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TO: GENERAL COMMITTEE

SUBJECT: WEB BASED SURVEY FOR GO STATION NAMES

PREPARED BY AND KEY CONTACT: L. H. BORGDORFF, P. ENG.  
SENIOR PROJECT ENGINEER, EXT. 4493 *445*

SUBMITTED BY: R. W. MCARTHUR, P. Eng. *R. W. McArthur*  
DIRECTOR OF ENGINEERING

GENERAL MANAGER APPROVAL: R. J. FORWARD, MBA, M. Sc., P. Eng. *R. J. Forward*  
GENERAL MANAGER OF INFRASTRUCTURE, DEVELOPMENT & CULTURE

CHIEF ADMINISTRATIVE OFFICER APPROVAL: JON M. BABULIC, *J. M. Babulic*  
CHIEF ADMINISTRATIVE OFFICER

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**RECOMMENDED MOTION**

1. That the survey methodology to solicit names for the GO Stations in Barrie be in general conformance to the procedure described in Staff Report ENG008-11.

**PURPOSE & BACKGROUND**

2. Metrolinx/GO Transit issued a letter dated November 10, 2010 requesting Council's adoption of names for the 2 GO Stations in Barrie (see Appendix 'A'). Noted in the letter is that the "Barrie South GO Station" has to have a different name if the new GO Secondary Station on Allandale Station Lands has "Barrie" as part of its name. If "Barrie" is not a part of the new station name, then the "Barrie South GO Station" name can remain as is.
3. Staff provided members of General Committee with a Memo, dated February 22, 2010, (see Appendix 'B') updating the status of:
  - a) The GO Secondary Station;
  - b) The Pedestrian Access from Bayview Drive across the Rail Corridor to the Waterfront; and,
  - c) Gowan Street Reconstruction.

In that memo, the second last paragraph reads, "The station name is proposed to be "Barrie Waterfront GO Station", and is subject to GO's review and acceptance. The existing station near Maplevue Drive is "Barrie South GO Station"."

4. Staff provided members of General Committee with a Memo, dated June 28, 2010, (see Appendix 'C') updating of the GO Station names. The memo says that GO Transit (GO) accepts the following names:
  - a) "Barrie Waterfront GO Station" for the GO Secondary Station (at the Allandale Station Lands); and,
  - b) St. Paul's GO Station" for the Barrie South GO Station.

The memo also notes that both names cannot have "Barrie" in them and that GO and Canadian National accept these names as unique names with respect to other station names within their operations.

5. The last paragraph of the Metrolinx/GO Transit letter dated November 10, 2010, states that (i) Metrolinx/GO Transit assumes a public consultation process is required to name the GO Stations; and, (ii) the outcome of that public consultation and signed resolutions (from Council) need to be submitted to Metrolinx/GO Transit to implement the GO Station names in their system.

#### **ANALYSIS**

6. The public consultation can be in the form of a survey. The proposed survey approach includes the following features:
- a) A communications campaign inviting residents of Barrie to participate in the survey asking for their preferred name for each GO Station. The communications campaign would include advertisements in print (local newspaper), online (City's external website and Facebook site) and broadcast mediums (radio).
  - b) The survey will be delivered online through the City of Barrie website ([www.barrie.ca](http://www.barrie.ca)) using software already owned by the Corporation.
  - c) The survey will be relatively short and easy to complete, simply focused on capturing respondent identification information and obtaining input regarding preferences for GO Station names.
  - d) The data collected from the online survey will be captured in a central database and reviewed and analyzed by staff. A staff report will be presented to General Committee on the findings of the survey and a recommendation for naming the two GO Stations in Barrie.
7. Implementing an online survey for public input simplifies the survey process considerably. Through the functionality of the survey software, City staff will be able to:
- a) Ensure that survey responses are submitted from Barrie residents or business owners through the capture of respondent address information.
  - b) Incorporate logic controls into the survey to ensure that a respondent cannot submit a response including "Barrie" as part of both preferred GO Station names. For example, if a person chooses "Barrie Allandale GO Station" for the Allandale Train Station site, then they will be alerted that they cannot choose "Barrie South GO Station" as a preferred choice for the other GO Station site.
8. The results of the survey will be posted through the City of Barrie website after the online survey ends (approximately late March or early April, 2011). Reporting the results is anticipated to include:
- a) statistical characteristics (e.g. number of responses and "ballot" counts for each name);
  - b) anomalies (e.g. cases in which a preferred name is provided for only one station);
  - c) a map showing addresses of survey responders without displaying actual addresses;
  - d) the preferred names for each GO Station based on the survey results; and
  - e) the recommended name for each GO Station.

