



C I T Y O F
RENO
Memorandum

DATE: June 23, 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 Q1 Report

Please find the attached 2025 Q1 (January 1 – March 31) Report for Bird.

Report Highlights:

- Total Rides: **26,180**
- Revenue Generated for the City: **\$6,806.80**
- Metric Tons of CO2 Avoided: **1.338**
- Number of Fines Issued: **14 (down 16 fines from last quarter)**
- Number of Repeat Offenders: **34 (down 7 from last quarter)**
- Total Vehicles in Service: **504**
- Total New Users: **927**

The entire report consists of these sections:

- City Staff Supplemental Report – 1 page
- Bird e-Scooter Data Report (provided by Bird) – 6 pages



City of Reno 2025 Q1 Quarterly Report
City Staff Supplement

- Reno Direct received **23** calls this quarter related to Bird e-Scooters. All these calls were regarding bad parking or scooter retrieval.
- Bird Partnerships:
 - **Bird is officially a member of the Reno-Sparks Chamber of Commerce**
 - **Downtown Reno Partnership** – Improving relationships with Caesars Entertainment
 - **Medtech Services** – partnership is officially live, featuring adaptive vehicles.



Reno Quarterly Report

January 1 – March 31, 2025

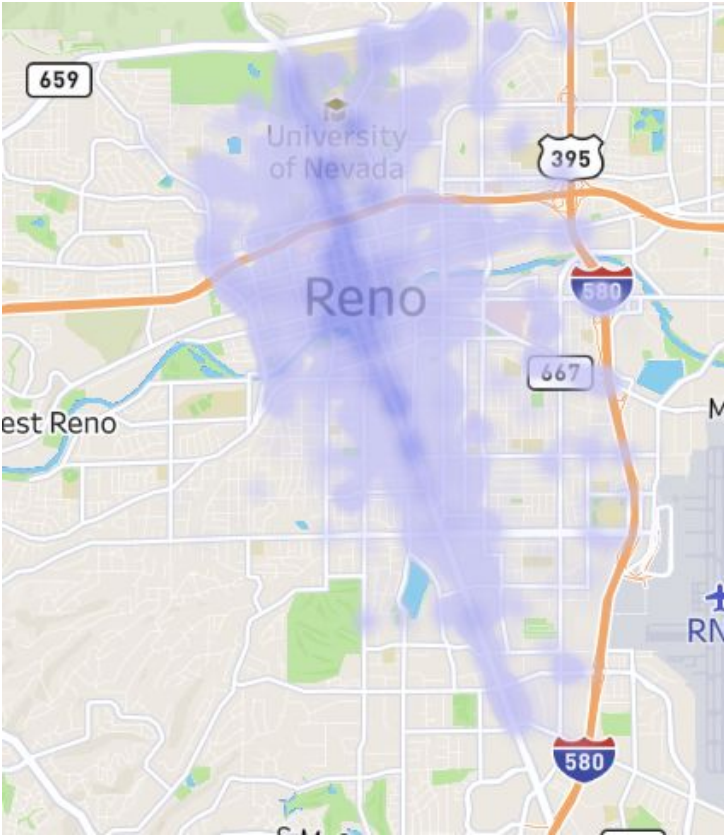
Summary Operational Data

Category	January 1 – March 31, 2025
Total Rides	26,180
Revenue Generated for the City ¹	Per rideshare \$6,545 Per adaptive programs \$261.80 (Rev Share) \$6,806.80
Metric Tons of CO ² Avoided ²	1,338
Car Trips Avoided	11,871
# of Fleet Managers	3
Warning Issued	153
Fines Issued	14
# of repeat fined offenders	34
Emails to Reno311	Obstructions: 14 Submerged: 1

BIRD

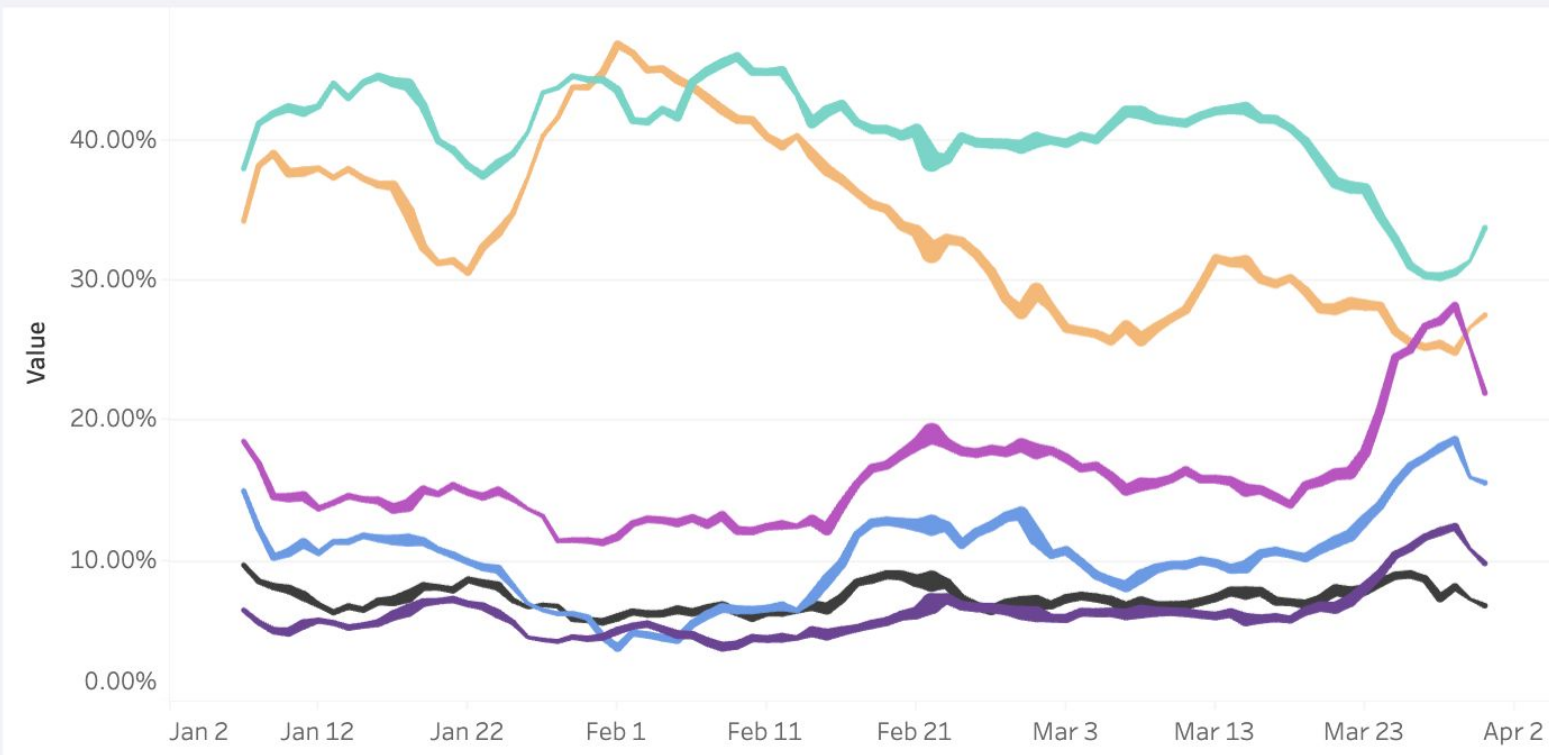
¹ Not including sales tax or the per vehicle fee
² Assumes 1/3 rides would have prevented a car trip

