



# City Manager's Office

---

## MEMORANDUM

**DATE:** November 9, 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 Pricing Adjustment**

---

Bird notified the City, in accordance with Article 5, Compensation to Contractor, subsection 5.1, of pricing adjustments. The per minute fees will increase by \$.03-\$.05. Early morning commuter fees will increase by \$.03 per minute. Bird will also implement a \$1 fee during large special events.



Suzanne Groneman  
Sustainability Manager  
Reno City Manager's Office  
1 E. First Street  
Reno, NV 89505

Dear Suzanne:

This letter is to notify you that Bird is making a small number of changes in Reno to match city pricing with other cities in the region, and to adjust for inflation.

These are all made transparent to riders in-app prior to beginning a ride, and the details are below:

- We are increasing per minute fees by \$0.03-\$0.05. We will increase early morning per minute fees by less than inflation (\$0.03) in order to benefit Reno residents. We will adjust our minimum per-ride fee in line with this per minute change as well.
- Event fees – we will test introducing small (generally around \$1) event fees for major events in the city to help us regulate supply and demand. These will be limited to the event time and location.

Please let me know if you need any further information from me.

Sincerely,

T.J. Birkel  
Bird Rides, Inc.

cc: Reno City Council