



## Code of Conduct

The North American Bikeshare Association (NABSA) brings together the most knowledgeable and experienced individuals and organizations in the industry to support, promote and enhance bikeshare across North America. NABSA is the bikeshare industry's only membership organization with representation from system owners, operators, host cities, equipment manufacturers and technology providers. As such, NABSA's core values are:

- **SAFETY:** Bikeshare must be implemented safely. NABSA members must provide and maintain equipment consistent with local, state and federal safety and quality standards appropriate for shared-use bicycles.
- **COMMUNITY FIRST:** Bikeshare systems must reflect the needs and requirements of each community in which they operate. This means that in addition to being safe, reliable and user friendly, they must also comply with all applicable local, state and federal laws and regulations. All operators and prospective operators should be respectful of existing local efforts, agreements and processes.
- **COOPERATION:** Bikeshare is part of the transportation network. NABSA members are committed to working cooperatively with other mobility providers to create an integrated system for our customers.
- **CUSTOMER-FOCUSED:** NABSA believes that the long-term success of the industry depends on providing a high-quality customer experience. This means that systems must make best efforts to clearly communicate pricing, policies and practices to riders.
- **TRANSPARENCY:** Hidden fees and confusing price structures damage the reputation and integrity of the bikeshare industry. NABSA members must be transparent when it comes to ride pricing and membership, and should willingly share anonymized trip, membership and other data on a regular basis.
- **EQUITY:** As NABSA continues to grow, its goal is to assist its members in providing bikeshare equitably to riders regardless of race, gender, income, age or immigration status. Member systems should make good-faith efforts to engage diverse communities that need low-cost, healthy transportation.

**Per our bylaws, failure to comply with NABSA's Code of Conduct will lead to suspension or expulsion.**

NABSA may suspend or expel any member for cause, including violation of our policies and rules or any conduct that goes against the best interests of NABSA as an organization, or the bikeshare industry as a whole. Suspension or expulsion of a member will require the affirmative vote of majority of NABSA board

members at a meeting called at least five days prior to the effective date of the suspension or expulsion. At least 20 days prior to the meeting, written notice of the proposed suspension or expulsion and a statement of the charges and notice of the date, time and place of the meeting, will be sent to the member by any method of delivery allowed under the Colorado Nonprofit Corporation Act. If the notice is mailed, it must be by first class or certified mail, sent to the last address of the member shown on NABSA's records. The member may appear in person or through its representative and present any defense to the charges before action is taken. A suspended or expelled member is not entitled to exercise any rights and privileges of membership, including the right to vote, during the period of suspension or after expulsion. A suspended or expelled member remains liable to NABSA for any outstanding dues and fees.

As a member of the North American Bikeshare Association, I, individually and the organization I represent, pledge to follow all federal, state and local laws and regulations and will speak up against those that violate this Code of Conduct. We agree to act ethically, responsibly and in good faith with local jurisdictions and industry competitors and live by the values of NABSA identified above to bring better bikeshare to cities across North America.

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Signature

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Name

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Title

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Organization

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Date