



ALCOHOL ON BEACHES

2024 RE-PILOT

Park Board Committee Meeting

Monday, May 6, 2024



Purpose

The purpose of this presentation is to:

- Share with the Board the highlights, learnings, and outcomes from the Alcohol on Beaches summer 2023 pilot
- Seek the Board's decision on the re-implementation of the Alcohol on Beaches Pilot for the summer of 2024
- Seek support to request additional funds from Council for staff and equipment to manage the operational and enforcement needs required to implement the pilot again



Presentation Outline

- 1 Background
- 2 Data Collection & Analysis
- 3 Implementation Framework (2024)
- 4 Financial Considerations
- 5 Timeline & Next Steps

01

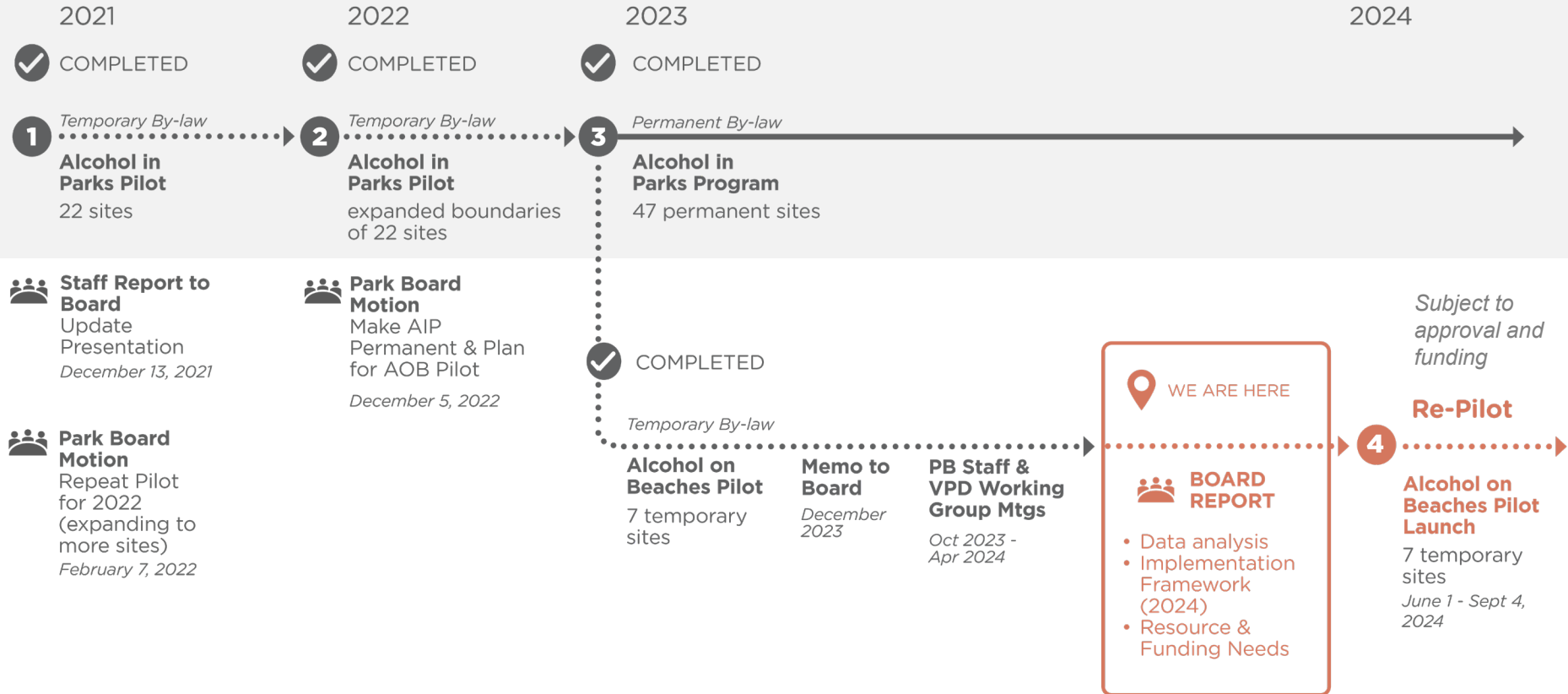
