

TO: Mayor Savage and Members of Halifax Regional Council

SUBMITTED BY: Original Signed by 

Jacques Dubé, Chief Administrative Officer

Original Signed by 

Jane Fraser, Acting Deputy Chief Administrative Officer

DATE: March 6, 2017

SUBJECT: **Approval of Naming Contest for Two New Harbour Ferries**

ORIGIN

June 26, 2013 motion of Regional Council amending Administrative Order #46 to permit Council-approved contests for ferry naming:

MOVED by Councillor McCluskey, seconded by Councillor Fisher, that Halifax Regional Council adopt the proposed amendments to Administrative Order number 46, as set out in appendices A and B of the June 26, 2013 report, to allow the use of Council-approved contests to name ferries and further that Halifax Regional Council approve the use of an online naming contest for the new harbour ferry that is scheduled to be delivered in spring 2014.

Motion put and passed unanimously.

LEGISLATIVE AUTHORITY

Administrative Order #46, the HRM Asset Naming Administrative Order, section 10:

10. Commercial Vessels and Ferry Naming

- a) All commercial vessels and ferries shall be named.
- b) An administrative name shall be applied to the asset unless a commemorative name is recommended.
- c) Names assigned to commercial vessels and ferries shall be in accordance with Transport Canada regulations.
- d) Section b) does not apply if the commercial vessel or ferry is being named pursuant to a corporate sponsorship naming opportunity or where Regional Council approves the use of a contest to select a name.

RECOMMENDATION ON PAGE 2

RECOMMENDATION

It is recommended that Halifax Regional Council approve the use of an online naming contest for the newest harbour ferry vessels that are scheduled to be delivered in fall 2017 and summer 2018.

BACKGROUND

In 2013, HRM Regional Council amended Administrative Order #46 to allow for a public online naming contest for ferry vessels and approved a naming contest for the Christopher Stannix, a ferry that was received in May 2014.

Based on that contest's success, naming contests were also conducted for the next two vessels: the Craig Blake, which was received in summer 2015, and the Viola Desmond, delivered in summer 2016. These contests have been, and continue to be, a way to ensure ongoing public interest in the ferry service and boost civic pride.

HRM receives hundreds of name submissions by Halifax residents each time it conducts an online ferry naming contest. Those recommended names then get reviewed and narrowed down by Halifax Transit and Corporate Communications staff as noted in the discussion section below.

As part of the 2016/17 Public Transit Infrastructure Fund (PTIF) application process, HRM Regional Council approved the building and receipt of two new harbour ferry vessels to be adopted as part of Halifax Transit's ferry service. The new ferries are expected to be delivered in fall 2017 and summer 2018.

The schedule below outlines a rough timeline for the 2017 contest. It is recommended that the Municipality confirm the name of the next vessel by May 31, 2017 to meet the administrative and regulatory requirements of this project (see Risk Consideration section).

DISCUSSION

The original amendment to Administrative Order #46 was approved by Regional Council on June 26, 2013, and specifically allowed the use of Council-approved contests to name ferries. The approved motion also outlined that permission from Regional Council would be required to commence another naming contest.

It is recommended that the next ferry naming take place in four phases:

Name Submissions (starts March 29, 2017): A call for submissions would be sent out through various Halifax traditional and social media channels. Halifax Transit and HRM Corporate Communications would also use a brief radio and print campaign encouraging residents to submit their ideas for names. All submissions would be sent to HRM via the Halifax.ca website where the contest would have prominent placement.

Vetting of Submissions (starts April 14, 2017): A minimum of three staff members from HRM Corporate Communications and Halifax Transit would compile the name submissions and then pare them down to a short list of acceptable options. The submissions would be vetted by staff based on four criteria: appropriateness, cultural significance, diversity and originality. The short list will contain approximately 20 submissions.

Selection Committee Develops Final Voting List (starts April 24, 2017): At this phase, it is asked that a selection committee made up of Mayor Mike Savage and three Regional Councillors (as appointed by members of the three Community Councils) score the remaining 20 submissions down to a final public voting list of five submissions. Timelines for this phase would be dependent on the Community Council

meeting schedule to ensure that a representative from each can be appointed.

Online Voting (starts May 8, 2017): The final list of five choices would then be placed back on Halifax.ca in an online poll for residents to vote on. After the end of the three weeks of voting, the submission with the most votes will be declared the winner. All entries will be subject to HRM's Terms & Conditions, one of which is that the winning name is subject to approval by Transport Canada. Once the winning submission is decided and approval from Transport Canada is received, an official winning submission will be announced to the public.

Should the naming contest for the next two ferries be approved, the residents who submit the two winning ferry names will receive a conventional Halifax Transit pass for a period of one year.

The above timelines are associated with naming the next harbour ferry to be delivered in fall 2017 and finalizing the name of the next ferry scheduled to be delivered in summer 2018.

FINANCIAL IMPLICATIONS

There are no additional costs associated with the approval of this motion. The only costs that would be incurred would be for the advertising of the contest to name the ferries that are scheduled to arrive in the fall of 2017 and the summer of 2018.

The anticipated cost of this short, paid advertising campaign is \$10,000, which would include name submissions for both ferries, which would be available from Halifax Transit's Operating Account R624 – 6912.

RISK CONSIDERATION

The names of the new ferries are required in order for Halifax Transit to submit an application for a Certificate of Registry to Transport Canada. With the Certificate of Registry, Transport Canada assigns an official number, which Halifax Transit uses to process all of the administrative approvals and mandatory documentation to operate each ferry.

Taking into consideration that these administrative requirements can take weeks, or sometimes months, to process with no definitive standards on the timelines, there is an increased risk to schedule impacts and costs to some items. Therefore, it is strongly recommended that the online ferry naming contest be conducted as soon as possible.

COMMUNITY ENGAGEMENT

The nature of the naming contest is that it involves the public in the naming of two new harbour ferries; however, no formal community engagement process will take place.

ENVIRONMENTAL IMPLICATIONS

No environmental implications have been identified.

ALTERNATIVES

HRM Regional Council could choose to not approve the ferry naming contest for the next two ferries. In this case, each ferry would be named in accordance with the process established by Administrative Order #46.

ATTACHMENTS

No attachments.

A copy of this report can be obtained online at <http://www.halifax.ca/council/agendasc/cagenda.php> then choose the appropriate meeting date, or by contacting the Office of the Municipal Clerk at 902.490.4210, or Fax 902.490.4208.

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