



C I T Y O F
RENO
 Memorandum

DATE: July 14, 2025

TO: Mayor and City Council

THROUGH: Jackie Bryant, City Manager

FROM: Jesse Jo Rego, Management Assistant
 Suzanne Groneman, Environmental Services Manager

DEPT: Community Engagement and Services

SUBJECT: Bird e-Scooters 2025 Q2 Report

Please find the attached 2025 Q2 (April 1 – June 30) Report for Bird e-Scooters. Q2 highlights include:

Metric	Total	Q1 – over - Q2 Changes & Updates
Rides	43,464	▲ 17,284 rides
Revenue Generated for the City	\$11,300.64	▲ \$4,493.84
Metric Tons of CO ₂ Avoided	2.017	▲ .679 tons
Fines Issued	35	▲ 21 fines
Repeat Offenders	20	▼ 14 offenders
E-Scooters in Service	517	▲ 13 scooters
New Users	4,237	▲ 3,310 users
Reno Direct Calls	18	Issues: Bad parking or Scooter Retrieval
Emails to Reno311 Support Services	17	▲ 2 emails

Bird Community Engagement

In Q2 Bird participated in the 2025 Biggest Little Business and Career Fair in May. At the event they shared safety information and gave free scooter tutorials and trials to interested constituents.

Attachment:

- Bird e-Scooter Data Report



Reno Quarterly Report

April 1 - June 31, 2025

Q2

Summary Operational Data

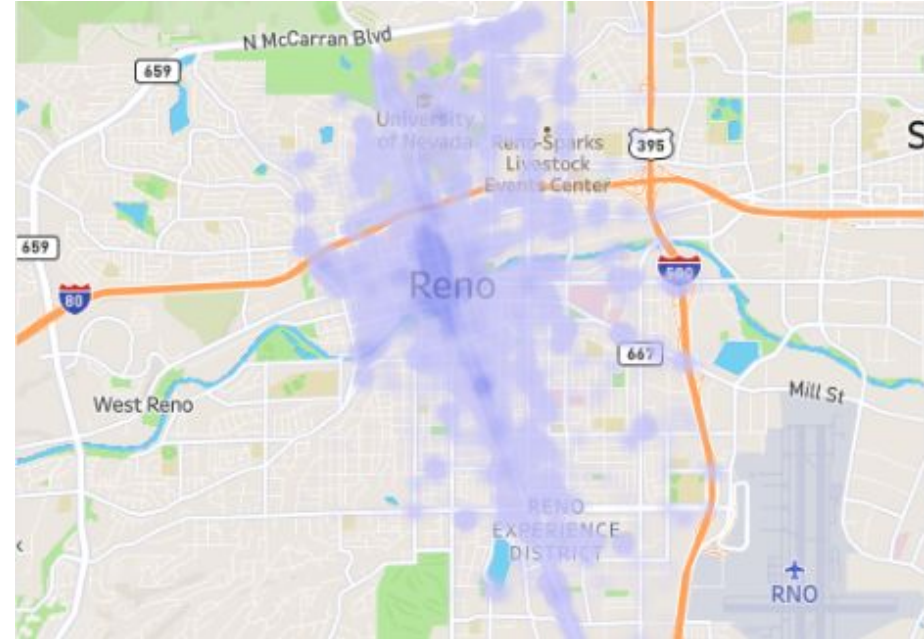
Category	April 1 - June 30, 2025
Total Rides	43,464
Revenue Generated for the City ¹	Per rideshare \$10,866 Per adaptive programs \$434.64 (Rev Share) \$11,300.64
Metric Tons of CO ² Avoided ²	2.017
Car Trips Avoided	19,708
# of Fleet Managers	3
Warning Issued	120
Fines Issued	35
# of repeat fined offenders	20
Emails to Reno311	Obstructions: 17 Submerged: 0

