



Report Date: January 24, 2025

VanRIMS No.: 08-3000-30

[Submit comments to the Board](#)

TO: Park Board Chair and Commissioners
FROM: General Manager, Board of Parks and Recreation
SUBJECT: Alcohol on Beaches 2024 Re-Pilot and 2025 Program

Recommendations

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.

PURPOSE AND SUMMARY

This report outlines a proposal for implementing the Alcohol on Beaches (AOB) program at select Vancouver beaches for the summer of 2025 and on an ongoing basis due to the successful management of the program in 2024. It includes highlights from the 2024 Alcohol on Beaches Re-pilot, internal operational guidance, public input, staff analysis, and data from the Vancouver Police Department (VPD), as well as the required Operating Budget funding for 2025 and beyond.

BOARD AUTHORITY / PREVIOUS DECISIONS

On December 5, 2022, the Board directed staff via a motion to *“pilot the responsible consumption of alcohol on an appropriate Vancouver beach or beaches where adequate facilities exist to support such a beach pilot program.”* Following Board approval of the sites and program on April 24, 2023, the pilot launched to the public at seven beaches from June 1 to September 4, 2023.

Following the pilot, on May 6, 2024, staff reported the findings of the 2023 pilot to the Board, and the Board then directed staff via a motion to *“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.”* City Council approved additional funding to support the Re-pilot which took place from June 1st to September 30th, 2024.

CONTEXT AND BACKGROUND

Vancouver’s beaches, already immensely popular and central in the lives of residents and visitors, have seen a significant increase of visitation over the last decade on an annual basis. This has put additional pressure on Park Board resources in terms of operations and enforcement needs. In part as a response to this trend, in April 2023, the consumption of alcohol in parks was approved for 48 park sites across the city with additional direction given to staff to pilot alcohol consumption on beaches. Staff reviewed all parks with beaches and recommended seven Beach Pilot sites for the summer of 2023.

The following table summarizes the included and excluded beaches:

Included	Excluded
<ul style="list-style-type: none"> - Jericho Beach - John Hendry - Kitsilano Beach - Locarno Beach - New Brighton - Spanish Banks - Stanley Park Second Beach 	<ul style="list-style-type: none"> - English Bay Beach - Sunset Beach - Stanley Park Third Beach - Crab Park Beach - Beaches along the Fraser River

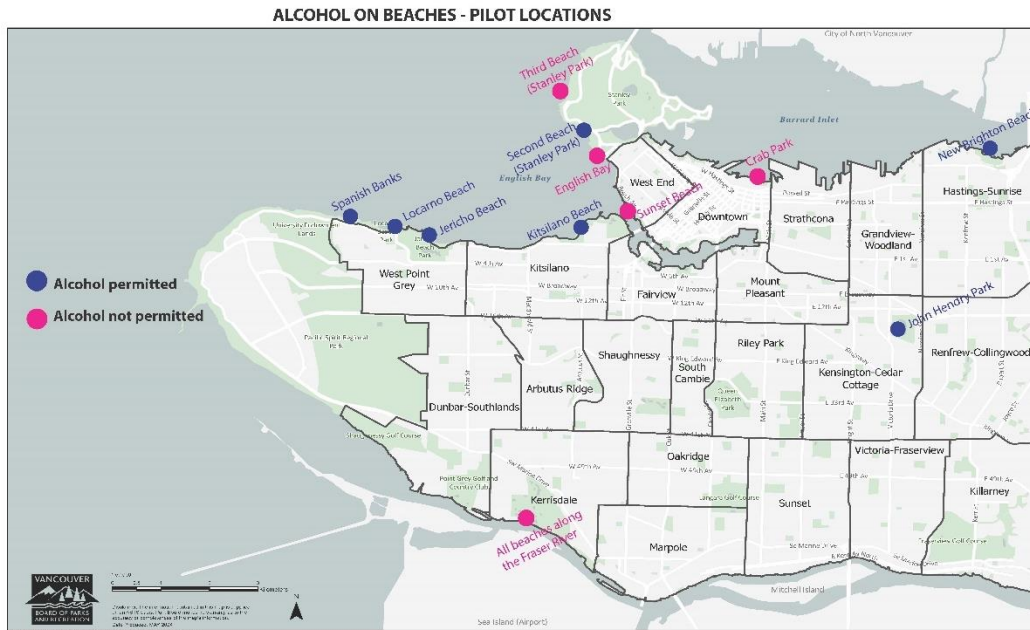


Figure 1: Alcohol on Beaches – 2023 Pilot and 2024 Re-Pilot Locations

The first temporary pilot ran from June 1 to September 4, 2023. Staff compiled and analyzed data from staff surveys, public engagement, a 3rd-party-conducted opinion poll, Vancouver Coastal Health (VCH), and several working group meetings including senior staff from a variety of departments, Park Rangers and the VPD. Upon completion of the pilot in 2023, the Board suggested extending the pilot for another year to acquire more data and information from internal and external sources.

The 2024 Re-pilot took place from June 1st to September 30th, 2024, at the same beach locations, with an enhanced communications program and media campaign, enhanced Ranger and VPD presence, more comprehensive data collection including more substantial reports from Rangers and VPD, public perspective through intercept surveys, litter reports, and the gathering of more sentiment insight via social media analysis. The following summary describes the findings from the collected data.

Summer 2024 Re-Pilot Operations Analysis

Public Safety - VPD

VPD provided staff with data for both calls for service and the number of violent incidents reported at English Bay and Kitsilano Beach between June 1 and September 30, 2024. For comparative

purposes between 2023 and 2024, calls for service at North Beaches (includes English Bay, Sunset, Second and Third Beach) decreased by 5% and violent offences decreased by 34%. At the South Beaches (including Jericho, Kitsilano, Locarno and Spanish Banks) calls for service increased by 66% and violent offences decreased by 37%. VPD's interpretation of this data is that increased police presence on the beaches is a contributing factor to decreased violent offences.

Public Safety - Park Ranger Incidents

Park Board Rangers' data also shows the highest number of incidents at English Bay and Kitsilano during the summer, with a total of 1547 incidents at English Bay and 421 at Kitsilano. The west beaches incidents (Spanish Banks, Locarno and Jericho) totalled 24 combined.

2024 funding provided service for a total of 48 days (three days a week and four days on long weekends). This turned out to be insufficient, as Park Rangers generally worked with VPD seven days per week during good weather.

Waste & Recycling

As in 2023, paper pickers monitored the litter conditions at the beaches over the summer of 2024. They filled a short survey at each shift following their visit at each beach throughout the summer, providing detailed information on the condition of the beaches, suggestions, and recommendations that the working group could implement during the re-pilot. As a result of an added beach cleaning crew of four staff members in 2024, the litter levels remained low, despite increased beach use, with an average of 73% of all shifts reporting only a little bit of litter and 74% of all shifts reporting no broken glass.

Communications

In support of the 2024 re-pilot, Park Board Communications team developed and implemented a rigorous city-wide communications program. Feedback from the 2023 summer pilot indicated that beach signage alone was insufficient to educate the public on where they can and cannot drink alcohol. Therefore, further effort was required to enhance the profile and reach of the AOB campaign. The following efforts were completed to help raise awareness about safety, health, and respectful participation in the alcohol on beaches re-pilot.

- **Visual Branding:** This began with developing a brand look and feel for the summer's re-pilot to increase visibility and engagement with beach visitors. These materials integrated the key messages of the program, including beach re-pilot locations.
- **Joint Media Event:** On May 30, 2024, the team led a [joint media event](#) with VPD and BC Emergency Health Services to launch the summer's re-pilot. The event generated positive coverage in all major Vancouver media outlets across print, TV and radio.
- **Social media & Radio Announcements:** Throughout the summer, the team delivered a program of targeted communications, including digital advertising (generating approximately 760k impressions), Spotify ads (137k impressions), paid and organic social ads (1.2m impressions), and radio ads on SONiC 104.9 and CityNews 1130.
- **Public Realm Signage & Advertisements:** Vancouver residents and visitors would have seen the program of targeted outdoor signage, including transit ads on Skytrain, city buses (approximately 38.5m impressions), posters on city transit shelters, signage across 10

beach locations (re-pilot and non-pilot beaches), posters and postcards in downtown liquor stores, and messaging at all beach washrooms.

The summer's communication program was considered successful, and feedback was generally positive, with the messaging – including the distinctive blue and yellow design of the campaign – being widely seen and heard across the city. Media coverage of the program was comprehensive and largely factual – drawing on the key messages on safe and responsible drinking that were established through the proactive media release and event on May 30. The digital assets generated over two million impressions throughout the summer, in addition to the number of beachgoers who would have seen the out-of-home assets, emphasizing the importance of a multi-channel strategic communications program. A similar communications effort will be required if the program continues.

Alcohol on Beaches Summer Staff Working Group

To effectively work through the complex issues experienced and concerns raised around the potential future Alcohol on Beaches Program, the staff working group that was formed in 2023 reconvened in 2024 to review the progress of the re-pilot throughout the summer. This helped the departments collectively identify what was working well, what they could improve on and where and when issues were occurring. Included in the working group were senior staff from Planning & Park Development, Park Operations, Rangers, Park and Beach Maintenance, Communications, COV Engineering (Sanitation), Recreation (Lifeguards & Beach Experience Team), Special Events, and VPD. Following ten working group meetings, the project staff gained great insight in the weekly activities at the beaches and were able to monitor the success of the re-pilot in real time. The outcomes of these meetings informed the final report which gauged service level measures, resource needs and funding requirements to enable a successful implementation plan.

Staff Impact

According to Park Rangers, the main issues revolved around the education and enforcement of alcohol consumption on non-permitted beaches, however, the additional resourcing in 2024 was a significant improvement over 2023. With respect to disorderly behaviour, particularly at English Bay and Sunset beaches, the VPD would get involved to settle behavioural and law-breaking issues. From the perspective of lifeguards, the addition of Rangers and VPD to beaches in 2024 helped reduce their need to address alcohol related incidents.

Summer 2024 Public Engagement

Public feedback was collected through both on-site and online public opinion polls, with the on-site surveys facilitated by an external consultant, 311 analysis and social media impression analysis. The following section outlines key findings related to public perspectives of the Alcohol on Beaches re-pilot:

Onsite Beach Surveys

Statistically valid, onsite intercept surveys were conducted by Leger Consulting which included 200 respondents surveyed at the seven re-pilot beaches and three additional non-pilot beaches of English Bay, Third Beach and Sunset Beach. The following four key findings were found from these intercept surveys:

- **Alcohol on Beaches Participation** - 74% of visitors were drinking alcohol at re-pilot beaches and 55% were drinking at non-pilot beaches (for an overall average of 69% of all beach visitors).

- **Impact of Alcohol on Beaches Re-Pilot on Drinking Behaviour** - The re-pilot program had a minor impact on people's tendency to drink more. People were asked "does alcohol being allowed on a beach affect your choice in how much you consume." 20% of visitors said, "Yes I would tend to drink more alcohol knowing it is allowed on beaches", 32% of visitors said "no, the amount of alcohol I would consume is not tied to it being allowed or not", 24% of visitors said they would not drink on the beach regardless, and 25% said they didn't know.
- **Problematic Behaviour Observed** – 45% of visitors noticed no problematic behaviour, 30% noted that they did observe problematic behaviour involving alcohol, 14% said alcohol was not involved in problematic behaviour, and 12% said they saw problematic behaviour but were not sure if alcohol was involved.
- **Level of Comfort of VPD and Rangers on the Beach** – Over half of visitors (58%) felt that VPD's presence was just the right amount, with 25% feeling it is not enough and just over 13% feeling it was too much. Respondents hold similar views on Park Rangers' presence, with again half believing it is the right amount, around 20% feeling it is not enough and 12% feeling it is too much.

The full Leger report can be seen as Appendix 1.

Complaints from Nearby Residents

Vancouver's Beaches were the subject of 3,734 calls to 311. While this might sound like a high number, it represented only 1.3 % of all reports to the 311 office. Of the 3,734 calls, alcohol consumption was directly related to 12% of all calls, and directly or implied in 15%. There were 20 calls specifically referencing the Alcohol on Beaches Re-Pilot. These were evenly split between calls from people who were against the re-pilot, and those who had other comments (about the signage being too prominent, the need for more rangers or just questions about where people can drink).

The parks with the most 311 complaints were English Bay Beach Park, Sunset Beach Park and Kitsilano Beach. Despite English Bay not being part of the pilot or re-pilot, it is by far, Vancouver's most visited beach. English Bay Beach Park and complaints were therefore also analyzed over the past six years to determine trends possibly related to the introduction of the Alcohol on Beaches pilot and re-pilot. Staff concluded through this analysis that despite similar high park use at English Bay compared to 2023, the level of noise complaints have come down, likely due to enforcement by Rangers and VPD.

DISCUSSION

In general, it can be concluded from the re-pilot that the public's behaviour around consuming alcohol on beaches is unaffected by whether it is permitted or not and the increased emphasis on education, enforcement, and communications seems to have reduced the number of challenging incidents.

Future Beach Site Selection

The 2024 results support allowing drinking on a permanent basis at the same beaches that were piloted in 2023 and re-piloted in 2024, while continuing to exclude the same beaches excluded in 2023 and 2024 (English Bay, Sunset Beach and 3rd Beach at Stanley Park) due to known enforcement issues. VPD were not supportive of allowing alcohol on the excluded beaches for

the foreseeable future. However, should the disruptive behaviour decrease, staff will report back to the Board with considerations to include these locations in the program.

2025 Implementation Plan

Given the overall success of the 2024 re-pilot, staff recommend that the program become permanent if adequate staff resourcing and monitoring continue. Data collected by VPD and Rangers suggest that the public are adjusting their behaviour accordingly and with a repeat of the additional staff support provided in 2024, negative incidents are manageable.

Public Sentiment and Public Safety

The data show that there is acceptance of alcohol consumption on beaches, and an expectation and need for certain measures to be in place to ensure public safety. The presence of VPD and Rangers during the re-pilot bolstered general incident response capacity and has allowed lifeguards to focus their vigilance on their core duties.

Waste & Recycling

The City's Engineering Sanitation team has increased the number of public waste bins and locations and added additional recycling stations at the Western beaches, Kitsilano Beach and Second Beach. Ongoing monitoring and management of waste disposal and recycling is planned.

Communications

The Communications team identified public education as the key goal for the program. They intend to continue with the educational message of safe consumption of alcohol on beaches through social media and signage, as well as encouraging beach users to appropriately dispose of their waste. Once permanent, this message will be made clear and obvious with new signage design. To continue the Alcohol on Beaches program in future summers, they would need to budget the same amount used in 2024.

Concessions

In 2024, the Park Board Introduced alcohol service at the Kitsilano Concession and marked a significant public-private partnership that delivered good results and holds significant potential for future expansion. The decision to introduce alcohol service at the Kitsilano Concession was strategically driven by the underutilization of the space above the pool. The addition of a licensed patio significantly boosted foot traffic and engagement. As a direct result, Park Board saw substantial increase in concession revenue.

Building on the success of the Kitsilano Concession, staff intend to use this location as a model for future expansions. This will mark the first phase of a broader initiative to introduce alcohol service at additional locations across the park system.

Financial Considerations

In 2024, Park Board incurred \$482K of costs to manage the Alcohol on Beaches Re-Pilot, which the City of Vancouver provided funding to support. The breakdown of costs below reflects those 2024 costs.

Table 1 - 2024 Alcohol on Beaches Expenses Incurred

Park Board Costs

Rangers	\$157K
Park Operations (paper picking)	\$80K
Communications & Marketing	\$125K
Project Management & Planning	\$120K
<i>Subtotal of Park Board Costs</i>	<i>\$482K</i>

The City has earmarked one-time operating funding for the implementation of the AOB program in 2025 of approximately \$480K for Park Board and \$450K for VPD. However, if a permanent program is approved, future ongoing operating funding would need to be requested as part of the 2026 operating budget cycle. Staff would also look for partnerships, additional concession revenues and other revenue generating opportunities to fund the Park Board portion of this program in perpetuity. In the event there is no incremental revenue available through these routes, a service reduction in other areas would likely be required to continue this program given.

Should the Board decide not to support the staff recommendation at this time or give direction at some point to end the program, costs of similar magnitude would need to be incurred to wind down the program effectively.

Conclusion and Next Steps

Vancouver’s beaches are some of the City’s most popular public spaces with growing annual visitation from residents and visitors. Data collected through the 2024 Alcohol on Beaches re-pilot indicates that there is acceptance of the ability to drink on beaches, interest in this activity, and a low number of concerning incidents. The multi-pronged management approach applied in 2024 resulted in a successful program, and staff are recommending the long-term implementation of the program for Jericho Beach, John Hendry Beach, Kitsilano Beach, Locarno Beach, New Brighton, Spanish Banks, and Stanley Park Second Beach, subject to the annual availability of operating funds and support from the Vancouver Police Department. Staff will report back to the Board if opportunities to add other beach locations to the program emerge.

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Report

Assessing Alcohol on Beaches Pilot Program: Phase 2



Prepared for the Vancouver Board of Parks and
Recreation, October 2024

DATE 2024-10-07 **PROJECT NUMBER** 42319-003



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KEY OBJECTIVES

In 2023, the Vancouver Board of Parks and Recreation (“Park Board”) engaged Leger to conduct a Metro Vancouver-wide opinion poll on the initial Alcohol on Beaches Pilot Program. In May 2024, after the survey results and other information were presented, the decision was made to re-pilot the Alcohol on Beaches program during the Summer of 2024 to allow for further data collection and monitoring of behaviour regarding alcohol consumption. Leger was again commissioned to provide research services through conducting onsite intercept surveys with users at all seven of the pilot beaches, as well as three non-pilot beaches, and an online general population panel survey with past month Vancouver beachgoers.

The main objectives of this research are:



To gather specific information from beachgoers on their experience relating to consuming alcohol on beaches.



To learn whether regulations around permitting or not permitting alcohol on specific beaches affects beachgoer behaviour towards alcohol consumption.



To better understand whether there is a relationship between alcohol consumption and safety concerns on beaches.

METHODOLOGY



Data for this research was collected through a mixed method approach via in-person onsite intercept surveys (**onsite** respondents) and online surveys using Leger's online general population research panel, LEO (**online** respondents).



This survey was completed by Vancouver beachgoers: **onsite** respondents are people who were interviewed while using Vancouver beaches (n=200); **online** respondents consisted of past month Vancouver beachgoers who live in the city of Vancouver (n=160) or who reside in other Metro Vancouver municipalities (n=153) for a total of n=313 online respondents. The combined total sample of both onsite and online respondents is n=513.



Onsite surveys were completed from August 2 to 28, 2024.
Online surveys were completed from September 5 to 12, 2024.



Please note: Two different methodologies were used, each with distinct sample types. The onsite portion of the study was collected through intercept surveys involving in-person interviews with anyone visiting a Vancouver beach on the specific day, including tourists. In contrast, the online survey was fielded via the LEO online general population panel, with a 50/50 split approximately between city of Vancouver residents and those from other parts of Metro Vancouver who had visited a Vancouver beach in the past month.

