



The Blue Mountains

Integrated Community Sustainability Plan



Goals, Objectives & Actions: Working Group Reports

Draft (Revised)

November 19, 2009

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Environmental/Ecological Integrity

1. Environment & Natural Heritage Working Group

Goal	Objectives	Actions	Comments
Develop an Integrated linked Natural Heritage System	No objectives provided by this group	<ul style="list-style-type: none"> Identify specific parcels of land to be linked Make lands in specified areas as much public land as possible or protect with 'no development' laws Look at Oak Ridges Moraine for guidelines Use clear and common English for reports Review new policies yearly 	
Develop guidelines for the enhancement of natural heritage features		<ul style="list-style-type: none"> Establish Landscape Architectural Guidelines which encourage use of native species- but not limited to Require remediation/restoration plans for development Need to go beyond Provincial Policy Statements and provide stronger protection for these features (200ft buffer left undisturbed) Create an environmental advisory committee for the township 	
Encourage Stewardship of the land		<ul style="list-style-type: none"> Present civil liberties of land owners will change in order to protect the land that links with the Natural Heritage System Provide tax incentives and benefits for stewardship 	
Have more education and marketing of the local natural environment		<ul style="list-style-type: none"> Require completion of a Homeowner Brochure for new developments Contact local magazines Educate local retailers Connect with Landscape Ontario Council to allot a percentage of Parkland budget to natural parks, not just recreational parks Create fundraising group for TBM – protect/expand our natural heritage (could be in goal #2 also) 	
Maintain a healthy biodiversity of the lakes and a healthy water system		<ul style="list-style-type: none"> Create a shoreline policy with landowners Protect source water & Georgian Bay with regards to water taking 	
Become a Dark Sky Community		<ul style="list-style-type: none"> Examine local light use and pollution Consult with astronomer and have astronomer (from the Royal Astronomical Society of Canada) on proposed Environmental Committee 	
Develop a Seven Generation mentality		<ul style="list-style-type: none"> Have a youth advisory coordinator to encourage participation with schools and youth Seminars to be held in schools and open to all persons in the community 	

2.Environment Working Group – Energy, Water & Waste

Goal	Objectives	Actions	Comments
Energy			
To be a community that has fully adopted an energy conservation culture.	Educate and empower residents of the community to make energy conservation a key priority.	<ul style="list-style-type: none"> Establish partnerships with local schools and community groups to deliver conservation awareness and education campaigns. Municipality to lead by example by implementing various demonstration projects throughout the community and promoting energy conservation through programs such as community conservation challenges. 	
To embrace renewable energy production and continuously strive to improve efficiencies in the areas of energy generation and consumption.	Supply 30% of community’s energy consumption by renewable energy that is both environmentally and socially accepted.	<ul style="list-style-type: none"> Complete a study to identify the number of local renewable energy projects currently in place within the community to establish a benchmark. Develop an action plan to assist the municipality in becoming a “carbon neutral” corporation. Establish a team with a mandate to monitor and evaluate emerging energy technologies and develop strategic partnerships throughout the community to promote and implement these technologies where feasible. 	
	Develop small-scale, community energy projects throughout the municipality.	<ul style="list-style-type: none"> Develop a program to install solar-powered hot water systems in residences, businesses and community facilities throughout the municipality. Promote the implementation of community co-op energy projects. 	
	Improve energy efficiencies to offset any increases in energy demand as a result of growth and development in the municipality.	<ul style="list-style-type: none"> Require all new developments to incorporate a <i>minimum</i> number of energy conservation measures and/or renewable energy elements that reduce the overall environmental footprint of the proposed development. Create a tiered incentive system for developments that implement additional energy conservation initiatives beyond the required minimum. Establish <i>minimum</i> building standards of LEED Silver (or equivalent) for all new municipally-owned or operated buildings. 	
	Reduce community greenhouse gas emissions by 25% by 2050 (or to 19XX levels).	No actions identified	

Water			
To improve the quality of surface water and groundwater while being responsible conservation custodians of this shared resource.	Educate and instill in residents and visitors the importance of maintaining a healthy freshwater ecosystem within the community, including the conservation and proper management of this precious resource.	<ul style="list-style-type: none"> • Educate the public on the importance and benefits of native and xeriscaped landscaping and provide incentives to encourage residents and businesses to adopt such landscaping practices. • Educate, promote and provide incentives to area residents and businesses for implementing systems which use non-potable or reclaimed water instead of municipally-treated water. • Educate, promote, and provide incentives to the agricultural community regarding the adoption of farming best practices. • Educate residents and visitors about the high quality drinking water provided within the municipality. 	
	Implement stringent protection measures to maintain and, where possible, improve water quantity and quality in both surface and groundwater sources consistent with Provincial and Federal Standards and Objectives.	<ul style="list-style-type: none"> • Require low-impact development approach to site development that incorporates water conservation and preservation measures. • Initiate a private sewage system re-inspection program within the municipality, with the initial focus being on high-risk properties. • Require the installation of tertiary Class 4 sewage systems on all non-municipally-serviced properties adjacent to vulnerable bodies of water and/or water courses. • Develop a by-law or policy around the use of pesticides and other harmful chemicals within the municipality. • Identify and implement feasible opportunities to reduce the amount of salt and chemicals applied to municipal roadways. • Development of new water bottling facilities within the municipality should be strictly minimized to preserve existing aquifers. • Improve quality of municipally-treated drinking water by reducing additives. • Integrate new technologies as they become available to continue to improve quality of drinking water. • Review and update sewer-use bylaw to address industrial, commercial and institutional discharge, as necessary. 	
	Implement conservation measures to reduce consumption of municipally treated water wherever possible.	No actions identified	
	Improve and enhance all freshwater ecosystems throughout the community	<ul style="list-style-type: none"> • Implement a moratorium on any development on or near wetlands and expand existing wetlands wherever possible. • Partner with local conservation authorities to enhance the benefits of development setbacks from watercourses within the municipality. 	

