Notice of Online Public Information Centre 1

The Corporation of the Town of The Blue Mountains
Transportation Master Plan

The Town of The Blue Mountains (Town) is facing significant growth pressures and increased tourism activity alongside the broader South Georgian Bay region and will likely continue to see this growth into the foreseeable future. To strategically prepare for this continued growth and enhance our existing transportation network, the Town is undertaking the development of a comprehensive Transportation Master Plan (TMP).



The TMP will be an important resource for the Town as it continues to adapt to changing needs, growth and development, and new opportunities. The TMP will shape how we travel, help us further understand and define our regional connections, and support the movement of goods and services throughout the region. As part of the TMP study process, a vision will be established, actions and policies will be defined, and a financial strategy will be developed to address the short, medium, and long-term transportation needs of the community.

The Process

This study is being undertaken in accordance with Approach #1 of the Master Planning Process, as outlined in Appendix 4 of the Municipal Class Environmental Assessment (MCEA). As such, the TMP will generally address Phases 1 and 2 of the MCEA process and will form the basis for the recommended Schedule B and C transportation infrastructure projects identified within the TMP report.

Consultation

A virtual **Public Information Centre (PIC)** is being planned to present and gather feedback on the TMP study process, the goals and objectives of the TMP, existing travel conditions and community characteristics, community input on transportation infrastructure in the Town, as well as next steps in the TMP process. Due to COVID-19 and associated physical distancing requirements, the format of this PIC will be a user-driven visual presentation with audio voiceover to guide participants through the available content on the project website. Participants are invited to contact the project team for questions or comments. This PIC can be accessed as follows:

July 29 to August 27, 2021
at the following link:
https://yourview.thebluemountains.ca/transportation-master-plan

Additional opportunities will be offered to review information and provide your feedback as this study progresses. In light of the COVID-19 pandemic and associated physical distancing requirements, the format of these future public consultation events have not been confirmed at this time.

For more information about this study, please contact:

Adam Fraser
TMP Project Coordinator,
Town of The Blue Mountains
Phone: 705-351-2630
Email: tmp@thebluemountains.ca

John Heseltine, MCIP
Project Manager, Senior Planner
Stantec Consulting Ltd.
Phone: 902-481-1477
Email: john.heseltine@stantec.com

All information will be collected in accordance with the *Freedom of Information and Protection of Privacy Act* and *Municipal Freedom of Information and Protection of Privacy Act*. Except for personal information, all comments will become part of the public record.

This notice was issued DATE.