



City Manager's Office

MEMORANDUM

DATE: July 5, 2023

TO: Mayor and City Council

THROUGH: Doug Thornley, City Manager Approved Electronically

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

SUBJECT: Bird E-Scooters Annual Report

Bird submitted its required Annual Report covering May 1, 2022 through May 31, 2023.

Report highlights include:

- 410,427 total rides
- \$102,606.75 paid to the City of Reno in franchise and registration fees
- 38.66 metric tons of CO₂ avoided from avoided car trips
- Issued 6,715 warnings for parking and other violations
- Issued 2,025 fines for parking or other violations
- Entered into a contract with the University of Nevada Reno



Reno Annual Report

May 1, 2022 – May 31, 2023

Summary Operational Data

Category	May 1 '22- May 31 '23
Total Rides	410,427
Revenue Generated for the City¹	\$ 102,606.75 (Rev Share)
Metric Tons of CO² Avoided²	38.66
Car Trips Avoided	136,809
# of Fleet Managers	7
Warning Issued	6,715
Fines Issued	2,025
Emails to Reno311	Obstructions: 1,105 Submerged: 41

BIRD

¹ Not including sales tax or the per vehicle fee

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

Additional Information

Category	May 1 '22 – May 31 '23
Total Vehicles in Service (Yearly Avg Deployed)	727.5
Total Unique Users	>66,200
Equity Ridership	101 users; 3,334 rides
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 across Reno, with special focus given to the downtown area. We have also worked to solidify our current parking, making it easier for us operationally to rebalance vehicles. Lastly, through our in-app 311s, our Fleet Managers can view complaint locations in real time, resulting in quicker resolution times.
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 over 4,000 distinct repairs during this period, as Reno launched with new vehicles these repairs have been focused most extensively on quality control and visual appeal.

Reno-Specific Initiatives

Item	Additional Details
Parking	<ul style="list-style-type: none">- Implemented incentivized parking to encourage riders to park in designated corrals- Ran multiple touchpoint campaigns surrounding rules and regs/parking expectations- Refreshed all parking locations city wide to ensure parking is visible to riders- Engaged in additional Fleet Manager payouts for proactive vehicle rebalancing- Increased 311 responsiveness through product changes- Imposed downtown cap and per nest cap
Products	<ul style="list-style-type: none">- We have created and/or implemented a multitude of products to fit the unique needs of Reno including:<ul style="list-style-type: none">- Tipped Bird Bounty- Clutter Detection (13+ vehicles)- Out of Nest Bounty- Time based vehicle rebalancing (48 hr)
Local Partnerships	<ul style="list-style-type: none">- Working with Reno’s Adaptive and Inclusion Program to establish a revenue stream for the program and to increase the availability of adaptive vehicles for Reno residents.- We have established a separate agreement to operate on UNR’s campus to expand our reach in the City and ensure we are providing seamless service from campus to downtown and vice versa.
Additional	<ul style="list-style-type: none">- Have engaged in multiple market visits from a wide range of team members to ensure the highest level of service to the City.- Reno is one of a handful of targeted cities nationwide where we have implemented sidewalk technology to ensure riders abide by city regulations.