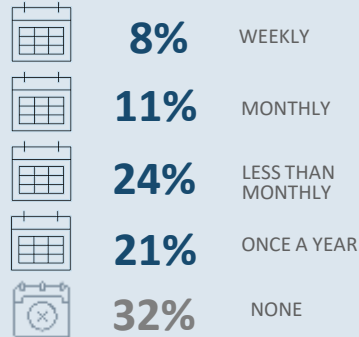


KEY FINDINGS

OVERALL RESULTS: ASSESSING ALCOHOL ON BEACHES RE-PILOT

- English Bay is the most popular beach in the city of Vancouver. Beachgoers spend an average of 4.2 hours on the beach per visit.
- At between 2-3 drinks per beach visit, beer and cider are the most consumed alcoholic beverage. The amount of alcohol consumed is not influenced by whether it's allowed or not.
- Two in ten respondents report drinking alcohol on beaches at least once a month.
- Two-thirds are aware of the Alcohol on Beaches Pilot Program with low awareness for non-pilot beach restrictions.
- There is no overwhelming support for increased enforcement or presence of authorities (Vancouver Police or Park Rangers).

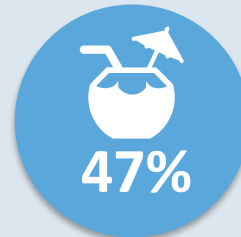
FREQUENCY OF ALCOHOL CONSUMPTION



5% Don't Know

ALCOHOL CONSUMPTION

Current visit for onsite respondents or last visit during the past month for online respondents (Summer 2024)



69%
Onsite*

33%
Online*

*Note: This wide difference may be attributed to several factors, including the different sample types and methodologies used. Move details on page 15.

ALCOHOL ON BEACHES PILOT

64% AWARE

OF THE PILOT PROGRAM

Awareness of alcohol allowance on pilot beaches **57%**

30%
chose this beach because alcohol was allowed

Awareness of alcohol restrictions on non-pilot beaches **36%**

26%
chose this beach because alcohol was NOT allowed

TOP ALCOHOLIC DRINKS CONSUMED ON BEACHES



34%

Beer/cider



14%

Wine



10%

Hard alcohol



7%

Pre-mixed cans

13% - Non-alcoholic drinks (e.g. dealcoholized beer, wine)

63% - Drinks without alcohol (e.g. juice, water, etc.)

14% - Did not drink anything

Average of 2-3 drinks consumed per person drinking on beaches

PROBLEMATIC BEHAVIOUR ON BEACHES

61% Did not notice any problematic behaviour

20% Did notice problematic behaviour and alcohol was involved

10% Did notice problematic behaviour and alcohol was not involved

9% Did notice problematic behaviour and unsure if alcohol was involved or not

VANCOUVER POLICE DEPARTMENT (VPD) AND PARK RANGERS

PRESENCE ON BEACHES

51% Believe that the VPD's presence is the right amount

50% Believe that Park Rangers' presence is the right amount

KEY FINDINGS (P. 1 OF 2)

Vancouver Beach Visits

- **English Bay Beach is the most popular beach in the city of Vancouver** among Metro Vancouver beachgoers (online respondents only), with three in ten making their most recent visit to it in the past month—second most popular is Kitsilano Beach.
- **On average, beachgoers are staying for 4.2 hours per visit.**
 - Respondents interviewed onsite report that they planned on spending an average of 5.1 hours on the beach, while online respondents report having stayed an average of 3.7 hours on the beach during their last beach day.

Alcohol on Beaches

- **Beer and cider were the most commonly consumed alcoholic beverages on Vancouver beaches over the summer** and also accounted for the highest average number of drinks consumed per visit.
- On average, **those consuming alcoholic drinks on the beach had 2-3 drinks per visit.**
- Although over twice the proportion of onsite respondents (69%) reported consuming alcohol during their beach visit compared to online respondents (33%), online respondents indicated more frequent alcohol consumption on beaches overall. Overall, nearly **two in ten** beachgoers reported **drinking alcohol on beaches at least once a month**, with this proportion rising to over one-quarter for online respondents.
- The majority of beachgoers state that **the amount of alcohol they consume is not influenced by whether it's allowed on the specific beach they visited or not.**
 - However, 15% indicate they would likely drink more if alcohol was permitted on that beach, with this view being more common among those interviewed onsite.

KEY FINDINGS (P. 2 OF 2)

Alcohol on Beaches Pilot Program Awareness

- **Nearly two-thirds (64%) of beachgoers overall are aware of the Alcohol on Beaches Pilot Program.** Awareness is higher among online respondents than those interviewed onsite.
- **Pilot beaches:** About six in ten respondents overall knew alcohol was allowed on the pilot beach they were visiting or had visited.
 - Respondents were split on whether alcohol being allowed or not allowed on the beach influenced their decision to visit it—**most respondents are either indifferent to alcohol being allowed or they decided to visit the pilot beach because alcohol can be consumed there.**
- **Non-pilot beaches:** About one-third of respondents knew alcohol was not allowed on the non-pilot beach they were visiting or had visited. Similar to pilot beach visitors, non-pilot beachgoers were also split on whether alcohol being allowed or not influenced their decision to visit that beach specifically.
 - One-quarter of respondents say they chose the non-pilot beach because alcohol is not allowed. This indicates that although many are in favour or are otherwise indifferent to the pilot, there is a portion of respondents who would still appreciate an alcohol-free space.

Vancouver Police Department (VPD) and Park Rangers Presence

- **Six in ten did not notice any problematic behaviour while at the beach**--this increases to almost three-quarters for online respondents recalling their most recent beach visit in the past month. Onsite respondents are more likely to notice problematic behaviour with alcohol involved.
- **Half of respondents believe that VPD's presence on Vancouver beaches is the right amount**, with two in ten feeling it is not enough and just over one in ten feeling it is too much; similar proportions, respectively, feel the same way regarding **Park Rangers' presence at beaches.**

KEY INSIGHTS AND CONSIDERATIONS

Public Preference for Mixed Use Spaces: Most beachgoers are either indifferent to alcohol being allowed or else chose the pilot beach to visit because of it. However, there is a portion of those who value alcohol-free beaches, with one-quarter claiming they chose a non-pilot beach because alcohol is not allowed. This suggests the need to have both types of spaces available, which may be considered for beach management and future policies.


Less Awareness of Non-Pilot Beaches: Awareness of which beaches are not part of the pilot project is relatively low compared to those that are part of the pilot. This indicates a gap in public knowledge about which beaches do not permit alcohol, signaling an opportunity for more effective communication and signage.

Alcohol Consumption and Behaviour: While no problematic behaviour was observed by the majority of beachgoers, problems related to alcohol consumption tended more to be observed by onsite respondents (29%) than online respondents (14%). While this may be due to more real-time observations by those who were interviewed onsite versus online respondents who had to recall their visit, it does indicate the continuing need to have the visible presence of VPD or Park Rangers at beaches where alcohol is allowed.

VPD and Park Rangers' Presence: Support for increased enforcement or presence of VPD or Park Rangers is not overwhelming, as half of beachgoers believe their current presence on Vancouver beaches is appropriate. However, a sizable minority do feel there is not enough VPD or Park Rangers presence--this highlights the delicate balance and challenge in maintaining public order without creating an atmosphere of over-policing.

A magnifying glass with a black handle and frame is the central focus, resting on a document. The lens is clear and reflects light. In the background, a calculator and a pair of glasses are visible but out of focus. The overall scene is brightly lit, suggesting a professional or office environment.

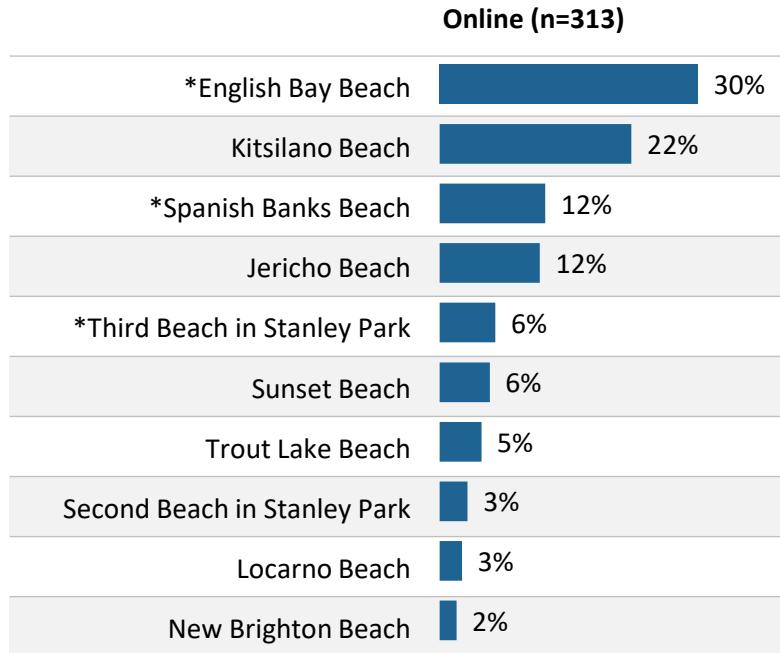
DETAILED RESULTS

A wide-angle landscape photograph of a beach. The foreground is a sandy beach with several large, dark logs (driftwood) scattered across it. In the middle ground, a calm body of water reflects the sky. Beyond the water, a city skyline with several high-rise buildings is visible. In the background, a range of dark mountains with patches of snow stretches across the horizon. The sky is filled with soft, white clouds, with some blue visible. On the right side, there are some trees, including a prominent weeping willow with yellowish-green leaves.

Vancouver Beach Visits

VANCOUVER BEACHES VISITED (Online Respondents only)

English Bay Beach is the most popular city of Vancouver beach among past month Metro Vancouver beachgoers (online respondents), with three in ten making their most recent visit to it; second most popular is Kitsilano Beach.



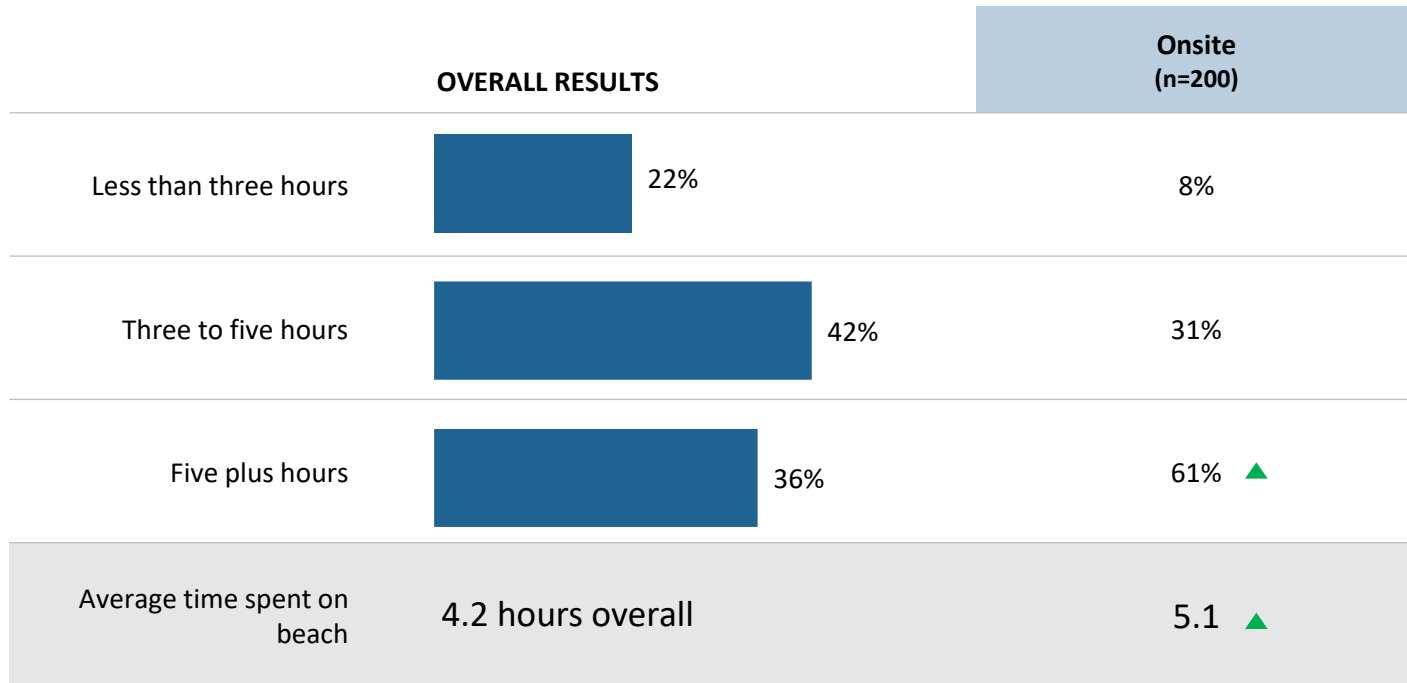
Base: Online respondents only (n=313)

Q1 . Which beach in the city of Vancouver did you visit most recently in the past month?

* Excluded in the Alcohol on Beaches Pilot Program

TIME SPENT ON THE BEACH (Onsite respondents vs. Overall total)

Onsite respondents report that they planned on spending an average of 5.1 hours on the beach, significantly higher than online respondents. Overall, beachgoers are spending/planning to spend 4.2 hours on average at the beach.

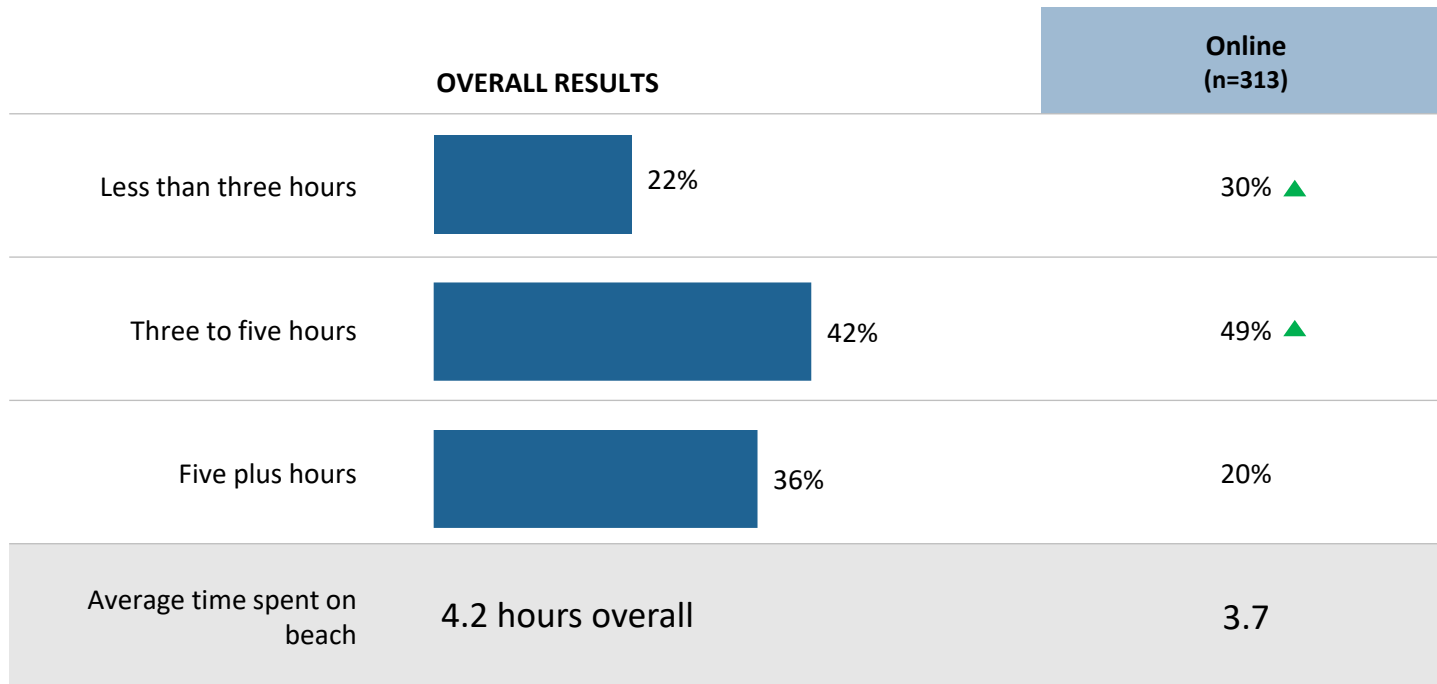


Base: All respondents (n=513), onsite respondents (n=200)
 Q1x. How long will you stay on the beach today (including the time already spent)?

▲ Statistically significantly **higher** than online results.

TIME SPENT ON THE BEACH (Online respondents vs. Overall total)

Metro Vancouver beachgoers (**online respondents**) report spending an average of 3.7 hours on the beach during their last beach day and tend more to spend less than five hours on their visit, compared to those interviewed onsite.



Base: All respondents (n=513), online respondents (n=313)
 Q1x. Thinking about your most recent visit to [X beach], how long did you stay on the beach?

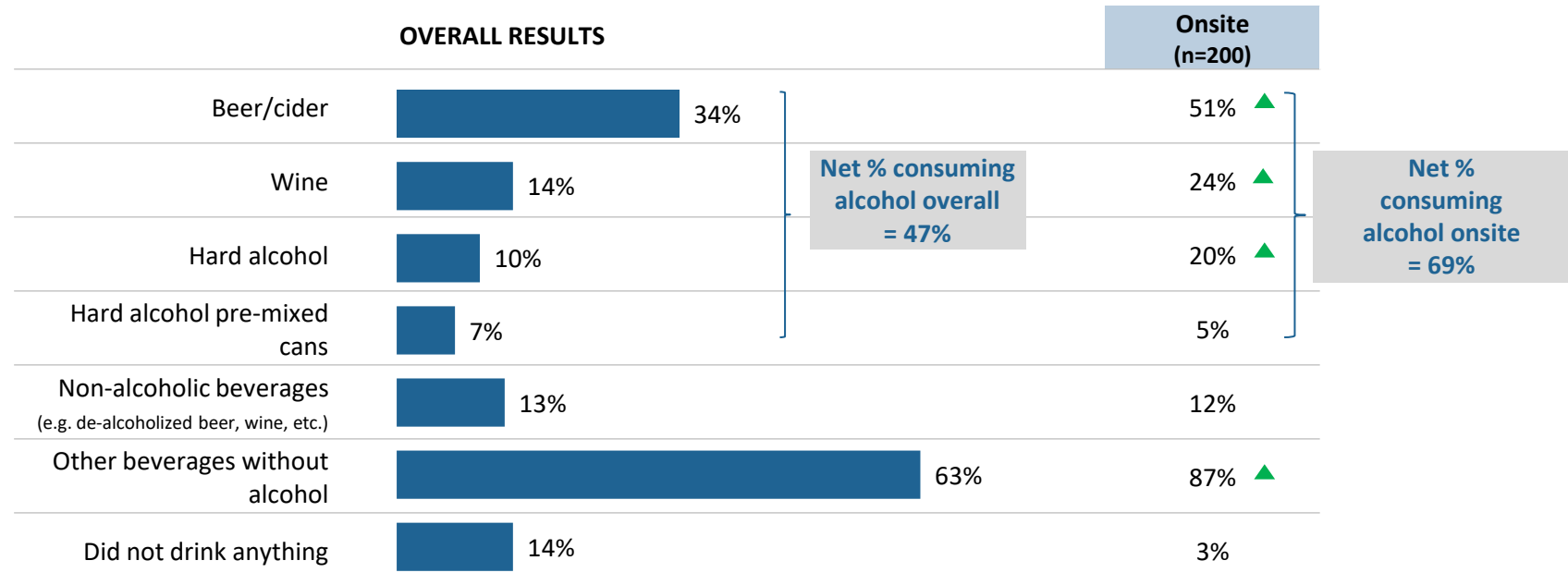
▲ Statistically significantly **higher** than onsite results.



