

Report To:	Regional Chair and Members of Regional Council
From:	Dr. Deepika Lobo, Commissioner of Health and Acting Medical Officer of Health
Date:	October 23, 2024
Report No.:	MO-18-24
Re:	Reference Document for Municipal Alcohol Policy Development

## Recommendation

1. THAT Report No. MO-18-24 re: “Reference Document for Municipal Alcohol Policy Development” be received for information.
2. THAT the Regional Clerk forward a copy of Report No. MO-18-24 re: “Reference Document for Municipal Alcohol Policy Development”, to the City of Burlington, Town of Halton Hills, Town of Milton, Town of Oakville, Conservation Halton, Credit Valley Conservation and Grand River Conservation Authority for consideration.

## Report

### **Executive Summary**

- Alcohol consumption is a leading preventable cause of death, disability and social problems, including at least seven types of cancer, cardiovascular disease, liver disease, unintentional injuries and violence.
- Halton Region Public Health, in collaboration with the Halton Region Community Safety and Well-Being (CSWB) Alcohol Action Table, has developed a reference document to support Local Municipalities in strengthening their existing Municipal Alcohol Policies. This work included:
  - a review of the best available evidence
  - a review of existing Municipal Alcohol Policies for all four Local Municipalities in Halton
  - an environmental scan of actions taken by other health units and
  - the development of a policy reference document for consideration by local policy makers (see Attachment #1), which is written as a comprehensive example to enable local policies to be strengthened.

## Background

### Risks of alcohol consumption

Alcohol consumption is a leading preventable cause of death, disability and social problems, including at least seven types of cancer, cardiovascular disease and liver disease<sup>1</sup>. Alcohol is classified as a Group 1 carcinogen by the World Health Organization<sup>2</sup>. Many Canadians are unaware of the cancer risks associated with even low levels of alcohol intake, often mistakenly believing that minimal intake poses little health risk or offers health benefits<sup>3</sup>. Alcohol consumption is also linked to increased rates of injury, domestic violence, sexual violence, and other harmful behaviours.

In 2023, over 2,100 emergency department (ED) visits made by Halton residents were for conditions entirely caused by alcohol, such as alcohol intoxication, alcohol withdrawal, or alcohol-induced cirrhosis of the liver<sup>4</sup>. This is five times the number of ED visits related to opioid-related harms (422), such as poisonings and mental and behavioural conditions. The ED visits represent just a portion of alcohol-related harms, excluding visits for issues partly caused by alcohol, such as cancer and cardiovascular diseases. A 2023 joint report by Ontario Health and Public Health Ontario included conditions partly attributable to alcohol use and found that in an average year in Halton, alcohol contributes to approximately 5,546 ED visits, 728 hospitalizations and 125 deaths among individuals aged 15 and older<sup>5</sup>.

For detailed Halton-specific alcohol consumption rates and associated health risks, refer to Report No. MO-08-23 re: "Alcohol and Health".

The 2023 Annual Report of the Chief Medical Officer of Health of Ontario highlights the persistent challenges of alcohol-related hospitalizations and cancers, as well as the inequalities in health outcomes of substance use among vulnerable populations in Ontario. The report advocates for a comprehensive alcohol strategy including local government strengthening policies aimed at mitigating alcohol-related harms<sup>6</sup>.

Given the significant social and health harms caused by alcohol, it remains a key public health priority for Halton Region. Public Health's work to reduce alcohol use aligns directly with the [2023-2026 Halton Region Strategic Business Plan](#), which includes strategies such as surveillance, policy development and public awareness campaigns to lower alcohol consumption in adults. These efforts support the broader goal of improving residents' health and reducing health inequities.

## Municipal Alcohol Policies

[Canada's Guidance on Alcohol and Health \(CGAH\)](#) emphasizes reducing alcohol intake to improve health. Alcohol use is not solely influenced by individual choices; policy and social environments play a significant role. Implementing healthy public policies that address alcohol availability and marketing can effectively reduce alcohol consumption and its negative health impacts. A Municipal Alcohol Policy supports community members to follow CGAH's guidance.

A Municipal Alcohol Policy is a civic policy tool that aligns with provincial liquor laws to govern alcohol use on municipally owned or managed properties like parks, arenas and community centres, or during events run by a municipality. The goal of a Municipal Alcohol Policy is to mitigate acute harms such as injury, violence, crime and motor vehicle crashes, while minimizing host liability and property damage. It also aims to shift social norms away from heavy drinking towards a culture of moderation. Municipal Alcohol Policies impose additional requirements beyond Special Occasion Permits which are required for alcohol sales outside of licensed establishments and are overseen by the Alcohol and Gaming Commission of Ontario (AGCO).

## Provincial and Federal alcohol policy changes

Municipal Alcohol Policies are particularly important considering increased access to alcohol for Halton residents due to Provincial policy changes, including:

- permitting the sale of beer, cider, wine and ready-to-drink beverages in 4,187 convenience stores in Ontario (166 within Halton Region) as of September 5, 2024<sup>7</sup>;
- permitting all eligible grocery and big-box stores to sell beer, cider, wine and ready-to-drink beverages, including in large pack sizes (e.g. 30 pack) after October 31, 2024<sup>8</sup>; and
- reducing the cost of alcohol to consumers by suspending the scheduled Beer Tax increase until March 1, 2026<sup>9</sup>.

