



Agenda

*2014 Annual Meeting of North American Bikeshare Association
David L. Lawrence Convention Center
1000 Fort Duquesne Blvd
Pittsburgh, PA 15222*

DAY 1, SEPTEMBER 7

8:30 – 9:00 AM

Registration/Coffee/ Continental Breakfast/Networking

9:00 – 9:30 AM

Room 304/305: NABSA Annual Meeting—Overview and Elections

9:30 – 10:30 AM

Room 304/305: New Developments, Rapid Fire: Each member will present new technology, sales strategy, operations technique, or outreach program in structured format. (One powerpoint slide; 2 minutes, timed; no questions). [Submit your slide here.](#)

10:30 – 10:45 AM

Break

10:45 AM -12:15 PM

Room 304/305: For Cities and non-profits, NACTO-led session focused on leveraging bikeshare for transportation equity. The City of Philadelphia with partners Bicycle Coalition of Greater Philadelphia, PeopleForBikes and NACTO recently was awarded a grant from the JPB Foundation to work on bike share & equity. During this session, the partners will provide an overview of this exciting effort. Major elements include the siting of stations in low-income neighborhoods in Philadelphia and strategies to increase use at those stations, the collection of best practices by NACTO, and local challenge grants administered by PFB. These grants will help city/operator/local non-profit teams to develop and implement best practices in increasing bike share use in low-income populations. The JPB grant also includes funds to help launch academic research in the field. During the session, we will sketch out the major program elements and solicit input. *Linda Bailey, Executive Director, National Assoc. of City Transportation Officials; Zoe Kircos, Grants Manager, PeopleForBikes; Aaron Ritz, Bicycle & Pedestrian Programs Planner, Philadelphia.*

Room 301: Open Data Standard: evaluate and recommend a standard format for export of bike share station and bike geolocation and availability data to encourage development of multi-modal route planning applications. [Prep material](#). *Panelists: Michael Schade, Senior Tech Advisor to Arlington Mobility Lab; Daniel Gohlke, I.T. Specialist, Alta Bicycle Share; Mitch Vars, I.T. Director, Nice Ride Minnesota; Jean-Sébastien Bettez, CTO, 8D Technologies; Mario Fortier, CTO, PBSC Urban Solutions.*

Room 302: National Ad/Sponsorship Resource: evaluate and recommend an approach for NABSA to function as a central point of contact for national sponsorship and advertising opportunities. Develop format for inventory of available sponsorship and advertising assets. [Link to draft asset inventory](#). *Panelists: Steve Hoyt-McBeth, Project Manager, Bike Share + SmartTrips Business, Portland Bureau of Transportation; David Reed, Travelers Marketing; Justin Ginsburgh, REQX Ventures; Sean Wiedel, Assistant Commissioner, Chicago Department of Transportation.*

12:15 AM -12:30 PM

Break

12:30-2:00 PM

Room 304/305: Working Lunch and Panel Discussion: Connecting NABSA Members with Shared-Mobility Partners. New developments in urban mobility sector with focus on possible routes towards better user interfaces and greater integration: mobile payment systems and e-wallets.

Moderator: Bill Dossett, E.D., Nice Ride Minnesota

Panelists: Josh Moskowitz, Business Development Manager, car2go; John Gossart, V.P. Business Development, Ridescout; Arthur L. Guzzetti, Vice President – Policy, American Public Transportation Association; Creighton Randall, Shared Use Mobility Center.

2:00-2:15 PM

Break

2:15 – 4:45 PM

Break-Out Sessions By Back-end Platform. (Rooms TBD)

Each group will discuss:

- *New product offerings and recommendations for system configuration.*
- *Operational challenges, recurring customer service requests, and wish list.*
- *Prioritization of potential technology enhancements specific to platform.*
- *Prioritization of potential technology enhancements common to industry.*

NOTE: These sessions will be targeted to vendor/customer groups, but will be open to others. If a vendor would like to schedule a part or all of this time to discuss proprietary information with customers with which it has nondisclosure agreements, that request will be accommodated.

