



The Town of Niagara-On-The-Lake

Telephone (905) 468-3266
Facsimile (905) 468-2959

1593 Four Mile Creek Road
P.O. Box 100
Virgil, Ontario
L0S 1T0

Report: CS-20-020

Committee Date:

Due in Council:

August 24, 2020

Report To: Lord Mayor & Council

Subject: Pedal Pub Request - Revised Route for 2020

1. RECOMMENDATION

It is respectfully recommended that:

- 1.1 Council support the proposed route, attached as Appendix II, to be used by the Pedal Pub operator following the expiration of the existing license until December 31, 2020; and
- 1.2 staff be directed to forward the decision of Council to the Regional Municipality of Niagara.

2. PURPOSE / PROPOSAL

The purpose of this report is to seek endorsement from Council in response to a request received from the Pedal Pub operators for an extension on their license using a revised route, attached as Appendix II.

3. BACKGROUND

In March of 2020, the Niagara Region requested comments from staff in regards to the renewal of the licensing of the Niagara-on-the-Lake Pedal Pub. At the regular meeting held on July 22, 2020 Council approved the following resolution:

*WHEREAS the business known as Pedal Pub requires a license (Regional) to operate;
AND WHEREAS The Niagara Region approves license agreements for use in
Niagara-on-the Lake;
AND WHEREAS the Region has requested the Town's comments regarding this
license;
AND WHEREAS at the July 22, 2020 Council meeting, Council discussed and
identified concerns surrounding safety, traffic congestion, proximity of proposed routes
to residential areas.
THEREFORE BE IT RESOLVED that Council instruct the Region of Niagara that the
Council of The Corporation of the Town of Niagara-on-the-Lake does not support
renewal of this license when it expires August 28, 2020.*

AND FURTHER that this decision be forwarded to the Region, as the Town's response to their request.

4. DISCUSSION / ANALYSIS

On August 13, 2020 staff received the attached letter from the Pedal Pub operator, attached as Appendix I. The letter indicates that they are seeking approval from the Region to continue operations for the remainder of the year. They intend on using a revised route which is significantly reduced in length and mainly operates on roads through primarily commercial areas.

5. STRATEGIC PLAN

N/A

6. OPTIONS

Council has the ability to provide additional comments or not support the request.

7. FINANCIAL IMPLICATIONS

N/A

8. COMMUNICATIONS

The decision of Council will be forwarded to the Regional Municipality of Niagara.

9. CONCLUSION

At this time staff support the proposed revisions to the route and request that Council provide their support to the applicant to operate for the remainder of 2020 using this proposed route.

Respectfully submitted,



Peter Todd
Town Clerk



Kyle Freeborn
Director, Corporate Services



Sheldon Randall
Chief Administrative Officer (I)



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.