The Federal Government also extended the two per cent cap on the annual alcohol excise duty inflation adjustment until April 1, 2026, delaying the planned 4.7 per cent increase scheduled for April 1, 2024<sup>10</sup>.

Reducing taxes and increasing access to alcohol may lead to increased alcohol consumption, posing further health risks and demand on the healthcare system.

## Community Safety and Well-Being (CSWB) Alcohol Action Table

In 2018, an Alcohol Action Table was established under Halton's CSWB Plan to locally address harmful patterns of alcohol consumption. A Policy and Supportive Environments working group was formed from the Alcohol Action Table to address local alcohol policy needs, including Municipal Alcohol Policies. Representatives from Halton's Local Municipalities have participated in this working group, alongside representatives from Halton Region Public Health, Halton Regional Police Service and the AGCO.

### **Discussion**

#### Municipal Alcohol Policies in Halton

On February 12, 2020, Report No. MO-06-20 re: "Alcohol in Halton" was presented to Regional Council which outlined actions that the Local Municipalities could take to protect residents against alcohol harms, including strengthening their Municipal Alcohol Policies. Regional Council requested that staff research and recommend a comprehensive Municipal Alcohol Policy.

In response, the CSWB Alcohol Action Table's Policy and Supportive Environment working group evaluated the Local Municipalities' existing Municipal Alcohol Policies using a scoring rubric adapted from [Centre for Addiction and Mental Health's](#) Municipal Alcohol Policy Guide. This assessment revealed areas for improvement in local Municipal Alcohol Policies. Work on this initiative began in early 2020 but was paused due to the COVID-19 pandemic. It was a priority upon the CSWB Alcohol Action Table reforming in 2023.

Halton Region Public Health, in collaboration with the CSWB Alcohol Action Table, has developed the Municipal Alcohol Policy and Procedure Reference Document (Attachment #1), based on the best available evidence and encompassing essential policy elements. The Reference Document includes both enhanced management practices beyond the AGCO's requirements and current legal requirements, which are essential to a gold standard Municipal Alcohol Policy. The Reference Document is not an enforceable policy; it is a guidance tool for Local Municipalities and other relevant organizations (for example, Conservation Halton) when updating their Municipal Alcohol Policies to align with best practices.

Key components of the Municipal Alcohol Policy and Procedure Reference Document include:

- **Safe and Responsible Alcohol Service:** Implementing measures such as limiting drink tickets per purchase, providing an option to redeem unused drink tickets, offering low-cost (or free) non-alcoholic beverages and ensuring valid Smart Serve certification for all alcohol handlers.
- **Safe Transportation Strategies:** Display signage promoting alternatives to driving under the influence such as accessible public transit options and overnight parking provisions.
- **Designated Licensed Areas:** Establishing separate alcohol consumption zones with physical barriers to regulate access and minimize alcohol exposure to minors.
- **Minimum Pricing Policies:** Advocating for higher minimum prices per standard drink than provincial requirements, with adjustments tied to inflation and ethanol content.
- **Conscious Advertising Practices:** Restricting alcohol promotion at events and avoiding alcohol-centric event names where children and youth are present.

These measures aim to promote responsible alcohol consumption, de-normalize alcohol use, protect public health, and mitigate alcohol-related harms within the community.

#### Alcohol Policies at Conservation Authorities

Public Health staff have consulted on Conservation Halton's alcohol policy and made recommendations. Conservation Halton amended its alcohol policy to more closely align with the key elements of the Reference Document. Halton Region Public Health intends to share this report and the Reference Document with the other Conservation Authorities that have lands in Halton, including Credit Valley Conservation and Grand River Conservation Authority.

## Financial/Program Implications

There are no financial implications associated with this report.

Respectfully submitted by,

Susan Alfred  
Director, Healthy Families

Dr. Deepika Lobo  
Commissioner of Health and  
Acting Medical Officer of Health

Approved by,

Jane MacCaskill  
Chief Administrative Officer

If you have any questions about the content of this report, please contact:  
Susan Alfred, Director, Healthy Families

Attachments:

Attachment #1 - Municipal Alcohol Policy and Procedure Reference Document

Additional Information:

The sources listed below are for supplemental information and reference only. Halton Region is not responsible for the currency, accuracy, or legality of the content from any external links.