Waste			
To be a community that takes full responsibility for the management of waste within its regional borders.	No objectives identified	<ul style="list-style-type: none"> • Ensure waste generated within the municipality is managed <i>as locally as possible</i> without leaving Ontario. • Explore opportunities to send waste to processing facilities other than landfills (i.e. waste-to-energy) and/or determine the feasibility of building such a facility within the municipality or in partnership with surrounding municipalities. 	
To be a “Zero Waste” community by 2050.	Increase the community’s diversion rate through the implementation of various reduce, reuse, and recycle programs.	<ul style="list-style-type: none"> • Develop an action plan to assist the municipality in becoming a “Zero Waste” corporation within all municipal facilities and encourage other organizations to adopt similar plans. • Expand on the success of existing reuse programs within the municipality and create a permanent facility for reused goods throughout the year (i.e. Community Reuse Centre). • Refuse unsorted construction waste at the municipal landfill site and require copies of weigh bill(s) to have building/demolition permit security deposit(s) refunded to ensure construction/demolition waste is sorted properly. 	
	Reduce the quantity of solid waste (including hazardous waste) produced by <i>all</i> sectors of the community (residential, commercial, industrial, agricultural, etc.).	<ul style="list-style-type: none"> • Implement a permanent curbside organics program in high-density, urban areas throughout the municipality (i.e. Thornbury). • Advocate to upper-tier governments to introduce stringent packaging regulations to reduce packaging waste. 	
	Educate all residents about product lifecycles to influence purchasing decisions.	<ul style="list-style-type: none"> • Provide the information and tools necessary for rural residents to implement composting programs on their properties. • Develop small-scale, localized educational composting centres linked with local gardening initiatives. • Develop a program that educates the community about sustainable purchasing practices to assist with purchasing decisions. • Develop partnerships with local organizations to develop demonstration projects on natural building strategies to encourage more sustainable building within the municipality. 	

Social/Cultural Vibrancy

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3. Sense of Community Workgroup

Goal	Objectives	Actions	Comments
Diversity in the town of The Blue Mountains is understood, encouraged and respected.	Promote a better understanding of the working needs of the agricultural sector of the community (roads, off-shore workers, education, showcase farms and rural activities) and respond to those needs.	<ul style="list-style-type: none"> Organize farm tours like studio tours (maybe in conjunction with another community event depending on timing) Post more signs on local roads reminding users to watch for farm vehicles Investigate programs like Community Shared Agriculture (ie, you invest in a farm and pay for your share of the harvest up front, or trade labour for a share of the harvest) Create a list of “where to buy local” so that residents and tourist can purchase produce, beef, eggs, lamb, etc from farms willing/able to sell directly to the public; post this information on Town, library, Chamber and other websites, as well as on various bulletin boards in TBM Expand the farmer’s market in Clarksburg Solicit participation from the agricultural community in the Green Fair Take advantage of the buy local trend by creating a special sign for restaurants using local produce and meats/fish/poultry; market it like the “idle free” campaign so that tourists and locals can identify those participating Ensure that offshore workers have opportunities to participate in community events (e.g. BVO thanksgiving dinner, church suppers, etc.) 	
	Encourage villages to establish unique identities within TBM	<ul style="list-style-type: none"> Meet with reps from various villages to begin dialogue re: attractions and histories of each Create ways to market villages (e.g. historical driving/biking route through TBM with stops at each attraction) Create signage to advertize villages and their attractions; ensure that the signs are visually consistent and linked to TBM Open the Depot on weekends all year, when more people are available to see it (tourists and locals) 	
	Provide activities and opportunities especially geared for youth and encourage them to remain in the community.	<ul style="list-style-type: none"> Budget for and continue to support the position of Town Youth Coordinator Encourage youth to grow and sell their own produce at the Farmer’s Market See if any students are interested in working on the marketing film mentioned under the goal for municipal government, objective 5. Encourage Businesses and local agencies to develop employment and training opportunities for youth (e.g. co-op, apprenticeships); liaise with Blue Water School Board and other agencies (e.g. Traks, Y); an example would be Passport to Restaurant Careers 	

	Create a community that is attractive to and attracts families of all income levels.	<ul style="list-style-type: none"> • Encourage a better balance of high end retail outlets with stores selling products for local consumers (ref: First Impressions Report) • Create and support affordable housing in TBM • Offer programs using affordability scale 	
	Ensure that there is a variety of programs for seniors that meet their needs.	<ul style="list-style-type: none"> • Undertake a comprehensive assessment to determine seniors' needs - which are being met and which are not • Municipal government will partner with a community group that would take on the monitoring of seniors' needs (e.g. BVO) 	
	Support transgenerational programs and inclusive community events	<ul style="list-style-type: none"> • Seek proposals for these types of programs and provide financial assistance or incentive for good ideas (see next section #2 below) 	
	Ensure that the economic development plan supports diversity.	<ul style="list-style-type: none"> • Establish a "diversity committee", i.e., a committee of volunteers from as many different sectors of TBM as possible, that can act as a forum for discussion and as a resource for anyone wanting to test the appeal of new or old ideas for the community. 	
Community service groups and agencies engage with each other and community members to enhance community life.	Facilitate a strong volunteer force to support community events and services.	<ul style="list-style-type: none"> • Support the Chamber community volunteer bureau which matches potential volunteers with jobs; keep information current; make the information available on line as well as in various places around TBM (e.g. Library, doctor/dentist offices, real estate offices) • Organizations needing volunteers will promote themselves to both youth and seniors in our community and involve them in projects • The Town and local businesses encourage and enable employees to volunteer their time in our community 	
	Plan community events that appeal to a broad range of the population.	<ul style="list-style-type: none"> • Plan for community events that can take place all around TBM, not just in Thornbury or Clarksburg. • Revive an event from the past. Use the "diversity committee" as a resource for brainstorming and planning. • Survey community members for ideas and comments re: community events • Promote activities like a community garden, or planting a crop for Foodshare share along with a community harvest supper, or a family best ball, 4 club limit golf tournament at Tomahawk (BVO and others could donate clubs for the day for those without) 	
	Continue to promote and to participate in community events such as the Beaver Valley Fall Fair, Olde Fashion Christmas, Green Fair, Community Thanksgiving Dinner, church suppers	<ul style="list-style-type: none"> • Organizers check programming for its appeal to local residents as well as tourists (can use "diversity committee" as resource) • Create a community calendar so that planners can try to avoid conflicting dates • Post the community calendar on line and in various places around TBM 	

