



Staff Report

Operations

Report To: Committee of the Whole
Meeting Date: June 29, 2021
Report Number: CSOPS.21.051
Title: Transportation Master Plan Public Information Centre 1
Prepared by: Adam Fraser, Transportation Master Plan Project Coordinator

A. Recommendations

THAT Council receive Staff Report CSOPS.21.051, entitled "Transportation Master Plan Public Information Centre 1" for their information;

AND THAT Council direct Staff to proceed with the first Transportation Master Plan Public Information Centre.

B. Overview

This Staff Report provides Council with the materials and information that will be presented at the first virtual Public Information Centre (PIC) event for the Transportation Master Plan (TMP).

C. Background

In the 2019 Budget, Council authorized funding for a TMP study to evaluate a collection of transportation-related topics including speed limits, a road needs assessment, active transportation, public transportation, and parking.

In addition, Staff brought forward Staff Report CSPW.19.042 "Delivery of 2019 Infrastructure Consulting Assignments" where Council approved and authorized Staff to retain an engineering consulting firm to undertake the TMP.

Some consideration was given to whether or not the TMP project should be completed through an Environmental Assessment process, however it was determined that the Environmental Assessment process value-add was critical for transitioning into implementing recommendations that are projected to result from the TMP.

After some delay due to the evolving COVID-19 Pandemic, the Town hired a contract staff Project Coordinator in August 2020 to initiate the TMP project.

Following the Request For Proposal (RFP) process, the Town retained Stantec Inc. as the engineering consultants in early 2021 to bring the TMP project through Approach #1 of the Master Planning Process as outlined in Appendix 4 of the Municipal Class Environmental

Assessment (Class EA) manual, which covers Phase 1 and 2 of the Class EA process. Generally, Phase 1 of the Class EA process is to gather broad information to identify challenges and opportunities. Phase 2 builds on information gathered in Phase 1 to develop alternative solutions and then through further analysis and public consultation, determine preferred solutions.

In May 2021, the Notice of Study Commencement was initiated and distributed as well as invitations to form technical and stakeholder advisory groups. In addition to the Transportation Committee, Staff attended the following Committees of Council to provide information on the project structure and general public engagement strategy:

- Agricultural Advisory Committee;
- Communications Advisory Committee;
- Sustainability Advisory Committee; and,
- Economic Development Advisory Committee.

In mid-June 2021, the Town launched a public survey for the TMP. The survey, as part of information collection under Phase 1 of the Class EA process, and the first major TMP public consultation activity, was built into two parts:

- 1) A standard form survey designed to collect information on how people use the transportation network, identify priorities concerning transportation, and obtain input on an overall vision of a future multi-modal transportation network; and,
- 2) A map-based pin tool for participants to virtually pinpoint specific locations to provide input on transportation issues they see and/or have experienced in the community. This tool is critical in learning more about issues tied to specific locations opposed to higher-level strategic concepts.

D. Analysis

Public consultation and engagement are critical in building a transportation strategy that reflects the needs and priorities of the community. This first PIC is intended to be a platform to: share transportation-related existing conditions to-date with the general public; to ‘take stock’ of our transportation system; and provide additional information on how and what the TMP project is looking to accomplish. It is also an opportunity to prompt participants with themes and questions as a means of collecting more information on what should be considered in forming a comprehensive transportation strategy.

Due to the current public health restrictions and uncertainties regarding in-person gatherings, this PIC has been arranged to take place virtually. However, the format of this PIC is unique compared to other recent virtual Town PIC events. Instead of hosting limited specific date and time meetings, this PIC is designed more like a virtual ‘drop-in’ event to be made publicly available for approximately 4 weeks on the project website.

Under a non-pandemic situation, the design of this PIC would have key project elements presented in a poster board format to fill a physical room, which attendees could visit, digest

content, and ask questions of attending staff and consultants if desired. This format has been common for similar Class EA projects and other visually oriented exercises.

To adapt this format virtually, the proposed approach is to use an online interactive e-learning platform called [Articulate Storyline](#) to offer audio voiceover for each 'poster board' in Attachment 1, guiding participants through the content, and prompting participants for comments in key locations. In addition, there is a comment form at the end of the guided experience as well as project contact information for any further project comments or questions. The following highlights key elements of this virtual PIC event:

- This format provides greater accessible options compared to standard one-off virtual presentations, including a transcript of the audio content and a PDF of the material;
- Evidence from the TMP consultants' previous experience suggests community participation rates with this approach is substantially greater since the date, time, and pace of reviewing the material is user-driven and made broadly accessible no matter where participants live;
- This format does not provide on-the-spot questions and answers, however the above noted benefits are significant, and participants are invited to contact the project team with the provided project contact emails and phone numbers. All comments and questions are documented as part of the public record and will be responded to directly where possible and in further project documentation. In addition, a follow-up Staff Report on PIC 1 will be provided to Council to share a matrix of comments and responses; and,
- Key results from the TMP public survey ending in July 2021 are intended to be provided at this PIC as a later addition to the material in Attachment 1, noted with 'Survey Results Placeholder'. Having key survey results provided at the first PIC is a meaningful way to share what Staff and the consultants have learned so far and allow for PIC #1 participants to respond to the survey results and continue the conversation.

Attachment 2 of this Staff Report is the Notice of PIC #1. This Notice provides a highlight of the project, information on where, when, and why the PIC is happening, and additional resources to contact the TMP project team. This Notice also provides information on the unique format that the PIC material is being presented in and will be shared with project stakeholders and various digital and print media outlets noted in Section I of this Staff Report.

By the end of August 2021, public and stakeholder contributions as part of Phase 1 of the Class EA process is anticipated to include:

- The TMP public survey;
- The Technical Advisory Committee (including Town Staff);
- The Stakeholder Advisory Group (including representation from key Town Committees);
- PIC #1; and,
- Other feedback via the project website/contact with Town staff or the TMP consultant

These contributions will inform how the project progresses into Phase 2 of the Class EA process, where solutions to identified challenges and opportunities begin to be explored.

E. Strategic Priorities

1. Communication and Engagement

We will enhance communications and engagement between Town Staff, Town residents and stakeholders

3. Community

We will protect and enhance the community feel and the character of the Town, while ensuring the responsible use of resources and restoration of nature.

4. Quality of Life

We will foster a high quality of life for full-time and part-time residents of all ages and stages, while welcoming visitors.

F. Environmental Impacts

The TMP is intended to provide policy recommendations and a framework for transportation infrastructure improvement planning over the long term. While no detailed environmental investigations, including archaeological assessments, are being undertaken as part of the TMP, more detailed studies with potential environmental impacts may be initiated under the Ontario *Environmental Assessment Act* in the future to complete the planning for some of the recommended infrastructure improvements identified in the final TMP.

At this time, there are no environmental impacts to provide.

G. Financial Impacts

An implementation strategy is included as part of the TMP scope of work which is expected to provide priority timeframes and the estimated funding needs associated with TMP recommendations. Achieving the Phase 1 and 2 of the Class EA process will streamline future projects to implement the TMP and inform future Town plans and studies such as the annual capital budget and Development Charges Background Study.

H. In Consultation With

Shawn Carey, Director of Operations

Shawn Postma, Senior Policy Planner, Planning & Development Services

Sam Dinsmore, Deputy Treasurer/ Manager of Accounting & Budgets, Finance & IT Services

Tim Hendry, Manager, Communications & Economic Development

I. Public Engagement

The topic of this Staff Report will be the subject of a Public Meeting and/or a Public Information Centre in accordance with the following schedule:

- Friday May 14, 2021 - Notice of Study Commencement;
- Friday May 14, 2021 - Notice of Request to Consult to First Nations and Metis Communities;
- Friday May 14, 2021 - Technical Advisory Group invitations distributed;
- Friday May 14, 2021 - Stakeholder Advisory Group invitations distributed;
- Thursday May 20, 2021 - Notice of Study Commencement published in Blue Mountains Review and Collingwood Connection;
- Mid- June, 2021 - Launch of public survey;
- Tuesday June 29, 2021 Committee of the Whole - Initial staff report COPS.21.051 Transportation Mater Plan Public Information Centre 1 with recommendation to proceed to public consultation;
- July 2021 (Date to be determined) - Technical Advisory Committee meeting;
- July 2021 (Date to be determined) - Stakeholder Advisory Group meeting
- Mid-July, 2021 - End of public survey;
- Monday July 12, 2021 Council - Recommendations from June 29, 2021 Committee of the Whole considered by Council;
- Friday July 16, 2021 - Notice of PIC #1 to Stakeholders, First Nations and Metis Communities;
- Friday July 16, 2021 - Website update for Notice of PIC #1;
- Thursday July 22, 2021 - Notice of PIC #1 published in Blue Mountains Review and Collingwood Connection (1);
- Thursday July 29, 2021 - Notice of PIC #1 published in Blue Mountains Review and Collingwood Connection (2);
- Thursday July 29, 2021 - Virtual PIC #1 launch; and,
- August 27, 2021 - Virtual PIC #1 closes

Comments regarding this report should be submitted to:

Adam Fraser, tmp@thebluemountains.ca

J. Attached

1. Attachment 1 Public Information Centre presentation material
2. Attachment 2 Public Information Centre Notice

Respectfully submitted,

Adam Fraser

Transportation Master Plan Project Coordinator

Shawn Carey
Director of Operations

For more information, please contact:
Adam Fraser
Transportation Master Plan Project Coordinator
tmp@thebluemountains.ca
705-351-2630

Report Approval Details

Document Title:	CSOPS.21.051 Transportation Master Plan Public Information Centre 1.docx
Attachments:	- Attachment 1 Transportation Master Plan PIC Presentation Boards.pdf - Attachment 2 Transportation Master Plan Notice of PIC 1.pdf
Final Approval Date:	Jun 16, 2021

This report and all of its attachments were approved and signed as outlined below:

Shawn Carey - Jun 15, 2021 - 9:26 AM

Shawn Everitt - Jun 16, 2021 - 8:41 AM



Town of The Blue Mountains Transportation Master Plan

Online Public Information Centre 1



Town of The Blue Mountains Transportation Master Plan (TMP)



[Click Here](#)



Transportation Master Plan Study Area



The TMP Study Area is the Town of The Blue Mountains, which is home to a dynamic and diversifying economy with more than 20 km of Georgian Bay shoreline, the Blue Mountain Ski Resort, the Bruce Trail, and rich agricultural lands.