Alcohol on Beaches

DRINKS CONSUMED ON THE BEACH (Onsite respondents vs. Overall total)

For both onsite and online respondents, the most common alcoholic drink consumed on the beaches this past summer was beer or cider, followed in popularity by wine, hard alcohol, and pre-mixed cans. Nearly half of beachgoers overall reported consuming alcohol during their visit, with **over double the proportion (69%) of onsite respondents** compared to online respondents (33%) indicating they did so.*



*Note: This wide difference may be attributed to several factors, including the different sample types and methodologies used. Onsite staff randomly selected and interviewed beachgoers in-person while on the beaches--this included tourists who do not reside in the Metro Vancouver region. The online survey sampled, via Leger's LEO Opinion online general population panel, only Metro Vancouver residents who visited a Vancouver beach in the past month.

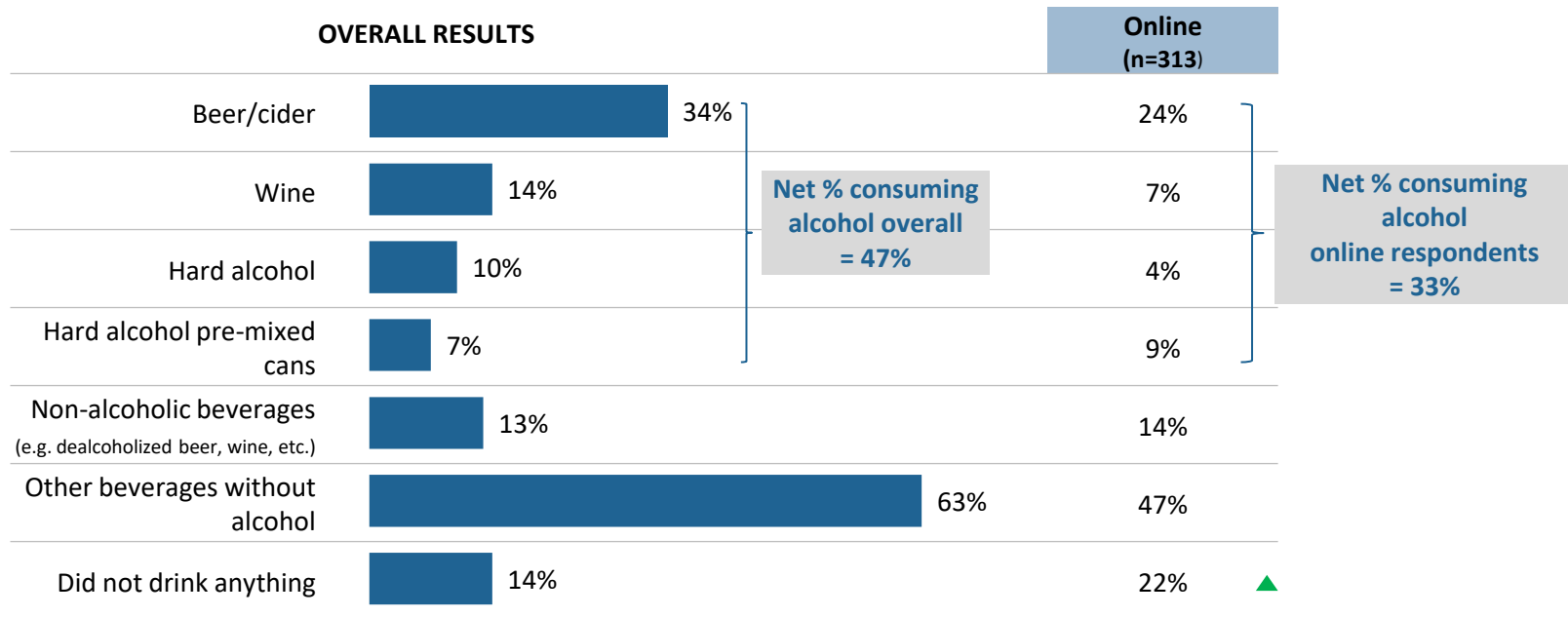
Base: All respondents (n=513), onsite respondents (n=200)

Q2. What drinks are you consuming while on the beach today?/ What drinks did you consume on your most recent visit to [X beach]? Others less than 1% not shown

▲ Statistically significantly **higher** than online respondents.

DRINKS CONSUMED ON THE BEACH (Online respondents vs. Overall total)

One-third of Metro Vancouver beachgoers (**online respondents**) consumed alcohol during their visit to a Vancouver beach, under half the proportion of those who were surveyed onsite.*



*Note: This wide difference may be attributed to several factors, including the different sample types and methodologies used. Onsite staff randomly selected and interviewed beachgoers in-person while on the beaches--this included tourists who do not reside in the Metro Vancouver region. The online survey sampled, via Leger's LEO Opinion online general population panel, only Metro Vancouver residents who visited a Vancouver beach in the past month.

Base: All respondents (n=513), online respondents (n=313)

Q2. What drinks are you consuming while on the beach today?/ What drinks did you consume on your most recent visit to [X beach]? Others less than 1% not shown

▲ Statistically significantly **higher** than onsite respondents.

AVERAGE NUMBER OF ALCOHOLIC DRINKS CONSUMED

(Onsite respondents vs. Overall total)

By average number of drinks per visit, beer and cider were the most consumed alcoholic beverages for both onsite and online respondents on Vancouver beaches this past summer. While pre-mixed cans were the least popular drink proportionally speaking, a higher volume was consumed on average visit compared to wine or hard alcohol.

	Overall Total	Onsite
n=	(176-38)	(101-10)
Number of bottles or cans of beer/cider	2.6	2.4
Number of hard alcohol pre-mixed cans*	2.3	2.2
Number of drinks of hard alcohol*	2.1	1.9
Number of drinks of wine	2.0	2.0

A guide:

- 5oz of wine = 1 drink
- 1.5oz of hard alcohol = 1 drink
- 12oz can/bottle of beer/cider = 1 drink
- 12oz mixed drink can = 1 drink

Wine = a standard 750ml bottle of wine holds 5 drinks

Hard alcohol = a standard 750ml bottle holds 17 drinks

Base: Those who drank alcohol on the beach (base varies)

Q3 Approximately how much alcohol are you consuming while on the beach? /Approximately how much alcohol did you consume on your most recent visit to [X beach]?

* Caution small base size

AVERAGE NUMBER OF ALCOHOLIC DRINKS CONSUMED

(Online respondents vs. Overall total)

By average number of drinks per visit, beer and cider were the most consumed alcoholic beverages for both onsite and online respondents on Vancouver beaches this past summer. While pre-mixed cans were the least popular drink proportionally speaking, a higher volume was consumed on average visit compared to wine or hard alcohol.

	Total	Online
n=	(176-38)	(75-28)
Number of bottles or cans of beer/cider	2.6	3.0
Number of hard alcohol pre-mixed cans*	2.3	2.3
Number of drinks of hard alcohol*	2.1	2.8
Number of drinks of wine	2.0	2.0

A guide:

- 5oz of wine = 1 drink
- 1.5oz of hard alcohol = 1 drink
- 12oz can/bottle of beer/cider = 1 drink
- 12oz mixed drink can = 1 drink

Wine = a standard 750ml bottle of wine holds 5 drinks

Hard alcohol = a standard 750ml bottle holds 17 drinks

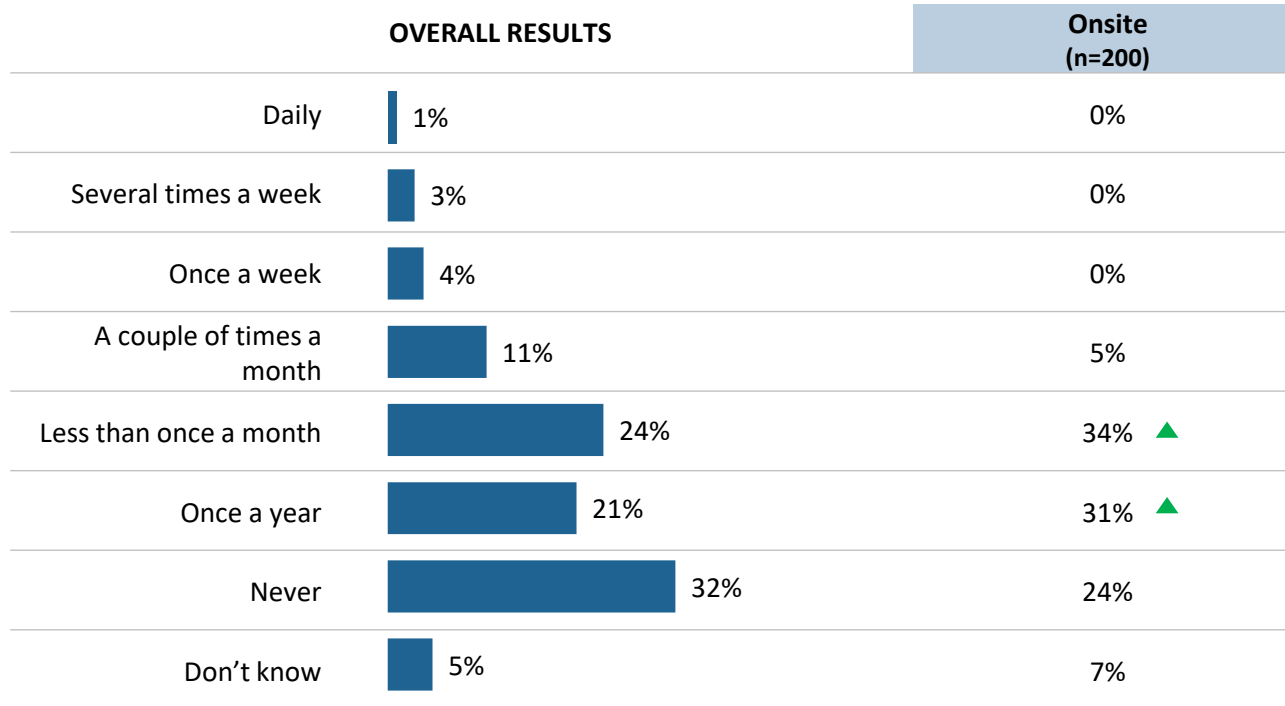
Base: Those who drank alcohol on the beach (base varies)

Q3 Approximately how much alcohol are you consuming while on the beach? /Approximately how much alcohol did you consume on your most recent visit to [X beach]?

* Caution small base size

FREQUENCY OF ALCOHOL CONSUMED ON BEACHES (Onsite respondents vs. Overall total)

Although more onsite respondents (69%) reported consuming alcohol on their beach visit compared to online respondents (33%), **onsite respondents** tend to consume alcohol on the beach less frequently, with higher proportions drinking less than once a month or less. Only 5% of onsite respondents say they drink alcohol at the beach at least a couple of times a month.



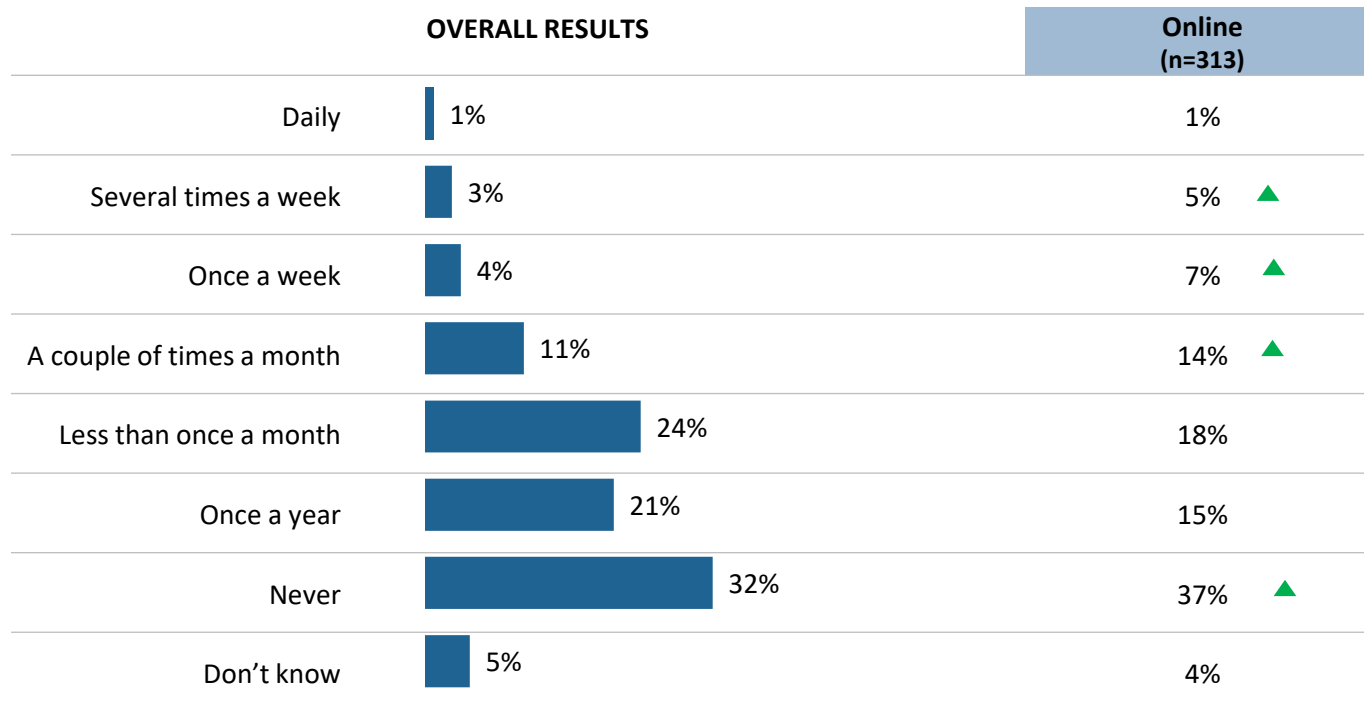
Base: All respondents (n=513)

Q9. On average, how often do you consume alcohol on the beaches in Vancouver?

▲ Statistically significantly **higher** than online respondents.

FREQUENCY OF ALCOHOL CONSUMED ON BEACHES (Online respondents vs. Overall total)

Online respondents indicated more frequent alcohol consumption on beaches visits in general, with significantly higher proportions drinking while at the beach at least a couple of times a month to several times a week. However, these beachgoers (37%) tend more to say they never do.



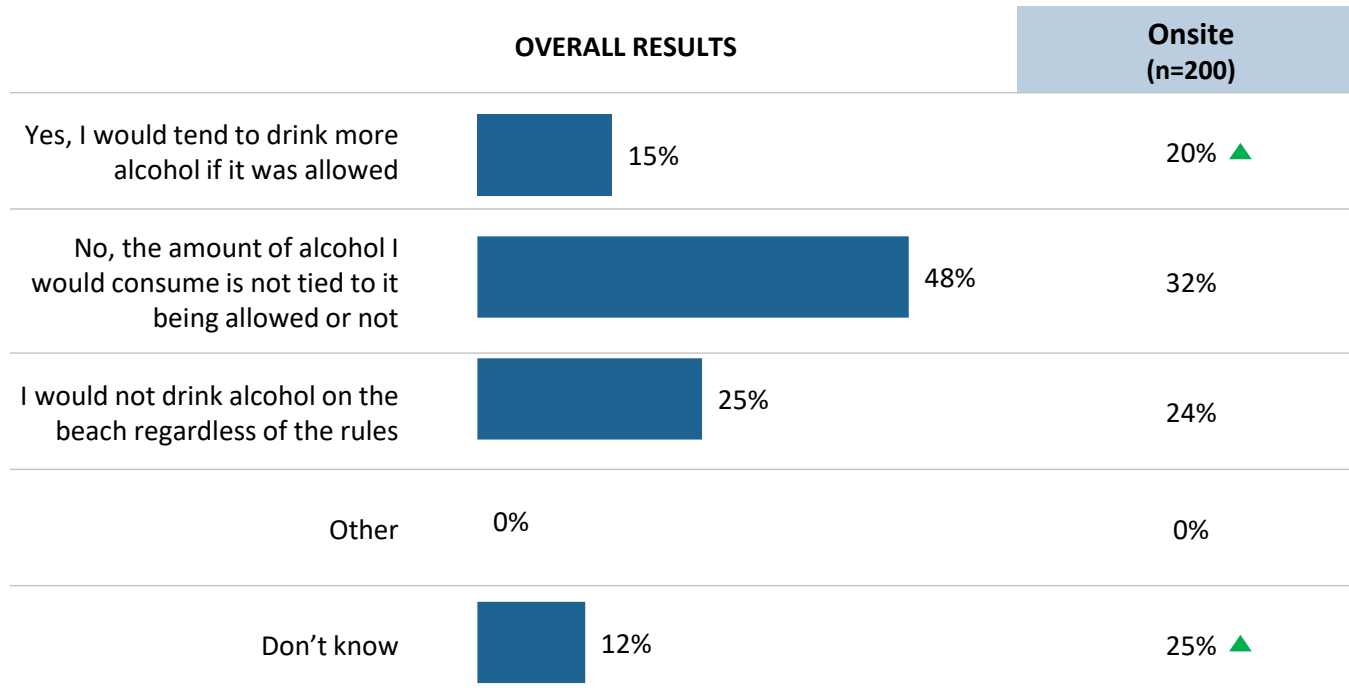
Base: All respondents (n=513)

Q9. On average, how often do you consume alcohol on the beaches in Vancouver?

▲ Statistically significantly **higher** than onsite respondents.

IMPACT OF ALLOWING ALCOHOL ON BEACHES (Onsite respondents vs. Overall total)

One-third of **onsite respondents** feel that the amount of alcohol they consume is uninfluenced by whether it's allowed on the specific beach they visited or not. However, two in ten indicate they would tend to drink more if alcohol was permitted on that beach, significantly more than respondents from the online survey.



