The City of BARRIE

STAFF REPORT ENG023-11
May 2, 2011

File: T05-GO
Pending #:

TO:	**GENERAL COMMITTEE**
SUBJECT:	**GO STATION NAMES**
PREPARED BY AND KEY CONTACT:	**L. H. BORGDORFF, P. Eng.** **SENIOR PROJECT ENGINEER, EXT. 4493**
SUBMITTED BY:	**R. W. MCARTHUR, P. Eng.** **DIRECTOR OF ENGINEERING**
GENERAL MANAGER APPROVAL:	**R. J. FORWARD, MBA, M.Sc., P. Eng.** **GENERAL MANAGER OF INFRASTRUCTURE, DEVELOPMENT & CULTURE**
CHIEF ADMINISTRATIVE OFFICER APPROVAL:	**JON M. BABULIC** **CHIEF ADMINISTRATIVE OFFICER**

RECOMMENDED MOTION

1. That the name for the Barrie south end GO Station be _____.

2. That the name for the Barrie Secondary GO Station (at Allandale Station Lands) be _____.

PURPOSE & BACKGROUND

3. 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 secondary GO 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.

4. On February 21, 2011, City Council adopted motion 11-G-037 regarding WEB BASED SURVEY FOR GO STATION NAMES as follows:

   "That a decision concerning the naming the GO Stations in Barrie be delayed until March 2011 to allow for an opportunity for public consultation and that an internet survey not be conducted. (ENG008-11) (File: T05-GO)"

5. The public were invited to submit names as a suggestion for each GO Station through:

   a) This Week In Barrie newspaper advertisement;

   b) Radio notices on Rock 95; and,

   c) The City of Barrie web site.

6. The Barrie newspaper advertisement and web site included a form that people could submit. A sample of the form is included in Appendix "B".

7. People could fill in the form electronically and submit it by email. Only one form per computer (IP address) would be accepted to avoid spamming the system with responses. Those families that wished to submit more than one form could do that using the printed forms.

8. The invitation to accept responses began Thursday, March 3, 2011 (i) on the City of Barrie web site; and, (ii) in the "This Week in Barrie" page of The Barrie Examiner. Responses by email and hand delivered were accepted until March 31, 2011, and, printed responses through the mail as late as one week later. The web site notice was online through March 31, 2011. The Barrie Examiner notice was in every Thursday from March 3 through March 31, 2011.

9. Responses totalled 339, including:

   a) 304 responses by email; and,

   b) 35 responses on the printed form.

10. GO staff reviewed the list of suggested names for each station, and indicated which names are acceptable. The results are in Appendix "C".

ANALYSIS

11. The 339 responses include:

   a) Approximately 3% that are not residents from Barrie, or did not provide a street address to confirm they own property in Barrie. These submissions did not have unique names compared to the submissions from Barrie residents;

   b) Approximately 18% are residents in Allandale;

   c) Approximately 79% are residents spread throughout Barrie, other than Allandale.

12. Appendix "C" summarizes the list of names and the number of responses suggesting the name(s) for both stations.

13. Criteria to consider in choosing station names includes:

   a) Geographic location: the one station is located at the south end of Barrie, and the other is located along the waterfront;

   b) Historical setting: the south end station is located between the former communities of Painswick and St. Paul's, and is near the Town of Innisfil, while the secondary station is located in the former Town of Allandale;

   c) Economic/Marketing opportunity: the secondary station is located adjacent to the Barrie Waterfront, and near Downtown; and,

   d) GO Transit's Constraint: Both station names are not permitted to have "Barrie" as part of its name.

ENVIRONMENTAL MATTERS

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

ALTERNATIVES

15. There are many alternatives available for consideration by General Committee:

Alternative #1 General Committee could choose any name in the list.

FINANCIAL

16. If the station name for the south end station is changed from Barrie South GO Station, the cost to change the station signage will be approximately $15,000. The cost can be funded from the Secondary GO Station project (Account No. 14-18-4020-0670).

LINKAGE TO 2010 – 2014 COUNCIL STRATEGIC PLAN

17. The recommendations included in this Staff Report support the following goals identified in the 2010-2014 City Council Strategic Plan:

☒ Improve and Expand Community Involvement and City Interactions.

