

COMMITTEE OF THE WHOLE (1) – MARCH 4, 2025

STAFF COMMUNICATION

Distributed February 28, 2025

SC 1. Memorandum from the Deputy City Manager, Strategic Initiatives and the Deputy City Manager, Public Works, dated February 28, 2025.

Subject

Celebrating Canadian Hero Terry Fox in the Face of American Adversity.

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Please note there may be further Communications.

SC 1**Staff Communication****CW(1) - March 4, 2025****DATE:** Tuesday, March 4**TO:** Mayor and Members of Council**FROM:** Michael Genova, Deputy City Manager, Strategic Initiatives
Emilie Alderman, Deputy City Manager, Public Works**RE: STAFF COMMUNICATION – February 25, 2025, Member’s Resolution:
CELEBRATING CANADIAN HERO TERRY FOX IN THE FACE OF
AMERICAN ADVERSITY**

1. Purpose

To provide additional information about the following Member’s Resolutions introduced and passed during the Feb. 25, 2025, Council meeting:

- **CELEBRATING CANADIAN HERO TERRY FOX IN THE FACE OF AMERICAN ADVERSITY**

2. Analysis

During a meeting of Vaughan Council on Feb. 25, 2025, Councillors endorsed a Member’s Resolution by Mayor Steven Del Duca that directed staff to survey the residents of America Avenue to gather their opinions on a potential renaming of the street in honour of Terry Fox, with the findings to be reported back to Council for consideration.

As part of the discussions conducted by Councillors about this Member’s Resolution, staff committed to reporting back on whether there is a public engagement threshold to inform Council’s decision on the possibility of renaming America Avenue at a future date.

The City has two corporate policies that inform the naming of City assets, including:

- NAMING CITY PARKS, OPEN SPACES, COMMUNITY FACILITIES AND OTHER MUNICIPAL BUILDINGS AND PROPERTIES; and
- STREET NAMING POLICY

Neither of the abovementioned policies identifies an engagement threshold to inform whether to proceed with the naming or renaming of a street.

However, City staff will undertake a communications and engagement effort that informs and solicits feedback from the residents on America Avenue about the City’s interest in potentially renaming the street in honour of Terry Fox. Feedback will be collected through an online survey, which will be promoted using a comprehensive package of targeted communications to reach residents on America Avenue, leveraging tactics such as direct

mail, roadside signage and a project webpage on vaughan.ca. It is anticipated the survey will go live in March/April 2025.

A report will be brought forward to Vaughan Council at a future Committee of the Whole (2) meeting with the results of the engagement findings.

For more information, contact Jessica Stronghill, Manager, Strategic Engagement, ext. 3777.

Approved by

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Genova  Digitally signed by
Michael Genova
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Michael Genova
Deputy City Manager, Strategic Initiatives

Emilie
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Emilie Alderman
Deputy City Manager, Public Works