



# City Manager's Office

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## MEMORANDUM

**DATE:** July 12, 2024

**TO:** Mayor and City Council

**THROUGH:** Jackie Bryant, Interim City Manager **Approved Electronically**

**FROM:** Jesse Jo Rego, Sustainability Management Assistant

**SUBJECT:** Bird e-Scooters 2024 Q2 Report

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Please find the attached 2024 Q2 (April 1 – June 30) Report for Bird.

### Report Highlights:

- Total Rides: **53,263**
- Revenue Generated for the City: **\$165,682**
- Metric Tons of CO2 Avoided: **2.721**
- Number of Fines Issued: **87**
- Number of Repeat Offenders: **27**
- Total Vehicles in Service: **702**

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 Q2 Quarterly Report

### City Staff Supplement

- Reno Direct received **27** calls this quarter related to Bird e-Scooters. Nearly all of those calls were complaints regarding scooters being parked in inappropriate spaces, one call was regarding a broken scooter that needed repair and removal.
- This quarter we received 4 less complaints through Reno Direct, though we had nearly double the amount of rides.
- Bird repainted the parking stencils located within our franchise boundaries in early June.



# Reno Quarterly Report

April 1 - June 30, 2024

# Summary Operational Data

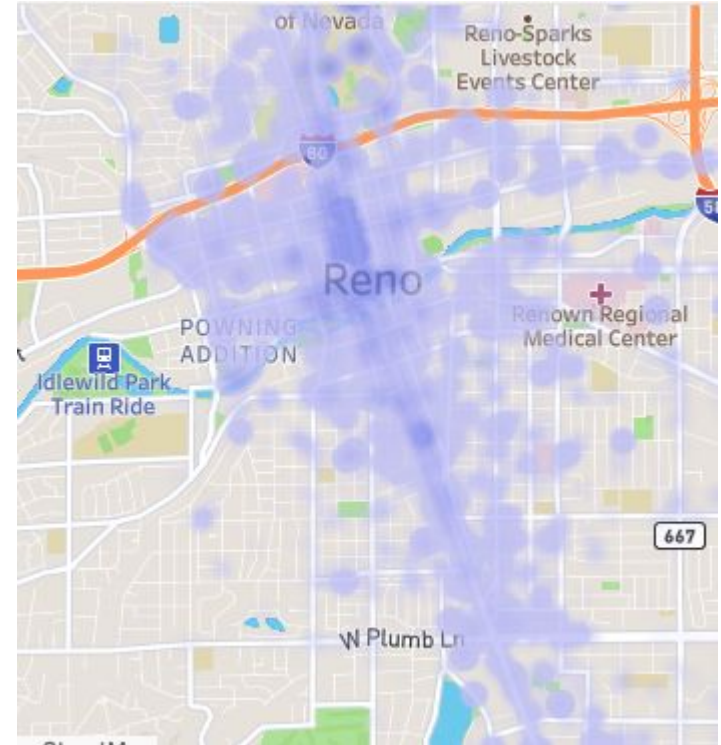
Category	April 1 – June 30, 2024
Total Rides	53,263
Revenue Generated for the City <sup>1</sup>	\$165,682 (Rev Share)
Metric Tons of CO <sup>2</sup> Avoided <sup>2</sup>	2.721
Car Trips Avoided	24,154
# of Fleet Managers	5
Warning Issued	298
Fines Issued	87
# of repeat fined offenders	27
Emails to Reno311	Obstructions: 9 Submerged: 3

## BIRD

<sup>1</sup>Not including sales tax or the per vehicle fee

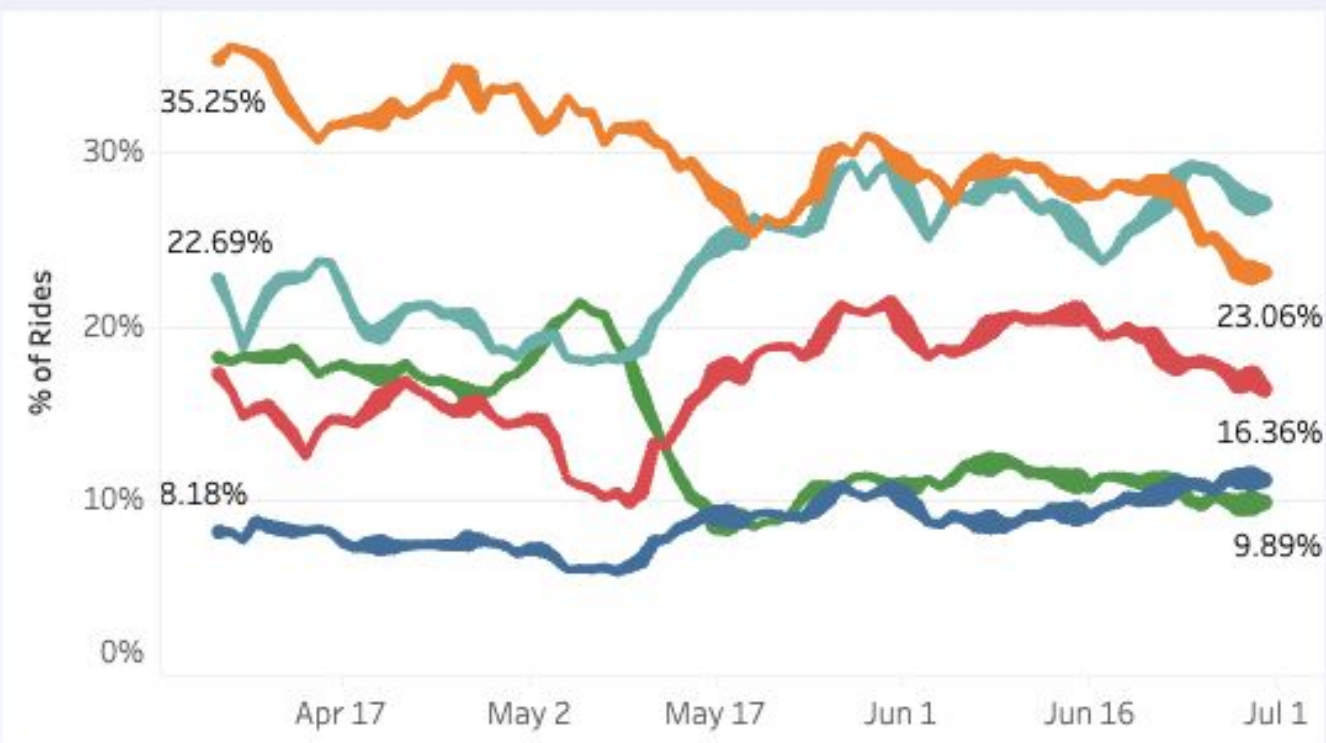
<sup>2</sup> Assumes 1/3 rides would have prevented a car trip

