

Advocacy for Shared Micromobility

For the last decade, shared micromobility has proven to be an environmentally friendly, equitable, and affordable form of transportation. The success and longevity of the industry relies on engagement with policy-makers, transportation officials, and the communities these systems call home.

How does advocacy help the industry?

- Influence policy that can benefit and support shared micromobility
- Helps to create or expand street infrastructure, like bike lanes
- Can create new funding sources for cities interested in starting a system
- Strengthens the relationships with communities and residents
- Local advocacy supports equity efforts and programs

157

Million trips taken on shared micromobility vehicles in 2019 in North America.*

36%

Of shared micromobility trips in North America replaced a car trip.*

65

Million pounds of CO₂ emissions offset by shared micromobility trips by replacing car trips, when comparing trips alone.*

*Source: [2019 Shared Micromobility State of the Industry Report](#)

What can Shared Micromobility do for Communities?

Active Transportation



Reduced Emissions



Economy Boost



The shared micromobility industry can improve and support local communities. As an active form of transportation, the use of active transport has been known to [reduce stress and improve general wellbeing](#). Additionally, shared micromobility can make neighborhoods healthier by reducing emissions when used in the place of a car. Finally, shared micromobility supports local economies. Research has found that [people who bike spend more in local stores than people who drive](#).

Take Action

- ✓ **Write letters to Congress stating your support for beneficial shared micromobility legislation and infrastructure.**
- ✓ **Develop relationships with your local transportation officials. They are important allies when it comes to advocating on a local or state level.**
- ✓ **Organize tabling or pop-up events in targeted communities. Grassroots advocacy helps to increase adoption and create new advocates.**
- ✓ **Use shared micromobility! More people will try shared micromobility when they see others like them using it.**

About NABSA

The North American Bikeshare Association (NABSA) is a non-profit, 501(c)3, industry association for bikeshare and shared micromobility. NABSA represents 77 member organizations working in bikeshare and shared micromobility across all sectors: 53% of NABSA's members are private for-profit entities, 25% are nonprofits and 22% government.

NABSA's mission is to connect the biggest minds in bikeshare and shared micromobility to support, promote and enhance shared alternatives to traditional transportation across North America. NABSA is the industry's membership organization with representation from system owners, operators, host cities, equipment manufacturers and technology providers.