

City Manager's Office

MEMORANDUM

DATE: June 22, 2022

TO: Mayor and City Council

THROUGH: Doug Thornley, City Manager *DT*

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

SUBJECT: Bird E-Scooters Monthly Report – April and May, 2022

Bird submitted its first monthly report covering the end of April (launch was April 21) and the month of May.

Report Highlights Include:

- Franchise Fees based on 59,731 rides, \$14,933
- Installed 60+ parking locations known as “nests”
- Issued 752 warnings and 52 fines
- Reduced rates during commute times increased commuter use after May 26, 2022



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Reno Monthly Report

April 21 - May 31, 2022

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Summary Information

Operational Data

Category	April 21 - May 31
Total Rides	59,731
Revenue Generated for the City ¹	\$14,933 (Rev Share)
Metric Tons of CO ² Avoided ²	9.4
Car Trips Avoided	19,900
# of Fleet Managers	9
Warning Issued	726
Fines Issued	52

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not including sales tax or the per vehicle fee
Assumes 1/3 rides would have prevented a car trip

Programmatic Updates

- Parking:** Installed 60+ additional parking locations based on top ride end locations to improve rider parking behavior. This included mapping bike rack locations and providing these to the City.
- Parking:** Currently testing a large grip-tape-based Bird icon to place in the middle of parking spots. If this material proves to be robust enough for real-world conditions, we'll roll this out broadly in Reno.
- Rider Behavior:** Introduced rider warnings & fines
- Rider Behavior:** Introduced new in-app content and on-vehicle "hang-tags" to coach riders on proper parking behavior
- Sidewalk Tech:** On track to complete the roll-out of anti-sidewalk riding tech this week

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Ridership Trends

- 1 Clear demand for parking NW of UNR
- 2 Massive demand matches existing parking infra. in DT West and along Virginia
- 3 Some demand signals in SE Reno. Possible opportunity to expand to parking.



Ride Start Locations



Ride End Locations

L7 Avg Complaint Rate

per 1000 Birds in PROW within city zones (see notes), split by None (Aggregated)

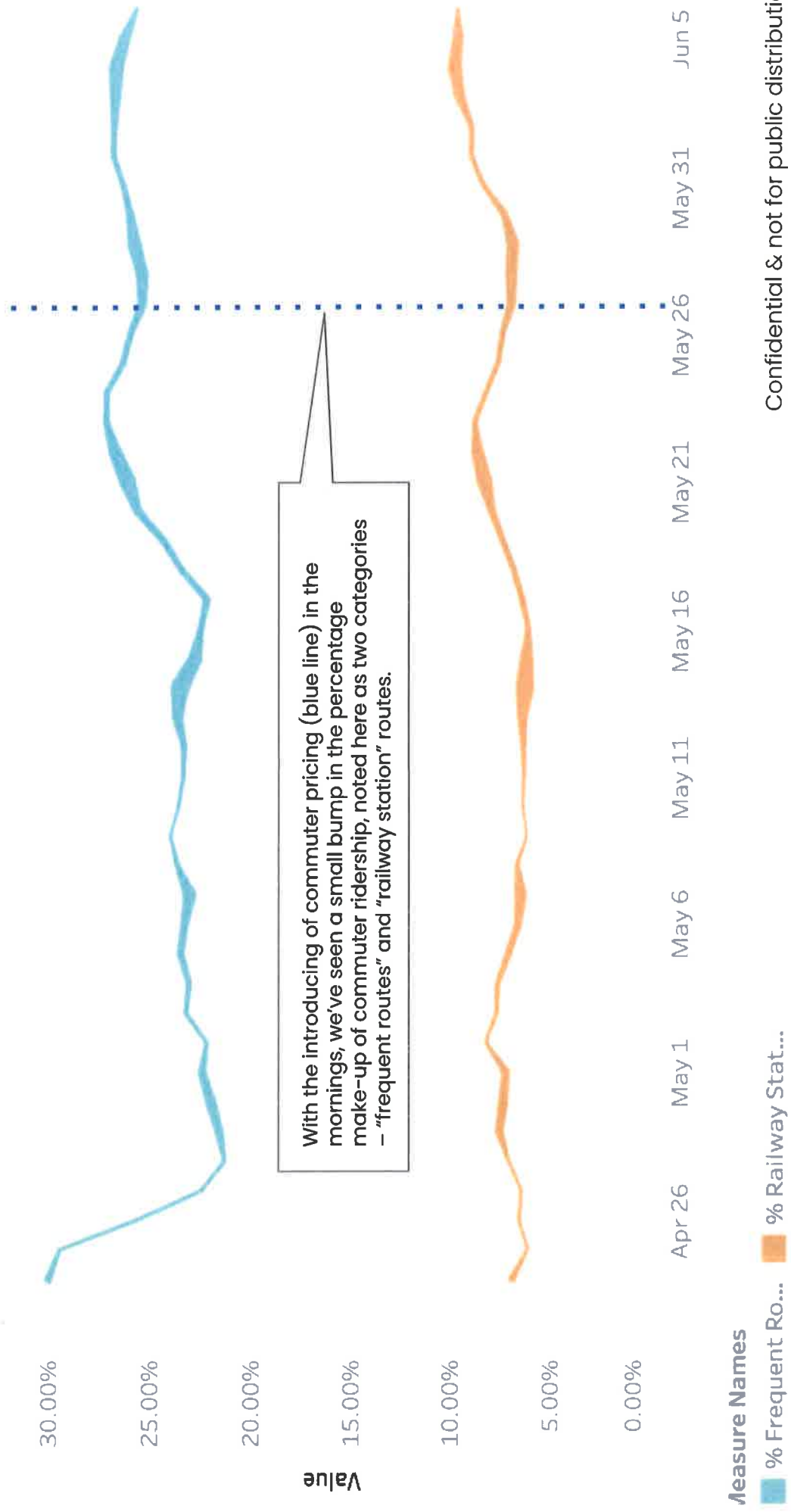


Since launch, we've received very few complaints through Community Mode, through Hello@bird.co, or through our phone line. This has steadily fallen since launch as well. This graph does not include an additional 35 emails to Reno311@bird.co (as they are tracked separately.) Combining this data, our complaint ratio to rides is ~ 1 complaint for every 1,100 rides.

