



Public Consumption Monitoring

Summary Report

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Background & Methodology

The City of Edmonton ran a pilot to allow alcohol consumption at designated picnic sites. The pilot ran from May 28 to October 11, 2021. City conducted a survey to capture Edmontonians' feedback about the pilot program. The results of this survey along with the enforcement, financial and operational data will be used to evaluate the pilot program.

The survey was made available through a QR code posted on the signage at designated parks. It was also available on edmonton.ca/surveys between May 28, 2021 and October 11, 2021.

In total, **310** responses were received. Respondents provided feedback on the following parks:

1. Gold Bar Park (31 respondents)
2. Government House Park (44 respondents)
3. Rundle Park (40 respondents)
4. Sir Wilfrid Laurier Park (33 respondents)
5. Victoria Park (38 respondents)
6. Whitemud Park (26 respondents)
7. William Hawrelak Park (76 respondents)
8. General feedback about the program (195 respondents)

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Executive Summary

Overall Experience

- Among those who utilized a designated picnic site,
 - The overall experience was largely positive
 - The positive experience was dedicated to a variety of reasons including completion of an enjoyable food experience, increased enjoyment of picnic spaces, increased opportunities for social interactions and support of a healthier drinking culture
 - Those who had a negative experience with the picnic site shared concerns of not being able to find a spot, concerns about disorderly behaviour, damage to the park and safety and suggested that alcohol should be allowed in the whole park
- Among those who did not utilize a designated picnic site,
 - Many indicate the program had a negative impact in using the park
 - The reasons for negative impact include concerns for safety of family and not enough designated sites.

Signage

- When asked if the sites were easier or difficult to locate, the opinion is divided.
- Those who indicated difficulty in located the designated site mentioned the following changes: more signage, clearer instructions and allowing consumption in the whole park to avoid confusion.

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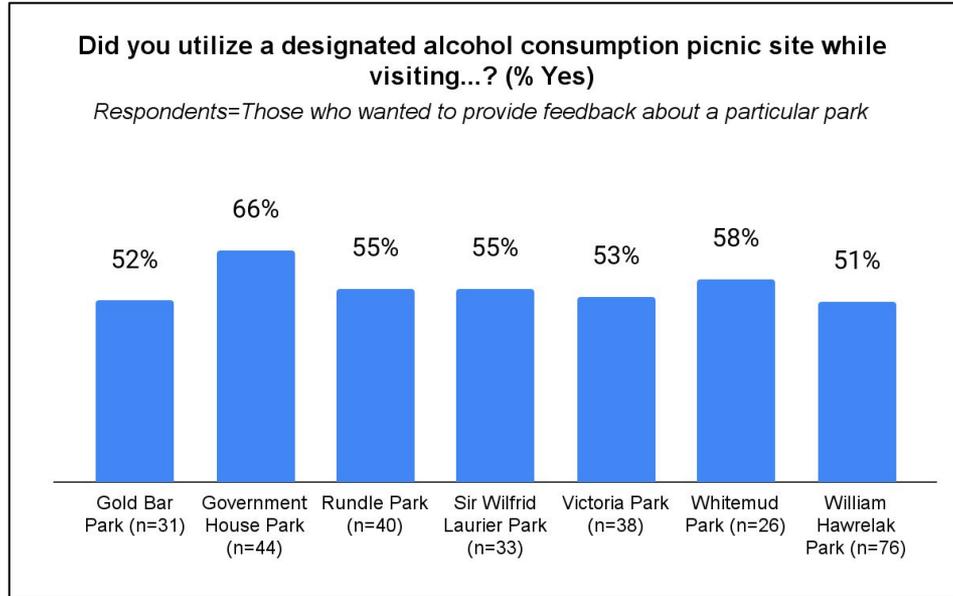


Detailed Results

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More than half of the respondents utilized a designated site



