



C I T Y O F
RENO
Memorandum

DATE: January 23, 2024
TO: Mayor and City Council
THROUGH: Jackie Bryant, City Manager
FROM: Jesse Jo Rego, Sustainability Management Assistant
DEPT: City Manager's Office - Sustainability
SUBJECT: Bird e-Scooters 2024 Q4 Report

Please find the attached 2024 Q4 (October 1 – December 31) Report for Bird.

Report Highlights:

- Total Rides: **37,074**
- Revenue Generated for the City: **\$9639.24**
- Metric Tons of CO2 Avoided: **1.564**
- Number of Fines Issued: **30 (down 66 fines from last quarter)**
- Number of Repeat Offenders: **41 (down 9 from last quarter)**
- Total Vehicles in Service: **473**
- **65%** of rides were taken by locals vs. **35%** were taken by tourists
- **32%** of all rides were “Frequent Routes”

The entire report consists of these sections:

- City Staff Supplemental Report – 1 page
- Bird e-Scooter Data Report (provided by Bird) – 7 pages



City of Reno 2024 Q4 Quarterly Report

City Staff Supplement

- Reno Direct received **17** calls this quarter related to Bird e-Scooters. All of these calls were regarding bad parking or scooter retrieval.
- Bird Partnerships:
 - **Transit App** – Integrating with Transit App, educating on transportation planning to connect *all* Washoe County and better connect RTC options with Bird
 - **Downtown Reno Partnership** – Fostering an environment of collaboration, knowledge, and prioritizing thoughtful, improvement initiatives. Supporting safety, education, and city beautification events. Bird met with the DRP in December 2024.
 - **Medtech Services** – Support local and ensure alternative mobility is an option for as many people as possible
 - **Lyft** – To encourage sustainable transportation use among visitors, Lyft users can now rent Bird e-scooters in their app
 - **UNR** – Shaping sustainable transportation trends and educating on proper ridership behaviors
- Bird Quarterly Reports will now contain a page about partnerships and community engagement for the quarter, as well as a “Fun Data Facts in Reno” page with more information about Reno’s ridership.



Reno Quarterly Report

October 1 – December 31, 2024

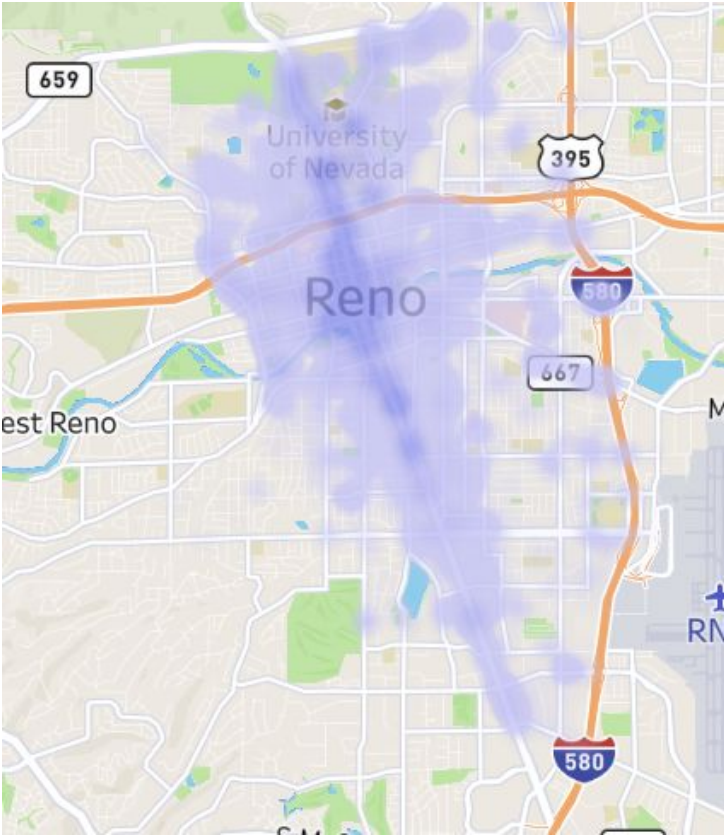
Summary Operational Data

| Category | October 1 – December 31, 2024 |
|---|--|
| Total Rides | 37,074 |
| Revenue Generated for the City ¹ | Per rideshare \$9,268.50 Per adaptive programs \$370.74 (Rev Share) \$9,639.24 |
| Metric Tons of CO ² Avoided ² | 1.564 |
| Car Trips Avoided | 16,810 |
| # of Fleet Managers | 4 |
| Warning Issued | 181 |
| Fines Issued | 30 |
| # of repeat fined offenders | 41 |
| Emails to Reno311 | Obstructions: 15 Submerged: 0 |

