

TO: PARKS, RECREATION AND CULTURE COMMISSION
FROM: DEPUTY GENERAL MANAGER PARKS, RECREATION AND CULTURE
SUBJECT: **ALCOHOL IN PARKS PILOT PROGRAM – EVALUATION FRAMEWORK**
PURPOSE: To update the Commission on this pilot program and seek feedback on the program evaluation framework as part of the ongoing community engagement process.

RECOMMENDATION

THAT Commission receive the report titled "Alcohol in Parks Pilot Program– Evaluation Framework" dated July 11, 2023 from the Deputy General Manager, Parks, Recreation and Culture for information.

1.0 POLICY SECTION

The initiatives outlined in this report support the Burnaby Strategic Plan: providing innovative customer experiences; and the Burnaby Promise: putting the community first though being service focused.

2.0 BACKGROUND

At the May 8, 2023 Regular Council meeting, staff were directed to develop a pilot program to allow for the consumption of alcohol in select Burnaby parks for the 2023 summer season. As part of that review, staff identified and recommended a pilot program to allow for the responsible consumption of alcohol in Confederation Park, Central Park, Keswick Park and Edmonds Park from June 23, 2023 to October 30, 2023.

At a subsequent June 5, 2023 Regular Council Meeting, staff presented a draft Bylaw. That background report with Bylaw, which has now been adopted, is attached for information (Attachment #1). This pilot initiative has now been launched.

3.0 GENERAL INFORMATION

3.1 Designated Parks for Pilot

Staff have kept the pilot program small and limited to 4 specific parks: Confederation Park, Central Park, Keswick Park and Edmonds Park. Each of these locations provide access to amenities such as washrooms, waste disposals and picnic/seating areas and are near public transit or walkable to nearby residents. The Bylaw stipulates specific restrictions to where alcohol can be consumed within these parks.

As required by the Liquor Control and Licensing Regulation, the Bylaw provides appropriate signage at each designated park to identify the boundaries of where and hours when alcohol can be consumed in the park. All regulatory and pilot informational signage is now installed.

3.2 Program Evaluation Framework

One of the main objectives of the pilot program is to understand the impacts and gather public feedback that will help inform future decisions. To support this, a multi-departmental internal staff group has been established to support collaborative implementation and evaluation of the program. Staff were also directed to work with the Parks, Recreation and Culture Commission to develop a framework and evaluate the pilot outcomes.

Staff are seeking Commission’s feedback on the elements that are planned to inform the pilot evaluation as outlined below:

- Public survey – this survey is currently live and will be hosted for the entirety of the pilot to gauge the level of public support, perceived benefits and concerns and park users experience;
- Other external feedback – several of the park sites are near different City facilities and staff at these sites are collecting public feedback through comment cards;
- Internal feedback – feedback from park operations, special events and other related staff regarding issues or challenges;
- Waste removal – tracking of increased expenses related to waste receptacles and disposal;
- Enforcement reporting – tracking of complaints and issues raised through bylaws and park operations including concerns or issues with boundaries, signage, etc.;
- Other park users – tracking and feedback through the outdoor sports division from users who have booked space in pilot sites.

The above list is not necessarily exhaustive and other information will be gathered as appropriate. Information received from Fraser Health previously will also be included as part of the evaluation. A full assessment report will be provided for Commission’s information following completion of the pilot later this year.

4.0 COMMUNICATION AND COMMUNITY ENGAGEMENT

To support the pilot and ensure the responsible consumption of alcohol in public spaces, staff will communicate the program guidelines to all appropriate City staff and the broader community through various channels including internal communication channels, the City’s website, a paid social media campaign and onsite signage.

As noted above, a public survey is currently live on the pilot program website and will continue to be available through the duration of the pilot.

5.0 FINANCIAL CONSIDERATIONS

The evaluation process is part of the pilot project initiative and will be covered by existing operating budgets. The financial implications of the pilot will be tracked and included as part of the pilot evaluation.

Respectfully submitted,

Carmen Gonzalez Deputy General Manager Parks, Recreation and Culture

ATTACHMENT

Attachment 1 – Council Report with Bylaw

REPORT CONTRIBUTORS

This report was prepared by Matthew Campbell, Research Officer Parks and Recreation; and Andre Isakov, Director Parks, Recreation, Culture Planning.