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## **North American Bikeshare Association Announces First-Ever Executive Director**

*Samantha Herr brings vision for equitable cities to bikeshare membership organization*

NORTH AMERICA, June 8, 2017 — The [North American Bikeshare Association \(NABSA\)](#) welcomes Samantha Herr to the team as the organization's first-ever executive director. Herr hopes to grow bikeshare into a mainstream form of transportation in cities across North America, with particular attention on expanding systems that reach all members of a city -- regardless of demographics or income levels.

"When I lived and worked in Boston, I realized bikeshare's potential to lift up communities in need by providing low-cost biking options," says Herr. "Cities can undergo amazing transformations when transportation is accessible and affordable for everyone, and I look forward to leading that initiative with the North American Bikeshare Association."

In her former role as program manager for the City of Boston, Herr spearheaded efforts to offer low-cost bikeshare memberships, making it one of the first major U.S. cities to focus on equity. Simultaneously, she created and implemented one of the nation's first women-specific municipal bicycling programs. In 2015, Herr brought her expertise to Portland, Maine, where she managed and developed statewide advocacy programs for the Bicycle Coalition of Maine. Sam also initiated the start of Portland's first bikeshare program with nonprofit Portland Bike Share, Inc.

Now as the executive director of the North American Bikeshare Association, Herr will push the only bikeshare membership organization in North America to grow and challenge the industry. For members of the three-year-old organization, an executive director means more progress than ever before.

"Susan B. Anthony established bikes as a symbol for freedom – people can go where they want, when they want on two wheels," says North American Bikeshare Association President Sean Wiedel. "Bikeshare can spark positive change by empowering people in communities across U.S. and Canada. With Herr at the helm, we're eager to roll forward into a future of innovation."

To learn more about the expansion of bikeshare in North American cities, please visit [www.nabsa.net](http://www.nabsa.net).

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**NORTH AMERICAN BIKESHARE ASSOCIATION:** Founded in 2014, [NABSA](#) is a

member-driven non-profit organization of and for the bike-sharing industry. NABSA's mission is to provide support for the bikeshare community and accelerate the growth of bikeshare systems across the nation.