

Frequently Asked Questions

Why did DOTI release a Request for Proposals to operate Denver's Shared Bike and Scooter Program?

- Denver's Shared Bike and Scooter program (denvergov.org/RidewithRespect) has delivered more than 26 million shared bike and scooter trips since 2021, reducing an estimated 13 million car trips. Approx. 1/3rd of all trips are free of cost through Denver's equity programs.
- Denver City Council led and approved legislation in 2025 outlining additional program requirements associated with mandatory parking zones, sidewalk riding technologies, adaptable devices, and community education and outreach.
- The current 5-year license agreements with Lime and Bird expire in May of 2026, prompting the release of a new competitive procurement process and a Request for Proposals (RFP).
- DOTI executed a comprehensive, multi-phase competitive procurement process informed by City Council priorities and legislation, community feedback, and industry best practices, and included written proposals, device demonstrations, interviews, financial analysis, and reference checks.
- Executing new RFPs spur industry innovation and competition amongst vendors, allowing the City to secure significant benefits within the contract terms.
- Bird and Lime will operate until mid-May 2026 when their contracts end.
- Several mitigations are in place to provide a smooth and thoughtful transition emphasizing service continuity, the transition of Access program users, communication of job opportunities, and ongoing community engagement.

Why did DOTI select Veo as Denver's next program operator?

- Veo had the strongest performance across all procurement evaluation criteria.
- Veo is a highly qualified partner well positioned to progress Denver's goals for safe, affordable, sustainable, and accessible mobility options.
- Veo showed through their proposal and vehicle demonstration a strong ability to enhance safety outcomes for both riders and non-riders, grow rider accessibility, and improve parking solutions in Denver.

Key program features that elevated Veo's proposal include:

- 100% made to order fleet comprised of **high-quality, in-house technologies** and adaptable devices tailored to meet the unique needs of Denverites.

- Diverse and **accessible fleet**, 70% of which will be seated options, including the industry's first ever trike and tandem devices, enhancing safety and appeal for riders of all ages and abilities. More options = more riders.
- Commitment to **increased affordability** for all, including free rides for income qualified individuals, discounted fares for Denver residents and people originating trips in Denver's equity zones, and lower base prices for all program users.
- **100% in-house workforce** offering full-time employment to over 150 local residents, improving performance, customer service, and accountability.
- Strong **values alignment** with emphasis on program safety, equity, affordability, accessibility, and resiliency.

Who is Veo and what experience do they bring to Denver's Shared Bike and Scooter program?

- Veo is a leading minority- and women-owned micromobility company with a strong national presence and a proven track record of innovation.
- Veo brings experience managing high-volume ridership, complex regulatory environments, and diverse community needs in large, dense urban markets including Washington, D.C., New York City, and Los Angeles.
- Veo is a sole operator in several markets across the nation. Their unique partnership focus allows them to work closely with local governments to adapt program features to meet varying community needs.
- Veo was the first profitable micromobility company in the industry, prioritizing sustainable growth, community partnerships, and in-house operations.

How will Veo provide more affordable rides to all users?

DOTI is locking lower program rates into Veo's License Agreement to ensure that the service remains affordable throughout the 3-year contract term. In 2025, DOTI conducted a public survey that confirmed shared bikes and scooters are an affordable and convenient form of transportation for Denverites to access transit, work, groceries, schools, healthcare, and housing. When asked what would encourage more people to ride, respondents cited lower costs (34%) and greater scooter availability (28%). Veo's license agreement will achieve both goals.

1. Affordable Rates & Accessible Devices for All Riders:

- Veo provides rates that are cheaper for all program users.
- Base rates will be 10% cheaper at **\$0.39 per minute**.
- New Denver resident rates are 35% cheaper at **\$0.25 per minute**.

2. Access Program for Income Qualified Riders:

- Veo's access program enhances flexibility and accessibility by providing 60-minutes of free ride time every day, able to be split across multiple trips as needed to reach the places Denverites live, work, shop, and play. Denver's current access program operates on a use it or lose it model.
- Veo is beginning enrollment in their access program ahead of their anticipated launch date, including publishing a webpage veoride.com/denver.
- Existing access program users will be auto-enrolled, when possible, with additional enrollment driven by education campaigns and outreach events.
- Individuals are encouraged to take Veo's survey to sign up for important program updates related to affordability programs, job opportunities, and community engagement surveymonkey.com/r/VeoDenver.
- Veo is committed to meeting people where they are and removing barriers to ensure there is no burden or lapse in access for riders who need to use devices on day one.
- Lime and Bird remain critical partners, and we are excited that a seamless transition of eligible riders is a top priority for them as well. There are many ways they can support the transition, including providing communications on the transition directly to their riders.

3. *Opportunity Areas for Citywide Fleet Availability:*

- Opportunity areas expand equitable bike and scooter availability city-wide, ensuring communities with reduced car ownership and limited transit access have shared bikes and scooter access as a mobility option.
- As required in the existing license agreements, Veo will be required to deploy 30% of all devices to opportunity areas aligned with DOTI's equity map where rides are automatically discounted to **\$0.13 per minute**.
- A single operator model is anticipated to further improve equitable fleet distribution by reducing competition in high-demand areas and better aligning device deployment with citywide needs, helping grow overall ridership.