BIRD

¹ Not including sales tax or the per vehicle fee

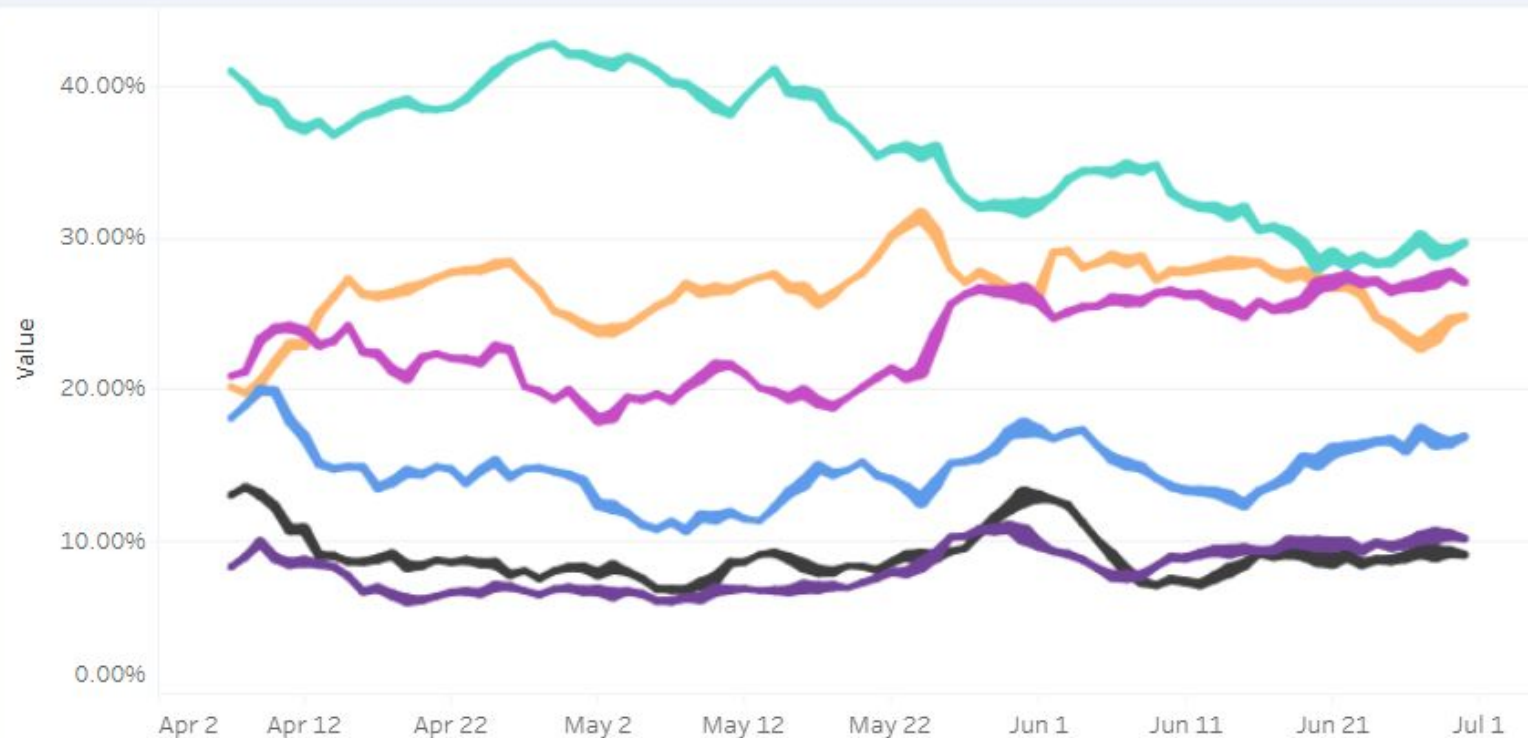
² Assumes 1/3 rides would have prevented a car trip

