
CITY OF KELOWNA
MEMORANDUM

Date: March 18, 2003
File No.: 0810-01
To: City Manager
From: Sport and Facilities Manager
Subject: **Designated Driver Awareness Program**

RECOMMENDATION:

THAT City Council adopt Council Policy No. 310, Designated Driver Awareness Program.

BACKGROUND:

At the Regular Meeting of Monday, February 24, 2003, after hearing a presentation from Mr. Geoff Koganow of ICBC, City Council agreed to consider a policy requiring display of designated driver awareness materials on City-owned facilities/properties when alcohol will be served. The attached policy is provided for consideration by Council.

As the primary contact for facility rentals and issuance of Special Occasion Licenses, the Parks and Leisure Services Department will be responsible for the implementation and monitoring of this policy.

The intent of the Designated Driver Awareness Program is to promote the importance to plan ahead to "Get Home Safe" should participants decide to consume any alcohol. The basis of the program from the City's perspective will be to ensure each liquor license holder has print material available for display at their function. The liquor license holder is responsible to appropriately display the material.

Should event organizers not comply with the policy they will be subject to forfeit a \$100.00 deposit and will have Special Occasion License privileges for events on City property suspended for one calendar year.

Permanent Designated Driver Awareness Program signage will be installed at locations where more formal beer gardens are established and E Licenses are in place. These locations include the Apple Bowl Stadium, Elks Stadium, King Stadium and Kinsmen Softball Complex.

Jim Gabriel
Sport and Facilities Manager

cc: Director of Parks and Leisure Services
Recreation and Cultural Services Manager



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COUNCIL POLICY MANUAL

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SUBJECT: DESIGNATED DRIVER AWARENESS PROGRAM

1. All holders of a liquor licence permitting service of alcoholic beverages for indoor and/or outdoor events at any City-owned facility or property are required to ensure that a "Designated Driver Awareness Program" is in place.
 - (a) FACILITIES OR EVENTS THAT ARE OPEN TO THE PUBLIC or OPEN TO INVITED GUESTS OR MEMBERS ONLY:

The Designated Driver Awareness Program shall consist of no less than the following:

 - Designated Driver Awareness posters encouraging the use of a designated driver or alternate transportation for the event;
 - Designated Driver information posted prominently at each station where alcohol is served; and
 - Designated Driver reminders at each table where guests are seated.
2. Appropriate designated driver information or reminders may consist of materials such as posters, coasters, buttons, stickers, decals, tent cards to place on the tables, or anything else that would promote not drinking and driving.
3. Upon City approval for a Special Occasion Licence Application, the liquor licence holder will be required to obtain a Designated Driver Awareness Program kit. The kits are available free from organizations such as ICBC, Mothers Against Drunk Drivers (MADD), sponsors, etc. It is the responsibility of the liquor licence holder to implement the program in accordance with this policy.
4. Renters not complying with this policy will be subject to forfeit a portion of their facility damage deposit in accordance with damage deposit provisions as outlined in the City's Policy and Procedure Manual for Recreation Facilities, Theatre, Sportsfields and Parks, and will be suspended from having Special Occasion licence privileges at a City-owned facility for a period of one calendar year.



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COUNCIL POLICY MANUAL

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SUBJECT: DESIGNATED DRIVER INFORMATION PROGRAM

REASON FOR POLICY: To encourage the public through the display of Designated Driver promotional materials to designate a driver or arrange an alternative way home when attending indoor and outdoor events in City facilities where alcoholic beverages will be served.

LEGISLATIVE AUTHORITY: Council Resolution.

PROCEDURE FOR IMPLEMENTATION: City staff will provide all holders of a liquor licence permitting service of alcoholic beverages for indoor and/or outdoor events at any City-owned facility or property with a copy of this policy and any available contact information for organizations that provide designated driver promotional materials at the time that use of the facility/property is booked/rented.