Transportation Master Plan Background & Context



The Town completed a Comprehensive Transportation Strategic Plan in 2010, which provided a framework to address the needs of the Town's road infrastructure, with an emphasis on Highway 26 corridor improvements. Since then, growth patterns, tourism activity and desires of the community have evolved. Interest in Highway 26's role in the region is anticipated to continue, but there has also been a **refocus on finding a more balanced, multimodal approach to the movement of people and goods.**

The 2010 Plan is a valuable document to build from, but will only provide for some aspects of the desired outcomes of this TMP. This TMP project is a new plan to **balance the needs of all road users, to build on the Town's successes and keep the Town a desirable place to live and visit year-round.**



Transportation Master Plan Objectives



- **Improve connectivity and travel choices** by providing reliable, equitable and accessible options
- **Improve the safety of transportation systems for all users**
- Plan the transportation network to **support seasonal tourism fluxes and efficient development within the municipality**
- **Encourage active transportation and transit**
- **Plan transportation infrastructure that assists in reducing greenhouse gas emissions**
- Align with the transportation vision and goals of Grey County and **improve regional transportation and transit connectivity**
- Support the **movement of goods and services throughout the region**

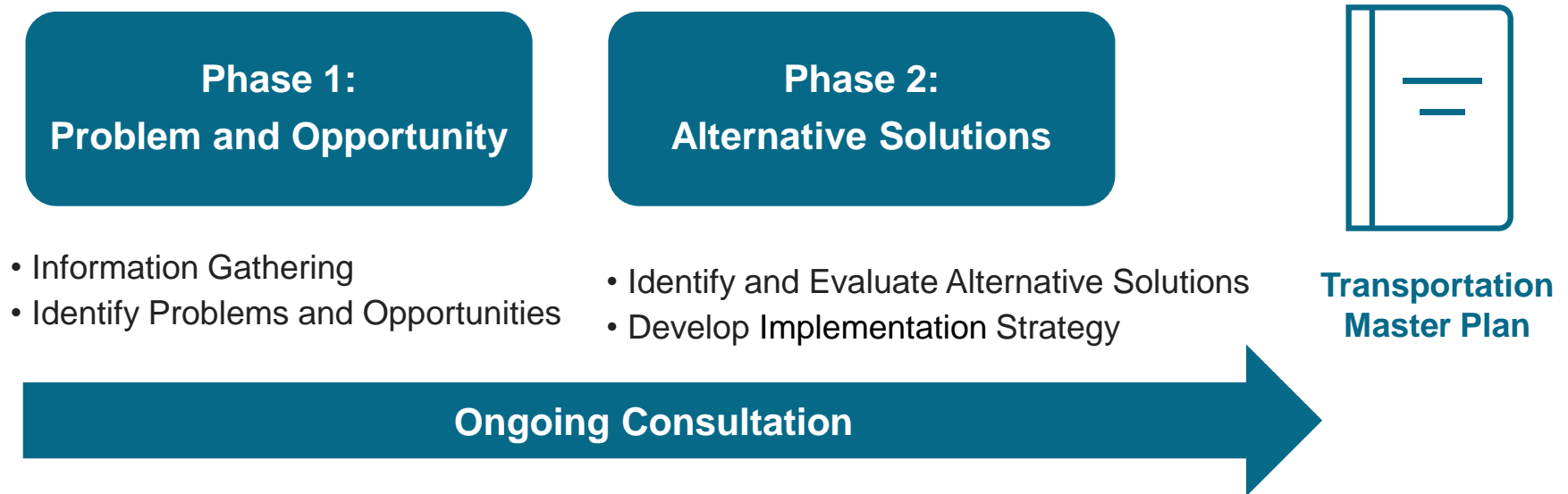


Master Planning Process



This study is being undertaken in accordance with Approach #1 of the Master Planning Process, as outlined in Appendix 4 of the Municipal Class Environmental Assessment (MCEA) document (October 2000, as amended in 2015).

Phases 1 and 2 of the MCEA process will generally be addressed and will form the basis for the recommended Schedule B and C transportation infrastructure projects identified in the TMP Update report.



Consultation Process



Phase 1: Problem and Opportunity

- Information Gathering
- Identify Problems and Opportunities

Phase 2: Alternative Solutions

- Identify and Evaluate Alternative Solutions
- Develop Implementation Strategy



**Transportation
Master Plan**

Ongoing Consultation

Notice of Study
Commencement (May 2021)

Online Survey
(June – July 2021)

**Online Public Information Centre 1
(July 29- August 27, 2021)**

Online Public Information Centre 2
(November 2021)

Online Public Information Centre 3
(April / May 2022)

Notice of Study Completion
(July 2022)

Challenges and Opportunities

Challenges

- ★ Significant growth and development
- ★ Traffic and parking constraints
- ★ Disconnected/absent active transportation links
- ★ Highway 26 corridor
- ★ Seasonal demand fluctuations
- ★ Winter weather conditions

Opportunities

- ▲ Enhance multimodal accessibility
- ▲ Encourage active transportation and public transit
- ▲ Integrate regional travel demands
- ▲ Improve connectivity for trail users
- ▲ Balance trail user safety and vehicular activity

Comment



Community Characteristics



The Town of The Blue Mountains has a population of approximately 8,100 residents, and another estimated 9,200 live in the town seasonally or periodically during the year. However, the permanent resident population has recently increased due to impacts of the COVID-19 Pandemic.



Source: Google Street View

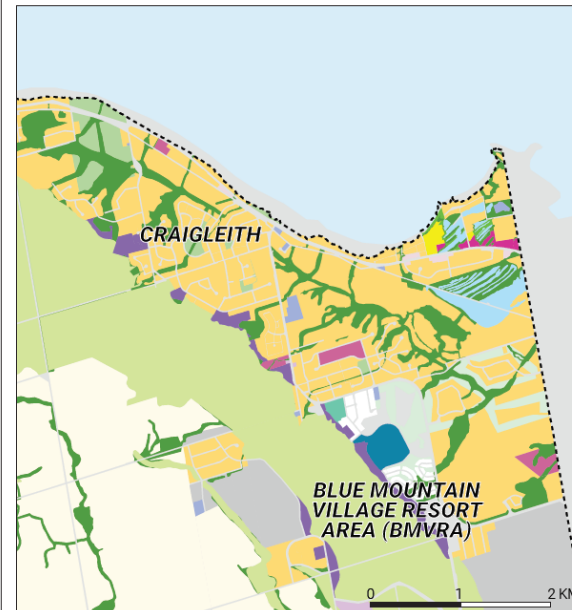
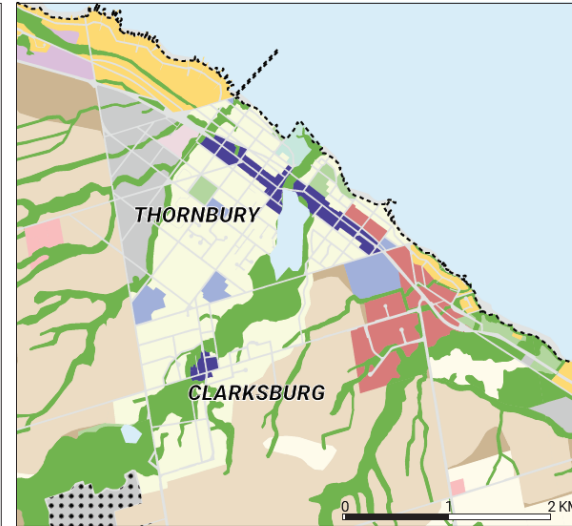
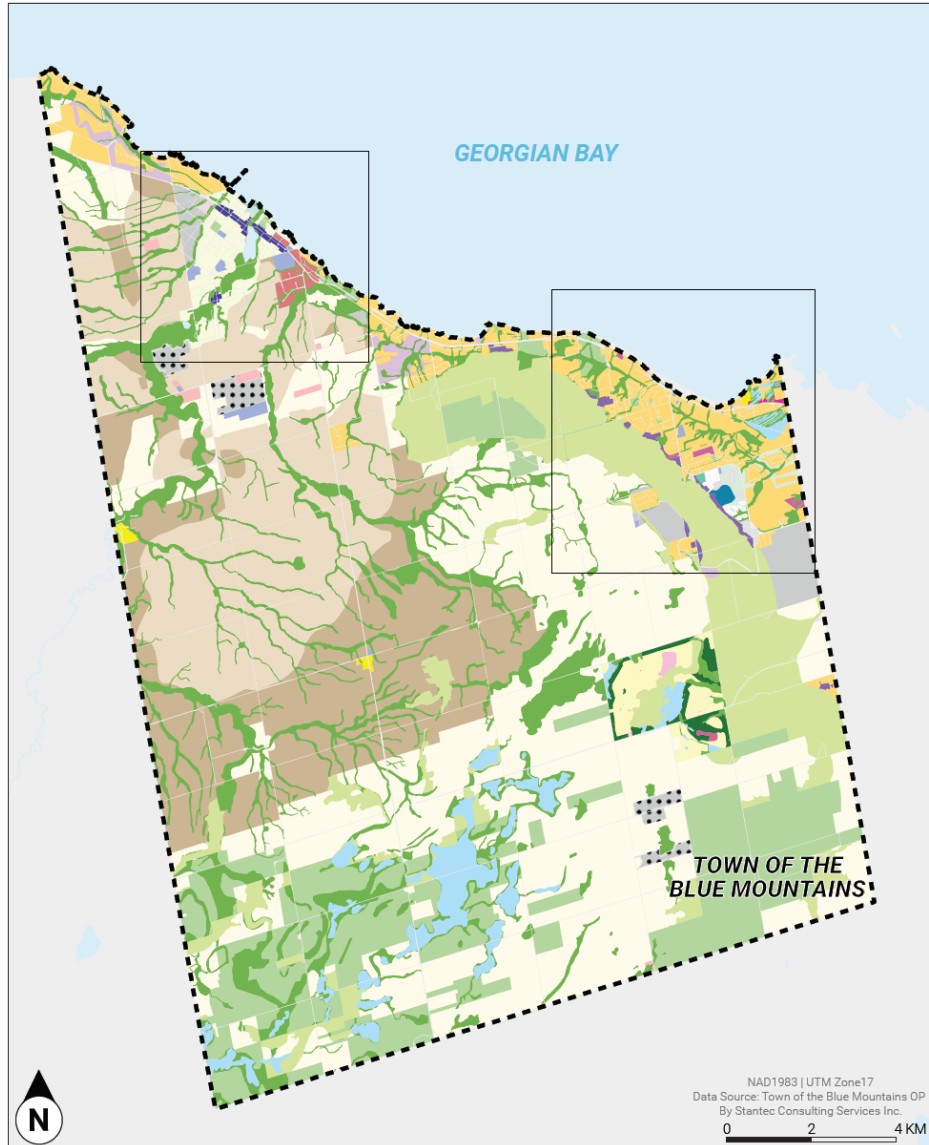


