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Bikeshare Leader to Spearhead Transformation in 2019 with New Strategic Direction

- *North American Bikeshare Association will widen scope to include shared micromobility devices*
- *New leadership on board of directors will guide strategy for fast-moving changes of bikeshare industry*

NORTH AMERICA, December 13, 2018 — The bikeshare industry's first and only membership organization announces its vision for growth in 2019. [North American Bikeshare Association \(NABSA\)](#) recognizes the mobility industry is evolving, so it is adapting to include shared micromobility options along with bikeshare in order to continue to best serve as a resource to its members and the growing industry.

After a two-day staff and board of directors retreat earlier this month to set goals for 2019, NABSA has published its 2019 strategic vision, which includes incorporating scooters and other shared micromobility devices into its oversight. Its new policy is, "if it fits in a bike lane, it fits in NABSA."

NABSA's 2019 plans also leverage its ability to facilitate cross-sector conversations around the shared micromobility industry, which is why it will roll out new ways of connecting with its existing network through its annual conference, webinars, speaking engagements and more. Its upcoming conference will be in Indianapolis in fall 2019 and will focus on sharing the public right-of-way, public-private partnership and the management of multiple shared micromobility devices.

On the policy front, NABSA will strengthen relations with federal level policymakers across the continent to ensure its members' priorities are heard and that bikeshare and shared micromobility is woven into the fabric of transportation through long- and short-term action.

At the same time, NABSA has reconfirmed its commitment to produce research and data projects to guide the industry and help its members drive the industry forward.

Along with embracing change from the mobility industry, NABSA welcomes the following two bikeshare representatives to its board of directors:

- **Alison Cohen, president and CEO at [Bicycle Transit Systems](#)**
Cohen has been involved in bikeshare as an influential leader for the last 10 years. She has experience in many aspects of the bikeshare industry from earning sponsorship to on-the-ground operations and customer service. Cohen leads Bicycle Transit System's 120 employees to operate highly-utilized, financially sustainable bikeshare systems across the U.S.
- **Ben Bolte, founder and executive director at [GREENbike SLC](#)**
Bolte has expanded Salt Lake City's nonprofit bikeshare system GREENbike by 400 percent since it began. For the past eight years he has worked in a variety of roles in bikeshare for the public and private sector. Bolte is also a founding member of NABSA and shares a passion for growing the industry.

In addition to its two newest members, NABSA also advances four current board members into officer positions:

- **President: Kristen Camareno, executive director at [Fort Worth Bike Sharing](#)**
Camareno, formerly NABSA's vice president, will use her background in nonprofit operations, public-private partnerships, federal grant processes and long-standing experience in bikeshare and transit as 2019 president.
- **Vice President: David White, executive director at [Pittsburgh Bike Share](#)**
White changes America's transportation landscape through a nonprofit operation with one of North America's few smart bike systems and as NABSA's new vice president.
- **Secretary: Steve Hoyt-McBeth, program manager at [Portland Bureau of Transportation](#)**
Hoyt-McBeth, supervisor of Portland's BIKETOWN, will serve as secretary with more than a decade of experience in behavior change and two decades in public policy.
- **Treasurer: Kären Haley, executive director at [Indianapolis Cultural Trail/Pacers Bikeshare](#)**
Haley will bring her experience in nonprofit management, local government, private sector and growing Pacers Bikeshare and the Indianapolis Cultural Trails network as she serves as treasurer of NABSA.

"As long-standing members of NABSA and the bikeshare industry, this team's leadership will help us continue to fulfill and grow our mission," says NABSA Executive Director Samantha Herr. "The bikeshare industry is changing, and this leadership team is well poised to help steer NABSA toward that change."

To learn more about NABSA's board and its vision for a future that is shared, please visit <http://nabsa.net/board-and-staff/>.

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NORTH AMERICAN BIKESHARE ASSOCIATION: Founded in 2014, [NABSA](#) is the member-driven non-profit organization of and for the bikesharing 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.