



C I T Y O F
RENO
Memorandum

DATE: October 23, 2026

TO: Mayor and City Council

THROUGH: Jackie Bryant, City Manager 

FROM: Suzanne Groneman, Environmental Services Manager
Cynthia Esparza, Director

DEPT: Community Engagement and Services

SUBJECT: Bird e-Scooters 2026 Q3 Report

Please find the attached 2026 Q3 (July 1 – September 30) report for Bird e-Scooters. Report highlights include:

Metric	Total	Changes & Updates from Last Qtr.
Rides	62,605	▲ 23,535 rides
Revenue Generated for the City	\$16,903.35	▲ \$6,201.83
Metric Tons of CO ₂ Avoided	5.4	▲ 1.5
Fines Issued	64	▲ 28
Repeat Offenders	43	▲ 14
E-Scooters in Service	845	▲ 70 scooters
New Users	9,590	▲ 3,367 users
Reno Direct Calls	0	▼ 11 calls
Emails to Reno311 Support Services	78	▲ 35 emails

Bird Community Engagement

Bird participated in the University of Nevada, Reno, Student Safety Week on September 18, 2026, as well as hosted a booth at Dancing in the Streets in Midtown.

Attachment:

- Bird e-Scooter Data Report



Reno Quarterly Report

July 1 – september 30, 2026

Q3

Summary Operational Data

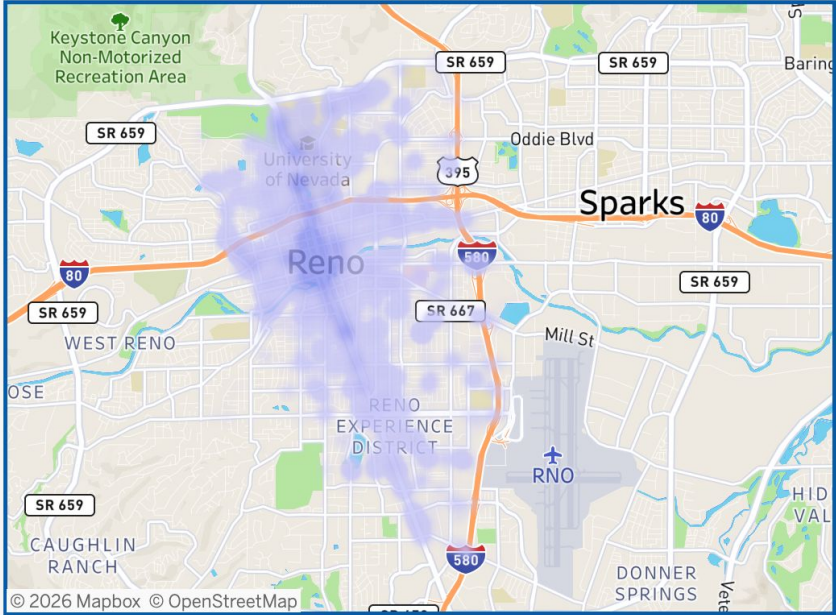
Category	July 1 – September 30, 2026
Total Rides	62,605
Revenue Generated for the City ¹	Per rideshare \$15,651.25 \$16,277.30 (Rev Share) \$626.05 (Adaptive)
Metric Tons of CO ² Avoided ²	5.4
Car Trips Avoided	28,387
# of Fleet Managers	3
Warning Issued	148
Fines Issued	64
# of repeat fined offenders	43
Emails to Reno311	Obstructions: 62 Submerged: 16

BIRD

¹ Not including sales tax or the per vehicle fee
² Assumes 1/3 rides would have prevented a car trip