9. The table below provides suggested station names to include in the survey as options for respondents to choose. The table also provides some reasoning for including the name as a choice. The name alternatives for both stations will include an option, "Other name" to permit the respondent to suggest a name not already listed.

<b>1. Naming Options for the GO Secondary Station at Allandale Train Station Site</b>	
<b>Name Option</b>	<b>Reasons for Including in Survey</b>
Allandale GO Station	- Honours the historic significance of the Allandale Station lands and community to this area and to the rail industry
Barrie Allandale GO Station	- Highlights the historical significance of both communities to this area and the rail industry
Barrie City Centre GO Station	- Highlights to tourists/visitors Barrie's Downtown and Waterfront
Barrie Waterfront GO Station	- Highlights to tourists/visitors Barrie's Waterfront and the geographic location
Other _____	- Permits Respondents an opportunity to suggest a station name not already listed
<b>2. Naming Options for the Barrie South GO Station</b>	
<b>Name Option</b>	<b>Reasons for Including in Survey</b>
Barrie South GO Station	- The current name of the station; - If the preferred station name for the other station has "Barrie" in it, then this name must change as noted previously
St. Paul's GO Station	- Honours the historic significance of the St. Paul's community immediately south of the station
Painswick GO Station	- Honours the historic significance of the Painswick community immediately north of the station
Other _____	- Permits Respondents an opportunity to suggest a station name not already listed

#### **ENVIRONMENTAL MATTERS**

10. There are no environmental matters related to the recommendation.

## **ALTERNATIVES**

11. The following alternatives are available for consideration by General Committee:

### **Alternative #1**

General Committee could adopt names for the two GO Stations in Barrie and not consult the public using the proposed survey procedure.

This alternative is not recommended as:

- a) it does not take community input into consideration; and,
- b) GO assumes a public consultation will be used to obtain GO Station names (see their letter in Appendix "A").

### **Alternative #2**

General Committee could alter the survey procedure to, for example, request that paper ballots be submitted by respondents.

This alternative is not recommended as:

- a) the electronic format is relatively cost effective to initiate, administer, collect data, and analyze the data compared to a paper ballot system;
- b) a paper ballot system would require postage costs to mail ballots to City of Barrie residents and for residents to submit their ballots; and,
- c) a paper ballot system would require at least an additional month of time to issue the ballots through the postal system and receive them from the residents through the postal system.

## **FINANCIAL**

12. The online survey for naming the GO Stations in Barrie is not a budgeted item and was not originally envisioned when completing the 2011 work plan.
13. The total project cost for the On-line Survey for Naming the GO Stations in Barrie is estimated to be \$4,600 based on the items listed in the following table. Note that the only costs are related to staff time. No other costs are anticipated from other resources, such as consultants or suppliers.

	<u>Estimated Costs</u>	<u>Original Budget</u>
Prepare On-line Survey	\$1,700	\$0
Review and Analyze Data Collected from Survey	\$600	\$0
Prepare Report for General Committee	\$1,600	\$0
Contingencies	\$900	\$0
<b>TOTAL PROJECT WORK</b>	<b>\$4,600</b>	<b>\$0</b>



14. The funding for the GO Secondary Station (14-18-4020-0670) includes approximately \$209,000 in contingencies for the construction of the Station. The contingencies can fund the estimated costs for the On-line Survey for Naming the GO Stations in Barrie. The estimated cost for the survey represents approximately 2.2% of the available contingency amount.

