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NEWS RELEASE

FOR IMMEDIATE RELEASE

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Town of Windsor and Bird Team Up to Provide Eco-Friendly Scooters to Residents and Visitors

(Windsor, CA/USA) – May 6, 2022 – The Town of Windsor and [Bird](#), a leader in environmentally friendly electric transportation, have teamed up to bring shared e-scooters to Windsor. Over the next few days, up to 30 scooters will launch and become available for use within Windsor town limits to people ages 18 and over.

“We are thrilled to welcome Bird to Windsor and look forward to offering our community members a fun and eco-friendly way to get around,” said Windsor Mayor Sam Salmon. “We expect the electric scooters to also bring a positive economic impact to our town, with riders more likely to shop at local businesses.”

Residents and visitors can use the scooters to replace gas-powered car trips and help lower carbon emissions. These trips could include going to the store, meeting friends, or just exploring Windsor. To start, sign up for an account on Bird’s [mobile-phone app](#). When you want to ride, open the app to search for and find available scooters near you.

Bird riders must travel on the road – not the sidewalk – except to mount and dismount. While Bird riders can travel within Windsor town limits, portions of the Windsor Creek Trail near the Senior Center will be a “slow zone” and the Windsor Town Green is a “no-ride zone.”

Bird users who live in Windsor are also eligible to get one free helmet from the company (just pay \$4.99 in shipping) once they complete one ride. Riders can request a helmet through the Bird app.

The Town of Windsor’s new e-scooter program offers several features and benefits to riders:

- **[Community Pricing](#)**: Bird offers a 50% discount to low-income riders, Pell grant recipients, select local nonprofit and community groups, veterans, and senior citizens. Download the app, create an account, and email proof of eligibility to access@bird.co.
- **[Healthcare Workers and Emergency Personnel](#)**: Bird offers [free rides to healthcare workers and emergency personnel](#). Email a copy of your medical ID, name, and phone number to together@bird.co. Eligible riders get two free 30-minute rides a day.

- **Community Mode:** 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.

“We applaud the town of Windsor for its commitment to offering convenient, environmentally friendly, and reliable transportation options to its residents and visitors,” said Austin Marshburn, Head of City and University Partnerships at Bird.

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