

**Report to
Rapport au:**

**Transportation Committee
Comité des transports
4 May 2016 / 4 mai 2016**

**and Council
et au Conseil
11 May 2016 / 11 mai 2016**

**Submitted on April 27, 2016
Soumis le 27 avril 2016**

**Submitted by
Soumis par:
M. Rick O'Connor, City Clerk and Solicitor/Greffier municipal et chef du
contentieux**

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Ward: RIDEAU-ROCKCLIFFE (13) /
ALTA VISTA (18)

File Number: ACS2016-CMR-CCB-0029

SUBJECT: COMMEMORATIVE NAMING – MAX KEEPING BRIDGE

OBJET: NOM COMMÉMORATIF – PONT MAX KEEPING

REPORT RECOMMENDATION

That the Transportation Committee recommend Council approve the proposal to name the new pedestrian and cycling bridge over Highway 417 near Coventry Road, the “Max Keeping Bridge”.

RECOMMANDATION DU RAPPORT

Que le Comité des transports recommande au Conseil d'approuver la proposition visant à nommer la nouvelle passerelle pour piétons et cyclistes qui surplombe l'autoroute 417 près du chemin Coventry, le « pont Max Keeping ».

BACKGROUND

The Commemorative Naming Policy, approved by City Council on July 24, 2002, outlines the criteria and process for commemoratively naming municipal streets, parks and facilities (or parts thereof).

With respect to criteria, a commemorative name honours individuals who are (or have been) citizens of the City of Ottawa or who have made a specific contribution to the City of Ottawa and:

- Demonstrated excellence, courage or exceptional service to the citizens of the City of Ottawa, the Province of Ontario and / or Canada;
- Provided extensive community service, or who have an extraordinary community service record;
- Worked to foster equality and reduce discrimination;
- Where the nominated individual is a current City employee, the individual shall have made an outstanding contribution to the City of Ottawa outside of his/her capacity and duties as a City employee or they may be recognized for their exceptional service once they are no longer a City employee;
- The nominated individual has made a significant financial contribution to a park or facility and the contribution significantly benefits the community that the park or facility serves (i.e. the park or facility may not have otherwise been possible without the financial assistance);
- The nominated name has historical significance to the community, City of Ottawa, Province of Ontario, or Canada.

Any member of the public or City Council may submit a name to the City for consideration through a formal Commemorative Naming application and supporting material.

Staff review the name against other criteria (e.g. potential issues for 9-1-1, whether there is an existing commemoration for the same nomination, etc.) and if there are no issues of this nature, forwards the nomination to the Commemorative Naming Committee (consisting of the City Clerk and Solicitor, the Chief Building Official, the General Manager, Parks, Recreation and Cultural Services, the General Manager, Public Works, the Mayor and the Ward Councillor or their respective designates); the Commemorative Naming Committee (CNC) reviews the formal application.

As part of the process, the CNC, consisting of applicable City staff, the Mayor and affected Members of Council, provides an initial approval based on the policy's criteria and the information provided by the nominator. Staff is then directed to ensure there is community support for the choice by initiating a 30-day public consultation phase. Where the proposal is to rename a park or facility, the Policy requires a 60-day public consultation phase.

Following the consultation process, the CNC reviews the public feedback and makes a final recommendation on the nomination, which is subsequently considered by the appropriate Standing Committee and City Council. In cases where no public objections are received, proposals are brought directly to Standing Committee and Council without the need for a second CNC meeting.

DISCUSSION

Mayor Jim Watson submitted a proposal to commemorate Max Keeping. Under the proposal, the new pedestrian and cycling bridge over Highway 417 near Coventry Road would be named the "Max Keeping Bridge".

The CNC met on February 10, 2016 to review the proposal and endorsed the proposed name under the following criterion:

- The nominated individual has provided extensive community service and has an extraordinary community service record.

The CNC reconvened on March 31, 2016 to review the public feedback and make a final recommendation on the nomination.

RURAL IMPLICATIONS

There are no rural implications associated with this report.

CONSULTATION

An integral part of the Commemorative Naming Process is public consultation on the proposed name. On February 11, 2016, the City announced a 30-day public consultation on the proposed name. The relevant information was communicated through a public service announcement, the City of Ottawa Twitter accounts and posted to Ottawa.ca.

By March 11, 2016, the Clerk's office had received seven (7) responses: five (5) in support and two (2) in opposition.

COMMENTS BY THE WARD COUNCILLOR(S)

The Ward Councillors are supportive of this report recommendation.

LEGAL IMPLICATIONS

There are no legal impediments to the implementation of the recommendation in this report.

RISK MANAGEMENT IMPLICATIONS

There are no risk implications associated with this report.

ASSET MANAGEMENT IMPLICATIONS

There are no asset management implications associated with this report.

FINANCIAL IMPLICATIONS

City Clerk and Solicitor Department

Financial costs associated with purchasing a plaque and/or hosting a naming ceremony are provided through the City Clerk and Solicitor's operating budget.

While demand has outpaced resources for several years, the practice has been to accommodate the commemorations within the \$20,000 annual budget and Members of Council and the public are made aware that, once the budget has been spent in any given year, any events will need to carry over into the next year.

ACCESSIBILITY IMPACTS

There are no accessibility impacts related to the recommendation in this report.

ENVIRONMENTAL IMPLICATIONS

There are no environmental implications associated with this report.

TERM OF COUNCIL PRIORITIES

Not applicable.

SUPPORTING DOCUMENTATION

Document 1 – Summary of Proposal: Max Keeping Bridge (Ward 13 – Rideau Rockcliffe and Ward 18 – Alta Vista)

DISPOSITION

Following Council approval of the proposal, staff will work with the Ward Councillors to coordinate a ceremonial event to unveil a plaque.

Document 1

Max Keeping Bridge – (Ward 13 – Rideau Rockcliffe, Ward 18 – Alta Vista)

In recognition of Max Keeping's extensive community service, the City of Ottawa has been asked to name the new pedestrian and cycling bridge over Highway 417 near Coventry Road, "Max Keeping Bridge".

A summary of the proposal, submitted by Mayor Jim Watson, is provided below:

Max Keeping was known as a community leader, a trusted source of news and local stories and a tireless advocate for our community's most vulnerable.

Max was a uniquely accessible broadcaster, contributing his time and profile to raise funds for several local charities and causes. It is estimated that his efforts have helped raise more than \$100 million for organizations such as the Children's Hospital of Eastern Ontario (CHEO), Roger's House, the United Way, the Boys and Girls Club, Operation Come Home and the Ottawa Regional Cancer Foundation.

Max was also a big supporter of local baseball and the pedestrian and cycling bridge over Highway 417 near Coventry Road is connected to the baseball stadium, where Max spent many afternoons and evenings. The bridge's proximity to CHEO, to the Ottawa Regional Cancer Foundation and to the Cancer Survivors' Park also make it a fitting location for this commemoration.