## **LINKAGE TO COUNCIL STRATEGIC PRIORITIES**

15. The 2010-2014 Council's Strategic Priorities have not been established as of the time of writing of this report.

APPENDIX "A"

Letter from Metrolinx/GO Transit to Barrie

NOV-10-2010 13:07	GO TRANSIT ADMINISTRATION	416.869.3525 P.01/01
		Toronto, ON M5J 2W3
<b>METROLINX</b>		20 rue Bay, bureau 800
An agency of the Government of Ontario	A Division of Metrolinx	Toronto, ON M5J 2W3
		www.metrolinx.com www.gotransit.com

November 10, 2010

Ms. Dawn McAlpine  
City Clerk  
City of Barrie  
70 Collier Street (Box 400)  
Barrie, Ontario  
L4M 4T5

Dear Ms. McAlpine:

**Subject: Naming of New GO Transit Station in Barrie**


GO Transit and the City of Barrie have been working towards the opening of a new "Allandale" Station in Barrie. Last year, city staff indicated a desire to name the new station Barrie Waterfront. We indicated that, for operational and safety reasons, we could not have another station on the corridor with the use of the word "Barrie". Therefore, if Barrie wished to name the station Barrie Waterfront, they would have to agree to pay for the costs associated with renaming the Barrie South station. Subsequently, we have noted a number of concerns that have been raised by local citizens associated with not calling the station Allandale, its historical name.

We are approximately one (1) year away from opening the new station. Contracts will soon be awarded for a number of the projects connected with the station. Therefore, we would request that Council pass the following resolutions:

- 1) The preferred name of the new GO station,
- 2) If Barrie is proposed to be used in the name of the new station, the new name for the existing Barrie South station,
- 3) Agreement to pay for the cost of physically changing the name of the existing Barrie South Station (signs)

We would assume that a public consultation process will be required to make the change/changes. Please provide us with the outcome of that public consultation process as well as the signed resolutions.

Sincerely,

  
Gary McNeil  
President, GO Transit

APPENDIX "B"

Memo to General Committee Dated February 22, 2010



*Engineering Department*  
**MEMORANDUM TO  
GENERAL COMMITTEE**

**TO:** Mayor D. Aspden and Members of General Committee

**FROM:** R. W. McArthur, P. Eng., Director of Engineering

**NOTED:** R. J. Forward, MBA, M.Sc., P. Eng., General Manager of Infrastructure, Development & Culture  
Jon M. Babulic, Chief Administrative Officer

**RE:** GO Secondary Station; Pedestrian Access from Bayview Drive Across Rail Corridor to the Waterfront; Gowan Street Reconstruction  
File: T05-GO

**DATE:** February 22, 2010

The following is an update on the current status of the above noted capital project.

On June 29, 2009, Council adopted the Motion 09-G-308 from Staff Report ENG040-09 as follows:

1. That the scope of work for the Secondary GO Station at Allandale Station includes a single pedestrian crossing linking Bayview Drive to Lakeshore Drive using an accessible pedestrian tunnel structure across the GO Transit Rail Corridor, and the City of Barrie enter into Crossing Agreement negotiations with GO Transit.
2. That the Engineering Department coordinate the design and tender document preparation of the pedestrian crossing as part of the re-development of the Allandale Station lands and the Secondary GO Station design.
3. That the 2009 Business Plan and Budget and the Engineering Department 2009 Work Plan be amended to include:
  - a. design and tender document preparations for the complete reconstruction of Gowan Street, Essa Road to Milburn Street; and
  - b. funding for the design and tender document preparation to come from:
    - i. Tax Capital Reserve (Account No. 13-04-1440) - \$302,500;
    - ii. Water Rate Reserve Fund (Account No. 12-05-0580) - \$20,000; and
    - iii. Wastewater Rate Reserve Fund (Account No. 12-05-0575) - \$20,000.
4. That the construction phase of Gowan Street Reconstruction, Essa Road to Milburn Street, be considered a priority project during preparation of the 2010-2019 Capital Plan.
5. That the City of Barrie enter negotiations with GO Transit to establish a Cost Sharing Agreement.

Since June 29, 2009, GO Transit/Metrolinx (GO) issued Requests for Qualifications and Quotation (RQQ). Nine responses were received. The responses composed of 2 envelopes: 1) project team qualifications; and 2) Consultant fees for the project assignment.

A team of GO staff and one City of Barrie staff member reviewed the responses and scored them. Six of the proposals scored high enough to have the second envelope opened. The project was awarded in December 2009 by GO to R.J. Burnside and Associates Limited. The Consultant fees will be cost shared between GO and the City of Barrie.

