



ALCOHOL ON BEACHES 2024 Re-Pilot and 2025 Program

Park Board Committee Meeting

February 3, 2025



Purpose

The purpose of this presentation is to:

- Share learnings and outcomes from the Alcohol on Beaches summer 2024 re-pilot
- Seek the Board's decision on the permanent implementation of the Alcohol on Beaches program at select Vancouver beaches

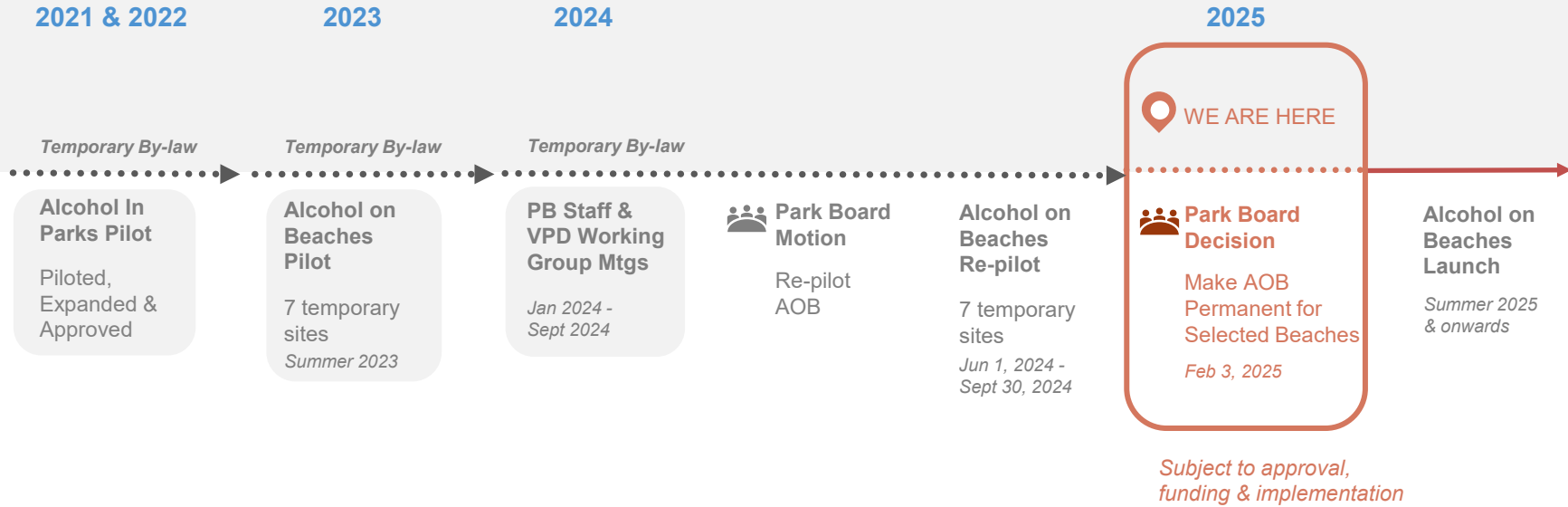


Presentation Outline

- 1 Background
- 2 Data Collection & Analysis
- 3 Implementation
- 4 Conclusion & Next Steps
- 5 Recommendation

