Report
February 2026

Shared-Rideables User Survey 2025

City of Sacramento
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Shared-Rideables User Survey 2025

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Disclaimer

The City of Sacramento (the City) commissioned Steer Davies & Gleave Inc. (Steer) for the Shared-Rideables project (the Project), the scope of which included Membership Survey Development and Analysis (the Survey) among other tasks.

The Survey and the results contained in this document were developed exclusively for the City within the specific context and objectives of the Shared-Rideables project. Any application, interpretation, or use of these findings beyond the defined scope of the Project must receive prior authorization from the City. The information provided should not be repurposed or relied upon outside of this approved context without explicit consent.

1 The Survey Context

This document summarizes the key results obtained from the survey applied to adults who have used micromobility services in the City of Sacramento (Sacramento/ the City) within the past year, regardless of where they live. The Survey structure and questions were reviewed and approved by the City prior to the Survey launch.

The data was collected between September 5 and November 2, 2025, via an online survey shared to users of the existing operators Lime and Bird. Both the operators helped with the data collection by sharing the link to their users who were 18 years or older and had used micromobility services in the City at least once in the past year.

Respondents were offered incentives in form of ride credit from each platform, and an additional incentive for a raffle for two $100 prizes. The final sample of 204 responses used for estimating the indicators consists of:

- A total of 149 responses from people that completed the survey.
- Information of up to 55 additional partial respondents.

Survey results were not weighted considering the sample size.

The results were anonymized and presented in the following sections:

- **Sociodemographic characteristics** of respondents, such as age, annual household income, place of residence and employment status.
- Information on Lime/Bird account **enrollment** and **usage.**
- General **travel behavior**, which includes information on how people generally use shared e-scooters and their perception of the system.
- **Details** on their most recent trip using a shared e-scooter.
- **Parking** and sidewalk behavior, which includes reasons why people don't use the infrastructure appropriately and suggestions for improvements.

While responses were analyzed and are presented mostly collectively, in some cases results are presented by user type, divided into two groups:

- **Only the Grid Users**: Individuals who reported using shared e-mobility services exclusively within the Grid. 72 respondents fall into this category.
- **All Other Sacramento Users**: Individuals who reported using shared e-mobility services in areas outside the Grid, or in both the Grid and other parts of Sacramento. 96 respondents fell into this category.

The respondents who don't fall in either category did not answer this particular question and thus are only included in the "All Sample" category.

Document Structure

This document is structured to present the Survey's key takeaways followed by detailed insights by questions. The overall chronology of the document structure is:

- Key Takeaways
- Detailed Survey Results
  - Sociodemographic characteristics of respondents
  - Information related to Lime/Bird account usage
  - General travel behavior
  - Details of the most recent trip
  - Parking and sidewalk behavior
  - Suggestions to improve the use of shared e-scooters in Sacramento

2 Key Survey Takeaways

- The sociodemographic characteristics of the respondents were varied in terms of gender, age, employment status, income and car availability.
  - Majority (77%) report to not having children in their household.
  - 93% of respondents stated they do not use assistive devices (wheelchairs, walkers, canes).
  - Most (65%) are Sacramento residents; only 5% of the respondents live in other states.

- Respondents use both Lime and Bird:
  - Most respondents have used the system for over a year, with 52% reporting membership in both Lime and Bird. Exclusive membership was less common, with 29% being Lime-only users and 18% Bird-only users. This aligns with reported usage, as 52% of respondents stated to have used Lime and 46% had used Bird in Sacramento over the past year.
  - For both operators, the most common payment method is pay per ride.
  - About 13% of the Survey respondents reported participating in a reduced fare program (as presented in Table 8). Among these, more than half indicated they now use e-scooters more frequently, while 13% said they have not used e-scooters at all since enrolling.
  - Efforts to promote safety education around shared e-scooter use appear to be going unnoticed by respondents. When asked about such initiatives in Sacramento, 40% reported they had neither seen nor participated in any safety education activities.

- On general travel behavior of respondents, including travel modes, e-scooter usage areas, trip purposes, and timing of use:
  - Walking and driving emerge as the most common modes among respondents (over 72% and 65% of respondents, respectively, use these multiple times per week), followed by riding as a car passenger and using rideshare services such as Uber or Lyft. Notably, about 40% of respondents reported that they never use personal bikes or e-scooters.
  - 86% of all respondents stated using the services in the Grid, followed by East Sacramento (26%), North Sacramento (15%) and Land Park (15%). Areas of the city where people use it the least are Meadowview, Parkway, Valley Hi / North Laguna and Greenhaven, Pocket.
  - Social and leisure trips are the most common purpose for which shared e-scooters are used, with over 50% of respondents stating this purpose, followed by using it to

run errands (about 35%) and just for fun. Usage patterns differ by group: Grid-only riders lean toward commuting, while other Sacramento users ride more "just for fun".
  - Shared e-scooter use was consistent for both user types during weekdays, with about one-third riding in the daytime and one-quarter in the evenings. The main differences emerged on weekends: Grid-only users favored evening rides, while other Sacramento users showed more balanced patterns with slightly higher daytime use.

- Related to shared e-scooter usage:
  - The 2040 Sacramento General Plan states that around 3% of trips are made using transit. The Survey results suggest shared e-scooter users tend to use transit more in general, considering that 27% of respondents indicated using public transportation at least once per week. 23% of these (6% of total respondents) stated they regularly or often use their shared e-scooter to connect to transit.
  - Majority of shared e-scooter users consider them easy to find, where it is generally easier for Grid-only users (74%) than for other Sacramento users (64%). Those that consider it very hard to find (1% of total respondents) are other Sacramento users.
  - The things people like the most about shared e-scooters include getting to their destinations faster and that they are easy and overall fun to use. The least popular reasons were related to comfort and safety.
  - Weather was the top barrier to e-scooter use, cited by over half of respondents. Other main barriers include long distances to available scooters, high pricing, and the challenge of carrying items. Price and distance to nearest available e-scooter being particularly high for All Other Sacramento Users compared to the Grid-only users.
  - 71% of respondents state they would be much more likely to increase their usage if prices were lower.
  - Close to half of respondents stated that shared e-scooters have helped replace trips that would have otherwise been made by car. Only 16% reported that shared e-scooters were not replacing car trips but walking, rideshare and transit trips.

- Regarding their most recent trip, results are similar to what was revealed in the general trip questions:
  - The majority of trips occurred within the Grid (62%). East and North Sacramento are the next most common origins and destinations. Top 5 Origin-Destination pairs include: Intra zonal trips within the Grid (62%) and within North Sacramento (4%). This is followed by trips between the Grid and West Sacramento, East Sacramento and the Grid, and the Grid and East Sacramento.
  - Main trip purpose was for social visits and/or entertainment, followed by personal errands/appointments and commuting to/from work or school.
  - If shared e-scooters weren't available to make that trip, around 50% of respondents state that they would have most likely walked, followed by choosing to use rideshare service (such as those offered by Uber, Lyft).

- Related to parking and sidewalk behavior:
  - Riders primarily cited safety concerns as the reason for using sidewalks, pointing to the lack of bike lanes along their routes and the perceived risks of riding in general traffic. This perception contrasts with Ride Report data, which indicates that most frequently used corridors have bike lanes and/or separated bikeways.
  - Respondents generally know where they should park their e-scooters; with nearly 85% correctly identifying designated parking areas. About 50% reported that they park in drop zones and bike racks most of the time, while 21% said they usually do so. Meanwhile, 3% were unsure if they were parking in appropriate places, and the remaining 27% indicated they only sometimes, rarely or never park correctly.
  - The main reasons respondents avoid using drop zones or bike racks are that these are often too far from their destinations, or they simply do not know where they are located, whereas the less common reasons are tied to drop zones being full and respondents being in a hurry.
  - The most popular suggestions for helping users use drop zones and bike racks include increasing the number of places available and improving signage/wayfinding. The least selected suggestions were to have more parking spaces available in the existing drop zones and better directions in the app.

