



## SACOG Board of Directors

**Item #16-8-4  
Consent**

August 11, 2016

### **Approve Joining North American Bike Share Association (NABSA)**

**Issue:** Should SACOG join the North American Bike Share Association (NABSA)?

**Recommendation:** The Transportation Committee unanimously recommends that the SACOG Board approve SACOG joining the North American Bike Share Association (NABSA).

**Committee Action/Discussion:** The North American Bike Share Association, NABSA, was incorporated as a Non-Profit Corporation in April 2014. The specific purposes and objectives of the Corporation include, but are not limited to:

- providing support and representation for the community of public and nonprofit owners/operators of bike sharing systems;
- accelerating the inclusion and growth of bike sharing systems in transportation networks and enhancing their performance across North America;
- benefitting the common good through bike-sharing systems that improve public health, quality of life, place-building, economic vitality, the local environment and the global climate; and,
- creating a forum for the public sector, nonprofit sector and private sector to collaborate on, growing participation and improving bike sharing services.

Prior to SACOG becoming the lead agency for implementing a regional bikeshare system, the Sacramento Metropolitan Air Quality Management District (SMAQMD) joined NABSA in 2014 and paid dues for 2014 and 2015 as a “pre-launch system”, paying \$1,000 annually. SACOG staff attended the NABSA Annual Conference in September 2015 and relied on its network of members to inform various bike share development actions, such as building a regional governance structure, releasing a Request for Proposals for an operator, and getting guidance during contract negotiations.

Joining NABSA will ensure that SACOG staff continue to receive the benefits of its 60 public and private members (See Attachment A for current members list). Annual dues to be paid to NABSA will be \$1,000 in fiscal year 2016-17 and could potentially increase in the following year to \$3,800 to \$4,400 depending on the number of bike share bikes deployed in the fleet. All voting and non-voting NABSA members will receive benefits in exchange for their dues and active participation (See Attachment B for list of planned benefits).

Approved by:

Mike McKeever  
Chief Executive Officer

MM:SS:rh  
Attachment

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# Current Members

 [nabsa.net/current-members/](https://nabsa.net/current-members/)

Organization	System
8D Technologies Inc.	Multiple
Arlington County	Capital Bikeshare
City of Austin	Austin B-cycle
BCycle, LLC	Multiple
Baton Rouge Area Foundation	Baton Rouge
Bicycle Transit Systems	Multiple
Bike Share of Austin	Austin B-cycle
Bikeshare of Hawaii	Bikeshare Hawaii
Boulder B-cycle	Boulder B-cycle
Carplus	Multiple
Charlotte B-cycle	Charlotte B-cycle
City of Chattanooga	Chattanooga Bicycle Transit
Chicago Department of Transportation	Divvy
Clean Energy Coalition	ArborBike
City of Columbus	CoGo Bike Share
DC DOT	Capital Bikeshare
Detroit Bike Share	Detroit Bike Share
Explore Bike Share	Explore Bike Share (Memphis)
Fort Worth Bike Sharing	Fort Worth B-cycle
Great Rivers Greenway	Saint Louis Bike Share
GREENbikesSLC	Salt Lake Bikeshare

Hamilton Bike Share	Hamilton Bike Share
City of Hamilton	Hamilton Bike Share
Houston Bike Share	Houston B-cycle
Hubway	Hubway (Boston)
Indianapolis Cultural Trail, Inc.	Indiana Pacers Bikeshare
Kranium, LLC	
Louisville Metro	Louisville Bikeshare
Mayor's Office of Transportation & Utilities, City of Philadelphia	Philadelphia Bike Share
Metro Bikes Puerto Rico, LLC	Metro Bikes Puerto Rico
Midwest BikeShare Inc.	BublR Bikes
Motivate International Inc.	Multiple
New Jersey Bike & Walk Coalition	
nextbike, inc.	
Nice Ride Minnesota	Nice Ride Minnesota
Outfront Media	Outfront Media
PATH – Peoples Advocacy for Trails Hawaii	Bikeshare Hawaii
PBSC Urban Solutions	Multiple
Pittsburgh Bike Share	Pittsburgh Bike Share
Portland Bureau of Transportation	Portland Bike Share
Pronto Cycle Share	Pronto Bike Share
QBP	
Sacramento Metropolitan Air Quality Management District	Bay Area Bike Share
San Francisco Municipal Transportation Agency	Bay Area Bike Share
Santa Fe Metropolitan Planning	Santa Fe Bikeshare
City of Santa Monica	Breeze Bike Share

Secure Bike Share Pte Ltd	
Social Bicycles	Multiple
SRAM, LLC	
Swiftmile	
City of Tucson	Tucson Bike Share
The TMA Group	
Transportation Services, City of Toronto	Bike Share Toronto
Valley Regional Transit – Boise Bike Share Project	Boise Green Bike
City of Vancouver	Vancouver Bikeshare
We-cycle	Aspen WE-cycle
WME IMG	
Zagster	Multiple
ZYP Bikeshare	Birmingham

# Why NABSA?

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 [nabsa.net/why-nabsa/](https://nabsa.net/why-nabsa/)

The North American Bike-share Association, NABSA, was incorporated as a Non-Profit Corporation on April 15, 2014. The specific purposes and objectives of the Corporation include, but are not limited to: (a) providing support and representation for the community of public and nonprofit owners/operators of bike sharing systems; (b) accelerating the inclusion and growth of bike sharing systems in transportation networks and enhancing their performance across North America; (c) benefitting the common good through bike-sharing systems that improve public health, quality of life, place-building, economic vitality, the local environment and the global climate; and (d) creating a forum for the public sector, nonprofit sector and private sector to collaborate to grow participation and improve bike sharing service.

NABSA is a brand new member-driven organization of and for the bike-sharing industry. Benefits will increasingly accrue to members after NABSA has been in operation for a period of time. All voting and non-voting NABSA members will receive the following planned benefits in exchange for their dues and active participation.

### Member Benefits

- Participation in annual meeting of bike share system owners, operators, and vendors, including trade show, presentations by industry experts, and working group recommendations.
- Participation in NABSA working groups and committees formed to tackle most immediate challenges in bike share industry.
- Participation in industry discussions and forums intended to develop standards, metrics, data publication formats.
- Receipt of alerts regarding legislative activity impacting bike share systems and opportunity to participate in drafting and approving industry-wide policy statements.
- Participation in discussions and forums intended to define technology goals and accelerate the cycle of technology development and integration (1) on each major operating system, (2) within the bike-share industry, and (3) within the shared mobility and public transportation sector.
- Access to NABSA resources and work products, including:

Member surveys regarding sales and usage results, funding sources, insurance coverage and expense, crash/injury reports, customer service call center activity, financial results, business models, staffing levels, etc.

Model contracts and specifications.

Annual summary of bike share system point of sale/product/price offerings, promotional activity, and outreach activity with assessment of impact on sales, usage, member base, and diversity.

Evaluation of sponsorship or advertising assets.

Meeting minutes and summaries.

Member contact lists.

Event calendar.

Potential opportunities for group purchasing or discounts.

- Inclusion in NABSA communication tools, including e-mail listserves for communications with all members and for members using common technology.
- Program listing, logo and link on NABSA website.
- National point of contact/liaison for sponsorship, advertising, and marketing opportunities.
- National point of contact/liaison for possible technology transfer and cross-promotions with other shared mobility sector industry players.
- Connections and representation to partners with related missions such as the Shared Mobility Center, National Association of City Transportation Officials, League of American Bicyclists, Project for Public Spaces, People for Bikes, and other relevant organizations and allies.

For more information, contact:

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