

City of McPherson

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PRESS RELEASE

July 9, 2021

Bird Lands in McPherson

McPherson – The City of McPherson is partnering with a shared electric scooter company, Bird Rides, to bring e-scooters to the city. Just in time for summer, Bird is a naturally socially distanced way to get around. The scooters are available through mobile phone applications and riders pay to use the scooter per minute, at no cost to the city.

The electric scooters can be used on roads and in bike lanes and have a maximum speed of 15mph. Scooters must be parked out of the way of pedestrians and never blocking driveways, and [in designated areas](#) (see attached). Riders are required to be 18 years-old and above to access the scooters. They are also encouraged to wear a helmet on every ride and required to obey all standard rules of the road. Please see [City Ordinance No. 3358](#) that gives guidelines and rules for electric scooters.

Bird offers the following programs that are available for all who qualify:

- **Community Pricing** – Bird’s [Community Pricing Program offers a 50% discount](#) to low-income riders, Pell grant recipients, select local nonprofit and community organizations, veterans, and senior citizens. It’s designed to be the most inclusive micro mobility discount program available anywhere. To sign up for Community Pricing Program, download the Bird app, create an account, and email your proof of eligibility to access@bird.co.
- **Free Rides for Healthcare Workers and Emergency Personnel** – Bird is proud to offer [free rides to healthcare workers and emergency personnel](#). To sign up, simply email a copy of your medical identification card along with your name and phone number to together@bird.co. Eligible riders will receive two free 30-minute rides per day for as long as it takes to help our communities to recover from this global health crisis.

If a resident has questions or concerns about the e-scooters the company can be reached directly at 1-866-205-2442 or hello@bird.com. More information about the company can be found on their website (www.bird.co) and on their blog (www.bird.co/blog).

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Mayor

Thomas A. Brown

Commissioner of Public Facilities

Gary L. Mehl

Commissioner of Streets & Utilities

Larry E. Wiens