1. Paradis, C., Butt, P., Shield, K., Poole, N., Wells, S., Naimi, T., Sherk, A., & the Low-Risk Alcohol Drinking Guidelines Scientific Expert Panels. (2023). Canada's Guidance on Alcohol and Health: Final Report. Ottawa, Ont.: Canadian Centre on Substance Use and Addiction.
2. World Health Organization. (2023). No level of alcohol consumption is safe for our health. <https://www.who.int/europe/news/item/04-01-2023-no-level-of-alcohol-consumption-is-safe-for-our-health>
3. Government of Canada. (2024). Public Awareness of Alcohol-related Harms Survey 2023. <https://health-infobase.canada.ca/alcohol-related-harms-survey/>
4. Ontario Agency for Health Protection and Promotion (Public Health Ontario). Snapshots: *Alcohol harms: ED visits for conditions entirely attributable to alcohol*. Toronto, ON: King's Printer for Ontario; 2023. Available from: <https://www.publichealthontario.ca/en/Data-and-Analysis/Substance-Use/Alcohol-Harms>
5. Ontario Health & Public Health Ontario. (2023). Burden of Health Conditions Attributable to Smoking and Alcohol by Public Health Unit in Ontario. <https://www.publichealthontario.ca/>

[/media/Documents/B/2023/burden-health-smoking-alcohol-report.pdf?rev=2bbb255245404a3599a1e11e0f34709c&sc\\_lang=en](/media/Documents/B/2023/burden-health-smoking-alcohol-report.pdf?rev=2bbb255245404a3599a1e11e0f34709c&sc_lang=en)

6. Chief Medical Officer of Health of Ontario. (2024). Balancing Act: An All-of-Society Approach to Substance Use and Harms. Ottawa, Ont.: King's Printer for Ontario. [2023 CMOH Annual Report - English \(ontario.ca\)](#)
7. Ontario. (2024). Convenience Stores Across Ontario Can Now Sell Beer, Wine, Cider and Ready-to-Drink Beverages. <https://news.ontario.ca/en/release/1005005/convenience-stores-across-ontario-can-now-sell-beer-wine-cider-and-ready-to-drink-beverages>
8. Ontario. (2023). Ontario Delivering Choice and Convenience by Expanding the Sale of Alcoholic Beverages Starting this Summer. <https://news.ontario.ca/en/release/1004633/ontario-delivering-choice-and-convenience-by-expanding-the-sale-of-alcoholic-beverages-starting-this-summer>Ontario.
9. Ontario. (2023). Ontario Stopping Scheduled Beer Tax Increase. <https://news.ontario.ca/en/release/1004172/ontario-stopping-scheduled-beer-tax-increase>
10. Government of Canada. (2024). Backgrounder: Supporting Canadian businesses with alcohol excise duty relief. <https://www.canada.ca/en/department-finance/news/2024/03/backgrounder-supporting-canadian-businesses-with-alcohol-excise-duty-relief.html>

## Municipal Alcohol Policy and Procedure Reference Document

*Note: This reference document is based on the best available evidence and represents a gold standard Municipal Alcohol Policy and Procedure. It is written as a template and can be adapted as needed based on the unique needs of each Municipality.*

### Section 1: Introduction/Overview

#### **1.1 Purpose:**

The purpose of the Municipal Alcohol Policy is to:

- reduce harmful Alcohol consumption behaviour on Municipally owned or operated property or during Events run by the Municipality;
- limit the risk of Alcohol-related problems such as injury or violence;
- minimize potential for host liability;
- provide proactive risk containment guidelines; and
- encourage and reinforce responsible, moderate drinking practices for consumers through the development of appropriate operational procedures, controls, training and education.

The Municipal Alcohol Policy provides guidelines regarding the provision of Alcohol service in facilities owned or operated by the Municipality (Municipal Facility/Facilities). It outlines suggested additional requirements beyond those set out in the *Liquor Licence and Control Act, 2019*, S.O. 2019, c. 15, Sched. 22, and accompanying regulations (LLCA) or the Registrar's Interim Standards and Requirements For Liquor, latest edition, or in any other permissible regulatory document issued by the Alcohol and Gaming Commission of Ontario (AGCO) or as a condition of the issuance by the AGCO of a Special Occasion Permit (SOP) (all referred to as Provincial Regulation). The application of all Provincial Regulation is presumed to apply, and any Municipal Alcohol Policy must not conflict with it.

The Municipal Alcohol Policy is not intended to stand in opposition to responsible, legal and moderate drinking. Instead, it aims to prevent and mitigate potential problems that may arise from inappropriate and excessive Alcohol consumption and to discourage anyone under the age of 19 (minors) from initiating Alcohol consumption.

*Note: Some requirements under the current Provincial Regulations are included in this reference document. These are essential components of a gold standard Municipal Alcohol Policy.*



# Municipal Alcohol Policy and Procedure Reference Document

## **1.2 Scope:**

This policy pertains to:

- Municipal Staff, Event Organizers and facility users where Alcohol is consumed on Municipal Facilities;
- Events which include Alcohol consumption occurring in Municipal Facilities for which a SOP has been issued; and
- special occasion Events which are public events designated by a Municipal Council or its delegate to be 'Events of Municipal Significance', pursuant to s. 2 of O.Reg. 747/21 to the LLCA. These are likely large events which are accessible to the general public and for which a Municipal Permit is required, and exclude private Events, such as weddings and fundraisers, at private places as defined in s. 22 of O.Reg. 745/21 (General).