Source: Google Street View



Source: Google Street View

Land Use Characteristics

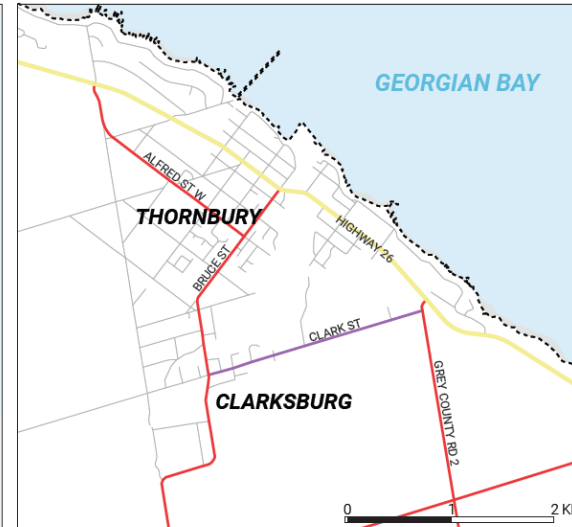
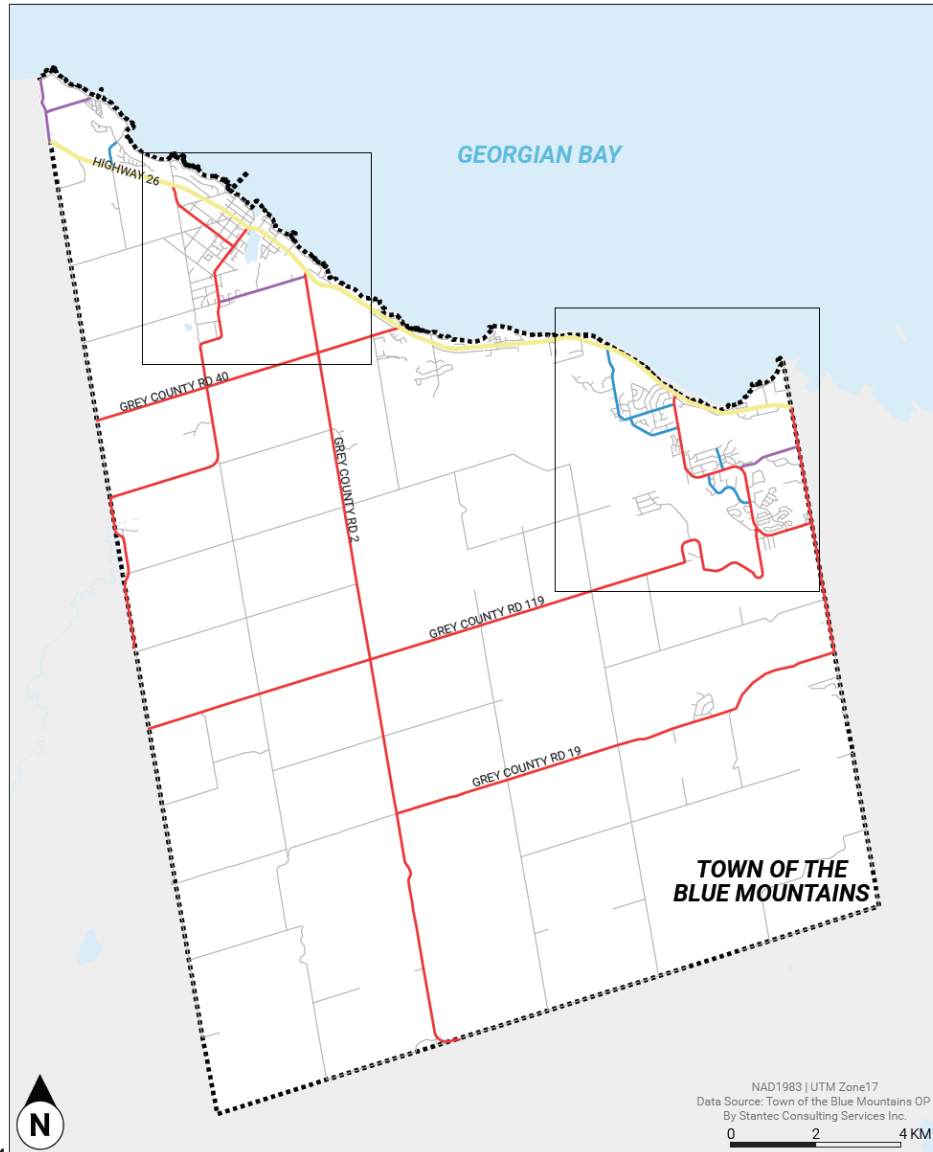


LAND USE

TOWN OF THE BLUE MOUNTAINS TMP

- Agricultural
- BMVRA-Low Density Residential
- BMVRA-Medium Density Residential
- BMVRA-Open Space
- BMVRA-Resort Commercial
- BMVRA-Core
- Commercial Corridor
- Community Living Area
- Craileith Village Commercial
- Craileith Village HSFPWS
- Downtown Area
- Escarpment
- Escarpment Golf (Castle Glen)
- Future Secondary Plan Area
- Hazard
- Hamlet Area
- Harbour Area
- Institutional Area
- Major Open Space
- Mineral Resource Extraction Area
- Rural
- Resort Commercial
- Recreational Commercial Area
- Rural Employment Lands
- Residential Recreational Area
- Recreational Ski
- Resort Residential (Castle Glen)
- Special Agricultural
- Urban Employment Area
- Village Commercial
- Wetlands

Existing Road Network

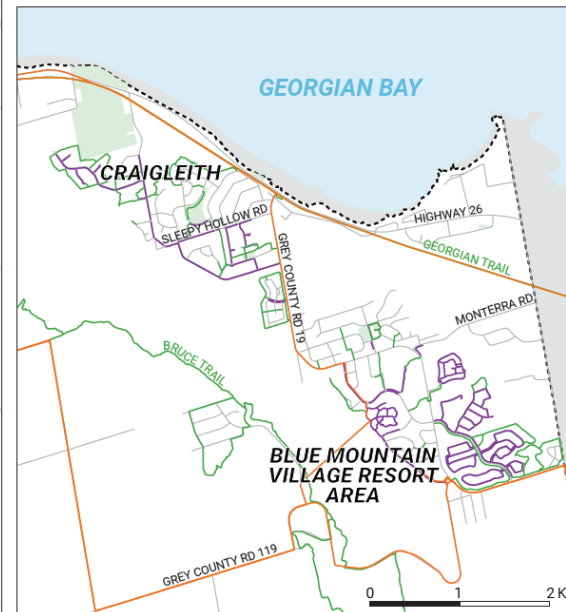
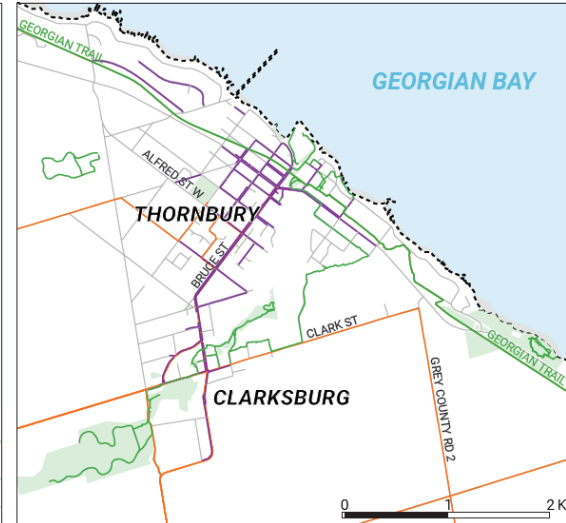
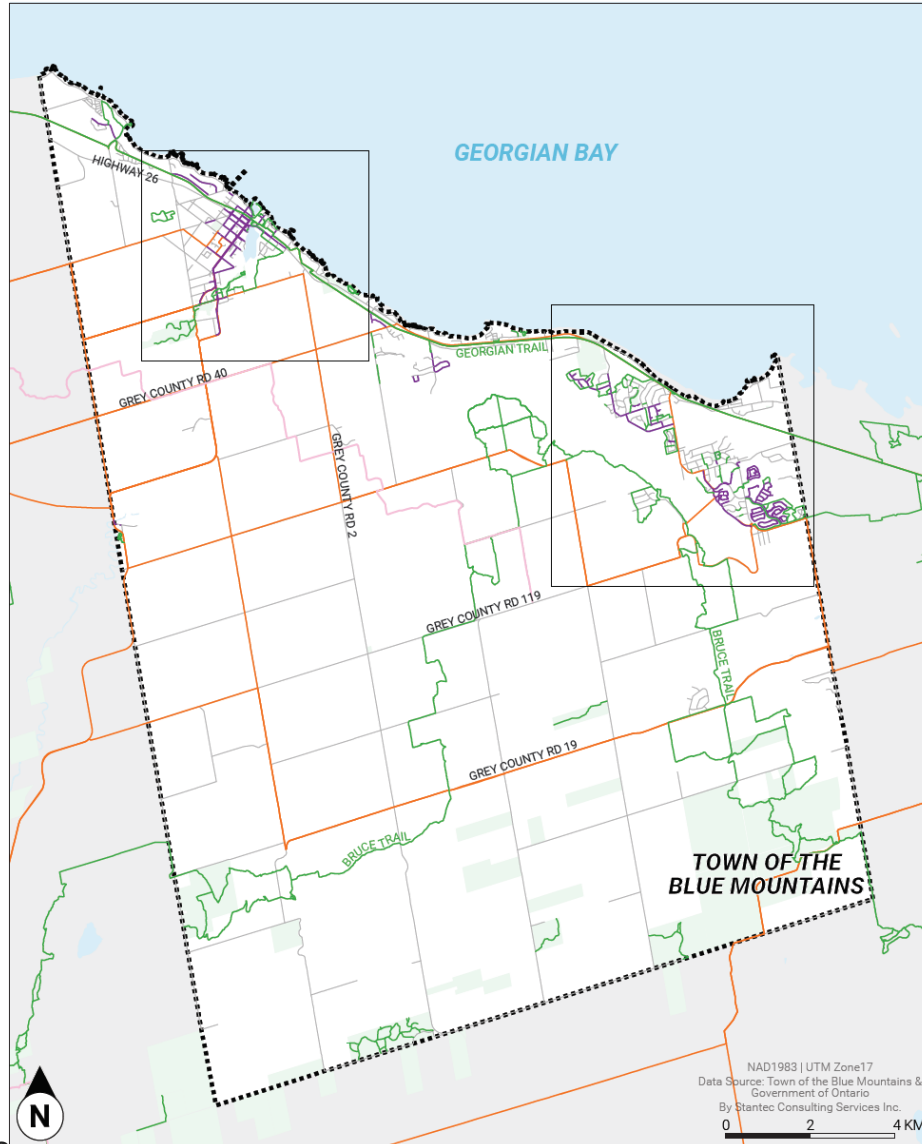


ROAD NETWORK

TOWN OF THE BLUE MOUNTAINS TMP

- Highway 26
- County Roads
- Major Collector Roads
- Minor Collector Roads
- Local Roads

Existing Active Transportation Network



ACTIVE TRANSPORTATION NETWORK

TOWN OF THE BLUE MOUNTAINS TMP

- Sidewalks
- Trails
- Road Cycling Route
- Snowmobile Route

Existing Off-Road Vehicle (ORV) Use



Effective July 1, 2020:

- ORV use extended to Extreme Terrain Vehicles (XTVs) and Off-Road Motorcycles (ORMs), with restrictions

Effective January 1, 2021:

- Amendments to O.Reg. 316/03 Regarding Off-Road Vehicle access on Municipal Highways
- Allow ORV use on all roads in the municipalities prescribed in O.Reg. 8/03
- Permits these municipalities to pass by-laws to *restrict or prohibit* ORV access on some or all roads under their jurisdiction
- Replaces the previous requirement that municipalities had to enact a by-law to *permit* ORVs to operate on municipal highways



What does this mean for the Town of The Blue Mountains?

