No change required
Britannia	-	No change required
Matheson	-	No change required
Bristol	-	No change required

Project name	Recommended name	Rationale
Eglinton	Eglinton & Hurontario	Eglinton is both an existing TTC and GO station, 33km and 48km away, respectively, from the planned stop at Eglinton and Hurontario. Addition of '& Hurontario' offers clarifying message. Preference of City of Mississauga staff.
Rathburn	Mississauga City Centre	Changed the name to align name with nearby Mississauga City Centre bus terminal
Robert Speck	-	No change required
Matthews Gate	Burnhamthorpe	Burnhamthorpe is a major thoroughfare and likely to be a more widely recognized name
Central Parkway	Fairview	Central Parkway is a stop on the Mississauga Transitway. Fairview is the name of a nearby neighbourhood.
Cooksville	-	No change required
Dundas	Dundas & Hurontario	Dundas is an existing subway station 23km from the planned stop at Dundas and Hurontario. Addition of '& Hurontario' offers clarifying message. Preference of City of Mississauga staff.
Queensway	-	No change required
North Service	-	No change required
Mineola	-	No change required
Port Credit	-	No change required

NEXT STEPS

- Final names to be communicated to project teams to inform forthcoming public communications, as well as signage and mapping materials.

Respectfully submitted,

Leslie Woo, *Chief Planning and Development Officer*

Jamie Robinson, *Chief Communications and Public Affairs Officer (A)*

APPENDIX

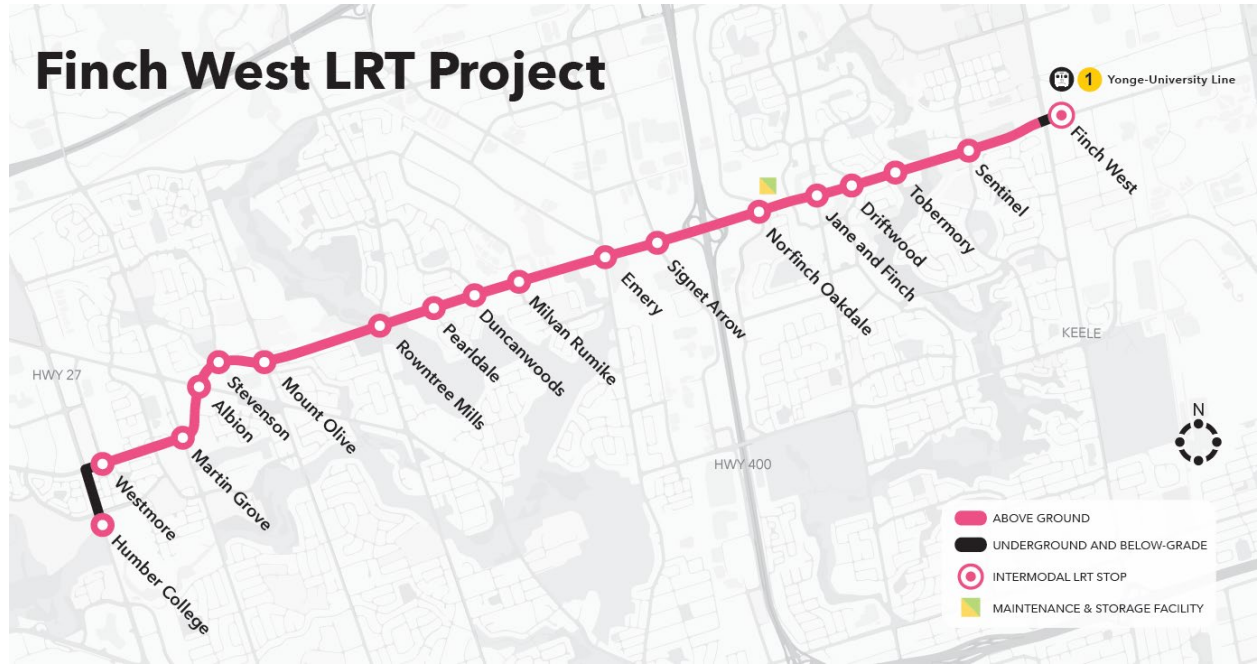
Appendix A

FWLRT Recommended Station and Stop Names Map

Appendix B

HuLRT Recommended Station and Stop Names Map

APPENDIX A
Finch West LRT Project Recommended Station and Stop Names Map



APPENDIX B
 Hurontario Project Recommended Station and Stop Names Map