*Note: The Municipal Alcohol Policy pertains to Events on Municipal Facilities where an SOP has been issued. Additional policies may need to be updated/created to cover alcohol use during other times. Prohibition is recommended.*

*SOPs may be issued for:*

- *Private Events invite-only and not advertised. There can be no intent to gain or profit from the sale of liquor at the Event.*
- *Public Events, open to the public. These Events can be advertised and fundraising and/or profit from the sale of liquor at the Event is permitted.*

*These types of Events include:*

- *Any Event designated by a municipal council or its delegate as an Event of Municipal Significance.*
- *Charity Events*
- *Tailgate Events*
- *Industry Promotional Events held to promote a manufacturer's product*
- *Auctions*

*For more information visit [AGCO's website](#).*

## **1.3 Policy details:**

This Municipal Alcohol Policy was developed in accordance with the LLCA as enforced by the AGCO, combined with evidence-based recommendations to ensure that Events held at Municipal Facilities involving Alcohol consumption are managed safely with potential risks minimized.

## Municipal Alcohol Policy and Procedure Reference Document

The Municipal Alcohol Policy is to outline the requirements of a Permit Holder for a public event or activity where Alcohol would be permitted to be served or consumed. Under the LLCA, an event SOP may be issued by the AGCO for an event or activity designated by the Municipality to be one of “Municipal Significance”. This designation requires a Permit made by the Municipal council or its delegate.

The Municipality is under no obligation to approve a request to use Municipal Facilities for a purpose involving Alcohol service or consumption, even if the AGCO issues a SOP. The Municipality may impose additional restrictions deemed appropriate for responsible alcohol service and consumption on its property.

### **1.4 Designation of Roles and Responsibilities:**

*Note: The following are examples of roles and responsibilities that can be included in a Municipal Alcohol Policy. Municipalities should update this section based on their own organizational structure and take note of the notice requirements the AGCO is*

Municipal Council shall:

- Approve a Municipal Alcohol Policy for its jurisdiction and designate a decision-maker to assess Events ‘of Municipal Significance’.
- Municipal Council’s Designate for deciding an Event is of ‘Municipal Significance’ shall:
  - Make the decision that a specific application for a public event is one of ‘Municipal Significance’ such that a Permit is required. Such a decision would, separately, result in the need for an LLCA SOP from AGCO, if alcohol is to be served or consumed.

Municipal Staff as assigned shall:

- Review applicants’ documents for a Municipal event or activity permit (Permit) and make recommendations to the assigned Municipal designate decision-maker(s) that the event be deemed as an ‘Event of Municipal Significance’.
- Ensure Event Organizer is provided with written information outlining the conditions of the Municipal Alcohol Policy and Permit.
- Ensure on-site compliance with Municipal Alcohol Policy and Permit during an SOP event and intervene when there is non-compliance.
- Have the authority to demand correction and/or to shut down an event in the event of breaches of the Municipal Alcohol Policy or Permit.
- Have final decision over any matters in question related to the Permit process.

## Municipal Alcohol Policy and Procedure Reference Document

Event Organizer and its Representatives shall:

- Be responsible for the conduct and management of the event and all its Representatives.
- Comply with the Municipal Alcohol Policy and Permit, in addition to all applicable Federal, Provincial and Municipal laws, policies, guidelines, regulations and by-laws, including, without limitation, the LLCA and its regulations and all applicable AGCO policies and procedures.
- Ensure sufficient number of event workers and ensure training of all event workers (all of whom must be a minimum of 18 years of age or older) (see section 3.7)
- Organize, plan, set up and clean up for the event.
- Ensure alcohol sales and service including the choice of beverages comply with the Municipal Alcohol Policy and Permit.
- Attend the event for the entire duration including set-up prior to the event and clean-up after the event and be responsible for decisions regarding the actual operation of the event.

Where the AGCO receives a SOP application, it is required to notify various entities as set out in O.Reg. 747/21, s. 10:

Clerk of the Municipality, Halton Regional Police Service (HRPS) and local Municipal fire department responsible for providing services in a location in which an event or activity requiring an AGCO Permit shall:

- Receive written notice from the AGCO of an outdoor event or activity in the time specified by O.Reg. 747/21 s. 10

Halton Region Public Health for an event or activity requiring an AGCO Permit shall:

- Receive written notice of the event or activity in the time specified by O.Reg. 747/21, s. 10
- Conduct any inspections called for, pursuant to *Health Protection and Promotion Act*.

## Municipal Alcohol Policy and Procedure Reference Document

### 1.5 Definitions:

For the purpose of this policy, unless otherwise stated, the following definitions shall apply:

<b>Term</b>	<b>Definition</b>
<b>Alcohol</b>	A product of fermentation or distillation of grains, fruits or other agricultural products, and includes synthetic ethyl Alcohol.
<b>Alcohol and Gaming Commission of Ontario (AGCO)</b>	The provincial regulatory agency responsible for administering the LLCA which, together with the regulations to the LLCA, and the AGCO's standards and requirements in its policy and procedures, establish the licensing and regulatory regime relating to the sale and service of Alcohol in Ontario.
<b>Catering Endorsement</b>	<p>A Catering Endorsement allows breweries that hold a By-the-Glass Endorsement to sell and serve their products at catered events at locations away from the manufacturer's licensed premises.</p> <p>A Catering Endorsement may not be used at a location if:</p> <ul style="list-style-type: none"> <li>• the location's liquor sales licence is currently under suspension,</li> <li>• a liquor sales licence for that location has been revoked or refused, or</li> <li>• a business or individual cannot get a Special Occasion Permit for that location.</li> </ul>
<b>Designated Driver</b>	An individual who abstains from Alcohol in order to drive others safely.