6:00 – 7:30 PM

THREE RIVERS HERITAGE TRAIL RIDE - GOLDEN TRIANGLE BICYCLE

600 1st Ave, Pittsburgh, PA 15219, (412) 600-0675, Pre-registration required

DAY 2, SEPTEMBER 8

NOTE: The Day 2 break-out sessions are grouped into three tracks to enable NABSA to take action on a broad range of goals and to ensure that each time slot offers content relevant to participants from all sectors of the industry. You may attend any session. Inevitably, some will want to attend two sessions scheduled simultaneously. For this reason, a summary of each session will be prepared and recommended actions will be presented in plenary session before consideration by the Board. Members who are unable to attend a session are also encouraged to submit comments to the moderator before the session. Our tracks are:

- *Planning/Funding/Contracting/Oversight*
- *Pricing/Marketing/Programs/Sponsorship/Media*
- *Operations/Technology*

8:30 – 9:00 AM

Coffee/Breakfast/Networking

9:00 – 9:30 AM

Room 304/305: Facilitated Discussion: Prioritization of industry-wide technology goals.

This session will draw upon the output of the Monday afternoon sessions and prioritize technology goals common across back-end platforms.

9:30 – 10:45 AM

Break-Out Sessions

Room 301: *Planning/Funding/Contracting/Oversight Track*

Specifications and Model Contracts: Our working group on this topic will present ideas for improving contracts by aligning incentives, adding business continuity protection, separating long-term obligations from short-term obligations, and facilitating collaboration on cycle of development. This session will explore those ideas and provide recommendations to the Board. [Prep material](#).

Panelists: Avra van der Zee, General Counsel, Social Bicycles; Heath Maddox, Senior Planner, San Francisco Municipal Transit Agency; Justin Ginsburgh, REQX Ventures, Bill Dossett, E.D., Nice Ride Minnesota.

Room 304/305: *Pricing/Marketing/Programs/Sponsorship Track*

Summarize **pricing, products, and promotions** in 2014. Case study format. What is working. What isn't.

Panelists: Elliott McFadden, E.D., Austin B-cycle; Brodie Hylton, VP Marketing & Business Development, Bicycle Transit Systems; Paul DeMaio, Metrobike & Capital Bikeshare Program Manager; Colby Reese, Co-Founder of DecoBike LLC and Managing Director of Nextbike Inc.

Room 302: Operations/Technology Track

Create a **Reliability Index** — quantifying success meeting customer demand for a bike and for a docking point. Our goal is to establish a performance metric that can be:

- Included in an incentive-based operations contract to align incentives of operator and owner (ie.: operator is paid more if it achieves greater reliability for riders).
- Used by an operator as part of continuous quality assurance program to motivate and educate on-street staff
- Used by planners to evaluate station size and placement
- Used to benchmark between similar cities. [Prep material.](#)

Panelists: *Mitch Vars, I.T. Director, Nice Ride Minnesota; Daniel Gohlke, I.T. Specialist, Alta Bicycle Share; Kim Lucas, Bicycle Program Specialist, DC DOT; Nick Bohnenkamp, E.D., Denver Bike Sharing; Peter Hoban, COO, Bicycle Transit Systems.*

10:45-11:00 AM

Break

11:00 AM – 12:15 PM

Break-Out Sessions

Room 302: Planning/Funding/Contracting/Oversight Track

Build Framework For Fair Comparisons and Good Planning.

Objectives:

- Create a glossary of terms to support International Bike Share Database. [Prep material.](#)
- Define sub-groups of cities with similar demand and operating challenges, so that business plans, product strategies, and expectations for usage and reliability can be evaluated realistically.
- Define sub-zones within a city with similar demand and operating challenges, so that we can educate planners and city officials regarding where bike share expansion will be successful and where it will need additional operating support.
- Define common terms used to evaluate cost and benefit. What is a “capital cost,” an “operating cost” in our business. Are the numbers we are using to evaluate usage, utilization, and reliability fair?

Panelists: *Paul DeMaio, Metrobike & Capital Bikeshare Program Manager; Evan Corey, Associate Project Planner, Nelson/Nygaard Consulting; Nick Bohnenkamp, E.D., Denver Bike Sharing; Colin K. Hughes, Director of National Policy & Project Evaluatio, Institute for Transportation & Development Policy.*

Room 301: Pricing/Marketing/Programs/Sponsorship Track

New Frontiers in Bike Share Marketing: co-marketing with car-share, “prescribe-a-bike”, making employer programs work. What to do when your product isn’t new anymore? Improving sponsor opportunities and finding new revenue streams to support our core work.

