



Community Sustainability Plan

# TBM Future Story

Current State Report / May 2021



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## Project Overview

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# Project Overview





## Our Challenge Question

How might we build upon the unique attributes of the Town of the Blue Mountains while creating a shared path towards a future of increased livability, vibrancy and health of all living systems in our community?



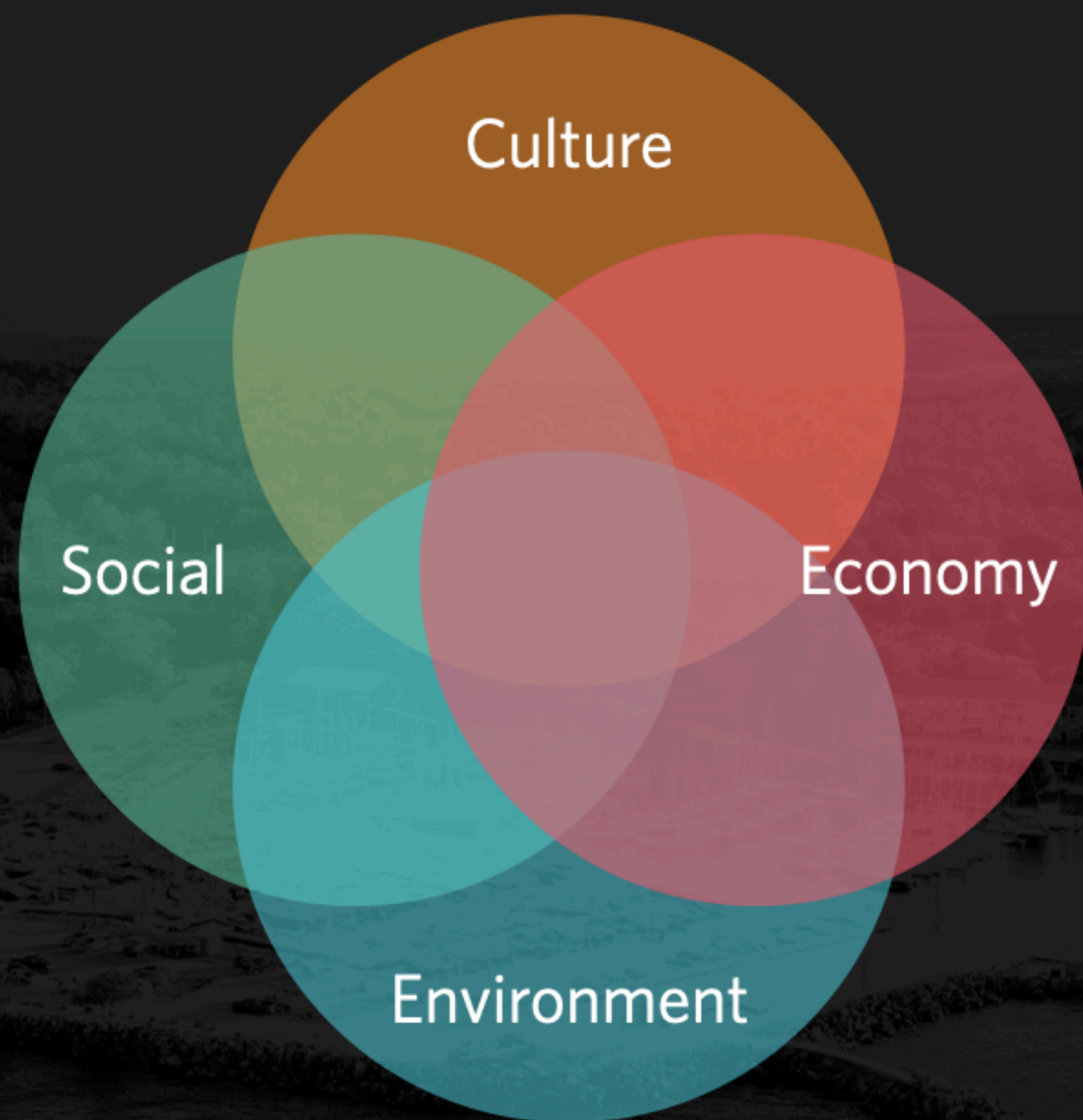


## Project Vision

TBM Future Story will build a holistic understanding of the community and will chart a clear, actionable path towards a future that is increasingly livable and healthy.









## PULL

Collective vision based on community and stakeholder values.