BIRD

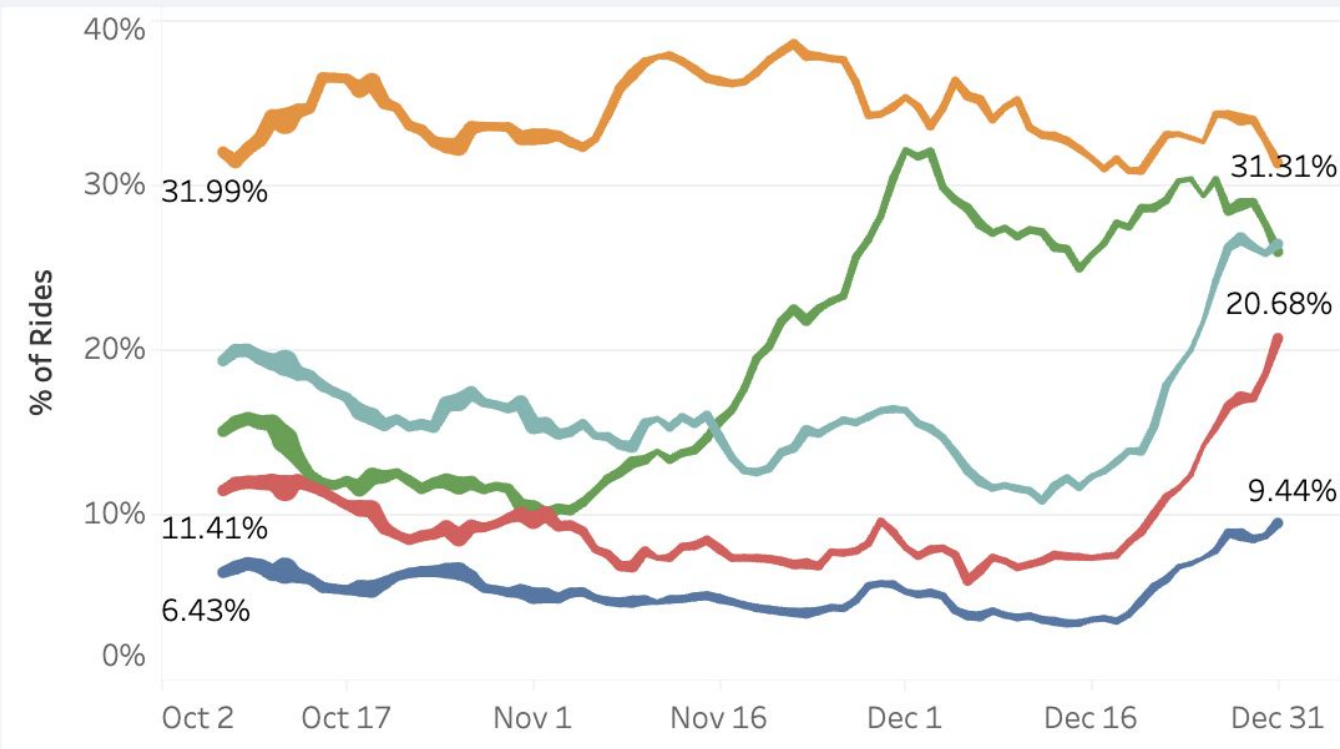
¹ Not including sales tax or the per vehicle fee
² Assumes 1/3 rides would have prevented a car trip