Background

Original Board Motion passed December 17, 2018



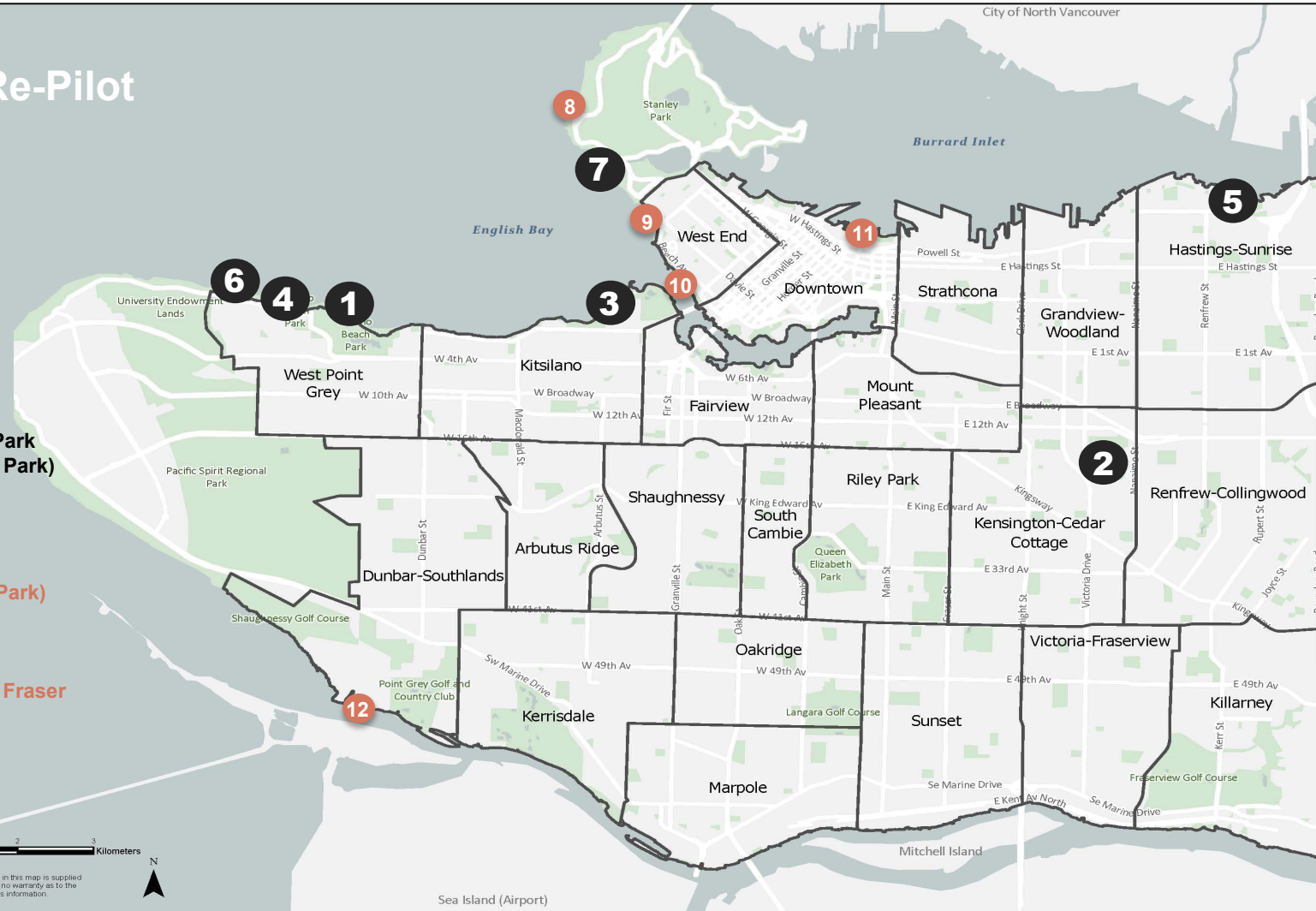
2024 Beach Re-Pilot Locations

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

Communications



Increased Efforts to Raise Awareness Included:

- Visual Branding
- Joint Media Event May 30, 2024
- Social media & Radio Announcements
- Public Realm Signage & Ads



Data Collection & Analysis

Public Perspectives



3-1-1 Feedback Logs Analysis (3,734 complaints analyzed)

Public Opinion Poll (200 onsite + 313 online 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)

Operational Impacts



Public Safety



Comparing VPD calls for service between 2023 and 2024

District	Calls for Service	Violent Offences
North Beaches (English Bay, Sunset, Second and Third Beach)	Decreased by 5%	Decreased by 34%
South Beaches (including Jericho, Kitsilano, Locarno and Spanish Banks)	Increased by 66%	Decreased by 37%

- Increased VPD calls for service likely due to increase of visitors to beaches **but** increased police and rangers presence resulted in decreased violent offences

