

NABSA Organizational Messaging

What is NABSA: The North American Bike Share Association (NABSA) connects the biggest minds in bikeshare to support, promote and enhance bikeshare across North America. NABSA is the bikeshare industry's membership organization with representation from system owners, operators, host cities, equipment providers and technology providers.

What is bikeshare: Much like a library allows people to check out books, bikeshare allows people to “check out” bicycles on an as-needed basis -- to go to the store, to ride to work or just to cruise around for fun. Bikeshare is available around the world in cities large and small, and helps riders get from point A to point B. More than 120 cities in the US and Canada have bikeshare systems, and according to The Washington Post, as of May 2015, there are approximately 855 bikeshare systems worldwide.

1. **Livability:** Bikeshare makes cities great. It keeps places connected because riders are outside and interacting with their city. No matter the size of a neighborhood, bikeshare is useful for all kinds of trips -- from heading to the store or work to sightseeing or exercising.
 - a. Bikeshare breaks down boundaries, connecting residents, workers and tourists to resources and opportunities that make a city great.
 - b. In cities of all sizes, bikeshare is often the quickest, most convenient way to get around.
 - c. Riders can enjoy the benefits of cycling without the responsibility of owning and storing a bike of their own.
 - d. Bikeshare allows people to take one-way trips. This gives riders more flexibility in their travel or recreation.

2. **Affordability:** Compared to other transportation systems, bikeshare provides lower-cost options for cities and riders since it is on an “as-needed” basis.
 - i. With private sponsorships and grants, cities can generate a tremendous return on public investment in bikeshare.
 - ii. Respected businesses such as *Citibank*, *Nike* and *Blue Cross Blue Shield* see the value of bikeshare and have sponsored systems across the country.
 - iii. Many bikeshare systems have low implementation and operational costs, especially when compared to conventional transit.

3. **Equity:** Bikeshare makes transportation more accessible and affordable to people across North America. In neighborhoods where jobs and services are far away, bikeshare serves as a tool to help those who need it most get where they want to go.
 - a. The average annual membership costs about \$7 per month for unlimited rides.
 - b. In cases where individuals can't afford the low cost of bikeshare, many bikeshare systems offer even further reduced-cost or free memberships while also providing cash payment options for customers without bank accounts.
 - c. More than 20 systems across North America currently offer, or plan to offer, affordable memberships to riders with low incomes.

4. **Health & Safety:** Bikeshare has a strong safety record and has the power to transform community members' health as an effective form of exercise.
 - a. Bikeshare riders enjoy improved health and well-being.
 - i. According to a survey from Capital Bikeshare in Washington, D.C., users reported stress reduction and weight loss.
 - b. With more than 120 systems in North America, bikeshare proves to be a safe form of public transit.
 - i. According to research from the Mineta Transportation Institute, bikeshare bicycles are durable and speed-limiting, making them safer for riders.
 - ii. NABSA members use quality, well-maintained bikes in order to uphold safety standards.
 - iii. Since 2007, when bikeshare first started in North America, only two people have lost their lives -- one person in Canada and one person in Chicago.

5. **Flexibility:** Bikeshare is an easy, guaranteed ride home on regularly maintained, high-quality bikes, due to its one-way ride feature.
 - a. Bikeshare provides the freedom for people to get where they want to go.
 - i. In some cities, bikeshare is incorporated seamlessly into the local transit system.
 1. Metro Bikeshare in Los Angeles offers transit-fare integration for its riders.
 - b. The versatility and accessibility of bikeshare allows people to take one-way trips spontaneously, at a moment's notice.

- c. Bikeshare leverages technology, like mobile apps, to make a bike ride as simple as the touch of a button.
6. **Sustainability:** Bikeshare is non-polluting form of transportation that can replace many trips by car and complement traditional transit.
- a. Bikeshare is a powerful tool for meeting city and state targets for reducing pollution.
 - i. Bikeshare is proven to reduce traffic congestion in major metropolitan cities like New York and Chicago.
 - ii. According to Resources for the Future, one Capital Bikeshare station in Washington, D.C. can be attributed to upwards of a four percent reduction in local traffic congestion. A variety of studies have found that each bikeshare trip results in 5% - 20% less car trips.
 - b. People may choose to get rid of their car or defer buying a car because of bikeshare.

Frequently Asked Questions:

1. How much public investment goes to bike share in comparison to motorized transit infrastructure?
2. Who pays for bikeshare?
3. Why invest in bikeshare in low-income communities when there isn't data that shows it will spark ridership?
4. Why are memberships so expensive to riders?
5. Is bikeshare only in urban areas?
6. What are the benefits of bikeshare?
7. How many transit trips does bike share serve each year?
8. Why do brands sponsor bike share?
9. How is bike share compare to traditional bicycle rental?