

MOTION ON NOTICE

4. An Opportunity to Participate in a Partnered Campaign Focused on Responsible Alcohol Consumption

Submitted by: Councillor Dominato

WHEREAS

1. On January 29, 2019, Council directed City staff to work with EasyPark to explore the potential to expand the “Park Until” option to the City’s parkades managed by EasyPark;
2. In accordance with Council’s January 2019 direction to staff, an October 16, 2019, memo distributed to members of Council by the City Manager notes that there are 30 City-controlled parking lots where “Park Until” functionality is applicable and further states that “Park Until” functionality has been, or soon will be, implemented at all of these City-controlled parking lots where “Park Until” functionality is applicable via one of the three parking apps EasyPark accepts (i.e., EasyPark app, Honk Mobile, PayByPhone) or via the on-site parking meter;
3. Council’s January 2019 direction to staff also included a request for staff to recommend low-cost or no-cost ways to promote and incentivize responsible transportation choices (including expanded “Park Until” options at the City’s EasyPark parkades) for those who may have consumed more alcohol or other substances than expected, including opportunities to work with other partners in the interest of public safety;
4. City staff have identified a number of low cost and no cost ways to promote and incentivize responsible transportation choices in relation to Council’s January 2019 direction and have noted in their memo that the City’s most economical way to achieve this goal is by leveraging existing assets and systems to help promote public awareness (e.g., the City’s social media channels);
5. Staff have also identified a low-cost opportunity for the City to participate in a partnered campaign focused on responsible alcohol consumption during the holiday season that would launch in December of this year and would require the City to bear some of the costs to develop associated print materials (estimated to be approximately \$3,500) that would then be featured on available wall space at EasyPark lots and parkades;
6. Staff have advised that if Council wishes the City to participate in the above-mentioned partnered awareness campaign during the 2019 holiday season, Council should provide direction for staff to do so as soon as possible to allow for proper preparation.

THEREFORE BE IT RESOLVED THAT Council direct staff to proceed with the opportunity they have identified for the City to participate in a low cost partnered campaign focused on responsible alcohol consumption, which will launch in December

of this year during the holiday season, with approximately \$7,000 in City funds to be allocated to cover some of the costs associated with the development of the related print materials and featured on available wall space at EasyPark lots and parkades, all as noted in the October 16, 2019, staff memo distributed to members of Council by the City Manager;

FURTHER THAT any information that can be gleaned from subsequent evaluations of this initiative and the "Park Until" option, specific to the question of whether people are availing themselves of the "Park Until" option due to intoxication or for other reasons, be made available to City of Vancouver stakeholders such as Vancouver Coastal Health.

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