



Staff Report

Community Services

Report To: COW- Admin, Corp and Finance, SI, Comm. Services
Meeting Date: November 17, 2025
Report Number: CS.25.027
Title: Transit Agreement Update
Prepared by: Ryan Gibbons, Director of Community Services

A. Recommendations

THAT Council receive Staff Report CS.25.027, entitled "Transit Agreement Update";

AND THAT Council authorize the Mayor and Clerk to execute the attached agreement.

B. Overview

This report is in response to direction from Council during 2025 budget discussions outlining the background of the Transit program, partnership and recommending approval of the new agreement as well as funding.

C. Background

In 2013, the Town of Collingwood in partnership with The Town of The Blue Mountains, Blue Mountain Resort, and The Blue Mountain Village Association established a 6-month trial transit link to connect the two municipalities to meet workforce demands and requests for service to and from Collingwood and The Blue Mountains. In 2014, after a successful trial, both Town of Collingwood Council and The Town of The Blue Mountains Council passed a resolution to make the service a permanent route for the communities.

The unique aspect of the service model was that there were private partners involved with not only the financial contributions, but rider engagement and marketing as well. The service model was outlined in an agreement in 2014, executed by all parties, which defined the basic operational agreement structure and financial contributions.

The service runs from 6am until 10pm with stops in The Blue Mountains located at Timmons Street, Lakeshore Road, Blue Mountain Inn, Blue Mountain Village, and Gord Canning Drive.

In 2019 the annual ridership of the service was 51,995 compared to its first full year of operation ridership of 24,683. In 2018/2019 the Town of Collingwood and The Town of Blue Mountains extended the service hours to meet the demands of the community as well as align the schedule to coincide with Colltrans, Collingwood Wasaga Beach Link, and Wasaga Beach

Transit. The Blue Mountains Link is an essential service to employees who reside in Collingwood and Wasaga Beach and are employed in The Blue Mountains.

The original agreement expired in 2019, and while the Blue Mountain Link continued to operate on the same basis of the original agreement, staff have been working in the background with the four parties to update the agreement for Council's consideration and approval. With that said, Council should be aware the proposed agreement is "back dated" to cover the elapsed time and that the new agreement is set to expire December 31, 2027.

The Town of Collingwood staff have delegated authority to enter into this agreement. They have provided a memo to their Council indicating that they will be exercising their delegated authority to execute the agreement.

D. Analysis

Since its first full year of operation, ridership continues to trend and increase in ridership and utilizations.

- 2014 - 24,683
- 2019 - 51,995
- 2023 – 52,179
- 2024 – 53,418

This link is primarily utilized to support employment in the Blue Mountain Resort and Blue Mountain Village area and may be deemed appropriate to be supported by Municipal Accommodation Tax funding in future budgets.

The ongoing operation of the transit service plays a critical role in supporting economic development by enhancing workforce mobility between interconnected regions. This facilitates employment and business activities, which are vital to the local economy.

The transit link is a key infrastructure component that fosters economic interdependencies between these areas. Additionally, public transit offers significant environmental and community benefits. It promotes active and sustainable lifestyles, as individuals who walk or bike to transit stops enjoy increased physical activity and enhanced social interactions, contributing to a more vibrant and inclusive community. The agreement regarding this transit service has been reviewed by legal counsel.

E. Strategic Priorities

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

Public transit offers many environmental benefits by reducing the number of private vehicles on the road. Benefits include a decrease in tailpipe emissions, contributing to improved air quality and a healthier urban environment. Additionally, reduced traffic congestion helps lower noise pollution levels across communities.

G. Financial Impacts

The original transit agreement included four parties, both municipal and private entities including the Town of Collingwood, the Town of The Blue Mountains, Blue Mountain Resort, and The Blue Mountain Village Association who all contributed to the cost of the Blue Mountain Link on a set schedule of costs, with administration of the service and financial/accounting wholly funded by the Town of Collingwood.

Through collaborative discussions progress has been made in the revised agreement including increased contributions and support from both Blue Mountain Resort and the Blue Mountain Village Association, including an allowance for an annual increase equivalent to the current Consumer Price Index (CPI) or three percent (3%).

1. First time contributions to Collingwood towards the partial overhead of the transit terminals and administration costs required for the operation of the Blue Mountain Link. These contributions have been determined by utilizing the ratio of funding by the province for Gas Tax allotment, 75/25% split.

These proposed changes were reflected in the 2026 budget, where \$75,000 is identified. The entire funding amount (\$175,000) is being considered to be funded by the Municipal Accommodation Tax.

H. In Consultation With

Collingwood Transportation Staff

Director of Corporate and Financial Services – Monica Quinlan

CAO – Adam Smith

I. Public Engagement

The topic of this Staff Report has not been the subject of a Public Meeting and/or a Public Information Centre as neither a Public Meeting nor a Public Information Centre are required.

However, any comments regarding this report should be submitted to Ryan Gibbons, Director of Community Services directorcs@thebluemountains.ca.

J. Attached

1. Draft Agreement

Respectfully submitted,

Ryan Gibbons
Director of Community Services

For more information, please contact:
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Report Approval Details

Document Title:	CS.25.027 Transit Agreement Update.docx
Attachments:	- Att-1-Transit-Service-Agreement.pdf
Final Approval Date:	Nov 7, 2025

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

Ryan Gibbons - Nov 7, 2025 - 9:09 AM