## Ridership Trends: End Locations



# Rides with Trip Labels

What percentage of rides are identified as specific types of trips?

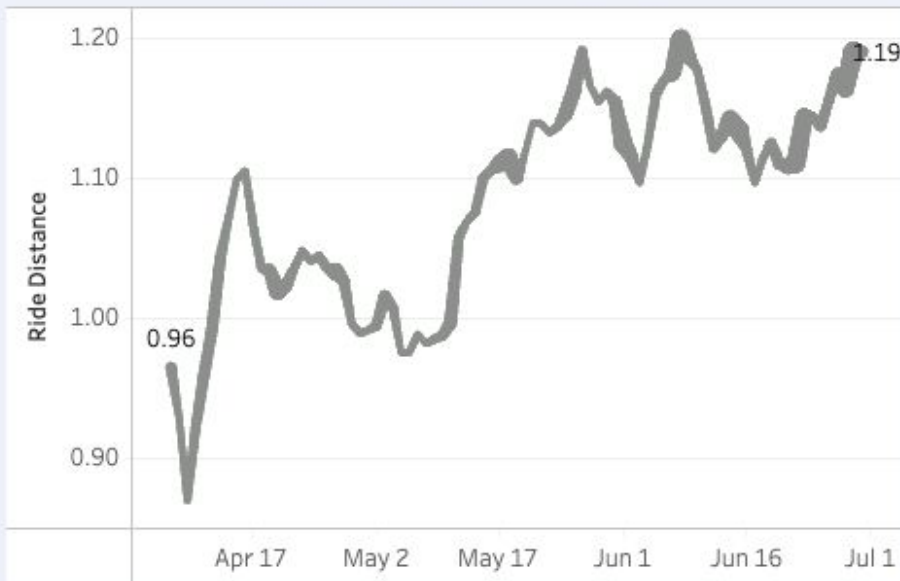


## Trip Labels

- First Ride Rate
- Frequent Route Ride Rate
- Group Ride Rate
- Joy Ride Rate
- Ride Pass Ride Rate

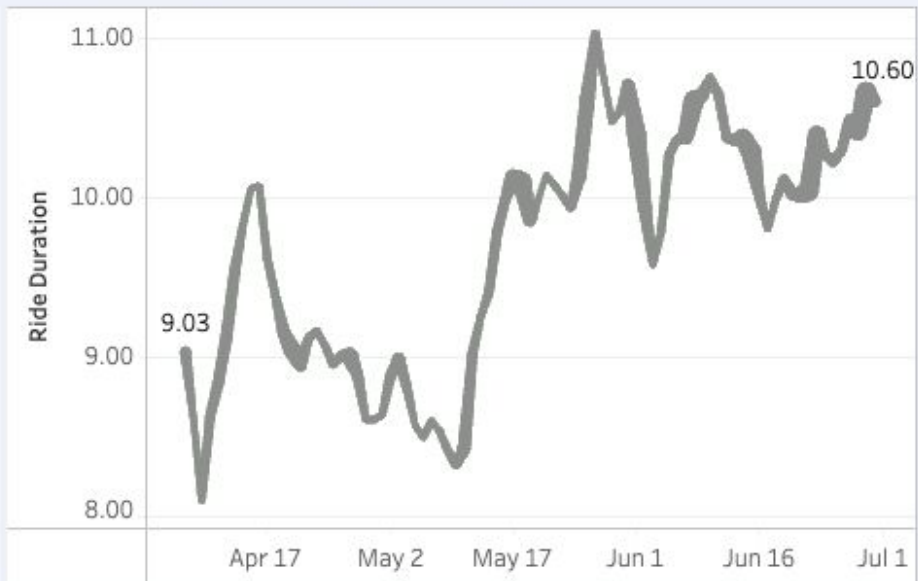
## Ride Distance

How many miles do rides go on average? Uses new cleansed distance field



## Ride Duration

How many minutes do trips take on average?



# Additional Information

Category	April 1 – June 30, 2024
Total Vehicles in Service (EOM Deployed)	702
Total Vehicles out of Service (EOM Damage)	113
Total New Users	6,926
Total Equity Users (Bird Community Plan)	33
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 ~1,027 distinct repairs during this period, focused most extensively on quality control. Reno Stencil project was completed early in June 2024
Reported Collisions	1