Background



Background

..... Temporary Pilot
———— Permanent Program

Original Board Motion passed December 17, 2018



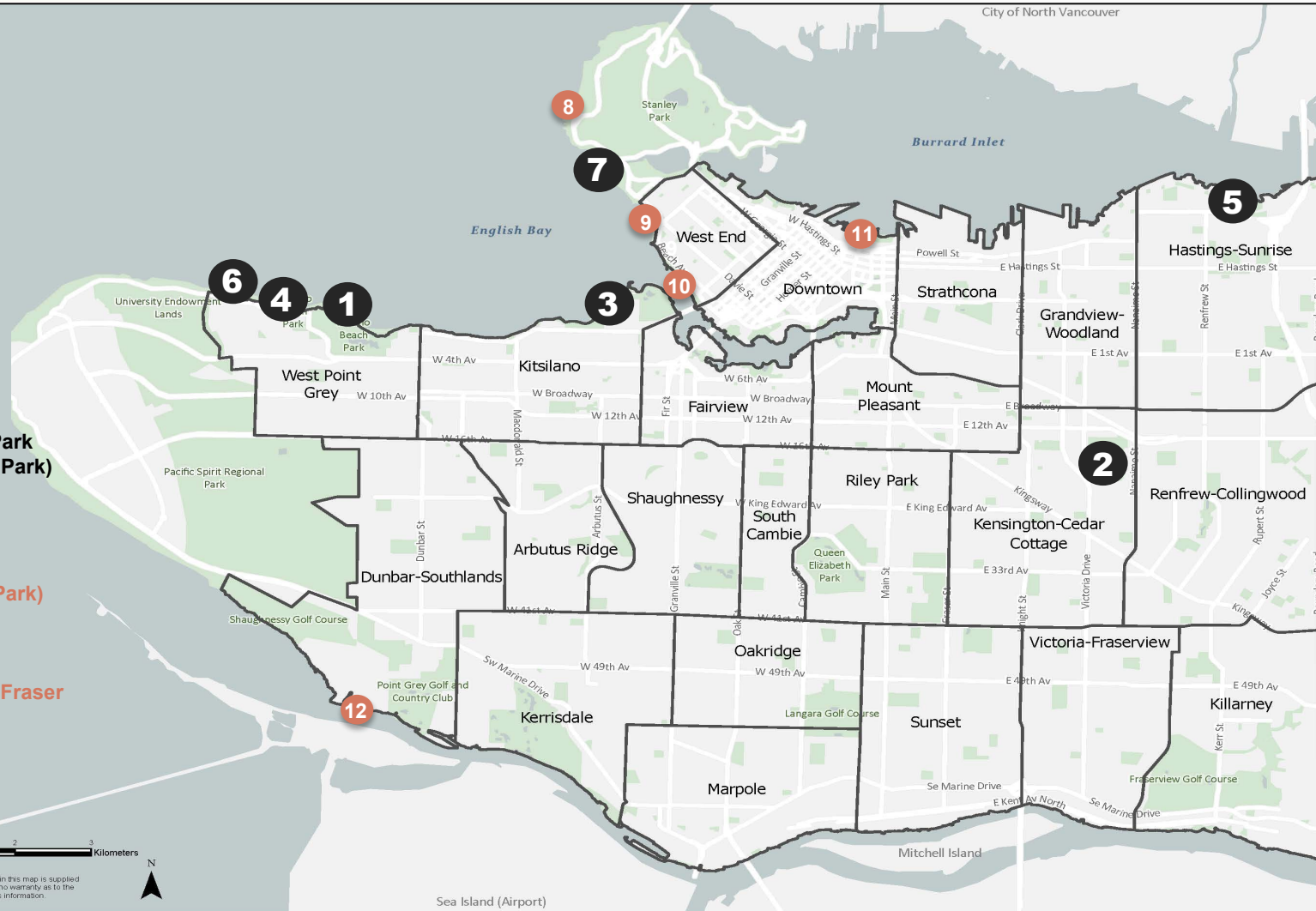
Beach Pilot Locations

Beaches Included

1. Jericho Beach Park
2. John Hendry Park
3. Kitsilano Beach Park
4. Locarno Beach Park
5. New Brighton Park
6. Spanish Banks Beach Park
7. Second Beach (Stanley Park)

Beaches Not Included

8. Third Beach (Stanley Park)
9. English Bay Beach
10. Sunset Beach Park
11. Crab Park
12. All beaches along the Fraser River



Disclaimer: The information contained in this map is supplied on an AS IS basis. Park Board makes no warranty as to the accuracy or completeness of the map's information.