	Encourage Community Service groups operating in the TBM (e.g. churches, service clubs, not for profits) to learn about each other and the services they offer.	<ul style="list-style-type: none"> • Invite representatives of major organizations serving specifically TBM to an idea and information exchange workshop. Identify unique, complementary and overlapping areas • Use this information to provide accurate and complete data for community services on the Town website 	
	Foster and support the development of a safe community.	<ul style="list-style-type: none"> • Participate in programs like Block Parent, Neighbourhood Watch, Rudolph Ride • Market the Town as a safe community, especially for children (e.g. library after school programs, BVO morning and after school programs, Neighbourhood Watch) • Apply for safe community designation 	
The municipal government fosters a sense of community for the town of The Blue Mountains.	Create a strong identity for the town of The Blue Mountains.	<ul style="list-style-type: none"> • Address the confusion and marketing problem created by the phrases “The Village at Blue”, The Blue Mountain Village Association and “the villages of The Blue Mountains” • Foster a relationship with Blue Mountain to integrate residents, businesses and tourists into our community e.g. try a collaborate event, or share venues for an event • Continue to promote the Town’s green image with more signage, more multi-unit containers for garbage/recycling (harbour area, trails) and any other feasible initiatives that will improve our image 	
	Find a solution to the transportation problem between villages of TBM.	<ul style="list-style-type: none"> • Investigate programs like car share (see hamiltoncarshare.ca) and ride share • Gather parties (e.g. Chamber, with businesses in TBM, Collingwood, Meaford) that might be interested in pooling resources for even limited transportation between communities; explore the possibility of using school buses or other vehicles that are idle during parts of the day or evening 	
	Work on a solution to the housing problem	<ul style="list-style-type: none"> • Develop an affordable housing strategy • Make supporting the work of the affordable housing committee a priority, including needed resources where possible 	
	Establish partnerships to help deliver social services not covered by Grey County.	<ul style="list-style-type: none"> • Set up a formal, ongoing partnership with BVO (which already has the volunteers and programs) to assist the Town with social services not covered by Grey County 	
	Support and enhance services already paid for by tax dollars (e.g. library, recreation, facilities) and promote them to the local population, as well as tourists.	<ul style="list-style-type: none"> • Ensure budget reflects a priority for existing services before introducing new services 	

	<p>Improve communication in all areas of the Town.</p>	<ul style="list-style-type: none"> • Apply for any grants available to bring broadband into the rural areas of our community still on dial up • Create a plan to deal with any remaining tensions and issues that resulted from amalgamation • Reintroduce community information bulletin board at key places – e.g. Town Hall, Parkette, BVO and places outside Thornbury (could be monitored by volunteers close to the boards) 	
	<p>Welcome new residents (full time, part time, seasonal renters) to the community.</p>	<ul style="list-style-type: none"> • Interview new residents, realtors, to find out where the information gaps are • Create a package for new residents that contain useful summary information about how community services are run – e.g. recycling details for putting out garbage, the meaning of a flashing green light on a car roof, our “non idling” expectations, library hours and services, municipal office hours, etc. Much of this material exists on new Town website, but not all in <u>one</u> reference package. • Locate this package in key places – e.g. a hard copy in realtors’ offices, library, post office; refer individuals to package on line 	
	<p>Educate tourists and residents on our community culture.</p>	<ul style="list-style-type: none"> • Interview tourists to discover recurring questions and information gaps. • Create information material that includes some of the community culture (e.g. courtesy on the roads especially for agricultural vehicles, horses and horse drawn vehicles) • Create marketing materials, both print and pictorial, that capture the history of our community (e.g. a video that will instill a sense of pride) • Create an oral history resource of our area through interviews with long time residents; include personal histories and stories 	
	<p>Support and participate in community events.</p>	<ul style="list-style-type: none"> • Have a booth showing our community’s environmental initiatives at the Fall Fair • Host an activity at Olde Fashion Christmas, Applefest, etc. • Support local volunteerism among Town employees 	
	<p>Foster and support the development of a safe community.</p>	<ul style="list-style-type: none"> • Promote safe environmental planning through green building design • Erect directional signage from roads to the Georgian Trail for bikers, walkers, etc. • Create a long term solution to the safety problem of bikers on the roads (e.g. signage, paved shoulders, more interesting bike paths or trails as alternatives to roads) • Continue to support environmental initiatives to improve air and water quality and to protect sensitive land areas. 	

4. Built Environment Working Group

Goals	Objectives	Actions	Comments
<p>To protect, preserve and enhance agricultural, natural and environmentally protected lands through the adoption of the following objectives:</p>	<p>Promote an increase in density within settlement areas to mitigate and reduce need to expand development into prime agricultural, natural and environmentally protected lands.</p>	<ul style="list-style-type: none"> • Review of OP policy to allow intensification on municipal services • Consider new zoning bylaw standards to allow secondary residential units within existing stock, and introduction of variable density zones. • Adjust planning and maintenance standards to allow intensification in core areas to encourage active transportation. This could take the form of Bike parking in lieu of car parking requirements and maintaining of urban trails in winter. • Consider development charge by-law provisions that would exempt (or vastly reduce) fees for additional units on lots of record. 	
	<p>Enhance existing built environments to reduce pressure to develop outside of defined urban built areas</p>	<ul style="list-style-type: none"> • Municipality to prioritize water treatment plant (STP) to allow planned development to proceed in Thornbury area. • Municipality to investigate alternative technologies and policies with regards to development standards. • Extend services in existing built areas to promote intensity and development within urban boundaries. 	
	<p>Inform and educate public on the benefits of infilling, intensification and density increase in an effort to decrease NIMBYism as a roadblock to change and expansion within existing urban built areas.</p>	<ul style="list-style-type: none"> • At public meetings related to intensification, staff should introduce project to audience and outline the ways in which the application conforms to PPS, OP, and ISP to provide context to the audience in order to educate the public on policy contexts within which some applications will be considered. • At Public Meetings, staff to provide to the public a 1-page synopsis report in layman’s terms to help educate the public on the macro policy considerations and overview. • Municipality should seek support of upper-tiers of government in its promotion of intensification practices. • Staff should support the “principle of development” to the public, to council, and to commenting agencies if warranted. • There should be a clear demarcation of “prime” agricultural lands, and environmentally sensitive lands on municipal planning maps to clearly indicate to the public and industry limits of developable areas. 	

<p>To encourage a mix of housing types & uses accommodating the need for:</p> <ul style="list-style-type: none"> • Attainable housing • Families • Seniors 	To increase housing densities within select areas of the municipality	<ul style="list-style-type: none"> • Consider new zoning by law regulations to further enable and encourage multi residential &/or smaller footprint housing • Encourage Official Plan amendments that permit accessory apartments within existing housing by actively reviewing consent policy. • Encourage Official Plan amendments and actively review consent policy for residential units above commercial development • Encourage development on brown land and infill properties to promote walkability 	
	To increase attainable housing stock	<ul style="list-style-type: none"> • Affordable Housing Committee will explore avenues of revenue to establish an affordable housing fund i.e. lot levy surcharge on luxury homes, and certain user fees for service. • Lot levies and development charges to be set based on square footage • Proactive process of acquiring suitable housing stock for retrofit to multiple housing units with attainable rents suitable for low income Seniors &/or disabled • Obtain a municipal ‘fast track’ policy commitment for attainable housing projects 	
	The Housing Task Force be mandated to have a ‘shovel ready’ project preparatory to government funding opportunities	<ul style="list-style-type: none"> • Identify and acquire property (ies) • Create building plans suitable to housing objectives • Network with other South Georgian Bay housing committees • Research and follow Best Practices in other communities • Partner with a • builder/developer willing to start as funding permits • Obtain required town/regional permits 	
	Identify and engage stakeholder partners (i.e. Options for Homes; Habitat for Homes)	<ul style="list-style-type: none"> • Explore the acquisition of an Options for Homes franchise • Meet with Habitat Regional Director to coordinate future activity • Identify and recruit a high visibility project director to spearhead development 	
	Create the political and community will to move attainable housing development forward	<ul style="list-style-type: none"> • Develop and implement an anti – NIMBY education program • Hold an education training program for elected leaders • Host a intergovernmental workshop on contemporary attainable housing open to developers, builders and social leaders within the community • Arrange a tour of successful attainable housing developments in other communities 	

