



FOR IMMEDIATE RELEASE

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Bird e-Bikes Flying Back into Chittenden County

(Winooski, Vermont) – Friday, March 15, 2024 – The Chittenden Area Transportation Management Association (CATMA) is excited to announce the return of Bird e-bikes in our region. In collaboration with [CATMA, Bird](#), a leader in environmentally friendly micro-mobility options, will continue to operate their popular e-bikes in the cities of Burlington, South Burlington, and Winooski,.

The regional Bikeshare system will relaunch on Monday, March 18th. To ride one of Bird's e-bikes, download Bird's free mobile phone [app](#). Anyone can use Bird's e-bikes to replace gas-powered car trips when commuting or taking other daily trips. Seniors 65 and over are encouraged to sign up for Bird's "Community" program to receive 50% off rides.

Data from last year's rides demonstrate the popularity of Bird's e-bikes. Ridership increased 300% with the new Bird e-bike system compared to the previous system. 95% of the trips were purpose driven, averaging 1.25 miles and 10 minutes per ride. People rode them from home to work, from childcare-drop-off to work and to get to classes at both UVM and Champlain College. We thank everyone who took advantage of the bikeshare last year. Learn more about our regional system and 2023 ridership data [here](#).

Despite facing headwinds, Bird is here and has exhibited a commitment to our community including a carefully thought-out relaunch plan. The plan includes tools and resources to better manage inappropriately parked bikes and make sure bikes are placed in locations throughout the system including Burlington, South Burlington, Winooski, and our neighborhoods.

"It is our mission to ensure our founding institutions, members and community have access to an assortment of sustainable mobility options to improve commutes, support healthy lifestyles and reduce congestion in Chittenden County. Bikeshare is a valuable program to our transportation network and is a 24/7 service for everyone" said Sandy Thibault, Executive Director at CATMA.

Bird is proud to offer a number of features and benefits to riders in the greater Burlington area. 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 who are 65 and older. Those who qualify can sign up by

downloading the Bird app, creating an account and emailing proof of eligibility to access@bird.co.

- **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. Please direct all input to Bird at vermont311@bird.co if you do not have a Bird account.
- **Bird's new proprietary Image Review product:** This uses machine learning and AI to evaluate Bird's mandatory ride-end photos and detect specific unwanted parking behaviors.

For any inquiries or further information, please feel free to contact Bird at vermont311@bird.co.

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 Bird provides fleets of shared micro electric vehicles to riders in more than 350 cities globally. Bird partners closely with the cities in which it operates to provide a reliable and affordable transportation option for people who live and work there. Find out more at www.bird.co.

About CATMA

CATMA is a non-profit, membership-based organization established in 1992 to jointly plan and manage transportation and parking in ways that better coordinate land use and reduce environmental impacts. CATMA's suite of comprehensive transportation demand management programs and services provide simple transportation solutions to improve commutes, support healthy lifestyles and reduce congestion in Chittenden County. Learn more about CATMA and the bikeshare system at www.catmavt.org.

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