

# Transportation Master Plan Project Introduction & Engagement Opportunities

Town Committee Presentations  
May 2021

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Project Coordinator



# Presentation Objectives:

- Provide Town Committees with information:
  - Transportation Master Plan (TMP) - What and Why?
  - Methods (How?)
  - General Timelines
- Promote upcoming events:
  - Maximize community feedback
  - What's next?
- Listen & Learn:
  - Gain an understanding of committee interest on the TMP project and find opportunities to enhance awareness and engagement



# Presentation Outline

- Project Introduction and Overview
- Stakeholder and Community engagement
- Upcoming Events
- Discussion



# What is a TMP?

- Guide for transportation infrastructure investment
  - An assessment of current and future transportation system needs
  - Strategy for accommodating growth & economic forces
  - This TMP project includes:
    - Road needs assessment & Traffic Forecasting Model
    - Speed limit review
    - Active Transportation Strategy
    - Public Transit Strategy
    - Parking Strategy
    - Implementation Plan for short, medium, and long-term needs
- more...



# Coordination with Other Town Strategies & Departments



**OFFICIAL PLAN  
UPDATE**



**INTEGRATED COMMUNITY  
SUSTAINABILITY PLAN**



**TRANSPORTATION  
MASTER PLAN**



**MASTER  
DRAINAGE PLAN**



**LEISURE  
ACTIVITIES PLAN**



**COMMUNITY  
IMPROVEMENT PLAN**



**COMMUNICATIONS  
STRATEGY**



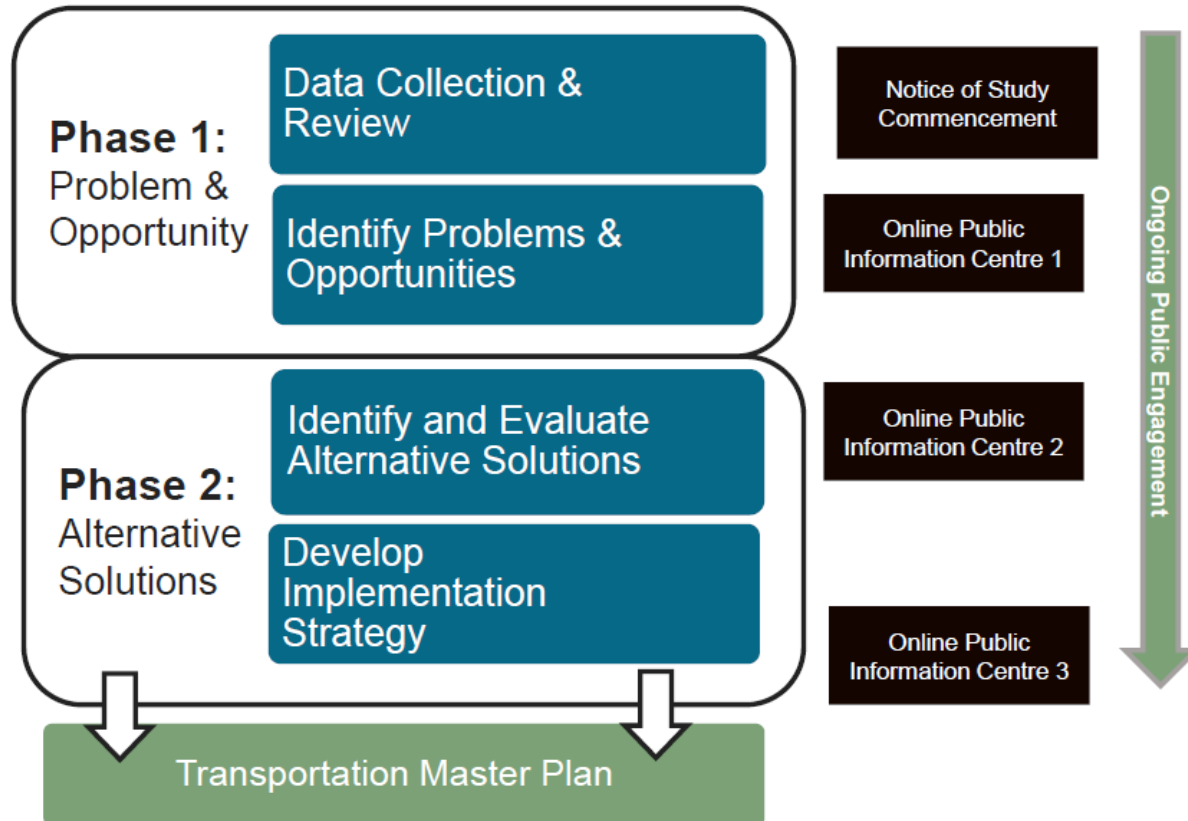
# Initiating the TMP

- Identifying the need & Council direction
- Project scoping & resources
- Request For Proposal (RFP) process to retain a consultant
  - Town department consultation
  - Support from the Transportation Advisory Committee
  - Proposal evaluation
  - Engineering Services Agreement