Build Strong Sustainable Neighbourhoods through neighbourhood design.	Build compact neighbourhoods, with max and min density regulations	<ul style="list-style-type: none"> By 2012, the Blue Mountains Council and Planning Department will have reviewed and proposed a new Official Plan (OP) and new Zoning By-Law (ZBL) that will increase the minimum density in new developments. The planning and development processes will be revisited so development charges will be tiered so that larger lots and larger dwellings will pay higher development charges. 	
	Provide alternative transportation infrastructure.	<ul style="list-style-type: none"> New development standards should include that bicycle and pedestrian paths are included and thought given to active transportation links to local and regional transportation. 	
	Implement green space policies to ensure native plantings of shade trees particularly around park and play areas	No actions identified	
	Protect and preserve natural environment and green space within walking distance of neighbourhoods	<ul style="list-style-type: none"> As soon as possible, the Blue Mountains Council and the Planning Department in the OP and ZBL should revisit in order to strengthen the protection of the Natural Heritage areas by implementing minimum buffer areas around Heritage features. In new developments, allocation of areas for “green space” will be required. 	
	Promote and protect agricultural resources / spaces / farming (providing it operates in an environmentally safe manner)	No actions identified	
	Promote and protect our water as a resource.	No actions identified	
	Ensure access healthy food is available in all neighbourhoods	<ul style="list-style-type: none"> By 2012, the town will have considered the OP and ZBL with a view to support community gardens and fresh food markets in new and existing developments. 	
	Ensure that each new development has an accessible “node” (food, financial recreation, education, cultural) to provide services to the community. These should be walkable within 5 to 10 minutes from neighbourhoods.	<ul style="list-style-type: none"> By 2012 the town will have considered amendments to OP and ZBL that require that all new developments include an easily accessible (walking or bicycle) basic services area. 	
Promote energy efficiency and conservation practices in both existing stock and new builds.	To educate public and industry about benefits and programs offered by upper tiers of government	<ul style="list-style-type: none"> Building and planning departments to maintain and update a central list of government programs, incentives and resources for optimum construction practices and energy efficiency. Coordinate with local schools to educate the next generation on the benefits of increasing energy efficiency and conservation (this to be coordinated with other tiers of government) Support local building industry by facilitating workshops on new best practices for energy efficiency. 	

	Incent public and industry to increase energy efficiency when renovating or adding on in existing built environment and new builds	<ul style="list-style-type: none"> Density bonusing for efficient new-build projects both commercial and residential. Permit rebates for efficient renovations, home power generation and geothermal conversions. 	
	Support and encourage new methods of increased efficiency and home power generation.	<ul style="list-style-type: none"> Relax planning and bylaw constraints on energy generation and conservation methods (geothermal, home solar and wind power generation). Allow flexibility in application of planning regulations where desired conservation, efficiency and generation parameters can be met. Evaluate and enhance urban canopy to better utilize nature to promote increased energy efficiency in built environment. 	
For the Town of the Blue Mountains to promote smart use of recycled and re-used material within the built environment and provide for new technologies in waste management.	Promote natural building techniques	<ul style="list-style-type: none"> By promoting natural building i.e. Durosil or Straw/Clay the waste that would be created would be reduced dramatically. These building methods use a fraction of the amount of wood as conventional building methods and at times can avoid the use of gypsum/drywall all together. Offering incentives by reducing permit fees for buildings constructed in this matter would further encourage contractors and home owners. There would be additional monetary fees charged at the landfill for the disposal of materials that could have otherwise been avoided i.e. wood and drywall. 	
	Reduce materials such as wood, gypsum, concrete, steel from our landfill	<ul style="list-style-type: none"> By implementing a web based network within the Town of Blue Mountains, home owners and builders would have access to materials that otherwise would be taken to the landfill. This network would give the homeowner a place to post what they have to offer, whether it is a window, door or countertop they would have a forum for sourcing a product that would otherwise be sent to the landfill. 	
	Manage materials taken to the landfill more efficiently	<ul style="list-style-type: none"> The Town of the Blue Mountains would form relations with various companies that specialize in recycling building materials, such as The New West Gypsum Recycling Inc. in Oakville. 	
	Promote industry to utilize re-used and recycled materials	<ul style="list-style-type: none"> Encouraging an opportunity to create a local recycling business would not only create local employment, it would decrease the cost of shipping our recyclables elsewhere. (The gypsum recycling plant in Oakville is the only one in Ontario) There is also a demand for more building materials created out of recycled materials i.e. countertops made from recycled glass and concrete. 	

Ensure Active Transportation and connectivity within the built environment.	Compact neighbourhoods (increase density and reduce dependency on the motor vehicle)	<ul style="list-style-type: none"> As soon as possible the Blue Mountains Council and Administration will change the focus of the Transportation policies and programs to deemphasize automobile use and to promote public transit, bicycle use, walking and other non carbon dioxide releasing forms of transport 	
	Provide alternative transportation infrastructure.	<ul style="list-style-type: none"> By 2012, the Blue Mountains Council and Administration will demonstrate leadership and promote to the County of Grey and to the Province of Ontario Transportation programs which emphasize alternatives to Automobile use. By 2012, the Blue Mountains Council and Planning Department will consider a new Official Plan (OP) and Zoning By-Law (ZBL) that requires all new developments to provide bicycle and pedestrian pathways and linkages. By 2020, the Blue Mountains Council and Planning Department will consider plans and programs to create bicycle and pedestrian pathways and linkages in all neighbourhoods. By 2015 the Blue Mountains will explore a “Shared Bicycle” program for all residents in the Thornbury / Clarkburg area and in the Craigeleith area. Battery powered, motor assisted bicycles will be included for seniors and others with reduced capability. By 2018, the Blue Mountains will explore the implementation of a public transit system within and between the Thornbury / Clarkburg and the Craigeleith areas. The vehicles of the Transit System should be as carbon neutral as possible and practical. 	
	Adopt Walking Charter	No actions identified	
	Create and implement policies to ensure user safety for all transportation venues and all users (including accessibility). (8/80 rule)	No actions identified	
	Promote active transportation and implement policies that encourages same.	<ul style="list-style-type: none"> Develop an active transportation plan – addressing connectivity/linkages of walking/cycling routes, density and mix of commercial/residential to increase walkable/cycleable access to daily amenities, safety and accessibility (crosswalks, lighting, benches, curb cuts, timing of traffic lights, surfaces etc) and aesthetics (trees, plantings etc) 	
Enhance safety and aesthetics of walking/cycling routes.	No actions identified		

