



Staff Report

Operations

Report To: COW - Operations, Planning and Building Services
Meeting Date: July 7, 2025
Report Number: OPS.25.032
Title: Approval of a Full-Time Transportation Technologist Position Identified in the Transportation Master Plan
Prepared by: Alan Pacheco, Director of Operations

A. Recommendations

THAT Council receive Staff Report OPS.25.32, entitled “Approval of a Full-Time Transportation Technologist Position Identified in the Transportation Master Plan”;

AND THAT Council approve the creation of a permanent full-time Transportation Technologist position to lead the implementation of the Town’s Transportation Master Plan initiatives;

AND THAT funding for this position be included in the 2026 budget consideration and reflected in the Town’s organizational structure.

B. Overview

This report seeks Council approval to create a permanent full-time Transportation Technologist position to be included as part of the 2026 Budget process. The need for this role was identified in the Transportation Master Plan (TMP), which outlines 10 new initiatives and 11 on-going initiatives requiring a dedicated resource for successful execution. While a temporary resource was previously hired to lead the initial development of the TMP, their departure has created a gap in implementation and continuity.

The Town has seen recent increases in road safety concerns brought forward to further reinforce the urgency to address transportation issues through a Town-wide, policy-driven approach rather than reactive, site-specific fixes.

C. Background

On November 1, 2022, Council endorsed report [CSOPS.22.071 Final Draft Transportation Master Plan](#), which provided a comprehensive strategy to support mobility, safety, and infrastructure planning over the next 20 years. The TMP includes 21 key initiatives, 10 new and 11 ongoing, designed to improve traffic safety, encourage active transportation, and manage growth-related transportation needs.

When the TMP was being developed, the Town hired a temporary Transportation Coordinator to help create it, with plans to hire someone permanent to carry out the actions in the plan. The temporary person was able to start some of the work, but left before the actions could be put in place.

D. Analysis

The Town has experienced a rise in road safety concerns, further highlighting the urgency of addressing transportation issues through a Town-wide, policy-driven approach rather than relying on reactive, site-specific solutions.

The lack of a dedicated transportation resource has resulted in a backlog of outstanding TMP action items and delayed policy development. Without internal capacity, the Town risks falling behind on its commitments to improve safety, accessibility, and long-term transportation planning.

The requested Transportation Technologist would:

- Resume and accelerate implementation of TMP initiatives and provide annual progress updates.
- Conduct system-wide reviews of safety and traffic operations, moving away from site-specific solutions.
- Lead the review and implementation of Community Safety Zones, Speed Limit Reviews.
- Re-ignite the By-pass discussions with the Ministry of Transportation (MTO) and Grey County.
- Conduct a peer review of the implementation of an Automated Speed Enforcement (ASE) Program.
- Develop a comprehensive parking strategy for Thornbury and Clarksburg to address current and future needs, including capacity, enforcement, signage, and user experience.
- Develop comprehensive transportation policies and procedures.
- Coordinate traffic studies, data collection, and analysis.
- Respond to public inquiries and Council requests more effectively.

With many draft documents and policies already underway, approving this new role will enable the Town to advance and implement these initiatives more efficiently and effectively.

E. Strategic Priorities

1. Communication and Engagement

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

2. Organizational Excellence

We will continually seek out ways to improve the internal organization of Town Staff and the management of Town assets.

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

Supporting multi-modal transportation, traffic calming, and active transportation infrastructure contributes to a reduction in greenhouse gas emissions and promotes environmentally responsible travel behaviors. The Transportation Technologist will help advance initiatives that encourage walking and cycling, contributing to the Town's Climate Action objectives and sustainability goals.

G. Financial Impacts

The annual salary and benefits for a full-time Transportation Technologist are estimated at between \$117,000 to \$143,000 (0.60% to 0.68% tax rate increase), subject to the outcome of the compensation review. Funding for this position will be brought forward for consideration as part of the 2026 Budget process.

H. In Consultation With

Jim McCannell, Manager of Roads and Drainage

Monica Quinlan, Director of Corporate and IT Services / Treasurer.

I. Public Engagement

The development of the Transportation Master Plan included significant public engagement, including surveys, open houses, and stakeholder meetings. Ongoing engagement will continue through future initiatives, studies, and policy development led by this position.

Any comments regarding this report should be submitted to Alan Pacheco, Director of Operations directorops@thebluemountains.ca.