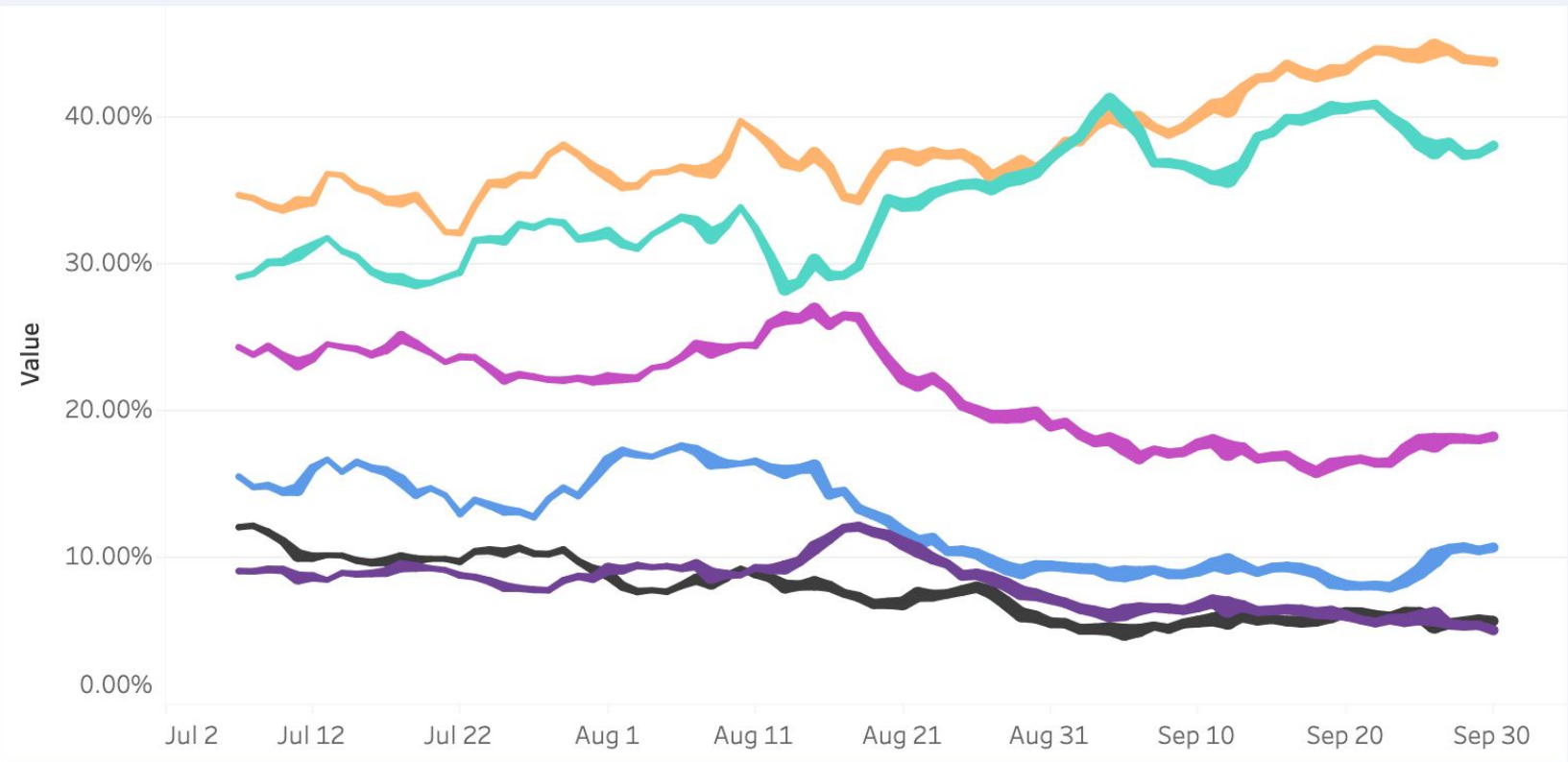
Ridership Trends: End Locations

Ride End Heat Map



Ride Label Trends

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