- Existing regulatory framework prescribed under O.Reg. 316/03 continues to apply to municipalities not listed in O.Reg. 8/03
- The Town of The Blue Mountains is not listed in O.Reg.8/03 and is therefore not affected by the 2021 amendments
- In accordance with Town By-Law No. 2004-69, All Terrain Vehicles shall not be driven on a Town of The Blue Mountains roadway

Existing Transit Network



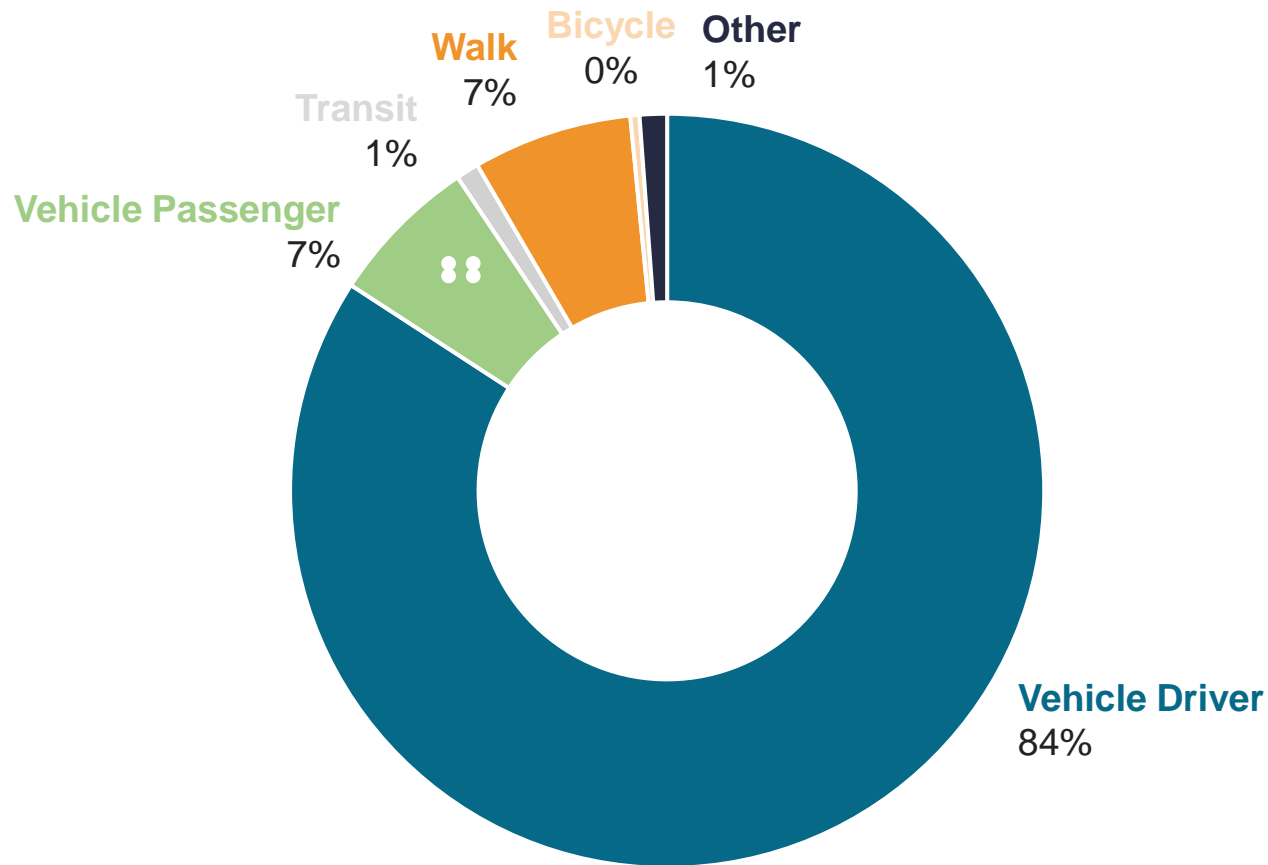
Collingwood Transit (Colltrans)
Blue Mountain Transit Link



Existing Travel Trends: Mode Share



Commuting Mode Share

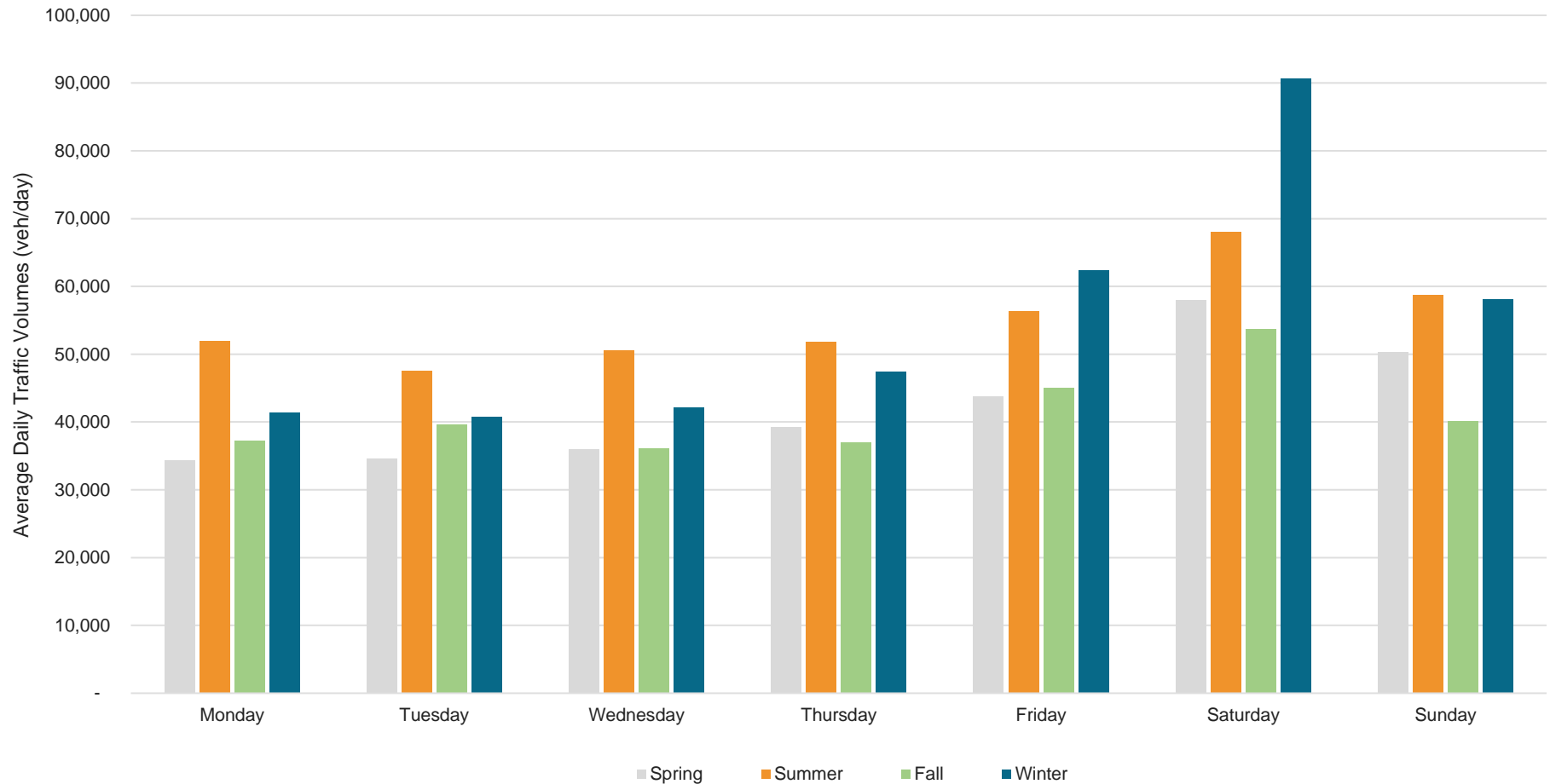


Source: Statistics Canada, 2016 Census of Population

Existing Travel Trends: Seasonal Trips



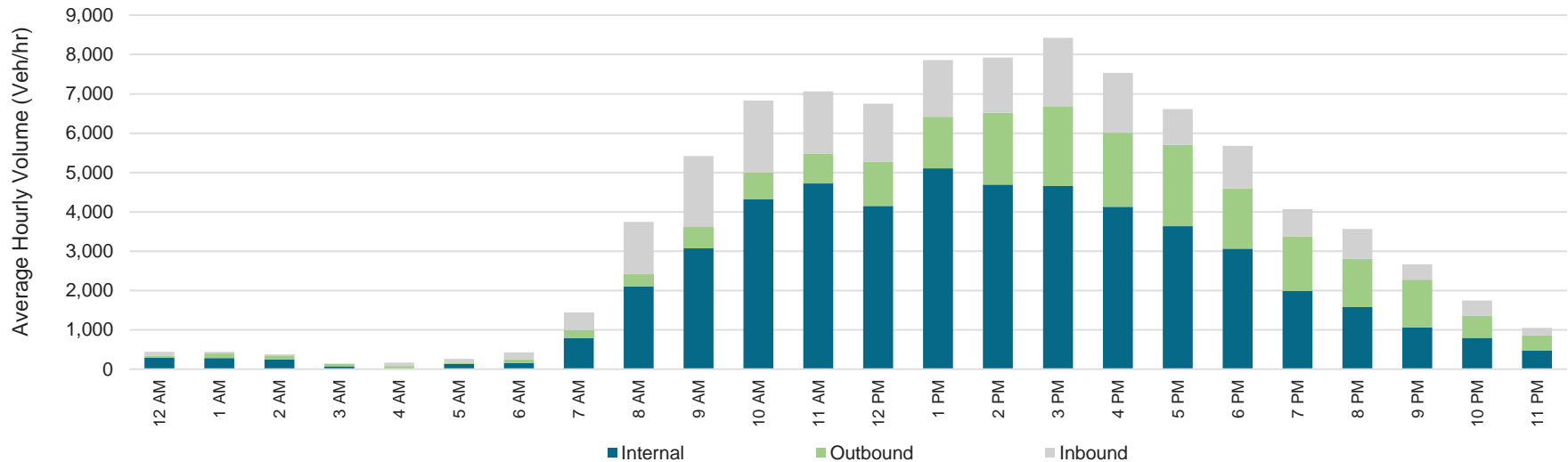
Seasonal Trip Frequency by Day of the Week (2019)



