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## **Bikeshare Braintrust Hits the Ground Rolling November 9-11** *North American Bikeshare Association's annual conference to highlight advancing technology, social equity*

NORTH AMERICA, August 31, 2016 — On November 9, the [North American Bikeshare Association \(NABSA\)](#) kicks off its annual conference to unite leaders from cities across North America who believe in the power of bikesharing to transform cities. NABSA wants to proliferate bikeshare by focusing on topics at the forefront of the industry: new technology, operations, transit integration, data analysis and social equity. Following last year's successful conference in Chicago, NABSA will head to Austin, Texas for its third annual conference. Organizers anticipate several hundred participants interested in life on two wheels for recreation, transportation and tourism.

"Every city has its own unique factors, from bike infrastructure and topography to demographics and density that influence the type of bikeshare system best suited for its community. Bikeshare doesn't have one set-in-stone model," says NABSA Project Manager Matt Martin. "We hope this conference educates, inspires and provides the tools to make the process of implementing a bikeshare system effortless and enjoyable in every city."

According to NABSA, previous conferences have yielded an incredible amount of knowledge sharing, particularly in areas of technology and innovation, that has likely contributed to a recent surge of bikeshare system launches. As an example, Portland's BIKETOWN system, which launched in July 2016, utilizes state-of-the-art smart-bikes that can be parked anywhere (even without a station), costs the same amount as a local bus ride and is accessible to 95 percent of low-income housing residents within the area.

"We could not be happier with BIKETOWN," said Portland Bureau of Transportation Director Leah Treat. "Portlanders and visitors alike have embraced this new option for getting around town at a truly impressive clip. I'd like to thank NABSA for its leadership -- the nationwide conversation that it enables has been a valuable source of insight for our bikeshare system in Portland."

Since 2014, NABSA has positioned itself on the frontline of the bikeshare movement. The international membership-based organization continues to collect data, conduct surveys, professionalize the bikeshare industry and work to ensure long-term financial success for systems in North America. Its efforts in the past two years have refocused the bikeshare industry and taken it from an emerging technology into an established form of public transportation that has improved the quality of life of cities.

"Ten years down the road, we're going to look back and realize we lived through the time when bikeshare was evolving into a mainstream form of transportation and a desirable asset for up-and-coming cities," says NABSA Vice President Sean Wiedel. "This year's conference will bring systems from around the world together to highlight major milestones and build on each other's momentum."

The first automated citywide bikeshare systems in North America launched in Montreal, Canada in 2008 followed by Denver, Minneapolis and Washington, D.C. in 2010 before spreading to other major East Coast cities and college campuses. Recent West Coast launches include the cities of Los Angeles, Portland and San Diego.

The North American Bikeshare Association Conference is held from Wednesday, November 9 through Friday, November 11 at St. David's Episcopal Church, located at 301 E 8th Street in Austin, Texas. For more information on the conference, [please click here](#). To learn more about the forward-thinking bikeshare movement in major cities around the world, 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.