Measure Names

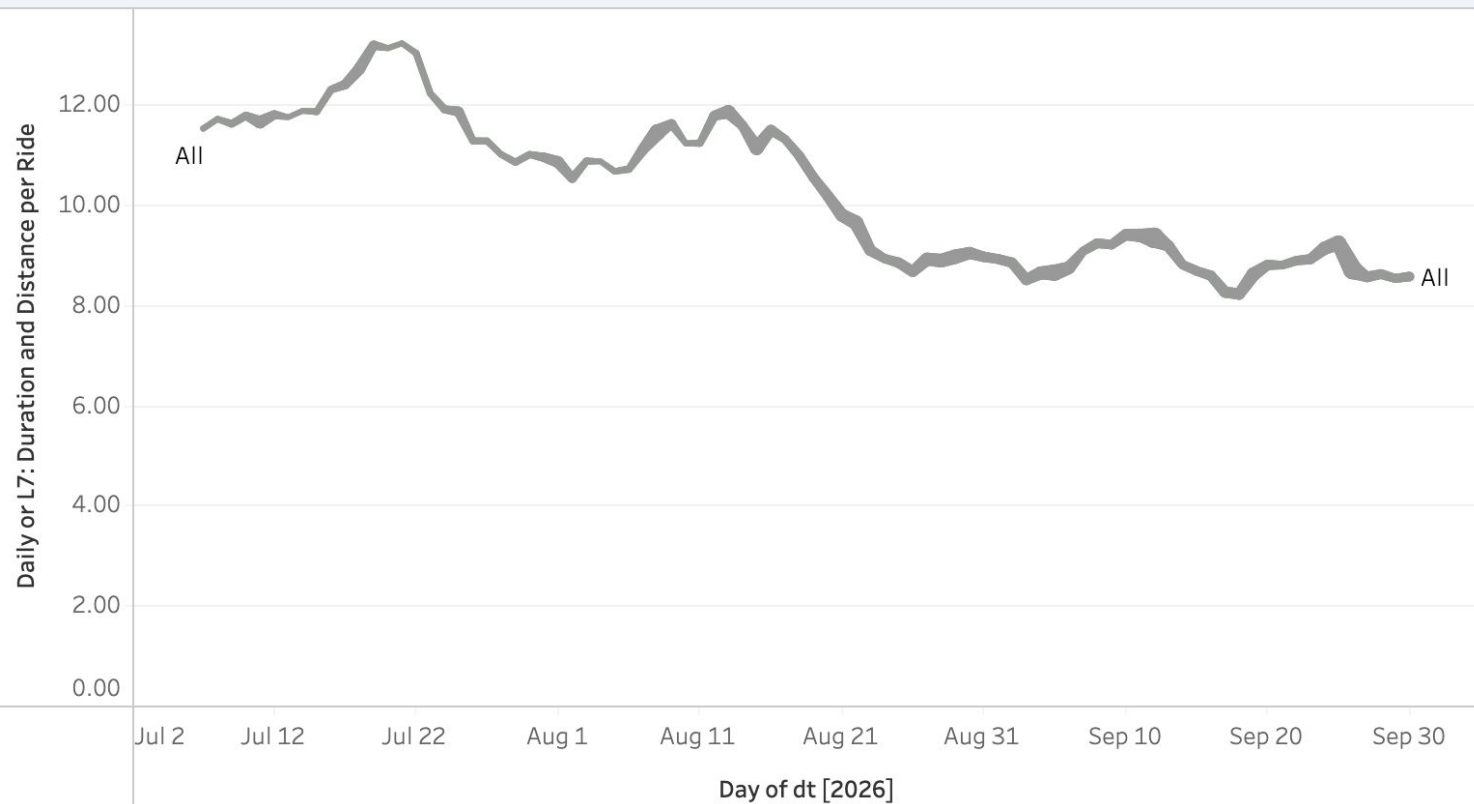
- % First Rides
- % Frequent Ro...
- % Group Rides
- % Joy Rides
- % Railway Stat...
- % Ride Pass Ri...