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Ride Label Trends

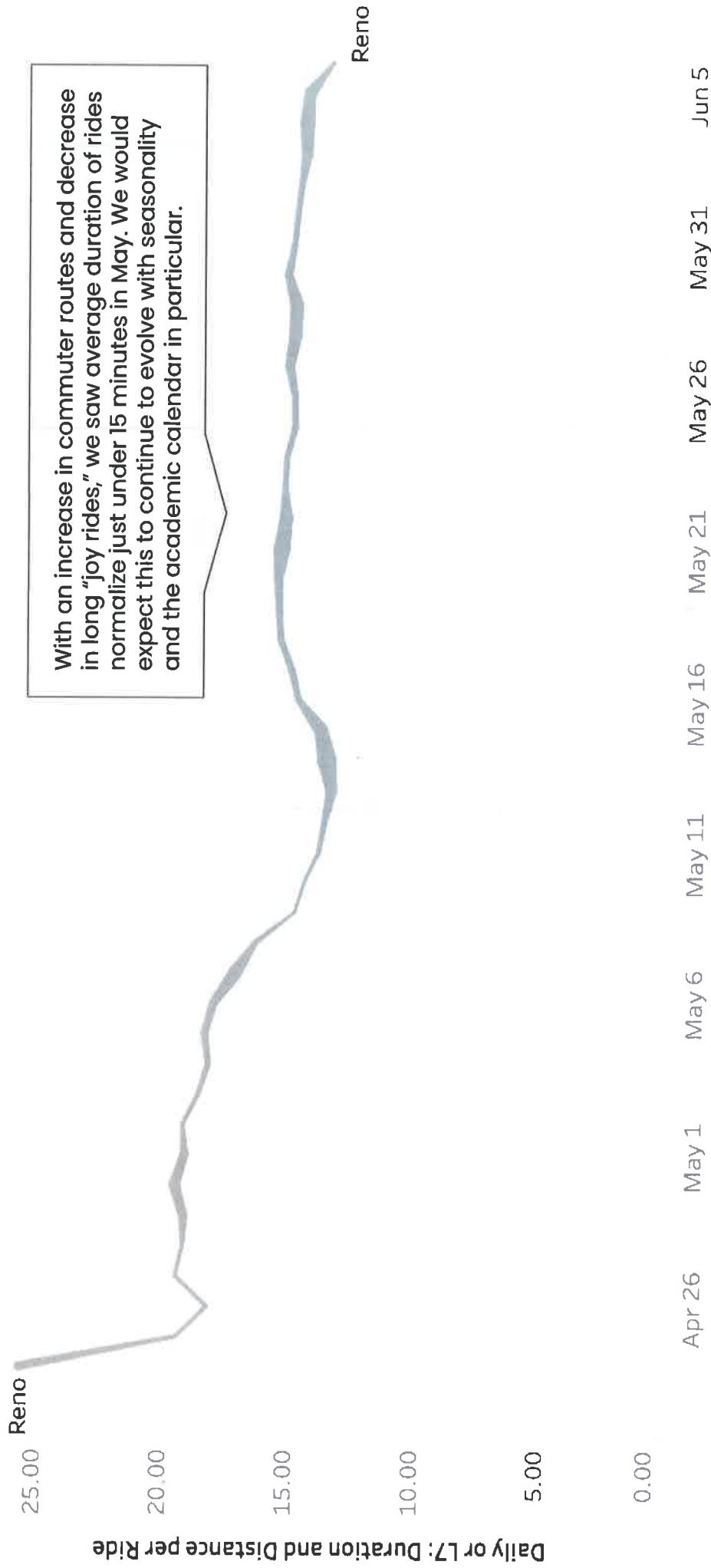
What percentage of total trips are tagged with certain trip labels, and how are those trends changing?



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Duration and Distance Trends

Slicing trip Duration by City



With an increase in commuter routes and decrease in long "joy rides," we saw average duration of rides normalize just under 15 minutes in May. We would expect this to continue to evolve with seasonality and the academic calendar in particular.

Additional Information

Category

April 21 – May 31

Total Vehicles in Service (EOM Deployed) 570

Total Vehicles out of Service (EOM Damage) 47

Total Unique Users 15,660

Total Equity Users 9

Redistribution Activities (Summary)

FMs receive "out of nest" alerts for vehicles parked outside of corrals. They prioritize these alerts and rebalance vehicles into nests several times daily. We also added "clutter" alerts to our operations in May, in order to detect and resolve when too many vehicles are in one location in order to ensure we distribute vehicles equitably throughout Reno and do not over-saturate "hot spots."

Theft/Vandalism and Resolution (Summary)

Bird has addressed issues such as intentional vandalism, including scooters in the river, since launch. In all cases, we've moved quickly to remove these vehicles from service (particularly any submerged vehicles) and to repair the vehicles. Through May, vandalism and theft led to less than 1% of our fleet being permanently removed from service.

Maintenance Activities (Summary)

We completed ~160 distinct repairs during this period, focused most extensively on quality control. This number is low overall due to 1) the quality of the Bird Three and 2) because Reno received brand new vehicles, which will naturally see a "honeymoon" period of low repairs.

Reported Collisions 2

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