



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-21-028	Committee Date:	August 30, 2021
		Due in Council:	August 30, 2021

Report To:	Corporate Services Advisory Committee
Subject:	Pedal Pub - Revised Route for 2021/22

1. RECOMMENDATION

It is respectfully recommended that:

- 1.1 Council support the proposed route (Appendix I) to be used by the Pedal Pub operator for 2021 and 2022; and
- 1.2 Staff be directed to forward the Council decision to the Regional Municipality of Niagara.

2. PURPOSE / PROPOSAL

The purpose of this report is to seek endorsement from Council regarding a revised route for the Pedal Pub Operators, attached as Appendix I. Town Staff worked collaboratively with the Pedal Pub to develop the route options.

3. BACKGROUND

In March of 2020, the Niagara Region requested comments from Staff in regard to the renewal of the licencing 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.

On August 13, 2020, Staff received a letter from the Pedal Pub operator. 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.

At the July 12, 2021 COTW - Planning Meeting, the following resolution was adopted.

"4.1 that staff be directed to create a by-law regarding pedal pubs to prevent operation of pedal pubs in the Town of Niagara-on-the-Lake; that the 2021 license be terminated upon passing of the by-law and that the Town inform the Region of Niagara that the operation not be permitted in 2021 and beyond in Niagara-on-the-Lake."

At the July 19, 2021 COTW - General meeting, the Pedal Pub presented a delegation, providing background on the company and the updates they had made in results to concerns with the operation.

Subsequently, at the July 26, 2021 Council meeting, Council approved the following resolution:

"that the 4.1 motion of July 12, 2021, 5.2 Delegation and subsequent draft by-law for the Party Bicycle (Pedal Pub) be referred back to staff directing them to open dialogue with the Pedal Pub regarding route options at are of a safer nature, and that a report be brought back to Council in August regarding their findings."

4. DISCUSSION / ANALYSIS

As per the Council's direction at the July 26 Council meeting, Staff discussed and met with the Pedal Pub representatives to review a revised route. Safety, noise pollution, parking challenges, and existing community partners were discussed when considering route options.

Option 1 (Appendix I):

Option 1 includes the route being partially diverted further east along Mary Street and north along King Street to Market Street where passengers can board and disembark behind the Courthouse where the Heritage Shuttle stops when in operation.

Pros:

- Safety concerns are addressed.
- Addresses the parking challenge and allows for safer boarding and

- disembarking.
- Could be viewed as a benefit to local businesses.
- Balances the needs of the Pedal Pub, businesses and residents

Cons:

- The route still traverses Queen Street (this could be viewed as a pro or a con depending on the perspective.)
- The intersection of Mary and King isn't controlled to make left turns, requiring additional care on the part of the operator; thus, increasing safety risk.
- There could still be some disruption.
- This could impact Heritage Shuttle operations once they resume.

Option 2 (Appendix II):

Option 2 is similar to the route presented in Option #1 but instead of passengers boarding and disembarking behind the Courthouse, passengers would board and disembark at the former GO Bus stop on King Street near Queen Street adjacent to the Prince of Wales. This option may be necessary to implement if and when the Heritage Shuttle resumes operation.

Pros:

- Safety concerns are addressed.
- It could be viewed as a benefit to local businesses.
- Balances the needs of the Pedal Pub, businesses and residents

Cons:

- Boarding and disembarking are not as safe as presented in Option 1 and may still pose some safety concerns.
- The intersection of Mary and King isn't controlled to make left turns, requiring additional care on the operator's part, thus increasing safety risk.
- The route still traverses Queen Street (this could be viewed as a pro or a con depending on the perspective.)
- There could still be some disruption.

Option 3 (Appendix III):

Option 3 is to maintain the 'Status Quo' and continue with the existing route.

Pros:

- The Pedal Pub and their patrons are familiar with this route.
- This is an improved route over the Pedal Pub route in 2020. With this route, the Pedal Pub addressed previous concerns that had been presented in former years. This was the option approved by Council in August 2020. (The previous route was less safe and more difficult for Pedal Pub participants.)

Cons:

- There is more interaction with traffic, so there is a heightened risk of safety

- concerns and increased impacts to vehicular traffic compared to Option 1 and Option 2.
- This option may be viewed as more noisy and disruptive than the other options.

