



Staff Report

Administration

Report To: Committee of The Whole
Meeting Date: December 4, 2017
Report Number: FAF.17.149
Subject: Communication Projects Initiated in 2017 and Proposed for 2018
Prepared by: Shawn Everitt, Acting CAO

A. Recommendations

THAT Council receive Staff Report FAF.17.149, entitled “Communication Projects Initiated in 2017 and Proposed for 2018”;

AND THAT Council authorize Staff to move forward with Communication Pilot Projects for 2018 as outlined in this report.

B. Overview

The purpose of this report is to bring forward communication tools identified by Senior Management Team Staff to initiate as pilot projects for 2018. The projects that have been identified are detailed in the analysis section of this report.

C. Background

The purpose of the communication pilot projects is to provide additional tools to engage with our community and provide other outlets and methods to ensure information is available to those individuals impacted and is delivered in a clear, concise and timely manner.

Staff understand and acknowledge that the community needs information to be provided in a timely fashion that allows dialogue with Staff and Council prior to decisions being made. Currently, the practices and procedures that are followed by Staff provide the ability to have that same dialogue, however the pilot projects recommended by Staff extend the existing timeframe and clarify the processes Staff and Council work within.

Throughout 2017, Town Staff have had the opportunity to meet with a group of stakeholders that have been providing community engagement opportunities through Community Round Table events. A number of key communication aspects that individuals attending the round table events have identified have been shared with Staff. The following is a condensed list provided to Staff by the organizers of the Community Round Table events and are as follows;

Points with * are points that are areas identified within this report.

- Approach
 - Openness, proactive, seeking input, consistent and transparent protocol
- Openness
 - Big focus on current Council meetings:
 - Consideration of Open Mic
 - Sound System in Council Chambers *
 - Live Recording *
 - Videotaping/Broadcasting *
 - Monthly community meetings or coffee meetings with Councillors
- Accessibility and Dissemination
 - Short, simple, top-ten style, plain language
 - Website Improvements *
 - Diverse means to disseminate information
 - Social media
 - Email
 - Regular mail
 - Local newspaper
- Education
 - Workshops – videos such as “Communications 101” or “Planning 101”
 - Dedicated workshop to restore trust
 - A layman’s guide to process, key organizations, etc.
- Pre-Committee of the Whole information and Development Signage *

In addition, Staff have worked hard and listened to concerns, in particular through recent development review processes, and understand that development can impact our residents and communities. Staff play a significant role in ensuring that potential developments are identified in the early application stage of the process, while continuing to ensure information is provided as the development works through the approval process.

Communication is vital to a community and its residents, however, where and when the Town is permitted to either release information or require information to be shared or presented is often governed by Policy, Regulation and the Municipal Act. Having the tools in place will ensure that information is shared in a timely fashion and within the governed requirements.

D. Analysis

Staff believe that a Communication Strategy is an absolute need for the Town in order to clearly identify;

- “Why” we want to communicate,

- “What” we want to communicate,
- “Where” we want to communicate,
- “When” we want to communicate and
- “How” we want to communicate.

In the 2018 budget, Staff have proposed that in 2019 Council consider the development of a Communication Strategy for the Town. The pilot projects identified in this report are in no way intended to act as the Town’s Communication Strategy. These projects may help determine ways of communicating more effectively and may become tools that could be included in the Communication Strategy.

The engagement of the public and stakeholders is an essential part of a Communication Strategy. Staff believe that the pilot projects and use of the following Communication Tools will help to increase public and stakeholder engagement.

The following proposed Communication pilot projects will be implemented in the first quarter of 2018:

1) Release of Committee of The Whole/Council Agenda

Staff is recommending that the Committee of The Whole/Council Agenda package be released no later than the end of the work day on the fourth business day prior to the Committee of The Whole/Council meeting. This would provide the public with 6 days to review the Agenda package.

Currently the general practice and intent is to release the agenda no later than the Wednesday prior to the following weeks meeting. Staff acknowledge that the release of the Agenda package does not always meet the intended timeline, due to reports not completed on time, reports requiring revisions or last minute report requests.

Senior Staff are committed to enforcing the internal report development and review processes and submission timeline that will allow the Clerk’s Department to meet the proposed timeframe. The proposed timeframe exceeds the requirements of the Town’s Procedural By-Law and provides Council and the public with additional time to review the material while not requiring changes to the existing Procedural By-Law.