- Respondents provided useful insights into how to improve the use of shared e-scooters in Sacramento:
  - To use more drop zones and bike racks, majority of respondents consider adding parking places i.e. more parking locations (53%) and signs for parking spaces (45%) would help them park their shared e-scooters in approved places more consistently. Respondents provided a series of locations where additional drop zones and/or bike racks would be beneficial, including places within Central Sacramento and near key destinations and residential areas across the city, as well as at transit stations and parks. These are summarized below:
    - → Central Areas: Throughout the Grid, Midtown, Downtown, Old Town, DOCO, and Oak Park.
    - → In general, near Key Destinations: Restaurants, bars, shopping centers, event centers, office buildings, and large stores.
    - → Residential Areas: Within general neighborhoods, and apartment complexes
    - → At Transit stations & Parks: Specific mention of the Elvas Avenue entrance to Sacramento State, Discovery Park, and other high-traffic areas.
  - The Survey respondents identified seven main areas for improving Sacramento's shared e-scooter service, with pricing (25%) and better bike infrastructure (20%) emerging as the most pressing concerns.

3 Detailed Survey Results

Sociodemographic characteristics of respondents

Age, Gender, Employment status and children in household

Over half of respondents are between 30 and 44 years old (see Figure 1) with the majority self-identifying as male followed by female, as shown in Table 1. Sixty-seven percent are employed full time while twelve percent reported being self-employed (see Table 2).

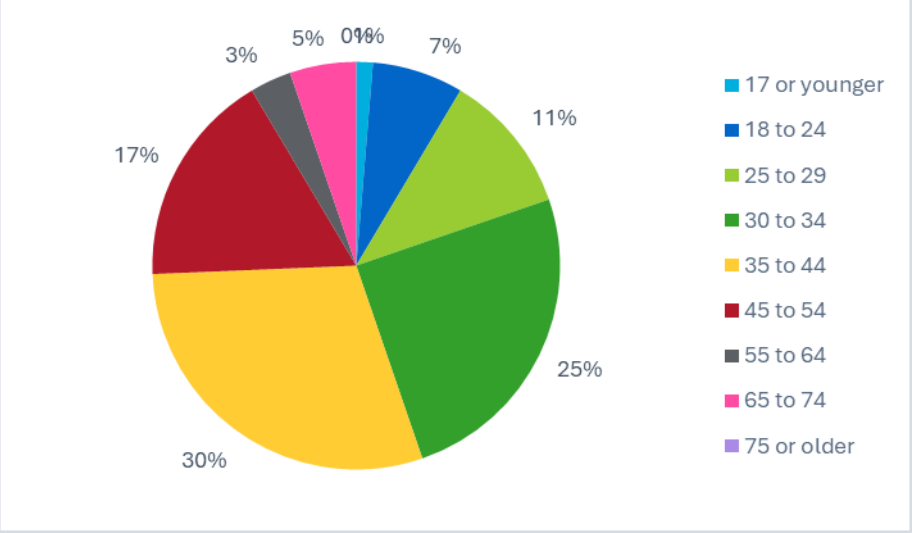
Most respondents live in households without children under 18 years of age, as can be seen in Table 3.

Table 1: Respondent distribution by Gender

Gender	All sample
Male	61%
Female	36%
Non-binary	4%
Other	0%
Prefer not to answer	0%

Source: Sacramento shared e-scooter Survey, 2025

Figure 1: Respondent distribution by Age



Source: Sacramento shared e-scooter Survey, 2025

Table 2: Respondent distribution by employment status

Employment Status	% of total sample
Employed 30 or more hours per week – I work one job	58%
Employed 30 or more hours per week – I work multiple jobs	9%
Employed less than 30 hours per week	7%
Self-employed	12%
Full time student	3%
Homemaker or caregiver	1%
Retired	3%
Not currently employed	5%
Prefer not to answer	2%

Source: Sacramento shared e-scooter Survey, 2025

Table 3: Respondent distribution by number of children in household

Children under 18 years of age live with you	% of total sample
None	77%
1 child under 18	12%
2 children under 18	10%
3 children under 18	1%
4 or more children under 18	1%

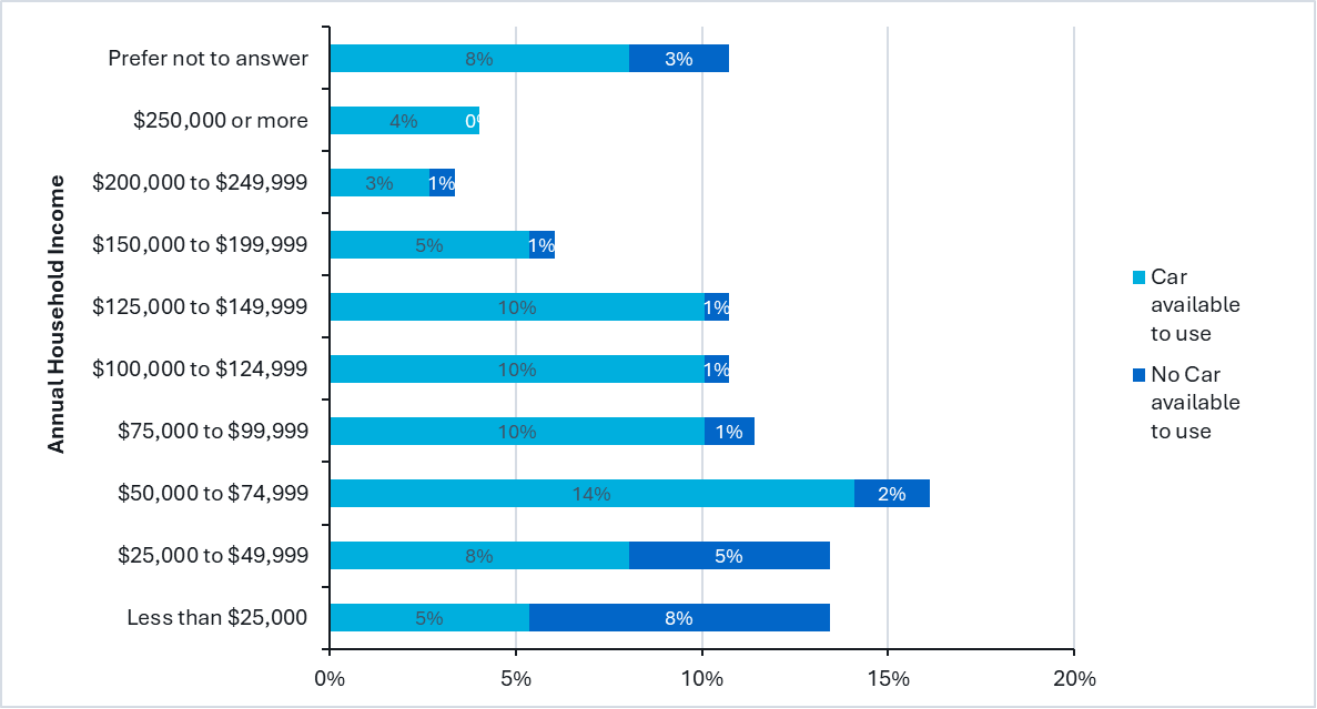
Source: Sacramento shared e-scooter Survey, 2025

Annual Household Income

Split of respondents by annual household income is very varied. Of all respondents, 43% report an annual household income of less than $75,0000 a year and 33% between $75,0000 and $150,0000.

Of the total sample, 75% reported having a car available for use within their household; 25% did not. Most of the respondents without car available reported to be in the lower income categories (below $50,0000). More details are included in Figure 2.

Figure 2: Respondent distribution by Annual Household Income and car available to use within household



Source: Sacramento shared e-scooter Survey, 2025

Accessibility needs

Three percent of respondents reported having accessibility needs and requiring the use of mobility aids. Among them, the majority use a wheelchair or scooter for mobility, followed by those who rely on a walker, cane, or similar aid. More details included in Table 4 below.

