



City Manager's Office

MEMORANDUM

DATE: April 3, 2024

TO: Mayor and City Council

THROUGH: Doug Thornley, City Manager Approved Electronically

FROM: Jesse Jo Rego, Sustainability Management Assistant
Suzanne Groneman, Sustainability Program Manager SJ
Jackie Bryant, Assistant City Manager

SUBJECT: Bird e-Scooters 2024 Q1 Report

Please find the attached 2023 Q1 (January 1 – March 31) Report for Bird.

Report Highlights:

- Total Rides: **27,591**
- Revenue Generated for the City: **\$42,623**
- Metric Tons of CO2 Avoided: **1.44**
- Number of Fines Issued: **73**
- Number of Repeat Offenders: **25**
- Total Vehicles in Service: **655**

The entire report consists of these sections:

- City Staff Supplemental Report – 1 page
- Bird e-Scooter Data Report (provided by Bird) – 5 pages



City of Reno 2024 Q1 Quarterly Report

City Staff Supplement

- Reno Direct received **31** calls this quarter related to Bird e-Scooters. All of those calls were complaints regarding scooters being parked in inappropriate spaces.
- On **March 26, 2024**, Bird notified the City of Reno of the closure of their bankruptcy. Their new parent company name is Blue Jay Transit USFM LLC, though they will continue to operate as Bird in Reno.



Reno Quarterly Report

January 1 - March 31, 2024

Summary Operational Data

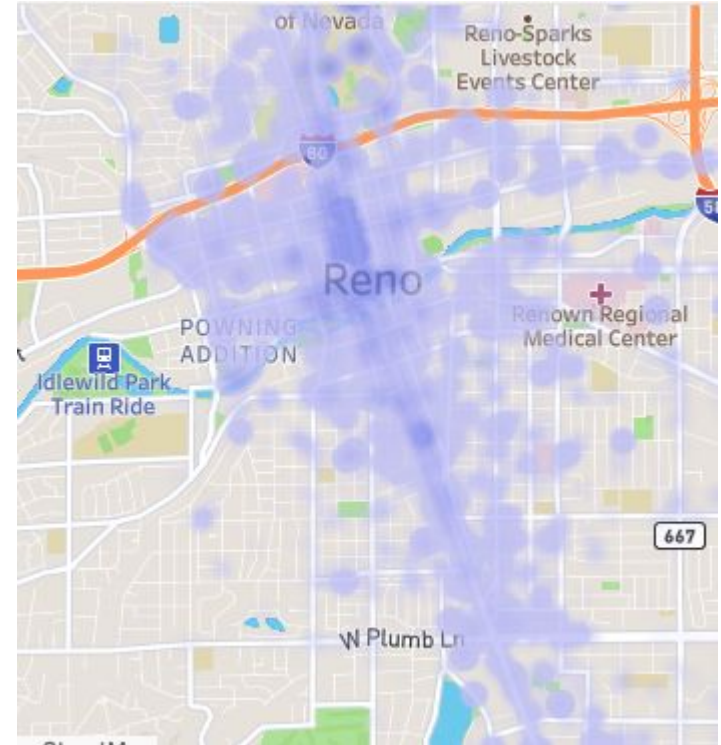
Category	January 1 – March 31, 2024
Total Rides	27,591
Revenue Generated for the City ¹	\$42,623 (Rev Share)
Metric Tons of CO ² Avoided ²	1.44
Car Trips Avoided	13,623
# of Fleet Managers	5
Warning Issued	242
Fines Issued	73
# of repeat fined offenders	25
Emails to Reno311	Obstructions: 6 Submerged: 0

