



## The Corporation of the Township of King Report to Council

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**From:** Clerk's Division – Corporate Services Department  
**Report Number:** COR-CLK-2025-004  
**Date:** Tuesday, June 17, 2025  
**Title:** **Farm 911 – Emily Project Access Point Program**

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### **Recommendation**

1. That Council receive Report COR-CLK-2025-004.
2. That Council endorse the Township of King's participation in the Farm 911 – Emily Project Access Point Program.
3. That the Township Clerk be delegated authority to approve and do all things necessary to implement the Farm 911 – Emily Project Access Point Program.

### **1. Report Highlights**

- The Farm 911 – Emily Project enables emergency services to locate rural incidents more efficiently by assigning unique addresses to farm field entrances and vacant rural lands.
- The Township of King was the first municipality to sign a Memorandum of Understanding with York Region supporting the program, with cost-sharing provisions for signage.
- A full implementation strategy has been developed, including an online application form, interdepartmental coordination, a communications campaign, and a forthcoming address sign by-law.

### **2. Purpose**

This report seeks Council's formal endorsement of the Farm 911 – Emily Project Access Point Program and outlines the Township's implementation strategy, including operational, communications, and financial considerations. The report also highlights the significance of the York Region Memorandum of Understanding (MOU) in supporting this initiative.

### **3. Background**

The Farm 911 – Emily Project was launched after a young girl named Emily Trudeau tragically passed away after a farm accident that occurred in Hastings County, Ontario. When first responders arrived at the farm, they had difficulties locating Emily due to minimal 911 signage at the farm's entrance. This project was launched and has been adopted by municipalities as an aid in prevention of future incidents like this. This is a voluntary safety

initiative that encourages owners of agricultural or vacant rural land to have unique addresses assigned to their access points that will assist first responders in locating specific areas of the property, allowing them to more quickly respond to emergency calls.

A full listing of participating municipalities and more about the program can be found on the Farm 911 program website at: <https://www.farm911.ca/>

In April 2024, the Township of King became the first municipality in York Region to sign an MOU with the Region to participate in the Farm 911 Support Program. The MOU outlines a cost-sharing model, with York Region reimbursing up to \$50 per sign installed. During the remainder of 2024, staff researched and consulted with other municipalities to understand more about the program and develop a King-centric program with an intended aim to launch in summer 2025.

#### 4. Analysis

The Farm 911 – Emily Project represents a proactive and compassionate approach to improving emergency response in rural communities. By assigning civic addresses to farm fields and vacant rural properties, the program addresses a critical gap in emergency services—namely, the difficulty first responders face when trying to locate incidents in larger rural areas where property sizes are quite large and may have multiple entrances.

The Township of King’s implementation strategy reflects a thoughtful and collaborative effort across departments. The Clerk’s Division has led the coordination of the development of the program, while Roads, Fire, and GIS teams have contributed to the operational design, including signage installation, mapping, and emergency response integration. The development of an online application form ensures accessibility and ease of use for rural property owners, while the forthcoming address sign by-law will provide the necessary legislative framework to support applicability and consistency.

The Township has developed a comprehensive implementation plan which includes:

- **Application Process:** An electronic application form has been created and is undergoing final testing. This will streamline requests from property owners seeking Farm 911 addresses for their access points.
- **Internal Coordination:** Roles and responsibilities have been defined across the Clerk’s, Roads, Fire and GIS Divisions. This includes ordering signs, conducting utility locates, installation, GIS tracking and processing reimbursements.
- **Communications Plan:** A multi-channel outreach strategy is being finalized, including a dedicated webpage, news release, social media graphics, and a flyer to be mailed to rural property owners to promote the program. An unveiling ceremony will also be planned on-site at one of the first installation locations. Additionally, staff will explore opportunities to attend in-person events to promote the 911 Farm Program, such as the annual King Fire and Emergency Open House.

- **Legislative Support:** A new address sign by-law is being drafted to formalize the program.
- **Program Monitoring:** Staff will collect feedback from first responders and property owners to evaluate the program’s effectiveness and identify areas for improvement.

The Township’s partnership with York Region, formalized through a Memorandum of Understanding, further strengthens the program’s viability. The MOU outlines a cost-sharing model that reduces the financial burden on the municipality and property owners, with York Region reimbursing up to \$50 per sign. This regional collaboration not only supports the program’s sustainability but also sets a precedent for inter-municipal cooperation on rural safety initiatives.

### Farm 911 Sign Details

As part of the implementation, the Township has selected a yellow sign with black text for the Farm 911 property address markers. This colour combination was chosen for its high visibility and contrast, which enhances readability in various weather and lighting conditions. Yellow is commonly used in road signage to indicate caution and draw attention, making it an ideal background for emergency location signage in rural environments. The black text provides maximum legibility against the yellow background, ensuring that first responders can quickly and accurately identify the address from a distance. The pictures below show the Farm 911 property address sign, in comparison to the standard civic property address sign used across the municipality, which has a green background and white text.

***FARM 911 ADDRESS SIGN***

***STANDARD CIVIC ADDRESS SIGN***



### Next Steps:

The next steps to kick-off this program includes:

1. Finalize and launch the application form and webpage.
2. Roll out the communications plan.
3. Host a public launch event in summer 2025 to unveil one of the first installed signs.
4. Bring forward an updated address sign by-law to Council.

## 5. Financial Considerations

This program is supported through a reimbursement model with York Region. The Township will initially fund the signage and administrative costs, with recovery through the Region's \$50-per-sign subsidy. Additional funding sources or cost-recovery mechanisms will be explored as the program evolves and should the Region's funding model change. Given the amount of the subsidy provided, the Farm 911 address sign will be provided to applicants for free. Installation will be completed by Public Works staff to ensure it is installed appropriately within the Township right of way. The Township will cover the staffing costs associated with the installation conducted by Public Works as an in-kind service.

## 6. Alignment to Strategic Plan

The 2023-2026 Corporate Strategic Plan (CSP) was adopted by Council on June 12, 2023. The CSP reflects the priorities of utmost importance to the community and defines the obligations and commitments of the Township of King to its citizens and to the public. The CSP is aligned with the Townships long-term vision defined in the "Our King" Official Plan. The CSP also aims to ensure that staff initiatives focus on and work towards supporting King's Vision, Mission and Values.

This report is in alignment with the CSP's Priority Area(s), and/or associated Objective(s) and/or Key Results(s):

Priority Area: Complete Communities

Objective: Enrich community well-being and make King the ideal place to live, work and play.

Key Result: Not Applicable.

The Township's involvement in the Farm 911 – Emily Project indicates a direct approach to enhancing community safety, thereby enriching community well-being.

## 7. Conclusion

The Farm 911 – Emily Project Access Point Program will be a vital initiative that enhances emergency response capabilities in rural areas by assigning unique addresses to farm field entrances and vacant rural lands. The Township of King's participation and comprehensive implementation strategy demonstrate a proactive and collaborative approach to improving community safety.

## 8. Attachments

Not applicable.

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