




CITY OF HAMILTON
PUBLIC WORKS DEPARTMENT
Transit Division

TO:	Chair and Members Facility Naming Sub-Committee
COMMITTEE DATE:	April 25, 2022
SUBJECT/REPORT NO:	Renaming of the MacNab Transit Terminal to The Frank A. Cooke Transit Terminal (PW22022) (City Wide)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Alicia Davenport (905) 546-2424 Ext. 6390
SUBMITTED BY:	Maureen Cosyn Heath Director, Transit Public Works Department
SIGNATURE:	

RECOMMENDATION(S)

- (a) That the MacNab Transit Terminal, located at 1 MacNab Street South, Hamilton, be renamed The Frank A. Cooke Transit Terminal, in accordance with the City of Hamilton Municipal Property and Naming Policy.

EXECUTIVE SUMMARY

The late Frank Arthur Cooke joined the Hamilton Street Railway (HSR) in 1946, after proudly serving in the Royal Canadian Artillery, and was employed at the HSR for over 40 years, retiring as General Manager. Public transit in the City of Hamilton (City) was his passion and he was involved in many professional and volunteer associations.

The proposed renaming meets the criteria laid out in the City's Municipal Property and Building Naming Policy, given the significant contributions that Frank Cooke made to the community through both his volunteer and professional activities.

Alternatives for Consideration – See Page 5

OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

FINANCIAL – STAFFING – LEGAL IMPLICATIONS

Financial: The cost to fabricate and install signage at the MacNab Transit Terminal is approximately \$34,000 and has been approved and will be funded from Project ID: 5302084003, Account Number 59212.

The cost to reprint promotional material/schedules reflecting the new name is expected to be minimal and will be absorbed into the normal seasonal print costs for HSR (funded from Dept ID: 530260, Account number: 55610).

Staffing: Approximately 60 hours of staff time will be required to update the HSR website and PDF timetables, revise transit routing and to configure data tables which feed destination signs and timing points. Additional staff time will be accommodated within the current Transit budget.

Legal: N/A

HISTORICAL BACKGROUND

At a meeting of the Facility Naming Sub-Committee on August 31, 2015, the following motion was approved and later ratified by Council:

That staff be directed to investigate the process for recognizing Frank Cooke, former General Manager of the Hamilton Street Railway, at the proposed location for the Light Rail Transit (LRT) transportation hub.

(see Item (e)(iii) of Facility Naming Sub-Committee Report 15-002 for reference)

Subsequently, at a meeting of the General Issues Committee on September 2, 2015, the following motion was approved and later ratified by Council:

That the matter of naming the MacNab Transit Terminal after the late Frank Arthur Cooke, be referred to the Facility Naming Sub-Committee.

(see Item 7 of General Issues Committee Report 15-016 for reference)

As the two above-noted motions conflict with respect to the proposed renaming site, staff investigated both options and reported back to the Facility Naming Sub-Committee on May 10, 2016. As a result of the discussion respecting naming options for the recognition of Frank Cooke, the following motion was approved and later ratified by Council:

- (a) That staff be directed to report back to the Facility Naming Sub-Committee with clarification of the Naming Policy and Eligibility Criteria with respect to

former Municipal Employees, in advance of any determination of whether the Queenston Light Rail Transit hub after Frank Cooke, former General Manger of the Hamilton Street Railway, is appropriate; and,

- (b) That the MacNab Street Terminal no longer be considered as a possible location for renaming after Frank Cooke, former General Manager of the Hamilton Street Railway.

(see Item (d)(i) of Facility Naming Sub-Committee Report 16-001 for reference)

In follow-up to this direction, Report PW16092, titled Eligibility Requirements with Respect to Former Municipal Employees, went to the October 31, 2016 meeting of the Facility Naming Sub-Committee (see Item 1 of Facility Naming Sub-Committee Report 16-002 for reference). Information Report PW16092 provided clarification around the naming of municipal property, buildings and features after former municipal employees.

POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS

Report PW05142(b), respecting revisions to the City’s Municipal Property and Building Naming Policy, was approved by the Facility Naming Sub-Committee on November 30, 2015 and later ratified by Council (see Item 1 of Facility Naming Sub-Committee Report 15-003 for reference). The policy serves to establish guidelines and regulations for naming property and buildings owned by the City.