5. Strategic Plan

- Protect Distinctive Community Assets**
 - Preserve unique community elements
 - Close gap on capital investments
 - Recognize the importance of tourism in Niagara-on-the-Lake
 - Other
- Create a Culture of Customer Service Excellence**
 - Define, support and acknowledge customer service excellence
 - Support staff by providing comprehensive training
 - Use technology to improve levels of service
 - Other
- Not Applicable**

6. OPTIONS

- 6.1 **Option 1 (Appendix I):** Council proceeds with Option 1 as detailed in Appendix I. The route is partially diverted further east along Mary Street and north along King Street to Market Street, where passengers can board and disembark behind the Courthouse where the Heritage Shuttle stops when in operation. **(As recommended)**
- 6.2 **Option 2 (Appendix II):** Council proceeds with Option 2 as detailed in Appendix II. Similar route to Option 1 but instead of passengers boarding and disembarking behind the Courthouse passengers would board and disembark at the former GO Bus stop on King Street near Queen Street adjacent to the Prince of Wales. This option may be necessary to implement if and when the Heritage Shuttle resumes operation. *(Not recommended at this time)*
- 6.3 **Option 3 (Appendix III):** Council proceeds with Option 3 as detailed in Appendix III. This is the Status Quo option. *(Not recommended at this time)*
- 6.4 **Option 4:** Council selects an alternative route.

7. FINANCIAL IMPLICATIONS

There are no financial implications associated with this report.

8. COMMUNICATIONS

Upon Council approval, Staff will communicate with the Pedal Pub operator to advise of the new route for the 2021 and 2022. and ensure the operator is well-informed of Council's decision and any new requirements of the operation.

Additionally, Staff will communicate Council's decision to the Regional Municipality of Niagara.

The Town will request that the Pedal Pub provide the Town and the Regional Municipality of Niagara with proof of liability insurance, naming the Town and the Region as an additional insured for the duration of their licence (ending in August 2022).

9. CONCLUSION

Staff support the proposed revisions to the Pedal Pub route and request that Council provide their support to the applicant to operate with the revised route during the 2021/2022 season.

