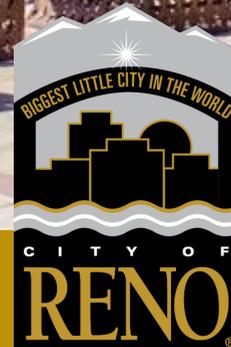
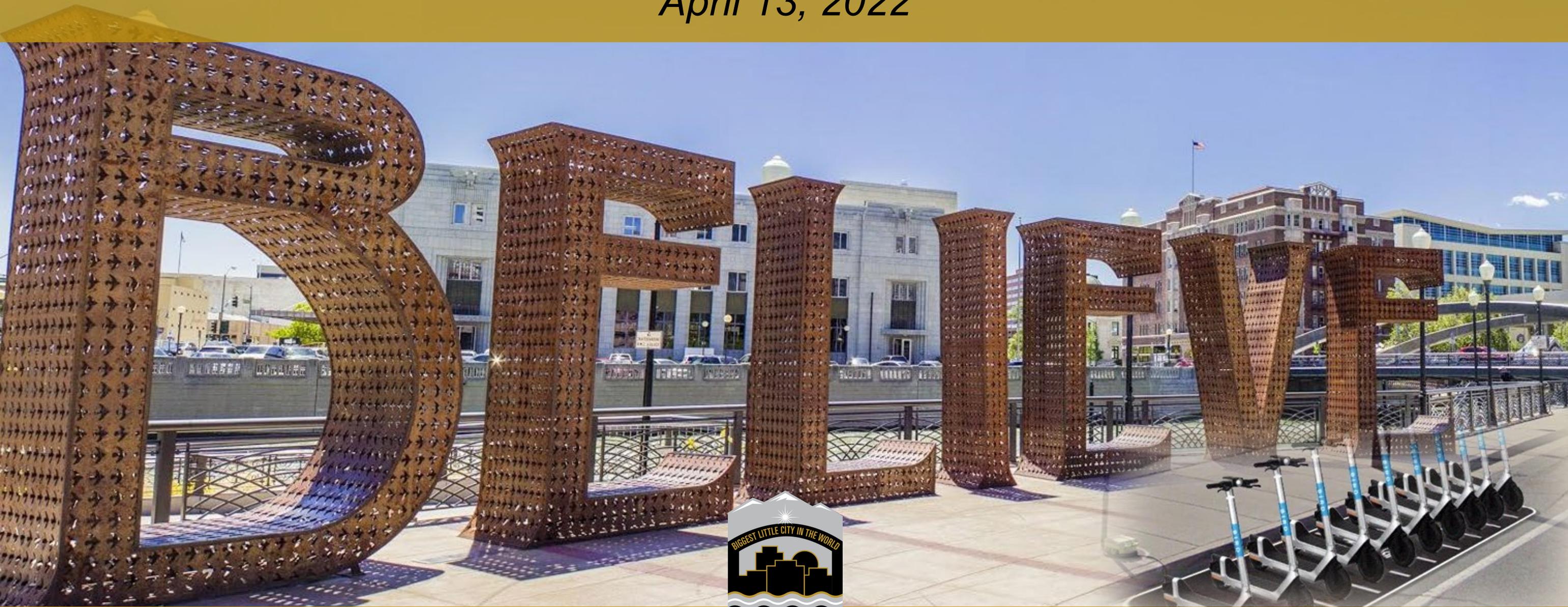
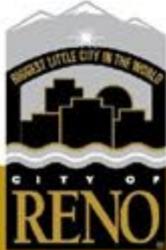


