

From: "Impey, Patrice" <Patrice.Impey@vancouver.ca>
To: "Direct to Mayor and Council - DL" <CCDTMACDL@vancouver.ca>
Date: 9/1/2016 11:32:59 AM
Subject: RE: Memo to Mayor & Council - Liquor Policy Consultation
Attachments: [Memo to M C Liquor Strategy Consultation - Sep 1 2016.pdf](#)

My apologies. I am resending the file as the original version was not opening correctly.

Patrice

From: Impey, Patrice

Sent: September 1, 2016 11:20 AM

To: Direct to Mayor and Council - DL

Cc: City Manager's Correspondence Group - DL; Aujla, Bill; Bromley, Malcolm; Connell, Francie; Dobrovolny, Jerry; Impey, Patrice; Gill, Kelly; Krishna, Kaye; Llewellyn-Thomas, Kathleen; McKearney, John; Naklicki, Andrew; Palmer, Adam; Pickering, Jane; Singh, Sandra; Dixon, Iain; Toma, Andreea

Subject: Memo to Mayor & Council - Liquor Policy Consultation

Importance: High

Dear Mayor and Council,

Please see attached memo from Kathleen Llewellyn-Thomas, GM - Community Services with an update on the results of the recent consultation on Liquor Policy.

A short summary of the memo is as follows:

- The consultation included interested community members, industry members, the arts and culture community and health and safety advocates
- The consultation sought out general attitudes toward liquor as well as more specific policy directions
- The survey found a generally accepting public attitude toward liquor policy, provided that public safety is safeguarded

Please contact Kathleen Llewellyn-Thomas if you have any further questions or concerns.

Best Regards

Patrice Impey

Acting City Manager

Tel: 604.873.7610



MEMORANDUM

September 1, 2016

TO: Mayor and Council

CC: Sadhu Johnston, City Manager
Paul Mochrie, Deputy City Manager
Janice MacKenzie, City Clerk
Lynda Graves, Manager, Administration Services, City Manager's Office
Rena Kendall-Craden, Director, Communications
Mike Magee, Special Advisor, Mayor's Office
Kevin Quinlan, Chief of Staff, Mayor's Office
Katie Robb, Director, Communications, Mayor's Office
Emma Lee, Director, Community Relations, Mayor's Office
Kaye Krishna, General Manager, Development Services, Building and Licensing
Adam Palmer, Chief VPD
Iain Dixon, Legal Services
Andreea Toma, Director Licences and Inspections
Jane Pickering, Acting General Manager of Planning

FROM: Kathleen Llewellyn-Thomas,
General Manager of Community Services

SUBJECT: Liquor Strategy Spring Consultation Results

The purpose of this memo is to provide Council with an update on the results of recent consultation on liquor policy.

In the spring of this year, staff conducted broad community consultation on liquor policy to inform the Vancouver Liquor Strategy. This outreach targeted all interested community members, as well as specific interests such as the liquor industry, the arts and culture community, and health and safety advocates. The consultation sought out general attitudes toward liquor as well as more specific policy directions.

The main consultation tool was a Talk Vancouver questionnaire that was available online for five weeks. Over 9,000 people completed the survey, but to better reflect the demographic profile of Vancouverites, the survey was weighted down to 6,463 responses. This enabled an acceptable margin of error of plus or minus two percent, 19 times out of 20. That said, it should be noted that the nature of an online survey is that the audience self-selects: in the

Consultation - Fall 2016 - Memo to Council DRAFT Text

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case of this survey, a high proportion of respondents were more frequent drinkers than the actual population of Vancouver. The results of the survey reflect this perspective and should be considered with appropriate caution.

Respondents indicated a fairly liberal attitude toward liquor. When presented with favourable statements about liquor, a clear majority indicated support:

	<i>Strongly or Somewhat Agree</i>
Vancouver's liquor industry is good for the economy	89%
The production of liquor locally, rather than abroad, supports environmental sustainability	80%
Vancouver's arts, culture, and social life relies on liquor to be successful	75%
Liquor policy should not interfere with people's choices about drinking	70%
The more the City regulates liquor, the less fun Vancouver will be	66%

Conversely, few respondents agreed with circumspect statements about liquor:

	<i>Strongly or Somewhat Agree</i>
The easier it is to get liquor, the more likely people are to binge drink	18%
The current levels of liquor availability make it difficult for underaged youth or recovering alcoholics to avoid drinking	15%
Many people in Vancouver drink too much	15%
If people drank less than they do now, Vancouver would be a better place	12%

