



Staff Report

Operations

Report To: Committee of the Whole
Meeting Date: June 29, 2021
Report Number: CSOPS.21.051
Title: Transportation Master Plan Public Information Centre 1
Prepared by: Adam Fraser, Transportation Master Plan Project Coordinator

A. Recommendations

THAT Council receive Staff Report CSOPS.21.051, entitled "Transportation Master Plan Public Information Centre 1" for their information;

AND THAT Council direct Staff to proceed with the first Transportation Master Plan Public Information Centre.

B. Overview

This Staff Report provides Council with the materials and information that will be presented at the first virtual Public Information Centre (PIC) event for the Transportation Master Plan (TMP).

C. Background

In the 2019 Budget, Council authorized funding for a TMP study to evaluate a collection of transportation-related topics including speed limits, a road needs assessment, active transportation, public transportation, and parking.

In addition, Staff brought forward Staff Report CSPW.19.042 "Delivery of 2019 Infrastructure Consulting Assignments" where Council approved and authorized Staff to retain an engineering consulting firm to undertake the TMP.

Some consideration was given to whether or not the TMP project should be completed through an Environmental Assessment process, however it was determined that the Environmental Assessment process value-add was critical for transitioning into implementing recommendations that are projected to result from the TMP.

After some delay due to the evolving COVID-19 Pandemic, the Town hired a contract staff Project Coordinator in August 2020 to initiate the TMP project.

Following the Request For Proposal (RFP) process, the Town retained Stantec Inc. as the engineering consultants in early 2021 to bring the TMP project through Approach #1 of the Master Planning Process as outlined in Appendix 4 of the Municipal Class Environmental

Assessment (Class EA) manual, which covers Phase 1 and 2 of the Class EA process. Generally, Phase 1 of the Class EA process is to gather broad information to identify challenges and opportunities. Phase 2 builds on information gathered in Phase 1 to develop alternative solutions and then through further analysis and public consultation, determine preferred solutions.

In May 2021, the Notice of Study Commencement was initiated and distributed as well as invitations to form technical and stakeholder advisory groups. In addition to the Transportation Committee, Staff attended the following Committees of Council to provide information on the project structure and general public engagement strategy:

- Agricultural Advisory Committee;
- Communications Advisory Committee;
- Sustainability Advisory Committee; and,
- Economic Development Advisory Committee.

In mid-June 2021, the Town launched a public survey for the TMP. The survey, as part of information collection under Phase 1 of the Class EA process, and the first major TMP public consultation activity, was built into two parts:

- 1) A standard form survey designed to collect information on how people use the transportation network, identify priorities concerning transportation, and obtain input on an overall vision of a future multi-modal transportation network; and,
- 2) A map-based pin tool for participants to virtually pinpoint specific locations to provide input on transportation issues they see and/or have experienced in the community. This tool is critical in learning more about issues tied to specific locations opposed to higher-level strategic concepts.

D. Analysis

Public consultation and engagement are critical in building a transportation strategy that reflects the needs and priorities of the community. This first PIC is intended to be a platform to: share transportation-related existing conditions to-date with the general public; to 'take stock' of our transportation system; and provide additional information on how and what the TMP project is looking to accomplish. It is also an opportunity to prompt participants with themes and questions as a means of collecting more information on what should be considered in forming a comprehensive transportation strategy.

Due to the current public health restrictions and uncertainties regarding in-person gatherings, this PIC has been arranged to take place virtually. However, the format of this PIC is unique compared to other recent virtual Town PIC events. Instead of hosting limited specific date and time meetings, this PIC is designed more like a virtual 'drop-in' event to be made publicly available for approximately 4 weeks on the project website.

Under a non-pandemic situation, the design of this PIC would have key project elements presented in a poster board format to fill a physical room, which attendees could visit, digest

content, and ask questions of attending staff and consultants if desired. This format has been common for similar Class EA projects and other visually oriented exercises.

To adapt this format virtually, the proposed approach is to use an online interactive e-learning platform called [Articulate Storyline](#) to offer audio voiceover for each 'poster board' in Attachment 1, guiding participants through the content, and prompting participants for comments in key locations. In addition, there is a comment form at the end of the guided experience as well as project contact information for any further project comments or questions. The following highlights key elements of this virtual PIC event:

- This format provides greater accessible options compared to standard one-off virtual presentations, including a transcript of the audio content and a PDF of the material;
- Evidence from the TMP consultants' previous experience suggests community participation rates with this approach is substantially greater since the date, time, and pace of reviewing the material is user-driven and made broadly accessible no matter where participants live;
- This format does not provide on-the-spot questions and answers, however the above noted benefits are significant, and participants are invited to contact the project team with the provided project contact emails and phone numbers. All comments and questions are documented as part of the public record and will be responded to directly where possible and in further project documentation. In addition, a follow-up Staff Report on PIC 1 will be provided to Council to share a matrix of comments and responses; and,
- Key results from the TMP public survey ending in July 2021 are intended to be provided at this PIC as a later addition to the material in Attachment 1, noted with 'Survey Results Placeholder'. Having key survey results provided at the first PIC is a meaningful way to share what Staff and the consultants have learned so far and allow for PIC #1 participants to respond to the survey results and continue the conversation.

