

# BRIEFING

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Item # 11.2

**Community Services Briefing to  
Community Development Committee  
2022 September 27**

**ISC: UNRESTRICTED  
CD2022-1037**

## **Municipal and Event Landmark Special Policy Areas and Process**

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### **PURPOSE OF BRIEFING**

This briefing provides a progress update on the work undertaken by Administration to reduce the impacts of festivals and events, such as noise, parking, garbage and urination, to nearby communities, as directed by Council on 2022 May 17 through EC2022-0662 Developing Municipal Event and Landmark Special Policy Areas. Administration focused specifically on:

1. Community engagement,
2. Recommendations to address community concerns and,
3. A scalable event response plan.

Previous Council Direction is included in Attachment 1.

Based on the feedback from impacted communities and event organizers, Administration identified key community concerns and developed actions to address them, which include improving signage, identifying taxi and rideshare zone improvements, standardizing an event notification toolkit, and a microgrant to improve waste collection. These actions, in addition to a greater focus on internal and external communications, will provide Administration with the tools to improve the existing event response plan. These improvements will be ongoing through the implementation of the Eventful City strategy, and Administration will provide updates as key milestones are achieved.

### **SUPPORTING INFORMATION**

#### **Engagement**

Balancing the benefits of festivals and events with the impacts they can have on residents and communities is important. To better understand this balance, Administration undertook an analysis of 311 inquires (Attachment 2) captured between 2017-2019 (pre-pandemic). Of the nearly 100,000 inquiries captured during the three-year period, almost 1,300 were specifically related to festivals and events. The four key related concerns included noise, parking, garbage and urination.

Administration then undertook a series of online and in-person facilitated engagement sessions in July and August 2022. Questions were presented to define the current scope of issues and concerns from residents, event participants and event organizers. The four historical concerns mentioned above were validated through these sessions, while the facilitated engagement offered an additional opportunity for in-depth conversations around challenges and opportunities. Details of the engagement can be found in Attachment 3.

While these four key concerns represent the primary issues experienced in communities near festivals and events, an analysis of the engagement results and historical research identified a

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need to improve communications with local residents and businesses about events in their community. The mitigation strategies planned and piloted by Administration (Attachment 4) can be further developed to fit the needs of each community and will play a significant role in easing concerns in a proactive manner.

## Impact Mitigation

To address the four key concerns identified above, Administration piloted four strategies. They included humour-based community signage to encourage good neighbour behaviours; future taxi and ride share zone improvements designed to manage the flow of people to and from major events; a standardized event notification tool kit (containing important information for the community that would be communicated through various tactics to residents within a minimum one block radius of a major event); and an Eventful City environmental microgrant to improve waste collection at events, to keep waste from ending up in the community.

Due to the resourcing and timelines associated with developing special policy areas, Administration's focus has been on tactically mitigating impacts identified through community engagement. These tactics will be monitored and can be considered as part of future policy development and community planning work, which is directly linked to the Eventful City Strategy.

## Event Response Plan

Administration has taken initial steps to improve upon an existing event response plan to identify gaps where improvements can be made. While actions were developed and piloted, more work is needed to evaluate their effectiveness in addressing the issues identified. Once the evaluation has been completed, the impact mitigation pilots will influence on-going improvements for a scalable event response plan.

## **ATTACHMENTS**

1. Previous Council Direction
2. Historical 311 Data Analysis
3. Event Community Impacts – Report Back: What We Heard Summer 2022
4. Impact Mitigation Pilots