
HALDIMAND COUNTY

Report CDP-04-2020 Community Partnership Program – Hagersville Fire Station Digital Sign Project

For Consideration by Council in Committee on March 3, 2020



OBJECTIVE:

To approve a community request from the Hagersville Firefighters Association to undertake the installation of a digital sign at the Hagersville Fire Station.

RECOMMENDATIONS:

1. THAT Report CDP-04-2020 Community Partnership Program – Hagersville Fire Station Digital Sign Project be received;
2. AND THAT the request from the Hagersville Firefighters Association, to undertake the installation of a digital sign at the Hagersville Fire Station, be approved;
3. AND THAT capital funding in the amount of \$6,000, contributed from the Ward 4 Community Vibrancy Fund, be approved towards the projected \$30,000 budget;
4. AND THAT capital funding to an upset amount of \$8,400, representing 35% of the \$24,000 budget balance remaining following the Community Vibrancy Fund contribution, with related funding from the Community Partnership Capital Reserve, be approved;
5. AND THAT project and funding approval are conditional upon compliance with Haldimand County Policy 2011—01 and any legislated requirements and permits, including County standards and processes;
6. AND THAT the revised budget, as outlined in CDP-04-2020, be approved.

Prepared by: Katrina Schmitz, Manager, Community Development and Partnerships

Reviewed & Respectfully submitted: Mike Evers, General Manager, Community and Development Services

Approved: Craig Manley, MCIP, RPP, Chief Administrative Officer

EXECUTIVE SUMMARY:

The Hagersville Firefighters Association has long been an active and engaged group in the community, supporting local activities for the benefit of residents and visitors.

Haldimand County has received a request from the group to install a digital sign at the roadway in front of the new Hagersville Fire Hall/Emergency Services Station—constructed in 2017 (Attachment 1)—along Highway #6. The new sign will be used to convey information to the community-at-large regarding fire prevention matters and other related issues of interest and concern. Based on staff's analysis, there are numerous location options on the site that could accommodate the sign in compliance with MTO setback standards.

The Hagersville Firefighters Association would like to construct a sign along the lines of the one installed by the Canfield Firefighters Association in 2015 at its new Fire Hall (Attachment 2). The request has been reviewed by Haldimand County's Community Partnership Program (CPP) Staff Review Team, which supports the project.

The total estimated budget for the project is \$30,000. The local Councillor has already committed \$6,000 in Ward 4 Community Vibrancy Fund monies to the project; the group is eligible for another \$8,400 in CPP grant funding, leaving \$15,600 to be raised by the Association. The group has indicated it has a portion of its contribution in hand and anticipates raising the remainder during the course of the year, hoping to begin construction in late summer.

BACKGROUND:

Haldimand County's Community Partnership Program (CPP) is intended to encourage and enhance strategic partnerships to the benefit of community stakeholders and the municipality, offering a simple, streamlined and customer-focused approach. The Program is intended to balance the rigor of the review process—necessary to ensure legitimate public interest issues are addressed—with flexibility and respect for the volunteer commitment of the groups.

Since 2011, more than seventy (70) CPP projects have been completed, leveraging more than \$2 million in community-raised funds to construct almost \$3.7 million in County enhancements.

The request from the Hagersville Firefighters Association is for:

- (i) Approval to undertake the installation of a digital sign, with an estimated project budget of \$30,000, on Haldimand County property;
- (ii) Approval to apply to the Ministry of Transportation for permission to install the digital sign adjacent to a provincial roadway (Highway #6); and,
- (iii) Capital funding to support the installation of the digital sign for the benefit of the community. The local Councillor has committed \$6,000 towards the project from the Ward 4 Community Vibrancy Fund. The group is eligible for another 35% of the remaining budget balance through the CPP Community Projects Capital Reserve, in this case funding in the amount of \$8,400.

ANALYSIS:

The new Hagersville Emergency Services Station (Fire and Paramedic) was constructed in 2017, and plays a central role in the community through its provision of essential fire and paramedic services as well community education and information. The original plans for the Station included a digital sign at the roadway; this proposal is intended to address this final capital installation.

Project Details:

The Hagersville Firefighters Association proposes construction of a digital sign, along Highway #6, to:

- Enhance the appearance and image of the property;
- Improve the ability to share more information (multiple messages) more quickly, keeping the community better informed; and,
- Demonstrate the community's civic pride.

