

## City seeking citizen input on beach strategy development

**March 5, 2021** — With an eye towards improving the experience of beach goers, and bolstering public safety, the City is engaging residents on their preferences and habits when it comes to visiting the waterfront.

Specifically, the City has launched an online survey to better understand the needs and experiences of residents and visitors as they pertain to City beaches. The input will help inform the development of a beach strategy aimed at improving beach experiences and offsetting issues that came to a head during the summer of 2020.

Last summer City beaches saw a dramatic influx of visitors and in turn overcrowding at beaches, exaggerating issues that existed before the pandemic, such as littering, inappropriate behaviour and parking problems. At the time the City implemented increased parking enforcement and prohibitions; reduced operating hours; and restricted beach access.

Focusing on the long term the strategy will aim to curb problems through the reallocation of resources, new investments, and operational procedures.

“Our beaches represent a crucial asset for the City, they provide relief from the heat, opportunities for outdoor play and add to the lives of our residents and visitors to the city,” said Deputy Chief Administrative Officer David Oakes, adding, “we want to continue to improve these attractions and allocate the necessary resources to ensure not only that users benefit from them, but the larger community as well, while making sure they don’t negatively impact surrounding neighbourhoods.”

Residents can access the survey via [engageSTC.ca/Beaches](https://engageSTC.ca/Beaches) between March 5 and March 19.

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