



City Manager's Office

MEMORANDUM

DATE: May 27, 2022

TO: Mayor and City Council

THROUGH: Doug Thornley, City Manager Approved Electronically

FROM: Suzanne Groneman, Sustainability Program Manager
Jackie Bryant, Assistant City Manager

SUBJECT: Bird Pricing Model Changes to Increase Commuter Ridership

Please find the attached letter from Bird Ride explaining a new pricing model in Reno. Under the model, the rates will change based on the time of day, and based on weekends and weekdays. In order to increase documented commute numbers, as well as balance the number of e-scooters in use throughout the day, the rate will decrease \$.07 during commute times, and increase \$.03 during high use times.



Maria Laposata
Robert Singleton
Bird Rides
406 Broadway Ave #369
Santa Monica, CA 90401

Friday, May 27th, 2022

Suzanne Groneman
City of Reno
1 E 1st Street
Reno, NV 89501

Dear Suzanne,

I am writing to notify you that we are modifying our prices modestly starting this weekend in Reno. Our goal in these adjustments is to provide meaningfully reduced per-minute pricing to Reno morning commuters. Below are details of what we are introducing:

- Reduced per-minute fees on weekday mornings to \$0.35 per minute. This is a decrease of \$0.07 per minute. We expect this to directly help Reno resident commuters. Based on the trends we are seeing thus far, we believe we have a meaningful opportunity to increase commuter ridership and hope this 17% decrease in the per-minute fee should assist in that effort.
- To ensure we are maintaining a financially sustainable system, we will increase pricing in the evenings and weekends by \$0.03, which we expect to impact tourists more heavily. Despite this small increase, Reno is still priced below nearby markets.
- We will also introduce a small fee of \$0.30, covering the cost of the per-ride fee and per-vehicle fee paid to the City, that will be attached to each ride.

Please let me know if you have any questions.

Thank you,
Maria