

A scenic view of a marina at dusk. In the foreground, several sailboats are docked at a wooden pier. The water is calm, reflecting the lights from the buildings and the sky. In the background, the British Columbia Parliament Buildings are illuminated, with their lights reflecting on the water. The sky is a deep blue, and the overall atmosphere is peaceful and serene.

Pedicabs in Victoria, BC

Presentation by Haley Lopez

What I am here to speak to you about today.



Benefits of pedicabs in
Victoria



Why the number of licenses
should increase



Why and how the licence
process should change

About Me:



Pedicabbing History

Worked full-time as a pedicab driver during the tourist season from 2013-2017 (5 seasons)

Currently

- Born and raised in Victoria (lived here for nearly 40 years).
- Full-time realtor since 2017.
- Passionate about small businesses.
- Family owns Surefire Safety Communications Inc., a living wage employer for Victoria, BC.
- Actively promotes other local, small businesses, many of which are women-owned
- Teaches basic financial literacy classes to New Canadians through the Victoria Filipino Canadian Association.



 **Jay B**
Philadelphia, PA • 7 contributions

👍 0 ...



Haley Rocked Our Tour

Jun 2016 • Couples

We walked off the boat with a couple of hours until our dinner reservations. It was a bit nippy so I figured a cab ride into town followed by a pub crawl would be our unplanned. The dude at the cab stand insisted we try a pedicab instead of a motor cab. Blankets would keep us warm. Next thing I know we were on wheels with Haley Lopez Iverson pedaling.

I couldn't stop smiling as the perfect combination of zero expectations met with an exuberant, experienced and sweet young tour guide.

What a hoot. Haley showed us some really cool homes, flora, fauna, and finally the chocolate shop. She got us to our restaurant right on time.

Totally worth the price. An experience you can't plan ahead, but will remember for years to come.

Written June 19, 2016

This review is the subjective opinion of a Tripadvisor member and not of Tripadvisor LLC. Tripadvisor performs checks on reviews as part of our industry-leading trust & safety standards. Read our [transparency report](#) to learn more.

 **jacqui185**
Hamilton, New Zealand • 7 contributions

👍 0 ...



Haley Lopez Iverson

Sep 2015

Was visiting Victoria on the celebrity solstice, having a lovely walk around with family. Had enjoyed a lovely dinner and saw these amazing bikes that you could hire for a ride, Haley gave us an amazing trip back to the cruise ship by showing us the amazing houses and interesting sites between town and the port. Would highly recommend Haley she was very knowledgeable and friendly.

[Read more](#) ▾

Written September 13, 2015

This review is the subjective opinion of a Tripadvisor member and not of Tripadvisor LLC. Tripadvisor performs checks on reviews as part of our industry-leading trust & safety standards. Read our [transparency report](#) to learn more.

 **Brenda F**
Hanson, KY • 16 contributions

👍 0 ...

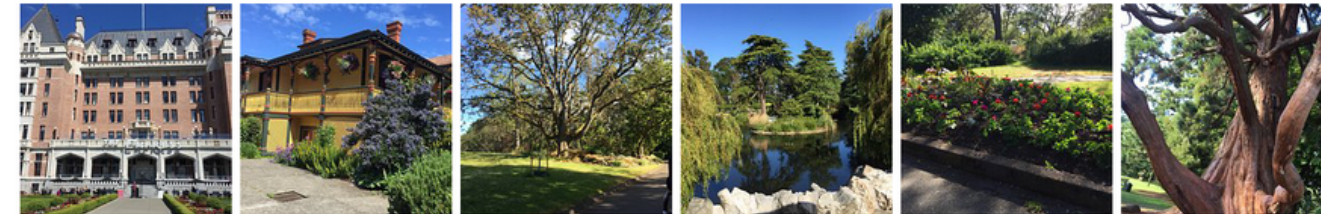


Haley Lopez Iverson rocks!!!

Jun 2017 • Couples


We were a couple of lost cruise ship passengers trying to figure out what to do when Haley comes up and asks if we wanted a ride!! Best part(s) of our day!! She took us on a mini tour before dropping us off, then we were able to catch back up with her for a scenic trip around Beacon Park. Job well done

Haley!!



Written June 10, 2017

This review is the subjective opinion of a Tripadvisor member and not of Tripadvisor LLC. Tripadvisor performs checks on reviews as part of our industry-leading trust & safety standards. Read our [transparency report](#) to learn more.

 **tookie0430**
Liberty Hill, TX • 5 contributions

👍 0 ...