Thousands of freeform comments were also received, reviewed and themed. A great number of respondents indicated dissatisfaction with restrictions on liquor. For example, comments included:

“In Europe it is very easy to get liquor, yet there isn't a big problem with binge drinking”

“It should be easier to drink in Vancouver, in a classy way”

Respondents also indicated a preference for expanded opportunities to purchase and consume alcohol:

“I love grocery shopping in the USA, where I can purchase wine to go with dinner”

“It should be possible to bring a bottle of wine to the park and enjoy it there with friends/family.”

There was concern expressed for the impacts and risks of liquor, and solutions tended to favour education and harm-reduction approaches:

“Education about alcohol should be provided so people can make better choices”

“There should be more fun things to do in Vancouver, with and without liquor”

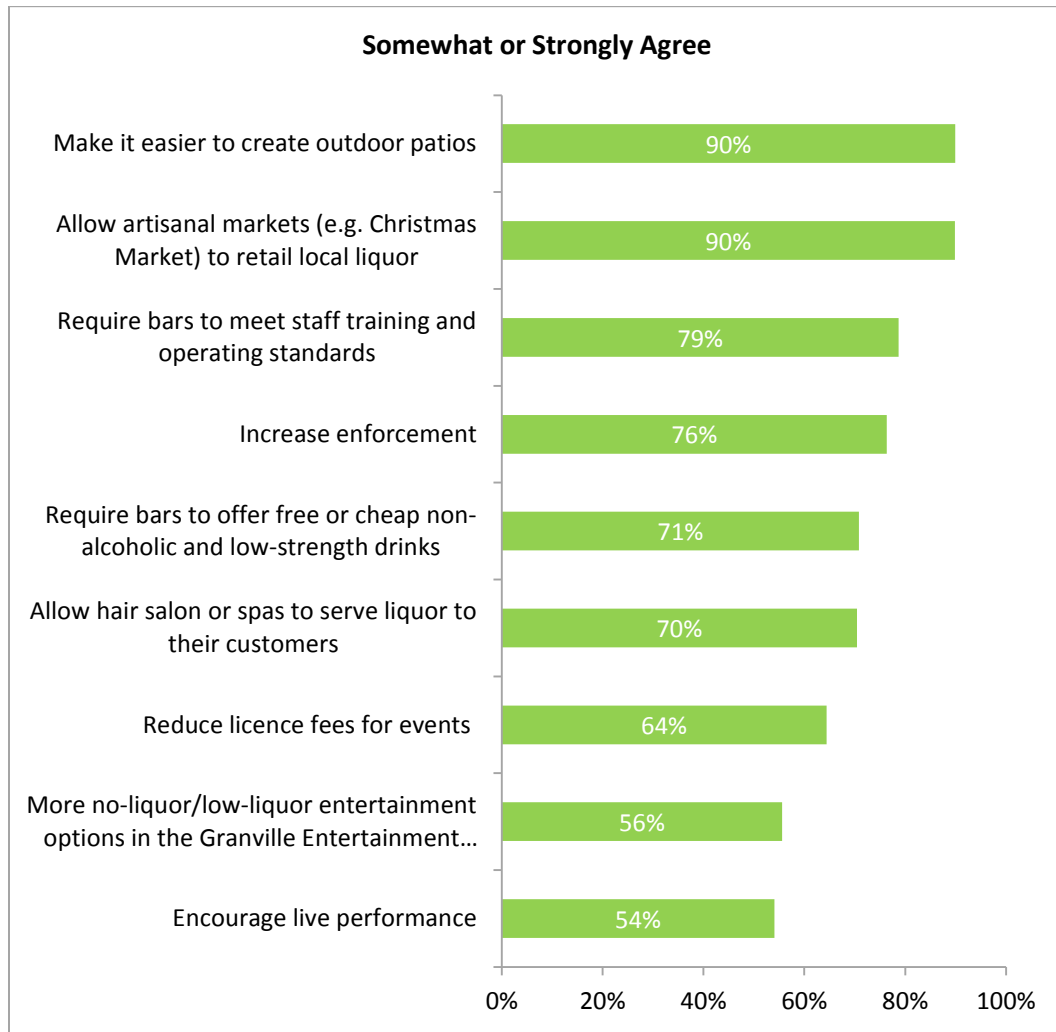
“Keep SkyTrain running until the bars are closed”