Date Produced: MAY 2024

02

Data Collection & Analysis



Data Collection & Analysis

Public Perspectives



3-1-1 Feedback Logs Analysis (over 2,000 complaints analyzed)

Public Opinion Poll (2,000 residents in Van & MetroVan)

Waste & Litter Levels



Paper-Picker Monitoring

Public Safety & Enforcement Issues



Park Ranger Monitoring (data for shifts to all beaches)

VPD Data (Calls for Service & Violent Offences)

Internal Staff Survey (55 staff)

Operational Impacts

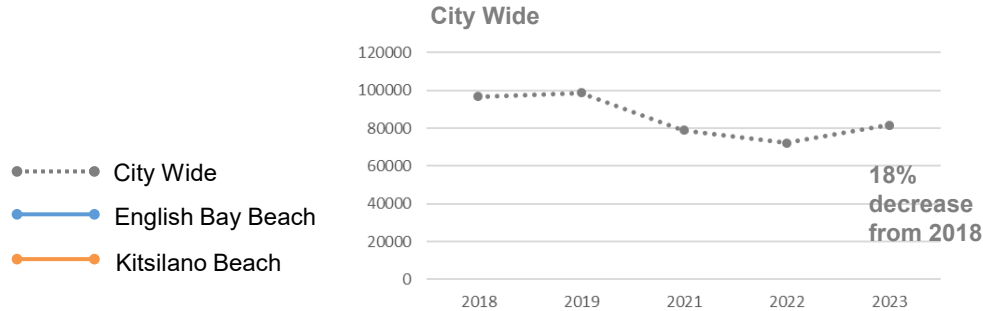


VPD Data



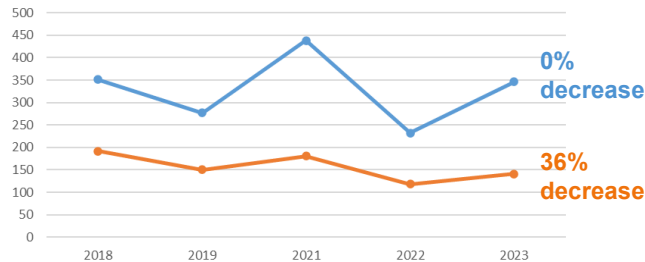
Calls for Service Trends

Calls for service have levelled or decreased at English Bay and Kitsilano Beach in line with city-wide trends.