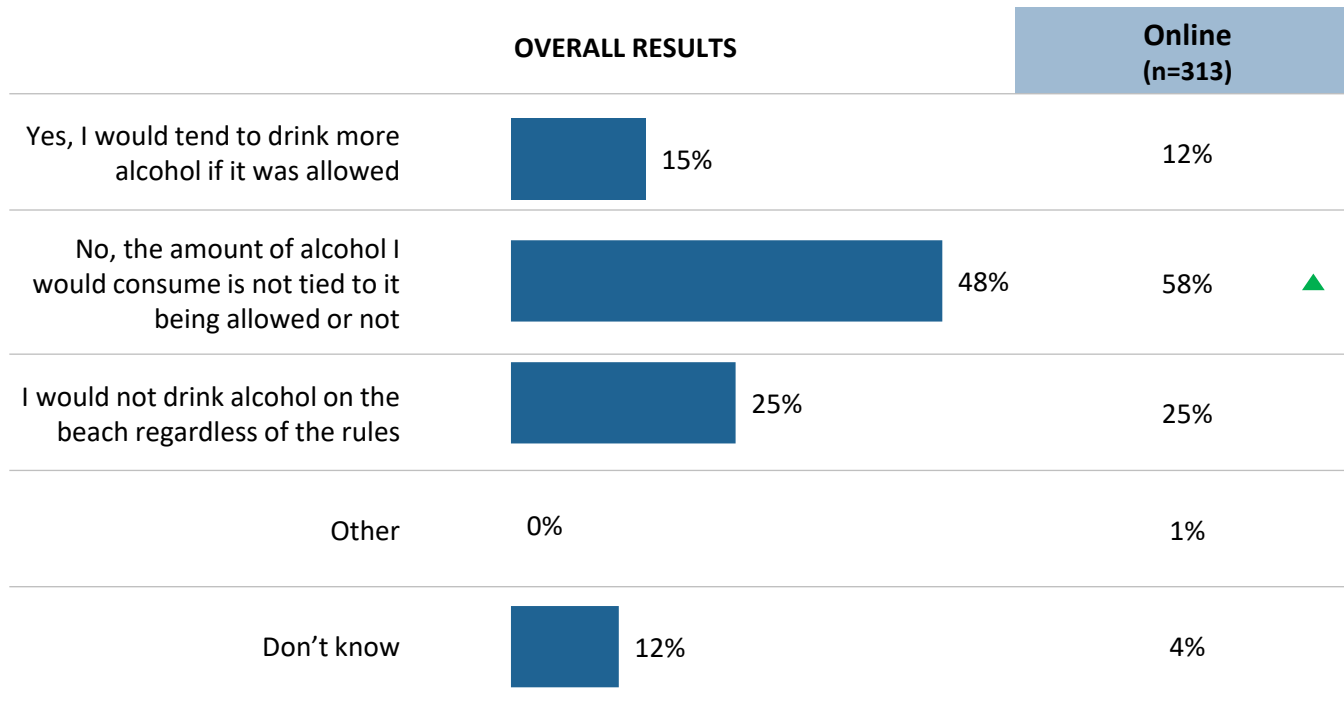
Base: All respondents (n=513)

Q7. Does alcohol being allowed on a beach affect your choice on how much alcohol you consume on that beach?

▲ Statistically significantly **higher** than online respondents.

IMPACT OF ALLOWING ALCOHOL ON BEACHES (Online respondents vs. Overall total)

Nearly six in ten **Metro Vancouver beachgoers** feel that the amount of alcohol they would drink is uninfluenced by whether it's allowed on the specific beach they visited or not, significantly higher than those interviewed onsite.



Base: All respondents (n=513)

Q7. Does alcohol being allowed on a beach affect your choice on how much alcohol you consume on that beach?

▲ Statistically significantly **higher** than onsite respondents.

A scenic sunset over a beach. The sky is filled with soft, orange and yellow clouds. The sun is a bright, glowing orb on the horizon. In the foreground, the silhouettes of people are visible on the beach, and several sailboats are scattered across the water. A large, dark, abstract shape, possibly a shadow or a graphic element, is superimposed over the center of the image.

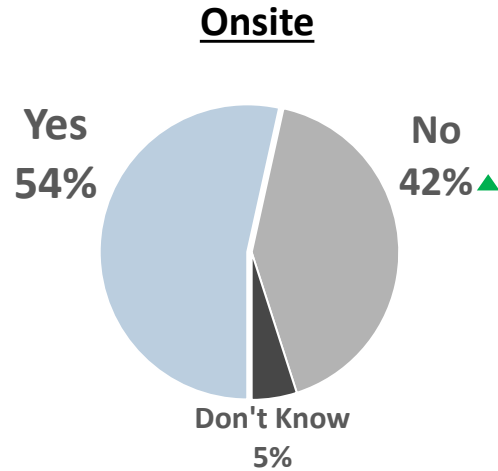
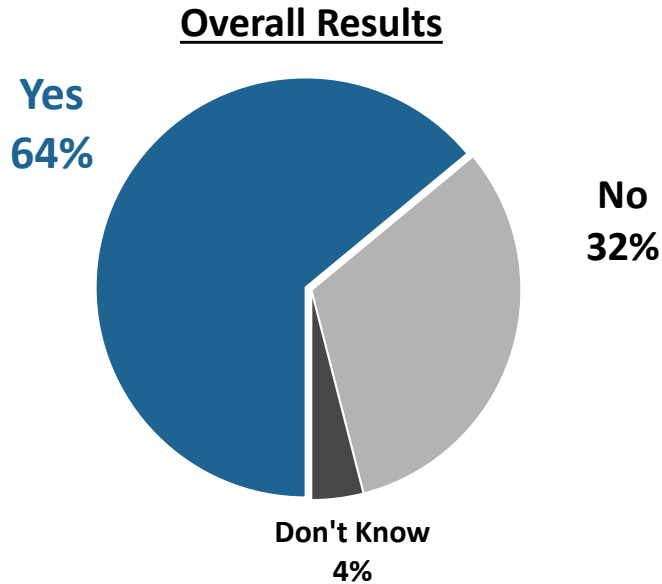
Alcohol on Beaches Pilot Program Awareness

ALCOHOL ON BEACHES PILOT PROGRAM: AWARENESS

(Onsite respondents vs. Overall total)

Nearly two-thirds (64%) overall are aware of the Alcohol on Beaches Pilot Program, with 54% of beachgoers interviewed **onsite** being aware. Over four in ten onsite respondents are not aware of the pilot.

Aware of the Pilot



Base: All respondents (n=513)

Q4. Before today had you heard about the City of Vancouver's Alcohol on Beaches Pilot Program, that is running from June 1st to September 30th?

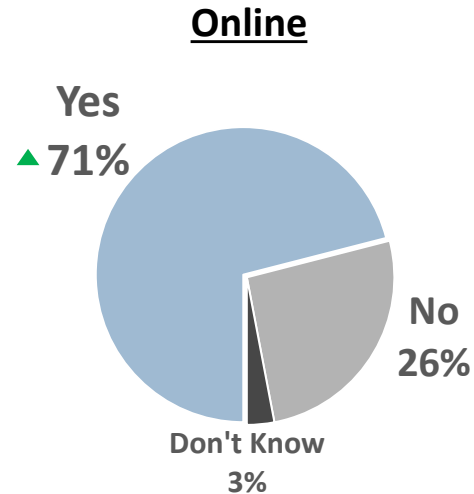
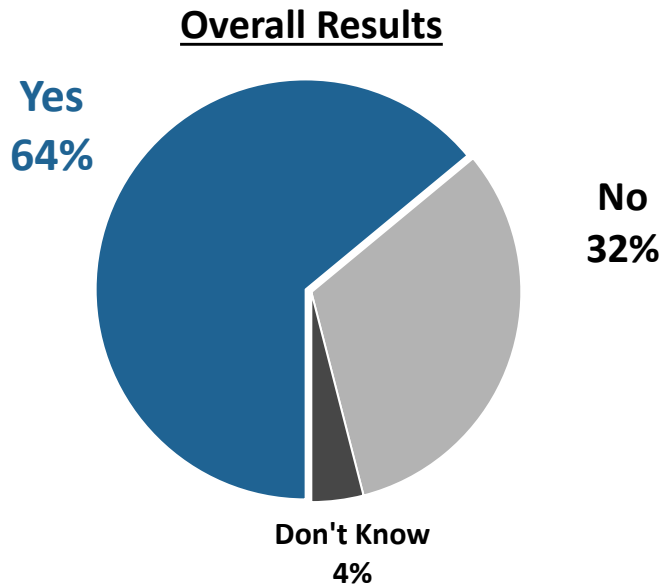
▲ Statistically significantly **higher** than online respondents.

ALCOHOL ON BEACHES PILOT PROGRAM: AWARENESS

(Online respondents vs. Overall total)

Seven in ten Metro Vancouver beachgoers (**online respondents**) say they are aware of the Alcohol on Beaches Pilot Program, significantly higher than those interviewed onsite.

Aware of the Pilot



Base: All respondents (n=513)

Q4. Before today had you heard about the City of Vancouver's Alcohol on Beaches Pilot Program, that is running from June 1st to September 30th?

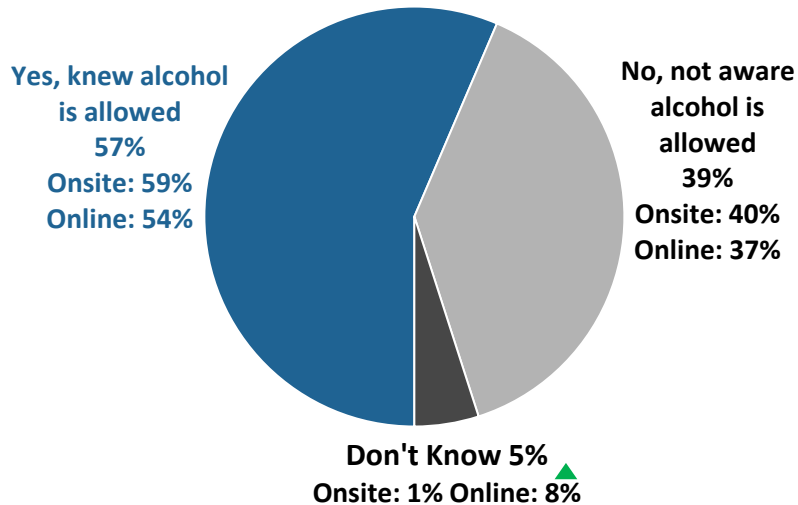
▲ Statistically significantly **higher** than onsite respondents.

ALCOHOL ON PILOT BEACHES

About six in ten knew alcohol is allowed on the pilot beach they were visiting or had visited. Respondents are split on whether alcohol being allowed or not influenced their decision to visit the beach. Two in ten onsite and one-half online preferred the pilot beach because it's their local spot and knowing that people are consuming alcohol there did not impact their choice. Nearly half onsite and two in ten online chose the beach specifically to consume alcohol. This indicates that most beachgoers are either indifferent to alcohol being allowed or select the pilot beach because they can consume alcohol there.

Awareness

OVERALL RESULTS



OVERALL RESULTS

	Overall Results	Onsite (n=140)	Online (n=182)
Yes, I choose this beach because alcohol is allowed	30%	45% ▲	19%
No, I would consume alcohol on this beach regardless	13%	8%	16% ▲
No, others consuming alcohol or not does not impact my choice to visit	38%	18%	53% ▲
Yes, I am more likely to avoid this beach that alcohol is allowed	14%	26% ▲	5%
Other	2%	0%	3% ▲
Don't know	3%	4%	3%

Base: Pilot beaches (n=322)

Q5a: Before today, did you know [pipe:S1b] is one of the selected beaches for the Alcohol on Beaches Program, where alcohol consumption is allowed? Q6a: Does knowing this beach is part of the Alcohol on Beaches Program impact your decision to visit this beach?

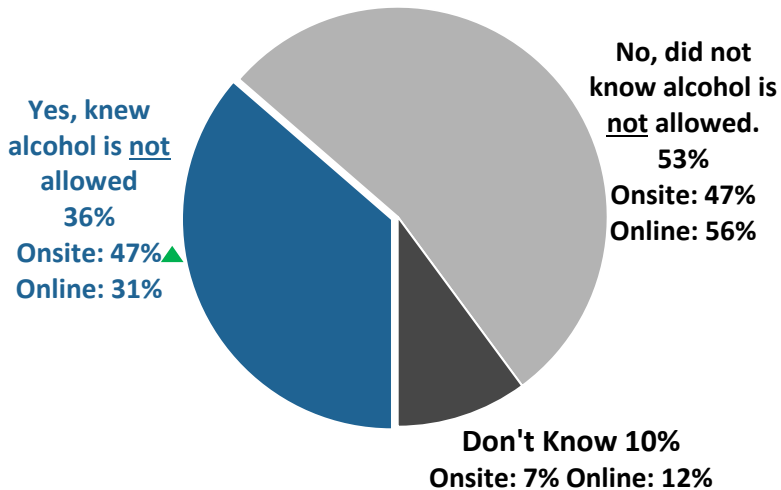
▲ Statistically significantly higher than comparison group.

ALCOHOL ON NON-PILOT BEACHES

Over one-third of respondents know alcohol is not allowed on the non-pilot beach they were visiting or had visited. As with those who visited pilot beaches, these beachgoers were also split on whether alcohol being allowed or not influenced their decision. Some (15% onsite, 42% online preferred the pilot beach as their local spot and whether others are consuming alcohol or not didn't impact their choice. Four in ten onsite and two in ten online state they chose this beach *because alcohol is not allowed [and] would be more likely to avoid this beach if alcohol was allowed*. Although many are in favour or indifferent to the pilot there is a portion of respondents who would still appreciate an alcohol-free space.

Awareness

OVERALL RESULTS



	OVERALL RESULTS	Onsite (n=60)	Online (n=131)
No, I would consume alcohol on this beach regardless	12%	3%	16% ▲
No, others consuming alcohol or not does not impact my choice to visit	34%	15%	42% ▲
Yes, I choose this beach because alcohol is NOT allowed	26%	40% ▲	19%
Yes, I did not know, I will not consume alcohol next beach visit	17%	30% ▲	11%
Other	3%	0%	5% ▲
Don't know	8%	12%	7%

Base: Non-pilot beaches (n=191)

Q5b Before today, did you know [pipe:S1b] is NOT one of the selected beaches for the Alcohol on Beaches Program, and alcohol consumption is NOT allowed? Q6b Does knowing this beach is NOT part of the Alcohol on Beaches Program impact your decision to visit this beach?

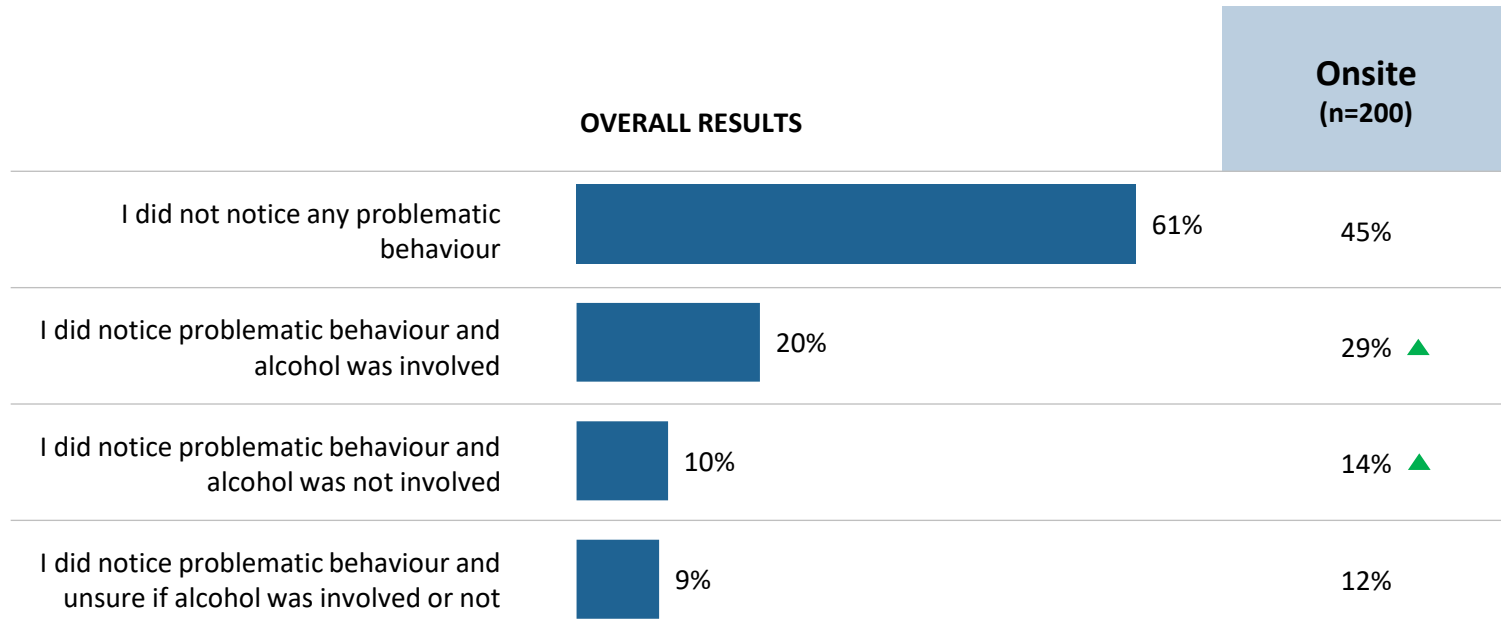
▲ Statistically significantly **higher** than comparison group.



VPD and Park Rangers Presence

PROBLEMATIC BEHAVIOUR ON BEACHES (Onsite respondents vs. Overall total)

Overall, six in ten beachgoers overall did not notice any problematic behaviour, with 45% of those interviewed onsite saying they did not notice. However, **twice as many of those interviewed onsite** compared to those surveyed online say they did notice problematic behaviour with alcohol involved.



