

Leading the Charge

The role of regional organizations
in shared micromobility



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How it all started



A group of partners (cities, universities, and the local air district) wanted to **launch bike share in the region**



The Sacramento Metropolitan Air Quality Management District (SMAQMD) **secured a grant to fund bike share**



SMAQMD asked the Sacramento Area Council of Governments (SACOG) to **manage the bike share system**

Taking a regional **approach**



SACOG covers a six-county region

with urban, suburban, and rural areas with different needs



Expertise in convening partners & consensus building

Holistic view of system design + economies of scale



Specialize in planning, data collection & analysis

to inform discussions and decision making

Evolution of the micromobility space



2016-2018

SACOG leads procurement + launch of bike share system

2018

E-scooters enter the micromobility space



Bikeshare operators shift fleets

2019

Record-setting ridership in the region

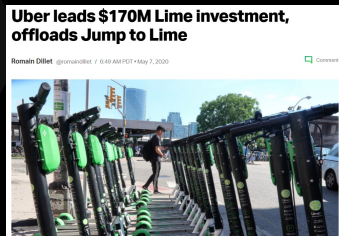
2019 - 2020

Cities launch local ordinances



Consolidation & contraction of operators

Evolution of the **micromobility** space



Early 2020

COVID-19 pandemic

Mid/Late 2020

Disruption through consolidation of micromobility vendors

2021

Micromobility system relaunch

Today


Exploring potential of regional approach to all micromobility services


Benefits of a regional approach


Data sharing


Streamlining
procurement




Research, analysis
& planning


Seamless user
experience

Now we are asking...

**What do we want bike
share to look like in **our**
region?**