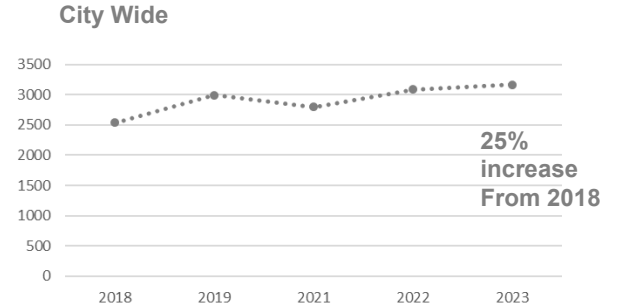
NOTE: 2020 not shown due to anomalies due to the pandemic

English Bay Beach & Kitsilano Beach

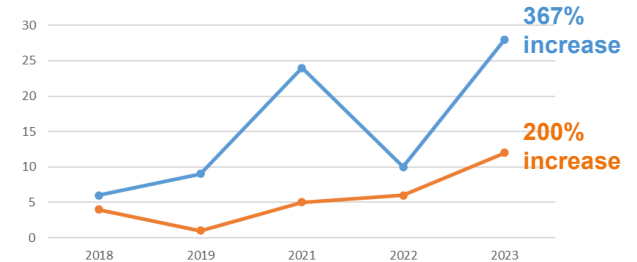


Violent Offences Trends

Violent offences have increased city-wide, with a more substantial increase at English Bay and Kitsilano Beach.



English Bay Beach & Kitsilano Beach

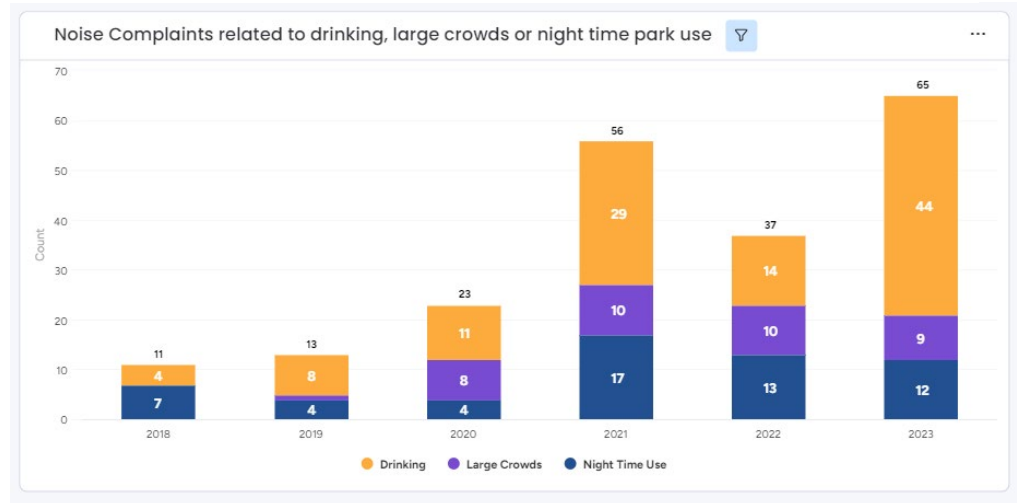
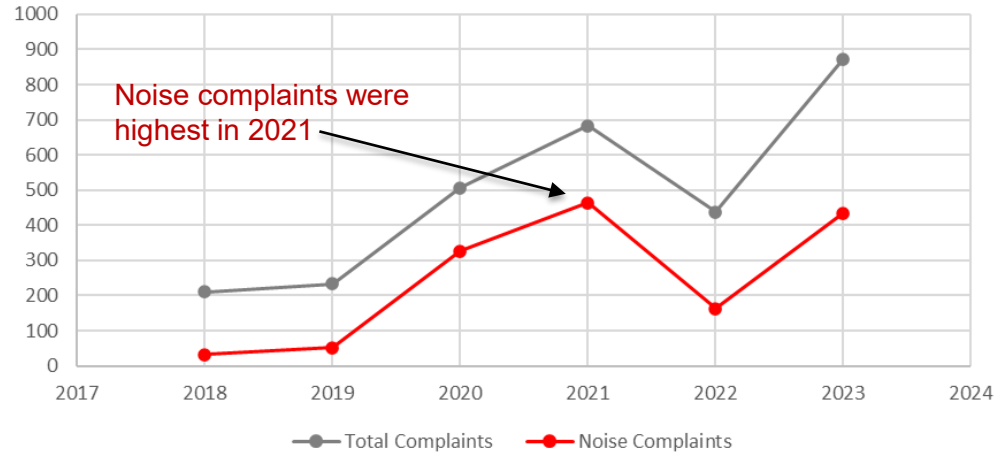