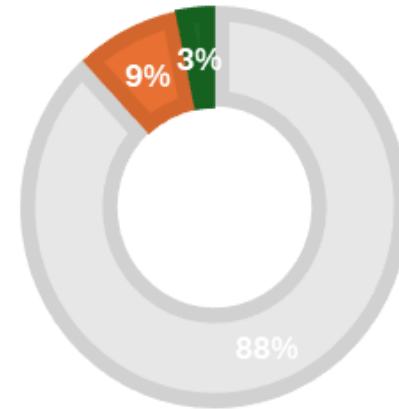
3-1-1 Feedback Logs



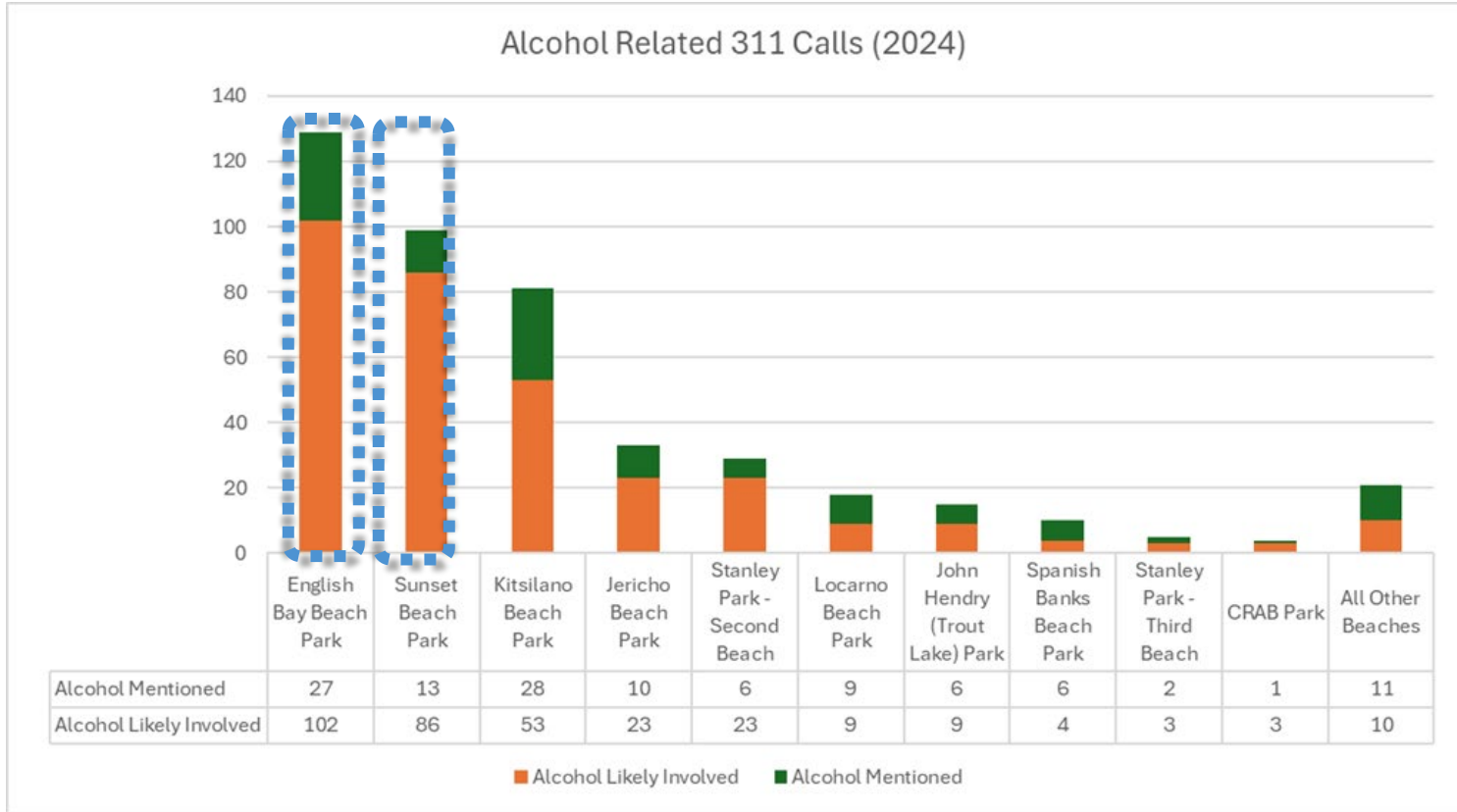
- Overall, the calls to 3-1-1 were not significant
- 3,734 calls to 3-1-1 regarding Vancouver beaches
- Represents 1.3% of all reports to the 3-1-1- office
- Alcohol related to 12% of calls
- Parks with most complaints were English Bay Beach Park, Sunset Beach Park and Kitsilano Beach

