



Staff Report

Operations

Report To: Committee of the Whole Meeting
Meeting Date: March 29, 2022
Report Number: CSOPS.22.031
Title: Transportation Master Plan Public Information Centre 2
Prepared by: Adam Fraser, Transportation Master Plan Project Coordinator

A. Recommendations

THAT Council receive Staff Report CSOPS.22.031, entitled "Transportation Master Plan Public Information Centre 2";

AND THAT Council direct staff to proceed with the Transportation Master Plan Public Information Centre 2.

B. Overview

This Staff Report provides Council with the materials and information intended for the virtual Public Information Centre (PIC) 2 for the Transportation Master Plan (TMP).

C. Background

The Town of The Blue Mountains (The Town) retained Stantec Inc. in 2021 as the engineering consultants to bring the TMP study 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.

The Master Planning Process is designed to be flexible and adapt to the unique needs and circumstances of municipalities. Approach #1 of the Master Plan Process is done at a broad level of assessment, thereby requiring more detailed investigations at the project-specific level identified in the final study report. This TMP study when completed will therefore become the basis for, and be used in support of, future investigations for the specific Schedule B and C projects identified within it. The Master Planning Process also allows for strategic guidance and policy recommendations that may not be related to specific infrastructure.

The number of PICs can vary from one study to another in the Master Planning Process, and the content of PICs are dependent on each study's unique scope and scale. This TMP study has been planned to have three PICs, which is above the minimum requirement of two.

Below summarizes the major milestones completed to-date:

- May 2021 - The Notice of Study Commencement was initiated and distributed as well as invitations to form technical and stakeholder advisory groups;
- Mid-June 2021 - The Town launched a public survey for the TMP;
- August 2021 - PIC 1 was hosted virtually for a four-week period; and
- November 2021 - [Staff Report CSOPS.21.084 Transportation Master Plan Stage 1 Report](#) provided Council with results of the public survey, public consultation, and background review to complete Stage 1 of the TMP study.

D. Analysis

Stage 1 of the TMP (completed in November, 2021) focused on collecting and analyzing data on the Town's existing conditions, challenges, and opportunities regarding all modes of transportation. This also included understanding how the Town's transportation network relates to municipal neighbours in the south Georgian Bay region.

PIC 2 is the first major milestone in Stage 2 of the TMP study. Stage 2 begins to consider how the Town can strategically plan its transportation network for the future. Building on feedback received to-date, PIC 2 is intended to introduce further analysis and potential strategies to address the identified transportation challenges and opportunities found in Stage 1 of the TMP study.

The objectives of PIC 2 include, but are not limited to:

- Demonstrate how results from Stage 1 have been considered within PIC 2;
- Collect community feedback on further analysis and potential strategies within PIC 2;
- Continue exploring community needs;
- Better understand impacts of potential strategies presented within PIC 2;
- Further community awareness of the TMP study; and
- Inform the development of the Draft TMP document.

The PIC 2 presentation material in Attachment 2 is organized into these key themes:

- Review of Community Input from Stage 1 (what we have heard so far)
- Growth & Demand
- Public Transit
- Active Transportation
- Complete Streets
- Speed Management
- Parking
- Goods Movement

As with the TMP PIC 1 and other Town project consultations through the COVID-19 pandemic, TMP PIC 2 is planned to take place virtually, however the addition of in-person opportunities

are being considered due to the loosening of public health restrictions in recent months. Staff intend to, at minimum, proceed with a virtual format as it is consistent with PIC 1, and materials have been prepared for a virtual meeting environment. PIC 2 will offer a voiceover presentation that will be available for three weeks on the Town's TMP study website. If in-person opportunities are feasible, all Notice and promotional material will be updated to reflect the additional opportunities. It is anticipated that an update on potential in person options can be provided when this report is presented to Committee of the Whole on March 29, 2022.

Staff have attended four Committees of Council meetings in addition to the Transportation Committee in early March 2022 to provide an overview of the purpose and format of the proposed PIC 2.