Bird Exclusive Franchise Agreement

April 13, 2022



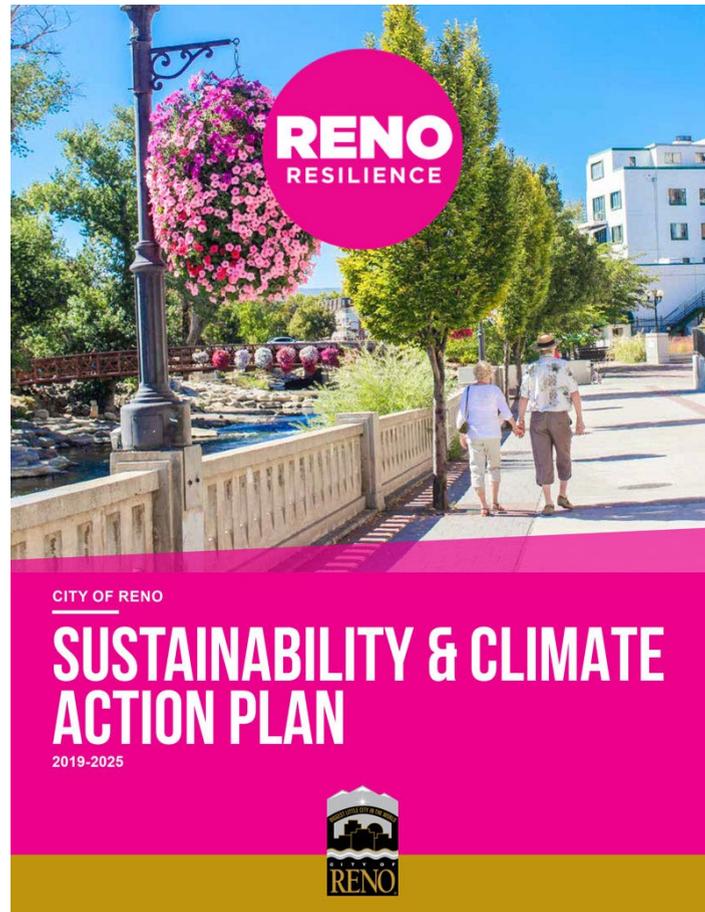
What is Climate Action



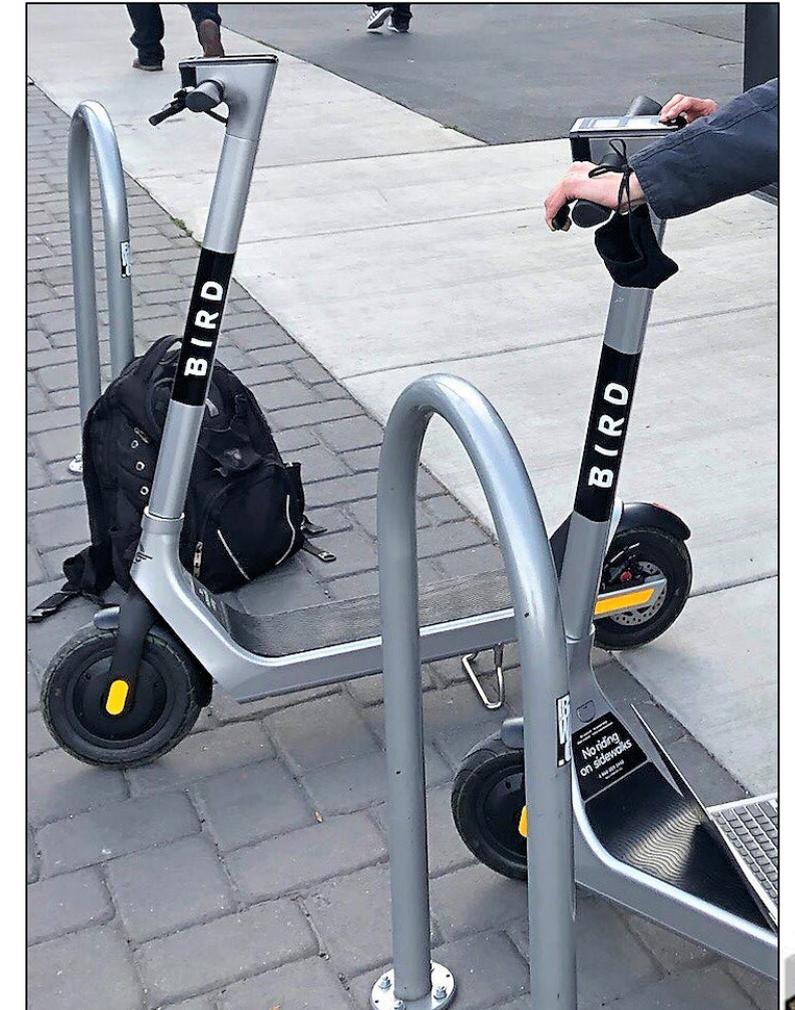
Why are we here? Reduce Cause

2019

2021



- Ordinances
- Share Programs
 - E-scooter rules



Previous Council Action

1. Develop an Operational/Parking Siting Plan inclusive of parking types and locations; and
2. Develop an Outreach Plan; and
3. Present to and receive feedback from the Access Advisory Committee. The Operational/Parking Siting Plan must take their feedback into account; and
4. Hold a public workshop and invite business operators from the Wells Avenue District, the Downtown Reno Partnership, business operators in Midtown, and the Reno Riverwalk merchants and owners; and
5. Amend the Agreement as presented, to a three-year term with no automatic renewals.

Franchise Agreement Terms

- Three years
- Easy Termination
- Franchise Fees .25 p/mile
- Registration Fee \$20 p/vehicle

FRANCHISE AGREEMENT (Shared Micromobility)

THIS FRANCHISE AGREEMENT is made and entered into on this ___ day of _____, 20__ (“Effective Date”), between the CITY OF RENO, a Nevada municipal corporation (hereinafter “City”), and Bird (hereinafter “Contractor”), with reference to the following facts. City and Contractor are sometimes collectively referred to as the “Parties,” or singularly as a “Party.” In consideration of the covenants and agreements described below, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties covenant and agree as follows:

WITNESSETH:

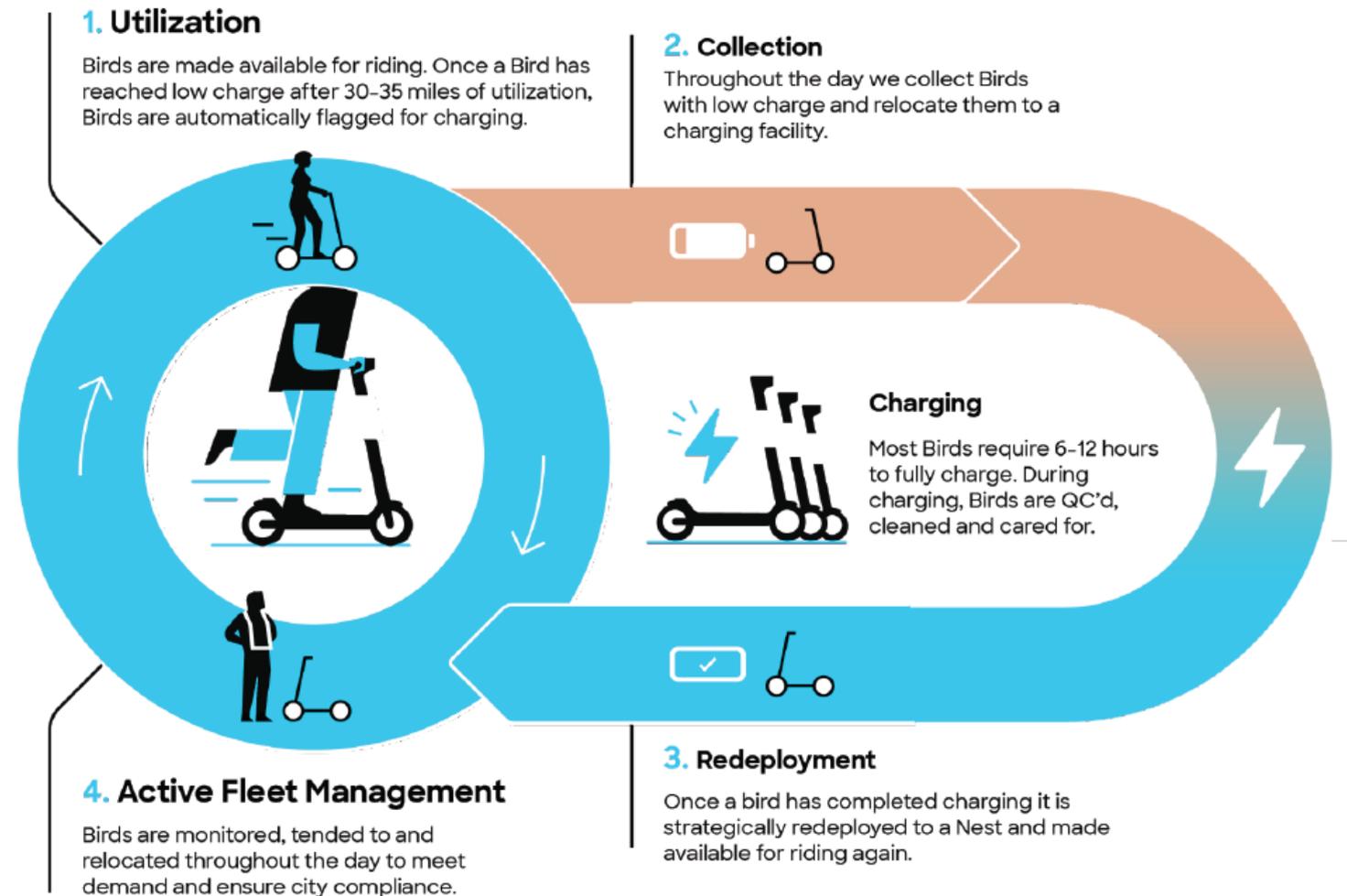
A. WHEREAS, transportation contributes thirty percent of pollution in Reno and Washoe County, and 83% of those emissions are from passenger vehicle use; and

B. WHEREAS, micromobility is an alternate form of transportation that reduces these effects by offering options for short trips taken by residents and visitors, offers citizens physical access to new opportunities, and provides first and last mile transportation options that augment public transportation; and

Operational Plan

This baseline Operational Plan is intended to be a working document and will be refined as necessary to address any City concerns regarding Bird operations.