% OF REPORTS

- All other reports
- Alcohol Consumption Involved
- Alcohol Consumption Mentioned



Summary of Issues related to Alcohol Consumption



■ ■ ■ ■ ■ ■ ■ ■ ■ ■ Non-Pilot beaches

Anti-Social Behaviour Complaints & Fires



- 49 reports of anti-social behaviour in total.
 - English Bay Beach Park had the highest reports (9 in total) of anti-social behaviour, mainly on aggressive towards others, lewd or aggressive nudity, and criminal behaviour
- 31 fires reported at Stanley Park Second Beach, Spanish Banks and New Brighton Park.

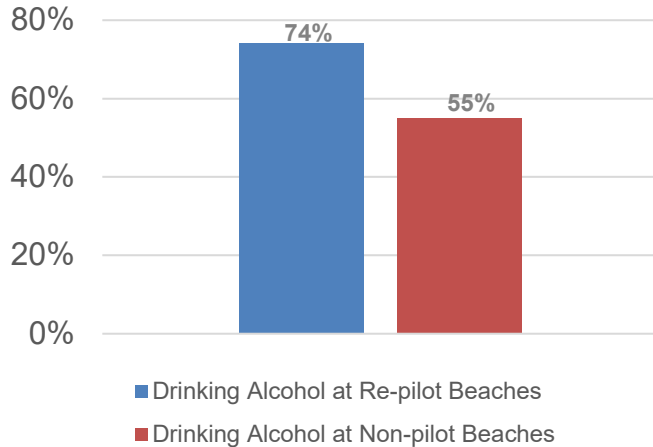
Waste Monitoring



- According to our litter pickers, the complaints at the beaches were low, and not considered problematic
- Sunset had the most litter complaints followed by Kitsilano Beach
- English Bay and Sunset Beach Park had the most hazardous litter



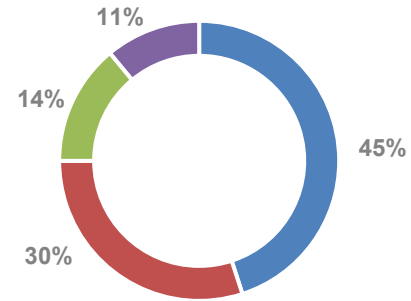
Alcohol on Beaches Participation



Opinion Poll

- 200 beachgoers polled

Problematic Behaviour Observed



- No problematic behavior (45%)
- Problematic behavior involving alcohol (30%)
- Problematic behavior without alcohol (14%)
- Problematic behavior, alcohol involvement uncertain (11%)

Summary

- The public's behaviour around consuming alcohol on beaches is unaffected by whether it is permitted or not
- Increased emphasis on education, enforcement, and communications has reduced the number of challenging incidents
- 2024 Re-pilot results support allowing drinking on a permanent basis at the same beaches while continuing to exclude the same beaches excluded in the pilot due to known enforcement issues



Implementation

- Visitation to Beaches continues to grow rapidly, as they are Vancouver's most popular outdoor public spaces, irrespective of the Alcohol on Beaches pilot
- Staff recommend that the program become permanent
- Data collected by VPD and Rangers suggest that the public are adjusting their behaviour accordingly
- With a repeat of the additional staff and financial support provided in 2024, the negative incidents are manageable.



Conclusion & Next Steps

- Data collected shows that there is acceptance of the ability to drink on beaches and a low number of concerning incidents
- Multi-pronged management approach applied in 2024 resulted in a successful program
- Staff recommend long term implementation at Jericho, John Hendry, Kitsilano, Locarno, New Brighton, Spanish Banks, and Stanley Park Second Beach
- Subject to the annual availability of PB operating funds and support from the Vancouver Police Department



THAT the Board approve the Alcohol on Beaches summer program, from the first week in June to the last week in September, on a permanent basis at Jericho Beach, John Hendry Beach, Kitsilano Beach, Locarno Beach, New Brighton, Spanish Banks, and Stanley Park Second Beach, subject to the availability of operating funds and support from the Vancouver Police Department.