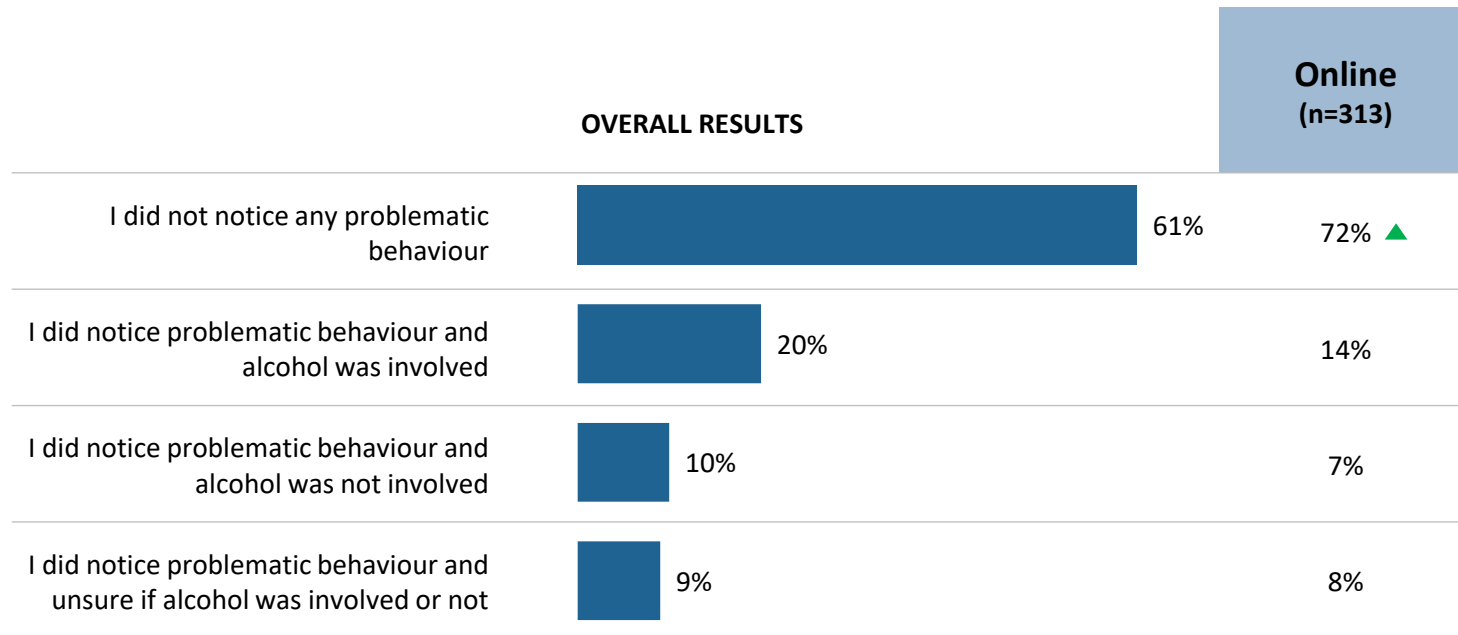
Base: All respondents (n=513)

Q8. Have you noticed any problematic behaviour on the beach around you today, and if so, were they drinking alcohol?

▲ Statistically significantly **higher** than online respondents.

PROBLEMATIC BEHAVIOUR ON BEACHES (Online respondents vs. Overall total)

Almost three-quarters of online respondents did not notice any problematic behaviour on their last visit to a Vancouver beach.



Base: All respondents (n=513)

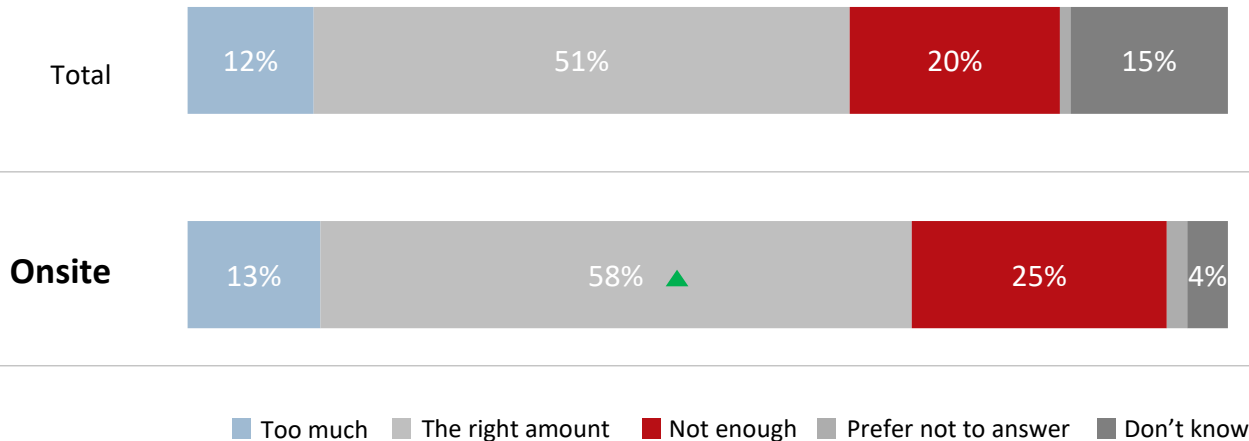
Q8. Have you noticed any problematic behaviour on the beach around you today, and if so, were they drinking alcohol?

▲ Statistically significantly **higher** than onsite respondents.

VPD PRESENCE ON VANCOUVER BEACHES (Onsite respondents vs. Overall total)

Onsite respondents tend more to feel that Vancouver Police Department's (VPD) presence on Vancouver beaches is the right amount than online respondents. Overall, half of beachgoers believe that VPD's presence is the right amount, with two in ten feeling it is not enough and just over one in ten feeling it is too much.

Level of VPD's Presence on Vancouver Beaches



Base: All respondents (n=513)

Q10. Do you believe the VPD's presence on beaches in Vancouver is too much, the right amount or not enough?

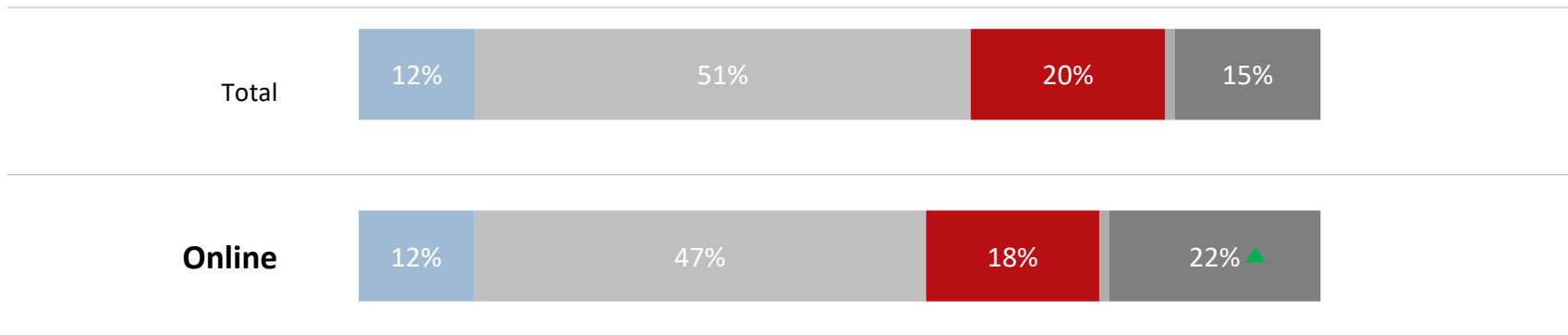
*3% and less not shown

▲ Statistically significantly higher than online respondents.

VPD PRESENCE ON VANCOUVER BEACHES (Online respondents vs. Overall total)

Similar to the overall results, **nearly half of online respondents** feel that VPD presence on Vancouver beaches in Vancouver is the right amount, with two in ten feeling it is not enough and just over one in ten feeling it is too much.

Level of VPD's Presence on Vancouver Beaches



■ Too much
 ■ The right amount
 ■ Not enough
 ■ Prefer not to answer
 ■ Don't know

Base: All respondents (n=513)

Q10. Do you believe the VPD's presence on beaches in Vancouver is too much, the right amount or not enough?

*3% and less not shown

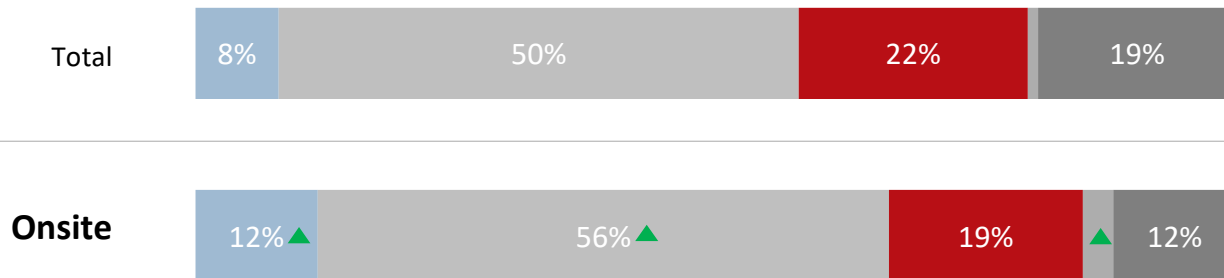
▲ Statistically significantly **higher** than onsite respondents.

PARK RANGERS' PRESENCE ON VANCOUVER BEACHES

(Onsite respondents vs. Overall total)

Generally speaking, respondents hold similar views on Park Rangers' presence on beaches in Vancouver as they do for VPD's presence, with again half believing it is the right amount, around two in ten feeling it is not enough and just under one in ten feeling it is too much. **As with VPD presence, onsite respondents tend more to feel the park rangers' presence is the right amount compared to online respondents but are also more likely to feel they are there too much.**

Level of Park Rangers' Presence on Vancouver Beaches



■ Too much
 ■ The right amount
 ■ Not enough
 ■ Prefer not to answer
 ■ Don't know

Base: All respondents (n=513)

Q11. Do you believe the Park Rangers presence on beaches in Vancouver is too much, the right amount or not enough?

*3% and less not shown

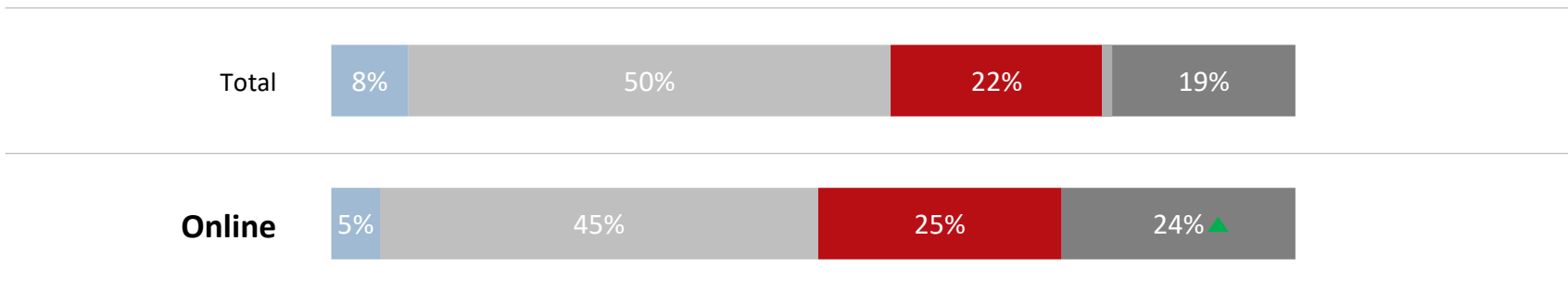
▲ Statistically significantly higher than online respondents.

PARK RANGERS' PRESENCE ON VANCOUVER BEACHES

(Online respondents vs. Overall total)

Less than half (45%) of **online** respondents believe the Park Rangers' presence is the right amount, while one-quarter feel it is not enough and only 5% feel it is too much.

Level of Park Rangers' Presence on Vancouver Beaches



■ Too much
 ■ The right amount
 ■ Not enough
 ■ Prefer not to answer
 ■ Don't know

Base: All respondents (n=513)

Q11. Do you believe the Park Rangers presence on beaches in Vancouver is too much, the right amount or not enough?

*3% and less not shown

▲ Statistically significantly **higher** than onsite respondents.

A bright sun is positioned in the upper center of the frame, casting a starburst effect across a clear blue sky. Below the horizon, a shimmering path of light reflects the sun's rays down the surface of a body of water. The water in the foreground is a vibrant turquoise color, with white foam from a wake visible at the bottom. The overall scene is bright and serene.

Additional Comments

ADDITIONAL COMMENTS

Respondents were asked if they had any additional comments about what was covered in the survey--below are the top three themes we found with some specific quotes.

Concerns about public safety and behaviour: Several express concerns about the negative impact of alcohol consumption on beaches, particularly relating to public safety, behaviour, and environmental cleanliness.

"Whenever there is [alcohol] consumption on the beaches, there is a problem with debris, including broken glass, and it tends to make people careless about their behaviours and towards others."

"There are fights and property destruction as well as juveniles becoming impaired. The VPD has a hard time at night being able to see what is actually going on."

Mixed feelings about VPD presence: Some respondents appreciate police presence for maintaining order, while others feel it is excessive or misused.

"I think the VPD are there if things get out of hand, and that's a good thing."

"The VPD sweep of English Bay Beach to clear all beachgoers is ridiculous. It is wasted resources and prevents people from enjoying outdoor space."

"Letting the VPD on beaches creates more issues. They're not there for public safety with how I have seen them treat the people."

Support for responsible alcohol consumption: Several respondents support the idea of responsible drinking on beaches, with many believing that people would drink responsibly regardless of the rules and that alcohol-related issues are rare.

"I have never noticed any real problematic behaviour during the daytime on any beaches since the alcohol program was initiated. I think it should be allowed everywhere."

"We need a grown-up approach to responsible drinking... The policing effort is better deployed to security problems."

The background of the slide is a photograph of a beach at sunset. The sky is a mix of orange, yellow, and light blue, with some clouds. The ocean is dark with white foam from waves breaking. In the foreground, the wet sand reflects the sky and the silhouettes of people. There are about six people standing in the shallow water, their reflections clearly visible on the sand.

Respondent Profile

RESPONDENT PROFILE

	Total (n=513)	Onsite (n=200)	Online (n=313)
GENDER			
Women	48%	49%	48%
Man	51%	51%	51%
Gender Diverse/ Non-binary	<1%	0%	1%
AGE			
19-29	32%	44%	24%
30-39	26%	35%	21%
40-49	19%	19%	19%
50-59	11%	3%	15%
60+	13%	0%	21%
Region – City of Vancouver			
Downtown Vancouver	-	31%	-
Vancouver West	-	22%	-
Vancouver East	-	28%	-
Vancouver South	-	18%	-
Other	-	2%	-

Base: All respondents. *Prefer not to answer 1% or less not show

	Total (n=513)	Onsite (n=200)	Online (n=313)
REGION - Online			
City of Vancouver	-	-	51%
Surrey/White Rock	-	-	13%
Burnaby/New Westminster	-	-	7%
Northeast Region	-	-	7%
North Shore	-	-	6%
Richmond	-	-	6%
Langley City/Langley Township/Aldergrove	-	-	4%
Delta	-	-	3%
UBC/University Endowment Lands	-	-	1%
Pitt Meadows/Maple Ridge	-	-	1%
REGION – Onsite			
The West End or Downtown Vancouver	-	24%	-
City of Vancouver, outside of West End or Downtown	-	27%	-
Greater Vancouver region outside of City of Vancouver	-	46%	-
British Columbia, outside of the Greater Vancouver region	-	2%	-
Canada, outside of British Columbia	-	0%	-
United States	-	2%	-
Outside of Canada & United States	-	1%	-

RESPONDENT PROFILE

	Total (n=513)	Onsite (n=200)	Online (n=313)
Beach Visit Frequency			
Daily	-	-	3%
A few times a week	-	-	10%
At least once a week	-	-	16%
A few times during the past month	-	-	35%
Just once in the past month	-	-	36%
CHILDREN <19 LIVING IN HOUSEHOLD			
Yes	36%	46%	30%
No	63%	54%	69%
Prefer not to say	1%	0%	1%
Number of people in group			
2	-	15%	-
3	-	16%	-
4	-	21%	-
5	-	27%	-
6+	-	23%	-

	Total (n=513)	Onsite (n=200)	Online (n=313)
ETHNICITY			
European (e.g. British Isles, German, French, Greek, etc.)	34%	22%	42%
Asian (e.g. Chinese, Filipino, Korean, etc.)	32%	35%	29%
South Asian (e.g. Punjabi, Indian, Pakistani, etc.)	22%	31%	16%
Central/South American (e.g. Mexican, Salvadorian, Argentinian, etc.)	3%	3%	3%
African (e.g. Moroccan, Ghanaian, South African, etc.)	2%	3%	2%
Middle Eastern (e.g. Lebanese, Iranian, Syrian, etc.)	2%	3%	2%
Caribbean (e.g. Cuban, Jamaican, Bajan, etc.)	2%	5%	0%
Indigenous/First Nations/Metis/Inuit (NOT Musqueam, Squamish, or Tsleil Waututh)	2%	0%	3%
Musqueam (MUS-KWEE-UM), Squamish, or Tsleil Waututh (SLAY-WA)	1%	0%	1%
Other - I identify as	3%	0%	4%
Prefer not to say	2%	0%	4%

RESPONDENT PROFILE

	Total (n=513)	Onsite (n=200)	Online (n=313)
Outdoor Space			
Backyard of a single-family detached house	-	-	36%
Backyard of a duplex/townhouse	-	-	14%
Rooftop deck/balcony of a duplex/townhouse	-	-	6%
Large (more than 120 square feet) balcony of an apartment building	-	-	10%
Small (less than 120 square feet) balcony of an apartment building	-	-	19%
Do not have access to a private or shared outdoor space	-	-	11%
Prefer not to say	-	-	3%
DISABILITY			
No, I do not have a disability	90%	93%	88%
Yes, I have a disability/disabilities that do not impact my mobility	5%	5%	6%
Yes, I have a disability/disabilities that impact my mobility	3%	0%	4%
Other	<1%	0%	<1%
Prefer not to answer	2%	3%	2%

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Appendix B – Detailed 311 Analysis

This summary report includes the results of two analyses completed using 311 call data.

- PART 1 - The first part summarizes an analysis of all 311 reports for all beaches (in the park Board’s jurisdiction) for all of 2024.
- PART 2 - The second part isolates data for English Bay Beach Park for 2024 and compares it to the last 5 years (2018-2023) to look at trends for Vancouver’s highest use beach

PART B.1 – 2024 All Beaches Analysis

For the 2024 Alcohol on Beaches pilot, all 311 reports related to Vancouver’s Beaches were collected for the full calendar year (January to December). This included all waterfront parks with beach access that are within the Park Board’s jurisdiction. The data was analyzed to determine the impacts of the Alcohol on Beaches pilot on nearby residents of Vancouver Beaches. The full calendar year was analyzed due the expansion of seasonal use of Vancouver’s beaches experienced in recent years. The following summary provides an overview of these 311 calls.