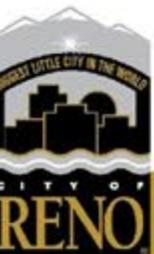
Daily Operations Cycle



Operational Plan

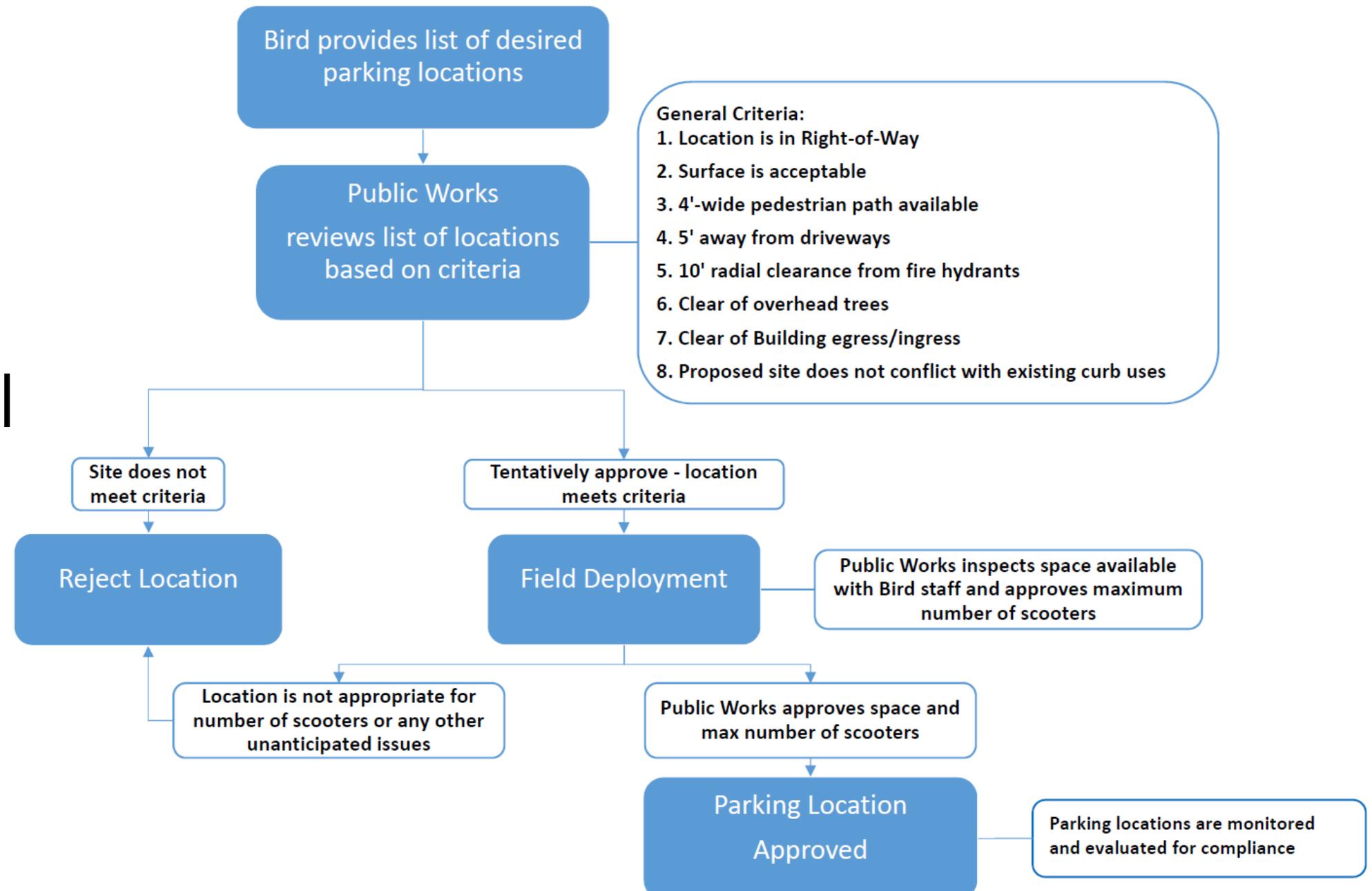
Phased Fleet Deployment

Timeline	Fleet Size	Parking Locations	Outreach
Late April	25% of fleet introduced	Launch with at least 70 mapped parking locations installed in the PROW, additional parking locations on private property	Launch Event with Local Media and Community Partners
Mid May	Scale to 75% of total fleet	Add 20-30 new parking locations	Additional Outreach with TMBA for Bike Month, including events, newsletter, social media
Late May	Scale to 90% of total fleet	Add 20-30 new parking locations	Student Outreach at UNR and Truckee Meadows Community College
Early/Mid June	Scale to 100% of total fleet	Complete parking schedule (100 parking spots installed)	National Mayors Conference and West Coast Urban District Forum