Need & Benefit:

A digital sign in this location will allow the Hagersville Firefighters Association to be able to share fire prevention information and other educational/community details in a highly-visible and professional manner.

Project Review:

This request was reviewed through the Community Partnership Program's Staff Review Team, which includes representation from all County Divisions. The proposal was supported following consideration of and/or compliance with the following:

- During construction of the new Emergency Services Station, a small concrete pad was installed to accommodate a sign in front of the building. While the existing base will be too small for the proposed sign, the group should investigate the location as a possibility as conduit was also run from the building to the pad;
- Approval and related permits for the sign will be required from the Ministry of Transportation, including meeting all related criteria (setbacks, brightness, etc.);
- Compliance with all County standards and permits;
- It is recommended that the sign include information for both Fire and Paramedic Services; and,
- Given the total estimated budget for the sign is greater than \$20,000, the Hagersville Firefighters are asked to secure three quotes to comply with the County's Procurement policies.

Finance staff also noted that, during the original construction of the Emergency Services Station, funding from the Community Vibrancy Fund was allocated for three capital enhancements at the Station:

- Creation of a display area for an antique fire truck;
- Purchase of a brush unit (equipment); and,
- Installation of a sign for the new building.

The display area for the vintage truck was completed during construction and the brush unit was purchased; however, the latter item went significantly over budget due to changing Canadian/U.S. exchange rates, resulting in a shortfall of funds to complete the digital sign installation.

Funding Plan:

The Hagersville Firefighters Association has indicated it has a portion of its contribution in hand, and plans to continue fund-raising for the project in the coming months. The group hopes to begin installation later this summer.

Project Management:

The project will be managed by the Hagersville Firefighters Association in collaboration with staff.

FINANCIAL/LEGAL IMPLICATIONS:

Policy No. 2011-01 states the Community Partnership Program (CPP) will encourage and actively support partnerships with not-for-profit community groups. Within the Community Capital projects Grant Program, Council has the responsibility to approve community capital projects with an overall budget of greater than \$10,000.

The Ward 4 Councillor has committed \$6,000 in Community Vibrancy Fund (CVF) monies towards the project. In keeping with previous community capital proposals where CVF funding was committed, the Hagersville Firefighters Association's request for CPP funding is based on the outstanding project budget balance, which is \$24,000 in this case. The proposed CPP grant of \$8,400 is in keeping with the funding formula of a maximum CPP grant of 35%.

Based upon approved/recommended projects to date requiring funding from the Community Partnership Capital Reserve, there are sufficient funds available. Should this initiative be approved,

there remains approximately \$95,240 (including report CDP-03-2020, also being presented at this meeting) in the Community Partnership Capital Projects Reserve which is unallocated.

The CPP policy (2011-01) requires all community funding for Council-approved projects must be in place with the County or secured/confirmed with the applicable community group prior to the start of any construction. The Hagersville Firefighters Association has already secured some funding towards the project and hopes to begin construction in late summer 2020.

As a result of the proposed project, the following budget amendment is required:

	Current Approved Budget	Proposed Revised Budget
Expenditures:		
Hagersville Firefighters Association Digital Sign Project	\$0	\$30,000
Total Expenditures:	\$0	\$30,000
Financing:		
Community Vibrancy Fund Reserve (Ward 4)	\$0	\$6,000
Community Partnership Program Reserve	\$0	\$8,400
Community Contribution	\$0	\$15,600
Total Financing:	\$0	\$30,000

In addition to the funding required for the requested digital sign installation, the Public Sector Accounting Board (PSAB) reporting standards require the County to record the fair market value of contributed assets. This enhancement will be amortized over the estimated life of the associated asset for accounting purposes.

The sign will remain a County-owned asset. Ongoing management and care of the digital sign (including timely and relevant message creation) will be the responsibility of the Hagersville Firefighters Association. Additional annual operating costs (utilities) will be the responsibility of Haldimand County through its Tax-Supported Operating Budget. Future replacement of the sign should be considered through a partnership between the Firefighters Association and the County.

STAKEHOLDER IMPACTS:

This application was assessed and supported by the Community Partnership Program's Staff Review Team, which is comprised of Staff from all County Divisions.

REPORT IMPACTS:

Agreement: No

By-law: No

Budget Amendment: Yes

Policy: No

ATTACHMENTS:

1. Hagersville Fire Station & Proposed Digital Sign – Location Map.
2. Canfield Fire Station Digital Sign – Photos.