2) Agenda Highlight Document

Staff have developed a template that would allow the Economic Development and Communication Coordinator to circulate a condensed version of the Staff Reports that are included in the Committee of The Whole Agenda (Attachment 1). The purpose of this is to provide a condensed, easier to read version of the Staff Reports being considered by Council. The document would include the overview statements of each Staff Report and provide a hyperlink to easily find and access the full report that is contained in the Agenda package.

3) On Site Development Signage

Planning and Development Services Staff have put forth a template for on-site signage relating directly to Developments. The signage template (Attachment 2) would be the responsibility of the Developer as part of the Development Application Process.

The initial sign installation would identify that an application has been submitted by the Developer for review by Town Staff. The signage would ideally front the road where the proposed entrance would be located or the area with highest visibility. It is recommended that, for an application to be considered complete, proof must be provided by way of photographic evidence that signage has been installed in the appropriate location and meeting the required specifications of the signage requirements.

As the application process and development moves forward, the signage would be modified to include, the proposed layout, design and conceptual drawings of the development, moving then to notice of completion of the different stages of the process, advertisements of required Public Meeting(s) and final approved design of the future development. As part of the signage requirements, it would be the responsibility of the Developer to ensure that the sign remains in good repair and that the information remains legible and accessible. The Town will also require that this signage be available in other formats as required to meet requirements under the Accessibility for Ontarians with Disabilities Act (AODA).

The intent of this project is to provide residents important information throughout the entire Development process. Having signage in place will provide a consistent understanding of the Development not only for existing residents and local area property owners but also for perspective land owners. The proposed signage would also benefit future landowners within the proposed development through posting design images where public lands would exist, public and private trail systems, if public parks exist within the Development, the proposed amenities, how any public lands within the Development will be used or accessed and how trails fit within the overall Town trail network.

4) Establishing a Community Guide

Staff recommend that using a booklet style Community Guide, similar to the guide the Municipality of Meaford publishes, be considered as a key communication outlet. Staff have identified during several community meetings and discussion with members of the public that such a guide is desired. Some residents would like to have the Town publish a Community Guide that helps supply information such as an "Everything The Blue Mountains" publication.

A number of Municipalities that currently use some form of hard copy publication have been consulted by Town Staff, including Staff from the Municipality of Meaford. An overview of the process that Meaford uses to create a bi-annual publication, including a Fall and Winter and a Spring and Summer Guide, has been performed. Staff believe that there is an opportunity to produce a Fall and Winter Guide in 2018/19 with current advertising budgets existing through the multitude of departmental budgets.

The ability to produce this guide is an opportunity to provide key information for each department, other government agencies, community groups, events and a range of specific information sharing on processes such as the 2019 Budget and Municipal Election.

The following pilot projects have already been committed to:

5) Webcasting

The Town has partnered with iSi LIVE to live stream and record public meetings over the internet. Starting in December 2017, residents and stakeholders will be able to access live streamed Council and Committee of The Whole meetings conducted at Town Hall through the Town's website at www.thebluemountains.ca. This will allow those who are unable to attend these meetings the ability to access a fast, high quality video broadcast from anywhere with an internet connection. Past recorded meetings will also be available for viewing through the Town's video archive on the Town's website.

6) Newsletter Circulated Through Tax Billing

Town Staff circulate two newsletters through the typical Town billing process. The Fall 2017 Newsletter is included as Attachment 3 of this report. The Newsletter is produced by the Town's Economic Development and Communication Coordinator with support from the other Town Departments.

7) Redeveloped Town Website

Since 2015, Staff have been working on the redevelopment of the Town's website. During this process, the Town ended its working relationship with the original Contractor that was selected for the Website Redevelopment project.

During the initial process Staff's recommendation to proceed with the redevelopment of the existing website was based on the following merits;

- 1) Increased mobile use
- 2) AODA compliance
- 3) Need to add additional features
- 4) Need to upgrade to a more user-friendly user experience on both sides of the interface

The goal for the project team was to fundamentally rethink our website from top to bottom and to make it easier for people to find what they needed quickly in format that was easily accessed and clearly understood. This is in keeping with more modern website design thinking.

