

# Public Webinar: 2019 State of the Industry – Shared Micromobility in North America

December 10th, 2020

# N A B S A

THE FUTURE IS SHARED

# PRESENTERS:



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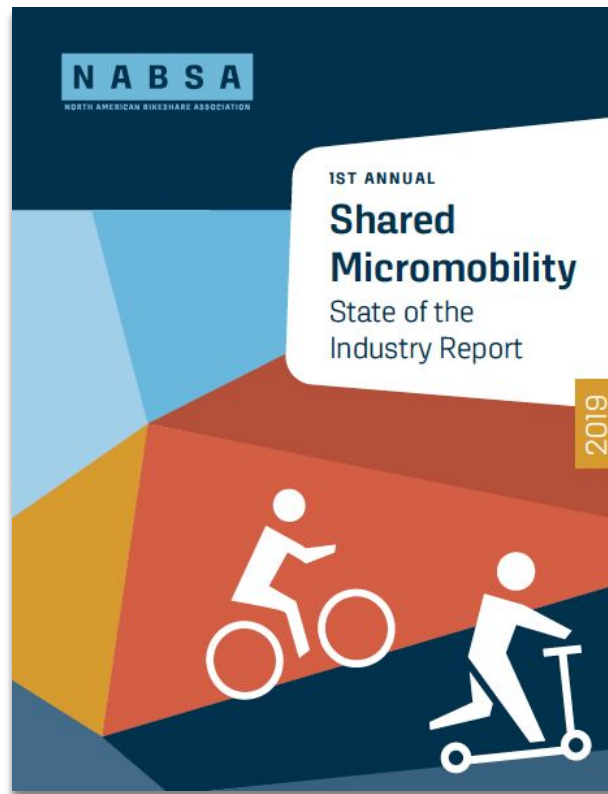
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# 2019 SHARED MICROMOBILITY STATE OF THE INDUSTRY REPORT

[nabsa.net/industry](https://nabsa.net/industry)



# IMPACTFUL STATISTICS

1. North American shared micromobility riders took **157 million trips across 194,000 vehicles and 292 cities**
2. Shared micromobility trips resulted in **30 million hours of additional physical activity** and an offset of **65 million pounds of CO<sub>2</sub> emissions when comparing trips alone**
3. **56% of North American cities** required GBFS

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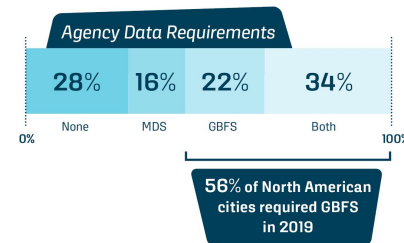
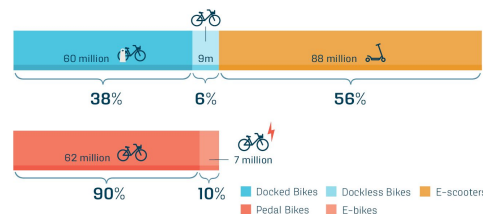
NORTH AMERICAN BIKESHARE ASSOCIATION

North Americans gained almost **30 million hours** of additional physical activity through shared micromobility, by creating new trips and replacing motorized trips:

- 13.1 million hours on pedal bikes
- 1.4 million hours on e-bikes
- 15.2 million hours on e-scooters


In 2019, shared micromobility offset approximately **65 million pounds of CO<sub>2</sub> emissions** by replacing auto trips.

