



Hamilton

## **Agricultural & Rural Affairs Sub-Committee – Farm 911 Program Update #2**

November 30, 2023

Presented by: Heather Travis

# Background

At its meeting of January 18, 2021, the Agricultural & Rural Affairs Advisory Committee provided the following direction:

*“That the Agriculture and Rural Affairs Advisory Committee respectfully requests that appropriate City staff be directed to develop a framework to provide emergency 911 signs to owners of unidentified farm properties in Hamilton, at their request, at no cost to the applicant.”*



# Project Update

- Proposed Farm 911 – Emergency Access Point (EAP) policy has been circulated to the ARASC
- Staff Report recommending implementation of Farm 911 – Emergency Access Point (EAP) program scheduled for December 5 Planning Committee
- If approved by Council, program will launch in January 2024

# Key Program Highlights

- Program will be offered free of charge to property owners
  - No application fee will be applied
  - No fee for signage, including installation
- Voluntary program
- Vacant rural and agricultural properties are eligible
- More than one Farm 911 – Emergency Access Point number may be permitted per property if multiple existing access points exist

# Key Program Highlights

Application form will include a waiver acknowledging that assigning a Farm 911 – EAP number:

- Does not permit further use or development of the property without appropriate approvals;
- Does not constitute a civic address for mail delivery purposes and is to assist in emergency situations only;
- Does not constitute the approval of the existing entrance nor does it deem the access safe for use;
- Does not guarantee that access is adequate for emergency vehicles; and,
- Requires the landowner to maintain and keep the sign and access in good repair

# Signage



# Communications Plan

- City's Communications team is preparing a communications strategy with the objective to create awareness of the new program and encourage participation of the agricultural community.
- Strategy will include the following:
  - Media release promoting the new program
  - Social media messaging and website updates
  - Targeted emails to stakeholders
  - Graphics and other materials
- Communication materials can be shared with the members of the ARASC for sharing and distribution with networks and constituents.

# Next Steps

- Planning Committee – December 5, 2023
- Council – December 13, 2023
- Launch of program – January 2024