How do individuals without smart phones or bank accounts access this program?

- Veo provides diverse methods for unlocking and riding that ensure individuals without bank accounts or smartphones can still use the service by calling or texting. Get started by calling 1-855-VEO-2256.

What kind of fleet and technologies will Veo bring to Denver?

- Veo will match the current fleet numbers and bring approximately 9,000 diverse and accessible devices to Denver.

- 70% of total deployment comprised of seated options compared to approximately 30% today. Seated devices enhance rider safety by providing larger wheels and a lower center of gravity to better stabilize users while accommodating terrain variances.
- Veo will bring the industry's first trike and tandem devices to Denver as well as a seated e-scooter with both front and rear suspension, enhancing overall safety and appeal for riders of all ages and abilities. More options = more riders.
- In addition, Veo's trike and cargo e-bike provide greater flexibility and comfort for riders seeking to accommodate longer trips and/or cargo carrying needs.
- Veo's broad range of devices are designed in a responsive and accessible manner, informed by partnerships with AARP, Disability Rights Washington, the USDOT Office of Disability and Accessibility rights, and more.
- Veo's devices include several new features and enhanced technologies to support safe ridership in Denver:
 - Veo Voice allows customized, multilingual coaching for riders in real time to encourage the use of bike lanes and discourage sidewalk riding and erratic behaviors like swerving and hard breaking.
 - Virtual parking coach will assess end of ride photos in real time to coach riders on proper parking.
 - Collision prevention radar provides additional protections alerting riders to potential obstacles and discouraging sidewalk riding.

What kind of jobs will Veo create in Denver and how do interested individuals apply?

- Veo is committed to an in-house, W-2 workforce that provides stable employment, livable wages, career development, and employee benefits (healthcare, tax deductions, insurance programs, etc) to a skilled team.
- In addition, as W-2 staff, Veo employees are not subject to out-of-pocket expenses associated with their roles (i.e. personal vehicles, equipment, gas, etc.).
- A W-2 workforce improves operations and safety outcomes in the field through mechanisms such as:
 - More robust, consistent training requirements and hours of operation for logistics and operations staff.
 - KPIs tied to organizational outcomes rather than quantity of touchpoints (i.e. number of battery swaps or devices deployed).

- Company owned and branded vehicles reduce bad behaviors (i.e. blocking traffic, parking on sidewalks, etc.)
- Veo is partnering with local workforce development and community based organizations to remove unnecessary barriers to employment.
- Veo will hire over 150 full-time and part-time W-2 employees to repair and maintain vehicles, manage operations and deployment, deliver devices, and more.
- In addition, local staff will include dedicated Downtown ambassadors and a community organizer to execute a robust engagement and partnership strategy.

What is DOTI and Veo's plan for ongoing community engagement?

- In partnership, DOTI and Veo will engage with community stakeholders throughout the program's launch, including the DOTI Advisory Board, Denver City Council, Mayor's Bicycle Advisory Committee as well as several local disability, affordability, transit, and workforce organizations.
- We will also be sharing marketing materials and resources to amplify the access program transition over the coming months.
- Within the license requirements, Veo will be required to host 20 community events per year offering education, free helmet giveaways, bike libraries, job opportunities, and more.
- We are excited that their prioritization of safety, access, and operational excellence delivered by a 100% in-house workforce will improve community partnerships, educational opportunities, and relationship building with stakeholders.
- Please contact ocbe@denvergov.org to meet with us about outreach suggestions and partnership opportunities.

Why is the DOTI moving from two operators to a single operator?

- A single operator enhances DOTI program oversight and vendor accountability, improving program outcomes, rider experience, and customer service.
- The current dual-operator model is imbalanced and inefficient, with operators resistant to innovation or change without parity between vendor requirements.
- A single operator maximizes value and operational efficiency for Denver, eliminating deployment redundancies and oversaturation by vendors competing for the same market share, instead enhancing device distribution and availability city-wide.
- A single operator model allows the City to negotiate better pricing and program benefits that will be locked into the contract for 3-years to ensure affordable rates for Denver residents and income qualified riders.

Is this a sole sourced contract?

- No. Sole source contracts are awarded without a competitive procurement process.

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What is DOTI's continuity plan?

- The license agreement with Veo includes flexible provisions for the City to take necessary actions should Veo fail to meet contractual obligations for any reason.
- Continuity plans include, but are not limited to, performance monitoring, required notice for any market exit, data sharing requirements, reassignment options, re-procurement options, and more.
- As demonstrated in 2025, the reassignment of Lyft's license agreement to Bird created a seamless transition for Denver users, preserving access and reliability for those who need shared bikes and scooters most.

Why doesn't DOTI consider allowing a current operator to stay in the market longer to ensure a smooth transition?

- There is no benefit to the program or Denver riders by extending the vendor transition. The planned two-week transition will provide ample overlap time for transitioning to the new operator.
- DOTI feels strongly extending the transition would greatly undermine the city's competitive procurement processes and create unnecessary delays and confusion for Denverites throughout the transition.
- Preserving market share for a current vendor dilutes the value of the new agreement and subsequent benefits to Denverites.

Thank you for your continued partnership in supporting accessible, affordable, sustainable, and safe transportation options for all Denverites.