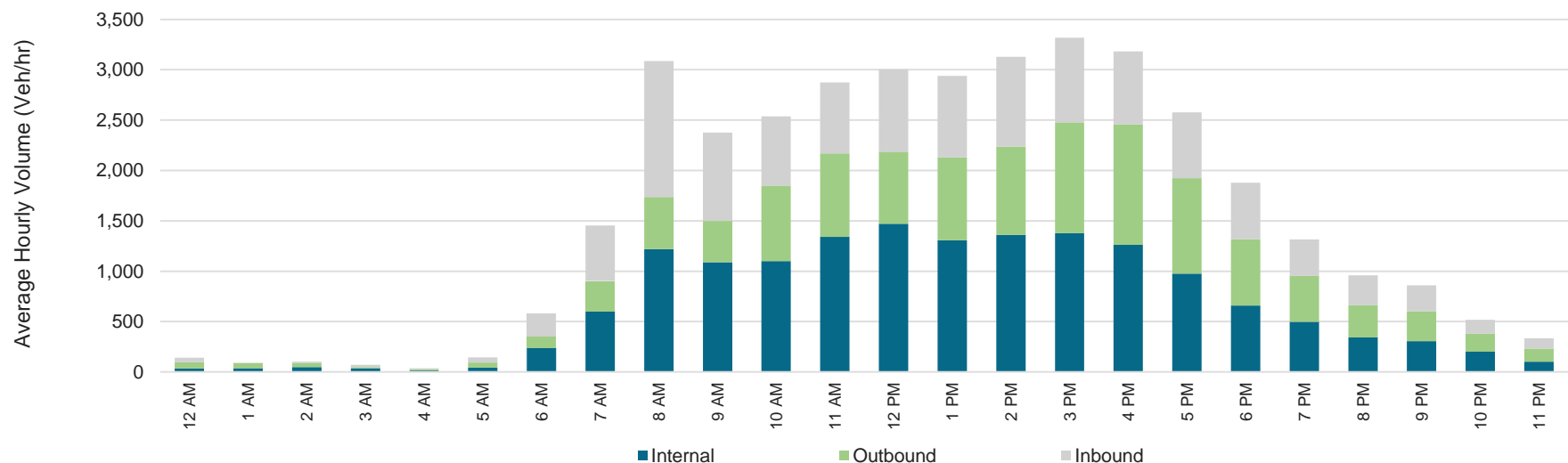
Existing Travel Trends: Hourly Distribution



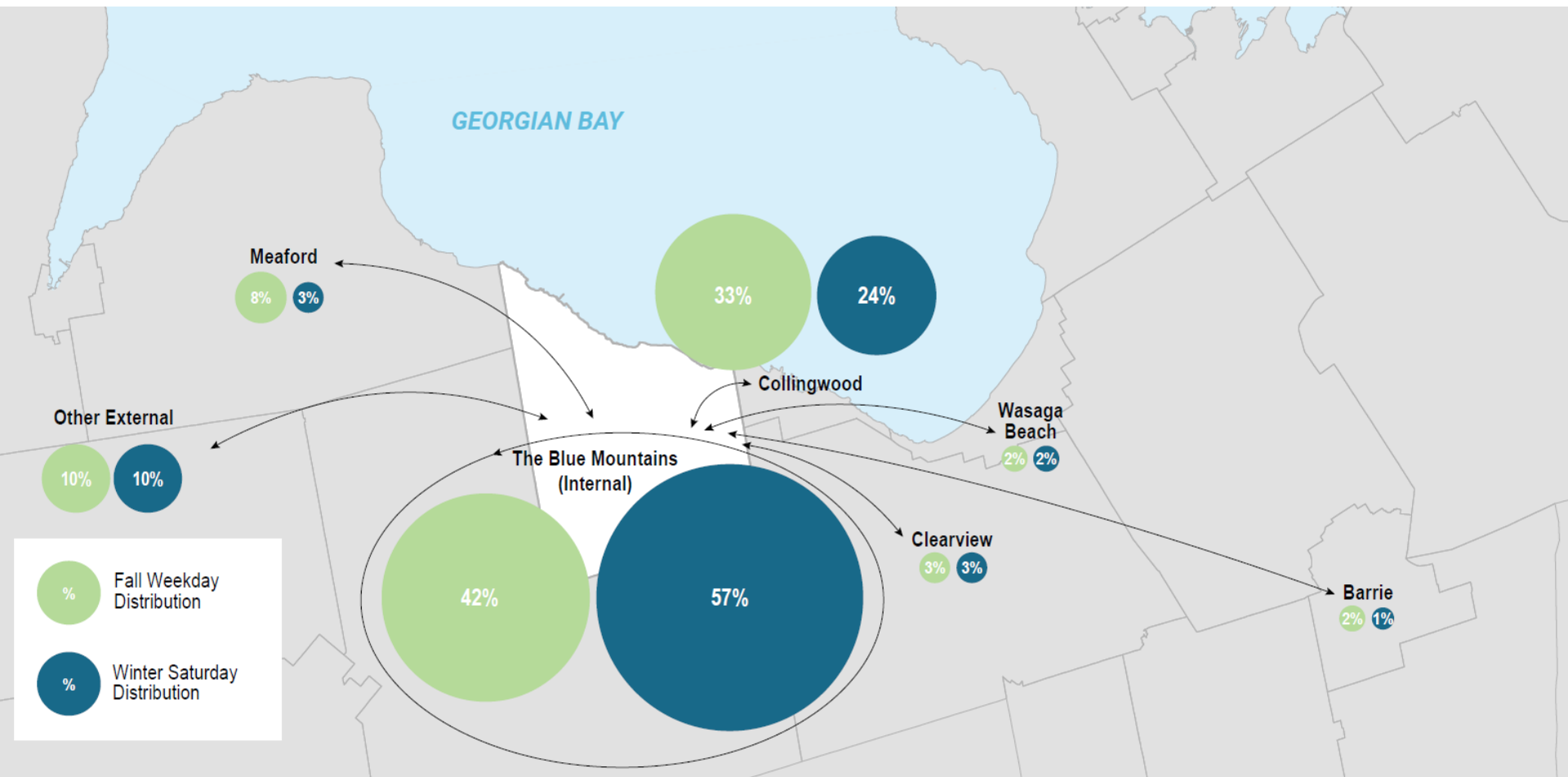
Average Hourly Trip Frequency (Winter Saturday, 2019)



Average Hourly Trip Distribution (Fall Weekday, 2019)