Respectfully submitted,



Colleen Hutt
Acting Town Clerk



Michael Komljenovic
Engineering Supervisor



Kyle Freeborn, CPA, CMA
Director, Corporate
Services



Marnie Cluckie, MS.LOD, B.ARCH, B.ES
Chief Administrative Officer

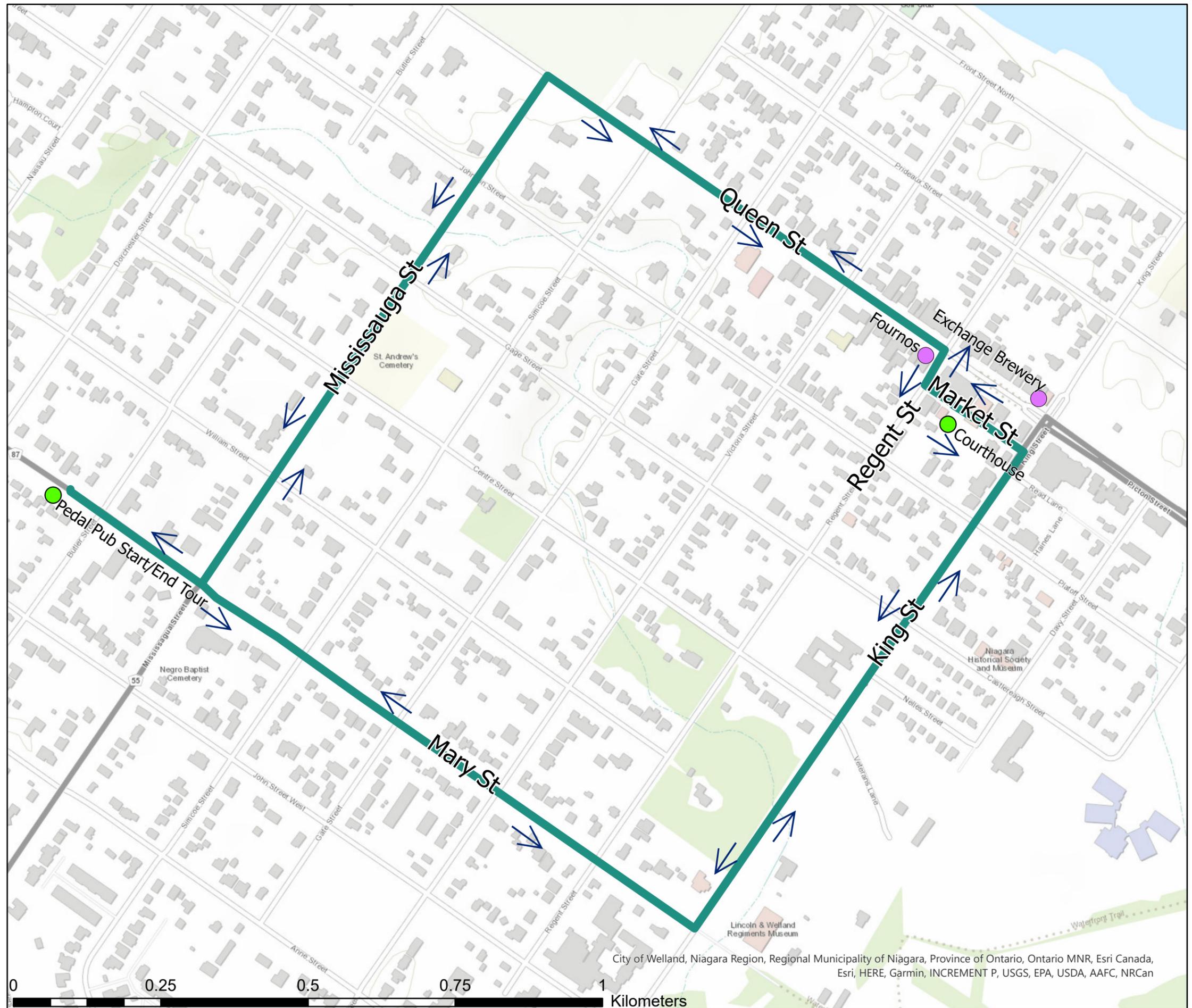
Pedal Pub

Option # 1

- Possible Pickup/Dropoff Locations
- Tour Points of Interest
- Option #1
- ← Direction of Route



Author: Operations Department
 Date: August 24, 2021
 Source: Town of Niagara-on-the-Lake



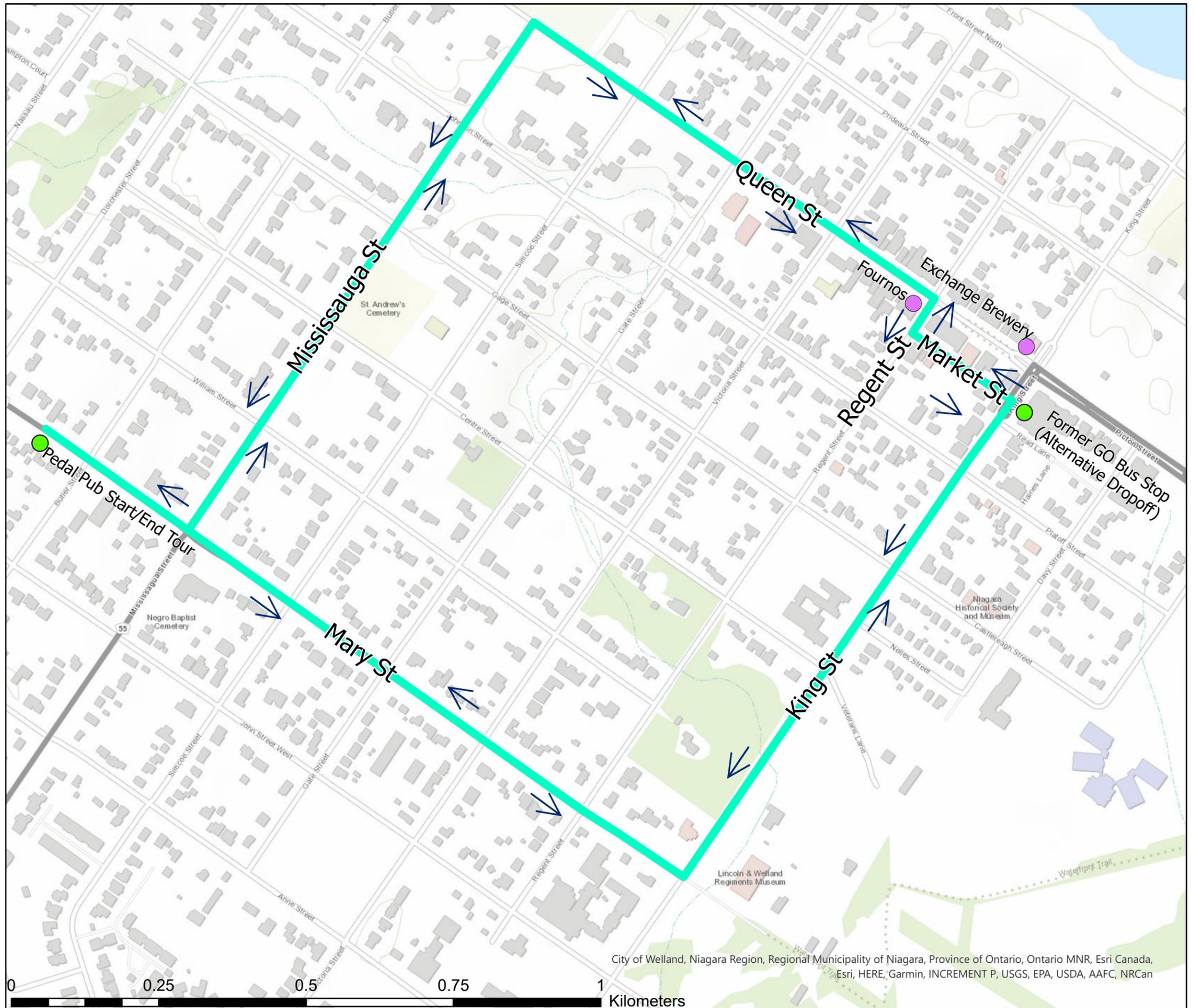
Pedal Pub

Option # 2

-  Possible Pickup/Dropoff Locations
-  Tour Points of Interest
-  Option #2
-  Direction of Route



