



City Manager's Office

MEMORANDUM

DATE: January 20, 2023

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 E-Scooters Quarterly Report – October 2022 through December 2022

Bird submitted its required Quarterly Report covering October 2022 through December 2022.

Report highlights include:

- Franchise Fees based on 186,738 rides - \$22,880
- 441 emails to “Reno311.” These emails are forwarded to the local Fleet Managers for handling.
- Issued 1,644 warnings and 689 fines. Most fines are issued for incorrect parking/obstructions.
- 650 vehicles in fleet
- 1 collision reported



Reno Quarterly Report

October 1 – December 31, 2022

Summary Operational Data

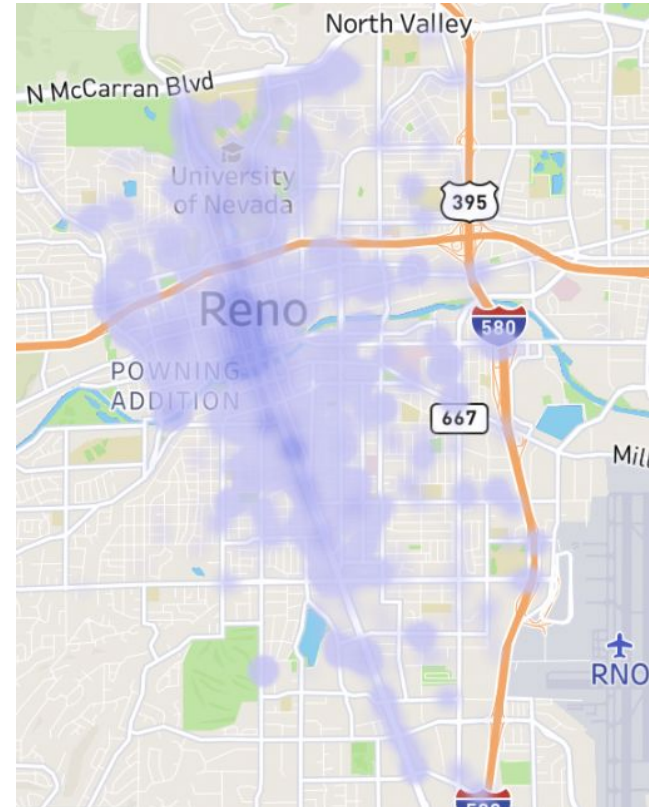
Category	October 1- December 31
Total Rides	91,524
Revenue Generated for the City ¹	\$22,880 (Rev Share)
Metric Tons of CO ² Avoided ²	8.6
Car Trips Avoided	30,500
# of Fleet Managers	7
Warning Issued	1,644
Fines Issued	689
# of repeat fined offenders	261
Emails to Reno311	Obstructions: 426 Corral Locations: 9 Submerged: 5 Multiple Concerns: 1