Existing Travel Trends: Traffic Distribution

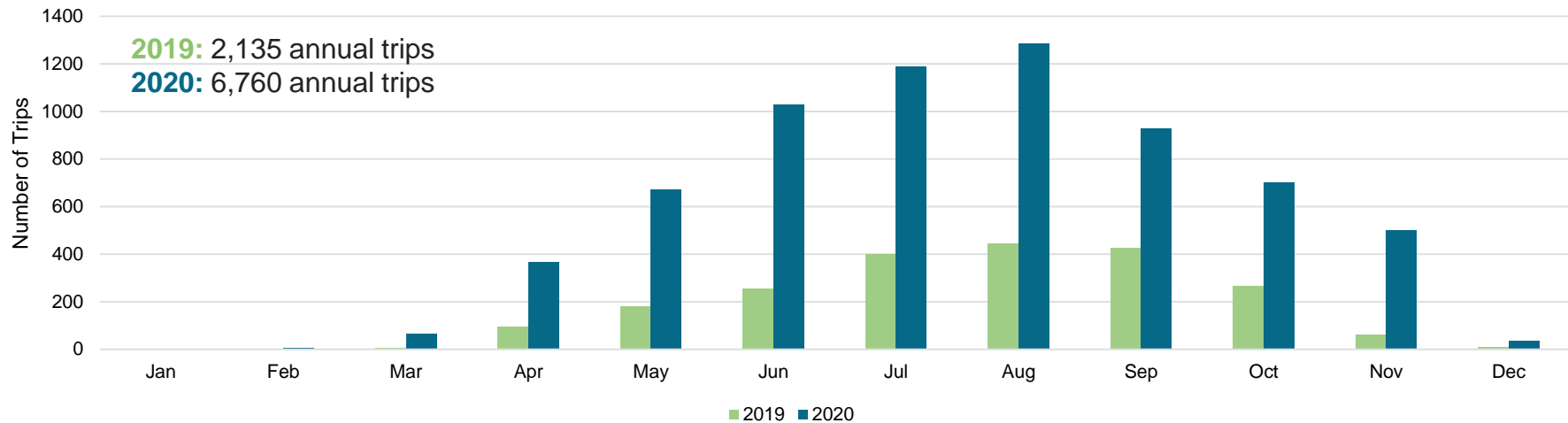


Source: StreetLight, 2019

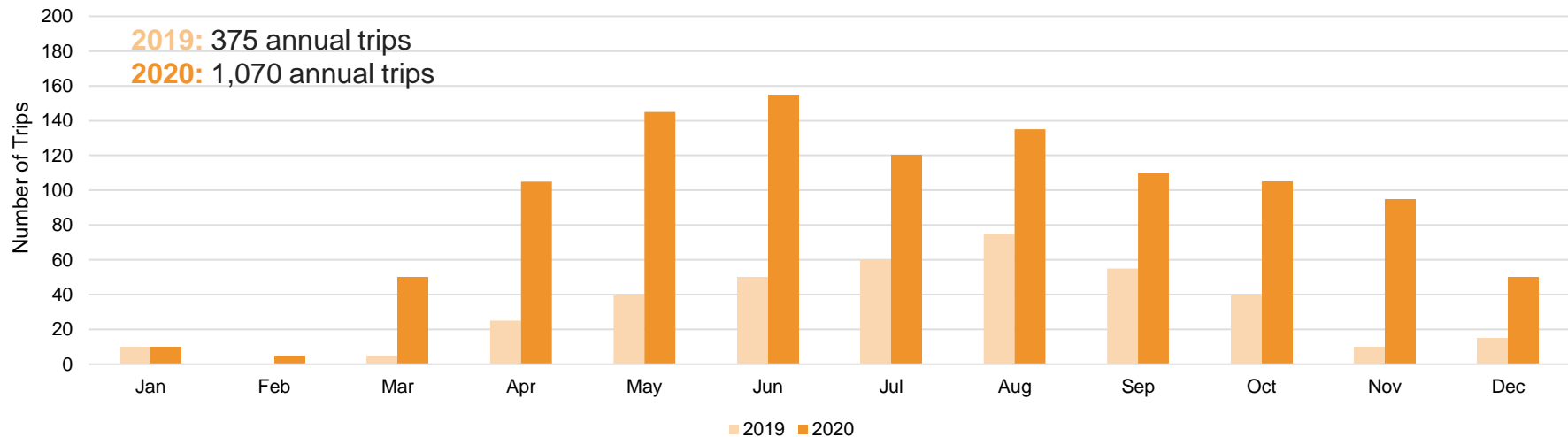
Existing Trends: Active Transportation



Cycling Trips by Month on Georgian Trail



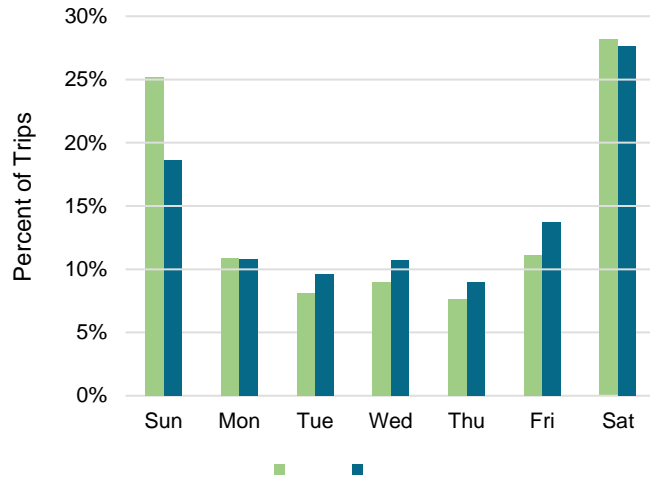
Pedestrian Trips by Month on Georgian Trail



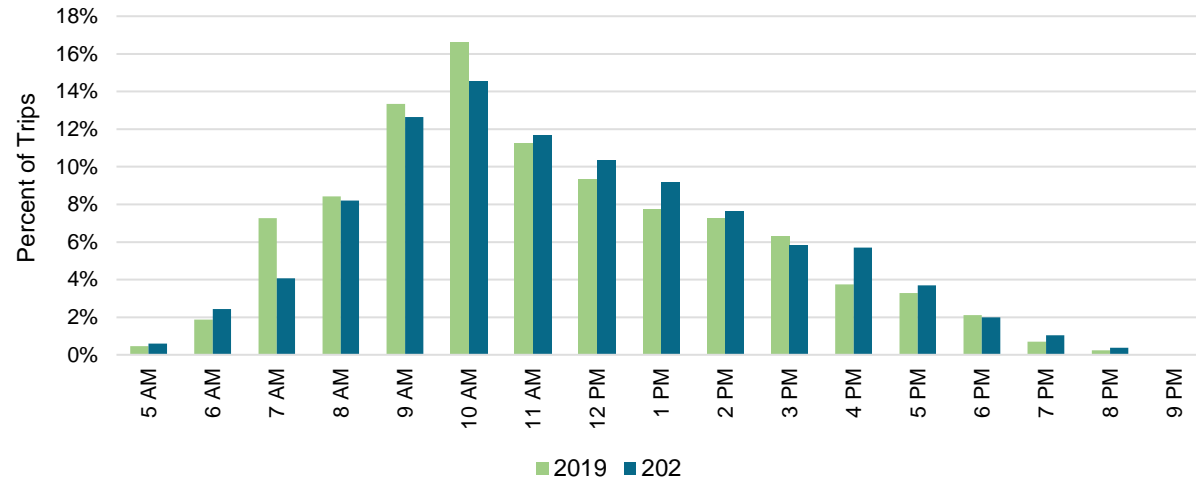
Existing Trends: Active Transportation



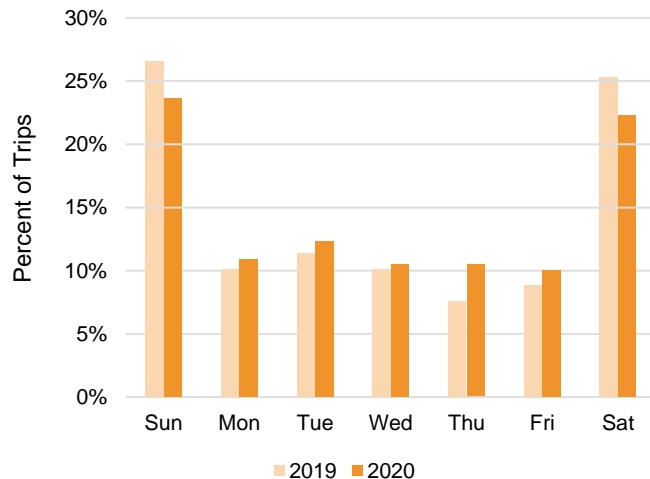
Cycling Trips (%) by Day of Week



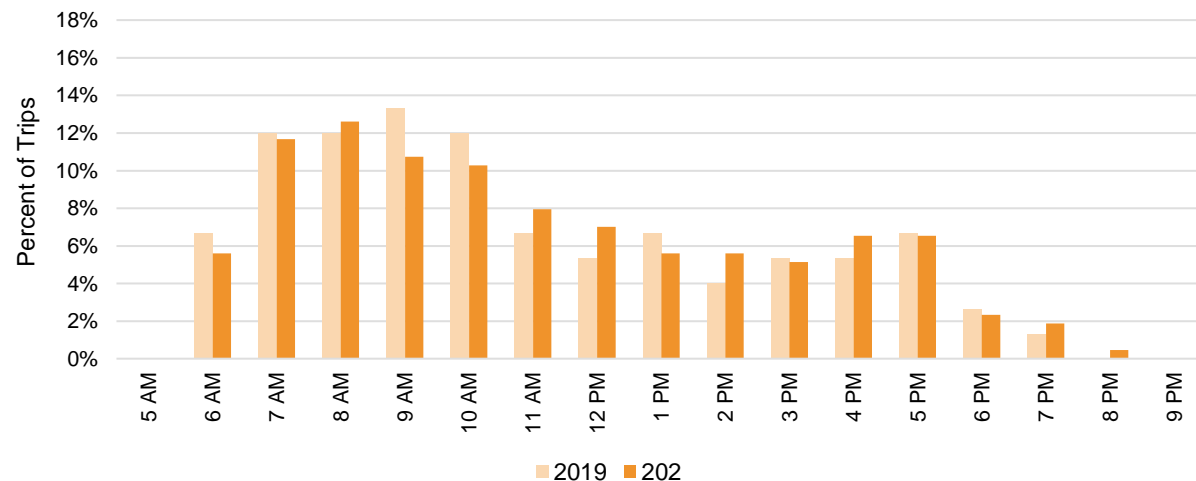
Cycling Trips (%) by Hour of Day on Georgian Trail



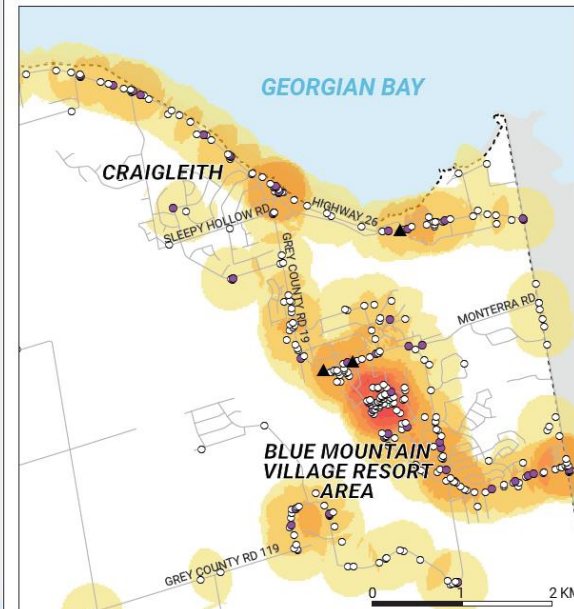
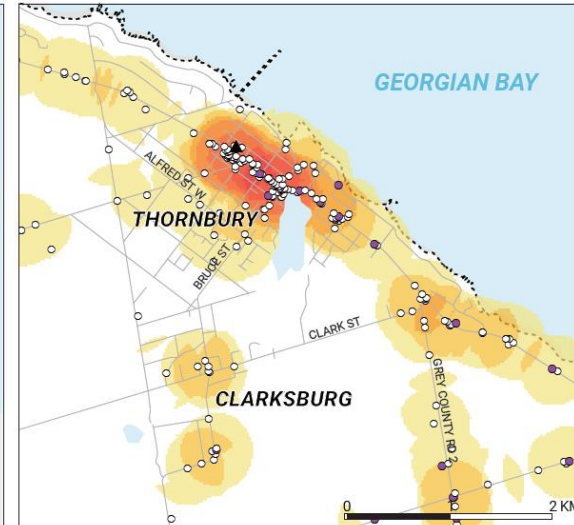
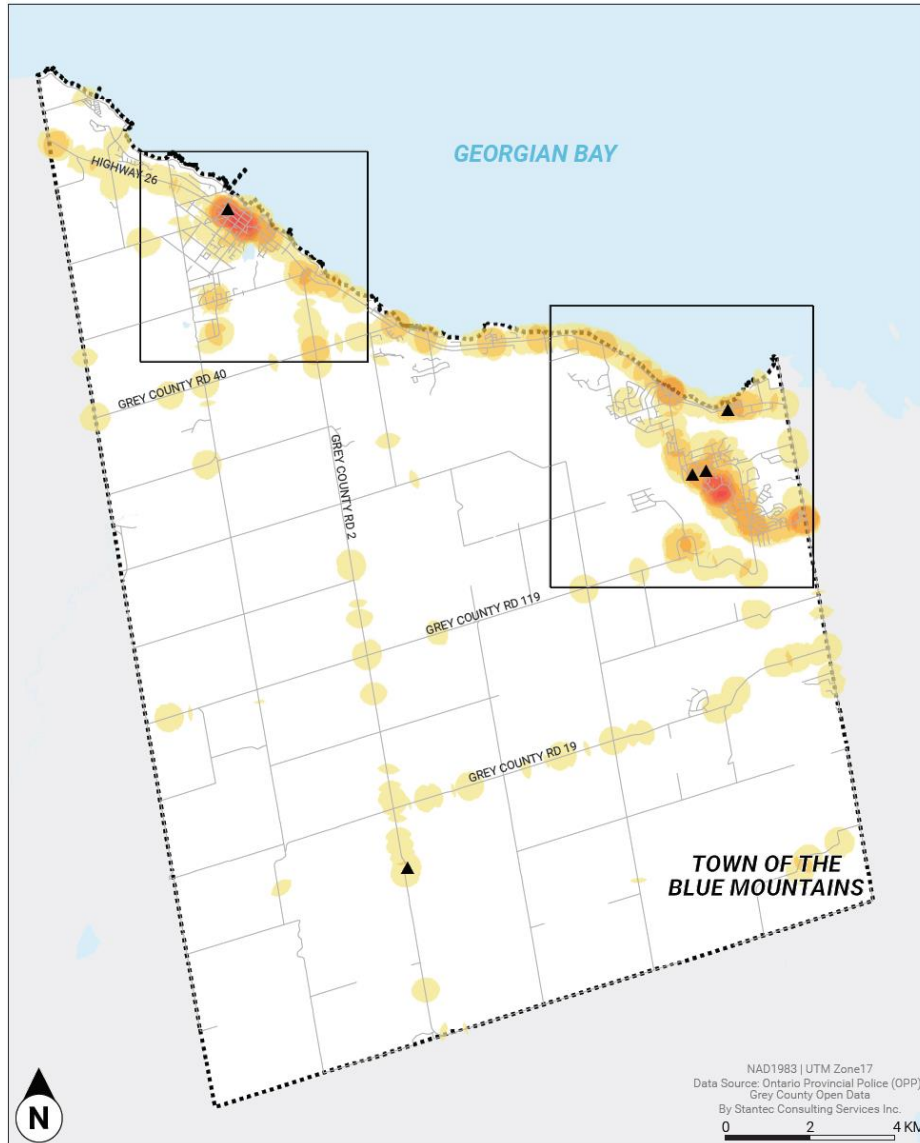
Pedestrian Trips (%) by Day of Week