Table 4: Respondent distribution – use of mobility aids or accessibility needs

Do you use mobility aids or have accessibility needs?	% of total sample
No	93%
Yes, and I use a wheelchair or scooter	2%
Yes, and I use a walker, cane, or similar	1%
Yes, and I use other mobility devices	0%
Yes, and I do not use any mobility device	1%
Prefer not to answer	3%

Source: Sacramento shared e-scooter Survey, 2025

The majority of the respondents live in Sacramento (65%) or West Sacramento (9%) as seen in Table 5.

Place of residence

Table 5: Respondent distribution – where they reside

Residency of respondents	% of total sample
Sacramento	65%
West Sacramento	9%
Wider Sacramento area (e.g. Elk Grove, Roseville, Davis, Rancho Cordova)	11%
Neighboring cities (e.g. Lodi, Stockton, Vacaville, Berkeley)	4%
Other, Northern California (e.g. Cupertino, Tracy, San Jose, Fortuna)	5%
Other, Southern California (e.g. Los Angeles, Fontana, Orange)	2%
Other states (Oregon, Washington, Nevada, New York)	5%

Source: Sacramento shared e-scooter Survey, 2025

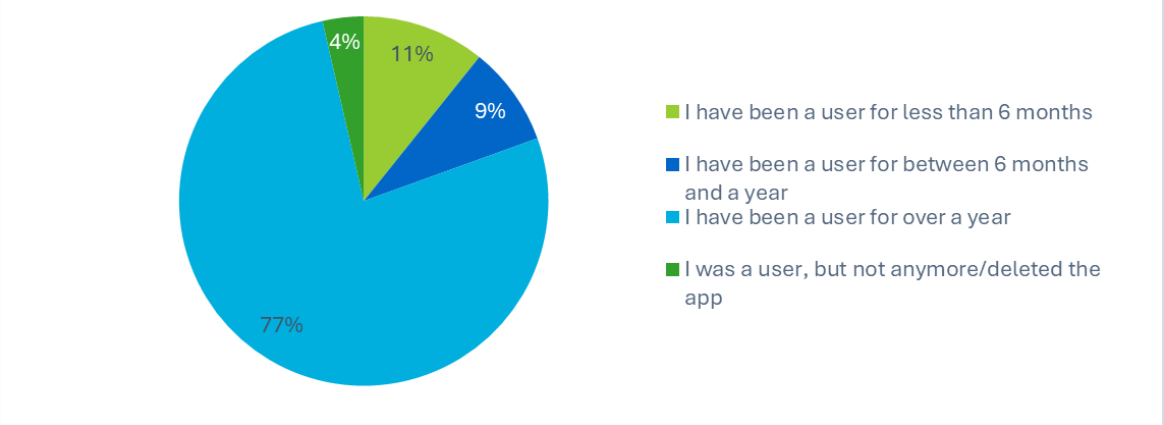
Information related to Lime/Bird account usage

Membership type and length

More than half of respondents (52%) reported being members of both Lime and Bird. Exclusive membership was less common, with 29% identifying as Lime-only users and 18% Bird-only users. These figures align with reported service usage where 52% of respondents indicated they had used Lime while 46% had used Bird e-scooters in Sacramento in the past year.

Most of these have been users of the system for over a year, as can be seen in Figure 3.

Figure 3: Respondent distribution – Current e-scooter service usage



Source: Sacramento shared e-scooter Survey, 2025

Over half of respondents typically paid per ride (via the pay as you go option) rather than purchasing a pass or monthly subscription. Table 6 presents the distribution of payment types for Lime and Table 7 for Bird.

Table 6: Respondent distribution – Type of user based on method of payment, Lime members

What type of Lime user are you?	% of total sample
I pay as I go	58%
I sometimes use Ride passes, sometimes pay as I go	28%
I use Ride passes (30/60/150/360-minutes passes)	13%
Other, please specify:	1%

Source: Sacramento shared e-scooter Survey, 2025

Table 7: Respondent distribution – Type of user based on method of payment, Bird members

What type of Bird user are you?	% of total sample
I pay as I go	61%
I sometimes use Minute passes, sometimes pay as I go	21%
I use Minute passes (45/60/120/240-minutes passes)	10%
I use Bird+ monthly subscription	5%
Other, please specify:	3%

Source: Sacramento shared e-scooter Survey, 2025

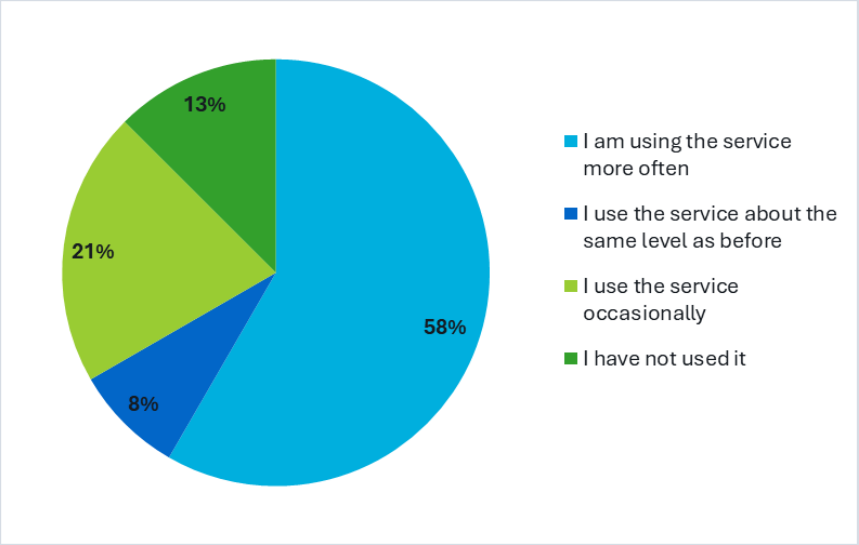
Interestingly, 13% of the Survey respondents reported being part of a reduced fare program (see Table 8). Of these enrolled, over half state they are using e-scooters more often than before, while 13% report to have not used e-scooters since joining the reduced fare program. These numbers are included below in Figure 4.

Table 8: Respondent distribution – Participation in reduced fare programs

Are you a part of any reduced fare program offered by Lime/Bird?	% of total sample
No	77%
Yes	13%
I don't know	10%

Source: Sacramento shared e-scooter Survey, 2025

Figure 4: Respondent distribution – For those that are part of a reduced fare program, since you've joined the program, how much are you taking advantage of it?



Source: Sacramento shared e-scooter Survey, 2025

General travel behavior

Insights on general use of shared e-scooters

Most popular service areas

We asked respondents to share the top three areas where they use shared e-scooters. the Grid is by far the most common, followed by East Sacramento, Land Park and North Sacramento, as can be seen in Table 9 below. Note numbers don't add up to 100% because it is a multiple-choice question.

Table 9: Respondent distribution – Top areas where respondents use Shared e-scooters

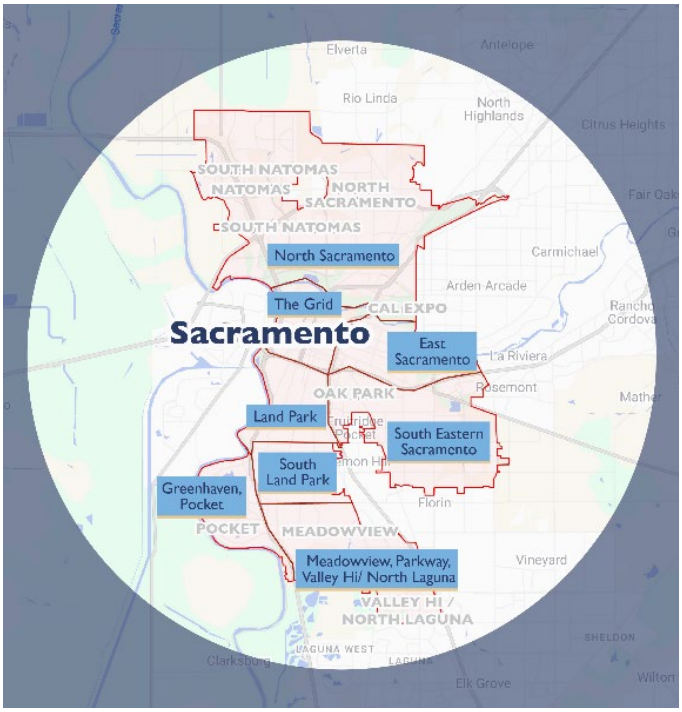
Where do you use the service the most? Please look at the map below and identify up to three areas where you mostly use the service	% of All Sample respondents that selected
the Grid	86%
East Sacramento	26%
North Sacramento	15%
Land Park	15%
Southeastern Sacramento	3%
South Land Park	3%
Greenhaven, Pocket	1%
Meadowview, Parkway, Valley Hi / North Laguna	1%

Source: Sacramento shared e-scooter Survey, 2025

The map below shows the geographical location of each zone.