18. Council sought public input on the GO Station naming.

APPENDIX "A"

Metrolinx/GO Transit issued a letter dated November 10, 2010

NOV-10-2010 13:07 GO TRANSIT ADMINISTRATION 416 869 3525 P.01/01

METROLINX
An agency of the Government of Ontario

A Division of Metrolinx

Toronto, ON M5J 2W3
20 rue Bay, bureau 600
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"

Sample GO Station Name Form

We Need Your Help To Name **Barrie's 2 GO Stations**

Your suggestions are requested to name:

The Southend Location (please fill in) | The Waterfront Location (please fill in)

Please note that 'Barrie' cannot be used in both names - just one. All suggestions submitted by Barrie residents will be taken into consideration by City Council in their deliberations. City Council will determine the approved names for each station.

Please include your address here:

(Barrie residents and business owners only)

You can mail, or drop off this form to: Engineering Department, 6th Floor, City Hall, 70 Collier Street, L4M 4T5.
Or fill out this form on line at www.barrie.ca **Deadline for submission is March 31, 2011.**

APPENDIX "C"

Suggested Station Names Accepted by GO Staff

GO STATION NAME SUGGESTIONS

Name	No. of Suggestions
For the Barrie Secondary GO Station:	
Allandale Station	**200**
Allandale-Barrie	**4**
Barrie	**13**
Barrie-Allandale	**28**
Barrie Waterfront	**18**
Heritage Station	**3**
Kempenfelt Station	**11**
Others:	**61**
Barrie's Spirit (after the Spirit Catcher)	
Barrie's Bay	
Barrie's Final Frontier	
Barries Go to Station	
Barrie's Lakeview Go Station	
BARRIE'S NEW ALLENDALE GO STATION	
Barrie's spirit	
Barrie's waterfront Allandale	
Barrie's Waterfront Station	
BAS - Barrie Allendale Station (sounds like a bass fish since it's near the water)	
Bayside Go Station	
Bayview	
CityScape Station	
Cityview	
d'ici à là	
Downtown Allandale Station	
Downtown Beaches	
Essa & Lakeshore GO Station	
Go by the bay	
GO TRAIN BARRIE WATERFRONT	
Go Waterfront	
H2Go	
Kempenfelt Shoreline Station	
Historic Allen Station	
Hubbert's Landing	
Kempen-Side	
Lake Simcoe, Waterfront GO Station	
Lakeshore / Allandale	

Name	No. of Suggestions
For the Barrie South End GO Station:	
Barrie	**6**
Barrie South	**86**
St. Paul's	**123**
Barrie-St. Paul's	**10**
Painswick	**30**
Others:	**65**
Allanbar	
Allandale	
Allendale Go Station	
Allen's Point Station	
Barrie Painswick Station	
Barrie Waterfront Station	
Barrie Young Station	
BARRIE/ALLANDALE GO STATION	
Barrie--Innisfil	
BARRIE'S OLD ALLENDALE STATION	
Barrie's Younge Go station	
John Graves Station	
Kempenfelt Bay Station	
Minet point	
Painswick-St.Paul Railway Station	
Park Place Station	
Portage	
Seasons Station	
Simcoe	
Simcoe South	
Simcoe station	
Sir Robert Station	
SoGo Barrie	
South City Gates	
South End Station	
South Simcoe Go Station	
South Yonge Go Station	
South-End Go Station	

GO STATION NAME SUGGESTIONS

Name	No. of Suggestions
For the Barrie Secondary GO Station:	
Lakeshore GO Station	
Lakeside GO Station	
LakeSimcgo	
Lakeview Station	
MAPLE STATION	
Northshore Station (Kempenfelt)	
OLDE ALLANDALE	
Painswick	
Robert Simpson Go Station	
Simcoe Waterfront Go	
SIMCOE WATERFRONT GO	
Simcoe's Allendale	
South Barrie - Allandale Station	
South Shore Station	
Spirit catcher	
Spirit Station	
ST. PAUL GO STATION	
The Arch Brown Memorial Go Station	
The Bay Station	
The valley GO Station	
Tiffin	
Tiffin Landing	
Tiffin Station	
WaGo Barrie	
Waterfront	
Waterfront Shuttle Station	
Waterside	
Wolford Station	

Name	No. of Suggestions
For the Barrie South End GO Station:	
South-Grove	
SouthRail Station	
Southside Go	
Southside Shuttle Station	
South-side Station	
Squalls	
St Pauls/Painswick	
St. Davids	
St. Paul-Mapleview Station	
The Catcher (after the Spirit Catcher)	
The Sir Robert Barrie Commodore Go Station	
Top of the valley Go station	
Transporter Go Station	
WHITE GO	
Yonge & Mapleview GO Station	
Yonge Station	