

City Council

Notice of Motion

MM32.16	ACTION			Ward: 19
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Safer Shores at Woodbine Beach: Protecting the Safety of Our Waterfront and Everyone Who Enjoys It - by Councillor Brad Bradford, seconded by Councillor Jon Burnside

** Notice of this Motion has been given.*

** This Motion is subject to referral to the Toronto and East York Community Council. A two thirds vote is required to waive referral.*

Recommendations

Councillor Brad Bradford, seconded by Councillor Jon Burnside, recommends that:

1. City Council request Ports Toronto to implement a Motorized Watercraft Exclusion Zone by-law at the earliest opportunity of at least 100 metres from the shoreline of Woodbine Beach, within the area beginning at the westernmost edge of Woodbine Beach and extending east to the R.C. Harris Water Treatment Plant to address public safety concerns, and to develop an ongoing seasonal implementation plan in coordination with the General Manager, Parks and Recreation.
2. City Council denounce illegal watercraft usage and storage and the operation of illegal watercraft rental companies in the Ashbridges Bay and Woodbine Beach area.
3. City Council request the Toronto Police Service Board to request the Chief of Police to consider opportunities for continued and enhanced enforcement action on unsafe use of personal watercraft and illegal leasing and storage of personal watercraft on public property, in collaboration with applicable City divisions.
4. City Council request the General Manager, Parks and Recreation to install additional public education and signage about renting from licensed watercraft operators.

Summary

The rise in illegal and dangerous activity by unlicensed personal watercraft (Jet Ski) rental operators along Toronto's waterfront this summer is deeply concerning and completely unacceptable. Operating high-powered machines near swimmers and crowded beaches, these reckless actors are endangering lives, disrupting families, and undermining the safety of our cherished waterfront and public beaches.

The City has intermittently faced and responded to this issue for years. In 2019, when similar safety concerns arose, my office took immediate action by bringing together City divisions including the Toronto Police Marine Unit, Aquatics, and Waterfront Parks to clarify swimming

zones and improve safety signage. This collaborative approach helped improve awareness and enforcement at the time.

When unlicensed Jet Ski rental operators returned to Woodbine Beach in June of this year, my office again moved quickly to coordinate with the Toronto Police Service, including the Marine Unit, as well as Municipal Licensing & Standards and Parks staff to crack down on these bad actors. Despite jurisdictional complexities, the Toronto Police Service carried out targeted enforcement blitzes, towed unlawfully-operated watercraft, and laid fines to curb these unsafe and unlawful activities.

The renewed illegal activity at Woodbine Beach signals the need for a holistic approach to protect the safety of our waterfront and everyone who enjoys it. This motion therefore recommends stronger safety regulations, enhanced enforcement action, and improved signage and public education.

Toronto's waterfront belongs to everyone. A small number of irresponsible actors must not be allowed to jeopardize public safety. By taking these steps, we can better protect residents, swimmers, and families, and preserve the waterfront as a welcoming and safe destination for all.

Background Information (City Council)

Member Motion MM32.16

(<https://www.toronto.ca/legdocs/mmis/2025/mm/bgrd/backgroundfile-257503.pdf>)