# TMP Process

- Following Municipal Class Environmental Assessment process (MCEA), Phase 1 and 2



# Notices & Public Information Centres (PIC)

MCEA Notice	Purpose/Activities	Anticipated Timing
<b>Notice of Study Commencement and Public Comment Invited</b>	<ul style="list-style-type: none"><li>• Provide overview of the study background, goals and objectives, opportunities for public involvement, study engagement webpage link, study email address and study team contact information</li><li>• Direct public and other stakeholders to study webpage to participate in web map/online survey when made available to help to identify transportation challenges and opportunities</li><li>• Mail and email to study contact list</li><li>• Newspaper postings, social media, other mailouts</li></ul>	<ul style="list-style-type: none"><li>• May 2021</li></ul>





# Notices & Public Information Centres (PIC)

MCEA Notice	Purpose/Activities	Anticipated Timing
Notice of PIC # 1	<ul style="list-style-type: none"><li>• Provide dates/timing, location/webpage address, general purpose and format of online PIC</li><li>• Mail and email to study contact list</li><li>• Newspaper postings social media, other mailouts</li></ul>	• June/July 2021
Notice of PIC # 2		• November 2021
Notice of PIC # 3		• April 2022



# Notices & Public Information Centres (PIC)

MCEA Notice	Purpose/Activities	Anticipated Timing
<b>Notice of Study Completion</b>	<ul style="list-style-type: none"><li>• Provide an overview of TMP process and link to report for review</li><li>• Mail and email to study contact list</li><li>• Newspaper postings social media, other mailouts</li></ul>	<ul style="list-style-type: none"><li>• July 2022</li></ul>



# Stakeholder and Community Engagement Overview

- PICs
- Virtual engagement tools via project website
- First Nation Engagement
- Community Stakeholder Meetings/Workshops
- Technical Advisory Group Meetings
- Transportation Advisory Committee meetings
- Presentations to Council
- Additional Outreach



# Virtual Engagement Tools:

- Dedicated project website
  - Project email subscription
  - Regular website updates
- Enhanced presentation material
  - **Articulate Storyline** : embedded user-driven e-Learning resource
- Interactive tools
  - **SquareSpace**: Interactive navigation of study information on dedicated webpage built in graphics, photos, videos, study area maps and other useful study materials
  - **StoryMaps**: Web-based narrative with interactive and static maps to describe decision-making process.



# Virtual Engagement Tools Continued:

- Other communication channels
  - Standard survey and map-based survey to 'PIN' locations and provide input
  - Comment submissions via project website, to Town staff or project consultant
  - Project updates via website subscription, project stakeholder list



# First Nations Engagement:

- Notice of Request to Consult
- Calls/virtual meetings to gather and share information, understand community interest, learn how they wish to be engaged
- Consultation log as per the Ministry of Environment, Conservation, Parks (MECP) guidelines



# Community Stakeholder Group Meetings

- Comprised of Town committees, community groups and associations.
- Meetings to take place in advance of PIC # 1 and #2



# Technical Advisory Group Meetings

- Comprised of Town department staff, neighbouring municipality staff and provincial agency staff.
- Meetings to take place in advance of PIC # 1 and #2





# Transportation Advisory Committee

- The TMP is the focus of this committee
- Supports decision-making of Council at key milestones
- Monthly status updates
- Support ongoing project considerations



# Presentations to Council

- In advance of PIC #2 and #3
- Opportunity for Council to provide comments and input before key public meetings directly with consultant
- Final presentation to Council as part of TMP adoption, goal is for June 2022



# Additional Outreach

- Staff outreach to community groups to provide information, have Q&A.
- Regular newsletters
- On-the-ground engagement (if possible)
- Local school engagement (if possible)



# What's Next?

- Subscribe!
- Notice of Study Commencement: **May 2021**
- Survey Rollout (form and web-map tool): **June 2021**
  - press release, e-blasts, social media, road signs etc.
  - notice to website subscribers & other stakeholders
- Technical Advisory & Community Stakeholder meetings: **June/July 2021**
- PIC #1 Notice: **June/July 2021**
- PIC #1 Event: **July 2021**
  - Survey results provided with PIC



# Presentation Objectives:

- Provide committees with information:
  - TMP What and Why?
  - Methods (How?)
  - General Timelines
- Promote upcoming events:
  - Maximize early-stage feedback
  - Answer: What's next?
- Listen & Learn:
  - Gain an understanding of committee interest on the TMP project and find opportunities to enhance awareness and engagement



# Discussion

- How else can we support the interests of this committee?



# Resources:

- TMP website:  
<https://yourview.thebluemountains.ca/transportation-master-plan>
- Town project email  
[tmp@thebluemountains.ca](mailto:tmp@thebluemountains.ca)



Thank you.