## Municipal Alcohol Policy and Procedure Reference Document

Term	Definition
<b>Event</b>	Any public or private occurrence, including a prescribed special occasion, or other prescribed event or temporary activity as set out in s. 16 of the LLCA, requiring a Special Occasion Permit and which occurs on a Municipal Facility, or which might be the subject of a Permit application to a Municipality as an Event or Activity of Municipal Significance.
<b>Event or Activity of Municipal Significance</b>	Public Event permits can be issued for events of “municipal significance”. In order to be deemed an event of municipal significance, it requires a designation by the municipality in which the event will take place. A letter from a delegate municipal official designating the event as municipally significant is required for the SOP.
<b>Event Organizer</b>	<p>Any person or organization applying to hold an Event on a Municipal Facility and includes the person or organization on whose behalf such persons apply or seek permission to hold the Event, the person whose name is listed as the Permit holder on an AGCO Special Occasion Permit, and the person listed as a sponsor on a Caterer’s Endorsement for such Event.</p> <p>The Event Organizer is:</p> <ul style="list-style-type: none"> <li>• The person responsible for signing the Permit, and/or</li> <li>• The person named as such on the Special Occasion Permit, or</li> <li>• Another person or entity who has been mutually agreed upon by the Municipality and the person who signed the Permit.</li> </ul>

## Municipal Alcohol Policy and Procedure Reference Document

Term	Definition
<b>Licensed Area</b>	The area identified in the Permit where Alcohol will be allowed to be in possession by the Event Organizer, as per the conditions of the Permit and SOP.
<b><i>Liquor Licence and Control Act 2019</i></b> , S.O. 2019, c. 15, Sched. 22 (LLCA)	Provincial statute which outlines the laws regarding the sale and service of Alcohol in Ontario. Note accompanying Regulations.
<b>Municipality/Municipal/Municipal Facility/Facilities</b>	A building, park, roadway or other Municipal location that is owned and/or operated by one of the four local Municipalities in Halton Region, which are referred to as a Municipality.
<b>Permit</b>	A Municipality-issued document, signed by the Event Organizer/applicant, under which the SOP Holder is permitted to host an Event or activity on Municipal Facility, subject to such terms and conditions as may be required by this Municipal Alcohol Policy and the Permit.
<b>Provincial Regulation</b>	All provincial laws, policy and procedure under the <i>Liquor Licence and Control Act, 2019</i> , S.O. 2019, c. 15, Sched. 22, and accompanying regulations, and the Registrar's Interim Standards and Requirements For Liquor, or any of the above as subsequently amended or added to, and any other permissible regulatory document issued by the Alcohol and Gaming Commission of Ontario or as a condition of the issuance by the AGCO of a Special Occasion Permit.

## Municipal Alcohol Policy and Procedure Reference Document

Term	Definition
<b>Registrar (of Alcohol and Gaming)</b>	The person appointed by AGCO as “Registrar” under the <i>Alcohol and Gaming Commission of Ontario Act, 2019</i> . The LLCA provides the Registrar with the authority to establish standards and requirements on the sale, delivery and consumption of liquor in Ontario.
<b>Special Occasion Permit (SOP)</b>	A permit issued by the AGCO or Registrar of Alcohol and Gaming. The SOP authorizes the SOP Holder to sell or serve Alcohol on a specified special occasion date at a specified location.
<b>SOP Holder</b>	The person whose name is identified on a Special Occasion Permit and who may also be the holder of the Catering Endorsement. Where this term is used it also includes his/her representative(s).
<b>Staff</b>	Those persons employed by the Municipality who are identified by the Municipality as the contact for either Municipal Alcohol Policy or Permit purposes and/or who work at the Facility in question, as the context requires.
<b>Standard Drink</b>	In Canada a Standard Drink is defined as: 12 oz or 341 ml. of beer with 5% Alcohol <b>OR</b> 5 oz or 142 ml. of wine with 12% Alcohol <b>OR</b> 1.5 oz or 43 ml. of spirits with 40% Alcohol
<b>Tailgate Permit</b>	AGCO Permit for a tailgate event, which is one of five classes of Permit established in section 4 of O.Reg. 747/21 to the LLCA, and defined in section 1(1) of O.Reg. 747/21 as follows: “tailgate event” means a public event that is held at an outdoor premises that is at

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Term	Definition
	ground level, where the event is held in connection with and in proximity to a professional, semi-professional or post-secondary sporting event.

## Section 2: Designation of Properties and Events

### 2.1 Designation of Properties:

No Alcohol is to be served, sold or consumed at any facility in a Municipality (a Facility) unless it is the subject of an SOP or is at a fully licensed establishment.