## PUSH

Trends that will push the sustainability of TBM in particular directions in the future.

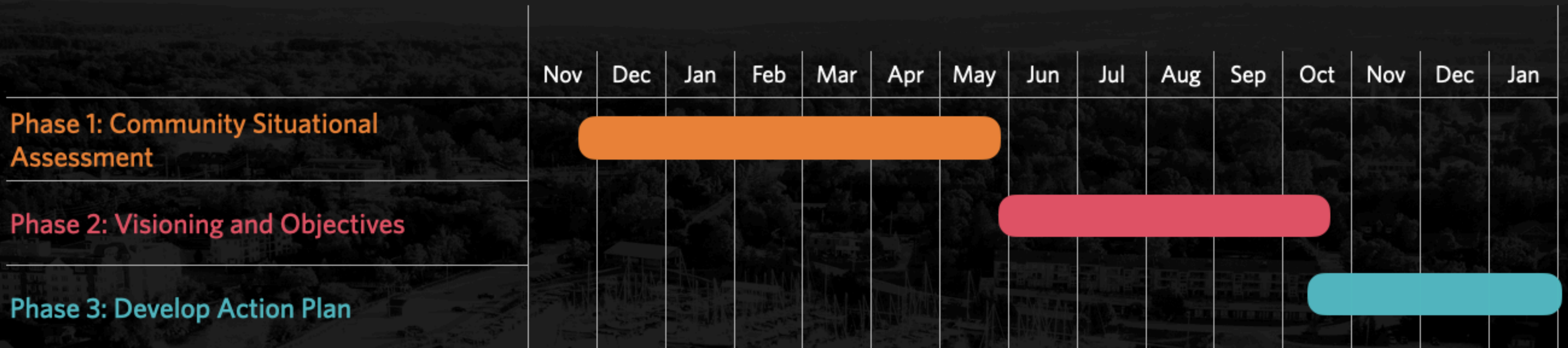


## WEIGHT

Historical factors that can possibly create barriers to the future.









# Phase 1 Process





## Phase 1 Objective

Establish a foundation of information about the current state of TBM by understanding community views and varied issues that influence the sustainability of the Town of the Blue Mountains. This foundation can then be referenced and built upon in subsequent phases of TBM Future Story.





Community  
Feedback



Broader  
Trends



No single source of  
information provides the  
true reflection of the current  
reality of the Town of The  
Blue Mountains

TBM

Local  
Context



Future  
Direction







The Blue Mountains  
@townofbluemtns

# Phase 1 Engagement

#DYK the Beaver River has one of the healthiest watersheds in the Grey Sauble Conservation Authority Boundary? 🇺🇸

As the Town develops a Community Sustainability Plan, share your thoughts on what makes #TBM unique.

🌱 Tell your story: [tbfuturestory.ca](https://tbfuturestory.ca) #TBMFutureStory



Sustainability in The Blue Mountains  
**BEAVER RIVER**

Beaver River flows from a wetland East of Feversham to Eugenia Lake, over Eugenia Falls, eventually connecting with Boyne River out to Georgian Bay. It is the spawning ground for Rainbow Trout, Chinook Salmon, and Brown Trout, and attracts fishermen, canoeists and kayakers alike. It has one of the healthiest watersheds in the Grey Sauble Conservation Authority Boundary.

Blue Mountain Watershed Trust, Grey Sauble Conservation Authority. Image: Brian Gibson