Figure 5: Shared e-scooter service zones

Source: Sacramento shared e-scooter Survey, 2025



Most common trip purposes

Respondents mostly used the shared e-scooters for personal reasons including social visits and running personal errands and appointments. Table 10 presents results segmented by whether respondents use shared e-scooters exclusively for all, for those within the Grid or across the rest of Sacramento. Note numbers don't add up to 100% because it is a multiple-choice question.

Table 10: Respondent distribution – Trip purpose for shared e-scooters trips

For what purposes do you mostly use shared e-scooters? Pick your two most common purposes. Select all that apply.	% of All Sample respondents that selected	% of Only the Grid Users respondents that selected	% of All Other Sacramento Users respondents that selected
Social visits, entertainment and leisure (visiting family, going to the movies, general tourism)	57%	60%	62%
Personal errands or appointments (e.g. medical visits)	35%	37%	37%
Just for fun	24%	13%	35%
Regular commute to work	21%	24%	21%
Shopping (groceries, retail)	14%	18%	13%
Business- or work-related trips (meetings, business travel)	9%	10%	9%
Regular commute to school or university	5%	1%	9%
Other	3%	3%	3%

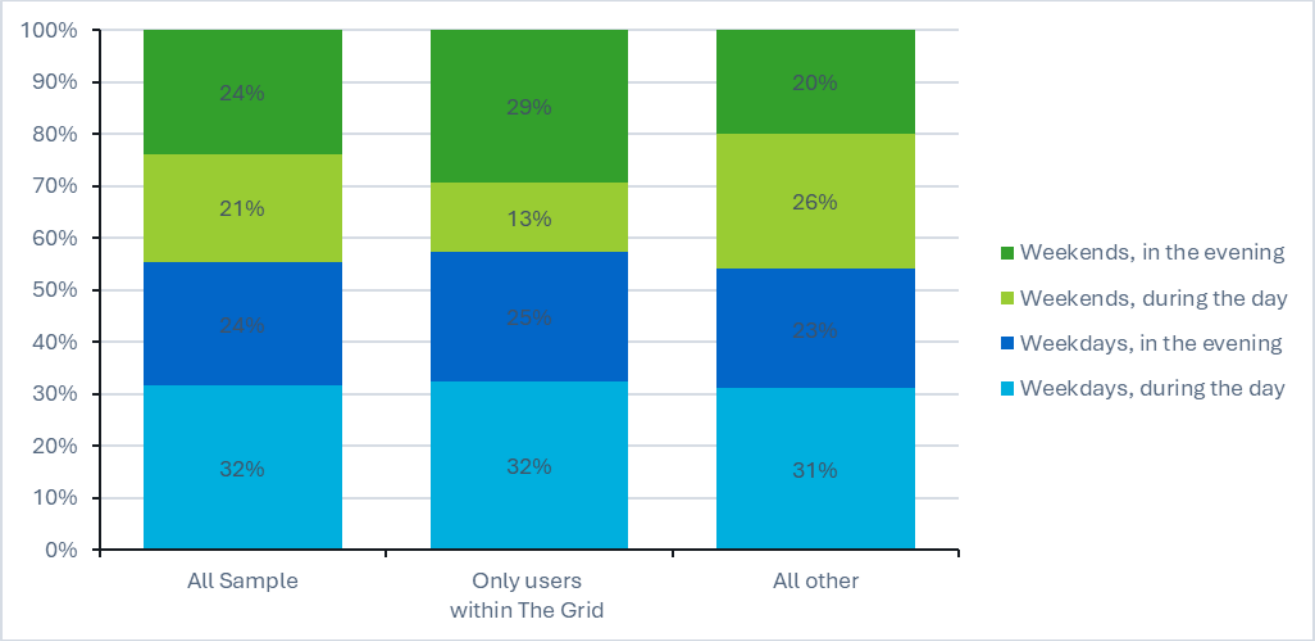
Source: Sacramento shared e-scooter Survey, 2025

Biggest differences of distribution by trip purpose are for "just for fun" trips and commute to school or university trips which are 22% and 8% lower in share, respectively, for those that only use shared e-scooters within the Grid compared to those that use it all across Sacramento. Contrarily, shopping trips are 5% higher for the Only the Grid Users.

Day of use and time of day

Use of shared e-scooters remained fairly consistent across all the sample and when splitting by user type. Around one third of the sample reported using them during weekday daytime hours, while roughly one quarter used them on weekday evenings. The most notable differences are in weekend use, where users who ride only within the Grid were 2.2 times more likely to use them on weekend evenings than during the day. In contrast, All Other Sacramento Users showed a more balanced weekend pattern, with slightly higher usage during daytime hours. Overall, the activities available in the Grid draw more evening riders, while other areas of the city see more daytime weekend use.

Figure 6: Respondent distribution – Use of shared e-scooters by day of week and time of day

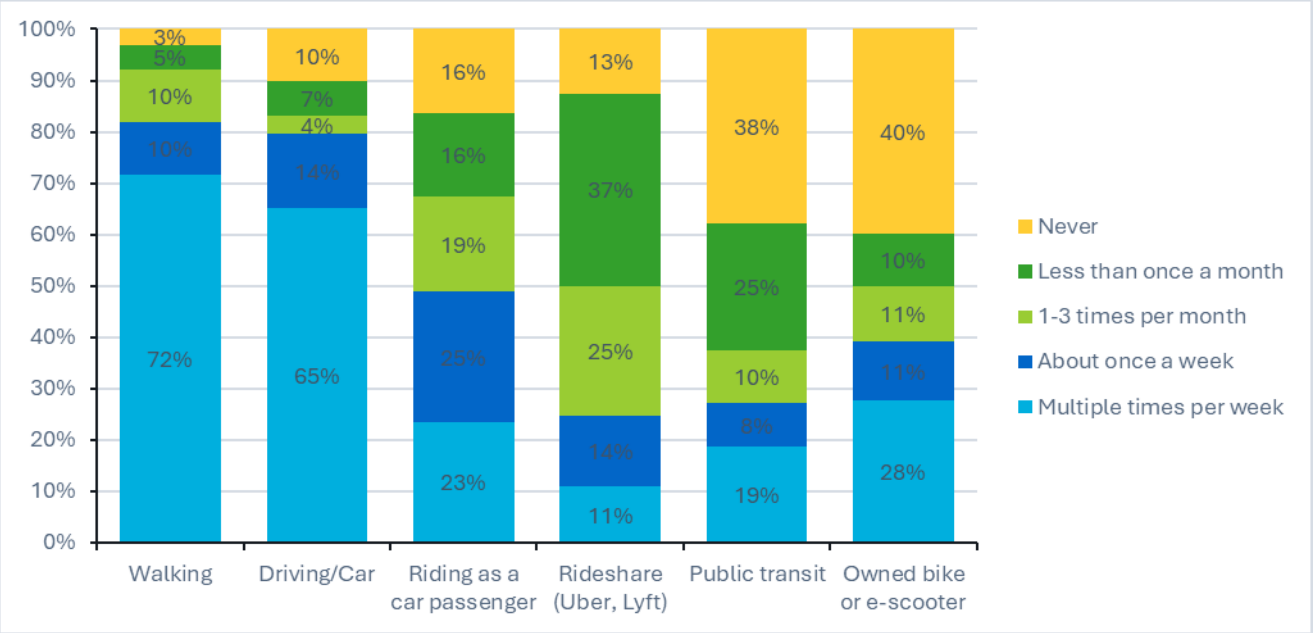


Source: Sacramento shared e-scooter Survey, 2025

Frequency of use of different modes of transportation and all trips

Respondents were asked to share how often they typically use different transportation modes regardless of trip purpose. Insights into the frequency of transportation mode usage are presented in Figure **7**. Walking and driving emerge as the most common modes among respondents, followed by riding as a car passenger and using rideshare services such as Uber or Lyft. Notably, about 40% of respondents reported that they never use their personal bikes or e-scooters, regardless of whether they own one.