To further encourage participation and awareness with PIC 2, staff have actively worked with the Communications Division to develop a comprehensive promotional plan using a mix of communication tools. The intent is to direct participants to the virtual PIC 2 webpage, which will feature the presentation and embedded questionnaire content. This approach is ideal for the study team to provide consistent messaging and receive content-specific public input. PIC 2 is planned to be open and available for public review and comment from April 18 to May 6, 2022.

Pending Council endorsement, the next step will be to provide Notice of PIC 2 and proceed with public consultation as outlined in section I of this staff report. The Notice of PIC 2 included as Attachment 1 to this report is both a community-wide broadcast in print and digital media, and also addressed to any stakeholder or member of the public that requested to be contacted with TMP study updates. The Notice includes information such as the purpose of PIC 2, location and timing details, and who can be contacted for further information. Meetings with the TMP study's Stakeholder Advisory Group and Technical Advisory Group will also be arranged.

Staff continue the commitment of seeking out and making time to meet and discuss with anyone interested in the TMP study.

Reaching the study milestone of PIC 2 has taken longer than anticipated, which has caused some delay in overall timelines. However, the study team has found efficiencies in future tasks to mitigate further risk of delays while also protecting opportunities for the public to engage with the study. Supporting staff's recommendation to proceed with PIC 2 at this time will allow the TMP study to move smoothly toward development of the Draft TMP document.

After completion of PIC 2, the next step will involve the study team developing a Draft TMP document in Stage 3.

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.

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. Following 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. For example, the TMP will play a meaningful role in the Development Changes Background Study and Public Transit Service Plan. The final TMP recommendations are anticipated to be considerations in the 2023 budget formation.

H. In Consultation With

Shawn Everitt, Chief Administrative Officer

Shawn Postma, Senior Policy Planner, Planning & Development Services

Tim Hendry, Manager, Communications & Economic Development

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

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:

- March 9, 2022 - Sustainability Committee TMP Update deputation;
- March 10, 2022 – Communications Committee TMP Update deputation;
- March 10, 2022 - Transportation Committee preliminary Draft PIC 2 consultation;

- March 10, 2022 - Agricultural Committee TMP Update deputation;
- March 11, 2022 - Economic Development Advisory Committee TMP Update deputation;
- March 29, 2022 Committee of the Whole – Staff Report CSOPS.22.031 Transportation Master Plan Public Information Centre 2 with recommendation to proceed to public consultation;
- April 11, 2022 Council – Recommendations from March 29, 2022 Committee of the Whole Considered by Council;
- April 14, 2022 - Notice of PIC 2 published in Blue Mountains Review; and Collingwood Connection (1);
- April, 2022 (date to be determined) - Technical Advisory Group meeting;
- April, 2022 (date to be determined) - Stakeholder Advisory Committee meeting;
- April 18, 2022 - Virtual PIC 2 Launch;
- April 21, 2022 - Notice of PIC 2 published in Blue Mountains Review and Collingwood Connection (2);
- May 6, 2022 - Virtual PIC 2 closes; and
- May, 2022 (dates to be determined) - Consideration for in-person consultation opportunities.

Any comments regarding this report should be submitted to Adam Fraser, Transportation Master Plan Project Coordinator tmp@thebluemountains.ca.

J. Attached

1. Draft Notice of PIC 2
2. Draft PIC 2 Presentation Material

Respectfully submitted,

Adam Fraser
Transportation Master Plan Project Coordinator

Shawn Carey
Director of Operations

For more information, please contact:
Adam Fraser
Transportation Master Plan Project Coordinator
tmp@thebluemountains.ca
705-351-2630

Report Approval Details

Document Title:	CSOPS.22.031 Transportation Master Plan Public Information Centre 2.docx
Attachments:	- Attachment 1 Notice of PIC 2.pdf - Attachment 2 PIC 2 Presentation.pdf
Final Approval Date:	Mar 17, 2022

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

Shawn Carey - Mar 11, 2022 - 10:47 PM

No Signature found

Shawn Everitt - Mar 17, 2022 - 4:36 PM