3-1-1 Feedback Logs



- Over 2,000 complaint logs analyzed for English Bay and 3rd Beach over the last 5 years
- Complaints have increased 4-fold since 2018, likely a reflection of increased park use
- Majority of complaints for English Bay / noise-related to buskers (75%)
- Use of the word “drinking” has increased in complaints from 2021 up until 2023

Annual number of 311 Logs for English Bay & Third Beach

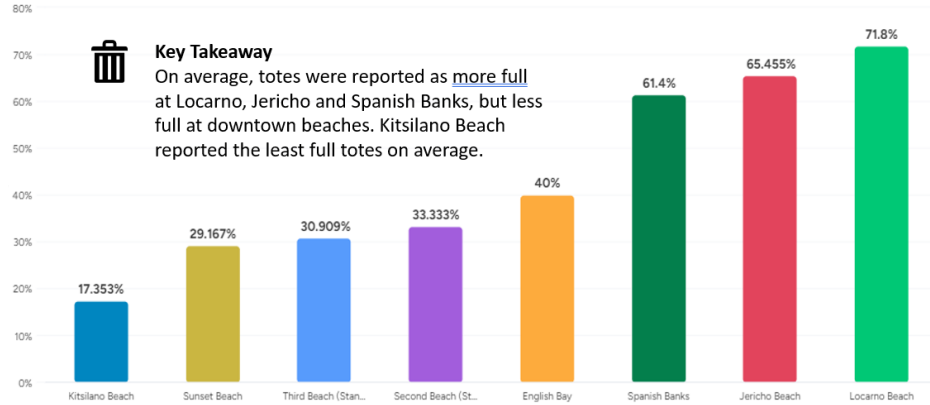


Waste Monitoring

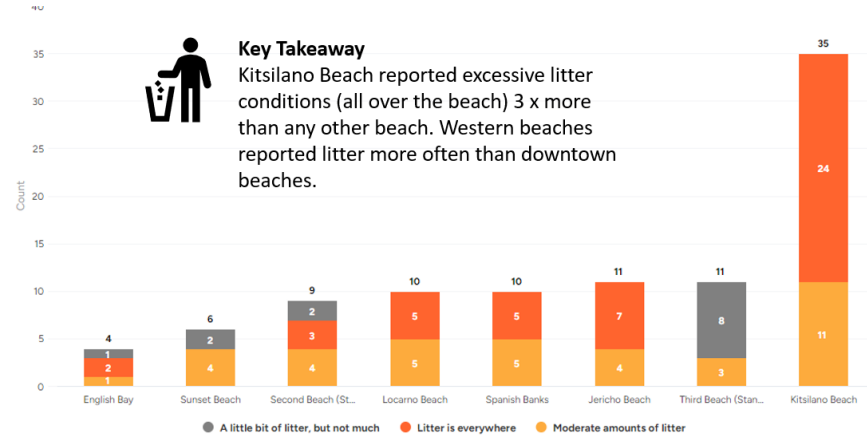
- On average, waste totes were 40% full, and Kits Beach had highest level of litter on beach, with lowest tote fullness
- Broken glass was also highest at Kits Beach (and western beaches in general) compared to downtown beaches
- Education and enforcement needed to ensure litter makes it to totes



Average fullness of waste totes (% full) by beach



Overall beach surface litter levels by park beach



Staff Impacts

- About 55 staff surveyed
- Over 60% of staff had significant or considerable impacts
- Lifeguards & Park Rangers most impacted
- Top 3 issues cited were:
 - 1) *Dealing with Public Outrage or Disrespect,*
 - 2) *Not enough bodies in a particular shift, and*
 - 3) *Increase to staff physical safety*