Moving forward to the 4th quarter of 2017, Council authorized Staff, by way of Staff Report FAF.17.111, to enter into an agreement with Running Tide, the Town's current website supplier, to redevelop the Town's website before the 2018 Municipal Election. Staff is moving forward in an extremely positive manner and fully intend to meet that required timeframe with a redeveloped website in place before July 2018.

Building on the initial website survey performed in 2015, Town Staff have issued a revised website redevelopment survey to gather feedback from residents, visitors and local groups and businesses. Town Staff have also reached out to community groups to obtain additional feedback and promote distribution of the survey.

E. The Blue Mountains Strategic Plan

Goal #4: Promote a Culture of Organizational and Operational Excellence
Objective #4: To Be a Financially Responsible Organization

F. Environmental Impacts

None

G. Financial Impact

Staff time will be required, however, a Communications Strategy has been identified as key priority for Staff to improve on and may require realignment of some typical daily tasks.

H. In consultation with

Senior Management Team

I. Attached

1. Agenda Highlight Document
2. Development Signage Example
3. Fall Newsletter

Respectfully Submitted,

Shawn Everitt
Director of Community Services/Acting CAO

For more information, please contact:
Shawn Everitt
directorcs@thebluemountain.ca
519-599-3131 extension 281



Media Release

Town of The Blue Mountains
32 Mill St., Box 310
Thornbury, ON
N0H 2P0

Committee of the Whole Agenda Highlights – Oct 2, 2017

Please note:

This document captures highlights of the upcoming October 2, 2017 Committee of the Whole Meeting, and includes those items which may be of broader interest to our residents, businesses and property owners. It is meant for information purposes only and is not an official record as relates to Council proceedings. Please refer to the [Agenda](#) for a complete list of items being discussed at the Committee of the Whole (COW). If there is a discrepancy between this document and the Agenda or Minutes, the information presented in the Agenda and/or Minutes will stand as the official record.

Committee of the Whole meetings allow each Committee to review staff reports and make recommendations to Council. Until items are approved at a Council Meeting, they are not considered final.

Want to have your say before the final decision?

If you would like to have your voice heard on any of the issues included in the October 2nd meeting, you have several alternatives which are listed [here](#). Please note that if you have questions for Town staff about a staff report, you are always free to call them ahead of the meeting.

If you have questions about submitting comments, please contact townclerk@thebluemountains.ca, call 519-599-3131 ext 232 or visit us at Town Hall.

Public Meetings

You can find information on speaking, submitting comments or asking questions on the right hand side of every Public Notice. Links to Public Meetings are provided.

Consent Agenda*

Committee of the Whole sessions generally start with the adoption of the Consent Agenda. It generally includes those items provided to each Committee for Information or Update Purposes Only. These items are then **Accepted for Information** as a group, unless a member of the

Committee wishes to discuss the item further. (A description of each of these reports is provided under the name of the Committee to which the report is presented.)

- B.3.1 Monthly Financial Report – August 2017, FAF.17.108
- B.3.2 Rural Economic Development (RED) Funding Application for Thornbury Visitation Study, FAF.17.117
- B.3.3 2017 Compensation Review Consultant Update, FAF.17.115
- B.7.1 Emergency Purchase – Repair of Wet Well Pump at Lake Shore Sewage Lift Station, CSPW.17.092
- B.11.1 Eden Oak – Trailhead Ontario Municipal Board Decision Received, PDS.17.90

Finance, Administration (HR, CEDC, Clerks) and Fire (Enforcement Services) Committee

[The Amalgamation – Referenced as Town Crier Painting \(FAF.17.119\)](#)

This report is in follow-up to the July 10, 2017 Council meeting regarding correspondence from Mrs. Beverly Lapointe and Council's motion to refer the request to The Blue Mountains Public Art Committee, in coordination with The Blue Mountains Public Library Board, Museum Advisory Committee, for consideration and recommendation back to Council.

[Proposed Amendment to Short Term Accommodation Licensing Bylaw 2013-50, as amended \(FAF.17.119\)](#)

This report follows Council's Resolution to amend the table containing the list of infractions found under 6.1(4) of the STA Licensing By-law 2013-50, as amended to include an additional column (Column 4) prescribing whether a due diligence defence is applicable for certain infractions contained in the By-law.

