

STAFF REPORT

Date: March 12, 2025

To: Mayor and City Council

Through: Jackie Bryant, City Manager

Subject: Staff Report (For Possible Action): Approval of an Amendment to the Franchise Agreement (Shared Mobility) between Bird and the City of Reno, to extend the term of the agreement until April 13, 2027.

From: Suzanne Groneman, Sustainability & Utility Relations Manager

Department: City Manager's Office

Summary:

Section 5.90.1180 of the Reno Municipal Code, titled “System of Dockless Bicycles, Electric Bicycles, and/or Electric Scooters within City Limits”, requires that a vendor must operate under a Franchise Agreement. At the April 13, 2022 Council meeting, Council approved an exclusive Franchise Agreement with Bird. The current agreement with Bird expires on April 13, 2025. This amendment would extend the current program, and all terms of the agreement, until April 13, 2027.

Consent Review	Yes	No
1. Is this item an annual or standard item that comes before Council for regular approval?		x
2. Is this item an agreement required based on an item previously approved by Council?		x
3. Is this item included in the current budget approved and adopted by Council?		x
Other Considerations		
What percent of the total City budget does this item represent?	<1%	

Alignment with Strategic Plan:

Infrastructure, Climate Change, and Environmental Sustainability

Previous Council Action:

August 23, 2023 - Council approved an amendment to the Franchise Agreement to direct a portion of the franchise fees to adaptive programs.

April 13, 2022 - Council approved a Franchise Agreement with Bird.

December 8, 2021 – Council approved a Franchise Agreement with Bird, pending an Outreach Plan and Operational Plan prior to the Effective Date.

February 12, 2020 - Council took no action on a recommendation by staff to implement an electric scooter share pilot program.

December 4, 2019 - Council adopted two ordinances to regulate e-scooter use and operations of e-scooter share programs.

Background:

Micromobility aligns with the Sustainability Plan Priority 4: Create Lively, Low Carbon Neighborhoods, specifically 4.6 Expand use of shared, micro-mobility alternatives, and 4.7 Engage residents and businesses in campaigns to reduce vehicle emissions. In June 2021, the City of Reno received a Business License Application from Bird, an e-scooter share company. Between June, 2021 and December, 2021, Staff developed a Franchise Agreement for a System of Dockless Bicycles, Electric Bicycles, and/or Electric Scooters within City Limits. At the April 13, 2022 meeting, the Reno City Council approved an exclusive Franchise Agreement with Bird.

At the August 23, 2023 Reno City Council meeting, the Reno City Council approved an amendment to the Franchise Agreement to direct a portion of franchise fees to the adaptive recreation program.

Discussion:

In Reno, riders have taken over 765,000 rides, using alternative transportation to ride almost a million cumulative miles on Bird. E-scooters are an affordable and sustainable transportation option for many residents. The program has generated \$215,647 in franchise fees.

In the fourth quarter of 2024, 65% of rides were taken by locals and 35% were taken by tourists, and 32% of rides were “frequent routes”. The program provides revenue to the Adaptive Recreation Program through a \$.01 per/ride fee.

The program also operates with the University of Nevada, Reno, under a separate agreement.

Financial Implications:

Franchise fees are estimated to be \$70,000 to \$75,000 per year. Staff time to manage the

program averages \$12,200 per year.

Legal Implications:

Legal review completed for compliance with City procedures and Nevada law.

Recommendation:

Staff recommends Council approve the Amendment to the Franchise Agreement (Shared Mobility) between Bird and the City of Reno, to extend the term of the agreement until April 13, 2027.

Proposed Motion:

I move to approve the Amendment to the Franchise Agreement (Shared Mobility) between Bird and the City of Reno, to extend the term of the agreement until April 13, 2027.

Attachments:

1. Franchise Agreement
2. Amendment to Franchise Agreement (for adaptive recreation)
3. Proposed Amendment to Franchise Agreement (term)