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## Report Released Yesterday Shows Growing Importance of Bikeshare, Says North American Bikeshare Association

- *Industry organization says 2017 bikeshare data shows positive growth for the industry*
- *Executive Director predicts 2018 numbers to increase significantly*
- *The data aligns with organization's visions for innovation, equity*

NORTH AMERICA, May 2, 2018 — In response to yesterday's release of the [bikeshare ridership data report](#), the [North American Bikeshare Association \(NABSA\)](#) says numbers indicate the rapid rise of the industry and the growing importance of bikeshare within the mobility ecosystem. The report on 2017's bikeshare ridership was released by the National Association of City Transportation Officials (NACTO) as a follow up to last year's nationwide count of bikeshare rides in the U.S.

"The data shown in NACTO's 2017 report, which present a 25 percent increase in ridership each year since 2015, prove that Americans want, and need, the affordable and accessible transportation option that bikeshare provides," says NABSA Executive Director Samantha Herr. "These numbers indicate a rapid rise in bikeshare which will continue to grow with innovation in the industry, and show that NABSA's mission to reach all communities of North America has only just begun."

According to NABSA, key data points from NACTO's report are:

- **35 million** bikeshare trips were taken in 2017
- There was a **25 percent increase** in ridership from 2016
- The number of bikeshare bikes in the U.S. **more than doubled** from 42,500 bikes in 2016 to about 100,000 bikes in 2017
- Among cities with station-based systems, **32 percent** offer subsidized memberships

NABSA says these points reflect the work done by its diverse members representing all facets of the bikeshare industry from bikeshare operators and cities to equipment manufacturers. According to Herr, the numbers also represent NABSA's dedication to strengthening the industry with values listed in its [Code of Conduct](#).

"NABSA is not surprised on these findings because the industry is in a great place. Bikeshare is expanding into more corners of the U.S. with even more providers, venture capital is at an all-time high and there are established best practices to make bikeshare equitable," says Herr. "The findings are a reflection on our efforts to make bikeshare safe, equitable and accessible by offering education and resources, leading legislative efforts and upholding industry standards for our members."

With that in mind, NABSA will continue to uphold industry standards and good public policy to support these new innovations in the industry (such as its efforts earlier this year to defeat harmful dockless bikeshare bills in Florida and Oklahoma).

Industry experts will discuss ways to increase ridership and bring equitable bikeshare to all communities in North America at [NABSA's annual conference](#). NABSA and its partner the [Better Bike Share Partnership \(BBSP\)](#) invite bikeshare leaders and shared mobility professionals from around the world to Portland, Oregon on September 4-7, 2018.

For more information on NABSA and its vision for increasing bikeshare ridership across North America, [please click here](#).

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**NORTH AMERICAN BIKESHARE ASSOCIATION:** Founded in 2014, [NABSA](#) is the member-driven non-profit organization of and for the bike-sharing industry in North America. NABSA's mission is to provide support for the bikeshare community and accelerate the growth of bikeshare systems across North America and the world.