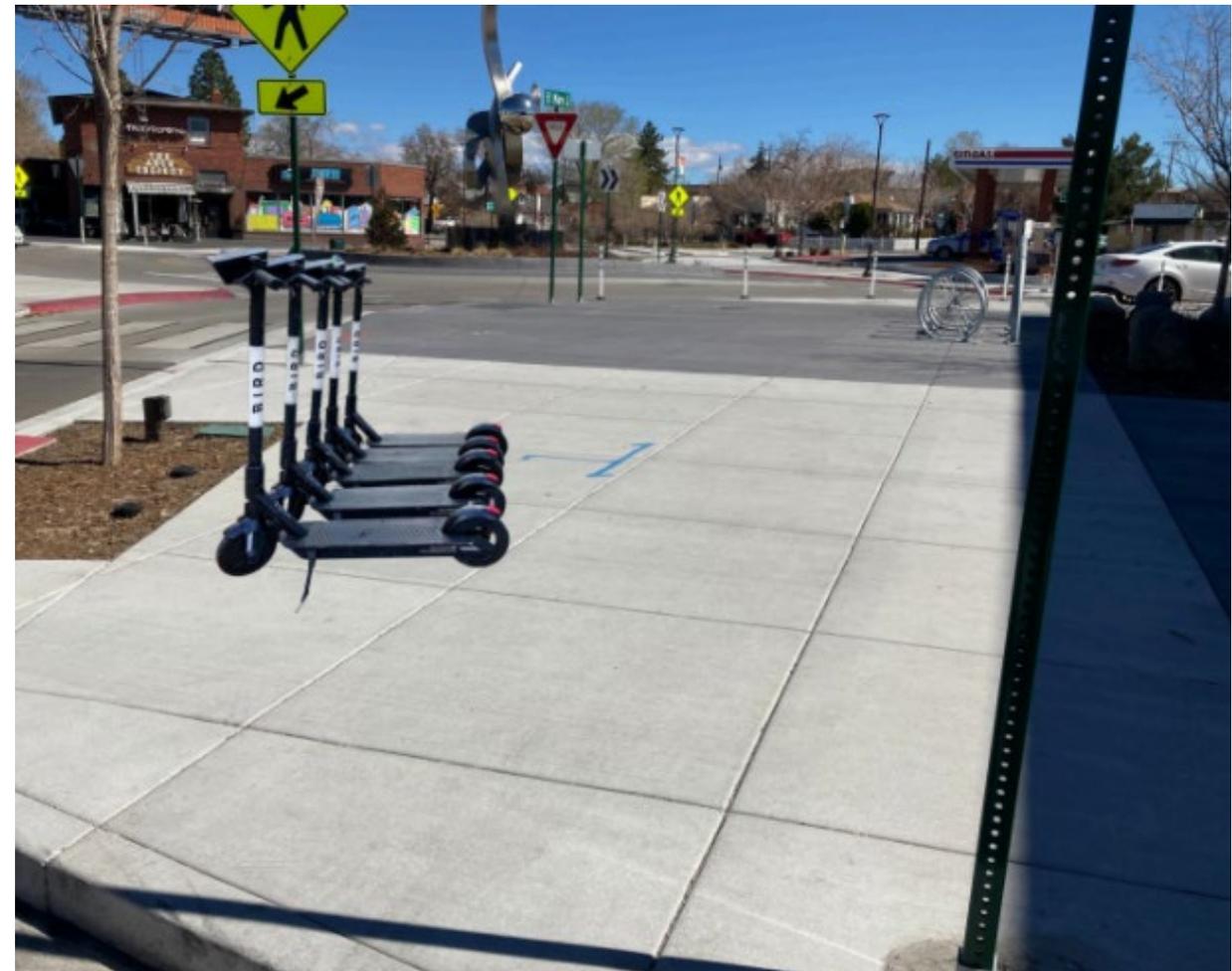
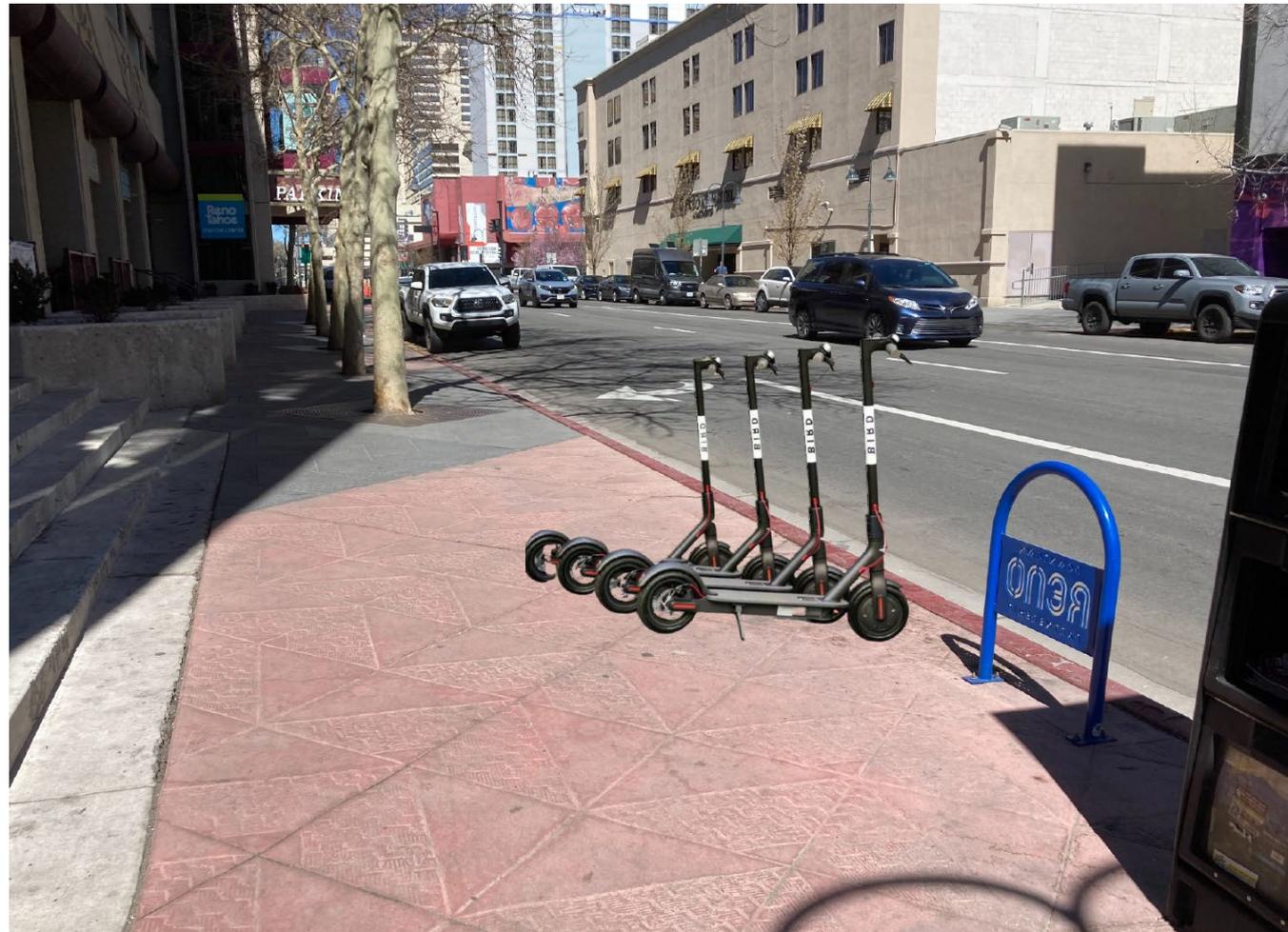
Operational Plan

Parking Approval Process



Parking Location Example Rendering

Geofence to stay within the parking area



Community Outreach

- 2 Reno Advisory Committees
- 1 Local Business Meeting

Senior Citizen Advisory Committee

Reno Access Advisory Committee
Virtual Meeting

Agenda
Tuesday, January 25, 2022, 5:30pm



chamber of
commerce
RENO + SPARKS



Recommended Motion

I move to approve the Exclusive Franchise Agreement between Bird and the City of Reno for an E-Scooter Share Program in the Downtown and Midtown areas.