



What We Heard:

Large-format Bikes Consultation Results

March 2019

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Note:

The survey was distributed to stakeholders using the term “pedal pubs” or “party bikes.” During the consultation, it was suggested that the term “large-format bikes” was more appropriate. As such, the wording in this report has been amended to address this feedback.

Introduction

Alberta Gaming, Liquor and Cannabis (AGLC) is responsible for licensing, regulating, and monitoring liquor in Alberta. AGLC administers the *Gaming, Liquor and Cannabis Act* (GLCA), Gaming, Liquor and Cannabis Regulation (GLCR), and related policy governing the manufacture, importation, sale, purchase, possession, storage, transportation, use and consumption of liquor in Alberta.

In regulating the industry, AGLC strives to take a balanced approach. While there are economic and social benefits derived from Alberta's liquor industry, AGLC recognizes that there are also risks, costs and potential harms.

The objective of this consultation was to obtain feedback to determine the level of support that could be used to develop options related to the potential licensing of quad cycles (known as large-format bikes) under a Class B Public Conveyance licence.

Background

Large-format bikes are a four-wheeled, open-air, human-powered "vehicle" capable of seating up to 16 passengers. The bike is powered by the passengers while the steering and braking is controlled by a driver who does not provide pedaling power. Some manufacturers of these bikes offer an electric-assist motor to aid riders on hilly terrain.

Current policy defines Class B Public Conveyance as "Vehicles which provide transportation to members of the public for a fee, such as commercial buses and limousines." There are 57 Class B Public Conveyance licensees in the province. The majority of these licensees are limousine companies, but there are also airlines, boats and trains that have these types of licences.

In Alberta, 16-passenger commercial bike tours are already permitted to operate; however, alcohol must not be sold or consumed on the large-format bike.

Methodology

AGLC emailed 55 stakeholders and invited them to participate in an online survey. Stakeholders were also provided with AGLC contact information if they wanted to specifically address any questions or concerns. Each of the 55 stakeholders fit within one of six stakeholder groups:

1. Alberta Health Services
2. Law Enforcement
3. Municipal Groups and Associations
4. Alberta Transportation
5. Industry Members (Large-format Bike Operators)
6. Liquor Industry Association Groups

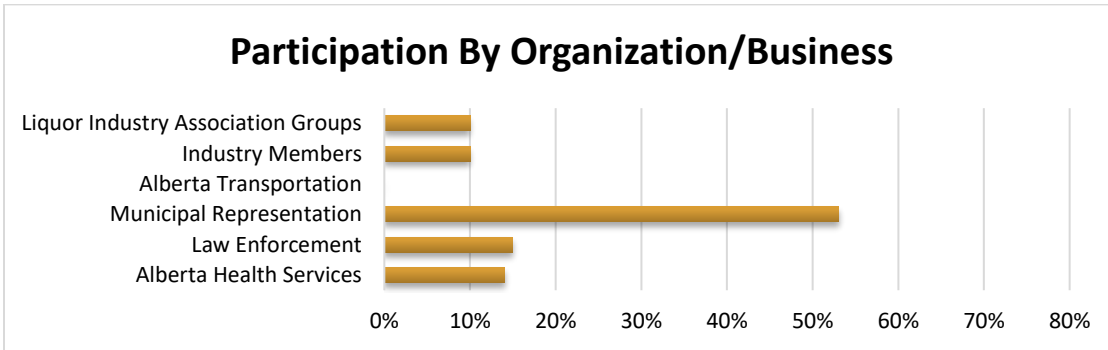
The survey was conducted between February 11 - 22, 2019. A copy of the survey questions is attached (Attachment 1). Thirty-two replies were received, representing a 58% response rate. The following table illustrates the participation rates obtained for this consultation:

Key Question 1

Participation Rates of Survey			
Client Group	Method of Data Collection	Invited to Participate	Participated (Provided Feedback)
Alberta Health Services	Personalized survey invite through email (Survey Monkey)	4	4
Law Enforcement & Fire	Personalized survey invite through email (Survey Monkey)	7	5
Alberta Transportation	Personalized survey invite through email (Survey Monkey)	1	0
Alberta Tourism	Personalized survey invite through email (Survey Monkey)	1	0
Cities of Edmonton & Calgary Departments (Corporate Strategic Development, Licensing, Transportation, City of Calgary Cycling & Education Team, City of Calgary Ward 9, etc.)	Personalized survey invite through email (Survey Monkey)	23	16
Rural Municipalities of Alberta (RMA)	Personalized survey invite through email (Survey Monkey)	2	1
Edmonton & Calgary Business Improvement Association	Personalized survey invite through email (Survey Monkey)	3	0
Industry members (e.g., large-format bike operators): Urban Pedal Tours (Edmonton & Calgary); Pedal Party Bikes (Calgary); and Pedal Pub Canada	Personalized survey invite through email (Survey Monkey) Additional feedback provided via telephone interviews with two of the three industry members.	3	3
Liquor Industry Association groups: (e.g., Alberta Small Brewers Association, Alberta Craft Distilleries Association, Alberta Estate Winery & Meadery Association, Import Vintners & Spirits Association, Alberta Liquor Store Association, Alberta Hotel & Lodging Association)	Personalized survey invite through email (Survey Monkey)	11	3
Total		55	32

Data Limitations

Stakeholder participation rates should be considered when reviewing the results of this consultation. The results of this consultation may reflect their perspective accordingly.



Not every respondent answered each question. The total number of responses to each question is addressed in the Results section.

Two stakeholders representing large-format bike operators provided additional feedback via telephone. Both agree their primary focus is providing a fun and safe experience for participants, however one of the operators did not support liquor consumption and service on large-format bikes.

Cross-Jurisdictional Research

AGLC also undertook a review of Canada and the United States to determine what could be learned from other jurisdictions. Research indicates six large-format bike tours operate in Canada under five industry operators. Liquor consumption and service on these bikes are prohibited.

Province	Location	Total Operators	Licensed
British Columbia	Kelowna & Victoria	2	no
Alberta	Edmonton & Calgary	2	no
Ontario	London	1	no
Québec	Montréal	1	no

In the United States, large-format bike tours operate in a variety of jurisdictions; a small number of them permit on-board liquor consumption. Colorado, Illinois, Michigan, Tennessee and Texas have open container laws that permit the possession, transportation, and consumption of open liquor.

Passengers of these large-format bike tours bring their own alcohol (BYOB), a maximum of 32 ounces (3 cans) of beer, wine or prepackaged alcoholic beverages equal to or less than 9% Alcohol by Volume (ABV). Sale or purchase of alcohol on-board is prohibited. In Chicago, some large-format bikes are equipped with a keg tap system, which permits passengers to bring their own eight gallon keg on-board.

Results

The survey contained six key questions. The results of the first question (Please classify the industry your organization/business represents) are tabulated on page 4.

Key Question 2 - Are there risks and/or public safety concerns associated with liquor consumption and service on large-format bikes that should be considered?

With respect to liquor consumption and service on large-format bikes, of the 30 stakeholder responses, 90% believe there are risks and/or public safety concerns to consider.

Nine of the 30 respondents (30%) felt that intoxicated patrons may harm themselves or the public by passing liquor to pedestrians and motorists and stepping into traffic when boarding and getting off the bike - *"the non-enclosure of the party bike can lead to passengers falling or disembarking when not permitted or safe."*

Five respondents (16%) mentioned that slower moving, larger modes of transportation may be a traffic hazard - *"slower moving vehicles taking a lane, can increase driver frustration and result in poor decision making."*

Four respondents (13%) noted that unruly behaviour of large-format bike patrons could impact traffic - *"Social disorder, risk of falling of the bike and making contact with traffic."*

Three respondents indicated that licensing the bikes would make it difficult to monitor the liquor consumption of passengers - *"Consuming during the stops is a recipe for uncontrolled over consumption."*

Three respondents were concerned that large-format bikes pose a social responsibility risk - *"Increasing the viability and apparent ease of consumption of alcohol normalizes an alcohol environment for youth."*

Key Question 3 – Please identify any suggestions to mitigate risks.

Eight of 26 respondents (31%) felt that risks could be mitigated by employing the following:

- Working with municipalities to establish pre-defined large-format bike routes;
- Developing an emergency response plan;
- Requiring a designated driver, server, and security staff on-board;
- Limiting the amount of liquor service; and
- Ensuring the bike is equipped with an electric-assist motor and seatbelts.

One respondent expressed - *"There is perceived risk associated with liquor & consumption...with the appropriate assessment and policy to address downside scenarios, public safety will remain safe and intact."*

Key Question 4 – Are there benefits and/or opportunities associated with liquor consumption and service on large-format bikes that should be considered?

Twenty of 29 respondents (69%) indicated there may be economic and tourism benefits associated with liquor consumption and service on large-format bikes. Common themes of those in favour:

- Active, social tourism activity;
- Showcase craft industry; and
- Support local businesses.