The following Facilities are considered to be potentially **suitable** for events or activities involving the serving or consuming of Alcohol, subject to the Event Organizer (1) obtaining a Special Occasion Permit (SOP) issued by the Alcohol and Gaming Commission of Ontario (AGCO), (2) adhering to all conditions of Provincial Regulation, (3) adhering to all conditions set out in this Municipal Alcohol Policy and (4) being issued and adhering to a Permit by the Municipality for a specific Event or activity designated as an Event or Activity of Municipal Significance:

*Note: Municipalities will insert a list of Facilities that are considered to be suitable for an Event or activity involving Alcohol. This will include specific arenas, community centres, etc. The safety of serving Alcohol should be carefully considered before adding them to the list. Some considerations include:*

- *Facilities serving Alcohol should not have a body of water or swimming pool*
- *There should be access to washrooms, including accessible washrooms*
- *Ample parking should be provided to encourage Designated Drivers, and allows for overnight parking for those who are unable to drive after the Event*

No applications for the following Municipal Facilities shall be considered as they are not considered suitable for an Event or activity involving Alcohol:

- Athletic and playing fields
- Dressing rooms/change rooms
- Open park areas, trails and woodlots
- Playground areas
- Swimming pools



# Municipal Alcohol Policy and Procedure Reference Document

## 2.2 Designation of Events:

### **Youth-focused Event**

The Municipality does not allow Permits for the serving of alcohol at any Events where the primary focus of the Event marketing involves youth under 19 years of age.

*Note: It is recommended that Events where the primary focus involves minors (e.g. fundraiser for minor league sports) should not allow Alcohol consumption. Non-consumption by participating adults provides a positive example for children and youth, and reduces the risk of underage drinking.*

### **High-risk Event**

The Municipality, AGCO and/or HRPS, at their own discretion, may deem an Event to be high-risk. These Events will require additional staffing and may require that an operational plan be developed in consultation with the AGCO and HRPS.

### **Tailgate Event**

The Municipality does not allow Tailgate Events to occur on any Facility, whether or not a Tailgate Permit has been issued by the AGCO.

*Note: It is recommended that Municipalities in Halton Region continue to disallow tailgate Events.*

## **Section 3: Conditions for Events Involving Alcohol**

### 3.1 Alcohol Service:

In addition to the conditions outlined in Provincial Regulation, the following provisions for the serving of Alcohol must be adhered to:

- Alcohol will only be served within a Licensed Area. The Licensed Area shall be secured on all sides by a single fence or wall a minimum of three feet tall and included on the Permit application site-plan. Any exceptions, such as the use of natural barriers, will require specific approval from Municipal Staff when approving the Permit.
- Tickets for Alcohol may be sold.
- Ticket sales for Alcohol shall be limited to four (4) tickets at one time per person.
- Unused tickets for alcoholic beverages can be redeemed for the total value of the ticket at any time during the Event.

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- There shall be no requirement that a minimum number of tickets be purchased for an attendee to enter or remain at an Event.
- A maximum of two (2) alcoholic beverages may be served to an individual at any one time.
- Alcohol shall not be made available for self-service.
- No persons shall be allowed to bring their own Alcohol to the Event or to pour their own alcoholic beverages.
- Where wine is provided with a meal, a non-Alcohol substitute, such as sparkling water or fruit juice, must be provided to ensure that abstainers are included in toasting the celebrants.
- Food and non-alcoholic beverages must be available at all times during the Event.
- The Event may sell and serve Alcohol only between noon and 11 p.m. for outdoor Events, and noon to 1 a.m. for indoor Events.
- There will be no “Last Call” promotion.
- There will be no “Happy Hour” or “cheap drink” promotion.
- No drinks will be served to the public in glass containers.
- No double shots or pitchers allowed.
- No “shooters” allowed.
- No drinks that are more than one-Standard Drink size may be served.
- At least 35% of the available Alcohol must be low-alcohol beverages (e.g., 4% and 2.5% beer)
- No fortified drinks or extra-strength drinks shall be sold. Beer products with more than 5% Alcohol, wine products with more than 12% Alcohol and spirits with more than 40% Alcohol, are considered “fortified” alcohol products. Beer and coolers are not to exceed 5% alcohol content (Standard Drink measure).

*Note:*

*Licensed Area: Requiring a designated Licensed Area where Alcohol can be consumed reduces the accessibility of Alcohol, and thereby may decrease overall Alcohol consumption. A physical barrier can improve safety such as allowing for easy monitoring and controlling of entries and exits, ensuring that no outside Alcohol is brought into the venue, ensuring underage patrons are not served, and ensuring that expelled patrons remain out. It may also reduce exposure of Alcohol consumption to youth.*

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*Ticket Purchases: Selling tickets slows down the rate of Alcohol consumption as people are required to make two stops before getting their drinks. This also requires two interactions for Staff to monitor for signs of intoxication. Limiting the number of drink tickets per purchase helps patrons to monitor their own Alcohol intake, while also providing event workers with additional opportunities to verify the sobriety of patrons. Redeeming unused tickets helps avoid patrons feeling that they must consume additional Alcohol to use the full value of their purchased tickets.*

*Shortened hours: Longer hours of sale and extended days of sale are associated with an increase in Alcohol-related harms (e.g. impaired driving, injury, assaults) and heavy drinking. Provincial policies govern the permitted hours and days of sale however, Municipalities can control the hours and days of Alcohol sales on Municipal property.*

### **3.2 Youth Involvement:**

In addition to the conditions outlined in Provincial Regulation, the following must be adhered to:

- Alcohol shall not be served to anyone under the age of 19 (minors). Minors are not allowed to consume Alcohol on any Municipal Facility or at any Event or Activity of Municipal Significance.
- Events that allow admittance to minors must ensure minors cannot enter a Licensed Area.
- At Events where minors are allowed entry, the Event name should not reflect an emphasis on Alcohol (e.g. Beer Festival).