Pedestrian Trips (%) by Hour of Day on Georgian Trail



Collision Data Review: All Collisions



COLLISION EVENTS

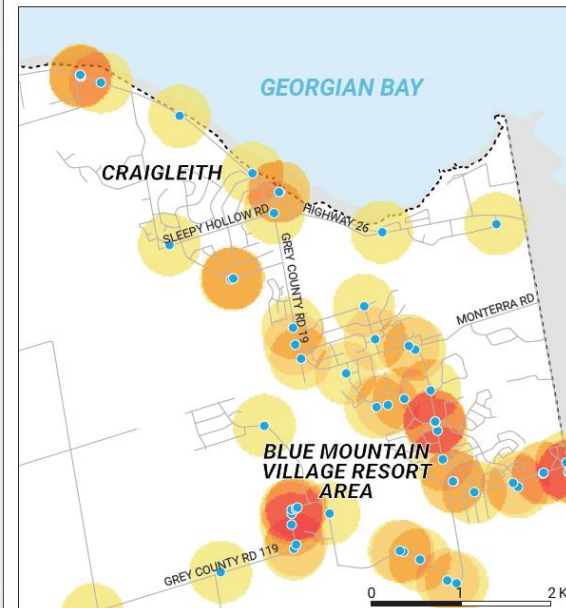
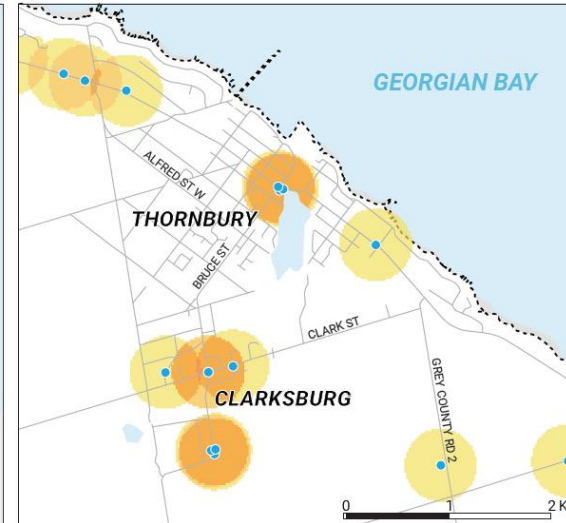
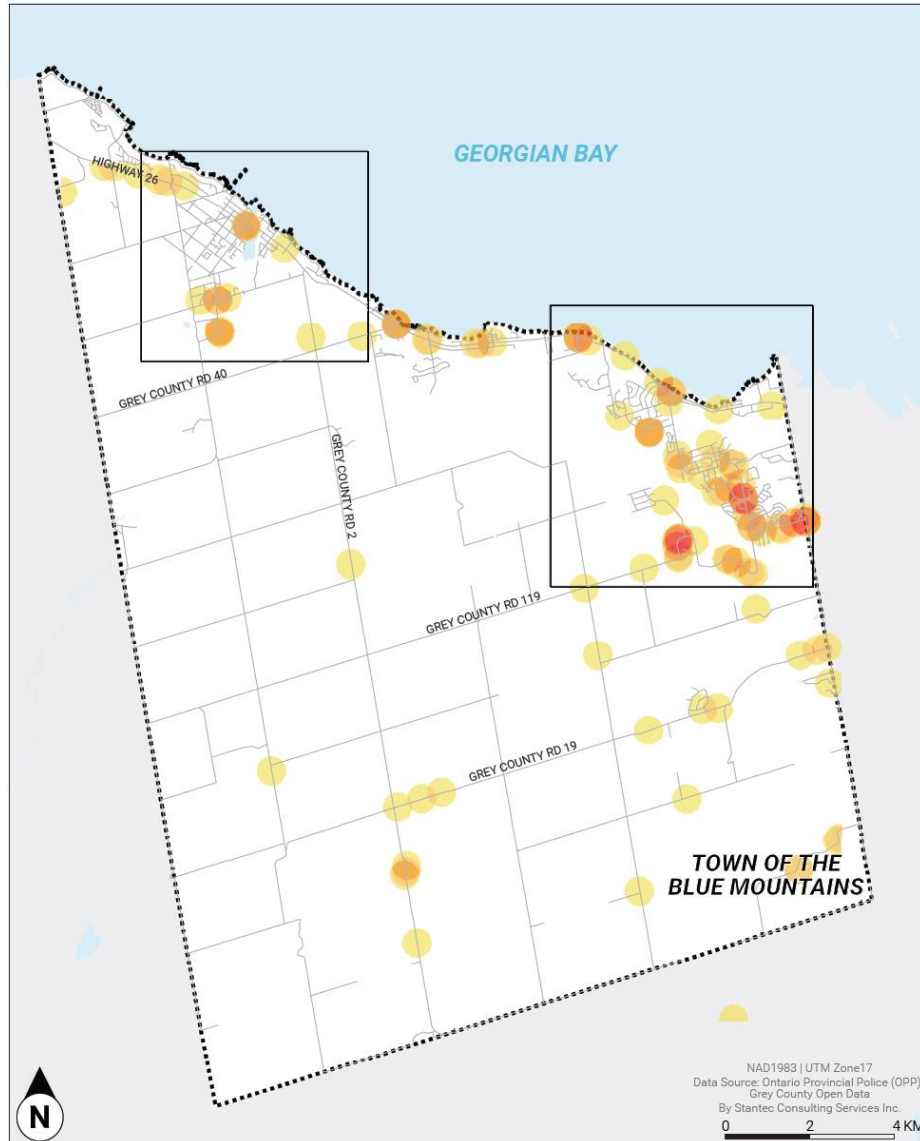
TOWN OF THE BLUE MOUNTAINS TMP