**We want to hear from you!** Tell your story at [TBMFutureStory.ca](https://TBMFutureStory.ca) or #TBMFutureStory







# Phase 1 Engagement

**Online & Print Survey** 261 survey responses

**Data Walks Workshop** 39 (27 in person, 12 via survey)

**Experience Interviews** 10 experience interviews



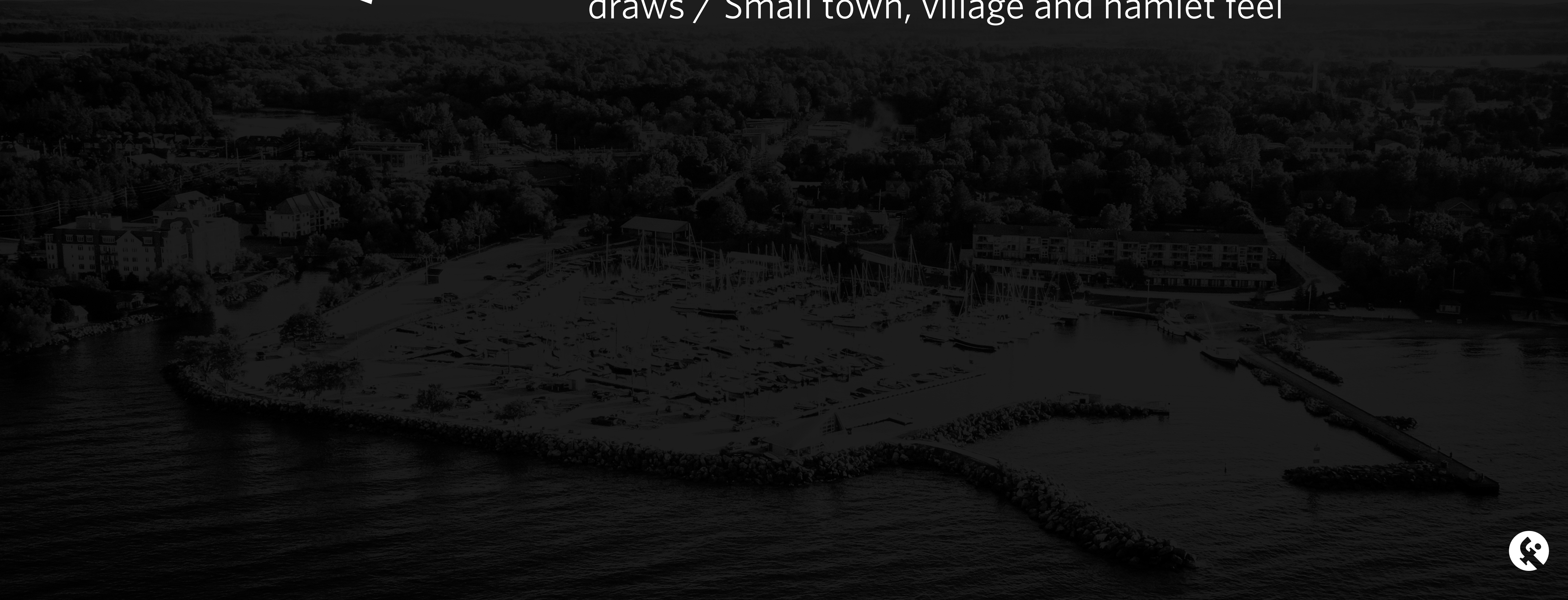




# Phase 1 Engagement

## TOP 3 UNIQUES

Natural features / Active recreation and eco-tourism draws / Small town, village and hamlet feel







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## TOP 5 CHANGES

Growth and development management / Traffic management / Recreation & community centre and swimming pool / Protect the environment / Housing affordability







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## TOP 5 'LIFE TODAY' THEMES

General positive / Over development / General negative / Government / Growth







# Phase 1 Research

Local Context



Broader Trends



Future Direction





## Local Context

TBM Annual Landfill Report [2019]  
Town of The Blue Mountains Community Profile (primary source: Statistics Canada) [accessed January 2021, undated]  
Town of The Blue Mountains Permit Activity reports [2018, 2019, 2020]  
Grey agri-food strategy [2017]  
South Georgian Bay Tourism Labour Task Force Report [2018]  
Town/Community GHG Inventory [2005]  
Grey county TBM profile [2020]  
Sustainable Development Goals Reports [2020]  
Government of Canada Federal Sustainable Development Strategy Environmental Indicators website [2021 retrieval - continuously updated]  
Government of Canada Energy Regulator Website [March 2021 retrieval]  
PCP Milestone One Report [2005]  
Energy Conservation and Demand Management Plan [2019]  
Saugeen Ojibway Nation website [various dates];  
Grey/Bruce Sustainability Network website and documents [various dates]  
Niagara Escarpment Commission Documents  
Grey Sauble Watershed Report Card [2018]  
Indian Brook Subwatershed Report Card [2020]  
Nottawasaga Valley Watershed Report Card [2018]  
Grey County Climate Change Action Plan Presentation [2021]  
OMAFRA County profiles: Agriculture, food and business for Grey County [2016]  
OMAFRA County profiles: Agriculture, food and business for Simcoe County [2016]  
Draft Economic Development Strategy [2021 - 2025]  
The Sustainable Development Goals Report [2020]  
Year End 2020 Building Permit Statistics Summary [2021]  
Partners for Climate Protection National Measures Report [2015]