*Note: Exposure to environments that promote Alcohol consumption contributes to the normalization of Alcohol consumption among youth. Increased exposure to Alcohol marketing can decrease the age of initiation of Alcohol consumption and contribute to heavier drinking patterns among youth.*

### **3.3 Pricing:**

In addition to pricing policies and guidelines set in Provincial Regulation, the following must be adhered to:

- Non-alcoholic drinks must be available at no charge or at a cost much lower than that of drinks containing alcohol.
- Event Organizer shall post the purchase price of Alcohol and non-alcoholic beverages in the Licensed Area.
- Event Organizer shall adopt volumetric pricing across all beverage types

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and strengths (higher Alcohol content products priced higher; lower Alcohol content beverages priced lower; Alcohol-free beverages considerably lower or free).

*Note: Pricing is one of the most effective strategies to reduce Alcohol consumption, as well as Alcohol-related harms and associated costs. Ontario's current requirements for minimum pricing for Alcohol is lower than the price recommended by the Canadian Alcohol Policy Evaluation (CAPE).*

### **3.4 Advertising and Event Promotion:**

In addition to advertising policies and guidelines set in Provincial Regulation, the following must be adhered to:

- Advertising of products containing Alcohol is prohibited on Municipal Facilities at all times.
- No advertisements promoting Alcohol may be placed outside the Licensed Area at the Event.
- Event names which convey the message that drinking is the principal activity or the purpose of the Event are not permitted.
- Any advertisement for an Event serving Alcohol must include messages about responsible consumption of alcohol.
- At Events where minors are allowed entry, the Event Organizer shall not allow promotional advertising of alcoholic beverages' names, brands or manufacturers.
- An Event cannot advertise that free alcohol will be offered.

The following advertisements or marketing strategies are not permitted either at the Event or when advertising the Event:

- Marketing practices which encourage increased consumption of alcohol (e.g., oversized drinks, double shots, pitchers, drinking contests, jello shooters, volume discounts).
- Advertisements that imply that consumption of alcohol is required in obtaining or enhancing any of the following: 1. social, professional or personal success, 2. athletic prowess, 3. sexual prowess, opportunity or appeal, 4. enjoyment of any activity, 5. fulfillment of any goal, or 6. resolution of social, physical or personal problems;
- Advertisements regarding Alcohol consumption appealing, either directly or indirectly, to minors, in particular in media that is targeted specifically towards minors;
- Advertisements that associate consumption of Alcohol with driving a motorized vehicle (including cars and boats), or with any other activity that requires care and skill or has elements of physical danger; Advertisements depicting motorized

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vehicles in motion shall not show the consumption of Alcohol, unless the motorized vehicle is a form of public transportation and the messaging promotes safe transportation options when consuming Alcohol.

*Note: The promotion of Alcohol contributes to the normalization of Alcohol consumption. Increased exposure to Alcohol marketing has been shown to decrease the age of initiation of Alcohol consumption and contribute to heavier drinking patterns among youth. Restrictions on alcohol marketing, advertising and sponsorship for Events with youth attendance will help reduce youth exposure to alcohol.*

### **3.5 Signage:**

In addition to any signage requirements in Provincial Regulation, the following must be adhered to:

- Signage as required by the Municipality and outlined in standard operating procedures will be displayed in the Licensed Area.
- Standard Drink size information and [Canada's Guidance on Alcohol and Health must be posted at the Event.](#)
- Signage indicating areas where Alcohol is not allowed (ie. Alcohol only allowed in Licensed Area) must be posted at the Event.
- Signage outlining safe transportation options must be provided (see section 3.9).
- Signage outlining regulations for those appearing with signs of intoxication must be posted at the Event.
- Signage indicating ticket sale limit and that all unused tickets can be refunded must be posted at the Event.
- Warning signs respecting Fetal Alcohol Spectrum Disorder (ie. Sandy's Law) must be posted in Licensed Area.
- Signage prohibiting the mixing of Alcohol and edible cannabis (including cannabis beverages) by Event Staff and discouraging mixing by patrons (including harms) must be posted at the Event.

### **3.6 Games and Prizes:**

In addition to any signage requirements in Provincial Regulation, the following must be adhered to:

- Alcohol or gift cards to purchase Alcohol (e.g. LCBO gift certificates) shall not be offered as a prize in a contest at an Event.
- Alcohol-based games or contests, such as flip cup or beer pong, shall not be allowed at an Event.

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### **3.7 Insurance:**

In addition to compliance with all Federal, Provincial and Municipal laws, Events must comply with all requirements as outlined in the standard operating procedures of the Municipality, as either set out in the Municipal Alcohol Policy or the Permit terms and conditions. The Event Organizer must provide proof of General Liability Coverage in an amount of not less than five million dollars (\$5,000,000.00) to the Municipality. The Municipality reserves the right to request even higher limits of insurance should the Event be deemed as higher risk.