Haley Rocks!

May 2016 • Couples

Got off the boat and wasn't sure what we wanted to do. Found ourselves going back and forth between all the pedicabs and taxi cabs. Haley pulled up and we decided why not. She was an amazing tour guide and pedicab driver. She was very knowledgeable about the history and made it very fun and interesting. So glad we decided to let Haley take us downtown.

Written May 21, 2016

This review is the subjective opinion of a Tripadvisor member and not of Tripadvisor LLC. Tripadvisor performs checks on reviews as part of our industry-leading trust & safety standards. Read our [transparency report](#) to learn more.

Who We Are:

- Teachers
- Students
- University Professors
- Digital Nomads
- Entrepreneurs
- Career tour guides
- Medical Professionals
- Retirees
- Real estate agents
- Parents

There are pedicabs riders from 19 years of age to riders in their 70s.



Benefits of Pedicabs in Victoria

Promote Tourism

In line with the city's aesthetic: a highly walkable, highly bikeable, tourist-friendly city.

Pedicabs are often utilized to provide guided tours and sightseeing experiences. They allow visitors to explore the city in a unique and leisurely manner while receiving information and insights from knowledgeable pedicab drivers.



Pedicabs can serve as ambassadors for the city, interacting with locals and tourists alike. The drivers often have extensive knowledge of the area and can provide recommendations, enhancing the visitor experience and fostering positive interactions within the community.



Accessible Transportation

Pedicabs are a safe and accessible inner-city transportation option, especially on the weekends and evenings when taxi wait times can be very lengthy.

They can bridge the gap between public transportation stations or parking lots and the final destination, offering an efficient solution for the "last mile" of a journey.

Pedicabs allow both locals and tourists with mobility limitations to get to places in the city where cars are not allowed (Government Street), making city exploration more inclusive.

Increased Public Safety

"Eyes on the Street" - Jane Jacobs

With their open design and slow-moving nature, pedicabs can provide a high level of visibility on the streets, and increase natural surveillance throughout the city center.

The presence of pedicabs can bring more people to the streets, increasing foot traffic and creating a livelier atmosphere. Increased activity and pedestrian presence can deter criminal behavior and create a sense of safety through the perception of "safety in numbers."





Eco-Friendly

Neither person-powered or electric-assist pedicabs emit emissions.

Pedicabs are human-powered vehicles, making them an eco-friendly mode of transportation. They do not produce any emissions, reducing carbon footprints and promoting sustainable transportation options.



Economy (Micro-Businesses)

- Draw money into the economy from outside sources.
- Pedicabs create self-employment and job opportunities, fostering economic diversity.
- Provide living wages
- Provide opportunities for people that struggle with conflicting priorities (ie. Childcare needs).
- Pedicab businesses support local suppliers and stimulate economic activity.
- Ancillary services and partnerships with tour companies or hotels can generate additional revenue.
- Pedicab income circulates within the local economy, creating a multiplier effect.

Why the number of pedicab licenses should increase

Underserved Market



Underserved Market

- **Nightshift Service Gap:** The pedicab market experiences an underserved segment during the nightshift, starting from 11:00 PM to 2:30 AM.
- **Non-Cruise Ship Visitors:** When boats are not in port, the pedicab market remains largely inactive. With few licenses issued and limited driver presence, these times do not typically receive pedicab service, resulting in missed opportunities to cater to local residents and visitors who are not part of the cruise ship crowds.
- **The limited number of pedicab operators and their focus on high-demand days lead to unmet demand and untapped economic potential during these periods.**

Tourism Statistics for Victoria

The number of cruise ship passengers are predicted to reach an all-time high in Victoria, with 330 cruise ships expected to dock in Victoria in 2023.

This is estimated to be 850,000 passengers.

Last year there were 329 ships, but only 715,000 passengers.

