



August 13, 2020

Mr. Sheldon Randall, Interim Chief Administrative Officer

Town of Niagara-on-the-Lake

1593 Four Mile Creek Road, PO Box 100

Virgil, ON L0S 1T0

Sent Via Email: sheldon.randall@notl.com

Dear Mr. Randall:

Re: **Pedal Pub NOTL, August 24th COTW Agenda**

Thank you for taking the time to speak with me. Further to our discussion, Pedal Pub NOTL would like to appear on the **August 24th, Committee-of-the-Whole** agenda.

We are requesting that Council permit us to finish out the 2020 tourist season, allowing us to operate until Thanksgiving weekend. With the COVID pandemic and other uncertainty, we were not able to commence operations this season until July 11th.

We understand that a motion was passed on July 22nd notifying the Region that the Council does not support the renewal of our licence; however, we respectfully submit that Council based their decision with incomplete information.

In addition, Pedal Pub NOTL was not informed that the matter was returning to Council on July 22nd to allow us to make representations or given an opportunity to address the staff concerns outlined in the Information Report.

As per your direction, Mr. Randall, we are attaching a map of our current route. Although past Council discussions centered on previous routes, this is our sole route for the 2020 season.

As you will note, the majority of our current route is on commercial Queen Street, with short jogs on King and Regent Streets to local businesses. Although we do travel on Mississauga Street, we pass a combination of commercial properties, such as Tim Hortons and Zoom Leisure Bikes, a cemetery that encompasses two blocks, a Bed & Breakfast and a boarded up, house. The residential properties we do pass on Mississauga Street have substantial property frontages.

Also attached, we address some of the concerns outlined in the staff information report and have included the requisite delegation request form for submission to the Town Clerk.

Once again, thank you for agreeing to facilitate our request.

Tony Visca

Pedal Pub NOTL

c. Peter Todd, Town Clerk peter.todd@notl.com

Town Staff Concerns, as per July 16th Information Report

Safety concerns on local urban roads of which some are narrow with parked vehicles;

- This may have been an issue when the Pedal Pub was diverted to more residential streets, like Johnson, during the closure of Queen Street. This is no longer the case with the re-opening of Queen Street.
- The current route of Pedal Pub NOTL has us traveling on streets like Queen, Mary and Mississauga where there is no conflict with parked vehicles.

Safety concerns on higher speed rural roads with vehicles having to manoeuvre into oncoming traffic to pass;

- In 2020, the Pedal Pub is not traveling on any rural routes and has no intention to for the remainder of the season.

Impeding vehicular traffic and potential conflict between the motorists and the Pedal Pub;

- Pedal Pub pilots operate in strict adherence to the *Highway Traffic Act* and all applicable rules of the road.
- Similar to other slow-moving vehicles and bicycles, the Pedal Pub yields the road and right of way to faster moving vehicles that wish to pass.
- Mary Street has a bike lane that Pedal Pub uses, giving more room on the road for vehicles that wish to pass. We also yield to cyclists using the bike path by moving safely on to the road until the cyclist has past
- Mississauga Road offers a wide shoulder that we utilize; half the bike is on the shoulder and the other half is on the road

Public safety (vehicles and riders) and liability;

- The Pedal Pub is fully insured with a \$5 million liability.
- Our guests sign a Behaviour Agreement and must adhere to our strict Code of Conduct.
- The Code of Conduct includes rules prohibiting getting on or off the bike while it is moving and changing seats while bike is moving.
- The Pedal Pub is equipped with a slow, moving vehicle sign, blinkers, rear view mirrors, brakes lights, brakes that are operated by pilot, helmets, pylons, first aid kit, stool to get on and off bike easily as well as a fire extinguisher.
- There is no consumption of alcohol on the Pedal Pub and guests' drinking intake at local establishments is monitored.
- Pedal Pub provides unlimited supply of water to guests
- The Pedal Pub reserves the right to eject anyone for intoxication or inappropriate behavior.

Potential noise from music and riders;

- Whenever alerted of a noise complaint, the Pedal Pub has acted by turning down the volume of music on our rides.
- If guest volume is high, we regularly shut the music off and have our Pilots tell ghost stories or local history.
- We have three (3) tour times during the day, with a substantial amount of our tours spent inside the local businesses that are part of our itinerary.
- Our final tour is completed by 9:00 p.m.
- The various emails complaining of noise that were forwarded to Council were written in June 2020. The Pedal Pub did not start operations this year until July 11th.

Pick up and drop off in the public road allowance (Which it does not appear to do);

- The Pedal Pub's guests embark at our property on Mary Street
- The Pedal Pub does not pick up any subsequent passengers along our route.
- Pick up and Drop offs occur in the vendor parking lot
- Drop offs on the public road allowance are avoided. With COVID, there has been drop offs for our guests at the parking spots on King to access the Exchange Brewery.

Conducting commerce within the municipal road allowance (picking up riders);

- The Pedal Pub does not pick up riders along our route.
- Passengers get on the bike at our Mary Street property, they disembark to partake in local businesses along our route and eventually return to our Mary Street at the end of the tour.
- The Pedal Pub does not operate as a rickshaw or bus, picking up and dropping off new passengers, along our route.

About Pedal Pub:

Pedal Pub is a franchise with operations throughout North America that creates authentic and meaningful memories through a positive, team-building experience. Community members and tourists alike have a chance to socialize with friends, partake in a light workout, on our unique bike, and tour neighborhoods and towns in an exciting, unique way.

Our guests experience Niagara-On-The-Lake from an eco-friendly perspective, arriving safely from location to location, sampling the culinary and beverage offerings, the community is famous for. While our guests may partake at wineries or breweries along our route, there is strictly no alcohol consumption while on the bike. In 2019, our inaugural 4-months season of operation, the Pedal Pub generated approximately \$92,000 in guest money spent and direct payment to local vendors.

The Pedal Pub has fully trained Pilots that operate the bike, while our guests, who adhere to a strict Code of Conduct, provide the pedal power. In over a year of operation, we are proud to report that we have had no safety incidents.

For 2020, the Pedal Pub has instituted thorough COVID safety procedures: all guests are properly screened before being allowed on the bike, our tour guides wear masks at all times, our guests are also provided masks and sanitize their hands before entering and departing all locations, the bike is sanitized five (5) times during the course of each tour, and other protocols have been implemented ensuring appropriate social circles.