



Town of Fairfield

Office of the First Selectwoman
Brenda L. Kupchick

PRESS RELEASE

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May 24, 2022

Bird and Town of Fairfield Team up to Provide Eco-Friendly Scooters to Residents

Fairfield, CT– the Town of Fairfield and Bird, a leader in environmentally friendly electric transportation, are teaming up to introduce shared e-scooters to Fairfield. The eco-friendly transportation option can be activated through Bird’s free mobile phone application and used to replace gas-powered car trips when going to the store, meeting up with friends, exploring the community and taking many other daily trips.

“We are thrilled to welcome Bird to Fairfield and look forward to offering community members a new, eco-friendly and fun way to get around. Whether going to the beach or to shop or dine at one of our local merchants, residents and visitors will now have a new way to get there,” said Mark Barnhart, Director for the Office of Community & Economic Development for the Town of Fairfield. The Fairfield Board of Selectmen recently approved a twelve month pilot program to gauge community interest and demand for e-scooters. First Selectwoman Brenda L. Kupchick commented, “I am excited to welcome Bird to Fairfield in a pilot program to allow residents to test out an alternative mode of transportation that is certainly welcome given the current state of gas prices. Fairfield is committed to innovating and embracing new modes of transit and I hope residents enjoy this new option.”

Bird aims to make communities more livable by reducing car trips, traffic and carbon emissions. The company’s scooters, developed by an in-house team of leading engineering and vehicle design experts, also provide a naturally socially distanced way to get around and offer residents without cars another transportation option. Austin

Marshburn, Head of City and University Partnerships at Bird, said: “We applaud the Town of Fairfield for their commitment to offering convenient, environmentally friendly and reliable transportation options to residents and visitors.”

Residents and visitors ages 18 and over will be able to take advantage of Bird e-scooters daily from 5 a.m. to 12 a.m. for \$1.20/ride plus an additional \$.49/minute charge. Additionally, each rider must provide proof of age and license as well as participate in pre-ride safety training. Users may read about some tips for [safe riding](#) before their first outing. Bird will initially operate within a reduced footprint in Town, generally south of I-95, from Southport to Commerce Drive.

Bird is proud to offer a number of features and benefits to riders in Fairfield. Some of which include:

- **Community Pricing:** Bird’s inclusive [Community Pricing Program](#) offers a 50% discount to low-income riders, Pell grant recipients, select local nonprofit and community organizations, veterans and senior citizens. Those who qualify can sign up by downloading the Bird app, creating an account and emailing proof of eligibility to access@bird.co.
- **Free Rides for Healthcare Workers and Emergency Personnel:** To recognize the individuals whose work continues to be so crucial to the health and safety of our communities, Bird offers [free rides to healthcare workers and emergency personnel](#). Those who qualify can sign up by emailing a copy of their medical identification card, name and phone number to together@bird.co. Eligible riders receive two free 30-minute rides per day.
- **Community Mode:** Bird values community input. Anyone with a Bird account can report or provide feedback on vehicle-related issues such as poorly parked or damaged vehicles in their area by tapping the yield sign on the bottom left of the in-app Bird map. When a report is submitted, someone is assigned to correct the issue.

First-time users are encouraged to check out the [Bird Beginner’s Guide](#). All riders are reminded that they need to download the [Bird app](#) – available on Apple and Android devices – to take advantage of this special 12-month pilot program in Town!

About Bird

Bird is an electric vehicle company dedicated to bringing affordable, environmentally friendly transportation solutions such as e-scooters and e-bikes to communities across the world. Founded in 2017 by transportation pioneer Travis VanderZanden, Bird is

rapidly expanding. Today, it provides fleets of shared micro electric vehicles to riders in more than 350 communities globally and makes its products available for purchase at www.bird.co and via leading retailers and distribution partners. Bird partners closely with the communities in which it operates to provide a reliable and affordable transportation option for people who live and work there.