5. Infrastructure Working Group

Goal	Objectives	Actions	Comments
Transportation: Transit Improvements			
Develop an active transportation system that optimizes the use of energy, money and that promotes healthier transportation choices	Establish a master trail plan	<ul style="list-style-type: none"> Develop a connectivity plan to develop cross municipal/county trail 	
	Create strategies to encourage carpooling	<ul style="list-style-type: none"> Enhance municipal parking lots to accommodate recreation parking and carpooling to/from employment. 	
Integrated Transit System			
Implement mass transit options that would better connect the Town internally and regionally	Get people out of cars	<ul style="list-style-type: none"> Create carpool parking areas (Bus schedule could pickup from carpool area) Implement car pooling programs for large employers Develop incentive program for employers and employees to encourage mass transit 	
	Establish reliable, convenient, central system, frequent, transit/bus/light rail system	<ul style="list-style-type: none"> Create a strategy to enhance alternative modes of transportation and to improve gaps in transportation – (i.e. urban/trail connectivity, alternative transportation options) Develop a bus schedule that accommodates as many people as possible 	
	Improve access to transit system	<ul style="list-style-type: none"> Establish joint municipal transit agreement between (ex. Wasaga Beach, Collingwood, Blue Mountains, Meaford), could cover time to connect system; invite business to contribute for affordable transit for staff Licensing of “On call shuttle service”. Invite employers/developers to participate. 	
	Improve transportation connections between existing developed areas	<ul style="list-style-type: none"> Study future alternative transportation infrastructure requirements (i.e. electric car charging depots) 	

Trails		
Improve trail networks, awareness and accessibility	Improve signage; (Enhance Town Signage)	<ul style="list-style-type: none"> Complete the following signage improvement actions: <ul style="list-style-type: none"> Improve Snow and Bike trail signage; Establish map signs (You Are Here) Coordinate the signage with other municipalities to ensure trail continuity Add bigger letters Make maps available for cycling, walking, horse etc.
	Integrate signage, coordinate with other Municipalities	<ul style="list-style-type: none"> Establish one website organized to link to any town web page for recreation, the Georgian Trail Board of Management, Georgian Triangle Tourism Association and where maps can be found, where local bike shops are
Ensure that all local and regional transportation options are accessible to everyone	Ensure trail network is included in Development Agreements and Connective trails are completed	<ul style="list-style-type: none"> Establish bike lanes on all new road constructions within the Town Improve Bike trail connectivity, including looping trails to support greenhouse gas initiatives Develop incentives for trail connectivity for example exemption of property taxes for easement over private lands
	Improve and enhance recreational marketing information accessibility	<ul style="list-style-type: none"> Establish joint partnerships with private industry to coordinate transportation to start of run ... kayaking, biking and pick up at the end of run.
	No objectives identified	<ul style="list-style-type: none"> Create parking areas to access trails
	No objectives identified	<ul style="list-style-type: none"> Modify development Charges to encourage a reduction in greenhouse gases
Accessibility		
Improve Access to the Area (for a wider range of tourists) without driving the family vehicle	Enhance connections to the existing major roads	<ul style="list-style-type: none"> Extend 410 up to 427 to improve traffic flow
	Keep convenience of your own vehicle	No actions identified
Expand inter-regional transportation options	Establish regional transit and rail system	<ul style="list-style-type: none"> Establish connection with the GO transit system Establish Barrie to Collingwood rail system Establish rail system from Toronto to Collingwood Airport

Water & Waste Water			
Protect, conserve, preserve and enhance source water, surface and storm water protection	Enhance source water protection	<ul style="list-style-type: none"> • Lobby MOE to: <ul style="list-style-type: none"> • Continue to monitor water quality (ie E-coli contamination) • identify problem and solution relating to E-coli and other issues • Provide financial aid relating to any proposed solutions • Encourage Conservation Authority to ensure the integrity of the Beaver River 	
Preserve quality and quantity of fresh water	Encourage water conservation	<ul style="list-style-type: none"> • Enhance incentives to conserve water, establish water conservation program • Develop and promote education programs, delivered to schools, residents, commercial establishments in water conservation and usage • Develop and implement a plan to investigate and resolve water loss in the water distribution system 	
	Lobby to ensure sufficient legislation to regulate the Taking of Water (Restrict surface and source water extraction?)	<ul style="list-style-type: none"> • Enhance Conservation Authority and Municipal influence relating to water extraction activities (especially MOE issued permits) 	
Optimize the municipal wastewater system, both economically and environmentally	Continue investing in best technologies	<ul style="list-style-type: none"> • Ensure wastewater treatment plants are producing quality, clean water • Encourage testing of septic and wells to ensure ground water protection 	
	Reduce and eliminate undesirable products in sewage systems (i.e. Detergents, pharmaceuticals)	<ul style="list-style-type: none"> • Develop education and awareness strategy relating to the effects of undesirable items in the wastewater stream and the promotion of collection and recycling of these products 	

6. Healthy, Active Community and Health Working Group

Goals	Objectives	Actions	Comments
To provide walkable/bikeable access to daily amenities	Any new residential development must provide for a direct active transport mode to daily amenities.	<ul style="list-style-type: none"> • Policy change e.g. amend Official Plan if required • Develop an implementation plan for this objective 	
	Active transportation that provides connectivity either through direct links among amenities or through multi-modal transportation nodes that support connections across the Town. Actions:	<ul style="list-style-type: none"> • Studies to support the objective • Review of land use policy framework that can support this objective • Transportation system design • Develop an implementation plan 	
Provide easy access to nutritious food by understanding the barriers of location and income	Development or enhancement of community food programs ensuring to reach low income families in the community.	<ul style="list-style-type: none"> • Evaluate impact of existing food programs • Develop a plan to implement goal, and communication strategy to gain support from residents 	
	Development or enhancement of local food networks to increase accessibility	<ul style="list-style-type: none"> • Enhance the local 'farmer's market' network to be considered as part of daily amenities. • Develop 'community gardens' concept 	
Secure recreational facilities and programming that are adaptable to changing community needs	Implement a demographic-based approach to recreational program development and advocacy.	<ul style="list-style-type: none"> • Develop a communication plan to inform residents of public use facilities. • Develop strategies to handle demographic shifts with regard to recreation 	
	Enhanced public/private partnerships that could create synergies to benefit residents	<ul style="list-style-type: none"> • Develop discount programs for local residents to improve access to commercial amenities. • Build a collaborative framework to leverage resources and grant applications to support community recreation 	
	Secure continued revenue sources to sustain local recreational programming	<ul style="list-style-type: none"> • Consider a recreation levy on property taxes that can be waived in place of community volunteer hours 	
Support social inclusiveness	Address affordable housing, recreational and health needs	<ul style="list-style-type: none"> • Utilize the gaps identified in accessibility assessment to address affordable housing needs. • Develop and implement a local social inclusion plan 	