Respondents were concerned about underaged drinking and the role of overly-restrictive regulation:

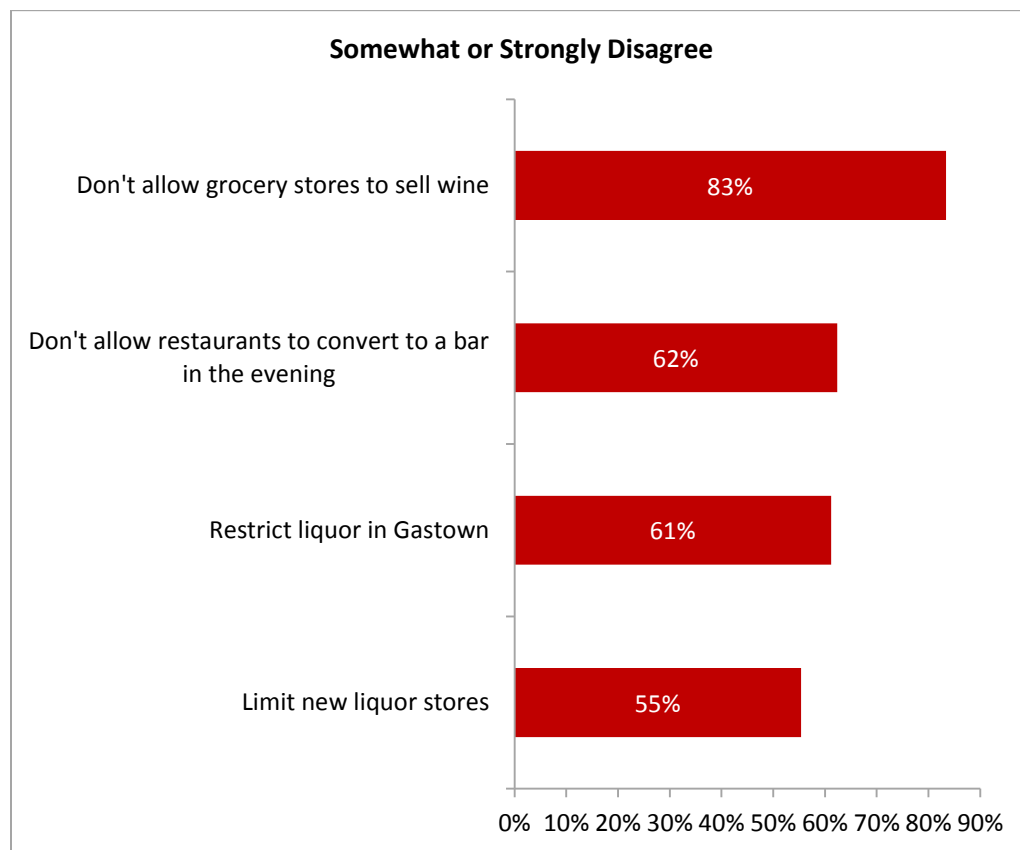
“Inaccessibility of alcohol makes its more enticing to young people”

“Underage users or alcohol abuse are not going to be alleviated by the current archaic restrictions”

The survey tested community response to more specific policy directions. Positive responses were received for measures that increased choices or improved safety:



On the other hand, survey respondents reacted negatively to proposals that would limit liquor availability:



Despite respondents' general aversion restrictions on liquor, a majority indicated satisfaction with the availability in their communities:

Are there enough places in your neighbourhood to purchase or consume liquor?

	"Enough" or "Too Many"
Purchase	59%
Consume	56%

Several ideas failed to generate a clear consensus for or against (particularly when taking into account the margin of error):

- a) Restrict liquor in the Granville Entertainment District
- b) Disallow liquor service in retail stores
- c) Require new bars to locate a minimum distance away from drug or alcohol addiction treatment facilities

The Spring consultation outreach helped staff prepare a final draft of liquor policy ideas for additional community feedback in September. Once the Fall consultation concludes, we aim to bring final recommendations to Council consideration on November 30th, 2016.

A handwritten signature in black ink, appearing to read 'K. Llewellyn-Thomas', written in a cursive style.

Kathleen Llewellyn-Thomas, P.Eng.
General Manager

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KL/