BIRD

¹ Not including sales tax or the per vehicle fee

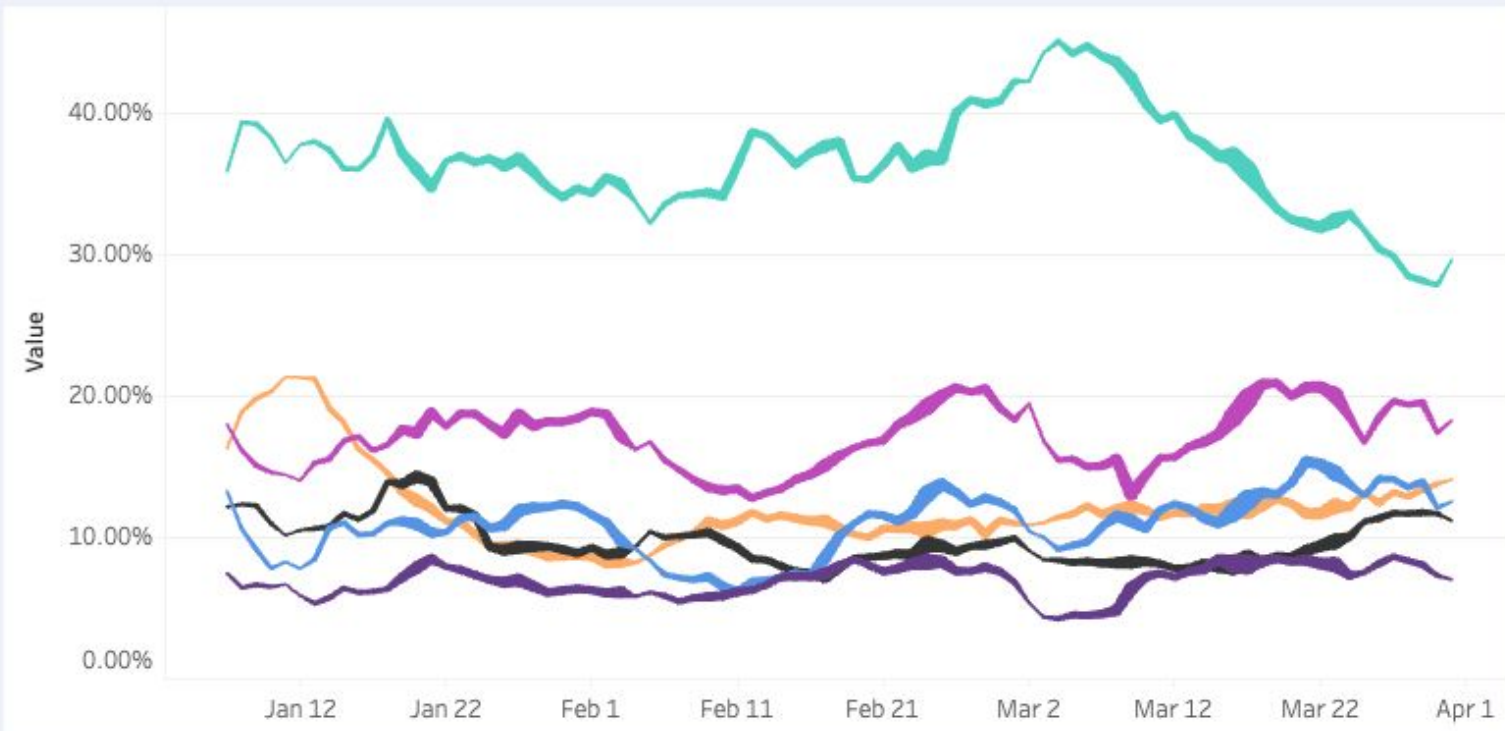
² Assumes 1/3 rides would have prevented a car trip

Ridership Trends: End Locations



Ride Label Trends

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



Measure Names

■ % First Rides

■ % Frequent Ro...

■ % Group Rides

■ % Joy Rides

■ % Railway Stat...

