

To: Metrolinx Board of Directors
From: Leslie Woo
Chief Planning Officer
Date: June 28, 2017
Re: Naming Recommendation: Mississauga Transitway eastern terminus station

Executive Summary

Staff is seeking approval for a name change to the eastern terminus station of the Mississauga Transitway.

The Transitway is being delivered through a partnership between the City of Mississauga and Metrolinx which began over ten (10) years ago. Metrolinx is constructing the western segment and the City of Mississauga is constructing the eastern segment. Eleven (11) of the twelve (12) stations are now in operation. The names of these stations were not reviewed through the Metrolinx GTHA naming principles and protocols as the project and station names preceded this process. This request is being made to align with the Eglinton West LRT corporate working policy.

The eastern terminus station will provide GO bus connections and it could, in the future, become an interconnection point with the future Eglinton LRT west extension. Planning work for the possible extension is underway and Metrolinx planning references this station location as 'Commerce'. In public-facing communications, this station is referred to as 'Renforth Gateway'. The station is scheduled to open in September 2017. This has necessitated confirmation of the station name before operational start in the fall of 2017, taking into consideration the possible future Eglinton West LRT project. Planning and Policy engaged with Capital Projects Group (CPG) to make a final decision on the name of this station in alignment with Metrolinx naming protocol (refer to Appendix 1 for naming protocol). The protocol was developed to improve customer navigation through the region. The protocol was developed through input by local councillors on Eglinton Crosstown and applied in the Eglinton Crosstown Station naming approval that occurred on January 14, 2016. While not formally adopted as policy by the Board, the Eglinton West LRT policy is being applied as the corporate working policy. The selected name is 'Renforth'. Once completed this station will be owned by Metrolinx.

Recommendation

It is recommended that the Board of Directors pass the following resolution:

RESOLVED:

THAT the Metrolinx Board of Directors approve the name 'Renforth' for the eastern terminus station of the Mississauga Transitway;

AND THAT staff be authorized to advise the public and key stakeholders of the Board's decision above.

Background

The request for the name change was initiated by CPG in April 2017 to resolve conflicting internal planning names. There was no internal consensus to the station name. As outlined above, at the time Planning & Policy referred to the station as 'Commerce' and the public facing name was 'Renforth Gateway'. The impetus for resolving this issue now is timing - the station is set to open September 2017.

The recommendation of 'Renforth' versus 'Commerce,' or another name, speaks primarily to Metrolinx's GTHA naming protocol's requirement that station/stop names be self-locating. As Renforth is a significant roadway, and is identified on highway exit signage along Highway 401 and other adjacent streets, it is expected to be more easily located than 'Commerce.'

The use of 'Gateway' comes from the Metrolinx Mobility Hub Guidelines, which distinguishes transit with higher order services and existing density into anchor mobility hubs and gateway mobility hubs. Our naming policy recommends against the repetition of key words where possible. As Gateway Terminal is already the name of an existing transit facility in Brampton, avoiding its use here is preferred. This assists anyone, particularly transit users unfamiliar with the region, in using online journey planning tools such as Triplinx or Google Mapstm as it limits the number of search results that are likely to be returned. In this case, especially, as both locations are served only by bus and are themselves terminals, it is recommended that 'Gateway' be dropped.

The name change does address the requirements outlined in the naming principles and protocol (See Appendix 1)

The City of Mississauga staff is aware of Metrolinx's proposed name and no concerns have been raised.

In seeking Board approval staff are following the precedent set by the Eglinton Crosstown name changes, which also went to the Board for approval. Eglinton Crosstown is an entire line with 25 stations and establishing a clear identity with the name selection along the entire line was important for customer ease and clarity.

The Mississauga Transitway line has 12 stations and eleven of them are open. One of the eleven stations (Dixie) is a duplicate name and our understanding is that this station

name, as well as the 10 others, predates the Metrolinx naming principles. Renforth/Renforth Gateway is the one station still under construction that has the name change request to support clarity for the public.

Respectfully submitted,

Leslie Woo
Chief Planning Officer

Appendix 1: GTHA Naming Principles and Protocols

The GTHA Naming Principles and Protocols is a process that was applied to the Eglinton Crosstown stations and stops to establish a regional approach to naming and avoid name duplications across different providers.

Naming Principles:

1. **Unique:** A unique name is one that cannot be confused with any other
2. **Self-locating:** Names should allow users to mentally locate themselves
3. **Simple:** Simple names are easier to remember
4. **Logical:** Logical names provide a mental link when trip planning
5. **Durable:** Names should be relevant as long as the station exists

Naming Protocols:

1. Duplicate names should be eliminated
2. Repetition of key names should be avoided
3. Names should be consistently applied across all modes
4. Priority given to established names embedded in local knowledge
5. Municipality names should be avoided
6. Underground transport should prioritize street names and neighbourhoods
7. Surface stops and modes of transport with frequent stops should prioritize street intersections or landmarks where possible
8. Recognize that there will be exceptions to these naming protocols