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Contact:

New Microtransit Company, “The Local SATX,” Acquires SaGO
Local Founders to Keep San Antonio Moving

SAN ANTONIO, TX – October 18, 2024 — Electric transportation in downtown San Antonio is growing thanks to The Local SATX's acquisition of SaGO. The Local SATX will continue to provide seamless, eco-friendly transportation focused on linking the city's vibrant cultural hubs while offering stress-free, short-distance rides.

The Local SATX is a joint transportation venture by SaGO owners Kevin and Elizabeth Mancha with community leaders and small business owners Lorenzo Gomez, III and Michelle Martinez. This strategic partnership aims to enhance the electric vehicle transportation sector within San Antonio by providing first-mile and last-mile solutions.

“We are excited to expand our team by adding Lorenzo and Michelle as part of this venture; the three of us met when we attended Tafolla Middle School, just two miles west of downtown, and took VIA growing up,” said Kevin Mancha. “We share a passion for our community and culture. With our different expertise, we can deliver innovative transportation solutions that will make it easier for locals and visitors to explore San Antonio.”

Lorenzo brings over a decade of experience in building San Antonio's downtown entrepreneurial ecosystem. His leadership has catalyzed initiatives such as San Antonio Startup Week and the UTSA School of Data Science, contributing to the revitalization of the city's urban core. He is a partner and co-founder of Confluence Capital Group where he is focused on developing vibrant, walkable micro-districts that enhance San Antonio's urban experience.

Michelle has 20 years of experience in communications and strategic partnerships and is the founder and owner of Birdieoso Strategies, formerly M. Martinez Communications, now in its 11th year. She has worked with a diverse range of local and national clients across the nonprofit, public, and private sectors. She received the San Antonio Business Journal's 40 Under 40 award and is a graduate of Leadership San

Antonio, the Latina Leadership Institute, and the Alex Briseño Leadership Development Program and serves on multiple local boards.

"When Kevin and I launched SaGO, our mission was to build a vibrant community and strengthen our deep-rooted connections with local businesses. We strive to make transportation accessible and inviting, connecting people to the incredible experiences our city offers," said Elizabeth Mancha. "That's the same inspiration behind 'The Local.' We take you where the locals go, shop, play, and eat. We're a team of passionate travelers, we always seek out the local favorites where we visit. So, we wanted to bring that same spirit to San Antonio."

In September, RideCo, which holds a contract with VIA Metropolitan Transit to provide its VIA Link services, sub-contracted SaGO to operate VIA's "The Little Runner" service in the Downtown VIA Link zone, connecting people to the urban core and UTSA's Downtown Campus. The Local SATX, through SaGO, will maintain this partnership with RideCo to support VIA and San Antonio's long-term goals of providing sustainable transit solutions.

"I'm thrilled to see four local entrepreneurs and SAISD graduates stepping up to support a more sustainable San Antonio. This expansion is especially exciting for those in the urban core, as it brings more reliable and accessible transportation for everyone—residents, newcomers, and tourists alike. The growth of The Local SATX aligns perfectly with our District 1 goals. Seeing an organization thrive with the support it needs is a testament to our commitment to backing small businesses and ensuring that everyone in and around downtown has the transportation options needed to ease congestion in our busy city center. I'm glad to see a San Antonio-founded small business be able to take a local opportunity to provide micro-mobility downtown. With all of the excitement that surrounded the "Little Runner" and the growth that came with the VIA partnership, I know that there is a high demand for more transportation options to get people to and from some of the best parts of our downtown history, nightlife, and events!" - Councilmember Dr. Sukh Kaur

Connecting visitors and locals to small businesses and unique experiences is a priority. To do this, The Local SATX relies on data to improve services. By analyzing ride information like pick-up and drop-off points and timing, they continuously optimize routes and boost efficiency. The company reached a major milestone—delivering over 20,000 rides throughout San Antonio in less than one year.

"What they have done for our downtown and small businesses has been a breath of fresh air," said Edward Garcia III, Owner/Chef of Box Street All Day. "Offering short-distance rides, especially in the San Antonio heat, has been a much-needed service for both locals and tourists. It's really boosting our downtown community."

The Local SATX also provides tailored transportation solutions for events, including sports games, concerts, festivals, and corporate gatherings. Whether getting fans to a Spurs game or helping attendees reach a community event, The Local ensures safe, convenient, and on-time rides across San Antonio. Another service offered is Out of Home (OOH) advertising, allowing businesses to reach more people in

high-traffic areas of the city. OOH ads are designed to grab attention and connect with potential customers in a creative and impactful way.

For more information about The Local, SATX visit www.TheLocalSATX.com.

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About The Local SATX

The Local SATX is San Antonio's most local-centric, people mover that provides electric vehicle transportation solutions in the urban core. Offering seamless short-distance trips that connect to larger transportation networks known as first-mile and last-mile solutions. The Local fills a critical transportation need that supports San Antonio's sustainable future, small businesses, and culture by making it easy to explore the heart of the city.