	Build awareness of recreation, social and public services locally available	<ul style="list-style-type: none"> Establish a stronger communication strategy to recognize all the recreation, social and public services available as well as volunteer opportunities. 	
	Create initiatives to encourage volunteerism.		
Create a safe environment for all members of the community considering their particular risk factors	Perform a risk assessment of all built, natural and social aspects of the community.	<ul style="list-style-type: none"> identify any applicable legislation and best practices for measurement 	
	The Town takes action on any gaps identified as part of strategic planning		
Reduce barriers to access to health services and treatment system (The town has a responsibility to its residents to advocate for existing health systems; not necessarily create them.)	Support a fully accessible health system	<ul style="list-style-type: none"> Collaborate with health service providers on a more integrated strategy Assessing the barriers and the perceived barriers of the residents Actively collaborate with appropriate governing bodies (e.g. LHINS) to understand how we can educate and support the removal of the barriers. 	

7. Education Working Group

Goal	Objectives	Actions	Comments
All residents shall have access to education opportunities that assist in attaining life-long learning aspirations	<ul style="list-style-type: none"> Enhance educational opportunities for the community 	No actions identified	
	<ul style="list-style-type: none"> Ensure educational information and opportunities are easily accessible to users 	No actions identified	
	<ul style="list-style-type: none"> Provide opportunity for groups to form an education network and be sustainable 	No actions identified	
All residents have a heightened awareness of the education opportunities available	<ul style="list-style-type: none"> Ensure new residents can be easily informed of the education opportunities in the area through an up-to-date education related directory 	No actions identified	
That the many education-related groups/bodies can communicate easily with each other to ascertain the relevancy of their goals and mandate.	No objectives identified	<ul style="list-style-type: none"> Create a community learning network with as many of the stakeholders as possible Introduction letter to set up a meeting or meet and greet (introduction) Town officials facilitate a forum for stakeholders (educators, residents, students) to meet and discuss educational needs that are identified and acted upon quickly Invite representatives from each community group Education Network to be created within a year 	

8. Poverty & Community Support Working Group

Goal	Objectives	Actions	Comments
All residents shall have access to social services that meet psychological, social and physical needs that promote long-term prosperity within a safe and secure community.	Provide affordable safe transportation services for the vulnerable populations	<ul style="list-style-type: none"> Develop a strategy to offset transportation cost associated with recreational, education, daily amenities and employment opportunities and activities 	
	Promote social inclusion and equal opportunity for community involvement	No actions identified	
	Ensure access to health services for all	<ul style="list-style-type: none"> Assess current level of awareness and barriers to access in the community Continue doctor recruitment efforts 	
Enhance and build upon the local social services offered that provide relief and support for those in crisis.	Enhance integration and communication among various social service agencies	<ul style="list-style-type: none"> Establish a comprehensive development program focused on employment, education and life skills 	

	Enhance the Municipality’s current support for community agencies whose mandate includes supporting vulnerable populations	<ul style="list-style-type: none"> Enhance the Municipal communications officer responsibility and mandate, to include: <ul style="list-style-type: none"> maintaining up-to-date listing of contacts and services available to community residents Synchronize fund raising, food drives, and other initiatives among various organizations when possible Coordinate annual meetings with representatives of the local and regional social services agencies with a mandate to identify service gaps and opportunities for improvement Develop an awareness and education strategy to inform residents on availability of services Increase awareness of the Municipal community fund available to social service organizations Ensure all public communication is at a grade 5 literacy level Coordinate the delivery and service of the following food assistance programs for the following programs: <ul style="list-style-type: none"> Food bank Grocery delivery service Meals on wheels program Local weekly farmers market Good food box program Ministerial food voucher Support community gardens Initiate a community kitchen program 	
	Maintain, enhance and develop funding opportunities for recreational opportunities	<ul style="list-style-type: none"> Provide a variety of affordable no cost recreational activities 	
Develop and implement programs that address long-term systemic social issues.	Promote the development of diverse, mixed and obtainable housing in the community	<ul style="list-style-type: none"> Implement a ‘Rent-to-Own’ housing option 	
	Enhance current food and shelter provision programs provided by organizations within the community	<ul style="list-style-type: none"> Partner with local businesses to provide discounted emergency shelter for those in need Establish partnership with food establishments to implement a discounted food voucher program 	
	Maintain and enhance property and public safety	<ul style="list-style-type: none"> Establish and maintain a community watch program Continue support of fire and life safety programs 	
	No objectives identified	<ul style="list-style-type: none"> Enhance affordable daycares spaces for all ages with extended availability 	

9. Youth Working Group

Goals	Objectives	Actions	Comments
Mentorship			
	Connect students and mentors who share similar interests and objectives	<ul style="list-style-type: none"> Develop program description (expectations, frequency of meeting, time commitment) 	
		<ul style="list-style-type: none"> Develop a list of interested mentors 	
		<ul style="list-style-type: none"> Make information available (on the website, at the school, town offices and library) 	
		<ul style="list-style-type: none"> Intentional outreach at the high school (potential to offer program to grade 7 and 8 students as well) 	
Website			
	Improve and enhance communication with local youth through developing links to the Town of the Blue Mountains website	<ul style="list-style-type: none"> Support the promotion and launch of the youth component of the new Town website 	
		<ul style="list-style-type: none"> Develop an edgier youth specific website with material appealing and helpful to youth 	
		<ul style="list-style-type: none"> Ensure that students have input into the initial and ongoing development of both websites 	
Full-Time Youth Advisor			
	Convert current youth advisor position from a contracted position to a permanent full-time position (in order to effectively encourage youth engagement in the town)	<ul style="list-style-type: none"> Develop a local base of support for the youth advisor position (petition, letter writing campaign, survey, meeting/rally of community members) 	
		<ul style="list-style-type: none"> Research possible funding sources for the position. 	
		<ul style="list-style-type: none"> After data is collected and compiled, make a presentation to the town about the findings. 	
Drop-In Centre			
	Provide a Youth Meeting Place that is a safe and inviting space for youth	<ul style="list-style-type: none"> Strike up a steering committee 	
		<ul style="list-style-type: none"> Ensure that the youth advisor and local youth leaders are part of the steering committee 	
		<ul style="list-style-type: none"> Research location and funding sources 	
		<ul style="list-style-type: none"> Recruit potential volunteers 	
		<ul style="list-style-type: none"> Approach organizations (e.g. BVAA) about possibility of applying for a Trillium grant on behalf of the Town 	