J. Attached

1. Attachment 1 – TMP RACI Implementation Plan

Respectfully submitted,

Alan Pacheco
Director of Operations

For more information, please contact:
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Report Approval Details

Document Title:	OPS.25.032 Approval of a Full-Time Transportation Technologist Position Identified in the Transportation Master Plan.docx
Attachments:	- Attachment 1 TMP RACI Implementation Plan.pdf
Final Approval Date:	Jun 26, 2025

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

Alan Pacheco - Jun 26, 2025 - 4:01 PM

TMP RACI IMPLEMENTATION PLAN										
#	TMP Reference	Project	Responsible	Accountable	Consult	Inform	Timing	2023 Actions	Cost Est.	Comments/Questions
1	8-1	Speed limit Bylaw Update and Consolidation, signage implementation	*Transportation Coordinator/New FTE, Manager of Roads and Drainage	Legal Services, Operations	OPP, Planning & Development Services	General Public	2023-2025	<ul style="list-style-type: none">• compile existing speed limit by-laws and develop a detailed list of roads with proposed speed limit changes• quantify signage needs for speed limit areas and road-specific locations•Develop a draft by-law and present it to Council•develop a budget for 2024 to implement signage	Staff time, \$1k/sign	
2	5-1	Transportation Data Sharing Policy	*Transportation Coordinator/New FTE, Operations Staff, Finance & IT	Operations, Finance & IT Services	Planning & Development Services	Development community, municipal partners	2023	<ul style="list-style-type: none">• assess merits of various approaches to data sharing that align with Town objectives• develop recommendations and report to Council	Staff time	
3	11-2	Traffic Calming Policy Development	*Transportation Coordinator/New FTE, Manager of Roads and Drainage	Operations	OPP, Planning & Development Services, Community Services	General Public	2022-2023	<ul style="list-style-type: none">•continue reviewing other municipality examples•review the TAC Canadian Guide to Traffic Calming, Second edition•Develop a Draft policy and report to Council in Q1 2023• use pre-qualified list of consultants to get a 3rd party review of the draft policy	Staff time, \$1k/sign	
4	8-8	Parking Optimization Plan for Thornbury/Clarksburg, implementation	*Transportation Coordinator/New FTE, Manager of Roads and Drainage, Community Services	Operations, Community Services, By-law, Legal Services	Planning & Development Services, Finance & IT Thornbury/Clarksburg business community, Grey County	Thornbury/Clarksburg business community, General Public	2023-2024	<ul style="list-style-type: none">•define study area and consolidate on-street and off-street parking rules•visualize existing parking options•identify gaps•consult with stakeholders•develop a discussion paper/parking optimization proposal for Council consideration in Q1 2023	Optimization: Staff time implementation: \$25k-\$75k	
5	11-5	Wayfinding and Signage Plan & signage implementation	*Transportation Coordinator/New FTE, Manager of Communications and Economic Development	Operations, Communications and Economic Development	Community Services, Planning & Development Services, Grey County	General Public,	2023-2025	<ul style="list-style-type: none">•develop a scope of work•determine what can reasonably be completed in-house and•report to Council for to provide an update•develop a budget	Plan: ~50k Implementation: \$200k-\$400k	
6	Section 5.3.3	TMP Update	New FTE, Planning an Development Services	Operations	Planning & Development Services, Community Services, Finance & IT, General Public, transportation stakeholders	General Public, Transportation Stakeholders	2025-2027	<ul style="list-style-type: none">•monitor identified gaps from TMP to inform future update	~\$100k	
7	All where applica	Official Plan integration	*Transportation Coordinator/New FTE, Senior Planner	Planning and Development Services	Stakeholders in the Official Plan Update process	General Public	2022-2023	<ul style="list-style-type: none">•support Planning staff with integrating the TMP policies and recommendations into the Official Plan Update	staff time	
8	11-6	Completion of the Traffic Impact Assessment Guide	*Transportation Coordinator/New FTE,	Operations, Planning and Development Services	Planning & Development Services	General Public	2022-2023	<ul style="list-style-type: none">•present draft to Council in Q1 2023	TMP study minor scope change from 2021 covers cost	
9	12-3	Public Education Program supporting Town transportation initiatives	*Transportation Coordinator/New FTE, Manager of Communications and Economic Development	Operations, Communications and Economic Development	special interest groups, Town committees, business community,	General Public	2023 and ongoing	<ul style="list-style-type: none">• assess education options and resources•consider development of a Town webpage for transportation resources and FAQ	staff time, additional costs to be identified through program development	
10	Section 8.7.1	EA continuation: Highway 26 from Grey Road 19 to Grey Road 21	*Transportation Coordinator/New FTE, Manager of Roads and Drainage, Community Services	Operations	Impacted neighbourhoods, MTO, Development Community, Conservation Authorities, Grey County, area stakeholders	General Public	2023-2024	<ul style="list-style-type: none">•engage project consultants to demine remaining work to finish EA,•plan contingencies for budget needs• Report to Council for further direction•consult with MTO	remaining budget +/- \$100k	
		Ongoing responsibilities								
	8-11	Traffic Counter management and deployment	*Transportation Coordinator/New FTE	Operations	Planning & Development Services, OPP, roads staff	source of request/complaint	Ongoing	<ul style="list-style-type: none">•monitor traffic count sampling needs, deploy as necessary•monitor operations of permanent and mobile counter connections to web portal	Staff time, additional roads staff resourcing implications if deployment needs increase	
	5-1, 8-11	Traffic Counter data management	*Transportation Coordinator/New FTE	Operations	Finance & IT	N/A	Ongoing	<ul style="list-style-type: none">• respond to requests for traffic data following the Town data sharing policy or an interim plan•annual reporting to Council on traffic patterns•use data to inform traffic studies	Data management: staff time Annual data portal and LTE costs: potential to be recouped through the sale of traffic data.	
	All where applica	Development Review for TMP implementation	*Transportation Coordinator/New FTE, Planner	Planning and Development Services	manager of roads & drainage, Community Services	N/A	Ongoing	<ul style="list-style-type: none">•participate in development reviews to fulfill TMP objectives through development	staff time	
	11-6	Traffic Impact Assessment review	*Transportation Coordinator/New FTE	Planning and Development Services	manager of roads & drainage	N/A		<ul style="list-style-type: none">•guide studies using Town traffic data and TMP•review submitted draft studies	staff time, potential third party review cost at the expense of proponent	