[*Monthly Financial Report – August 2017 \(FAF.17.108\)](#)

This report outlines the Town's financial activities as of August 31, 2017.

[*Rural Economic Development \(RED\) Funding Application for Thornbury Visitation Study \(FAF.17.117\)](#)

Council is being updated on the Town's plan to apply for Rural Economic Development (RED) funding for a visitation study in Thornbury. A visitation study would allow Thornbury to understand who is visiting the Town, identify Thornbury's target markets, and more specifically, direct Thornbury's digital marketing efforts. The submission date for this application is September 28th, 2017.

***2017 Compensation Review Consultant Update (FAF.17.115)**

This is a staff report that details the change of consultant firm for the Compensation Review.

Community Services and Public Works Committee

Acceptance of Gift from Charles and Ella Garrad (CSPW.17.099)

Approval of this report provides direction to Staff to notify Charles and Ella Garrad that the Town greatly accepts the offering of the gift as outlined in this report.

The Report also provides direction to Staff that the gift be placed under the care and custody of the Blue Mountains Public Library for the proper preservation, storage and display as determined by the Craigeith Heritage Depot Museum Curator.

Support of Great Lakes Waterfront Trail (CSPW.17.1000)

This report outlines Staff recommendations supporting the Town's participation in the extension of the Great Lakes Waterfront Trail initiative to provide a continuous waterfront route along the shores of all the Great Lakes.

***Emergency Purchase – Repair of Wet Well Pump at Lake Shore Sewage Lift Station (CSPW.17.092)**

This report provides final cost details for the emergency pump repair at the Lake Shore Sewage Lift Station (SLS).

Planning and Development Services Committee

Windfall Phase 2B, Yellow Birch Crescent RP 16M-52 Application for Part Lot Control By-law (PDS.17.89)

This report provides a summary of an application for a part lot control by-law in order to create the final lots for the semi-detached units of Windfall Phase 2B.

Zoning Amendment for Temporary Use (Blue Mountains Animal Shelter) (PDS.17.91)

The purpose of this report is to provide follow up information to Council on a temporary use zoning by-law amendment application, which requests permission for a cat shelter use in the existing house on the property. This report summarizes the information received at the public meeting on September 11, 2017 and provides Planning Policy review of this proposal. Staff recommend approval of this application and a draft by-law is attached to this report (Attachment #2).

Second Nature Phase 1 – Street Name (PDS.17.94)

The purpose of this report is to inform Council of the proposed Street name for the Second Nature Development, Phase 1 and recommend the Street name provided by the developer that has been approved by staff.

***Eden Oak – Trailhead Ontario Municipal Board Decision Received (PDS.17.90)**

The purpose of this report is to provide Council with an update on the Eden Oak – Trailhead Ontario Municipal Board case.

Correspondence

Grey County Re Notice of Decision - Municipality of Grey Highlands Grey Official Plan

This notice of decision can be accessed [here](#).

Public Meetings: Please Note that Public Meetings Begin at 5:00 pm

The public meeting is your chance to hear more about the proposal and make your views about it known. You may also speak at the meeting or submit written comments. Information from the public will help Council in their decision-making process, so make sure to have your say! Any person or agency may attend the Public Meeting and/or make verbal or written comments either in support or in opposition to the proposed amendment.

More information is available on each Notice of Public Meeting listed below.

Applications for Consent for Lot Addition and Zoning Amendment

Maclaren_Weir Consent and Zoning; East Part of Lot 16, Concession 9

The purpose of the Zoning Amendment application is to ensure the newly enlarged residential lot is all within the same zoning category and to allow greater permissions for proposed accessory buildings on the residential lot. An exception zone is proposed that would allow accessory uses to be a maximum of 2 metres high, to be located in a front yard, and to be constructed prior to a main use. The Hazard Zone may also change on the property, subject to recommendations by the Grey Sauble Conservation Authority. The legal description of both properties is East Part of Lot 16, Concession 9 (formerly the Township of Collingwood).

Application for Zoning By-law Amendment

M. Cairns; 111 Interlaken Court, Lot 51 Plan 16M-46

The purpose of this amendment is to permit the construction of an un-enclosed private tennis court on Lot 51. The tennis court will be used by the owners and guests of Lot 52 where a new

home is presently under construction. The effect of this amendment is to permit the construction of a tennis court prior to the main dwelling on Lot 51.