10. Arts Working Group

Goal	Objectives	Actions	Comments
Provide a framework for Council's consideration, decision-making and allocation of municipal support for arts and culture.	Establish the Town's commitment in the promotion and development of the Arts community	<ul style="list-style-type: none"> Establish a dedicated qualified management position at the Municipality with a mandate focused on the Arts development and to act as a delegate/liaison with the Arts community, and; <ul style="list-style-type: none"> Execute a marketing and advertising plan Establish a program that facilitates and streamlines the grant application process Establish and coordinate a resource sharing program Establish lecture series, school, cooperative, apprenticeship programs 	
Provide a vision that inspires and calls everyone to action, including Town of The Blue Mountain Council, staff and volunteers, the arts and culture community, and Town residents and visitors, to support and develop arts and culture in The Blue Mountains.	Improve collaboration, communication and coordination among the different players in the Arts community locally and regionally	<ul style="list-style-type: none"> Council appoint and endorse an Arts Committee with a mandate to oversee and fulfill the objectives, actions and mission statement identified in this document <ul style="list-style-type: none"> Dedicated manager will attend all Committee meetings and report to council Establish an annual operating budget approved by council as part of an overall municipal budget to be administered by dedicated manager in cooperation with the Arts Committee Establish incubator business program to be administered by the Arts Committee 	
Provide funding for the arts and culture community to engage and act in partnership with the Town.	Identify, enhance, revitalize, improve the use of, and add infrastructure specific to the Arts community.	No actions identified	
	Encourage youth involvement in the Arts community	No actions identified	
	Encourage and enhance entrepreneurial opportunities for Arts stakeholders	No actions identified	

11. Culture and Heritage Working Group

Goals	Objectives	Actions	Comments
Infrastructure			
Position The Blue Mountains community as a cultural and heritage destination	Develop infrastructure that supports cultural and heritage activities	<ul style="list-style-type: none"> • Prepare a community-driven Municipal Cultural Plan that identifies infrastructure deficiencies and opportunities • Encourage community participation, at all levels, in cultural and heritage programs and organizations • Develop an Arts and Cultural Heritage Council with broad community involvement and a strong link to the municipal government • Encourage systemic review to identify new opportunities and support existing programs 	
	Develop culture and heritage as economic drivers for the community	<ul style="list-style-type: none"> • Include cultural and heritage tourism in economic planning • Actively seek a Destination Resort Hotel to locate in the Thornbury/Clarksburg community 	
Funding			
Position The Blue Mountains as a cultural and heritage destination	Promote and attract investment to develop cultural and heritage capacity	<ul style="list-style-type: none"> • Establish a community cultural heritage fund • Establish and develop an arts acquisition fund • Enable tracking of funding opportunities from other levels of government, charitable foundations and the private sector • Encourage incorporation of locally-produced art, culture and heritage in development including municipal facilities, in particular the new Town Hall 	
	Develop a framework that encourage cultural and heritage partnerships and cooperation	<ul style="list-style-type: none"> • Create a Cultural Heritage Committee with membership from across the community • Adopt a pro-active municipal policy and encourage the public and private sector to do likewise 	
Municipal Role			
Preserve local cultural and heritage resources	Incorporate cultural heritage preservation within the Municipal planning mandate	<ul style="list-style-type: none"> • Prepare a Municipal Cultural Plan that identifies the municipal role with respect to Cultural Heritage Preservation • Establish an umbrella Arts and Culture Council to advise and work with the Municipality to maintain and preserve cultural heritage assets • Develop a merit-based cultural heritage-oriented wayfinding program • Provide tools and resources to encourage cultural heritage assets to meet their potential 	

	Enable culture and heritage assets to develop long-term sustainability	<ul style="list-style-type: none"> • Investigate models for long-term funding and implement a sustainable funding program • Include culture and heritage in consideration of Official Plan, Zoning and other by laws as necessary • Develop an on-going, systemic review of culture and heritage and report annually to Council and Senior Management 	
Education & Promotion			
Position The Blue Mountains as a cultural heritage destination	Promote and market the community's cultural and heritage assets.	<ul style="list-style-type: none"> • Identify cultural heritage assets through cultural mapping, etc. • Implement educational and advertising campaign to promote region's cultural heritage attractions • Prepare a Municipal Cultural Plan that identifies signage, educational and advertising gaps and requirements for the community and region • Develop and coordinate programs to promote and develop assets 	
Youth			
Encourage youth participation in cultural heritage	To create and/or encourage youth to lead and participate in cultural heritage programs.	<ul style="list-style-type: none"> • Include youth representation on the Arts Council • Investigate and develop program opportunities for youth 	

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Economic Prosperity

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12. Economic Diversity Working Group

Goal	Objectives	Actions	Comments
<p>Overall Goal: Encourage Economic Diversity that is compatible with Town context and Attract New Business initiatives that support Economic Diversity.</p>	<p>Overall Objectives: Foster local agricultural, tourism, housing and development, retail and industrial development within a framework of complete communities that considers other land use planning, educational opportunities, active transportation and other elements</p> <p>Develop an environment that is supportive of new business initiatives and provides plenty of opportunities for local entrepreneurship</p> <p>Identify desirable characteristics for the various economic sectors</p>		
Agriculture			
	Preserve and protect agricultural land from non-agricultural use	<ul style="list-style-type: none"> Implement planning policy that severely restricts the conversion of agricultural land to other uses. The town to define the types of Agriculture that are most suitable for this area 	
	Reduce cost/price of agricultural lands	No actions identified	
Industry			
	Develop economic development strategy that Identifies target industrial mix for community	<ul style="list-style-type: none"> By way of an Industry lead committee, define the desirability of particular industry types (through consideration of land, energy, transportation and ecological requirements) that fits the town context Attract and Negotiate educational/technical institute to locate satellite facility within community to fulfill identified professional gaps Enhance a mentorship/apprenticeship program among common business types 	

	Implement planning policy that encourages the development of appropriate infrastructure to attract target industry	No actions identified	
	Identify the existing education, technical and expertise gaps of Town industry	No actions identified	
Tourism			
	Educate local residents regarding local tourist attractions	<ul style="list-style-type: none"> Local Tourist Associations to provide promotional programs for the local market. 	
	Strengthen off-season tourism attractions	<ul style="list-style-type: none"> Provide multi-activity vouchers for off season tourist attractions. Host spring and fall festivals, tournaments, sports events, utilize current social capital. 	
	To evaluate use and quality of existing facilities to determine needs	<ul style="list-style-type: none"> Conduct Facility Audit to identify gaps and opportunities. 	
Housing & Development			
	Promote mix-use developments, with pedestrian friendly transportation infrastructure.	<ul style="list-style-type: none"> Create a bike lane town plan identifying how all bike lanes fit together and incorporate into all new developments Develop and implement mix-use development planning policy within the Town official plan. 	
	To encourage housing development that attracts a diverse mix of people and income levels	<ul style="list-style-type: none"> The town planners to define Obtainable Housing and how it should be applied through the planning process. Incorporate policy to provide more rental housing and bridge the gap of those renting to encourage them to own. 	