Figure 7: Respondent distribution – Frequency of use of different modes of transportation



Source: Sacramento shared e-scooter Survey, 2025

Use of shared e-scooters to access transit

The Survey results suggest shared e-scooter users rely on transit more frequently than the average Sacramento resident. While only around 3% of trips in Sacramento are made using transit[1], 27% of the Survey respondents reported using public transportation at least once per week. Among these respondents, 23% stated they regularly or often use a shared e-scooter to connect to transit. These results are presented in Table 11 below.

Table 11: Respondent distribution –Use of shared e-scooters to connect with transit

How often do you use shared e-scooters to connect with public transit (like buses or light rail)?	% of total sample
Regularly (most of my e-scooter trips)	13%
Often (about half of my e-scooter trips)	10%
Sometimes (less than half of my e-scooter trips)	8%
Rarely (only occasionally)	28%
Never	37%
Not sure/Don't remember	4%

Source: Sacramento shared e-scooter Survey, 2025

[1] Source: the 2040 Sacramento General Plan

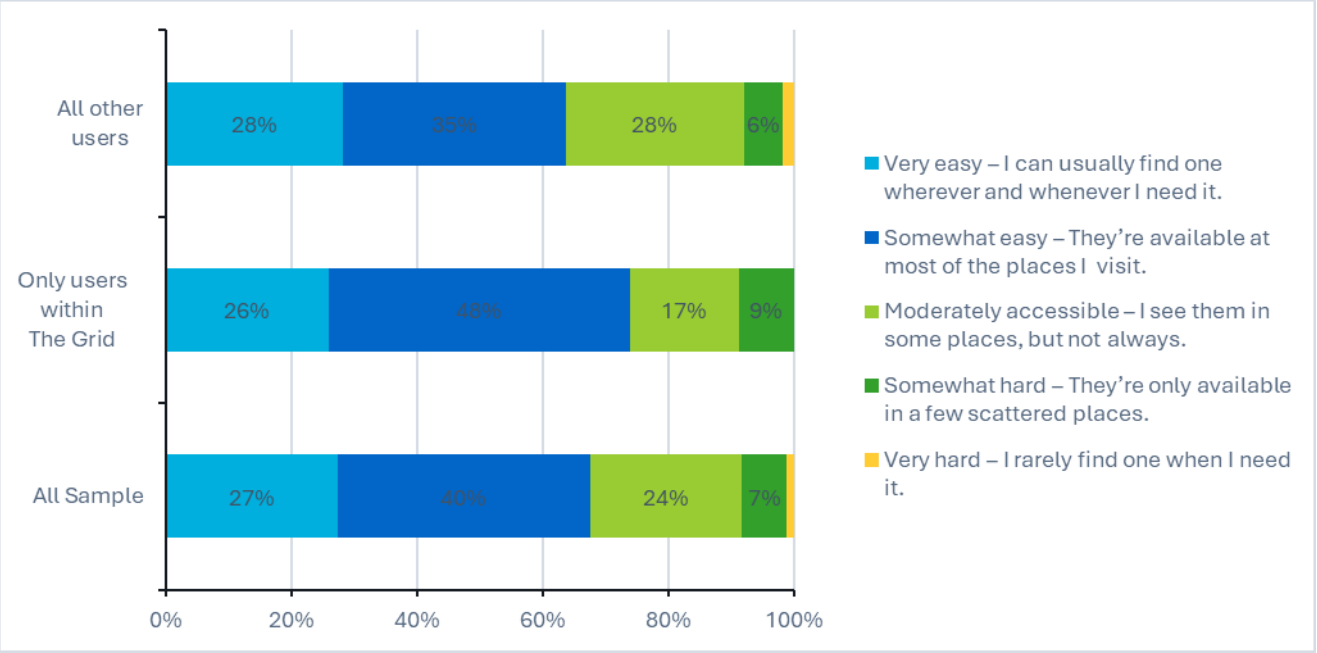
Shared e-scooter perception

Ease of finding shared e-scooters

Regarding ease of finding shared e-scooters to use, results varied depending on location. Results in Figure 8 show the distribution by where they use the service. Overall, 74% of respondents that only use shared e-scooters within The Grid reported it being very to somewhat easy to find a shared e-scooter. This percentage drops to 64% for all other respondents, including 2% stating to rarely being able to find one when they need it.

Though the share of respondents that found shared e-scooters to be somewhat or very hard to find is higher for only The Grid Users, the absolute numbers are higher for All Other Sacramento Users.

Figure 8: Respondent distribution - How easy is it to find shared e-scooters in Sacramento?



Source: Sacramento shared e-scooter Survey, 2025

Favorite aspects of shared e-scooters

On what respondents like the most about shared e-scooters, Respondents were then asked to select the top two things they liked the most about the shared e-scooters. The results are included in Table 16; note numbers don't add up to 100% because it is a multiple-choice question.

Table 12: Respondent distribution – What do you like the most about shared e-scooters

What do you like the most about the shared e-scooters? Please select two	% of All Sample respondents that selected	% of Only the Grid Users respondents that selected	% of All Other Sacramento Users respondents that selected
I get to my destination faster	47%	54%	53%
They are easy to use	41%	36%	53%
They're fun to ride	32%	35%	37%
They're reliable and usually available when I need them	22%	26%	24%
They help me avoid traffic	12%	12%	14%
It is better for the environment	9%	9%	12%
They're affordable compared to other options	8%	7%	10%
I can easily find parking for them	5%	4%	7%
I can go to places that are hard to reach by car	5%	3%	8%
Other	4%	3%	5%
I feel safe riding them	2%	1%	3%
They are comfortable to ride	0%	0%	0%

Source: Sacramento shared e-scooter Survey, 2025

The main reasons are tied to allowing people to get to their destinations faster and that they are easy and overall fun to use. No one selected comfort as one of their main reasons for using shared e-scooters. The other least popular reasons were related to safety and providing better accessibility than by car.

Barriers to shared e-scooter use

Table 13 presents the factors that influence respondents' decision to not use an e-scooter. Weather conditions was the highest ranked factor, selected by over half of respondents. Users that only use shared e-scooters within the Grid also state proximity to e-scooters (46%), having items to carry (41%) and pricing (38%) to be decisive factors. All other Sacramento users, who overall selected more options, consider pricing (57%) and distance to the nearest available e-scooter (56%) to round up the top 3 highest reasons why they don't use them. Other reasons shared by respondents included: issues handling devices, having enough time to walk to their destination, it being hard to find parking and preference of e-bikes and own bikes.

Table 13: Respondent distribution – Which factors influence your decision to not use an e-scooter?