*The City of*  
**BARRIE**

*Engineering Department*  
**MEMORANDUM TO  
GENERAL COMMITTEE**


The design start-up meeting was held on January 13, 2010. The detail design and tender document is scheduled to be complete for tendering in April 2010. GO anticipates the tenders to close in May 2010, and, after the process of award, construction is anticipated to begin in September 2010.


The design assignment includes:

1. Development of a GO Train Platform and GO Station on the Allandale Station Lands, including the East/West Access Road, bus bays and Kiss'n'Ride lane.
2. Construction of a pedestrian tunnel linking Gowan Street to the north side of the rail corridor. The pedestrian tunnel is intended to be used:
  - a. as a link between the GO parking on the north side of Gowan Street and the GO platform on the north side of the rail corridor; and,
  - b. as a pedestrian link between Bayview Drive, and the Allandale Station Lands and Waterfront paths.
3. Reconstruction of Gowan Street, from Essa Road easterly to Milburn Street, including storm trunk sewers; sanitary sewers; watermain; street lighting; sidewalks; roadway; and on-street angle parking.

The station name is proposed to be "Barrie Waterfront GO Station", and is subject to GO's review and acceptance. The existing station near Maplevue Drive is "Barrie South GO Station".

City staff and GO are continuing the negotiation of the Cost Sharing Agreement. In general, the terms of the cost sharing are agreed. The City is pursuing additional funding from the Federal and Provincial governments for this project, and after that pursuit is complete, the Cost Sharing Agreement can be finalized.

  
L. H. Borgman, P. Eng.  
Senior Project Engineer

  
R. S. Kahle, M. Eng., P. Eng.  
Manager of Design and Construction

  
R. W. McArthur, P. Eng.  
Director of Engineering

APPENDIX "C"

Memo to General Committee Dated June 28, 2010



Engineering Department  
**MEMORANDUM TO  
GENERAL COMMITTEE**

TO: Mayor D. Aspden and Members of General Committee

FROM: R. W. McArthur, P. Eng., Director of Engineering

NOTED: R. J. Forward, MBA, M.Sc., P. Eng., General Manager of Infrastructure, Development & Culture  
J. M. Babulic, Chief Administrative Officer

RE: GO Station Naming Update  
T05-GO

DATE: June 28, 2010

The following updates the proposed naming of the GO Transit train stations in Barrie.

GO Transit advised that the new GO Station on the Allandale Station Lands may be named, "Barrie Waterfront GO Station", which has been previously reported to Council, if the name of the GO Station in the south end of Barrie has "Barrie" deleted from its name. The current name of the GO Station in the south end of Barrie is, "Barrie South GO Station".


Canadian National and GO Transit have significant rail safety issues and logistical train scheduling issues if two stations within their area of operation have similar names, such as using "Barrie" in the names of two distinct train stations. Both rail authorities envision potential confusion for their patrons and, more importantly, for their rail safety staff, emergency response staff, and train operations staff.

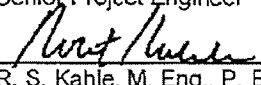
GO Transit staff advised City staff to discuss with the Barrie Historical Society a new name for the "Barrie South GO Station". City staff discussed with the Barrie Historical Society an appropriate new name for the south GO Station, and agreed on renaming it "St. Paul's GO Station".

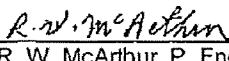
GO Transit and Canadian National accept this name. Both rail authorities recognize the new station name for the south end of Barrie as unique with respect to other station names within their operations. Both rail authorities also recognize the name's historical significance for that neighbourhood.

GO Transit stated that Barrie will be responsible for costs to change the Barrie south station name. The cost covers items such as updating the names posted on the station platform, station building, train schedules and rail service maps throughout GO Transit's operations. A cost estimate is unknown at this time, and a memo will follow to update Council on that information when it becomes available and prior to the work proceeding.

In summary, the new St. Paul's GO Station name provides recognition of the area's heritage, and the Barrie Waterfront GO Station name provides significant branding opportunities at Union Station and other GO literature.

  
L. H. Borgdoff, P. Eng.  
Senior Project Engineer

  
R. S. Kahle, M. Eng., P. Eng.  
Manager of Design and Construction

  
R. W. McArthur, P. Eng.  
Director of Engineering