Retail Service			
	Identify Retail needs in the town	<ul style="list-style-type: none"> • Apply to Mainstreet Ontario Program which will give retail market data on retail needs. • Implement mentorship/apprenticeship program among common business types. • The town to employ person(s) to keep a package of information updated. 	
	Improve access to employment for youth and students in retail business	No actions identified	
	Provide one-stop informational and support services to assist current and potential businesses regarding regulatory, bureaucratic obligations and access to grants and assistance programs.	No actions identified	
Small Business			
	Foster strong communication channels within the business community that support the building of synergies and allows for information sharing.	<ul style="list-style-type: none"> • Encourage business association to develop a strategy for more effective communication and define roles and responsibilities of each organization. 	
	Improve internet servicing throughout community.	<ul style="list-style-type: none"> • Incentivize internet provision within the community. 	
	To encourage a variety of new small business start-up's.	<ul style="list-style-type: none"> • The town to develop a building to provide small business rental space to help foster new business initiatives. 	

13. Agricultural & Local Food Working Group

Goal	Objectives	Actions	Comments
'Enhance sustainable agriculture within the Blue Mountains Community that promotes prosperous family farming and encourages youth engagement in the farming Profession.'	Enhance the agricultural community's involvement within the municipal planning and operational process.	<ul style="list-style-type: none"> Establish a notification mechanism/policy that ensures the Agricultural Advisory Committee are approached, notified and solicited for comment and input regarding planning, environmental, economic, regulatory and policy initiatives. Ex. Zoning bylaw review, infrastructure planning, etc. 	
	Enhance municipal support of the agricultural industry.	<ul style="list-style-type: none"> Develop and implement a municipal local food policy. Send resolution to FCM to lobby the implementation of a provincial local food policy. 	
	Improve infrastructure design, with consideration of the agricultural uses, to improve safety and accessibility.	<ul style="list-style-type: none"> Establish mandate/resources within the municipality to assist local farmers with grant applications, and to identify and promote available funding opportunities. 	
	Reduce regulatory and bureaucratic barriers to enhance the entrepreneurial opportunities for farmers.	<ul style="list-style-type: none"> Identify traffic hot spots and corridors that inhibit accessibility and pose safety issues relating to agricultural use and implement design. (Ex. Wider shoulders, swelled intersections to improve left hand turns, provide parking for recreational activities alleviating parking on the shoulders). 	
	Enhance education, marketing and promotion of the local agricultural industry and lifestyle.	<ul style="list-style-type: none"> Promote local farm stands and small scale commercial/agricultural opportunities. Undertake a comprehensive review of applicable official plan policies and zoning bylaws and identify areas of inconsistency and modify these in an effort to enhance entrepreneurial opportunities for farmers. Encourage and promote individual farms to sell their food and other foods. Establish start-up business fund for local farmers. 	
	Promote local food production, consumption.	<ul style="list-style-type: none"> Maintain reduced municipal taxes for agricultural businesses. 	
	Promote youth participation within the agricultural industry.	<ul style="list-style-type: none"> Reduce Municipal permit rates relating to agricultural use to 25% of the current rate. 	
	Preserve agricultural land and lifestyle.	<ul style="list-style-type: none"> Enhance agricultural tours and establish regional marketing initiative. 	
		<ul style="list-style-type: none"> Provide safety and promotional signage for agricultural areas. Enhance Clarksburg Market and Fall Festival through improved advertisement, communications and marketing. 	

		<ul style="list-style-type: none">• Partner with local organizations and regional education institutions to establish cooperative and apprenticeship programs.	
		<ul style="list-style-type: none">• Provide access to affordable high speed internet.	

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14. Tourism Working Group

Goal	Objectives	Actions	Comments
<p>The Blue Mountains will provide the ultimate four season tourism experience in Ontario.</p>	<p>Support the development of a Regional Tourism Plan that guides the achievement of the Vision.</p>	<ul style="list-style-type: none"> • Work in collaboration with the GTTA and partners on a regional tourism plan that will: <ul style="list-style-type: none"> • Identify gaps in tourism products and services • Clarify roles and responsibilities • Encourage tourism clusters • Develop destination management and marketing best practices • Provide for a marketing plan including performance measurements • Make sustainability central to the plan • Develop long run financial stability • Align municipal planning and development polices to be supportive of sustainable tourism investments • Consider both local and tourism needs in building infrastructure • Align Town’s economic strategy with the Regional Tourism Plan 	
	<p>The Blue Mountains will have an Economic Plan that will welcome sustainable and appropriate tourism investment. Product development will be addressed by The Blue Mountains, the DMO and industry partners on both a long and short-term basis to ensure success.</p>	<ul style="list-style-type: none"> • Align municipal planning and development polices to be supportive of appropriate sustainable tourism investments • Consider equally both local and visitor needs in building infrastructure i.e Parking for Visitors, Biking shoulder and bike racks • Build awareness with government to address infrastructure funding criteria to include second home owners • Regional consideration for staff housing for tourism industry • Regional Signage coordination to address way-finding for current and future tourism product • A Regional approach to highway development that addresses both visitor and local needs • Align Town’s economic strategy with the Regional Tourism Plan 	
	<p>The Town will be part of a tourism destination that distinguishes itself by its sustainable focus thereby creating a competitive market advantage as well as serving its community</p>	<ul style="list-style-type: none"> • The Regional Tourism Plan will contain a sustainable section that will include requirements that: <ul style="list-style-type: none"> • ski operators operate to Sustainable Slopes • golf operators obtain Internal Audubon certification • lodging operators operate to a recognized environmental program • events and festivals will follow sustainable guidelines • marinas and beaches obtain Blue Flag certification • trails are built and operated to sustainable standards • small tourism operators follow the TIAC sustainable tool kit • visitors will be encouraged to follow the TIAC code of ethics for tourists 	