Duration and Distance Trends

Slicing trip Duration by Nothing - View All

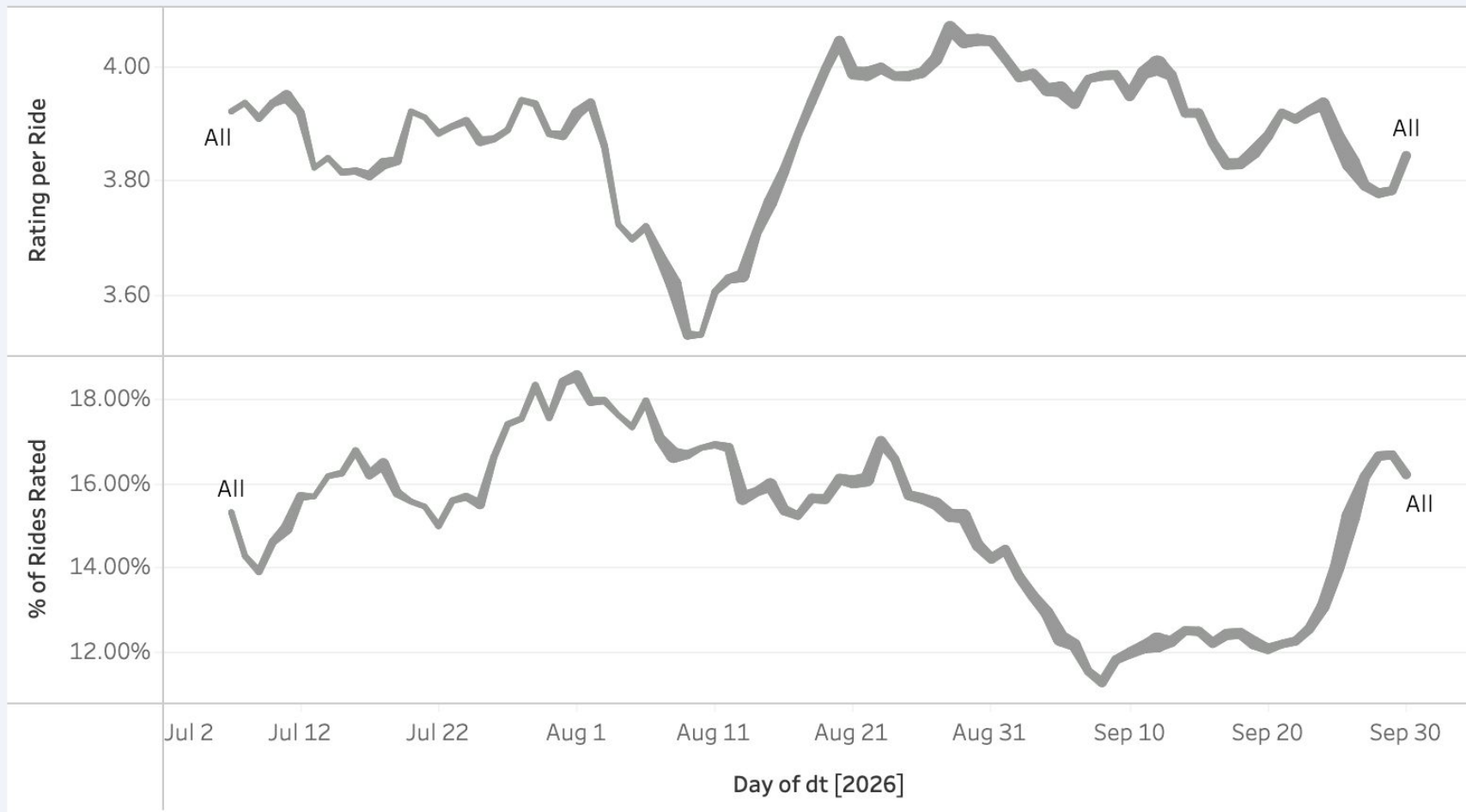
Show Duration or Distance

Duration



Ride Rating Trends

Slicing ride ratings and the share of rides being rated by **Nothing** - [View All](#)



Additional Information

Category	Q3 – 2026
Total Vehicles in Service (EOM Deployed)	845
Total Vehicles out of Service (EOM Damage)	431
Total New Users	9,590
Total Equity Users (Bird Community Plan)	3
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)	1,216 Repairs from July 1st – September 30th
Reported Collisions	0