One of the respondents indicated support for licensing by stating the bikes - *"Capture the vibrancy of an engaged tourism sector...celebrate the province's work with the food and beverage industry and elevate the tourist elements of non-tourism hotbed locations."*

Nine respondents (31%) indicated there were limited opportunities associated with licensing large-format bikes, as noted by this response - *"Potential profits from liquor sales would be one benefit...but the risks and liability would most certainly outweigh the benefits."*

Key Question 5 – Please identify any potential impacts, positive and/or negative, if large-format bikes are licensed for liquor consumption and service?

The following positive and negative impacts were identified:



✓ Tourism	✗ Negative public perception of open liquor consumption
✓ Support innovative local businesses	✗ Noise level
✓ Economic growth	✗ Littering
✓ Promote festive-type atmosphere	✗ Limited access to public restrooms
✓ Road-sharing (public participation)	✗ Exposure to theft (liquor/cash stocked on bike)
✓ Environmentally friendly, zero-emission mode of transportation	✗ Financial impact to industry members (staffing requirements)
	✗ Revenue loss (i.e., breweries and taprooms)
	✗ Impact to city bylaws and processes
	✗ Impact on emergency services
	✗ Road safety

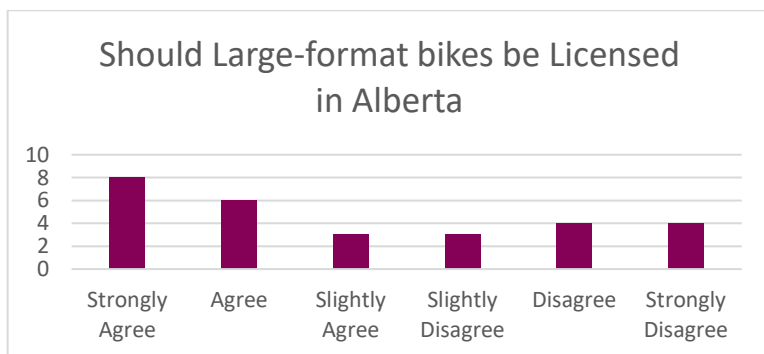
One of the respondents who identified liquor consumption and service on large-format bikes as having a positive impact expressed - *“The ability to align a city and its stakeholders to provide a fantastic experience for both locals and tourists alike is something worth celebrating.”*

One of the respondents who identified liquor consumption and service on large-format bikes as having a negative impact expressed - *“If riders are able to purchase/consume on the bike, then they are less likely to purchase/consume at the businesses they tour.”*

Key Question 6 – Please indicate for your organization/business, to the best of your estimation, the level of agreement with the following statement: “Licensing of large-format bikes should be permitted in Alberta.”

Of the 28 respondents that answered this question, 17 (61%) were in favor of liquor consumption and service on large-format bikes and 11 (39%) were not.

Twelve of the 17 respondents (71%) representing municipal stakeholders agree with licensing large-format bikes in Alberta. Four of the 5 respondents (80%) representing enforcement and three of the four respondents (75%) representing Alberta Health disagree.



Conclusion

A number of stakeholders have been engaged in this consultation. The majority of respondents completing the survey (61%) support liquor consumption and service on large-format bikes. However, these results need to be considered in relation to the benefits and risks identified by stakeholders.

AGLC wishes to thank all stakeholders for their participation in the large-format bike consultation.

Attachment 1 - Survey Questions

Q1	<p>Please classify the industry your organization/business represents.</p> <ul style="list-style-type: none">• Alberta Health Services• Law Enforcement• Municipal Groups and Associations• Alberta Transportation• Industry Members (large-format Bike Operators)• Liquor Industry Association Groups
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Q2	<p>Are there risks and/or public safety concerns associated with liquor consumption and service on large-format bikes that should be considered?</p> <p>Response Categories:</p> <ul style="list-style-type: none"> - Yes - No
Q3	<p>Please identify any suggestions to mitigate risks.</p>
Q4	<p>Are there benefits and/or opportunities associated with liquor consumption and service on large-format bikes that should be considered?</p>
Q5	<p>Please identify any potential impacts, positive and/or negative, if large-format bikes are licensed for liquor consumption and service?</p>
Q6	<p>Please indicate for your organization/business, to the best of your estimation, the level of agreement with the following statement: "Licensing of large-format bikes should be permitted in Alberta."</p> <p>Response Categories:</p> <ul style="list-style-type: none"> - Strongly Agree - Agree - Slightly Agree - Slightly Disagree - Disagree - Strongly Disagree