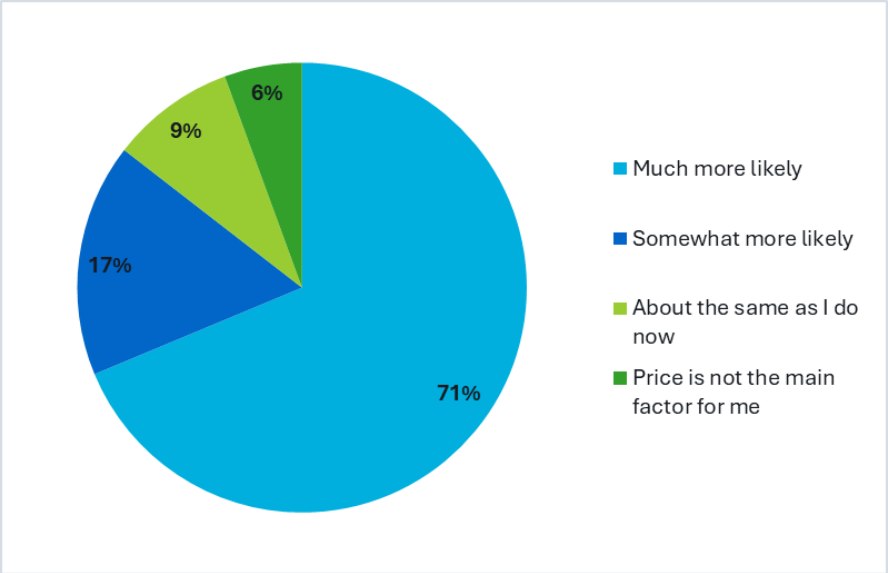
Which factors influence your decision to not use an e-scooter? Select all that apply	All Sample	Only the Grid Users	All Other Sacramento Users
Weather conditions (rain, extreme heat, strong wind)	57%	67%	63%
Distance to nearest available e-scooter	46%	46%	56%
Current pricing is too expensive for me	43%	38%	57%
Having items to carry (shopping bags or small luggage)	34%	41%	36%
Safety concerns about traffic or bike lanes	18%	17%	22%
Time of the day	13%	14%	15%
Other	3%	4%	3%

Source: Sacramento shared e-scooter Survey, 2025

When comparing results across user types, the largest differences appear in proximity to available e-scooters and pricing, which are more significant factors for All Other Sacramento Users (10% and 9% higher, respectively). This group also reported greater safety concerns, with 22% citing them compared to 17% of Grid-only users. In contrast, Grid-only users were more likely to identify carrying items as a challenge, showing a 5% higher response rate.

Pricing being a decisive factor for 43% of all respondents is consistent with responses to the question on likeliness to use e-scooters more frequently if prices were lower— 71% said they would be much more likely to increase their usage, as shown in Figure **9** below.

Figure 9: Respondent distribution – Impact of Pricing on Riding Frequency

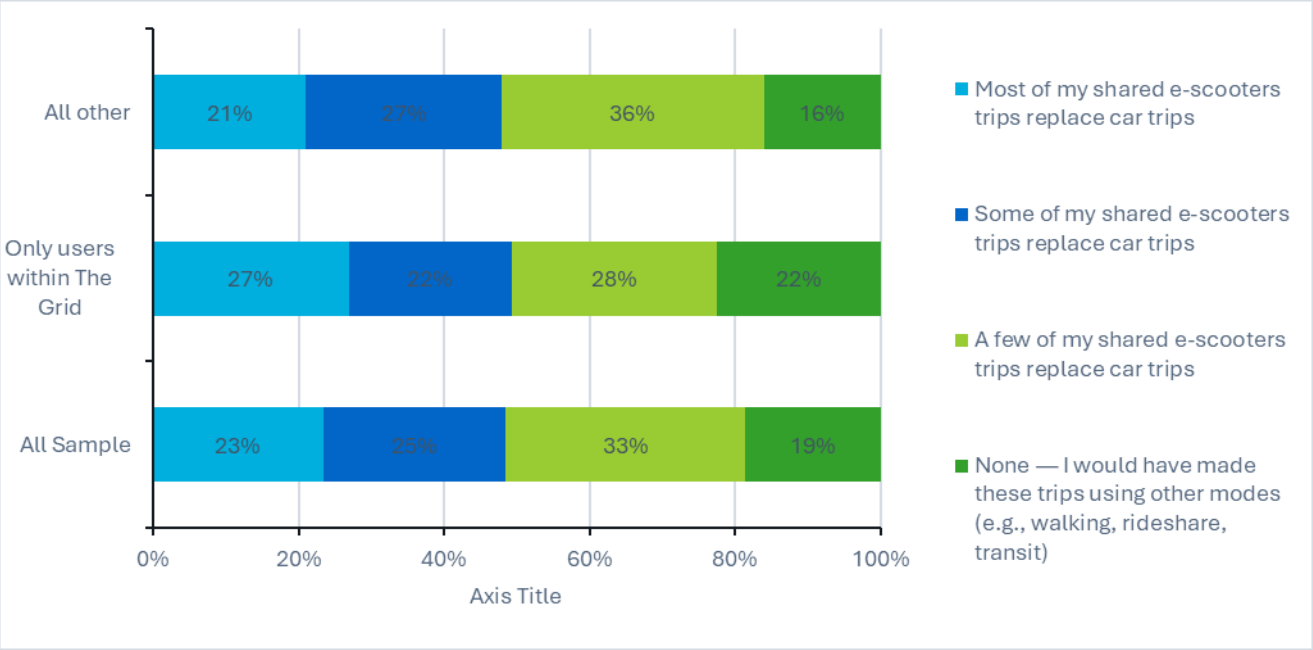


Source: Sacramento shared e-scooter Survey, 2025

Car trip replacement by shared e-scooters

When asked to what extent do shared e-scooters replace trips they would otherwise make by car, nearly half of respondents stated that these have helped replace car trips. As shown in Figure 10 below, 16% of respondents report that e-scooters would not impact the number of car trips they make, since they would have made the trips using other modes (e.g., walking, rideshare, transit).

Figure 10: Respondent distribution – Extent of Car Trip Substitution by E-Scooters



Source: Sacramento shared e-scooter Survey, 2025

Awareness of safety education efforts

Efforts to promote safety education around shared e-scooter use appear to be going unnoticed by respondents. When asked about such initiatives in Sacramento, 40% reported they had neither seen nor participated in any safety education activities. This proportion was twice as high among those who used the service exclusively within the Grid compared to those riding throughout the City of Sacramento. The most common effort were in-app notifications addressing parking regulations and sidewalk riding laws which were noticed by close to 30% of respondents.

Table 14: Respondent distribution – Awareness of safety education efforts

In the past year, have you participated in or seen any of the following safety education efforts related to shared e-scooters in Sacramento?	All Sample	Only the Grid Users	All Other Sacramento Users
None	40%	56%	29%
Received in-app notifications about parking rules or sidewalk riding laws	29%	24%	35%
Seen promotional materials about safe riding practices	13%	11%	13%
Seen information about low-income discount programs	7%	3%	8%
Attended a safety education or demonstration event	4%	4%	5%
I don't remember	7%	3%	10%

Source: Sacramento shared e-scooter Survey, 2025

Details of the most recent trip

This section presents results on respondents' most recent trip using shared e-scooters in the City. These were mostly completed recently, with 48% of respondents stating they made them in the past week, 28% in the last month and 19% in the last 6 months.

Origin and Destination of most recent trip

Table 15 shows the origin and destination of these trips and Table 16 lists the most common pairs. The overwhelming majority of trips occurred within the Grid (62%). East and North Sacramento are the next most common origins and destinations with most trips. Trips starting and ending in North Sacramento and trips between the Grid and East Sacramento were trips being most common origin – destination pairs.

Table 15: Respondent distribution – Origin and Destination of most recent trip

Where did you start and end your last trip?	Trip Origin	Trip Destination
the Grid	75%	72%
East Sacramento	7%	6%
North Sacramento	6%	6%
Land Park	4%	6%
West Sacramento	3%	4%
Southeastern Sacramento	3%	3%
I don't know	3%	2%
Greenhaven, Pocket	0%	1%
South Land Park	0%	0%
Meadowview, Parkway, Valley Hi / North Laguna	0%	0%

Source: Sacramento shared e-scooter Survey, 2025

Table 16: Respondent distribution – Top Origin – Destination pairs of last trip

Origin	Destination	% of trips
the Grid	the Grid	62%
North Sacramento	North Sacramento	4%
the Grid	West Sacramento	4%
East Sacramento	the Grid	3%
the Grid	East Sacramento	3%

Source: Sacramento shared e-scooter Survey, 2025

Trip Purpose

Table 10 shows the distribution by trip purpose with trips for social visits or entertainment being the most common. Trip purpose distribution was more or less the same for those that only use shared e-scooters within the Grid and those using them across the City of Sacramento.

