A. Recommendations

THAT Council receive Staff Report FAF.20.116, entitled “Phase 2 Reopening and COVID-19 Operational Update” for information purposes.

B. Overview

The purpose of this report is to provide an update on the Town’s response and operations relating to the Provincial Phase 2 Reopening and subsequent impacts on Town parks and their surrounding areas.

C. Background

In mid-June, the Province of Ontario announced they would be moving forward into Phase 2 of the reopening plan for our region.

Since that time, Council and Town Staff have worked extremely hard to meet the needs of our community while trying to maintain the safety of our residents, businesses, stakeholders and visitors.

Several initiatives have been implemented and reflect the success of establishing the Town’s Community Recovery Task Force. Consistently, ideas and opportunities have been identified through virtual meetings that have allowed for valuable discussions with key stakeholders and representatives from our community.

The Town has had great success with the development and implementation of the www.exploreblue.ca website that provides information and acts as a communications conduit for COVID-19 related information.

Staff have implemented control measures, with modifications being made over the course of the first couple of weeks of the Phase 2 reopening. Staff are consistently monitoring and are prepared to continue to be nimble and flexible in proactively meeting the needs of the community and are well positioned to react to additional needs that are required.
D. Analysis

As of July 7, 2020, Town Staff have taken several steps to manage the influx of visitors and subsequent impacts on Town parks and, in particular, the Towns’ waterfront areas and key trailheads in the rural areas.

- Northwinds Beach, Council Beach, Peasemarsh Beach, Loree Forest, Metcalf Rock and Kolapore have had the most significant traffic and use since Canada Day. Town By-law and Community Services staff have been diligent in modifying operations and control measures as needed to safely manage traffic, pedestrian access and physical distancing as well as general operations such as washroom cleaning, garbage collection and premise maintenance.

- The Town’s www.exploreblue.ca website has been extremely successful as a conduit for information and communication sharing.

- Staff have identified that, even with control measures in place that suggest lower on-site numbers then previous years, there has been a significant increase in the amount of waste being left on-site.

- Communications released on Thursday July 9, 2020 highlighted the acceptable use of parks and noted that, under the Parks and Facilities By-law 2015-10, the following key points are controlled within a park:
  - Section 11.0 prohibits Fires and Barbecues while in a park
  - Section 14.0 prohibits any temporary or permanent Tents and Structures in any park

- Parks, including beaches, are operating in a similar manner as in previous years with additional staff being on-site to manage access and monitor appropriate social distancing.

- Staff have been successful in filling most of additional positions that Council approved on June 15, 2020 through Staff Report FAF.20.104. The additional positions included:
  - 8 additional By-law Enforcement Officers for the summer months;
  - 3 additional staff for the municipal golf course
  - 2 additional parks staff for a second parks shift

- The municipal golf course has been open since June 19, 2020 with modified operations and access. Overall, the additional staff have allowed controlled entry, scheduling and booking of tee times and the implementation of a pay to play system. The new operations have seen strong participant numbers supported by favourable weather.

- Establishment of two additional Schedules (Schedules “E” and “F”) under By-law 2003-11 being a Parking By-law as amended. The purpose of the establishment of the two schedules is to regulate additional no-parking and limited time parking on specific streets to help manage areas that staff projected may see an increase of on-parking.
Since July 1, and over the course of the weekend of July 3, 4 and 5, 2020 several of the streets included in the two new schedules did see an increase of on-street parking.

- Council approved Schedule “E” and “F” at the June 29, 2020 Council meeting by approving Staff Report FAF.20.110.

- Staff have ordered the required signage and are anticipating the receipt of new signs that will be placed in the appropriate locations on the newly established streets identified in Schedules “E” and “F”. Signs will be installed over the course on the next two to three weeks.

- Resident Cards have been ordered and a plan is in place to have cards mailed out to all residents. Those residents that rent a residential property in the Town will be able to receive a Resident Card from Town Hall. Additional communication will be provided about the process on the week of July 20, 2020 consistent with the release of the full resident mail out.

The implementation of a new Paid Parking System is moving forward for 2020. Staff anticipate that the system will be implemented this August. The Town will develop a fulsome communication plan that will be provided through the Towns Website, E-blast, the www.exploreblue.ca platform and other media outlets that our Manager of Communications and Economic Development deems appropriate.

Again, it is important to note that the implementation of the Paid Parking System will require Non-Residents of the Town of The Blue Mountains to pay for parking. However, this program does not provide residents of the Town of The Blue Mountains priority or preference to any parking locations.

Staff will be reopening the Town Hall to the public as of Tuesday, July 14, 2020 with reduced hours of operation being 11:00 a.m. to 4:00 p.m. Monday through Friday. Members of the public continue to be encouraged to utilize the methods of electronic and virtual communications and transactions available to them rather than physically attending Town Hall. However, staff recognize the importance of being able to physically visit Town Hall and have implemented the following measures to safely facilitate these visits:

- The second floor of Town Hall will remain closed to the public
- A plexiglass barriers have been installed at the Finance Department and Administration Department service counters
- A service kiosk will be available in the Council Chambers to handle Planning and Development Services, Operations, Community Services, and Legal Services matters
- Town Hall will have a designated entrance and exit to encourage physical distancing
- Signage has been installed on the floor of the atrium to guide the public to service areas and promote physical distancing
- Meeting tables have been set up in the atrium to facilitate in person meetings that must be scheduled in advance
E. The Blue Mountains Strategic Plan

Goal #1: Create Opportunities for Sustainability
Objective #1 Retain Existing Business
Objective #5 Improved Visibility and Local Identity

Goal #2: Engage Our Communities & Partners
Objective #1 Improve External Communication with our Constituents
Objective #2 Use Technology to Advance Engagement
Objective #3 Strengthen Partnerships

Goal #3: Support Healthy Lifestyles
Objective #1 Promote the Town as a Healthy Community
Objective #3 Manage Growth and Promote Smart Growth
Objective #4 Commit to Sustainability

Goal #4: Promote a Culture of Organizational & Operational Excellence
Objective #1 To Be an Employer of Choice
Objective #2 Improve Internal Communications Across our Organization
Objective #3 To Consistently Deliver Excellent Customer Service
Objective #4 To Be a Financially Responsible Organization
Objective #5 Constantly Identify Opportunities to Improve Efficiencies and Effectiveness

Goal #5: Ensure Our Infrastructure is Sustainable

Objective #3 Implement Best Practices in Sustainable Infrastructure
Objective #4 Ensure that Infrastructure is Available to Support Development

F. Environmental Impacts

Best practices are being implemented and monitored to ensure a high level of community safety.

G. Financial Impact

Operational and management measures are being implemented as previously approved by Council.

H. In consultation with

Mayor Soever
Senior Management Team
Town Staff
I. **Public Engagement**

The topic of this Staff Report has not been subject to a Public Meeting and/or a Public Information Centre as neither a Public Meeting nor a Public Information Centre are required.

J. **Attached**

1. Draft Resident Card

Respectfully Submitted,

Shawn Everitt  
Chief Administrative Officer

For more information, please contact:  
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