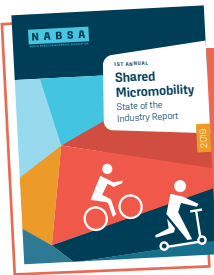
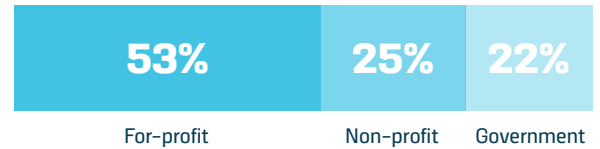


The North American Bikeshare Association (NABSA) showed tremendous flexibility and resilience when faced with unprecedented times in 2020. We switched to a virtual conference, created new resources to support members during the pandemic, and reflected on our role in improving racial equity in the shared micromobility industry. We also continued to advocate for the industry, provided great educational opportunities, advanced GBFS, and released our first State of the Industry Report.

77 MEMBERS

IN 6 COUNTRIES

Member Type Breakdown



STATE OF THE INDUSTRY REPORT

This year NABSA released our first **Shared Micromobility State of the Industry Report**. The inaugural report captures in-depth metrics about shared micromobility across North America. This project was ranked the highest priority by NABSA members across all sectors in our priorities poll conducted in January 2019.

NETWORK CULTIVATION

NABSA continues to adapt to better serve our members and the industry in a rapidly-changing field. In its sixth year, NABSA created more ways for members to connect and engage with one another. Even amid the COVID-19 pandemic that limited in-person opportunities, NABSA facilitated more connection through virtual means than ever before.

THIS YEAR, WE INTRODUCED:

- » A Slack Workspace that enables employees at member organizations to communicate with each other in real-time, share successes and news, and more
- » A NABSA Facebook page to serve as an additional platform for the organization to share news and updates, and connect with members and new audiences that we haven't engaged with previously
- » A Member Center Directory that can help members find and connect with other individuals

In addition to the new network channels above, NABSA has expanded its presence on LinkedIn, resulting in a 1,146% increase in impressions and a 75% increase in followers since January.

ADVOCACY

NABSA advocates for positive policy changes needed to weave shared micromobility into the fabric of public transportation. Our advocacy efforts this year have resulted in favorable legislation, and we continue to develop ways to help equip our members with the tools needed to become advocates.

RECENT ADVOCACY

- » Tracked 141 bills so far this year
- » Successfully advocated for a House Surface Transportation Reauthorization bill that included provisions benefiting shared micromobility, such as the inclusion of shared micromobility as an eligible expense under CMAQ, a 60% increase in TAP funding, the inclusion of the Bicycle Commuter Act, a focus on Vision Zero, and additional new funding streams that can be used to support shared micromobility
- » Successfully advocated for the removal of a liability waiver ban from California AB 1286
- » Engaged with policymakers on Canada's new National Active Transportation Strategy
- » Development of an Advocacy Toolkit that will centralize tools that members can use to advocate on behalf of the industry, such as, topical one-pagers, funding sources, and more

RESEARCH & DATA

NABSA is an integral part of industry-related research and the development of best practices that are helping to shape and evolve shared micromobility. NABSA stewards the General Bikeshare Feed Specification (GBFS), engages in research, and provides guidance. These efforts help your organization make informed decisions and facilitate industry-wide growth.

RESEARCH AND DATA EFFORTS THIS YEAR

- » Shared Micromobility State of the Industry Report
- » Privacy Principles Partnership between NABSA, NUMO, and OMF - a collaborative convening of cross-sector stakeholders to develop a set of shared mobility user data privacy principles to guide decisions that have privacy implications
- » Partnership with MobilityData continuing the development of GBFS
- » Development of GBFS guidance for city and municipal staff

EDUCATION

Every NABSA member employee has access to our industry-specific webinar series as well as our Knowledge Share database with hundreds of articles and resources. We keep you informed on all of the issues that you care about most, to help you do what you do best.

EDUCATION THIS YEAR

- » 21% increase in Knowledge Share resources so far this year
- » Hosted 8 webinars serving 776 attendees
- » Organized a two-part workshop series tackling racial inequity in shared micromobility
- » Helped members and other shared micromobility professionals to access our annual conference safely by transitioning to an engagement-focused virtual conference

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