[Applications for Consent and Zoning By-law Amendment: File B11-2017 and B12-2017 for two new lot creations](#)

Block 37, Plan 16M-24

Solcorp (Peaks Ridge) has submitted two applications for consent to create three residential lots (two new parcels and one retained parcel). The three residential lots propose the future construction of a new single detached residential dwelling on each. Block 37 Plan 16M-24 originally anticipated the construction of eight (8) multi-attached (townhouse) units.

The purpose and effect of the Zoning By-law Amendment is to rezone the lands from the Multiple Residential R6-166-h zone to the Residential R3 zone. An exception to the R3 zone is also requested for Lot 1 to consider a new minimum lot frontage of 10 metres, and revised setbacks to establish a suitable building envelope due to the ‘L’ shape configuration of the lot.

Applications Received

The following is a list of applications received by Planning and Development Services (what time frame?) These applications will not be approved until.....

Received October 1st: Application for Development

Clarksburg

This is a development as proposed will feature 48 homes, which will require....

Upcoming Meetings

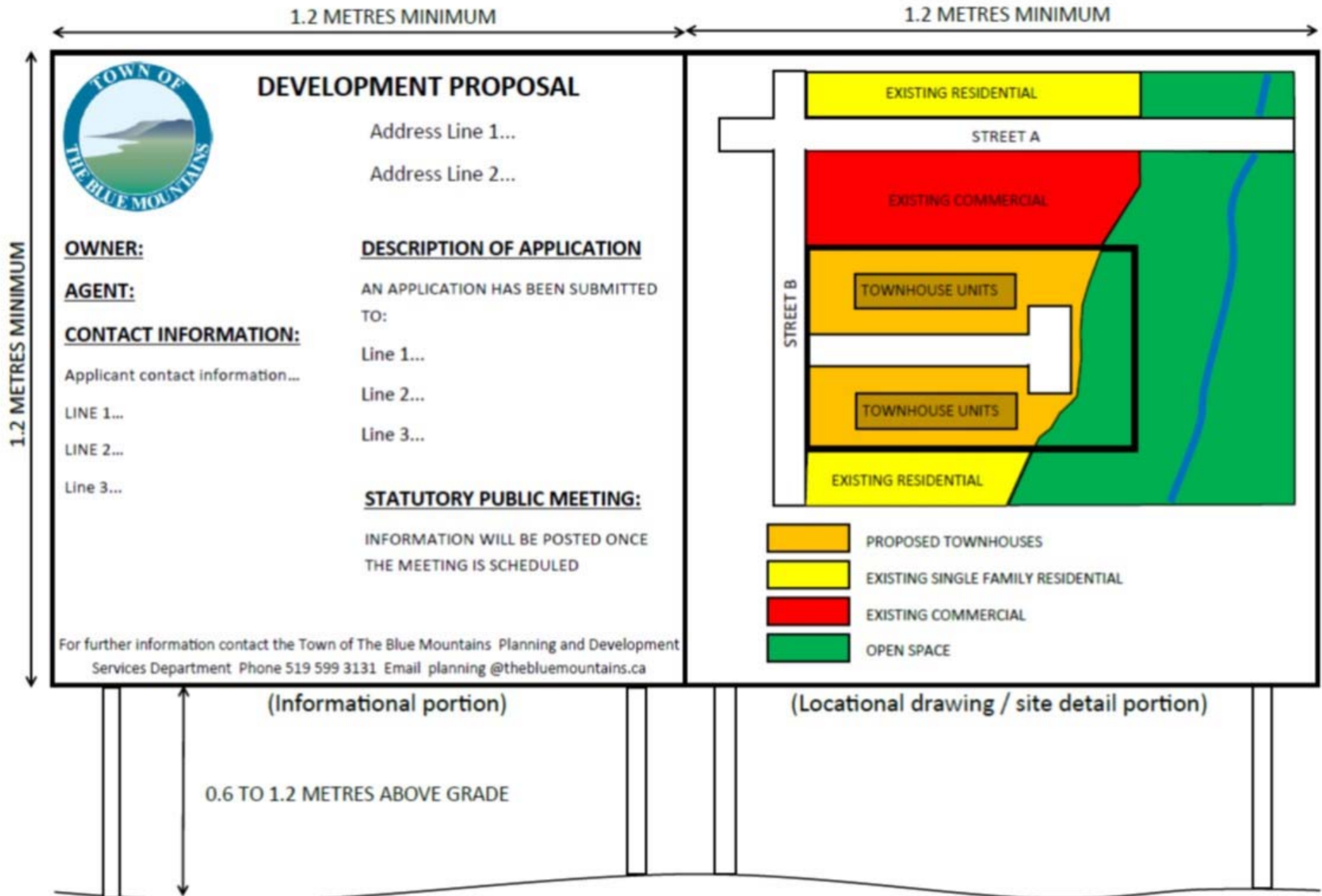
October 16, 2017,	Council Meeting	Town Hall, Council Chambers	7 pm
October 18, 2017	Committee of Adjustment	Town Hall, Council Chambers	4 – 6 pm
October 23, 2017	Committee of the Whole	Town Hall, Council Chambers	1 pm*