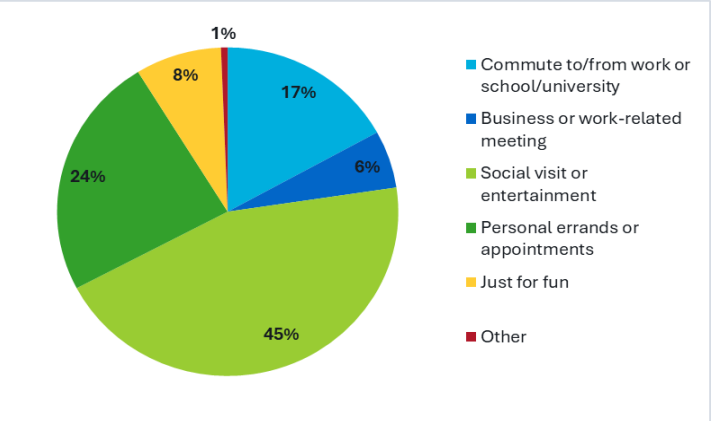


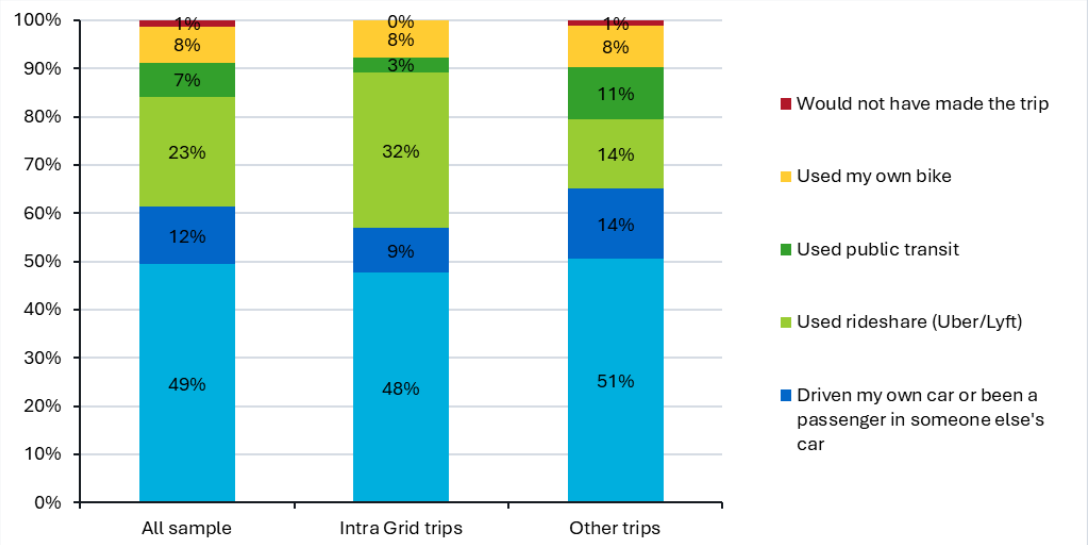
Figure 11: Respondent distribution – Purpose of last trip made on shared e-scooter

Source: Sacramento shared e-scooter Survey, 2025

Alternative to shared e-scooter

Shared e-scooters in respondents' last trip replaced mostly walking trips, though they also replaced motorized trips and in different proportions depending on where they use them. Figure **12** below presents results disaggregated based on if respondents only use shared e-scooters within the Grid or if they use it across the City of Sacramento.

Figure 12: Respondent distribution – Mode they would have used if shared e-scooters were not available



Source: Sacramento shared e-scooter Survey, 2025

Shared e-scooters replaced rideshare (Uber/Lyft) in 23% and car (as driver or passenger) in 12% of the last trip made by all respondents with this percentage being higher for those who only use them within the Grid.

Parking and sidewalk behavior

Riding on sidewalk

The main reasons riders cited for using sidewalks are safety-related, in particular associated with the absence of bike lanes along their routes and a perceived lack of safety when riding alongside general traffic. These findings are included in Figure 13. This perception contrasts with Ride Report data, which shows that the most frequently used bike corridors are equipped with bike lanes or separated bikeways.

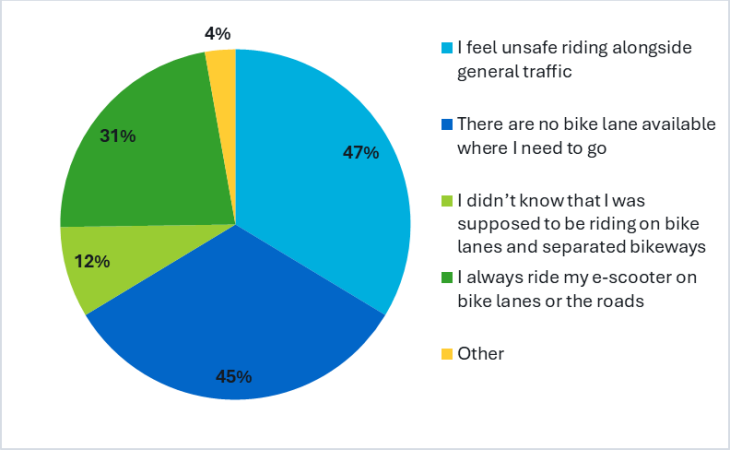


Figure 13: Respondent distribution – What situations cause you to ride outside of bike lanes or roads?

Source: Sacramento shared e-scooter Survey, 2025

It is worth noting that 31% of respondents reported "always riding on bike lanes or the roads", while 12% were unaware that riding outside of these was not permitted.

Drop zones and bike racks: use and understanding

Regarding parking, overall respondents know where they should be parking the e-scooters; with nearly 85% correctly identifying the designated parking areas. However, actual compliance varies. When asked about how frequently they park in drop zones or bike racks, only half of respondents stated to do so most of the time and 21% said they usually do so. In contrast, 3% were unsure whether they were parking appropriately, while the remaining 27% admitted they only sometimes, rarely, or never follow correct parking guidelines. These results, presented in Figure 14, do not vary significantly by where they normally use the shared e-scooters.

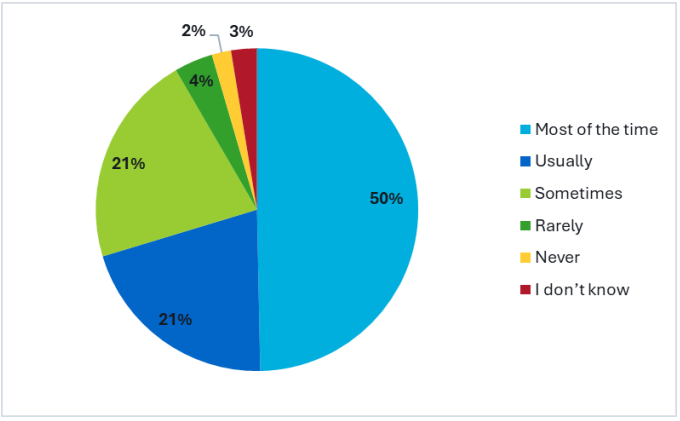


Figure 14: Respondent distribution – How frequently do you think you park in drop zones or bike racks?

Source: Sacramento shared e-scooter Survey, 2025

Challenges to using drop zones and bike racks

The most common reasons respondents cited for why they do not use drop zones or bike racks is that they are "too far" from where they are going (31%), or they simply don't know where they are (19%). Other reasons include not knowing what a drop zone is, battery duration and wanting to leave racks available for personal bikes. The least important challenges are tied to drop zones being full and respondents being in a hurry. Table 17 below presents these results.