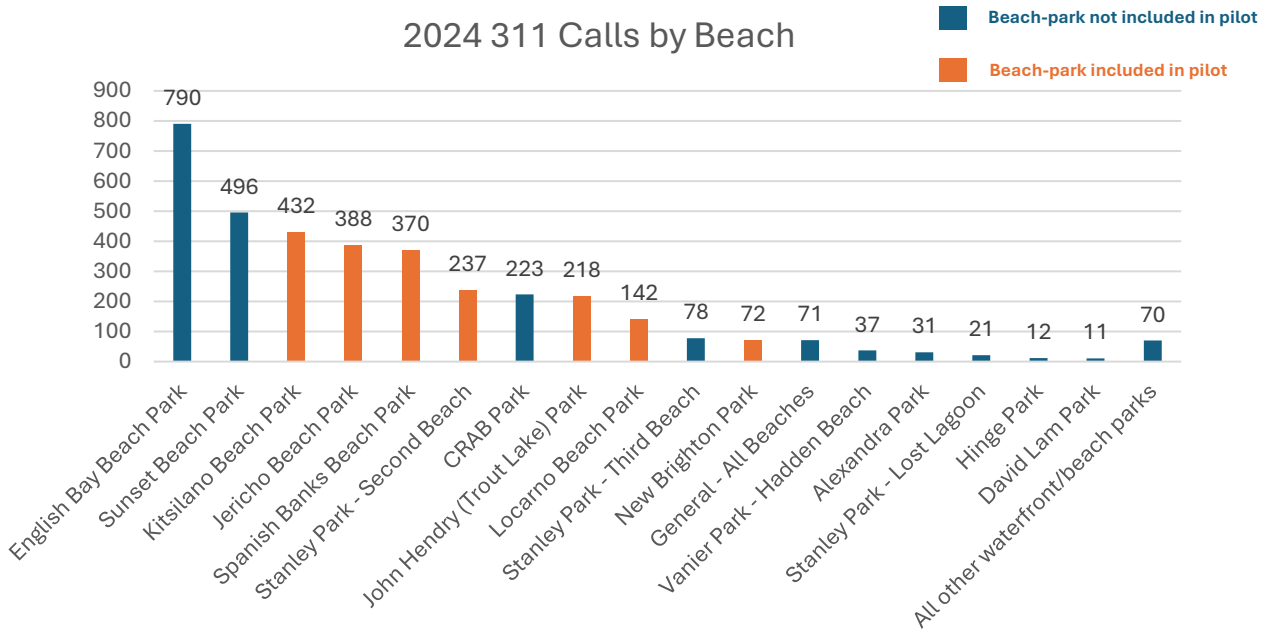
1.0 OVERVIEW OF ALL CALLS TO BEACHES

Overall, there were 3,734 calls to 311 regarding Vancouver’s Beaches from January 1st to December 31, 2024.



1.1 Issues by Beach Location

Below is a chart that depicts these reports broken down by beach location. This includes all parks with Vancouver’s jurisdictions that are on the water and have beach access. All beaches were included as some people may have mistaken the Beach pilot to include all beaches, when it in fact only included seven beaches – those beaches are noted in the chart below in orange. Overall, the top 5 reported beaches were English Bay Beach Park, Sunset Beach Park, Kitsilano Beach Park, Jericho Beach Park, and Spanish Banks Beach Park.

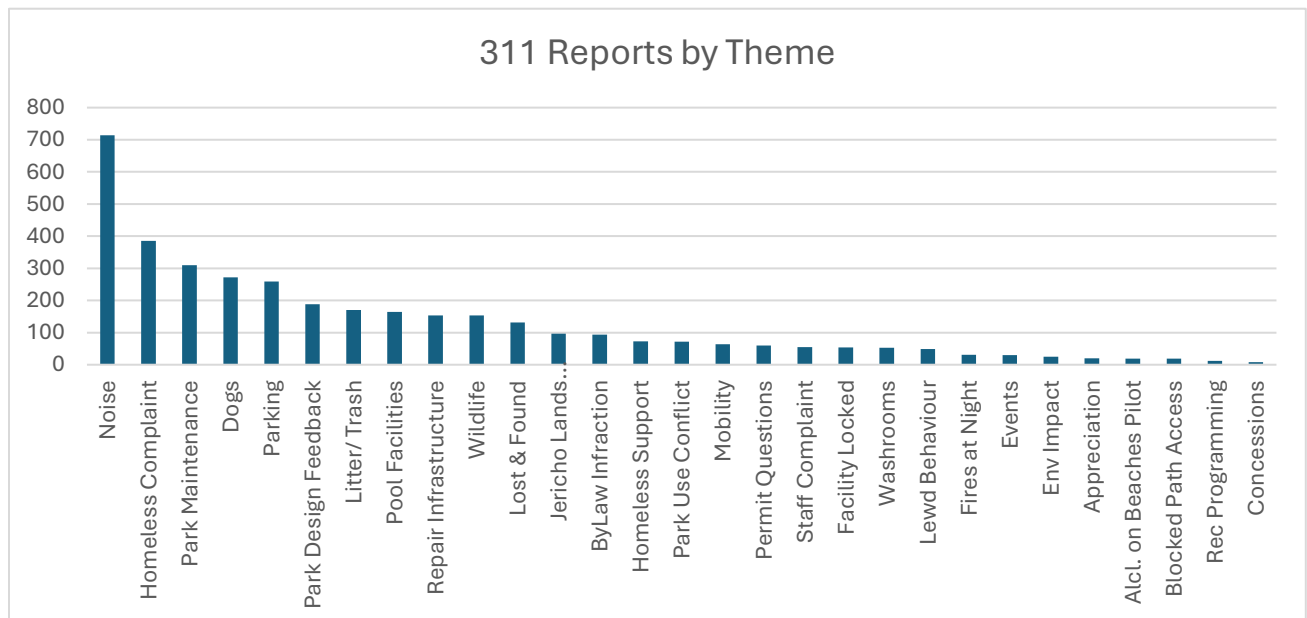


1.2 Issues by Theme

Reports were also broken down by key issue/theme. Half or 1940 calls (52%) of all 311 calls were related to the top 5 key themes, which were reports about:

1. noise (parties, events, live music and maintenance noises)
2. homeless encampment complaints
3. park maintenance (groundskeeping, tree maintenance needed, etc)
4. dogs (dogs off leash, aggressive dogs, etc)
5. parking (pay parking complaints, reports of locked gates at beaches, etc)

The following graph shows all 311 complaints categorized into issues/themes.



2.0 ALCOHOL CONSUMPTION

2.1 Determining Impacts of Alcohol Consumption

To determine the level of issues at beaches related to the Alcohol on Beaches pilot, themes were identified as having a likeness to be related to alcohol consumption or enforcement. For these themes, further analysis was completed to break down the following themes*:

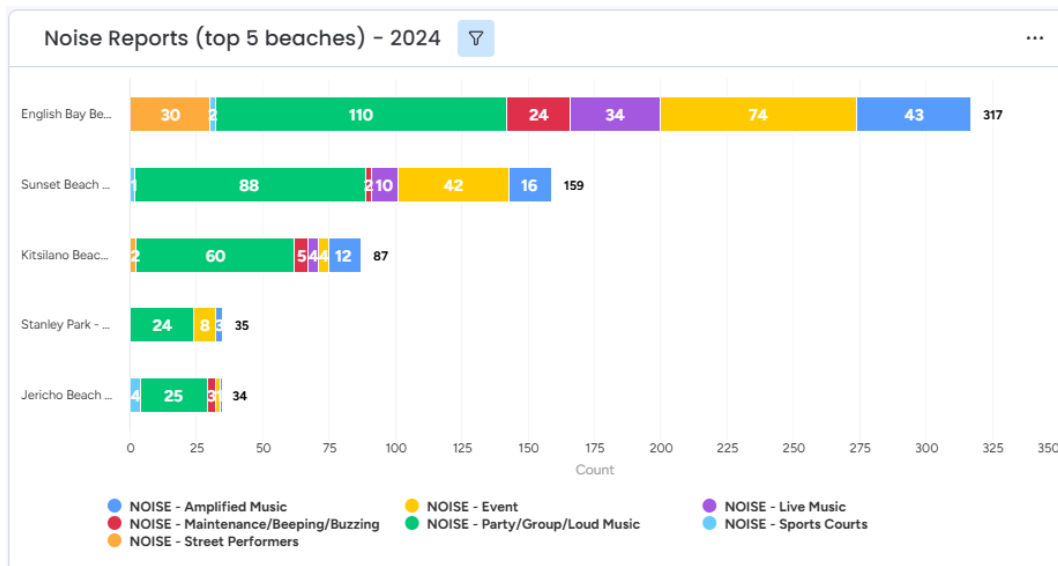
- Noise
- Litter/Trash
- Bylaw Infractions
- Anti-Social Behaviour
- Fires Hazards
- Alcohol on Beaches Pilot specific complaints

*10 complaints were also received in 2024 related to VPD clearing beaches too early last summer. Analysis is not provided for this small

The following graphs depicts the detailed breakdown of each of these alcohol-related themes.

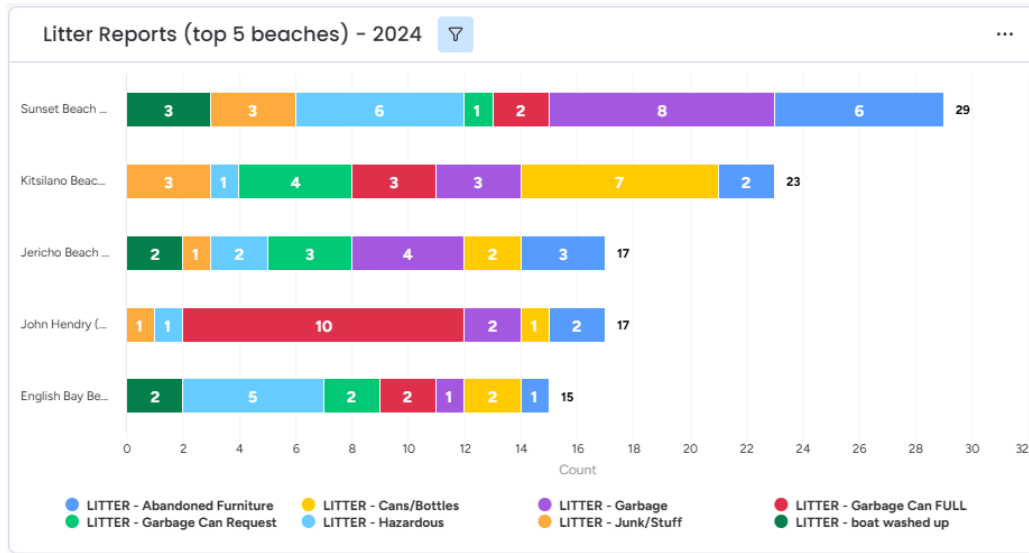
NOISE (714 REPORTS TOTAL)

English Bay had the most noise complaints of all the beaches, followed by Sunset Beach and Kitsilano. Key issues were large parties/large groups playing loud music, noise due to events at English Bay and Sunset Beach Park, and reports of amplified music (boom boxes on the beach or at food trucks), and live music (either bands or solo artists).



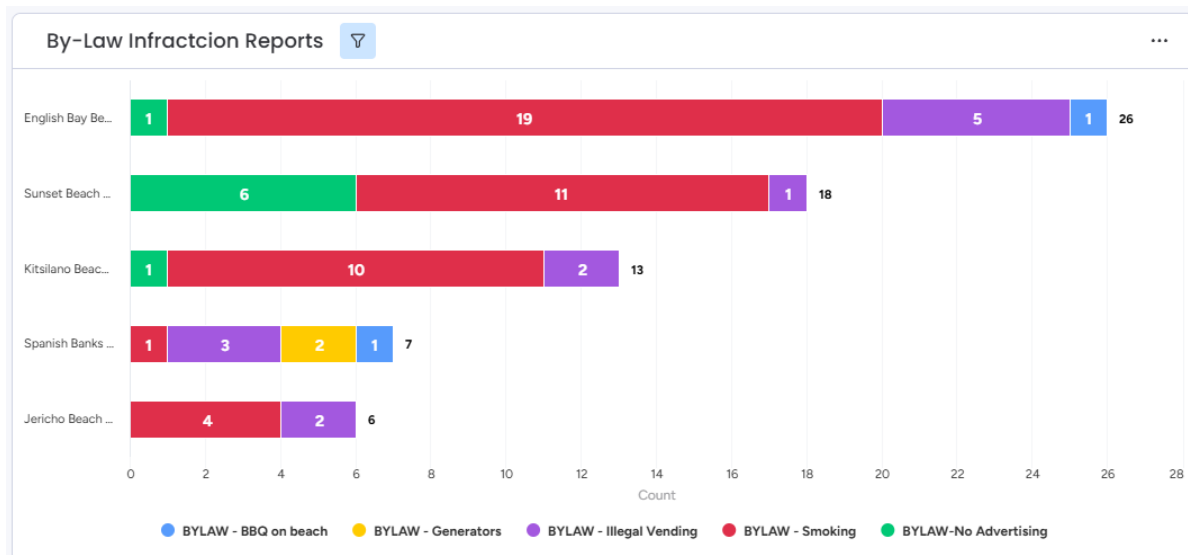
LITTER (170 REPORTS TOTAL)

Sunset beach had the most litter complaints, followed by Kitsilano Beach. The most litter of cans and bottles on the beach was Kitsilano Beach Park. Reports of hazardous litter referred to needles, human feces and sharp knives, and were mostly at English Bay and Sunset Beach Park (downtown beaches). Abandoned furniture dumped underneath the Burrard Bridge at Sunset Beach Park was reported six different times.



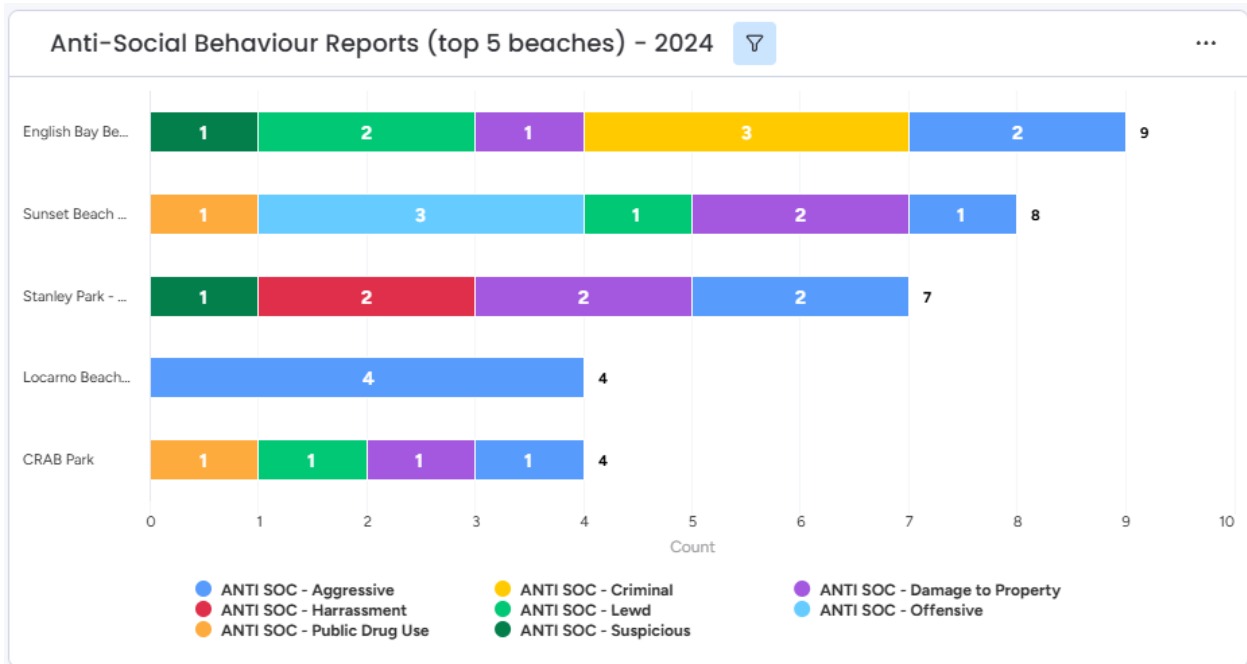
BY LAW INFRACTIONS (94 REPORTS TOTAL)

The largest number of complaints regarding by-law infractions were complaints about smoking, and this was high at English Bay, Sunset Beach and Kitsilano Beach Park. This was followed by complaints about illegal vending in parks, which was highest at English Bay, and then complaints of advertisements in parks at Sunset Beach Park.



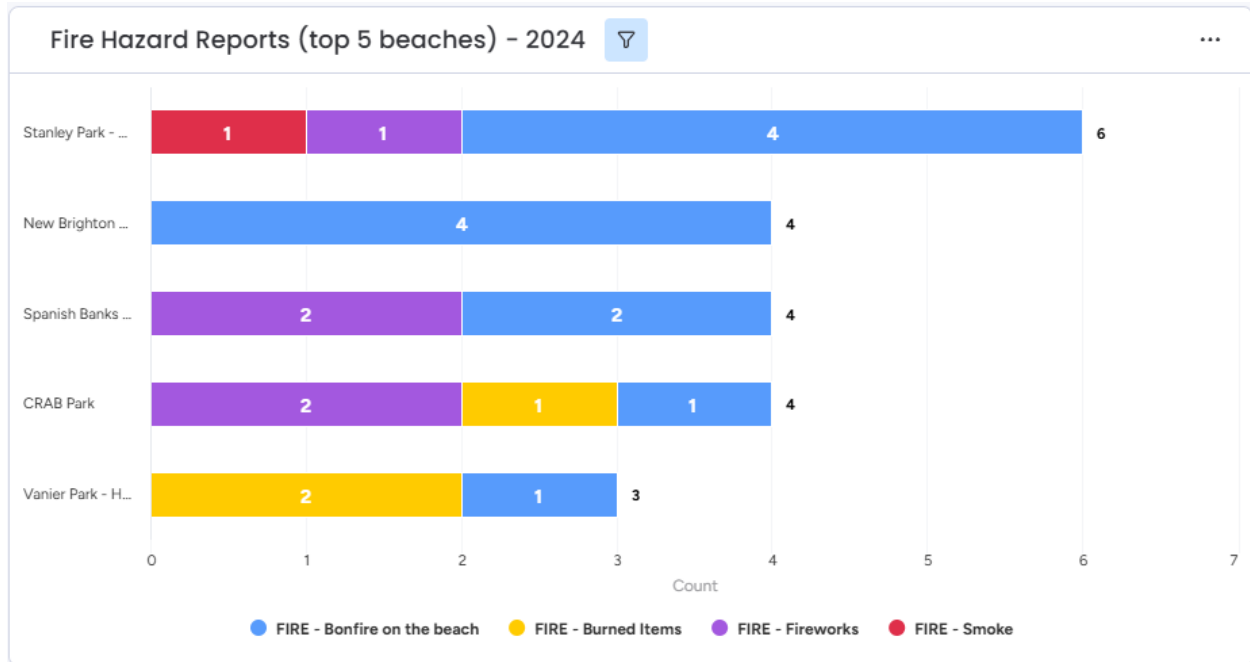
ANTI-SOCIAL BEHAVIOUR (49 REPORTS TOTAL)

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.