Impacts to staff core duties



- Significant impacts, job was much more challenging (37.5%)
- Considerable impacts, job was more challenging (30%)
- Minor impacts, some impact to my job (20%)
- No impacts, made no difference (12.5%)

Opinion Poll

- 2,000 residents polled (1,000 in Metro Vancouver, and 1,000 in Vancouver)
- 64% heard of the pilot program (while only 24% of respondents participated)
- At least 70% support alcohol on beaches



How did you hear about the pilot?

		City of Van (n=721)	Metro Van (n=648)
TV	50%	43%	53% ▲
Social media	30%	36% ▲	27%
Radio	23%	19%	24%
Word of mouth	20%	28% ▲	17%
Signage in the park	11%	22% ▲	7%
Newspaper	3%	3%	3%
Park Rangers/ VPD	2%	4% ▲	1%
Other	2%	2%	2%
Unsure	4%	4%	4%

Should drinking be allowed, and which beaches?

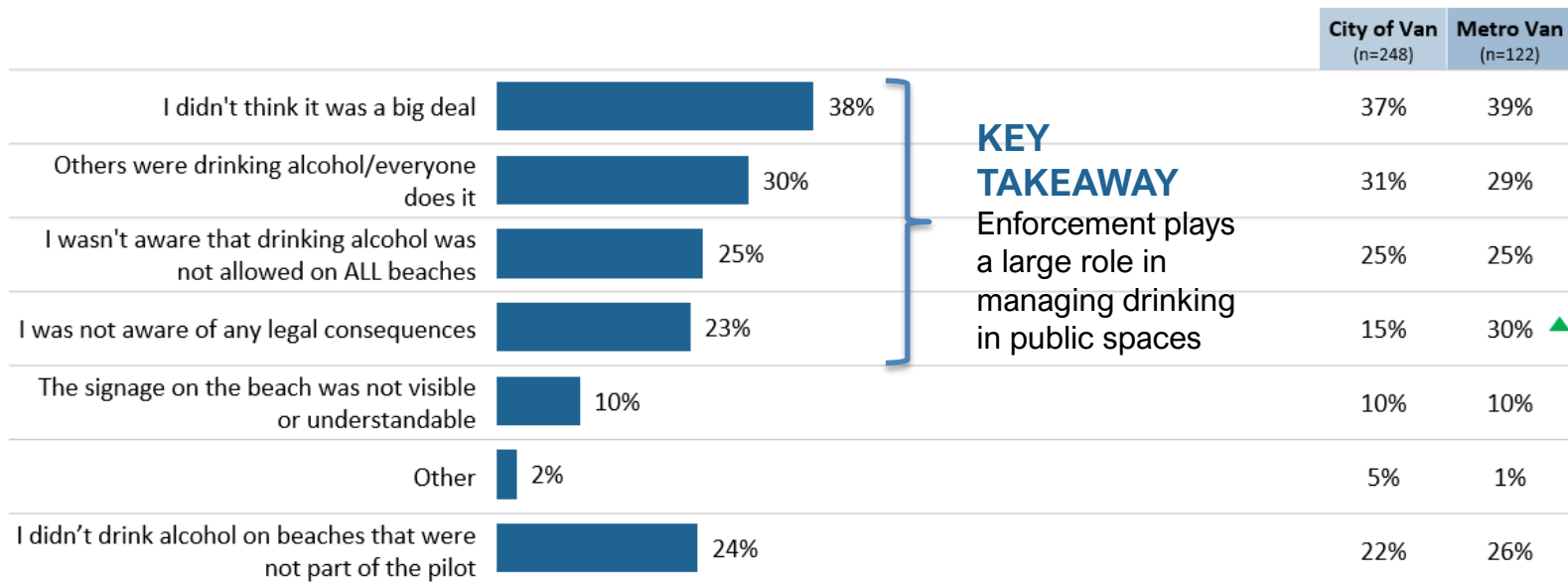
Alcohol should only be allowed on beaches deemed suitable by the Park Board	35%
Alcohol should be allowed on all beaches	34%
Alcohol should not be allowed on any beaches	23%
Alcohol should be allowed on all beaches except for...	1%
Don't know	8%

▲ Statistically significantly **higher** than comparison group.