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

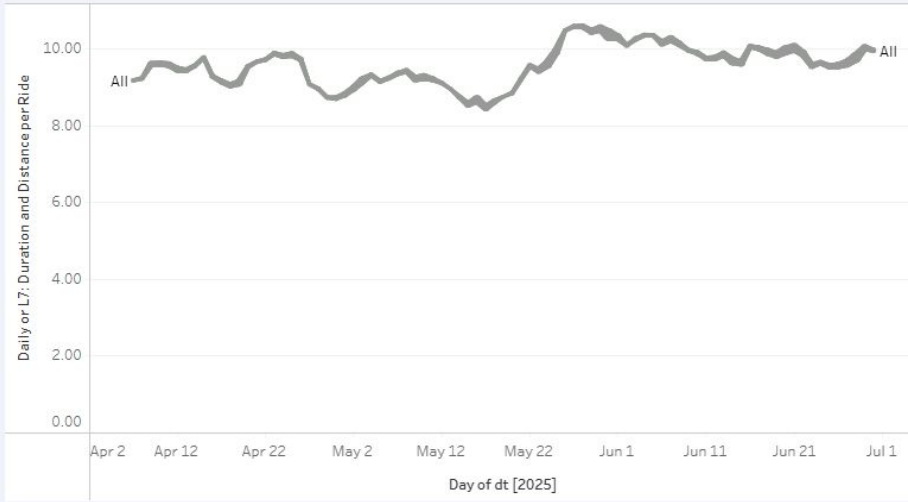
■ % First Rides ■ % Frequent Ro... ■ % Group Rides ■ % Joy Rides ■ % Railway Stat... ■ % Ride Pass Ri...

Duration and Distance Trends

Slicing trip Duration by Nothing - View All

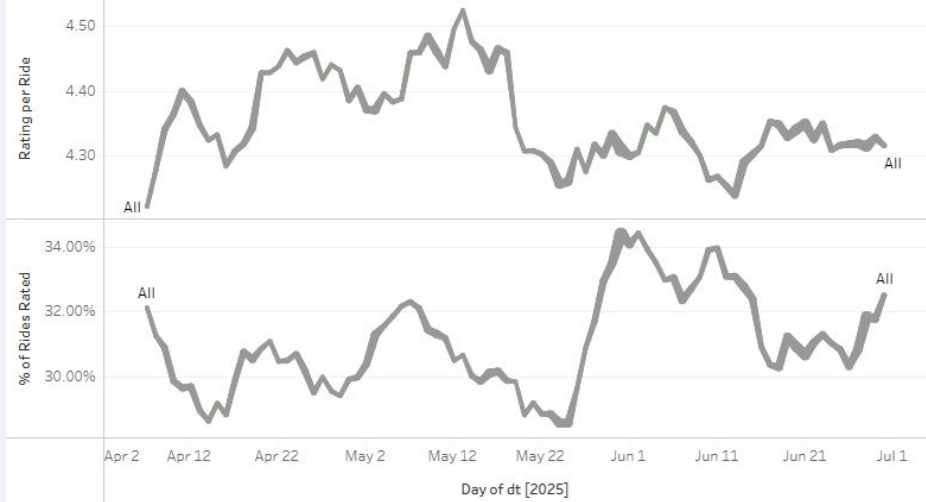
Show Duration or Distance

Duration



Ride Rating Trends

Slicing ride ratings and the share of rides being rated by Nothing - View All



Additional Information

Category	April 1 - June 30, 2025
Total Vehicles in Service (EOM Deployed)	517
Total Vehicles out of Service (EOM Damage)	220
Total New Users	4237
Total Equity Users (Bird Community Plan)	4
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)	801 Repairs from 4/1 - 6/30
Reported Collisions	0

Q2 Engagement

2025 Biggest Business Expo & Career Fair

At the 2025 Biggest Business Expo & Career Fair in Reno, we hosted an interactive booth where attendees could test ride scooters and learn about safe, sustainable urban mobility.

This hands-on approach helped us connect with the community, promote our brand, and inspire future riders and partners.