FIRE HAZARDS (31 REPORTS TOTAL)

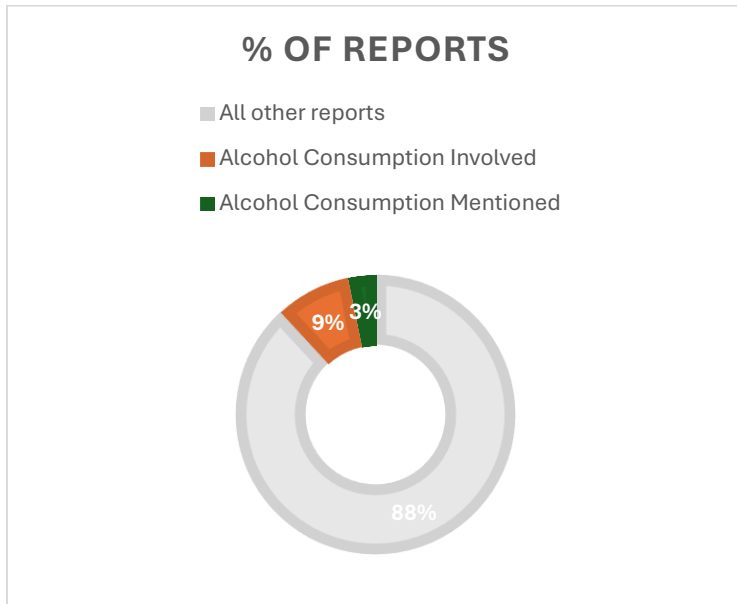
Stanley Park second beach, Spanish Banks and New Brighton Park all reported fires on the beach, fireworks were present at Spanish Banks and Crab Park, and Vanier Park had a few instances of burned items/garbage that were found.



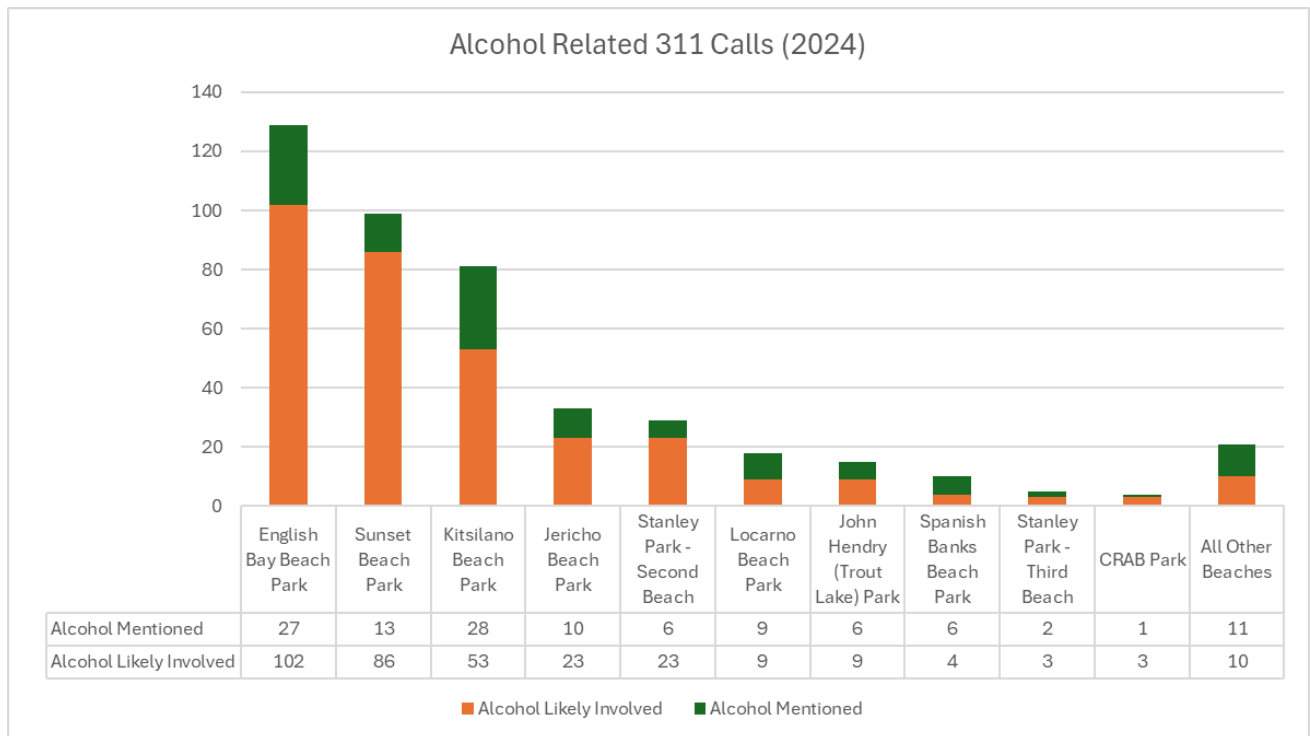
2.2 Summary of Issues related to Alcohol Consumption

There were about 120 reports (3% of all 3,734 reports) last summer that mentioned alcohol consumption specifically, noting concerns about people drinking and parties that left behind beer cans and bottles. Using the breakdown of the analysis above, there were an additional 325 reports (9%) of large parties into the night with loud music and high vocal volumes, where alcohol consumption, although not mentioned, was likely involved. Therefore, in total, **12% of all 311 calls** to beaches last year were a result of public consumption of alcohol. It is possible that alcohol consumption was a contributing factor to other issues noted above in Section 2.1.

Figure 2.2 – Alcohol Related Reports at all Beaches for 2024



This was further broken down by park to see where issues arose in relation to public consumption of alcohol. The top 5 beaches for alcohol related complaints were English Bay, Sunset Beach Park, Kitsilano Beach Park, Jericho Beach Park and Second Beach in Stanley Park.



2.3 Alcohol on Beaches Pilot – Direct Feedback

Of all the 311 calls, only 20 calls provided feedback on the ***Alcohol on Beaches Pilot*** directly (up from 13 calls regarding the pilot in 2023). Half (10) of these calls are from people who are against the pilot, whereas the other half (10) have comments about the signage being too prominent, the need for more rangers or just questions about where people can drink.

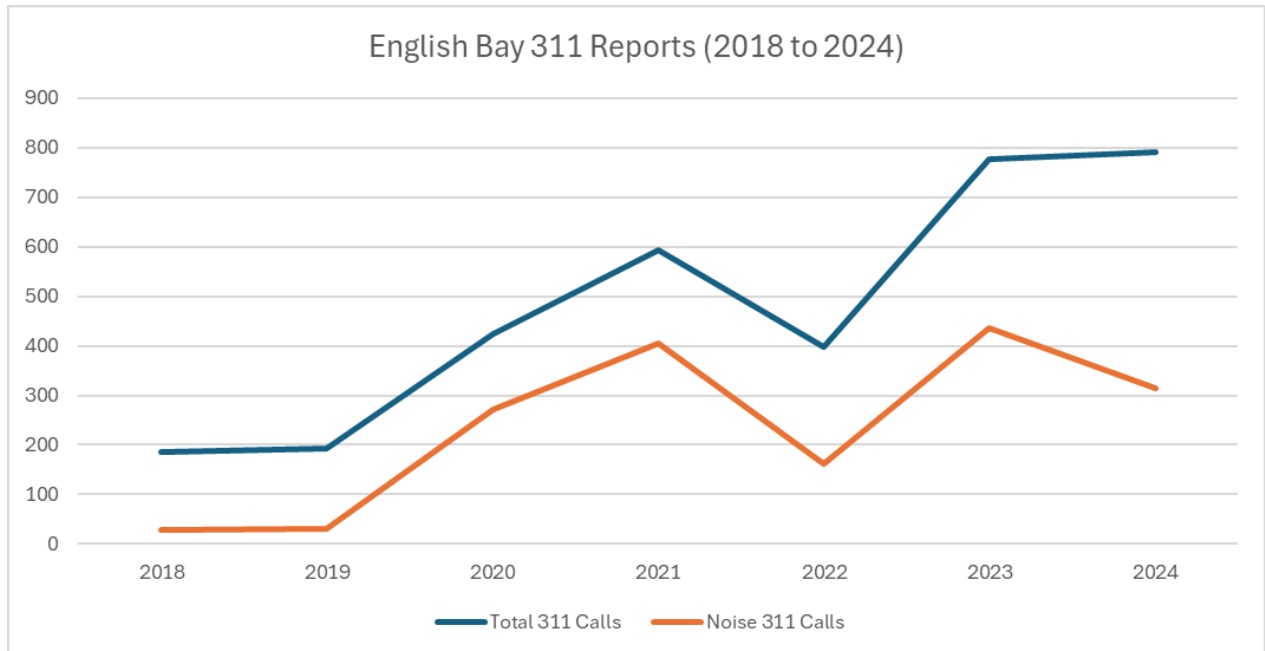
PART B.2 – 6-Year Analysis for English Bay Beach Park

This summary also pulls out data for English Bay to draw comparisons to the previous 5-year analysis (completed for the 2023 Alcohol on Beaches Pilot Board Report), to determine trends and how the adoption of the Alcohol on Beaches pilot overtime has impacted beach use, and 311 complaints, at Vancouver’s most visited beach.

3.0 OVERVIEW OF ALL COMPLAINTS

3.1 Overall Complaints for English Bay

In total, there were 790 calls related to English Bay, which is a slight increase from 2023 at 780 calls. The graph below shows the number of total complaints regarding English Bay specifically for the past 6 years. Complaints at English Bay have quadrupled since 2018. When looking at just “noise” related reports (typically the highest proportion of reports are noise related), noise reports at English Bay have gone down despite the overall number of 311 calls going up. This suggests that despite similar high park use at English Bay compared to 2023, the overall number of noise complaints have come down, likely to due enforcement by Rangers and VPD.



However, there might be specific noise complaints related to alcohol consumption, and therefore noise complaints were further broken down.

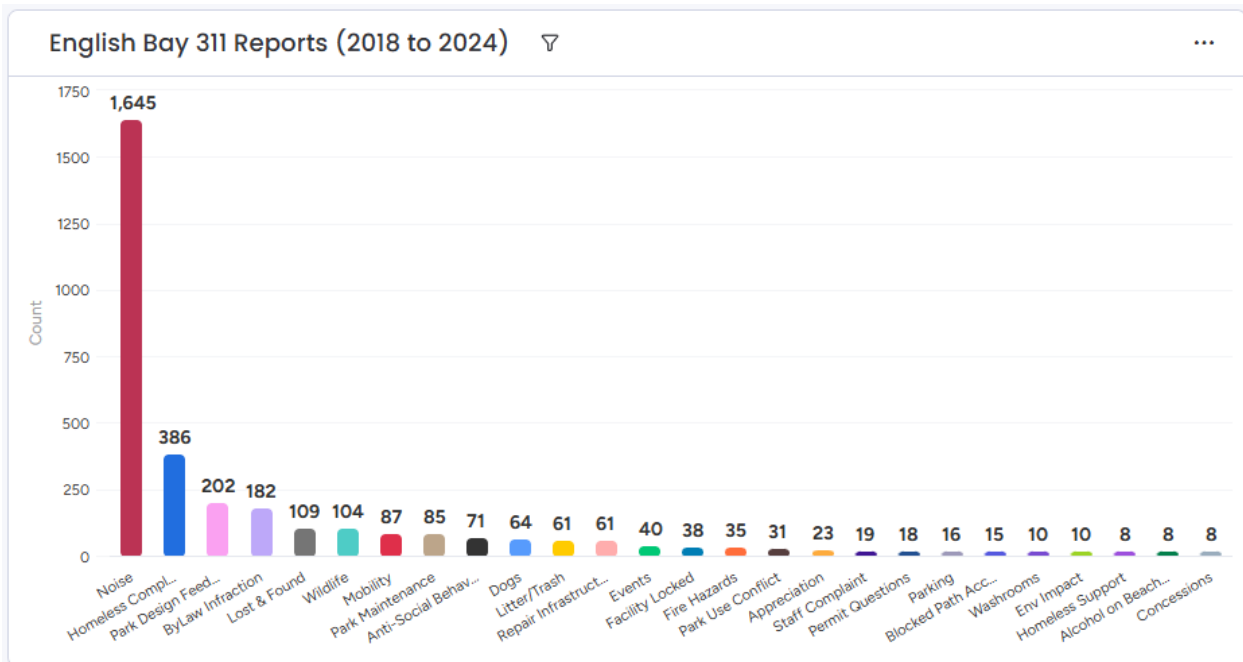
3.2 Issues by Theme

Over the past 6 years, the same top key issues seem to prevail at English Bay.

Reports were also broken down by key issue/theme. Half or 1650 calls (49%) of all 311 calls for the past 6 years at English Bay were noise related. Approximately 90% of all 311 reports at English Bay are related to the following 6 key themes:

1. noise (parties, events, live music and maintenance noises)
2. homeless encampment complaints
3. park design feedback (signage design, west end waterfront phase 1 feedback, etc)
4. bylaw infractions (smoking, illegal vending, and BBQs on the beach)
5. lost and found (people reporting missing personal items)

The following graph shows all 311 complaints categorized into issues/themes.



4.0 ALCOHOL CONSUMPTION

4.1 Determining Impacts of Alcohol Consumption

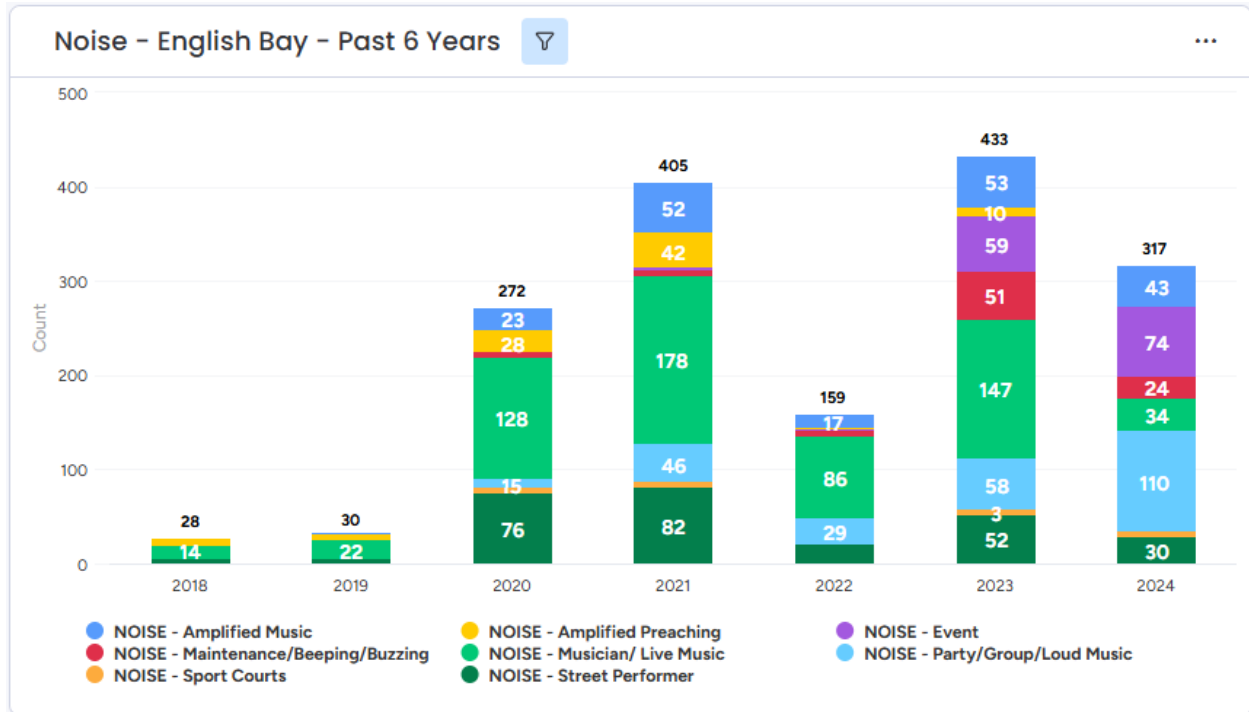
With data spanning over six years at English Bay, the following section provides a breakdown of complaints by specific themes as having a likeliness to be related to alcohol consumption. Further analysis was completed to break down the following themes over time (between 2018 to 2024):

- Noise
- Litter/Trash
- Bylaw Infractions
- Staff Complaints
- Anti-Social Behaviour
- Fire Hazards
- Alcohol on Beaches Pilot specific complaints

The following graphs depicts the detailed breakdown of each of these key alcohol-related themes over time between 2018 to 2024.

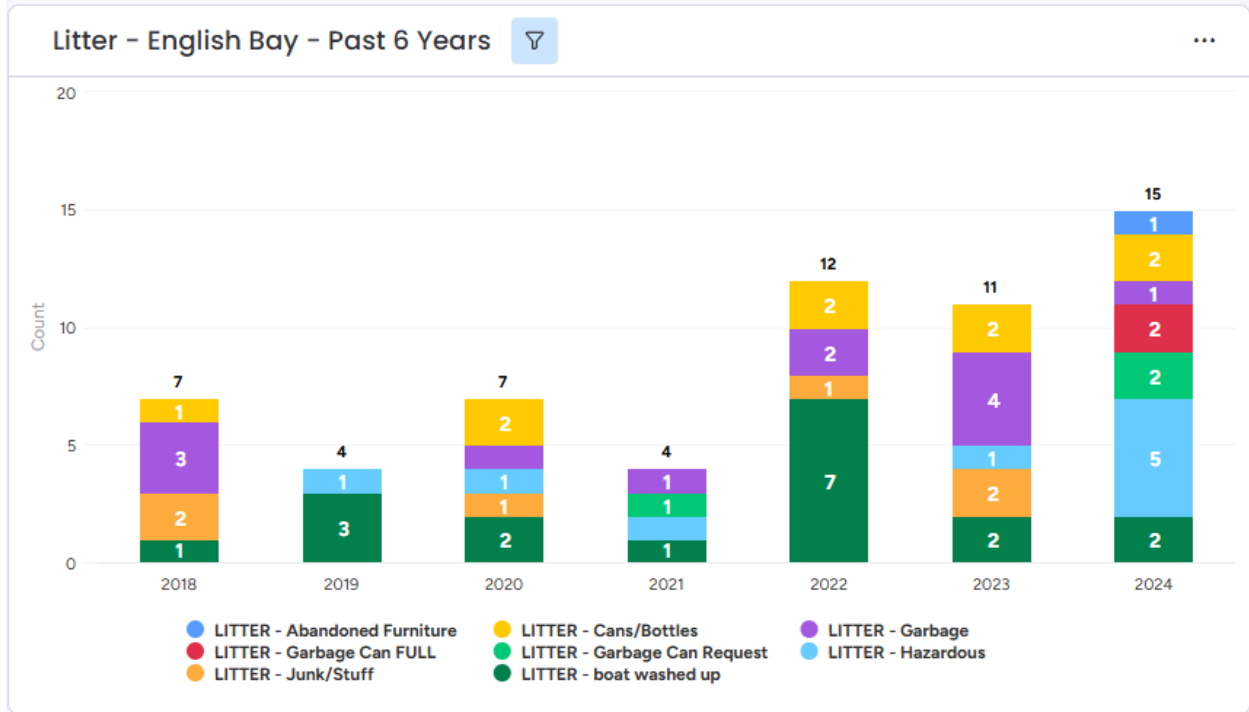
NOISE TRENDS FOR ENGLISH BAY

Overall noise complaints at English Bay peaked in 2023, and have since come down by 27%, likely due to Rangers and VPD enforcement of controlling amplified music from buskers, street performers, and live music. However, there has been almost a doubling in noise complaints in 2024 from 2023 regarding large parties on the beach. This confirms that English Bay continues to grow as popular beach where people want to hang out, especially younger people.