*time subject to change, please confirm at the link above

Agendas and Minutes are available online – simply go to our home page at www.thebluemountains.ca, click the calendar date and select the meeting you are interested in reviewing. Minutes of each meeting are posted AFTER they are approved by Council.

For more information, contact:

Communications and Economic Development Coordinator	Town Clerk	Mayor
Elizabeth Cornish 519-599-3131 ext 282 Economicdevelopment@thebluemountains.ca	Corrina Giles 519-599-3131 ext 232 Townclerk@thebluemountains.ca	John McKean 519-599-3131 ext 400 Mayor@thebluemountains.ca





THE BLUE MOUNTAINS NEWS

Issue 2

August 2017

Mayor's Message

As Mayor I often hear that residents are not feeling as informed as they would like to be. One way to stay informed is through our weekly Friday e-blast. It includes:

- Agendas, Staff Reports and Minutes for all Committee of the Whole and Council Meetings
- Information on Special Meetings, other Committees and Public Notices
- Events, Activities and fun ways to enjoy The Blue Mountains and area

Every week you'll get an email with between 10 and 20 headlines. You can pick and choose which stories you want to read. We hope you'll take the time to sign up..

Mayor John McKean

Sign up on our home page for the Town's weekly e-blast which includes the South Georgian Bay "See & Do" Guide.

How walkable is our community?

Take a walk by yourself, with your family, or with a group of friends or colleagues and **use the checklist** developed by the Town to decide how walkable your neighbourhood is.

Walking has so many benefits to our community! Help us make it better.

Please complete a Walkability Checklist to voice your opinion. The Town wants to hear from you.

Pick up your **Walkability Checklist** at any of the following locations or access it digitally at: www.thebluemountains.ca/activetransportation.cfm.

- Town Hall
- Beaver Valley Community Ctr.
- Blue Mountains Public Library
- Craigleith Heritage Depot
- Thornbury Harbour

You can also drop off your completed checklist at Town Hall.



Notes on Assessment and Taxation

Assessment

Total Phased-In Assessment for taxation in 2017 is \$3.911 billion

Assessment Growth in 2016 was 1.5%

Taxation

2017 Final Property Tax Due Dates

FIRST INSTALMENT – August 25, 2017

SECOND INSTALMENT – October 25, 2017

Tax Payment Options

See reverse of Tax Bill for tax payment options.

Pre-Authorized Payment Plan (PAP) application forms available on Town website

www.thebluemountains.ca/applications-forms.cfm

To Calculate Your Taxes

The following example shows how to calculate realty taxes levied on a residential property valued at \$300,000:

$$\$300,000 \times .00927389 = \$2,782.17$$

(Exclusive of local improvements, if any)

(\$0.40) for county services and the local School Boards (\$0.20) for the education of our community's children.

Penalty/Interest charges of 1¼% per month (15% per year) are added to unpaid taxes on the first day of the month following the due date and on the first day of each month thereafter until taxes are paid.

Application of Payments

Payments are applied to oldest to current penalty/interest first and then to oldest to current taxes.

Supplementary Tax

For properties with new construction or renovations in 2015 and 2016 (not included on the assessment roll for 2017) and for properties with new construction or renovation in 2017, taxes will be billed on a Supplementary Tax Notice later this year once the assessment details are received from MPAC

Tax Reductions

Pending Tax Reductions as a result of an Assessment Appeal, Request for Reconsideration, Section 357 Reduction, Tax Incentive or Vacancy Rebate will be processed in due course after the final tax bill.