157 Million Trips Across North America in 2019



# IMPACTFUL STATISTICS

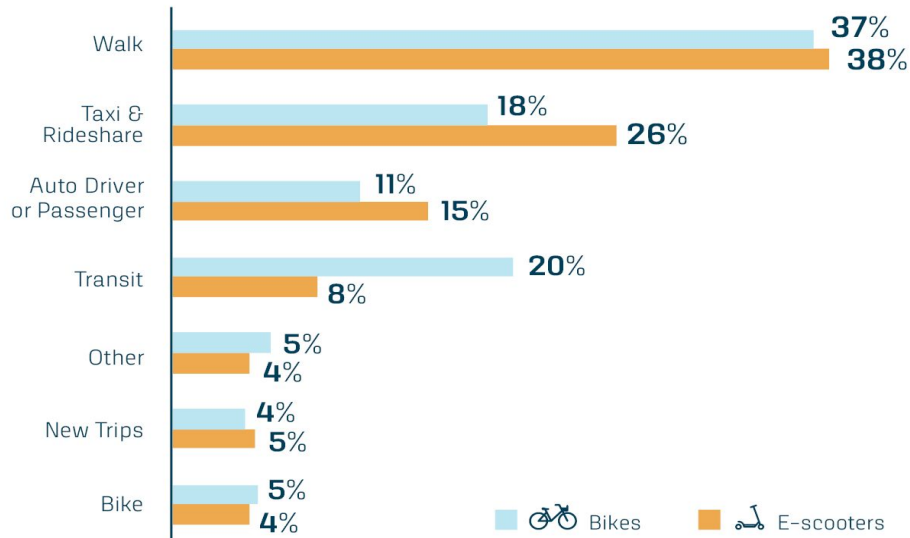
**36% of shared micromobility trips replace a car trip.** The **average trip was 1.3 miles long and lasted for 23 minutes.** E-scooters had somewhat higher utilization than bikes, while bikes had longer trip distances and durations.

E-Bike  
Utilization 

Comparing system average utilization rates, shared e-bikes were used more intensively on a per vehicle-day basis.

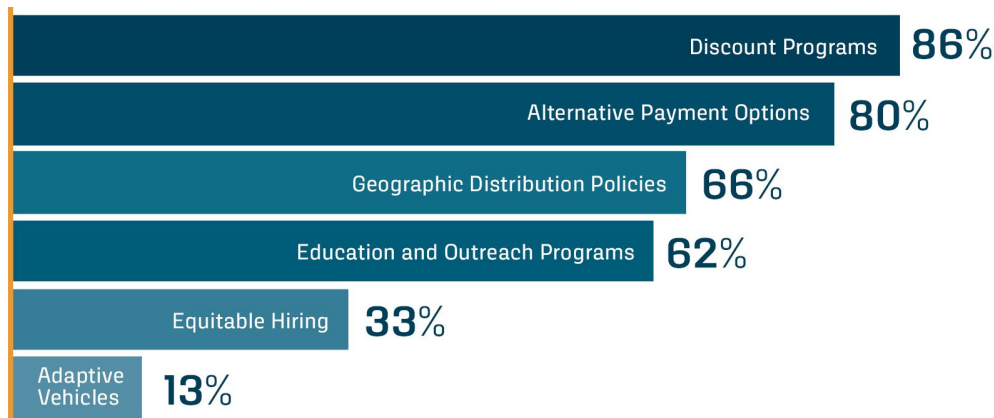
For every 1 trip per vehicle-day traveled by pedal bike, systems saw an average of 1.7 trips per vehicle-day traveled by e-bike.

## Mode Replacement by System Type



# IMPACTFUL STATISTICS

**86% of shared micromobility systems** offered discounted memberships for eligible residents. The average cost for a discounted annual membership was \$52 - **69% less than the average non-discounted annual membership** price of \$167.



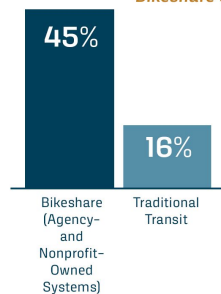
# IMPACTFUL STATISTICS

1. Increasingly, **transit agencies offer shared micromobility as part of their services**, including in cities such as Austin, Dayton, Kansas City, Los Angeles, Las Vegas, and others.
2. Access to shared micromobility increases the number of jobs that people can access without a car within 45 minutes. For example, the number of jobs Boston residents could access **increases by 60% to 696,000 jobs** when shared micromobility is added to transit and walking.

Monthly Cost to Users



Farebox Recovery  
*Bikeshare Only*



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Small Cities

Less than 200K people

Medium Cities

200K - 500K people

Large Cities

More than 500K people



# PROCESS, METHODOLOGY

1. Data sources
  - Operator and agency surveys
  - Literature review
  - Desktop evaluation
  - Discussions with industry partners
2. Response rate
  - 57 agencies
  - 21 operators
  - Data period: all of 2019



# DATA COMPLEXITIES

# WHAT DOES THIS ALL MEAN? UNDERSTANDING THE CONTEXT

# 2020 REPORT

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# Q&A

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