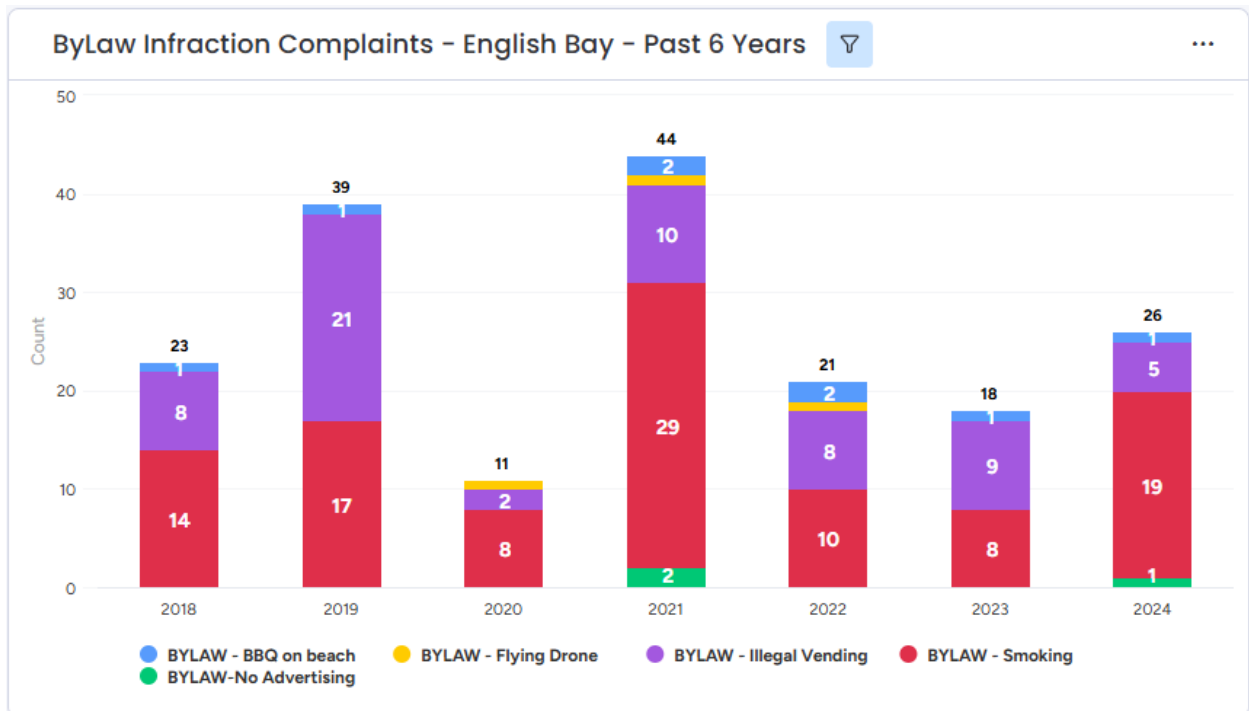
LITTER TRENDS FOR ENGLISH BAY

Litter reports at English Bay slightly increased however, likely due to the increase in people visiting the beach in 2024. Reports of cans and bottle left over from parties have leveled off despite instances of large group parties increasing (as noted above in the Noise graph). This suggests that the Park Operations staff have been successful in keeping litter levels low despite the increase in park use and large parties.

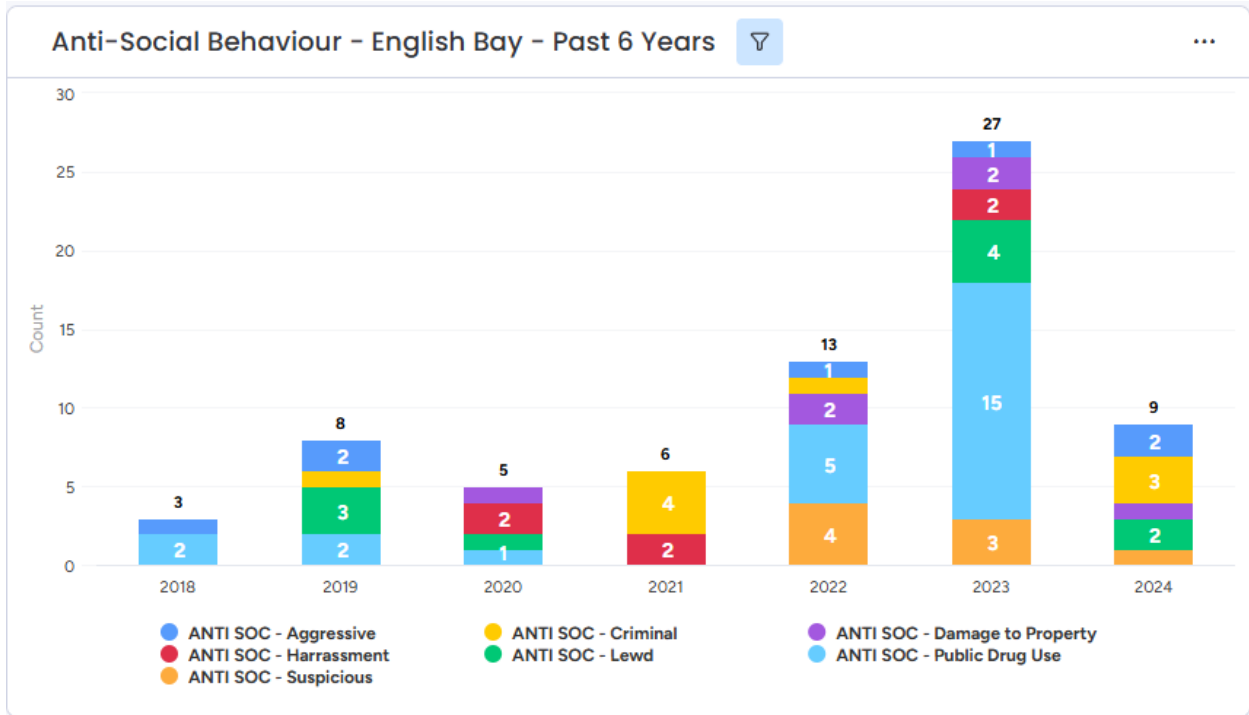


BYLAW INFRACTION TRENDS FOR ENGLISH BAY

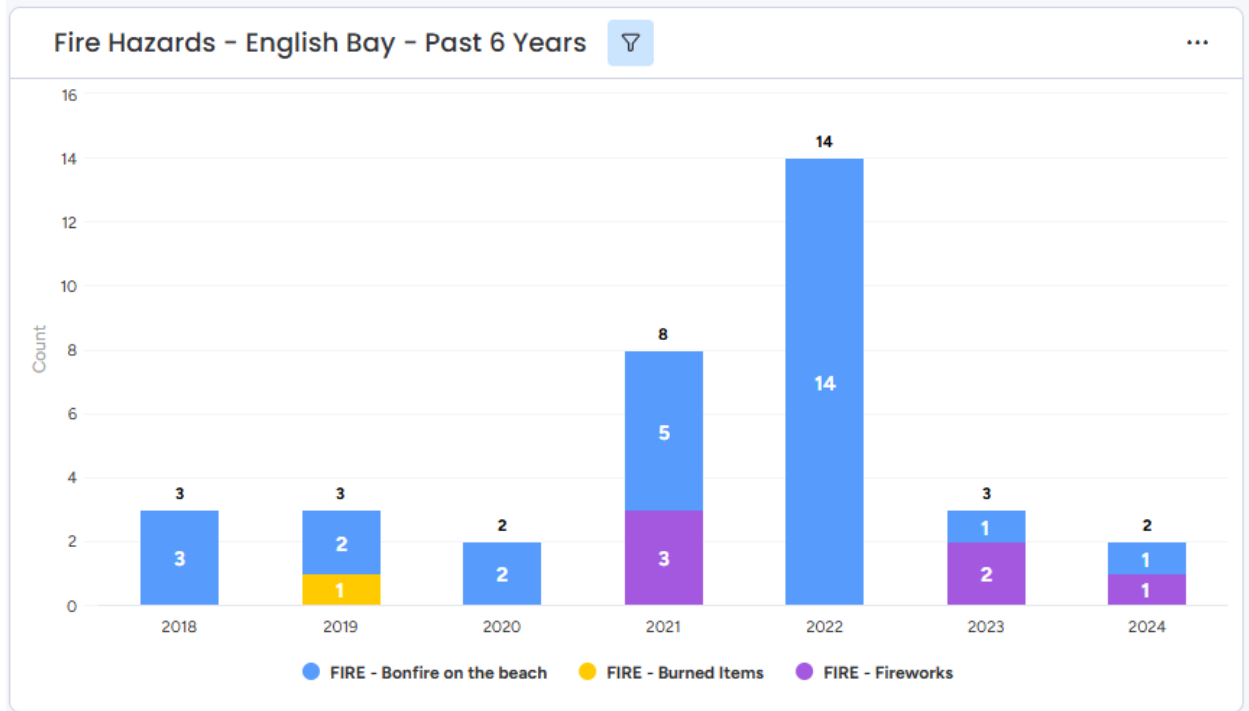
Overall there has been a decrease in reports of illegal vending at English Bay, likely due to Ranger enforcement. While reports of smoking peaked in 2022, there was a recent increase in 2024.



ANTI-SOCIAL BEHAVIOUR TRENDS FOR ENGLISH BAY



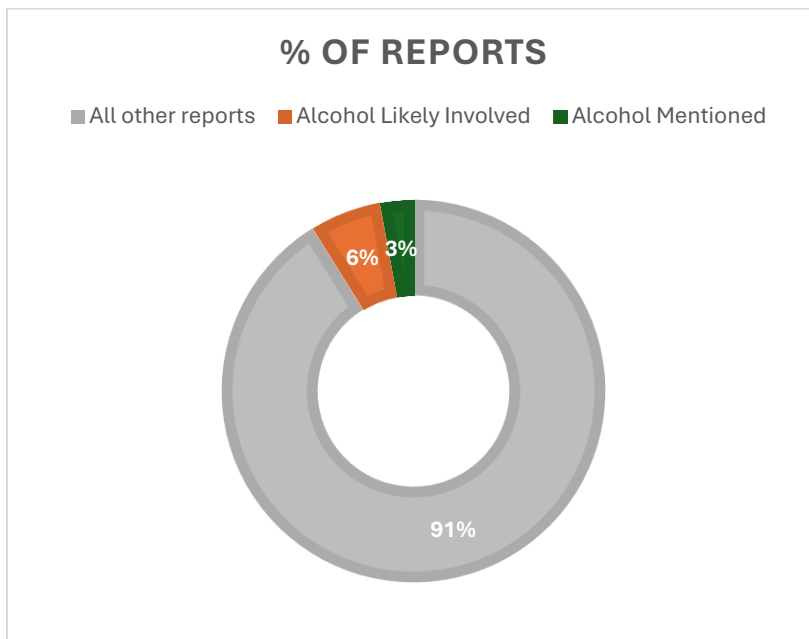
FIRE HAZARD TRENDS FOR ENGLISH BAY

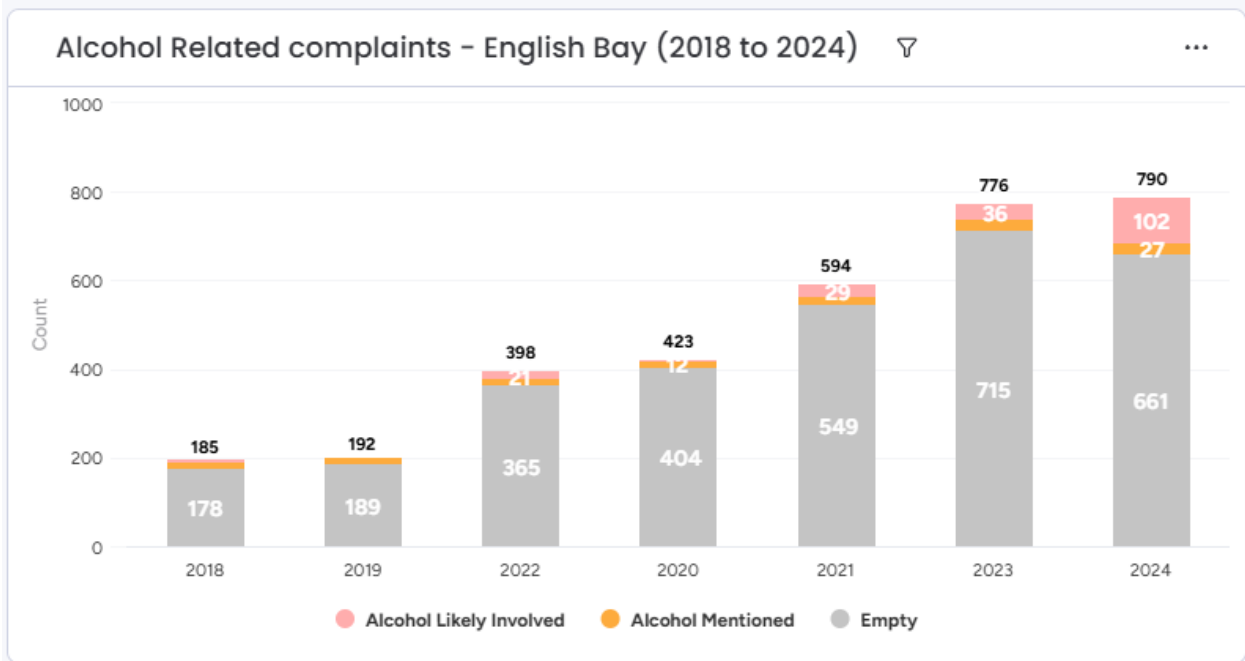


4.2 Summary of Issues related to Alcohol Consumption

There were about 120 reports (3% of all 3,734 reports) last summer that mentioned alcohol consumption specifically, noting concerns about people drinking and parties that left behind beer cans and bottles. Using the breakdown of the analysis above, there were an additional 325 reports (9%) of large parties into the night with loud music and high vocal volumes, where alcohol consumption, although not mentioned, was likely involved. Therefore, in total, **12% of all 311 calls** to beaches last year were a result of public consumption of alcohol. It is possible that alcohol consumption was a contributing factor to other issues noted above in Section 2.1.

Figure 2.2 – Alcohol Related Reports at English Bay (2018 to 2024)



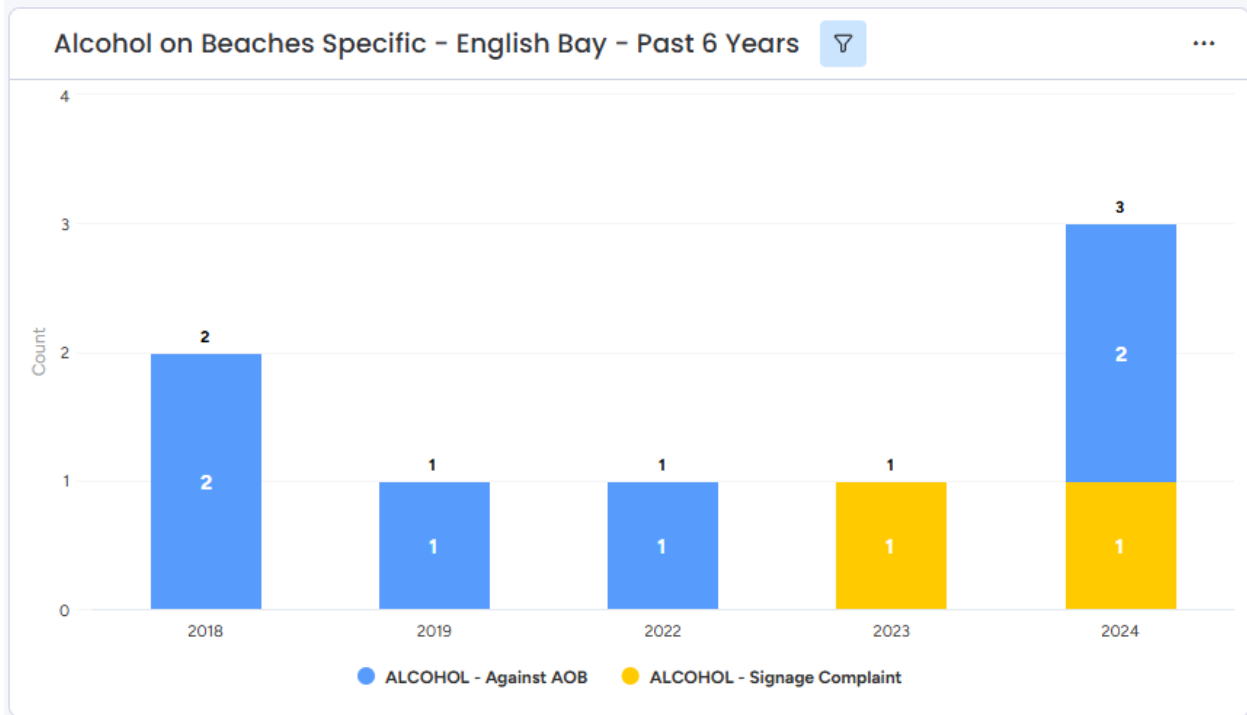


Below is alcohol related complaints isolated from all other complaints to get a clearer picture of this increase.



4.3 Alcohol on Beaches Pilot – Direct Feedback

Complaints related to general concerns about allowing public consumption of alcohol at English Bay has been minor and around since 2018 fairly consistently as noted in the graph below.



5.0 SUMMARY

Rangers and VPD have done a considerable job enforcing amplified music related to busking and other activities at English Bay Beach Park

There has been a recent surge in the increase in 311 calls concerning noise complaints from large group parties at English Bay and Kitsilano Beach mainly, as well as Spanish Banks, Locarno and Jericho Beaches.

Given the alcohol related reports at English Bay, it is safe to assume that alcohol consumption at English Bay has increased over the years, despite it not being a permitted beach.

The number of 311 calls is directly correlated with the number of visitors to a beach, which is also correlated with the beaches distance to the downtown core. The more visitors a beach gets, the more nearby resident complaints increase, and the closer a beach is to the downtown core, the number of 311 complaints increase as well.