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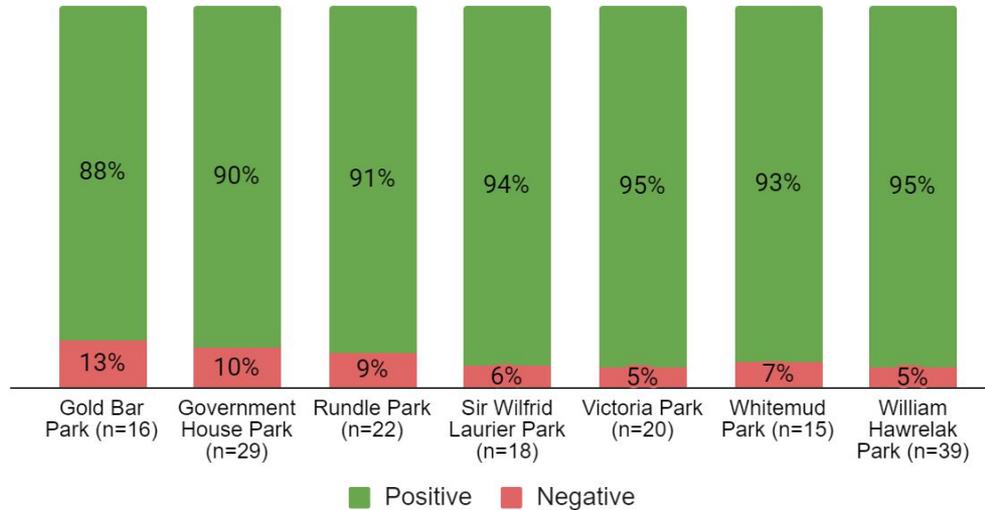
Q2. Did you utilize a designated alcohol consumption picnic site while visiting ... Park?



Overall experience of the designated was largely positive

Overall, did you have a positive or negative experience?

Respondents=Those who utilized alcohol consumption picnic site



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Q3. We would like to know about your visit to the designated alcohol consumption picnic site. Overall, did you have a positive or negative experience?



The positive experience was dedicated to a variety of reasons

Among those who had a positive experience while utilizing the designated site	Gold Bar Park (n=14)	Government House Park (n=26)	Rundle Park (n=20)	Sir Wilfrid Laurier Park (n=17)	Victoria Park (n=19)	Whitemud Park (n=14)	William Hawrelak Park (n=37)
Completed an enjoyable food experience (food and drink)	86%	88%	85%	82%	89%	79%	78%
Regulated an activity that was already happening	36%	50%	40%	71%	68%	50%	49%
Increased opportunities for social interaction with friends and family	71%	81%	80%	76%	68%	86%	81%
Increased enjoyment of picnic spaces	86%	88%	95%	94%	89%	86%	95%
Supported a healthier, more moderate drinking culture	79%	69%	85%	82%	79%	79%	65%
Increased use of picnic spaces	64%	62%	65%	65%	63%	64%	73%
Increased inclusivity	50%	54%	60%	59%	32%	50%	46%
Other	0%	0%	5%	0%	0%	14%	5%

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Q4. Tell us what made your experience positive.



Respondents had concerns about finding a spot

Negative comments include:

1. Difficulty finding a spot
2. Should be allowed to drink in the whole park
3. Concerns about increase in disorderly behaviour, damage to the park and safety in general

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Note: Due to low sample sizes (less than 5 respondents per park), percentages are not shown Q5. Tell us what made your experience negative.