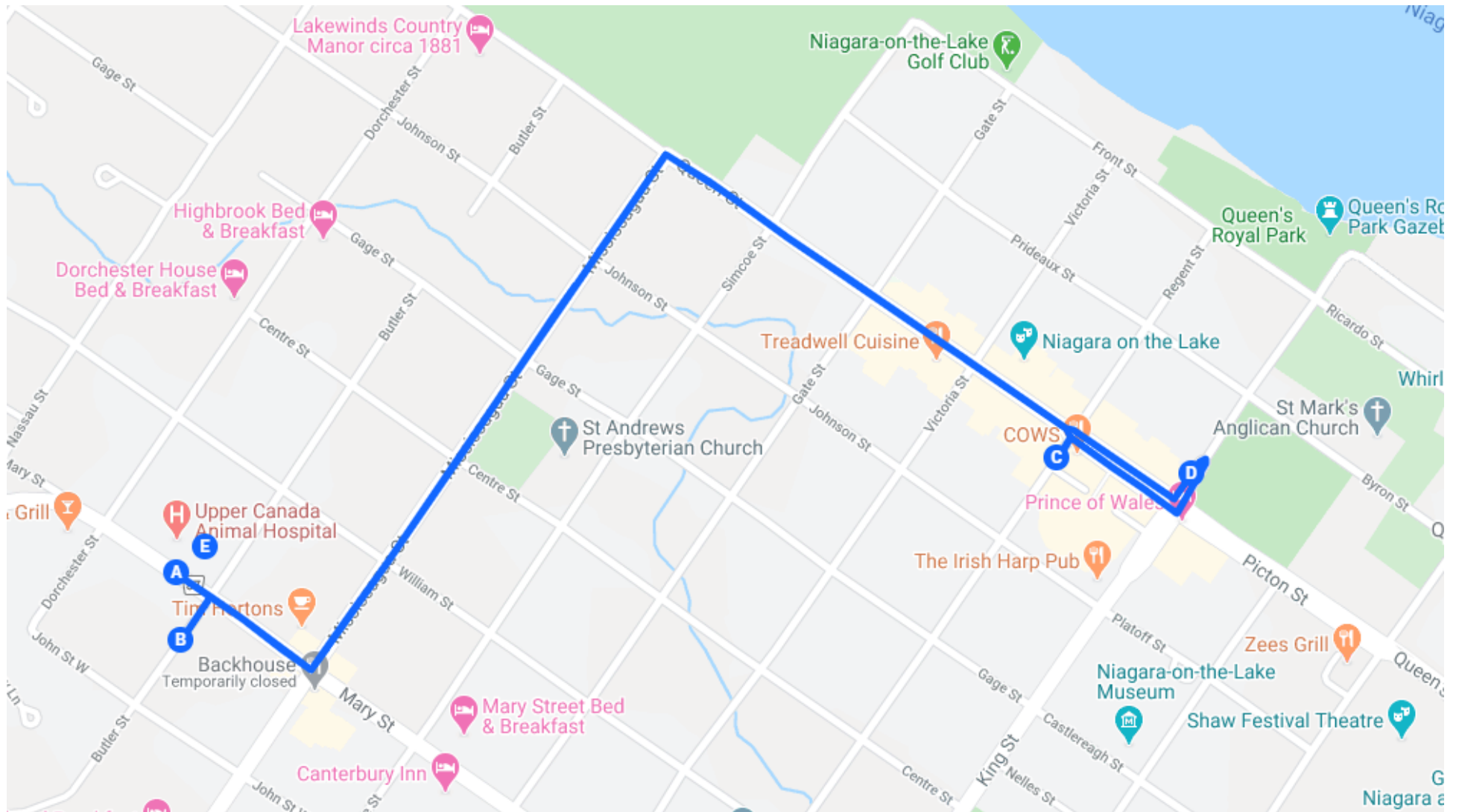
About Pedal Pub:

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.





Department of Corporate Services
1593 Four Mile Creek Road
P.O. Box 100, Virgil, ON L0S 1T0
905-468-3266 • Fax: 905-468-2959

www.notl.org

July 29, 2020

SENT ELECTRONICALLY

Regional Municipality of Niagara
1815 Sir Issac Brock Way, PO Box 1042
Thorold ON L2V 4T7

Attention: Ann-Marie Norio, Regional Clerk

Dear Ms. Norio:

RE: Niagara-on-the-Lake Pedal Pub

Please be advised the Council of The Corporation of the Town of Niagara-on-the Lake, at its regular meeting held on July 22, 2020 approved following resolution:

WHEREAS the business known as Pedal Pub requires a license (Regional) to operate;

AND WHEREAS The Niagara Region approves license agreements for use in Niagara-on-the Lake;

AND WHEREAS the Region has requested the Town's comments regarding this license;

AND WHEREAS at the July 22, 2020 Council meeting, Council discussed and identified concerns surrounding safety, traffic congestion, proximity of proposed routes to residential areas.

THEREFORE BE IT RESOLVED that Council instruct the Region of Niagara that the Council of The Corporation of the Town of Niagara-on-the-Lake does not support renewal of this license when it expires August 28, 2020.

AND FURTHER that this decision be forwarded to the Region, as the Town's response to their request.

If you have any questions or require further information please contact our office at 905-468-3266.

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'Peter Todd', with a large, sweeping loop at the beginning and a horizontal line extending to the right.

Peter Todd, Town Clerk

Cc: Carolyn Ryall - Director, Transportation Services Division Public Works Niagara Region