
TO: GENERAL COMMITTEE

SUBJECT: RESULTS OF PUBLIC CONSULTATION - NAMING OF SUNNIDALE WATER RESERVOIR AND PUMPING STATION IN RECOGNITION OF H. JOHN MURPHY

WARD: 4

PREPARED BY AND KEY CONTACT: C. SWAN, SUPERVISOR OF ADMINISTRATIVE AND SUPPORT SERVICES, EXT. 5077

SUBMITTED BY: D. MCALPINE, CITY CLERK/DIRECTOR OF LEGISLATIVE AND COURT SERVICES

GENERAL MANAGER APPROVAL: P. ELLIOTT-SPENCER, MBA, CPA, CMA, GENERAL MANAGER OF COMMUNITY AND CORPORATE SERVICES

CHIEF ADMINISTRATIVE OFFICER APPROVAL: C. LADD, CHIEF ADMINISTRATIVE OFFICER

RECOMMENDED MOTION

1. That the Sunnidale Water Reservoir and Pumping Station be named in recognition of H. John Murphy's community contributions.

PURPOSE & BACKGROUND

Report Overview

2. The purpose of this staff report is to provide the results of the public consultation with respect to a recommendation from the Municipal Naming Working Group to name the Sunnidale Water Reservoir and Pumping Station to recognize the contributions of H. John Murphy to the community.

Background

3. On January 11, 2016, City Council adopted the Municipal Naming Policy and established the composition of a Municipal Naming Working Group to review suggestions and provide recommendations related to the names of municipal assets (where such naming was not related to sponsorships). In November 2016, a submission was received to name a City facility or park in recognition of the late Mr. H. John Murphy. Letters of support were included in the application from a number of individuals in the community including former Mayors and members of the Barrie Public Utilities Commission.
4. H. John Murphy (1918-1983) served Barrie at the Barrie Public Utilities Commission (PUC) for a period of almost 40 years and for the latter half of that period he was the General Manager of the PUC. As its first graduate engineer, he was responsible for the creation of Barrie's modern electricity and water systems.

5. Mr. Murphy joined the Barrie PUC in 1940, but volunteered for war service in 1942 and was assigned to the Royal Canadian Electrical and Mechanical Engineers (RCEME) regiment, the 2nd Canadian Armoured Brigade. He was the most junior Allied engineering officer to work on secret weapons' projects. His was the first engineer support unit to follow the fighting troops into France on D-Day. Upon demobilization in 1946, he returned to the PUC and during his years with the PUC, oversaw and directed the expansion of the City's water and electrical systems as Barrie grew rapidly. The efficiency of the PUC during his tenure, notably in terms of low rates and the infrequency of power outages, was a major factor in the City's ability to attract industry. In 1971 he was given an award by the Association of Municipal Electrical Utilities of Ontario in recognition of his service as President for "...conducting the business of the Association both in Canada and internationally to the credit of Hydro in Ontario".
6. Mr. Murphy was a member of the Association of Professional Engineers of Ontario, member of the municipal Staff, Civil Defence, a member of the Advisory Board of Barrie District Central Collegiate, Chairman of the Advisory Vocational Committee of the Simcoe County Board of Education, President of the Ontario Municipal Electric Association, and a Director and Secretary-Treasurer of the Georgian Bay Region of the Association of Municipal Electrical Utilities.
7. In accordance with the Municipal Naming Policy, the Municipal Naming Working Group met on December 19, 2016. The Working Group reviewed Mr. Murphy's contributions to the community and recommended that public consultation be undertaken with respect to naming the Sunnidale Water Reservoir and Pumping Station in recognition of H. John Murphy.

ANALYSIS

8. In response to the Municipal Naming Working Group recommendation, staff in Access Barrie and the Legislative and Court Services Department undertook a campaign to encourage feedback with respect to the potential naming of the Sunnidale Water Reservoir and Pumping Station in honour of H. John Murphy. The public were consulted over a minimum of 30 days to determine the level of support and/or any concerns with respect to the proposed naming of the Reservoir/Pumping Station building. The public consultation involved advertisements in This Week in Barrie, on the City's website and through social media.
9. The deadline for comments was March 5, 2017. The public was asked to provide comments by completing an on-line survey, emailing, mailing or dropping off surveys or correspondence, or contacting the Legislative and Court Services Department. A total of 21 responses were received through these methods.
10. A summary of the results indicating support of the proposal for the naming of the Sunnidale Water Reservoir and Pumping Station in honour of H. John Murphy, is as follows:

	# of responses	Yes	No	Unsure
On-line Survey	21	20 - 95.24%	1- 4.76%	0.00%
Emails, letters and phone calls	0	0.00%	0.00%	0.00%
TOTAL	21	95.24%	4.76%	0.00%

11. The public consultation resulted in a majority of respondents supporting the naming of the Sunnidale Water Reservoir and Pumping Station in recognition of Mr. H. John Murphy's contributions (20 of 21 or 95.24%). A summary of the general themes associated with the comments provided is attached as Appendix "A" to Staff Report LCS008-17.
12. Should the recommendation to name the Sunnidale Water Reservoir and Pumping Station be supported by City Council, staff would work with Mr. Murphy's family to establish an appropriate date for a ceremony.