TMP RACI IMPLEMENTATION PLAN										
	Various	Town coordination of Town/County/MTO and other agency transportation projects	*Transportation Coordinator/New FTE	Operations	N/A	N/A	Ongoing	<ul style="list-style-type: none"> participate in development reviews to fulfill TMP objectives through development advance Town interests as warranted 	staff time	
	Various	Staff representative for potential committees (cycling groups, TMP implementation committee, public transit working groups. Etc.)	*Transportation Coordinator/New FTE	Operations	N/A	N/A	Ongoing	<ul style="list-style-type: none"> staff representation where appropriate 	staff time	
	N/A	Annual TMP Reporting to Council	*Transportation Coordinator/New FTE	Operations	Planning & Development Services, Community Services, Finance & IT, Operations	General Public	Ongoing	<ul style="list-style-type: none"> reports as appropriate 	staff time	
	N/A	Annual Traffic Data reporting to Council	*Transportation Coordinator/New FTE	Operations	Planning & Development Services, Community Services, Finance & IT, Operations	General Public	Ongoing	<ul style="list-style-type: none"> reports as appropriate 	staff time	
	11-2	Traffic Calming policy implementation	*Transportation Coordinator/New FTE	Operations	Impacted neighbourhood	Impacted neighbourhood, General Public	Ongoing	<ul style="list-style-type: none"> after approval of Traffic Calming Policy, manage requests from the public and triage issues as guided by the policy. Follow up with Council as needed 	staff time, potential costs for issues warranting interventions	
	8-5	Public Transit Planning	*Transportation Coordinator/New FTE, Community Services	Community Services	Planning & Development Services, Community Services, Finance & IT, Operations, Business Community, Development Community	N/A	Ongoing	<ul style="list-style-type: none"> continue working with Grey County and Town of Collingwood to assess transit service performance and future service options develop cost estimates to fulfill TMP transit recommendations 	staff time, potential for substantial budget considerations in fulfilling public transit goals	
	Various	Transportation-related grant applications	*Transportation Coordinator/New FTE	Finance & IT	Planning & Development Services, Community Services, Finance & IT, Operations	N/A	Ongoing	<ul style="list-style-type: none"> monitor transportation-related grant opportunities and assess eligibility consult with appropriate Town staff and apply to grants where applicable. 	staff time, successful grant applications can offset project costs or make some projects fiscally viable for the Town to undertake	

* Transportation Coordinator contract ends April, 2023