Opinion Poll

Public adherence to the rules

"If you drank alcohol on beaches that were not included in the pilot (i.e. English Bay, Sunset Beach, Third Beach, etc), why did you do so?" (370 responses)



Base: Those who drank alcohol on the beach this past summer (n=370)

Q8. If you drank alcohol on beaches that were not included in the pilot (e.g. English Bay, Sunset Beach, Third Beach), why did you do so? *Don't know less than 1%

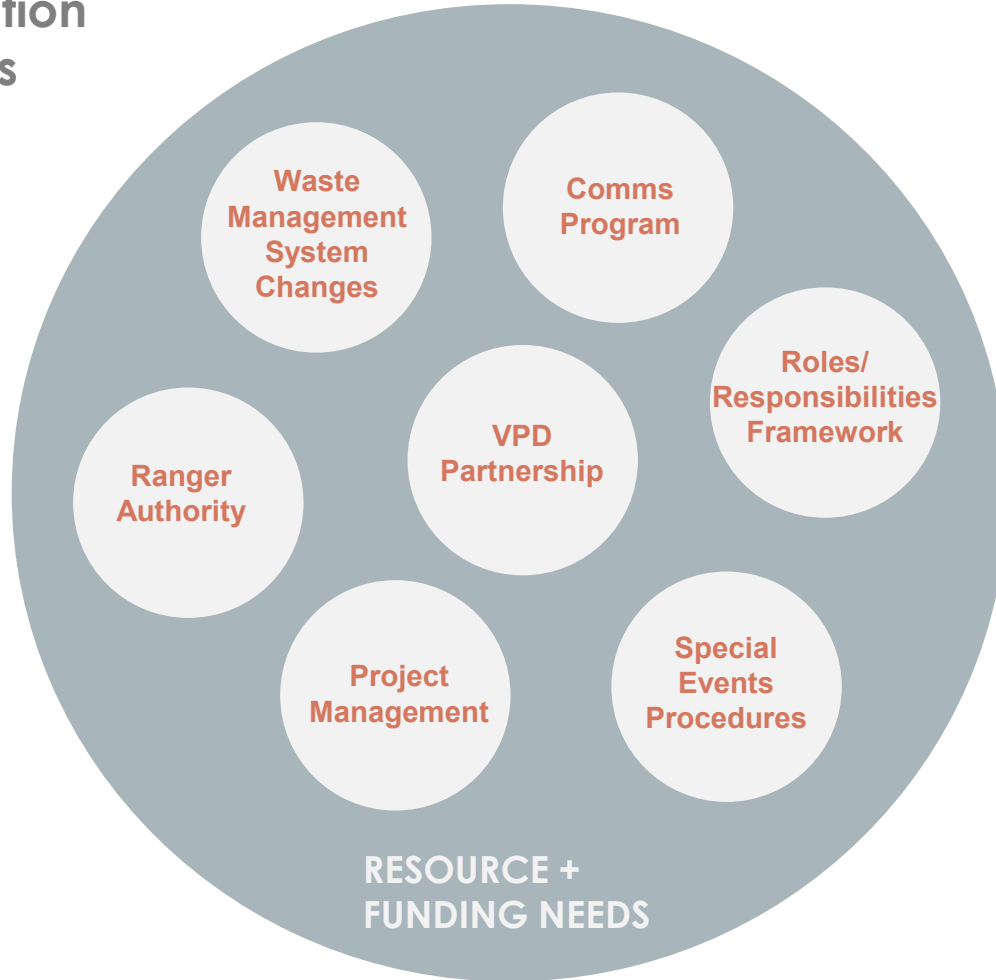
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03