## Future Direction

The Provincial Policy Statement [PPS] [2020 update]  
Grey County Official Plan [GC OP] [2019]  
Town of the Blue Mountains Official Plan [TBM OP][2016]  
Grey County Trails master plan [TrMP][2019]  
TBM Energy Conservation & Demand Management Plan [2019]  
Grey County Climate Action Planning documents [2021]  
Green in Grey [2017]  
Grey County Growth Management Strategy [GCGMS][2015]  
Town of the Blue Mountains Strategic Plan [CSP] [2019 - 2024]  
2009 Integrated Community sustainability Plan [2009 ICSP]  
Endangered Species Act [ESA] [2020 update]  
Niagara Escarpment Plan [2020]  
Draft Economic Development Strategy [2021 - 2025]  
Primary Care Physician Recruitment Strategy and Action Presentation [2018]

## Broader Trends

The ICLEI Montreal Commitment and Strategic Vision [2018 - 2024]  
The Drawdown Review [2020]  
Whitby's Green Standard [2020]  
Federal Sustainable Development Strategy [2019]  
Environment Canada Indicators supporting the Federal Sustainable Development Strategy [2019 - ongoing]  
UN Sustainable Goals [2016 - ongoing]  
Sustainable Waterloo Region [ongoing]





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Trends



# SNAPSHOTS

TBM

Local  
Context



Future  
Direction





# Context Report Snapshots

Watershed Health

Affordability

Arts & Culture

Greenhouse Gas  
Emissions

Healthy Economy

Local Business

Consumption &  
Production

Agriculture

Education &  
Learning

Sustainable Towns  
& Communities

Government &  
Partnerships

Infrastructure &  
Innovation

Sense of  
Community

Health & Safety





# Challenge Questions





# Challenge Questions

Challenge questions are a way to integrate elements of the community that, if answered effectively, can reconcile aspects of TBM that may be somewhat in tension. Rather than defaulting to an 'either/or' mindset, challenge questions encourage ideas and solutions that positively influence a number of elements of the community at the same time. These challenge questions will help to inform phase two of engagement, as we aim to collect vision and objective statements that aim to improve these tensions that exist in TBM.





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# CHALLENGE QUESTIONS

TBM

Local  
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Future  
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How might we share in the  
enjoyment of our natural assets  
while ensuring their preservation  
for future generations?

