



C I T Y O F  
**RENO**  
Memorandum

---

**DATE:** November 5, 2024  
**TO:** Mayor and City Council  
**THROUGH:** Jackie Bryant, Interim City Manager  
**FROM:** Jesse Jo Rego, Sustainability Management Assistant  
**DEPT:** City Manager's Office - Sustainability  
**SUBJECT:** Bird e-Scooters 2024 Q3 Report

---

Please find the attached 2024 Q3 (July 1 – September 30) Report for Bird.

Report Highlights:

- Total Rides: **65,435**
- Revenue Generated for the City: **\$17,013.10**
- Metric Tons of CO2 Avoided: **3.242**
- Number of Fines Issued: **96 (up 9 fines from last quarter)**
- Number of Repeat Offenders: **50 (up 23 from last quarter)**
- Total Vehicles in Service: **677**

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 Q3 Quarterly Report

### City Staff Supplement

- Reno Direct received **38** calls this quarter related to Bird e-Scooters. Majority of those calls were complaints regarding scooters being parked in inappropriate spaces, and one email voiced concern over the numbers reported in the original Q2 report, before amendments were made.
- Bird engaged in two different community events this quarter:
  - **Dancing in the Streets 7/13/2024 - MidTown:** Bird promoted the event in their app and offered riders \$5 off their ride, with almost 350 people taking advantage of the promotion.
  - **Reno Startup Week 9/16 - 9/20:** Supported as the Transportation sponsor for the week. Bird promised and delivered consistent deployment of 20-25 vehicles at the Innovation Center and The Paloma/The Basement for attendees. Additionally, Bird offered a \$5 promo to all attendees.



# Reno Quarterly Report

July 1 – September 30, 2024

# Summary Operational Data

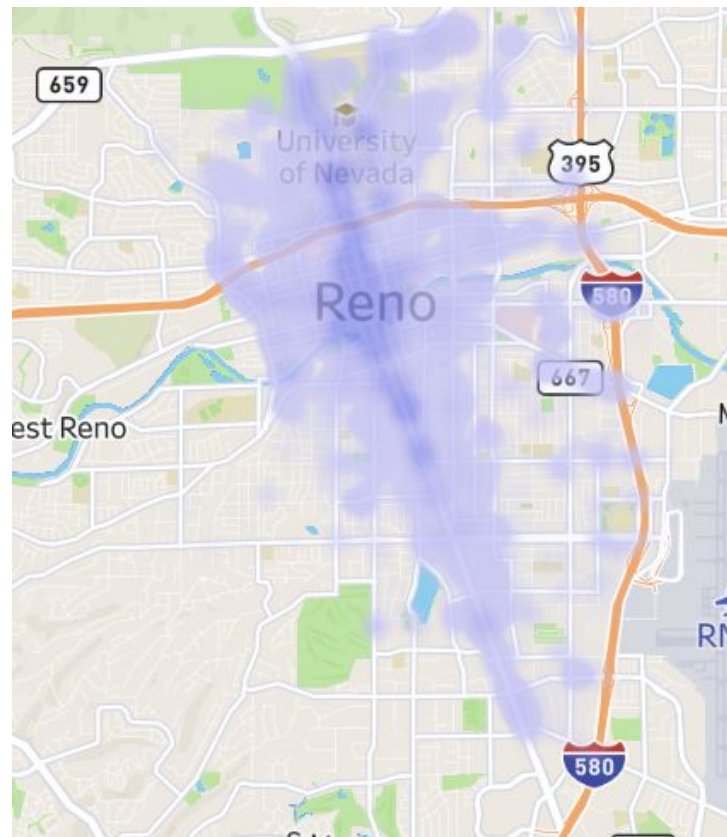
Category	July 1 – September 30, 2024
Total Rides	65,435
Revenue Generated for the City <sup>1</sup>	Per rideshare \$16,471.25 Per adaptive programs \$658.85 (Rev Share) \$17,013.10.
Metric Tons of CO <sup>2</sup> Avoided <sup>2</sup>	3.242
Car Trips Avoided	29,670
# of Fleet Managers	4
Warning Issued	374
Fines Issued	96
# of repeat fined offenders	50
Emails to Reno311	Obstructions: 12 Submerged: 7