This naming request meets the required guidelines as set out in Section 4(b)(iii) of the City’s Municipal Property and Building Naming Policy, as detailed in the Analysis and Rationale for Recommendation section of Report PW22022.

RELEVANT CONSULTATION

The Ward 2 Councillor has been consulted and endorses Report PW22022 recommendation.

The family of Frank Cooke has been consulted and supports the proposed naming.

ANALYSIS AND RATIONALE FOR RECOMMENDATION(S)

While the Facility Naming Sub-Committee had previously considered the Queenston LRT hub as an option to honour the late Frank Cooke, the cancellation of the project by the Government of Ontario on December 16, 2019 meant it was no longer a viable option to honour the late Frank Cooke. While the Government of Ontario and the City engaged in a new agreement for LRT, signed September 22, 2021, the project is in its early stages. At this time, no determination about jurisdiction for naming rights has been established.

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Accordingly, Transit requests the Facility Naming Sub-Committee to reconsider renaming the MacNab Transit Terminal to The Frank Cooke Transit Terminal.

Frank Cooke passed away in 2014 in his 101st year. He was engaged and passionate about the City and transit, having a four-decades long career with the Hamilton Street Railway (HSR). His career began in 1946 as a cashier with HSR and he rose through the ranks to eventually retire as General Manager. He was a long-time member of the Canadian Urban Transit Association (CUTA) and president from 1970 - 1971. He was also involved in a voluntary capacity with the Hamilton Downtown Rotary Club, PROBUS club, Tourism and Convention Bureau and was an active member of the Chamber of Commerce Transportation Committee. Additionally, he volunteered tutoring students with visual disabilities and was active in minor sports.

MacNab Transit Terminal, located at 1 MacNab Street South, Hamilton, opened in 2011. It serves as a central hub for downtown Hamilton transit. The terminal features heated platforms, bus shelters, a landscaped green roof, enhanced accessibility and public washrooms. Currently ten transit routes frequent the terminal, totalling over 7,250 arrivals and departures weekly.

The City’s Municipal Property and Building Naming Policy outlines three accepted categories of names from which the names for municipal property, buildings, and features may be selected, in priority order, as follows:

- (1) Geographic
- (2) Historic
- (3) Prominent Individuals and/or Organizations

Section 4(b)(iii) of the policy details the “Prominent Individuals and/or Organizations” category. It includes, in part, eligibility for names affiliated with individuals who have made a significant contribution to the community/City in one or more of the following areas:

- Service as a member of a public board, committee, or commission.
- Service in a voluntary capacity in community organizations such as service clubs, cultural groups, unions, ethnic organizations, community associations, professional organizations etc.
- Service in a voluntary or philanthropic capacity or having made a significant contribution in the following areas: environment, agriculture, arts, co-operatives, education, business or industry, journalism, medicine, politics, religion, science, public service, recreation or sports on a local, national, or international scale.

As Frank Cooke made a significant contribution to his community through his employment at the Hamilton Street Railway and on a voluntary basis, the proposed naming meets the City’s Municipal Property and Building Naming Policy.

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There have not been any other requests for naming of the MacNab Transit Terminal that staff are aware of.

Assuming approval and ratification of the recommendation to rename the MacNab Transit Terminal to “The Frank Cooke Transit Terminal” occurs no later than May 27, 2022, then the change is expected to be implemented in alignment with the commencement of the Fall 2022 board on September 4, 2022. This amount of lead time is required to provide sufficient opportunity to update all route materials (i.e. timetables, signs, annunciators, schedules, etc.) and ensure effective public communication.

ALTERNATIVES FOR CONSIDERATION

Council could select an alternate location to name/rename after Frank Cooke, such as the proposed Transit Maintenance and Storage Facility (MSF) located at 281 Birch Avenue, Hamilton.

Financial: N/A

Staffing: N/A

Legal: N/A

ALIGNMENT TO THE 2016 – 2025 STRATEGIC PLAN

Community Engagement and Participation

Hamilton has an open, transparent and accessible approach to City government that engages with and empowers all citizens to be involved in their community.

APPENDICES AND SCHEDULES ATTACHED

N/A