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

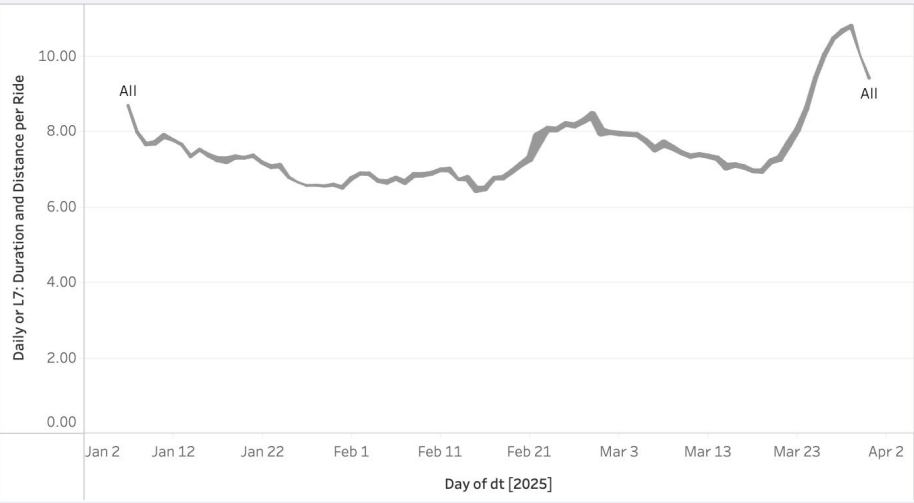
% First Rides **% Frequent Ro...** **% Group Rides** **% Joy Rides** **% Railway Stat...** **% Ride Pass Ri...**

Duration and Distance Trends

Slicing trip Duration by Nothing - View All

Show Duration or Distance

Duration

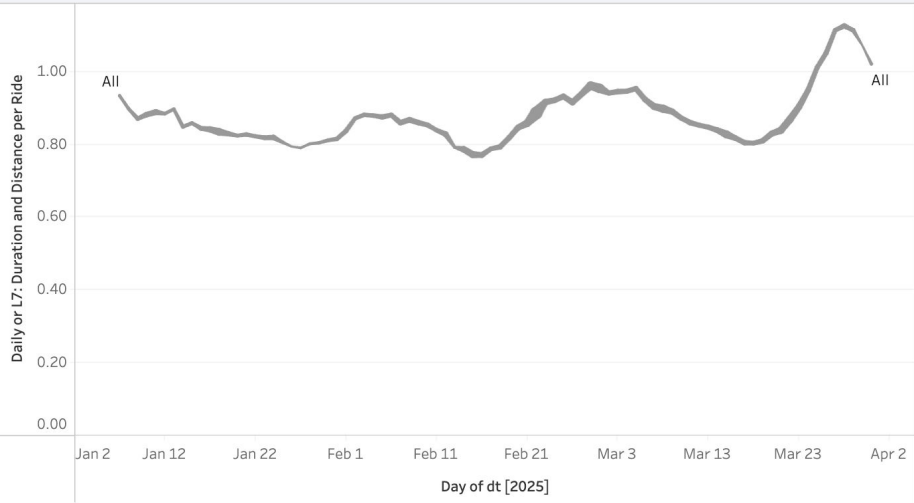


Duration and Distance Trends

Slicing trip Distance (Miles) by Nothing - View All

Show Duration or Distance

Distance (Miles)



Additional Information

Category	January 1 – March 31, 2025
Total Vehicles in Service (EOM Deployed)	504
Total Vehicles out of Service (EOM Damage)	163
Total New Users	927
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)	820 Repairs from 1/1 – 3/31
Reported Collisions	1

Partnerships for Q1

- Chamber of Commerce – Officially Members
- Downtown Reno Partnership
 - Improving relationships with Caesars Entertainment
- Med Tech x Bird Partnership – Officially Live!
 - Adaptive Vehicles

