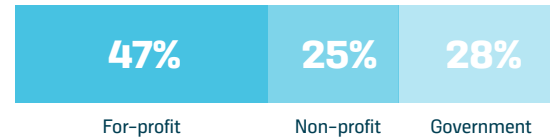


The North American Bikeshare & Scootershare Association (NABSA), entered 2021 with our organization and the industry still adjusting to life during the COVID-19 pandemic, yet we had a tremendous year of success. We led advocacy efforts for federal provisions that support shared micromobility in the US and Canada, we provided high-value virtual events and resources, released our second annual Shared Micromobility State of the Industry Report, developed new social media campaigns to highlight the work of NABSA members, changed our name, and so much more!

72 MEMBERS

IN 6 COUNTRIES

Member Type Breakdown



THIS YEAR WE CHANGED OUR NAME!

In order to better represent NABSA's membership and organizational scope as it has evolved along with the shared micromobility industry, we became the **North American Bikeshare & Scootershare Association**.

NETWORK CULTIVATION

NABSA continues to promote our members and the impact of the shared micromobility industry through member engagement, partnership development, and serving as an industry expert. In 2021, NABSA expanded our capacity to provide members with valuable ways to network, share resources, and showcase member growth and achievements, as well as strengthened new partnerships with allied industry organizations.

THIS YEAR WE:

- › Hired our first full-time Events & Membership Manager allowing us to provide an elevated level of service to our members
- › Received placements in top publications such as The New York Times, NBC News, and CityLab promoting the value of shared micromobility
- › Developed the Roll to Work Day and NABSA Core Values social media campaigns that highlighted NABSA members and their work
- › Reached more than 440,000 people so far through our social media channels and increased our network by 30%

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. This year, NABSA continued work on data privacy, GBFS, developing industry metrics, and building relationships with shared micromobility researchers across North America.

THIS YEAR WE:

- › Released the second annual Shared Micromobility State of the Industry Report
- › Promoted GBFS adoption, now up to 69% of agencies in North America require the use of GBFS
- › Partnered with the New Urban Mobility Alliance (NUMO) and the Open Mobility Foundation (OMF) to develop the Privacy Principles for Mobility Data to further develop a focus on the responsible use of data
- › Established the Russell Meddin Emerging Researcher Scholarship program that rewards an up-and-coming industry researcher with access to NABSA's member resources

ADVOCACY

NABSA advocates for the federal policy changes needed to support shared micromobility. As COVID-19 has highlighted the importance of shared micromobility in transportation networks, NABSA made sure this message was heard by US and Canadian policymakers and resulted in more policy provisions for shared micromobility.

THIS YEAR WE:

- › Advocated for shared micromobility's inclusion in Canada's first National Active Transportation Strategy
- › Advocated for shared micromobility's eligibility in the CMAQ program, a provision which passed through the House INVEST Act and the Senate-passed Infrastructure Investment and Jobs Act
- › Continued to advocate for the passage of the Bicycle Commuter Act and the determination of shared micromobility as "an associated transit improvement," and to include all shared micromobility modes in these provisions
- › Tracked 151 bills so far this year
- › Established a Policy Committee to enhance member participation in NABSA advocacy work
- › Drafted a recommended federal definition for shared micromobility

EDUCATION

One of NABSA's most valuable offerings is the educational resources available to every NABSA member employee. Webinars and virtual discussions about important topics in the industry, the Knowledge Share database, and access to peers in the industry are just a few of our educational assets.

THIS YEAR WE:

- › Increased the Knowledge Share by 12%
- › Hosted 7 virtual events so far serving 562 registrants
- › Focused on diversity, equity, and inclusion by developing a social media campaign in partnership with the Better Bike Share Partnership, working with experts to develop new DEI focused-programming, and by reporting new workforce diversity metrics in the State of the Industry Report



This year, NABSA released the second annual Shared Micromobility State of the Industry Report, available in both English and Spanish. The report has reached 319,000 people on social media, the webpage has been visited more than 2,000 times since the report's release in August, and has been covered by several publications, including TechCrunch.

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