**BIRD**

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

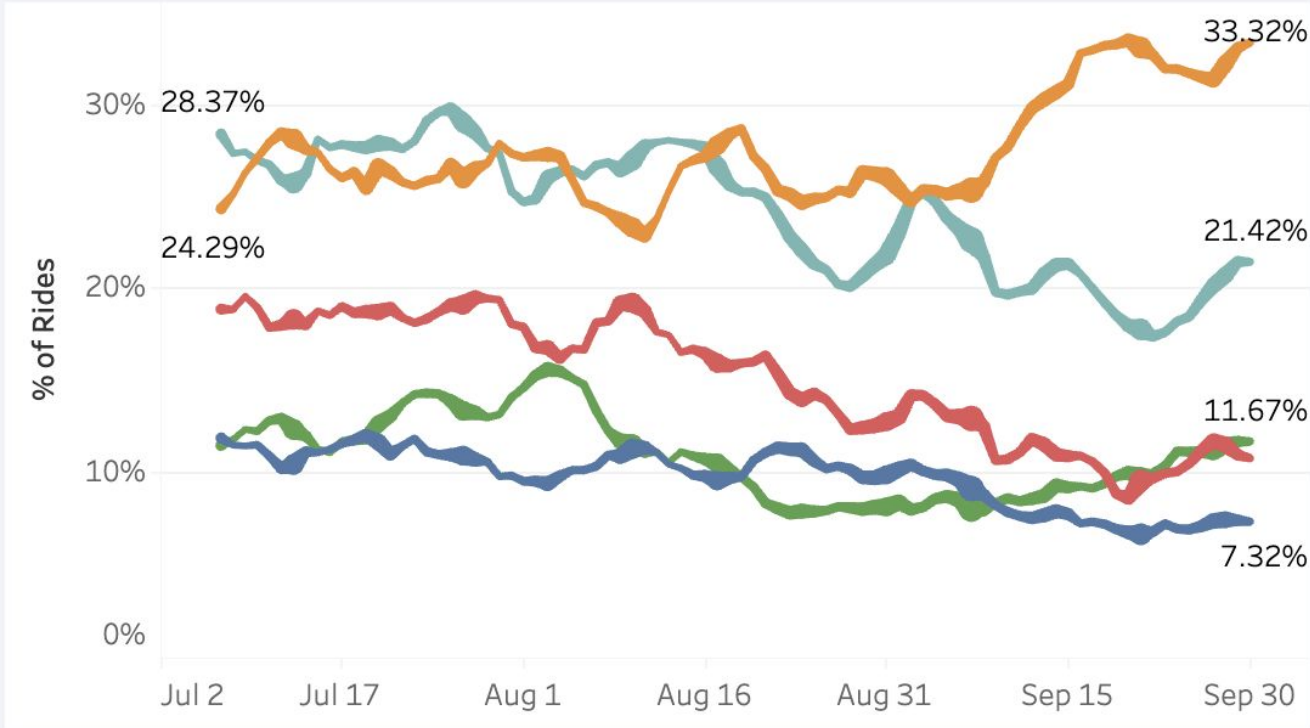
<sup>2</sup> Assumes 1/3 rides would have prevented a car trip

## Ridership Trends: End Locations



# Rides with Trip Labels

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

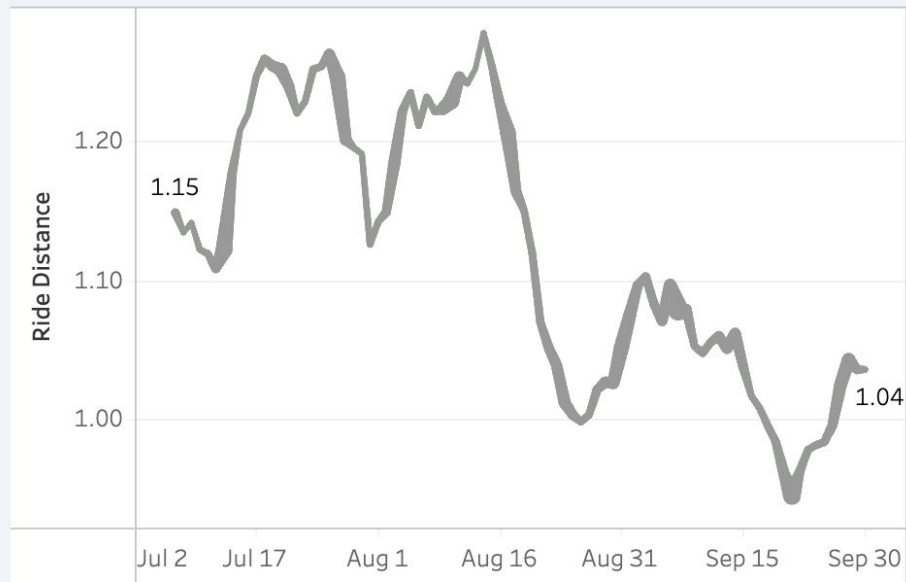


## Trip Labels

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

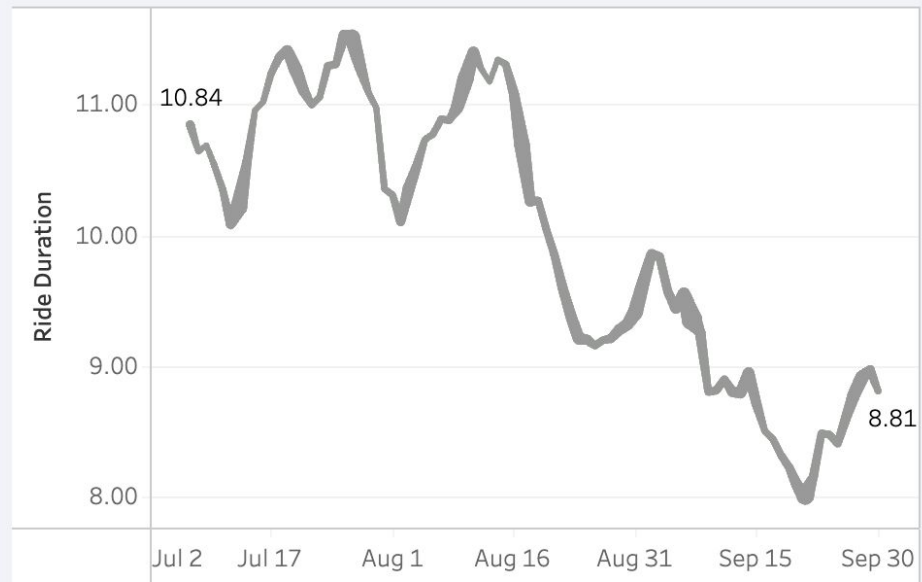
## Ride Distance

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	July 1 - September 30, 2024
Total Vehicles in Service (EOM Deployed)	677
Total Vehicles out of Service (EOM Damage)	80
Total New Users	2,470
Total Equity Users (Bird Community Plan)	27
Redistribution Activities (Summary)	FMs receive "out of nest" and "out of compliance" 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/recycle the vehicles.
Maintenance Activities (Summary)	1,657 Repairs from 7/1 - 9/30
Reported Collisions	0