BIRD

¹ Not including sales tax or the per vehicle fee

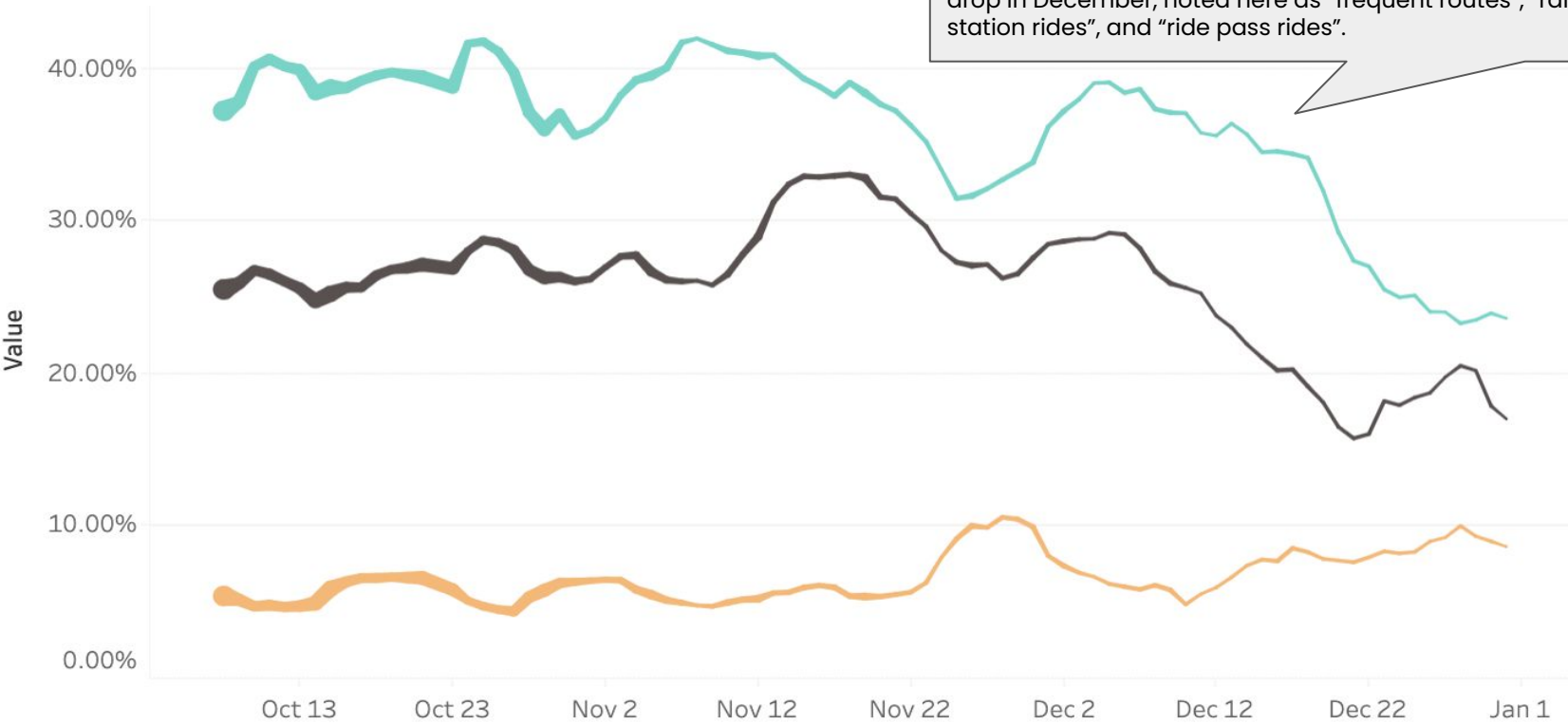
² Assumes 1/3 rides would have prevented a car trip