ENVIRONMENTAL MATTERS

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

ALTERNATIVES

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

Alternative #1

General Committee could recommend that the Sunnidale Water Reservoir and Pumping Station not be named commemoratively.

While it is acknowledged that the decision to name of a municipal asset, including commemorative naming may reduce the opportunities for potential sponsorship revenue, the potential revenue associated with any naming rights for the Sunnidale Water Reservoir and Pumping Station is likely to be limited.

Alternative #2

General Committee could choose to undertake further public consultation regarding the naming of the Sunnidale Water Reservoir and Pumping Station.

Although this alternative is available, consultation was undertaken in accordance with the Council policy and 21 responses were received regarding the naming. Based on the public consultation process, the respondents supported (95.24%) the naming of the Sunnidale Water Reservoir and Pumping Station.

Alternative #3

General Committee could choose to undertake public consultation regarding another suggestion for recognition of H. John Murphy.

The naming of the Sunnidale Water Reservoir and Pumping Station in honour of H. John Murphy was recommended by the Municipal Naming Working Group, has been supported by his family members and 95.24% of respondents.

FINANCIAL

15. Should the recommendation be approved, it is estimated that the cost associated with a plaque to identify the Sunnidale Water Reservoir and Pumping Station is anticipated to be between \$1,000 and \$3,000, depending on the final size and design. Water Operations staff have confirmed that there are sufficient funds within their budget to accommodate the cost of the plaque.

LINKAGE TO 2014-2018 STRATEGIC PLAN

16. The recommendation(s) included in this Staff Report are not specifically related to the goals identified in the 2014-2018 Strategic Plan.

Appendix "A"

Comments received in response to Public Consultation regarding the potential naming of the Sunnidale Water Reservoir and Pumping Station

Approximately 13 comments from the 95.24% of respondents indicating "yes" or their support regarding the naming in addition to correspondence provided with the application, with the following general themes:

- Good choice/ he earned the honour/ a very good idea/ a fitting way to honour his contributions.
- His historical contribution to the community should be commemorated with a plaque explaining his life as well as his name on the building. I believe this is lovely gesture and perhaps more infrastructure should be named and plaqued with significant figures of the past. Barrie is a fast growing community and identities can be lost in rapid growth.
- It is people like John Murphy that toiled and stepped up to support the City and his Personal values to make Barrie, Ontario the City it is today
- I highly support this proposal although I wish there was a more notable structure of facility to honour Mr. Murphy.
- The Murphy family represents the best Barrie citizens one could ever find!
- Across Ontario everyone connected with utilities of their city knew, respected and liked John Murphy, Barrie's P.U.C. was regarded as the example of how one should be operated
- I remember Mr. John Murphy as a steady, technical and loyal neighbour and friend of our family. I would not hesitate to support this honour. I believe that this kind of honour is very important in the recognition of people who have had a positive impact on this community.
- John Murphy was a man devoted and committed to his role of running and constantly improving the Barrie PUC.
- H. John Murphy was a dedicated, effective and popular employee and friend of Barrie for all those years and more. As well, he was a kind and generous person. I heartily support his being memorialized in Barrie's history in this very tangible way.
- Those of us who grew up in Barrie during the '50s and 60s are especially aware of Mr. Murphy's singular contribution to the City's subsequent growth and prosperity. The proposed acknowledgement of that contribution through the naming of the Reservoir/PS in his honour would seem no less singularly appropriate.

The general theme(s) from the comment from the single respondent, indicating "no" or providing comments that were assumed to be in opposition to the naming:

- Mr. Murphy appears to have been a long and valued employee of the City. The location of the reservoir and pumping station in Sunnidale Park was a very contentious issue and was contrary to what many citizens believed were the values for which the park was established in the first place. Naming this utility building after anyone may give this piece of hard infrastructure a higher public profile and would be like rubbing salt into a wound. It may be better not to name it after anyone to keep the public profile of the structure less prominent. If it is really desirable to name the building after someone, the Naming Committee should consider someone who worked to save the property for public parkland (former Mayor Dorian Parker/Dr. Ted Beaton). If Mr. Murphy deserves this sort of recognition, then surely a more suitable choice of location can be found.