Franchise Agreement

Blue Ridge Rickshaw

February 8, 2022

Ken Putnam, PE
Director
Transportation Department

THE CITY OF ASHEVILLE



Blue Ridge Rickshaw

- The pedal bicycle taxi service is classified as a slow moving vehicle operation which could have a minor impact on vehicular traffic and traffic flow.
- Franchise agreement process is used to set the parameters.
- Reviewed and approved by the Asheville Police Department.
- Reviewed and approved by the Multi-Modal Transportation Commission.
- Reviewed and approved by the Public Safety Committee.

Blue Ridge Rickshaw

- Request is to operate a pedal bicycle taxi service within the City of Asheville.
- Commercial service areas include Central Business District, South Slope, Biltmore Village, and River Arts District.
- Residential service areas include the Burton Street, Hillcrest, Lee Walker Heights, Erskine-Walton, Livingston Heights communities, etc. (complete listing is included in the franchise agreement).
- The service will operate seven days per week between 7:00 am until 3:00 am.


Each Boardwalk Pedicab™ is shipped fully assembled and will be
an integral part of your family's enjoyment for generations to come.

Blue Ridge Rickshaw

- Prohibited from operating on public streets where the speed limit is greater than 35 mph.
- Third-party advertising on the outside of the vehicle is not allowed.
- Initially, there will be one vehicle and one operator.
- The franchise agreement is structured to allow growth.
- The service will provide point to point transportation and various tours.

Blue Ridge Rickshaw

Suggested Motion -

Staff recommends that City Council approve an ordinance granting a franchise agreement to Blue Ridge Rickshaw to operate a pedal bicycle taxi service within the City of Asheville.