Table 17: Respondent distribution – Challenges Using Drop Zones/Bike Racks

What makes it challenging to use drop zones or bike racks?	All	Only the Grid Users	All Other Sacramento Users
The drop zones are too far from where I am going.	31%	33%	29%
I can't find parking drop zones.	20%	18%	22%
I don't know where the drop zones are.	19%	21%	17%
I'm in a hurry.	14%	18%	10%
The drop zones are full.	11%	3%	17%
For another reason	5%	6%	5%

Source: Sacramento shared e-scooter Survey, 2025

Similarly, when asking respondents about what would help them use drop zones or bike racks more consistently, respondents shared that increasing the number of places available to leave the shared e-scooters and improving signage/wayfinding are the predominant factors that will help them park in appropriate locations on more occasions. These results are shown in Table 18 .

Table 18: Respondent distribution – - Factors to Increase Drop Zone/Bike Rack Use

What would help you use drop zones or bike racks more consistently? Pick up to two that would make the biggest difference for you.	All	Only the Grid Users	All Other Sacramento Users
Having more drop zones available	53%	52%	65%
Better signs showing where the parking spaces are	45%	48%	50%
Rewards for proper parking (e.g. like extra credits)	33%	27%	44%
Better direction in the -app	22%	27%	21%
Having more parking spaces available in the existing drop zones	16%	12%	24%
Other	1%	3%	0%

Source: Sacramento shared e-scooter Survey, 2025

The key differences between user types include Grid-only users providing a significantly lower valuation to rewards and having more parking spaces available than All Other Sacramento Users; this last one is most likely consistent with the overall availability of drop zones in the Grid area. It is interesting to note that though they want to have options closer to their destination, these might already exist but because they are not known to them, they don't use them.

Suggestions to improve the use of shared e-scooters in Sacramento

This section summarizes respondents' suggestions for improving the shared e-scooter system and service in Sacramento. These reflect user perceptions, which may not always align with actual conditions. When respondents identify something missing or unavailable, but it is in fact provided, it is important to address this gap through awareness, education, and marketing efforts. Any discrepancies between perceived and actual conditions will be highlighted in the relevant sections.

Improving use of drop zones and bike racks

Majority of respondents reported adding drop zones and bike racks locations (53%) and signs for parking spaces (45%) would help them park their shared e-scooters more consistently. Having more drop zones and/or bike racks, adding more parking spaces at existing locations and offering rewards were particularly important for those riding outside of the Grid compared to those riding only in the Grid. The disaggregate results are included in Table 17. The other reason provided by a respondent referred to the provision of spots that do not take from public bike parking.

Table 19: Respondent distribution – What would help you use drop zones or bike racks more consistently?

What would help you use drop zones or bike racks more consistently? Pick up to two that would make the biggest difference for you.	All	Only the Grid Users	All Other Sacramento Users
Having more drop zones available	53%	52%	65%
Better signs showing where the parking spaces are	45%	48%	50%
Rewards for proper parking (e.g. like extra credits)	33%	27%	44%
Better direction in the -app	22%	27%	21%
Having more parking spaces available in the existing drop zones	16%	12%	24%
Other	1%	3%	0%

Source: Sacramento shared e-scooter Survey, 2025

Below is a list of suggested locations provided by respondents where they consider additional bike racks and/or drop zones that are visibly identifiable are needed:

- Central Areas: Throughout the Grid, Midtown, Downtown, Old Town, DOCO, and Oak Park.
- In general, near Key Destinations: Restaurants, bars, shopping centers, event centers, office buildings, and large stores.
- Residential Areas: Within general neighborhoods, and apartment complexes
- At Transit stations & Parks: Specific mention of the Elvas Avenue entrance to Sacramento State, Discovery Park, and other high-traffic areas.

It's important to note that most of the areas mentioned above already have a significant number of drop zones and bike racks. Key next steps should focus on education and awareness, along with clearer demarcation of these spaces. With these efforts in place,

compliance is likely to improve quickly, and riders will start parking correctly more consistently.

Suggestions for the overall improvement of the shared e-scooter system

In response to the general question about what would most improve their experience with the service in Sacramento, respondents offered valuable insights into perceived issues and potential solutions. These have been consolidated into seven key topics. The table below summarizes each topic's popularity (measured by the number of related responses) along with the main takeaways.

Table 20: Respondent distribution – Overall, what would most improve your experience with the service in Sacramento?

Overall, what would most improve your experience with the service in Sacramento?	% of total sample
Pricing	24%
Infrastructure	19%
Equipment & Maintenance	18%
Availability & Coverage	17%
Other Feedback	15%
Safety	9%
App & User Experience	6%
Connectivity	2%

Source: Sacramento shared e-scooter Survey, 2025

User suggestions received in the Survey, summarized by topic:

- **On Pricing:** feedback reflects a strong desire for pricing that better supports everyday use and equitable access.
  - Consistently emphasized on wanting the service to be more affordable. Many felt current pricing was too high, often comparable to rideshare services.
  - Some suggested for better value from ride bundles and passes. Suggestions included student and low-income subsidies, reinstating commuter passes, and offering discounts for infrequent users.
  - Several comments also linked pricing concerns to broader access, noting that affordability should go together with expanded service coverage and well-maintained equipment.

- **On Biking infrastructure:** Responses concerning bike infrastructure emphasized need for dedicated infrastructure and a network with more parking locations:
  - Strong desire for improved biking infrastructure, including wider, safer, and more visible bike lanes especially in busy intersections.
  - Many called for better separation from car traffic, clearer lane demarcation, and more designated parking areas for scooters and bikes. Concerns were raised about the visibility and safety of separated bikeway, with some preferring traditional layouts.

  - Additional feedback highlighted the need for pothole repairs, more scooter-specific lanes, and better access to bike racks, which can be full or missing at key destinations.

- **On Equipment & Maintenance:** feedback highlights a desire for more durable, well-maintained vehicles and a broader mix of mobility options.
  - Concerns about the condition and reliability of micromobility equipment. Many emphasized the need for better maintenance, citing frequent issues with brakes, batteries, tires, locks, and overall device functionality. Low battery availability and misleading app indicators were recurring frustrations.
  - There was also interest in bringing back bicycles and e-bikes, which users found safer, more practical, and better suited for tasks like grocery shopping or commuting outside the central grid.

- **On Availability & Coverage:** Respondents highlighted the need for broader, more equitable e-scooter coverage, expanded service areas, and improved distribution across Sacramento.
  - Emphasis on the need for broader and more equitable e-scooter availability across Sacramento. Many noted gaps in coverage within neighborhoods are important for equity purposes such as Rosemont, Colonial Heights, Tahoe Park, North Sacramento. Land Park was also mentioned as a key area of interest for future service expansion.
  - Some recommended expansion into areas outside the city such as Arden, Carmichael, and Fair Oaks. While these neighborhoods are not traditionally considered underserved, they currently have limited e-scooter coverage.
  - Suggestions included increasing the number of scooters and parking zones, and improving distribution throughout the grid.
  - Some also advocated for better organization of drop zones and more visibility into available programs, with affordability and access for students and low-income riders highlighted as key concerns.

- **On Safety**: feedback is related to both physical safety enhancements and a more secure riding environment.
  - Emphasis on the need for improved protective measures and safer riding conditions. Suggestions included making helmets more accessible, enhancing bike lane visibility with reflective markings, and equipping scooters with brighter lights, tire pressure indicators, and audible alerts.
  - Similar to comments in the Bike Infrastructure topic, several users highlighted safety concerns of current infrastructure, citing personal injuries and visibility issues with cars and pedestrians. Others called for better rider behavior enforcement, such as keeping scooters off sidewalks, and hygiene improvements like providing hand sanitizer or wipes.

- **On App & User Experience**: feedback related to challenges and areas for improvement in the overall app functionality and rider interaction:
  - Frustration with the app experience, citing unclear service boundaries, slow or confusing ride setup, and difficulty ending rides efficiently.
  - Some comments called for better customer support and a more intuitive interface, especially for first-time users.
  - It is important to mention that various comments throughout the Survey were related to not knowing what a Drop Zone is, so it is important to improve marketing and educational efforts.

- **On Connectivity**: in this topic, people mentioned the importance of integrating micromobility with the broader transport network.

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