



June 30, 2022

MEMO TO : Park Board Commissioners

FROM : Donnie Rosa - General Manager, Parks and Recreation

SUBJECT : **Alcohol Consumption at Parks & Beaches – Board Briefing Memo**

Dear Commissioners,

The purpose of this memo is to advise of efforts underway in response to concerns raised about public drinking, particularly on beaches. Heading into this long weekend, staff are anticipating that Vancouver's parks and beaches will be extremely busy as a result of the long-awaited warm weather, school being out, pandemic restrictions lifted, and tourists returning to the city.

An information bulletin was released today letting park visitors know to expect busy parks and beaches this weekend, and to be patient and courteous to fellow park users. The bulletin included reminders around park by-laws, including that consuming alcohol on any beach is prohibited, and is only legal within specific areas of 22 parks as outlined in the [Alcohol in Parks 2022 pilot](#).

Additionally, the Beach Experience Team (BET), comprised of an intersection of many staff from various areas within parks and recreation, has been planning and preparing for the summer beach experience. Ranger, lifeguard, and operations staff presence will be increased at busy areas, with key messaging developed. Every staff member is reminded to engage with folks around acceptable behaviours while at the beach, including not drinking alcohol, having amplified music, smoking or littering. These are ongoing challenges in general, and with recent social behaviour norms drastically changing in every area, beaches are not exempt.

As part of the BET work, this key messaging will be rolling-out more broadly via a communications plan that includes social media, video, signage, and a media release. By raising public awareness, which will continue throughout the coming weeks, combined with enforcement support from the Vancouver Police (VPD) on public intoxication, amplified music, smoking, etc., the hope is these collaborative efforts will help to curb unacceptable behaviour so that Vancouver's much loved parks and beaches can be enjoyed safely by all.

Regards,

A handwritten signature in black ink, appearing to be 'Donnie Rosa', written over a circular scribble.

Donnie Rosa *(they/she)*
General Manager - Parks and Recreation

/clc

Copy to: PB Leadership Team, PB Communications