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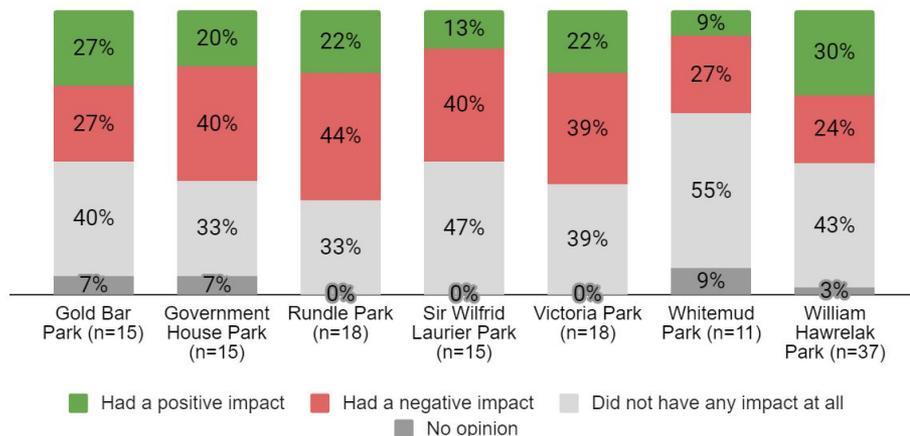
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Among those who did not utilize a designated site, many indicate the program had a negative impact in using the park

Did the introduction of designated alcohol consumption picnic sites impact your experience in ... Park in any way?

Respondents=Those who did not utilize alcohol consumption picnic site



The reasons for negative impact include

- Concerns for safety of family
- Not enough designated sites.

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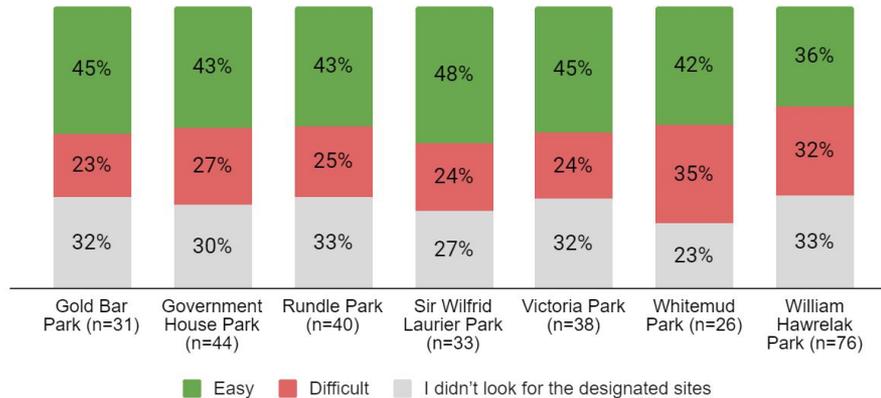
Q6. Did the introduction of designated alcohol consumption picnic sites impact your experience in ... Park in any way?



The opinion is divided on whether the sites were easy or difficult to locate

Was it easy or difficult to locate the designated picnic sites when you were in...?

Respondents=Those who wanted to provide feedback about a particular park



Those who found it difficult to locate the site were asked what would make it easier to locate the sites. Their comments include:

- Better/clearer signage
- Include site numbers on the online map
- Allow consumption in the whole park

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Q7. Was it easy or difficult to locate the designated picnic sites when you were in Park?



Comments about the program in general

Not in favour of the program

- Makes park unsafe for family and children
- Possibility of crime, impaired driving
- Increase in litter; not enough trash cans
- People not following rules

"Parks are supposed to be geared to families and children - and be a nice, quiet place to for anyone to spend some time. This gives permission for it to be more of an adult place with a higher possibility of crime and violence. In other words, a place to be avoided. I don't think this was a good direction to go."

In favour of the program

- Allow alcohol in the whole park
- Increase number of designated sites
- Had a nice experience during pilot
- Need more education/signage of rules

"It could be expanded so that people could lay down a blanket and have a drink in that kind of picnic setting as well. The park environment was very pleasant. There were lots of families and some people other than us who were drinking, but no one was rowdy or making a scene. It made for a lovely summer evening activity."

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Q8. Is there anything you would like to add about your experience with the parks with designated alcohol consumption picnic sites or about the program in general?



Questions?

E-mail research@edmonton.ca for more information, or visit www.edmonton.ca/surveys

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