



**Subject: Emily Project – FARM 911 Municipal Addressing**

**To: Council**

**From: Fire and Emergency Services**

Report Number: 2021-71

Meeting Date: March 8, 2021

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**Recommendation:**

That Council receive Fire and Emergency Services Report 2021-71, regarding the Emily Project – FARM 911 Municipal Addressing;

That Council endorse the Emily Project – FARM 911 Municipal Addressing and approve the installation of rural farm land signs and farm parcel municipal addressing upon request of the landowner; and

That Council approve one of two funding models:

1. The City fully funds all aspects of the sign installation.
  2. The City charges back the cost of the sign and installation to the applicant.
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**Purpose:**

To endorse the Emily Project – FARM 911 Municipal Addressing, will permit signage to be installed on rural farm lands that normally do not have civic addresses (buildings on the property), thus allowing for efficient and effective emergency service responses should there be an emergency at the location.

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**Background:**

Farm accidents can occur in the most remote locations, making it difficult for first responders to easily locate the situation. The Fire Department has found that there is a flaw in the system as not all rural property entrances have signage. In the event of an emergency, no one should have to wait helplessly for first responders to find them. In an

emergency response, time is everything and an address at the entrance to vacant farm land could make all the difference.

Objectives of the program:

- Create a unified system for acquiring 911 signs across all municipalities
  - Persuade municipalities to offer the signs as a service to their community
  - Encourage rural landowners to use the service
  - Establish a partnership with local agribusinesses who will support the program
  - Develop resources to teach property owners how to contact emergency services efficiently
  - Promote the program through digital, print, and social media
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## **Discussion:**

FARM 911 was inspired by Emily Trudeau, a seven-year-old who died in 2014 when she fell out of a tractor in a farm accident on the family farm in Hastings County.

Emergency responders could not find the property and now the FARM 911 committee is working to make sure that does not happen to anyone else.

On February 8, 2021, the local Niagara Federation of Agriculture approached Council promoting the Emily Project, in hopes that the City of Port Colborne will develop and promote address signage for farm lands that are currently without an address.

Rural addresses without buildings (farm lands) currently do not have addresses assigned to them in Port Colborne.

The farm land signage assigned to these types of lands would have a different colour scheme (black numbers/yellow sign) to differentiate from regular 911 civic address signs and allow emergency services to identify a location. Planning has identified approximately 175 farm properties that signs may be required, based on the property facing a municipal roadway. Farm lands that face unopened road allowances would not be assigned a farm land address.

This initiative would be a collaborative and collective effort by several City Departments listed below:

- Either the Fire Department or the Planning/Building Department can create a process for administering the Farm Parcel Municipal Addressing Application Form (Appendix A) and fee collection from the applicant. The application can be posted under the Building & Planning page on the City's website under Building Applications. A similar posting can be put up on the Fire Department's page.

- Once a municipal address number has been assigned by the Building Division, the number will be registered with the Regional Municipality of Niagara and other applicable services.
  - The Fire Department would arrange for locates and the installation of the sign.
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### **Internal Consultations:**

The Planning Department is aware of the project and supplied the estimate of lands that may require signs.

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### **Financial Implications:**

Under the Fees for Service By-law 6741/105/19, the Fire Department has the ability to charge an applicant \$100 which incorporates all parts of the installation; including the cost of the sign and post. The Building Department collects \$15 towards a 911 sign during the application phase for all requests.

The current cost for materials alone are \$28.19 for the post, sign and mounting hardware. Material costs for the 175 properties would total \$4,933.25.

The proposed cost to an applicant would be \$115.00, which includes administrative, installation and material (sign and post) expenses. The total approximate cost for 175 properties is \$20,125.

Funding is not available within the 2021 Fire Department budget.

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### **Conclusion:**

The City of Port Colborne is committed to being accountable to all residents by meeting the needs of those living in the rural areas as well as urban areas. The City of Port Colborne has been providing a service of installing and maintaining 911 green civic address signs for several years; however, farm lands fronting on municipal roadways are without address signage, which would assist emergency services. It is recommended Council endorse the Emily Project FARM 911 Municipal Addressing and approve the installation of farm land address signs.

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**Appendices:**

- a. Farm Parcel Municipal Addressing Application Form

Respectfully submitted,

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**Report Approval:**

All reports reviewed and approved by the Department Director and also the City Treasurer when relevant. Final approval is by the Chief Administrative Officer.