2024 Implementation Framework



Implementation Components



Public Safety



- Exclude English Bay, Sunset Beach, 3rd Beach, Crab Park and Fraser River parks, due to enforcement issues
- Increase VPD and Rangers presence
- By-Law updates for improved ranger enforcement of drinking outside of permitted areas, glass bottle use, litter, and loud music
- Collect further data from VPD calls for service and violent offenses (relationship between data and alcohol consumption)
- De-escalation training for lifeguards

Waste Management



- City's Engineering Sanitation team to review number and location of waste bins
- Review Recycling number of stations and locations
- Communications plan to encourage appropriate disposal of waste
- Continue paper picker data collection in 2024

Communications



- Focus on education:
 - Consuming alcohol safely
 - Being respectful of neighbours
 - Disposing of litter
- Rigorous communications program including:
 - Media Release/Conference
 - Television
 - Radio
 - Social media
 - Print
 - New and better signage

Events & Concessions



Special Events:

- Special events procedure updated to accommodate alcohol on beaches
- Special events at Kits Beach requires additional support

Concessions:

- Alcohol sales at concessions being considered for 2025
- Alcohol sales at concessions endorsed
 - Aligns with Alcohol on Beaches
 - Sales may offset costs for additional resources

Project Management & Planning

- Roles & Responsibilities Framework
- Issues Management
- Bi-weekly Staff Working Group Meetings
- Coordinated public information and Bylaw Updates
- Ensure updates and information shared between partners
- Intercept Surveys for public engagement/data collection
- Data Collection & Analysis
- Updates/Report back to Board



04

Financial Considerations



Financial Considerations for Summer 2024

<i>Park Board Costs</i>	
Rangers	\$154,700
Lifeguards	\$8,700
Park Operations (paper picking)	\$90,200
Communications	\$119,900
Project Management, Planning, Public Surveys	\$106,800
<i>Subtotal of Park Board Costs</i>	<i>\$480,300</i>
Vancouver Police Department	\$450,000
<i>Subtotal of other City Departments</i>	<i>\$450,000</i>
<i>Total Alcohol on Beaches 2024 Costs</i>	<i>\$930,300</i>

05

Timeline & Next Steps

Next Steps

- Pending Board decision, staff to report to Council Meeting on May 7th, 2024 to seek funding
- Complete planning for implementation of Alcohol on Beaches Re-Pilot to be launched June 1, 2024
- Communications Plan collaboration with partners (VPD, COV, VCH and others)



Summary

- More resources are needed if pilot is to continue
- More data collection required to determine alcohol related issues
- After pilot, post-pilot analysis to confirm success:
 - Confirm additional resources reduces challenges at key locations
 - Confirm effectiveness of implementation plan



- A. THAT the Board approve the proposed implementation of the Alcohol on Beaches Re-pilot for the summer of 2024 on Jericho Beach, John Hendry Beach, Kitsilano Beach, Locarno Beach, New Brighton, Spanish Banks, and Stanley Park Second Beach contingent upon incremental operating budget funding being allocated by Council to support the successful implementation as outlined in this report.
- B. THAT if the Board approves A, that the Board, in keeping with the Auditor General's recommendation #1, direct staff to provide a report to Council on the Alcohol on Beaches pilot and request the funding necessary to implement the re-pilot.
- C. THAT the Board approve the updates proposed to the Parks Control By-Law to update the pilot launch dates for permitting Alcohol Consumption on beaches from June 1, 2024, to September 30, 2024 limited to the same seven beaches as 2023: Jericho Beach, Trout Lake Beach (John Hendry Park), Kitsilano Beach, Locarno Beach, New Brighton Park Beach, Spanish Banks and Second Beach (Stanley Park).