Attachment 2 of this Staff Report is the Notice of PIC #1. This Notice provides a highlight of the project, information on where, when, and why the PIC is happening, and additional resources to contact the TMP project team. This Notice also provides information on the unique format that the PIC material is being presented in and will be shared with project stakeholders and various digital and print media outlets noted in Section I of this Staff Report.

By the end of August 2021, public and stakeholder contributions as part of Phase 1 of the Class EA process is anticipated to include:

- The TMP public survey;
- The Technical Advisory Committee (including Town Staff);
- The Stakeholder Advisory Group (including representation from key Town Committees);
- PIC #1; and,
- Other feedback via the project website/contact with Town staff or the TMP consultant

These contributions will inform how the project progresses into Phase 2 of the Class EA process, where solutions to identified challenges and opportunities begin to be explored.

E. Strategic Priorities

1. Communication and Engagement

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

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

The TMP is intended to provide policy recommendations and a framework for transportation infrastructure improvement planning over the long term. While no detailed environmental investigations, including archaeological assessments, are being undertaken as part of the TMP, more detailed studies with potential environmental impacts may be initiated under the Ontario *Environmental Assessment Act* in the future to complete the planning for some of the recommended infrastructure improvements identified in the final TMP.

At this time, there are no environmental impacts to provide.

G. Financial Impacts

An implementation strategy is included as part of the TMP scope of work which is expected to provide priority timeframes and the estimated funding needs associated with TMP recommendations. Achieving the Phase 1 and 2 of the Class EA process will streamline future projects to implement the TMP and inform future Town plans and studies such as the annual capital budget and Development Charges Background Study.

H. In Consultation With

Shawn Carey, Director of Operations

Shawn Postma, Senior Policy Planner, Planning & Development Services

Sam Dinsmore, Deputy Treasurer/ Manager of Accounting & Budgets, Finance & IT Services

Tim Hendry, Manager, Communications & Economic Development

I. Public Engagement

The topic of this Staff Report will be the subject of a Public Meeting and/or a Public Information Centre in accordance with the following schedule:

- Friday May 14, 2021 - Notice of Study Commencement;
- Friday May 14, 2021 - Notice of Request to Consult to First Nations and Metis Communities;
- Friday May 14, 2021 - Technical Advisory Group invitations distributed;
- Friday May 14, 2021 - Stakeholder Advisory Group invitations distributed;
- Thursday May 20, 2021 - Notice of Study Commencement published in Blue Mountains Review and Collingwood Connection;
- Mid- June, 2021 - Launch of public survey;
- Tuesday June 29, 2021 Committee of the Whole - Initial staff report COPS.21.051 Transportation Mater Plan Public Information Centre 1 with recommendation to proceed to public consultation;
- July 2021 (Date to be determined) - Technical Advisory Committee meeting;
- July 2021 (Date to be determined) - Stakeholder Advisory Group meeting
- Mid-July, 2021 - End of public survey;
- Monday July 12, 2021 Council - Recommendations from June 29, 2021 Committee of the Whole considered by Council;
- Friday July 16, 2021 - Notice of PIC #1 to Stakeholders, First Nations and Metis Communities;
- Friday July 16, 2021 - Website update for Notice of PIC #1;
- Thursday July 22, 2021 - Notice of PIC #1 published in Blue Mountains Review and Collingwood Connection (1);
- Thursday July 29, 2021 - Notice of PIC #1 published in Blue Mountains Review and Collingwood Connection (2);
- Thursday July 29, 2021 - Virtual PIC #1 launch; and,
- August 27, 2021 - Virtual PIC #1 closes

Comments regarding this report should be submitted to:

Adam Fraser, tmp@thebluemountains.ca

J. Attached

1. Attachment 1 Public Information Centre presentation material
2. Attachment 2 Public Information Centre Notice

Respectfully submitted,

Adam Fraser

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Shawn Carey
Director of Operations

For more information, please contact:
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Report Approval Details

Document Title:	CSOPS.21.051 Transportation Master Plan Public Information Centre 1.docx
Attachments:	- Attachment 1 Transportation Master Plan PIC Presentation Boards.pdf - Attachment 2 Transportation Master Plan Notice of PIC 1.pdf
Final Approval Date:	Jun 16, 2021

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

Shawn Carey - Jun 15, 2021 - 9:26 AM

Shawn Everitt - Jun 16, 2021 - 8:41 AM