



# The Town of Niagara-On-The-Lake

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**Report: AC-01-2021**

**Committee Date: November 16, 2021**

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**Report To: Agricultural Advisory Committee of Council**  
**Subject: FARM911 Municipal Addressing - Emily Project**

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## 1. RECOMMENDATION

It is respectfully recommended that;

- 1.1 The Agricultural Advisory Committee recommend Council approve the implementation of the FARM911 Municipal Addressing - Emily Project: and
- 1.2 The Agricultural Advisory Committee recommend to Council that Staff be directed to establish a permit system enabling property owners to apply for FARM911 signage.

## 2. PURPOSE / PROPOSAL

The purpose of this report is to afford the Agricultural Advisory Committee an opportunity to consider implementation of the Emily Project to facilitate the installation of signage on rural farm lands that are not currently assigned civic addressing to assist with emergency service response.

## 3. BACKGROUND

The FARM911 Municipal Addressing project is inspired by the tragic death of Emily Trudeau. Details concerning Emily's story and background to the project may be found at, [www.farm911.ca](http://www.farm911.ca) The website informs that,

Objectives of the program include:

- 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 agri-businesses who support the program
- develop resources to teach property owners how to contact emergency services efficiently
- promote the program through digital, print and social media

On February 4, 2021, the Agricultural Advisory Committee received a verbal presentation from Fire Chief Nick Ruller concerning the ability of emergency services to properly identify the location of 911 calls. Chief Ruller informed of the capabilities of the current infrastructure as well as the next generation system scheduled for introduction in 2024 and noted concern regarding the effectiveness of signing large parcels with multiple frontages.

The Committee approved the following motion,

*That Council direct staff to investigate how to best address the need for parcel identification on farm parcels within the municipality and that a staff report regarding such be brought back to the Agricultural Committee for consideration.*

Council approved the Committee recommendation on February 22, 2021.

#### **4. DISCUSSION / ANALYSIS**

In review of Municipal Property Assessment Corporation information, Staff have identified the existence of 242 vacant and unaddressed parcels of land located in the rural area that would have the potential for FARM911 signage.

A number of Niagara municipalities have already implemented the program with a permit process and varying fee requirements:

Grimsby	\$ 60.00
Pelham	\$100.00
Port Colborne	\$115.00
Wainfleet	\$140.00
West Lincoln	\$125.00

The Town's current 911 sign program was implemented in the early 2000s for the purpose of installing the white-on-green civic address signs at the entrance of properties occupied by buildings. The approximate cost for the administration and installation of each sign is \$125.00.

In support of the Committee's request for the implementation of FARM911 signage, it is recommended that a specific permit process be established to document ownership, location of lands, desired location of signage and associated fees.

#### **5. STRATEGIC PLAN**

Not applicable

## **6. OPTIONS**

If the FARM911 signage program is not implemented, calls for emergency response will be accommodated through the established system.

## **7. FINANCIAL IMPLICATIONS**

Costs associated with the establishment of the permit process are anticipated to be minimal and can be accommodated within the Operating Budget. Costs related to the location and erection of signs are to be borne by the landowner.

## **8. COMMUNICATIONS**

If Council approved implementation of the program, Staff will provide media releases to news outlets and promote the program through social media and the Town's website.

## **9. CONCLUSION**

The installation of FARM911 signage provides an additional mechanism to assist with emergency service response to vacant rural properties. The implementation of the program will require Council direction on the establishment of a permit process and associated fees.

**Respectfully submitted,**

**Craig Larmour, MCIP, RPP  
Director of Community  
& Development Services**

ATTACHMENTS