Questions on your assessment?

Contact the
Municipal Property
Assessment
Corporation (MPAC)

Ph: 1-866-296-6722
Fax: 1-866-296-6703

Email
enquiry@mpac.ca

Website
www.mpac.ca

Mailing Address
PO Box 9808
Toronto, ON
M1S 5T9



Tax Incentive Programs

To confirm your eligibility or to find out more information, please contact the agencies listed below:

Farm Property Class Tax

Ontario Ministry of Agriculture and Food

1-800-469-2285 farmtax.omafra@ontario.ca

<http://www.ontario.ca/farmtax>

Conservation Land

Ontario Ministry of Natural Resources

1-800-268-8959 cltip-info.mnr@ontario.ca

<http://www.mnr.gov.on.ca/en/Business/CLTIP/>

Managed Forest

Ontario Ministry of Natural Resources Integration Branch

1-855-866-3847 mftip@ontario.ca www.ontario.ca/mftip

2017 Tax Rates - Town of The Blue Mountains

(Excerpt of most common rates. For full schedule: www.thebluemountains.ca)

Property Class	RTC/Q	Town	County	Education	Total
Residential	RT	0.00382394	0.00365995	0.00179000	0.00927389
Resort Condominium	OT	0.00382394	0.00365995	0.00179000	0.00927389
Farm	FT	0.00095599	0.00091499	0.00044750	0.00231847
Managed Forest	TT	0.00095599	0.00091499	0.00044750	0.00231847
Multi-Residential Taxable Full	MT	0.00551105	0.00527471	0.00179000	0.01257576
Commercial Taxable Full	CT	0.00499766	0.00478334	0.01390000	0.02368100
Industrial Taxable Full	IT	0.00710560	0.00680087	0.01390000	0.02780647

The Waste Tab

If you use a stationary roadside garbage box -- **you must use The Waste Tab to indicate you have waste for removal.**

Contact the Town if you did not have a Tab delivered to your garbage box at:

(519-599-3131 x276).

Waste Disposal Site

Location:

788090 Grey Road 13 (South of Clarksburg)

Hours:

Tuesdays - 8am to 4pm

Thursdays - 8am to 4pm

Saturdays - 8am to Noon

Household Hazardous Waste is accepted from May to end of September only.



Download The Blue Mountains' mobile waste app!

- ◆ Information specific to your address
- ◆ Collection calendars
- ◆ Service disruption alerts
- ◆ Electronic reminders
- ◆ Waste Wizard searches (e.g. Can I Recycle This?)
- ◆ And more!

Go to:

www.thebluemountains.ca/waste-resource.cfm

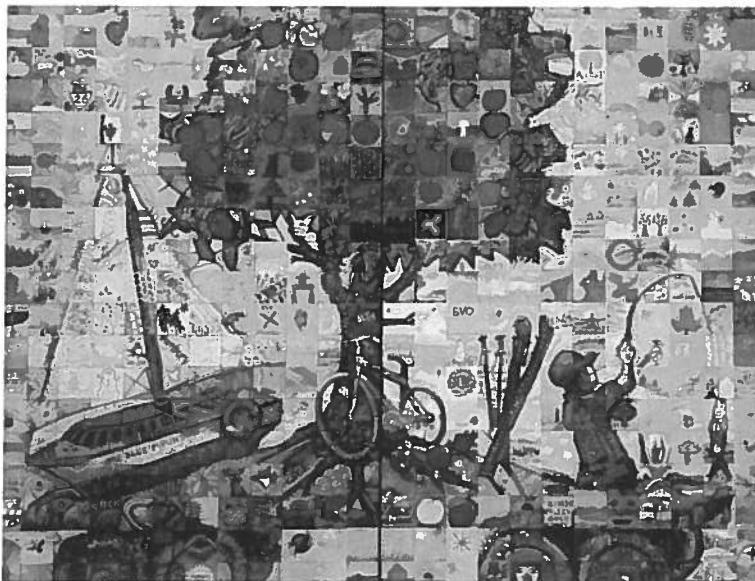


Available on the
App Store



Available on the Android

App Store



Town of The Blue Mountains

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