Ridership Trends: End Locations



Rides with Trip Labels

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

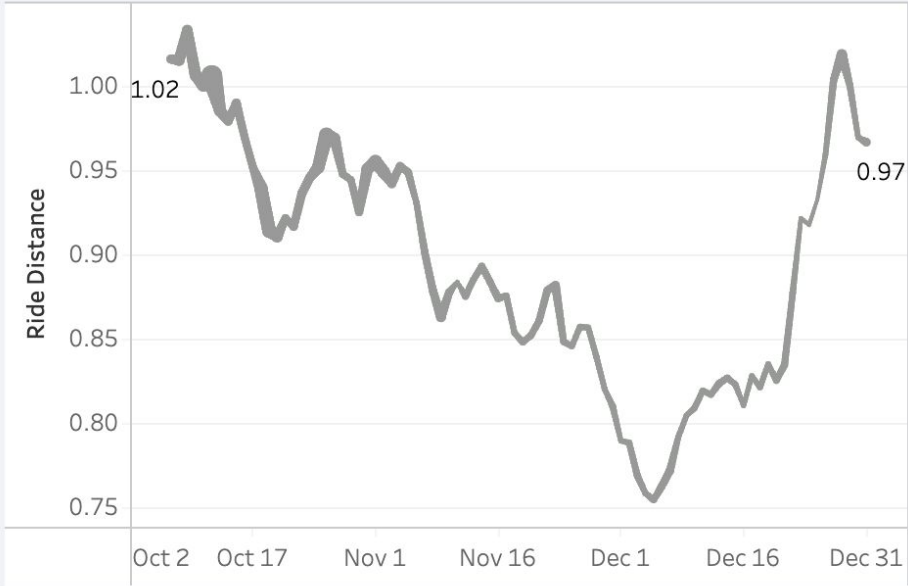


Trip Labels

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

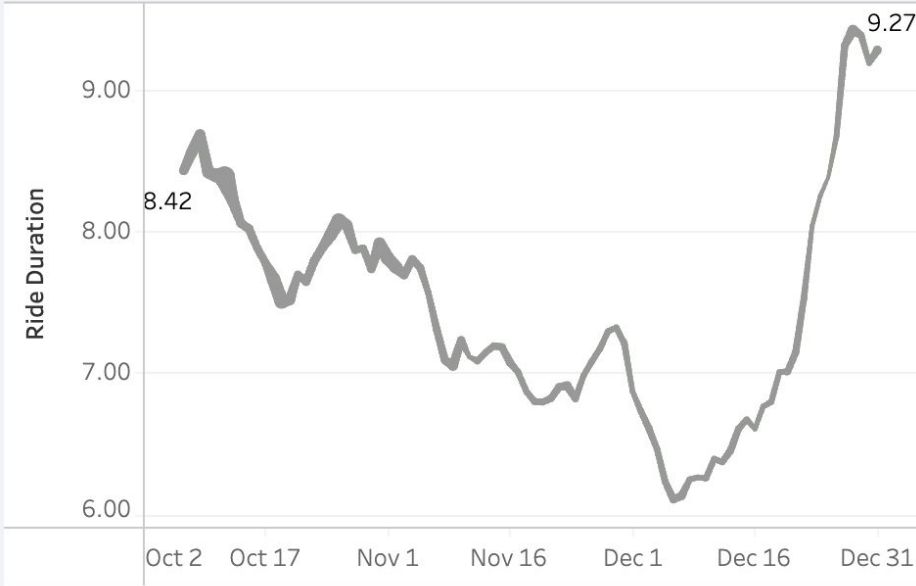
Ride Distance

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



Ride Duration

How many minutes do trips take on average?



Community Engagement + Partnership



Medtech Services
MOBILITY EQUIPMENT SPECIALISTS



Engaging with the Reno community and ensuring our efforts align with broader initiatives taking place throughout Reno is of the utmost importance.

Below are a few of our partners:

- **Transit App** – Integrating with Transit App, educating on transportation planning to connect **all** Washoe County and better connect RTC options with Bird.
- **UNR** – Shaping sustainable transportation trends and educating on proper ridership behaviors
- **Downtown Reno Partnership** – Priority is fostering an environment of collaboration, knowledge, and prioritizing thoughtful, improvement initiatives. Supporting safety, education, and city beautification events.
- **Medtech Services** – Support local and ensure alternative mobility is option for as many people as possible
- **Lyft** – To encourage sustainable transportation use among visitors, Lyft users can now rent Bird e-scooters in their app



Fun Data Facts in Reno for 2024

Cleaner air.
Less traffic.
More joy.



32% of all rides were
"Frequent Routes"



9% of all rides were "First
Time Riders"



11% of all rides were connecting
from a Transit location



36% of all rides were taken using
a Coupon



13% of all rides were taken on a Ride
Pass



65% of rides were taken by
Locals vs. 35% taken by
tourists

Additional Information

| Category | October 1 – December 31, 2024 |
|--|---|
| Total Vehicles in Service (EOM Deployed) | 473 |
| Total Vehicles out of Service (EOM Damage) | 292 |
| Total New Users | 934 |
| Total Equity Users (Bird Community Plan) | 30 |
| 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) | 2,600 Repairs from 10/1 – 12/31 |
| Reported Collisions | 0 |