Number of Collision Events, 2015-2020



- ▲ Fatal Injury
- Non-Fatal Injury
- Property Damage Only

Collision Data Review: Speed Related



SPEED-RELATED COLLISION EVENTS

TOWN OF THE BLUE MOUNTAINS TMP

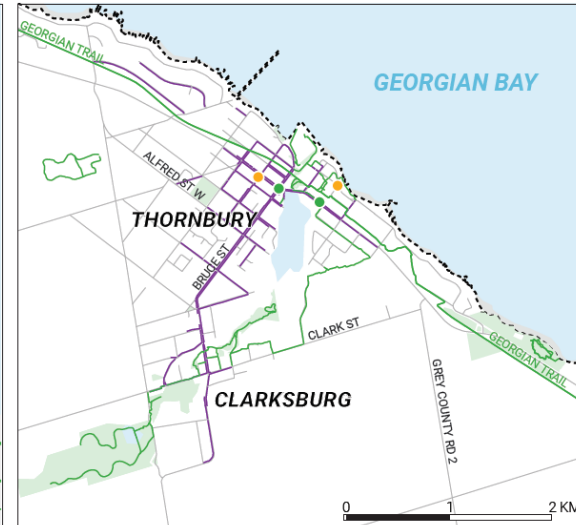
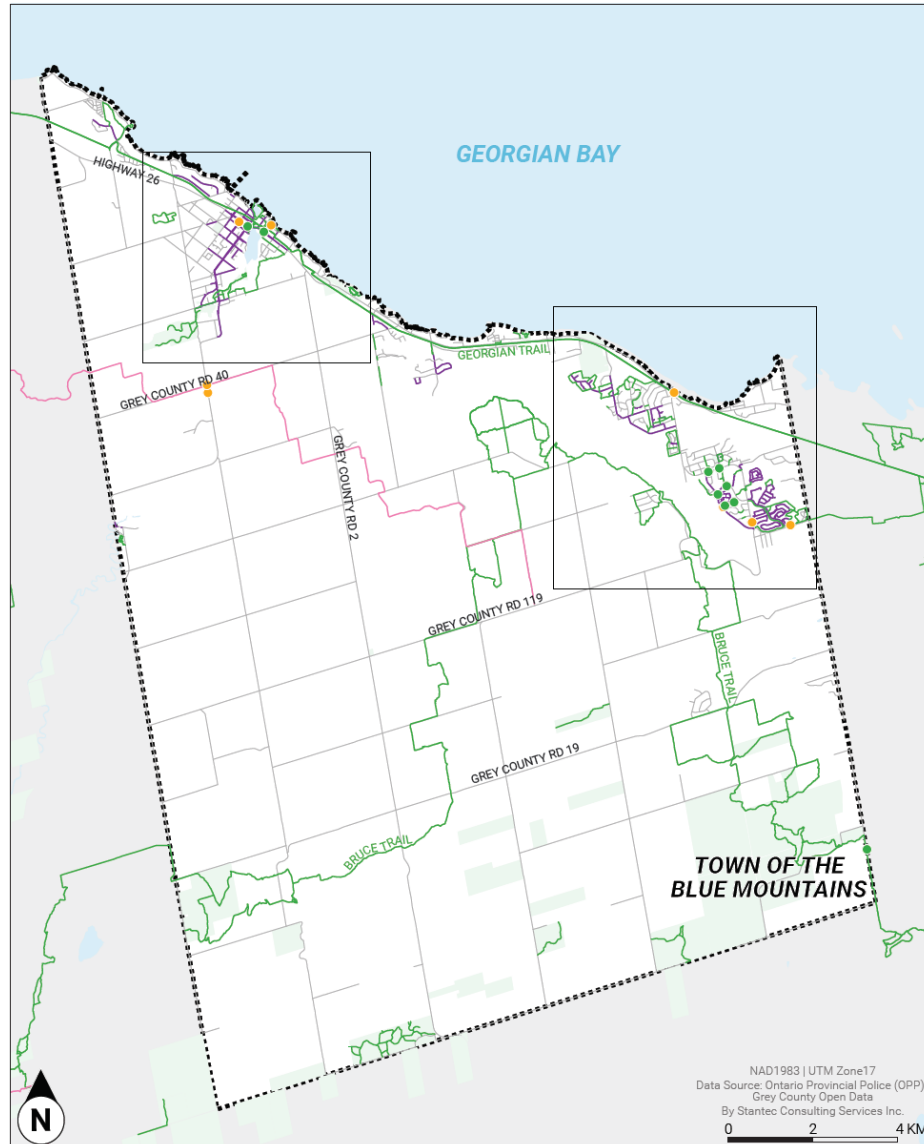
Number of Speed-Related Collision Events, 2015-2020



Low High

● Speed-Related Collision

Collision Data Review: Pedestrian and Cyclist



PEDESTRIAN AND CYCLIST COLLISION EVENTS

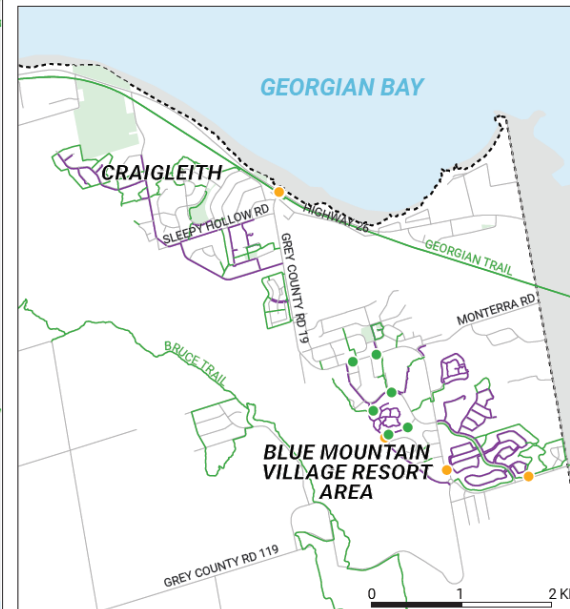
TOWN OF THE BLUE MOUNTAINS TMP

Collision Type

- Pedestrian
- Cyclist

Active Transportation Network

- Sidewalks
- Trails
- Snowmobile Route



Online Survey Results (Placeholder Slide 1)



Online Survey Results (Placeholder Slide 2)



Online Survey Results (Placeholder Slide 3)



Draft Vision Statement



As part of the TMP study, the Town will develop a vision statement that will guide and frame the actions and policies developed as part of this TMP. The Town is seeking your input on the following statement:

As the Town of The Blue Mountains continues to grow, the TMP will provide a blueprint to enhance connections between neighbourhoods, jobs, services, local businesses, recreation and tourism opportunities, balancing all modes of transportation to become a more livable and healthy community.

Comment



Guiding Principles



Proposed Evaluation Criteria



Preliminary Evaluation Criteria
Increase the number of shared ride trips
Improve traffic safety (reduce the number of collisions and severity of collisions)
Provide more sidewalks and trails
Increase the number of new cycling facilities on road corridors
Increase connectivity of road network
Decrease travel time
Increase the number of low-carbon vehicle amenities
Increase percentage of accessible intersections
Provide more accessible and equitable transit options
More frequent transit routes and stops
Decrease average travel time by transit
Increase cycling and trail connectivity to key destinations

Comment

Next Steps

Phase 1 Problem and Opportunity

- Information Gathering
- Identify Problems and Opportunities

Phase 2 Alternative Solutions

- Identify and Evaluate Alternative Solutions
- Develop Implementation Strategy



**Transportation
Master Plan**

Ongoing Consultation

Notice of Study
Commencement (May 2021)

Online Survey
(June – July 2021)

**Online Public Information Centre 1
(July 29- August 27, 2021)**

Online Public Information Centre 2
(November 2021)

Online Public Information Centre 3
(April / May 2022)

Notice of Study Completion
(July 2022)

Next Steps



Please share your thoughts and ideas!



Email the study team: tmp@thebluemountains.ca



Complete the [Comment Form](#)



Contact a member of the study team:

Adam Fraser
TMP Project Coordinator,
Town of The Blue Mountains
Phone: 705-351-2630
Email: tmp@thebluemountains.ca

John Heseltine, MCIP
Project Manager, Senior Planner
Stantec Consulting Ltd.
Phone: 902-481-1477
Email: john.heseltine@stantec.com

Please provide your feedback by August 27, 2021



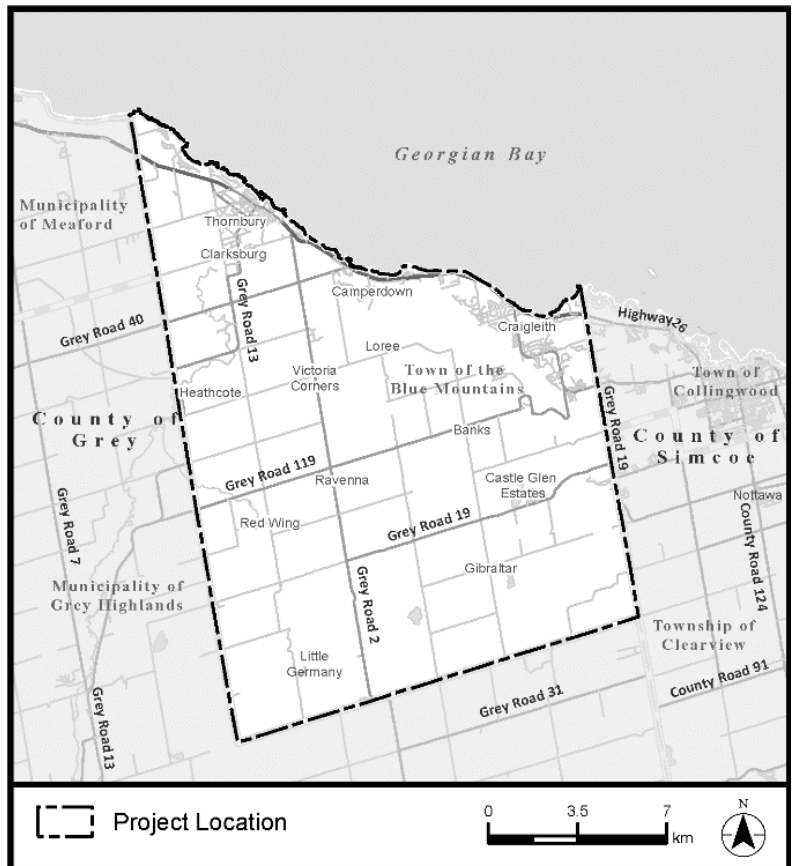
Notice of Online Public Information Centre 1

The Corporation of the Town of The Blue Mountains

Transportation Master Plan

The Town of The Blue Mountains (Town) is facing significant growth pressures and increased tourism activity alongside the broader South Georgian Bay region and will likely continue to see this growth into the foreseeable future. To strategically prepare for this continued growth and enhance our existing transportation network, the Town is undertaking the development of a comprehensive Transportation Master Plan (TMP).

The TMP will be an important resource for the Town as it continues to adapt to changing needs, growth and development, and new opportunities. The TMP will shape how we travel, help us further understand and define our regional connections, and support the movement of goods and services throughout the region. As part of the TMP study process, a vision will be established, actions and policies will be defined, and a financial strategy will be developed to address the short, medium, and long-term transportation needs of the community.



The Process

This study is being undertaken in accordance with Approach #1 of the Master Planning Process, as outlined in Appendix 4 of the Municipal Class Environmental Assessment (MCEA). As such, the TMP will generally address Phases 1 and 2 of the MCEA process and will form the basis for the recommended Schedule B and C transportation infrastructure projects identified within the TMP report.

Consultation

A virtual **Public Information Centre (PIC)** is being planned to present and gather feedback on the TMP study process, the goals and objectives of the TMP, existing travel conditions and community characteristics, community input on transportation infrastructure in the Town, as well as next steps in the TMP process. Due to COVID-19 and associated physical distancing requirements, the format of this PIC will be a user-driven visual presentation with audio voiceover to guide participants through the available content on the project website. Participants are invited to contact the project team for questions or comments. This PIC can be accessed as follows:

**July 29 to August 27, 2021
at the following link:**

<https://yourview.thebluemountains.ca/transportation-master-plan>

Additional opportunities will be offered to review information and provide your feedback as this study progresses. In light of the COVID-19 pandemic and associated physical distancing requirements, the format of these future public consultation events have not been confirmed at this time.

For more information about this study, please contact:

Adam Fraser
TMP Project Coordinator,
Town of The Blue Mountains
Phone: 705-351-2630
Email: ttmp@thebluemountains.ca

John Heseltine, MCIP
Project Manager, Senior Planner
Stantec Consulting Ltd.
Phone: 902-481-1477
Email: john.heseltine@stantec.com

All information will be collected in accordance with the *Freedom of Information and Protection of Privacy Act* and *Municipal Freedom of Information and Protection of Privacy Act*. Except for personal information, all comments will become part of the public record.

This notice was issued **DATE**.