Ridership Trends: End Locations



Ridership Trends

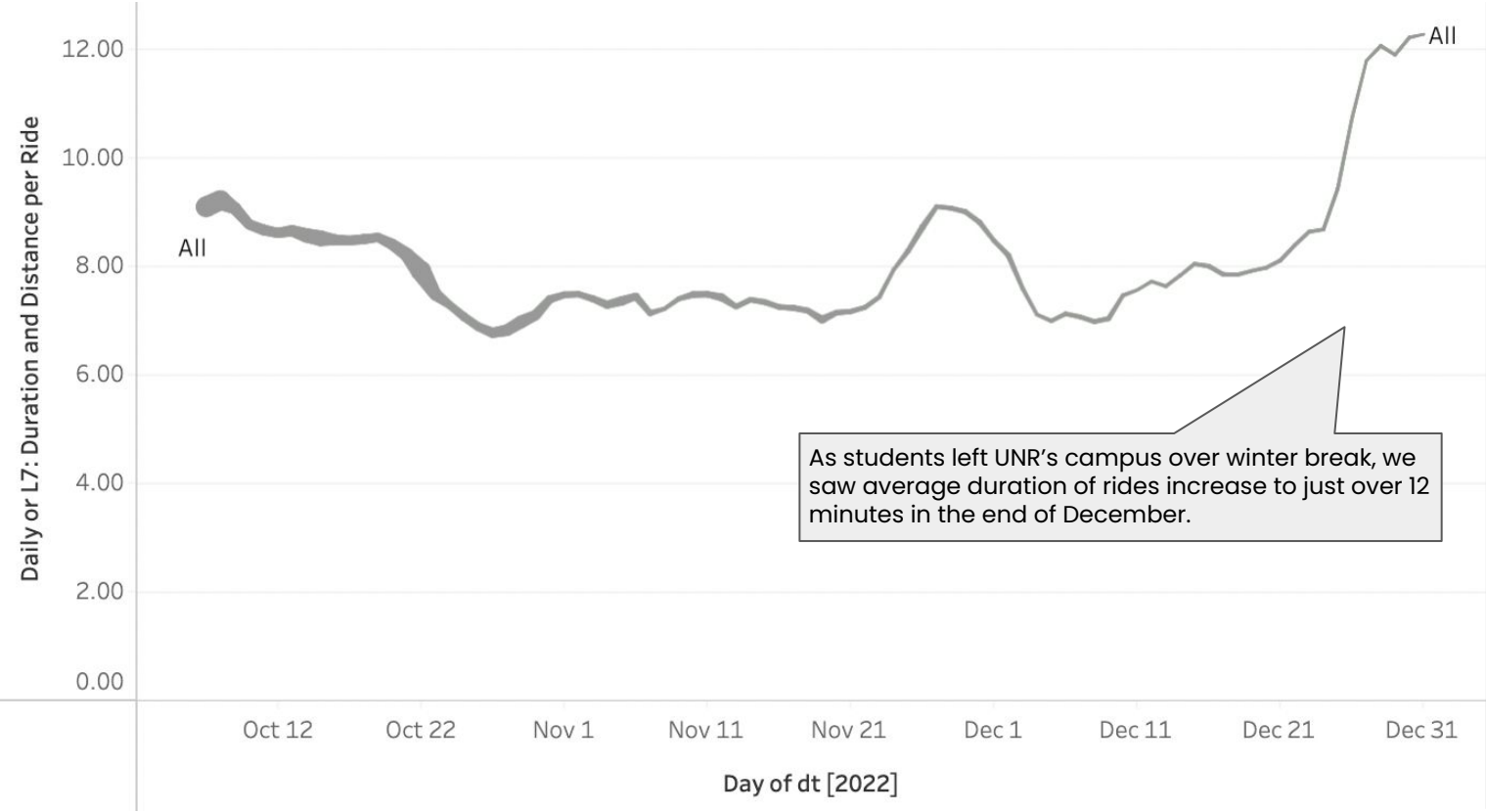
As the winter weather progresses, we've seen the percentage make-up of ride pass and commuter ridership drop in December, noted here as "frequent routes", "railway station rides", and "ride pass rides".



Measure Names

- % Frequent Ro...
- % Railway Stat...
- % Ride Pass Ri...

Duration Trends



Additional Information

Category	October 1 - December 31
Total Vehicles in Service (EOM Deployed)	650
Total Unique Users	>16,000
Total Equity Users	25
Redistribution Activities (Summary)	We expanded our program, in partnership with the City, to 'QC' scooter parking each morning and repark vehicles that are outside of corrals on UNR's campus. We have also worked with the city to add additional parking, making it easier on us operationally to rebalance vehicles given there is more nearby parking. Lastly, we launched in-app 311s, allowing our Fleet Managers to view complaint locations in real time and routing them to the people who are closest to them and can therefore resolve them most easily.
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. The impact to the overall fleet has been minimal.
Maintenance Activities (Summary)	We completed ~900 distinct repairs during this period, focused most extensively on quality control.
Reported Collisions	1