Panelists: *Nicole Freedman, Director of Bicycle Programs, City of Boston; Dani Simons, Director of Marketing and External Affairs, NYC Bicycle Share; Sean Wiedel, Assistant Commissioner, Chicago Department of Transportation.*

Room 304/305: Operations/Technology Track

Where does urban bike share stop and what to do when we get there? **Tools for Small Cities, Suburbs, and Corporate Campuses**—What will work where urban bike share won't and what role should an urban bike share system play in fostering change in non-urban places? Lighter bikes? Technology integration between urban and other payment systems? New partners?

Panelists: Dianna Ward, E.D., Charlotte B-cycle; Tim Ericson, CEO, Zagster; Brent Tongco, Business Development Director, B-cycle; Tony Desnick, Greater Minnesota Strategies Director, Nice Ride Minnesota; Gian-Carlo Crivello, Director Business Development, PBSC Urban Solutions.

12:15-12:30 PM

Break

12:30-2:00 PM

Room 304/305: Working Lunch & Panel Discussion: Imagining Bike-share in 2020

Industry leaders will present their visions for what we will accomplish and how we will get there, considering both urban centers and new markets (small cities, corporate campuses, and suburban areas) and mobile customer interfaces. What are the limits of current tools? Can we accomplish more with different tools? What are our biggest challenges and who are the partners who will help us overcome them?

Moderator: Mirte Mallory, Director, We-Cycle.

Panelists: Ryan Rzepecki, CEO, Social Bicycles; Justin Ginsburgh, REQX Ventures; Isabelle Bettez, CEO, 8D Technologies; Brent Tongco, Business Development Director, B-cycle; Bruno Rodi, PBSC Urban Solutions.

2:00-2:15 PM

Break

2:15-3:30 PM

Break-Out Sessions

Room 302: Planning/Funding/Contracting/Oversight Track

Policy & Legislative Initiatives. Our working group will present policy and legislative initiatives for enhancing funding opportunities and removing barriers to successful implementation. This session will explore those ideas and provide recommendations to the Board. [Bike Share Bills in Congress](#).

Panelists: Caron Whitaker, V.P., Government Relations, League of American Cyclists; Dani Simons, Director of Marketing and External Affairs, NYC Bicycle Share; David Fotsch, Boise Bike Share Project; Mirte Mallory, Director, We-Cycle; Linda Baily, Executive Director, National Association of City Transportation Officials.

Room 301: Pricing/Marketing/Programs/Sponsorship Track

Seizing opportunity through public-private partnership. Case studies: how are bike share owners, operators, and sponsors working together to achieve mission and maximize impact. Ideas to “go bigger.” Is there a misalignment between goals of the public and private sector (mission vs. profit)? How to address the tension between cities and vendors? Ideally, should bike share grow via the private sector or the public sector? Can it truly be both profit- and mission-driven?

Panelists: Alison Cohen, CEO, Bicycle Transit Systems; Aaron Ritz, Bicycle & Pedestrian Programs Planner, Philadelphia; Anthony Taylor, National Liason, Major Taylor Cycling Clubs; Kären Haley, Executive Director, Indianapolis Cultural Trail, Inc.; Colby Reese, Co-Founder of DecoBike LLC and Managing Director of Nextbike Inc.; Nicole Freedman, Director of Bicycle Programs, City of Boston.

Room 304/305: Operations/Technology Track

Evaluation of bike-share customer interfaces with similar interfaces for parking, transit, and car-sharing. How can we improve customer experience and revenue realization? What are possible paths toward payment system integration and costs/benefits of pursuing? How will you pay bus fare in 2020?

Panelists: Rubina Ghazarian, Los Angeles County Metropolitan Transportation Authority; Ryan Rzepecki, CEO, Social Bicycles; Daniel Gohlke, I.T. Specialist, Alta Bicycle Share; Jean-Sébastien Bettez, CTO, 8D Technologies; James Mead, Head of Operations, Barclays Cycle Hire, Transport for London; Mario Fortier, CTO, PBSC Urban Solutions.

3:30-3:45 PM

Break

3:45-4:45 PM

Room 304/305: Plenary Session

Summary of Recommended Actions: Each moderator will list recommended board actions resulting from break-out sessions.

Opportunity for questions, comments, additional recommendations for board consideration.

6:00-8:00 PM

Room 304/305: Initial Meeting of NABSA Board of Directors: The Board will consider:

- Election of officers
- Administrative business items relating to formation, accounting, budget and staffing, etc.
- Mission statement
- Substantive policy matters recommended through conference.

Note: All members are invited to attend the Board of Directors meeting. Minutes will also be distributed.