

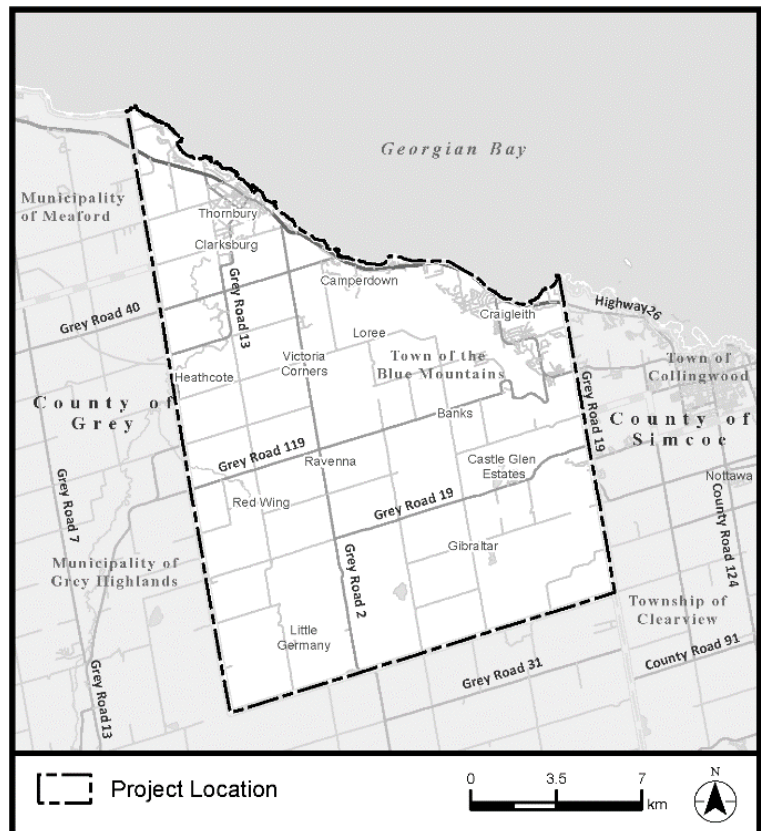


# Notice of Study Commencement and Public Comment Invited

## The Corporation of the Town of Blue Mountains Transportation Master Plan

The Town of 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 comprehensive engagement process is being undertaken as part of the TMP process, and your participation is encouraged to ensure a thoughtful approach is taken to transportation planning. You are invited to visit the study webpage ([Transportation Master Plan | Your View The Blue Mountains](#)) to subscribe to receive updates on this study, to review relevant study information, and to participate in an upcoming online web map and survey to identify and comment on specific areas of interest or concern within the Town's transportation network. Further updates will be provided when the online web map and survey are made available in early June 2021.

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 is not confirmed at this time.

For more information about this study, please contact:

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All information will be collected in accordance with the *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 May 14, 2021.