<https://vancouverisland.ctvnews.ca/more-than-300-cruise-ships-expected-to-dock-in-victoria-in-2023-1.6237629>

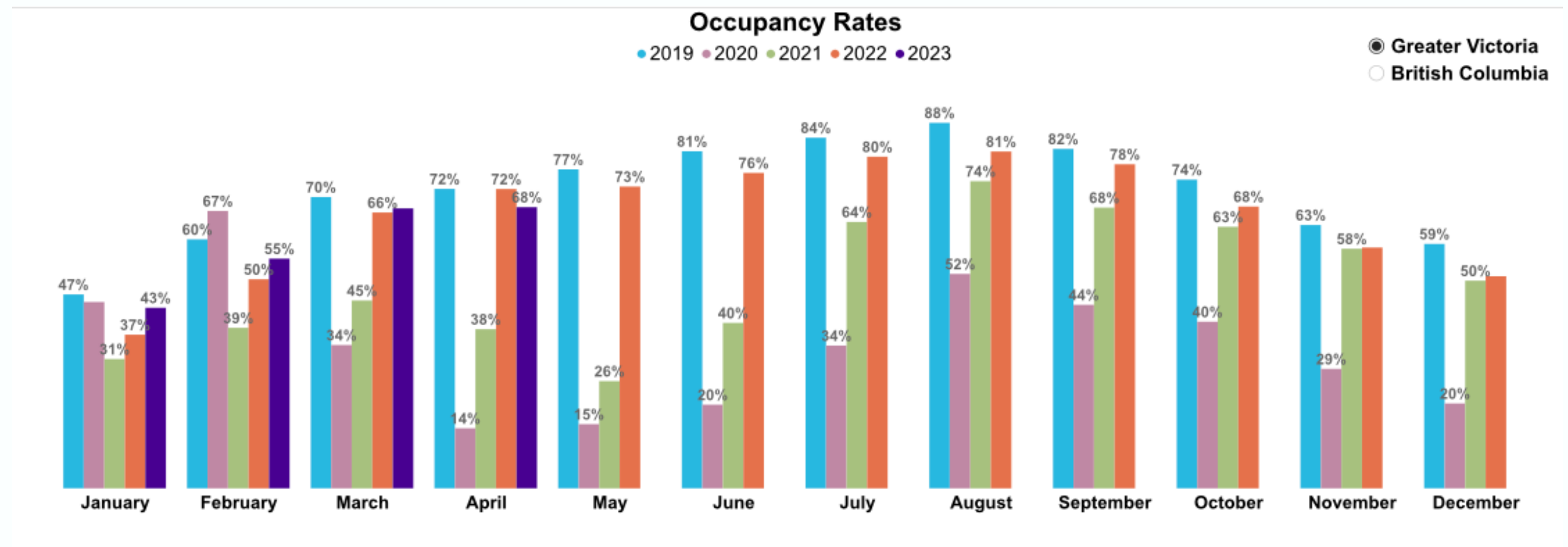
Data from the Destination Victoria tourism statistic dashboard indicates that airport arrivals, BC Ferry traffic, and occupancy rates are also rising from last year.

<https://vancouverisland.ctvnews.ca/more-than-300-cruise-ships-expected-to-dock-in-victoria-in-2023-1.6237629>

Nearly 4 million visitors annually to Greater Victoria

<https://vancouverisland.ctvnews.ca/more-than-300-cruise-ships-expected-to-dock-in-victoria-in-2023-1.6237629>

Underserved Market Continued





**How and why the
licence process
should change**

The Why: Under-utilized Licenses

- Stop people from holding licenses that have no interest, desire, or means to use them.
- Give career pedicab operators a greater opportunity to earn better incomes, have job security (independent contractors are not protected like employees).
- Prevent monopolies and de-factor monopolies.

The Why: Under-utilized Licenses

2007-2016: **28** Pedicab Licenses Available

2016-Present Day: there was a lottery that awarded 18 more pedicab licenses, bringing the total number of pedicab licenses allowed to be issued to **46**.

- 28 existing licenses are held by: Andrew Capeau, Victoria PediCab Company president and owner. Victoria Pedicab has 8 licenses and manages the remaining 20 through Pacific Pedicabs (5) and Kabuki Kabs (Victoria) Ltd. (15)
- 6 licenses were awarded to each of Vikas Giri and Jim Espinoza.
- 6 Licenses were awarded to individuals.

The Why: Under-utilized Licenses

- Out of the 46 licenses that are held, I estimate to the best of my knowledge that 11 of the licenses are not being actively used, and have never been used since they were issued in 2016.
- 9 of which, I believe, are held by people who do not own pedicabs.

The How:

- A temporary license that expires within six months - within that six months the license holder needs to purchase a pedicab.
- A full license needs to be renewed every year and cannot be issued without proof of purchasing an actual pedicab/registering a pedicab.
- Create minimum qualification requirements to obtain, and maintain a pedicab license
- Issue more individual licenses
- **NEW** license holders should be required to directly manage their licenses.

Marshal Age 9 (2013)



Marshal Age 19 (2023)