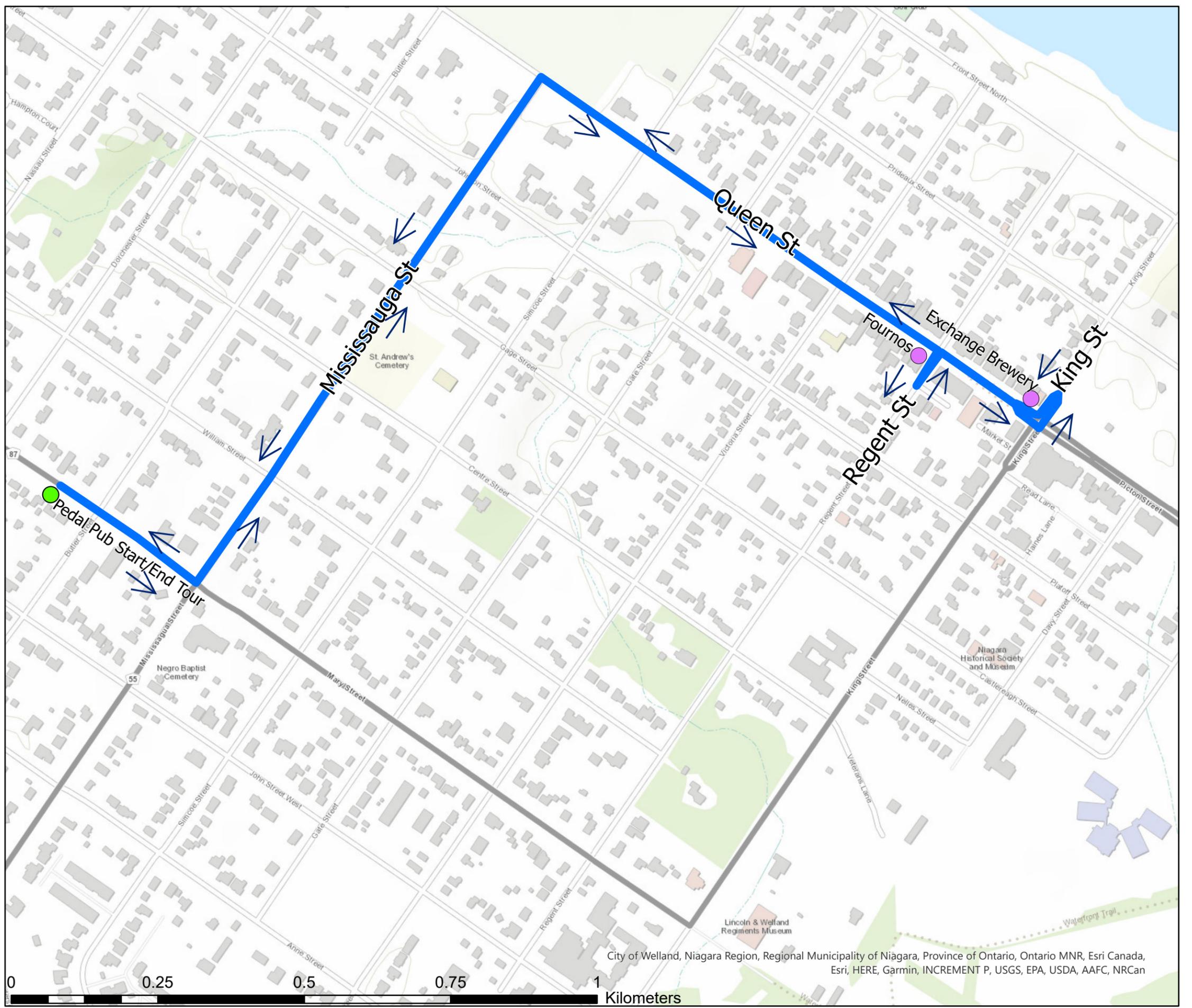
Author: Operations Department
 Date: August 24, 2021
 Source: Town of Niagara-on-the-Lake



Pedal Pub

Existing Route

- Possible Pickup/Dropoff Locations
- Tour Points of Interest
- Existing Route
- ← Direction of Route



Author: Operations Department
 Date: August 24, 2021
 Source: Town of Niagara-on-the-Lake