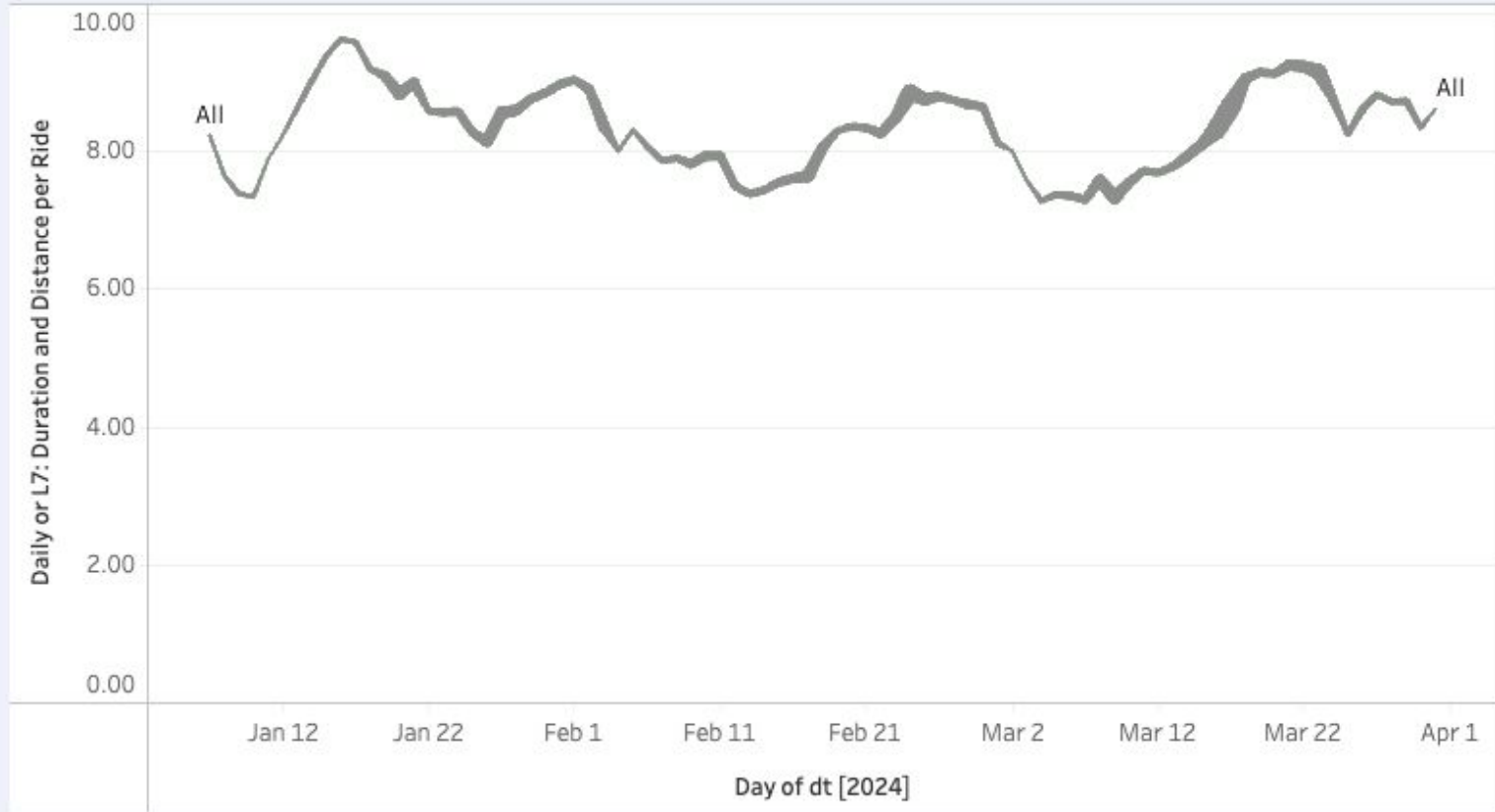
■ % Ride Pass Ri...

Duration and Distance Trends

Show Duration or Distance

Duration

Slicing trip Duration by Nothing - View All



Additional Information

Category	January 1 - March 31, 2024
Total Vehicles in Service (EOM Deployed)	655
Total Vehicles out of Service (EOM Damage)	140
Total Unique Users	6,609
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.
Theft/Vandalism and Resolution (Summary)	Bird has addressed issues such as intentional vandalism, including scooters in the river. In all cases, we've moved quickly to remove these vehicles from service (particularly any submerged vehicles) and to repair the vehicles.
Maintenance Activities (Summary)	We completed ~894 distinct repairs during this period, focused most extensively on quality control. This number is high overall due to low ridership.
Reported Collisions	0