### **3.8 Event Worker Training and Staffing Levels:**

Server Training, such as Smart Serve, is required by Staff and volunteers who work in the Licensed Area where Alcohol is sold and/or served, including areas where drink tickets are sold. The Event Organizer must ensure all bartenders and servers have proof of current and valid certification.

In addition to the requirements for server training in the Provincial Regulation, it is recommended that all Event servers, door supervisors and floor supervisors receive additional training on how to monitor for signs of intoxication.

All Event Staff or volunteers must:

- Not consume Alcohol before or during the Event
- Be clearly identifiable

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*Note: Event workers must be adequately trained and prepared before the event. Smart Serve training provides education on signs of intoxication, which will help Staff prevent harms associated with high consumption of alcohol.*

*Having clearly identifiable event workers ensures that participants can quickly contact an event worker should problems occur.*

*This table provides a **suggested** ratio of Event workers according to the number of expected participants:*

<b>Number of Guests</b>	<b>Bartender/ Servers (Smart Serve Certified)</b>	<b>Floor Supervisor</b>	<b>Door Supervisor</b>	<b>Drink Ticket Sellers (Smart Serve Certified)</b>	<b>Security Worker</b>
<i>Under 101</i>	1	<i>1 for under 50 2 for 51-100</i>	<i>Monitor at each access point</i>	0	
<i>101-200</i>	2	3	<i>Monitor at each access point</i>	1	
<i>201-300</i>	3	3	<i>Monitor at each access point</i>	2	
<i>301-400</i>	3	3	<i>Monitor at each access point</i>	2	1
<i>401-500</i>	4	4	<i>Monitor at each access point</i>	3	1
<i>501-750</i>	6	6	<i>Monitor at each access point</i>	3	2
<i>751 - 1000</i>	8	8	<i>Monitor at each access point</i>	4	3

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### **3.9 Safe Transportation:**

Event Organizers are responsible to take the necessary steps to reduce the possibility of impaired driving, including:

- Promoting public transit, taxis or other forms of alternative transportation;
- Providing alternate means of transportation for those who are suspected to be intoxicated (i.e., call a friend, relative, or taxi);
- Calling HRPS if someone who is suspected to be impaired cannot be convinced to use alternate transportation; or,
- Providing a Designated Driver program which encourages and identifies Designated Drivers.

The Designated Driver program and relevant local taxi phone numbers must be prominently posted. Alternate means of transportation shall be provided for all those suspected to be intoxicated. All advertising for the Event should indicate that a Designated Driver program is in effect.

*Note: Event Organizers should consider ensuring that participants at licensed Events are not penalized for choosing alternative transportation. For example:*

- *Advise participants they are permitted to leave their vehicles on-site overnight should they choose an alternative transportation method to leave the Event*
- *Ensure Parking Tickets won't be issued for those choosing to leave their vehicles overnight*
- *Arrange for an overnight parking location that does not interfere with snow removal, etc.*

## **Section 4: Enforcement**

### **4.1 Enforcing Safety of Event:**

If drunkenness, riotous, quarrelsome, violent, and aggressive and/or disorderly conduct or unlawful gaming is observed at the Event, the Event Organizer and their Event workers shall:

- First ask the offending person(s) to cease and desist the undesirable behavior, or leave the Event, and
- Seek any necessary assistance to maintain control and management of the Event and ensure the safety and protection of persons, including Event workers.
- If the person(s) refuse(s) to cease, or leave, or engages in potentially criminal activity, call HRPS.



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The Event Organizer, or Event workers must notify HRPS if required.

*Note: Provincial Regulation states that a Permit Holder has a “duty to control” – that is to protect participants from foreseeable harm to themselves or others. Although police will be called if a situation becomes risky, it is the responsibility of the Event Organizer to ensure proper management of an Event, including clear processes for Event workers to follow if encountering the above risky behaviours.*

### **4.2 Violations for failure to comply with Municipal Alcohol Policy:**

The Municipality may cancel, intervene, or terminate the Event at any time for violations of this Municipal Alcohol Policy or rental agreement. It is the responsibility of the Event Organizer to ensure all terms of the Permit, Provincial Regulation and this Municipal Alcohol Policy are adhered to.

Regardless of the reason for termination of the Event, the Municipality will not be responsible for any compensation to the Event Organizer and/or Representatives or affected persons for their resulting financial, or other losses.

Additional short-term and longer-term penalties for failure to comply may include, but are not limited to:

- Loss of privilege to hold an Event involving Alcohol in a Municipal Facility
- Loss of any future use or rental of any or all Municipal Facilities
- Individual ban or suspension of persons involved in the infractions from any or all Municipal properties for any term.

### **Section 5: Policy review**

Municipal Council shall initiate a regular review of the Municipal Alcohol Policy. Such a review will be based on latest scientific evidence, updates or amendments to public health guidance, changes within the industry, modification of industry standards, updates or amendments to the LLCA or other applicable Provincial Regulations.

*Note: Reviewing this policy regularly permits policy changes to meet changing community needs, the additions of new facilities, new program demands as well as any future changes to Provincial Regulation.*