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**To:** ["Direct to Mayor and Council - DL"](#)  
**CC:** ["City Manager's Correspondence Group - DL"](#)  
["LaClaire, Lon" <lon.laclaire@vancouver.ca>](mailto:lon.laclaire@vancouver.ca)  
**Date:** 3/31/2021 5:13:57 PM  
**Subject:** Memo - Alcohol Consumption in Public Plazas – 2021 Pilot  
**Attachments:** Memo - Alcohol Consumption in Public Plazas – 2021 Pilot.pdf

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Dear Mayor and Council,

Please see the attached memo from Lon LaClaire. A short summary is as follows:

- This Memo outlines the approach for the Alcohol Consumption in Public Plazas 2021 Pilot, which will be brought forward for Council decision
- In response to the March 30, 2021 Council Motion "Additional Emergency COVID- 19 Measures", staff will explore opportunities for timely reactivation of the 2020-approved sites
- This pilot builds on learnings from last year's pilot and would enable staff to:
  - Conduct deeper engagement
  - Refine approaches
  - Test new partnerships and plazas
  - Implement a longer program
  - Continue to support local businesses and safe social gatherings
- Staff will again work closely with partners and seek input from Vancouver Coastal Health (VCH) and Vancouver Police Department (VPD)
- To solicit location proposals, a "Request for Expressions of Interest"(RFEOI) will be issued to potential partners the week of March 29
- The EOI will be limited to existing public plazas, including pop-up plazas and permanent spaces

If you have any questions, please feel free to contact Lon LaClaire at 604-873-7336 or [lon.laclaire@vancouver.ca](mailto:lon.laclaire@vancouver.ca).

Best,  
Paul

**Paul Mochrie (he/him)**  
Acting City Manager  
City of Vancouver  
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The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the xʷməŋəm (Musqueam), ləwə́m (Squamish), and səlilwətał (Tseil-Waututh) Nations.

## MEMORANDUM

March 31, 2021

TO: Mayor and Council

CC: Paul Mochrie, Acting City Manager  
Karen Levitt, Deputy City Manager  
Katrina Leckovic, City Clerk  
Lynda Graves, Administration Services Manager, City Manager's Office  
Maria Pontikis, Director, Civic Engagement and Communications  
Anita Zaenker, Chief of Staff, Mayor's Office  
Neil Monckton, Chief of Staff, Mayor's Office  
Alvin Singh, Communications Director, Mayor's Office

FROM: Lon LaClaire  
General Manager, Engineering Services

SUBJECT: Alcohol Consumption in Public Plazas – 2021 Pilot

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In response to the March 30, 2021 Council Motion "Additional Emergency COVID-19 Measures", this memo outlines the approach for the Alcohol Consumption in Public Plazas 2021 Pilot, which will be brought forward for Council decision. Building on the success and learnings of the 2020 pilot, this second pilot season will prioritize the creation of these spaces and allow staff to further refine approaches and collect data over a longer test period in both reactivated and new locations. Staff will again work closely with community partners and business improvement associations (BIAs) to solicit potential locations, manage pilot spaces, and will continue to seek input from Vancouver Coastal Health (VCH) and the Vancouver Police Department (VPD).

### Background

On June 23, 2020, Council directed staff to develop a pilot project to allow for public consumption of alcohol in designated public spaces. The goal of this motion was to support businesses impacted by the COVID-19 pandemic, particularly the food service industry, and to provide additional public spaces for people to gather and socialize safely. Staff engaged closely with VCH, VPD, the Park Board ("Parks") and internal departments to develop site criteria, management plans, and a monitoring plan. Location proposals were received via an 'Expression of Interest' (EOI) issued to local BIAs and community partners with four public plazas selected as pilot sites. Council approved the pilot and the required by-law on July 29, 2020, and the pilot ran from August 10, 2020 to October 12, 2020.

Last year's pilot successfully demonstrated that consumption of alcohol in designated public spaces can be done respectfully and responsibly. Building on these learnings, the 2021 pilot will enable staff to:

- Conduct deeper engagement with internal stakeholders, VPD, VCH, Parks, BIAs and community partners to identify concerns and opportunities;
- Refine location criteria, management plans and monitoring approaches;
- Test new partnerships and new plazas (dependent on interest from partners);
- Implement the program for a longer time period, allowing for more public engagement and data collection; and
- Continue to support local business recovery and safe spaces for social gathering, as Provincial Health Order requirements for physical distancing remain in place.

### Next Steps

Staff will issue a 'Request for Expressions of Interest' (RFEOI) to BIAs and community partners the week of March 29. The EOI will be limited to existing public plazas, including pop-up plazas and permanent spaces. It is anticipated that up to six to eight sites will be piloted, but the final proposed number of locations will depend on interest from partners.

Further to the March 30, 2021 motion, staff will revisit the 2020-approved sites and explore opportunities for timely reactivation of these locations as part of early implementation.

A report and presentation to Council will report back on last year's pilot and seek approval for the 2021 pilot, including proposed locations, and management and monitoring plans. Staff will also continue to coordinate with Parks staff on their plans for a potential alcohol consumption pilot in parks this summer.

If you have any questions regarding the 2021 Alcohol Consumption in Public Plazas Pilot, please do not hesitate to contact me.



Lon LaClaire, M.Eng., P.Eng.  
General Manager, Engineering Services

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