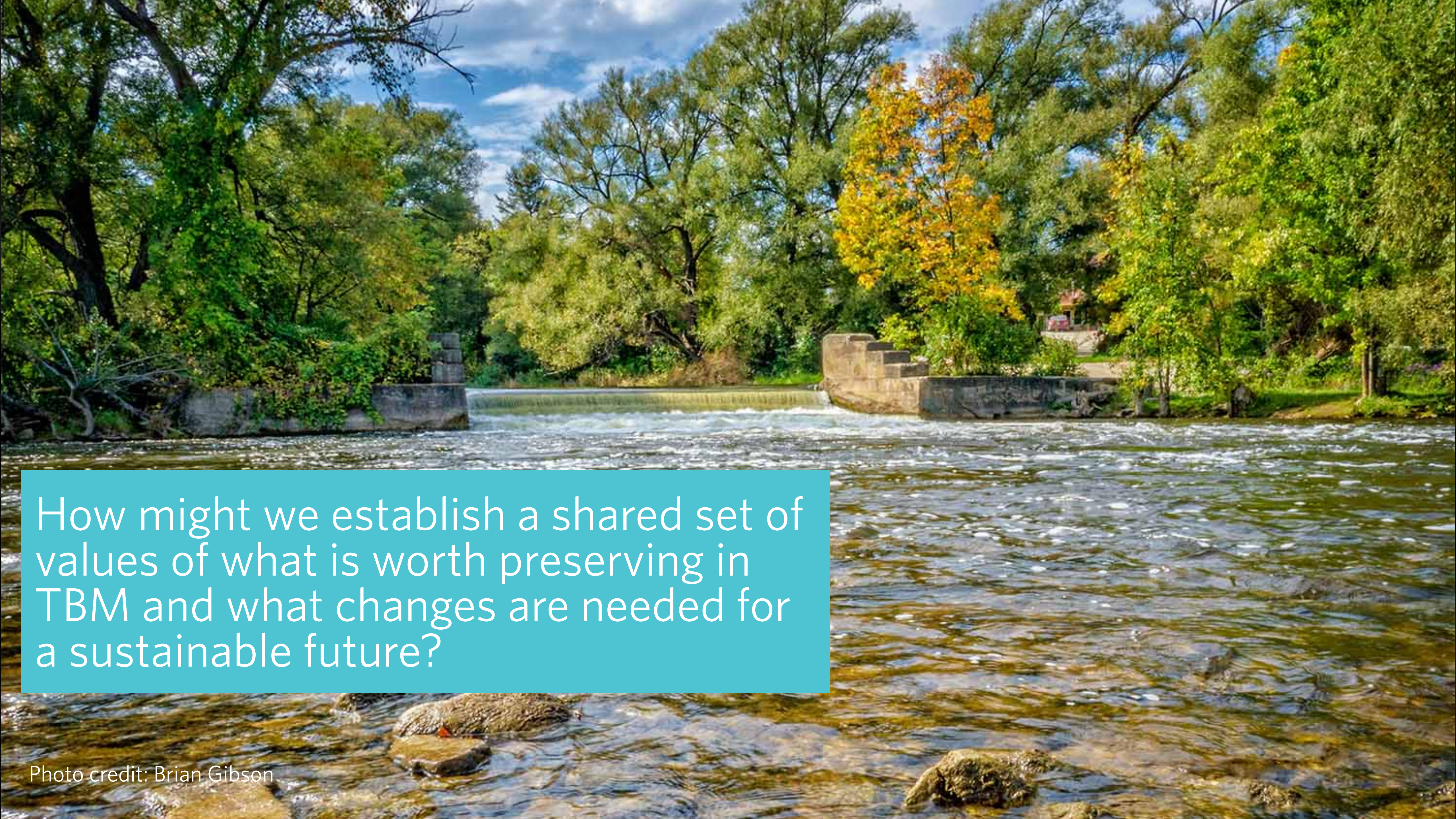
Photo credit: Brian Gibson





How might we build upon the unique attributes of TBM to become a community of more diverse opportunities?





How might we establish a shared set of values of what is worth preserving in TBM and what changes are needed for a sustainable future?

Photo credit: Brian Gibson



How might we leverage the benefits of a significant number of visitors to enhance the quality of life for all residents?



Photo credit: [Luxurycollingwood.com](http://Luxurycollingwood.com)





How might we leverage the initial attraction to the beauty of TBM as a way of generating actions that address the challenges of today and tomorrow?

Photo credit: Brian Gibson





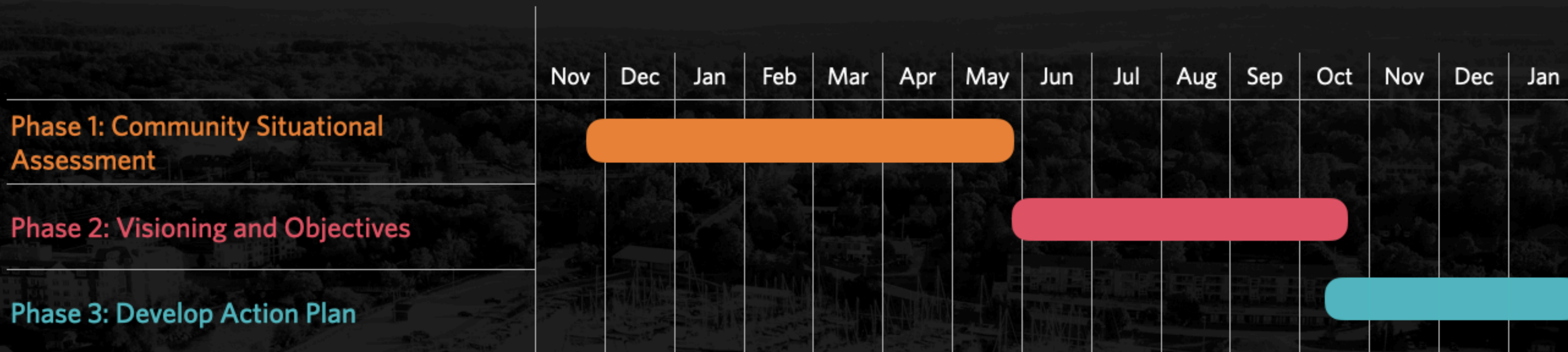
How might we generate a sense of shared responsibility and action towards a sustainable future?



# Our Next Phase: Visioning









# Discussion

