

April 1, 2026

# Shared Bike & Scooter Program Procurement Update

RR26-0326

Department of Transportation and Infrastructure (DOTI)



# The Story So Far

## Denver Bicycle Program

- 9-Years [2010-2019]
- 1 Operator
- ~0.4 Million Annual Trips



## Shared Micromobility Pilot Program

- 2-Years [2019-2021]
- 7 Operators
- ~2.2 Million Annual Trips



## Current License Agreements

- 5-years [2021-2026]
- 2 Operators (Lime & Bird)
- ~6.6 Million Annual Trips



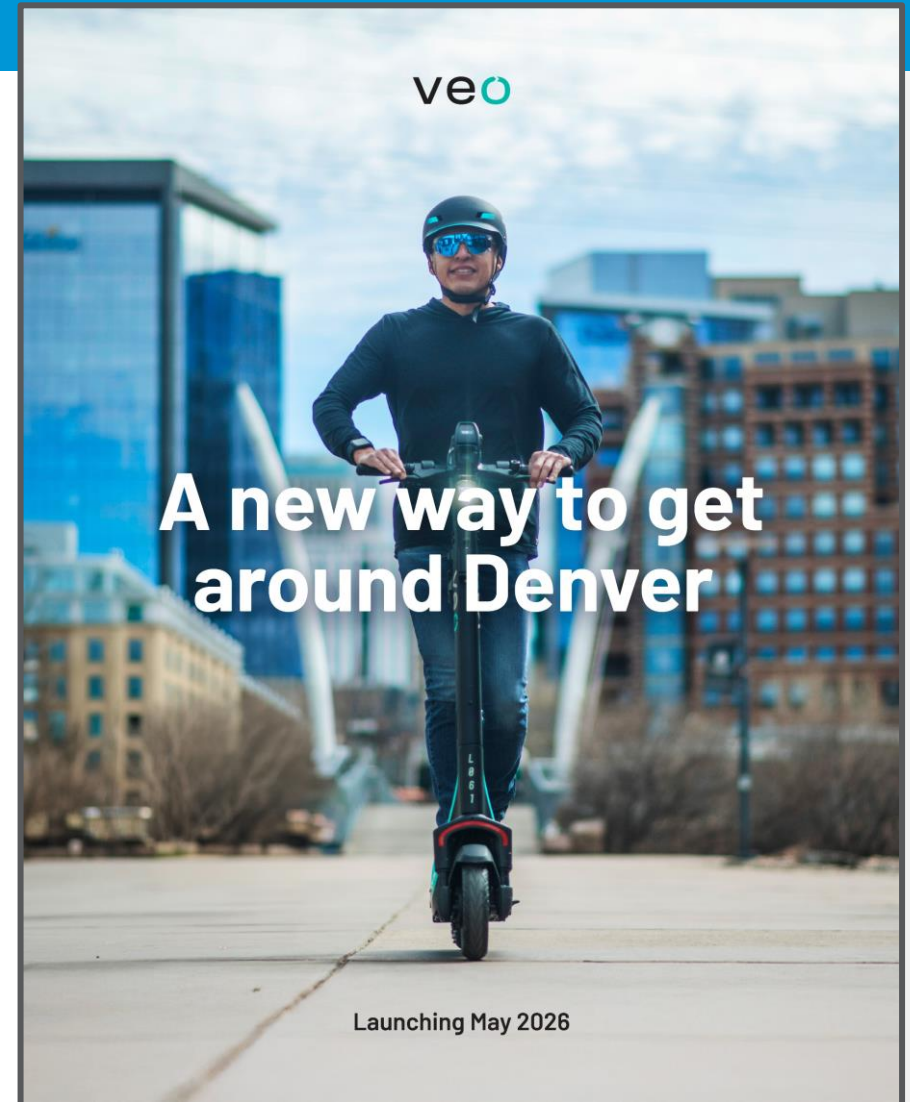
End in May 2026

Over 30+ million trips so far

# The Story Continued

*Expanding on March 18 Transportation & Infrastructure committee discussions:*

- RFP Process, Goals, & Scoring Criteria
- Transition Planning Updates
- Communications & Community Engagement



# Procurement Process

*A comprehensive, multi-phase evaluation process*

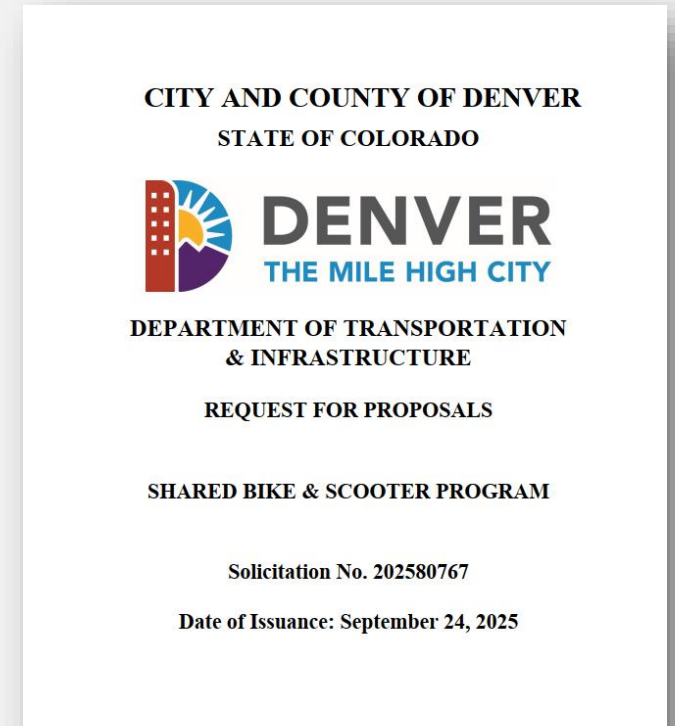


## Procurement Timeline

- Sept 24: RFP Issued
- Oct 6: Addendum 1
- Oct 24: Addendum 2
- Oct 29: Proposals Due
- Nov: Selection Committee Reviews
- Dec 8: Device Demos
- Dec 9: Interviews
- Dec 23: Selected Operator Announced

### RFP Language

**To ensure a consistent and equitable evaluation, all proposals must be prepared assuming your firm will be the single Operator for the program. While the City may award more than one license, the evaluation will be based on the single-Operator model. The City will negotiate final contract terms with any selected vendors to address a potential multi-Operator environment.**



# Procurement Process

## Selection Committee Makeup

- City experts from DOTI's Office of Community & Business Engagement, Curbside & Parking, Internal/External Affairs, & DOF

### Safety & Vision Zero (30pts)

- Fleet Safety Features
- Combatting Erratic Riding
- Helmet Usage
- Rider Safety Education & In App Quiz

### Parking & Public Realm (30pts)

- Parking Compliance
- Corral Infrastructure
- Fleet Tidiness
- Sidewalk Riding Detection

### Equity & Access (30pts)

- Access Program Benefits
- Unbanked & Smartphone Free Access
- Adaptable Devices
- Community Partnerships

### Mode Shift & Transit (20pts)

- Pricing Plans
- First/Last Mile Connectivity
- Innovation Strategies

## RFP Language

- Income-Qualified Reduce-Fare Program (Access Program)**
- 5.1.1 Describe your proposed reduced fare program for income-qualified individuals. Detail the verification process, the reduced fare model (e.g., number of daily rides, size of monthly bank, etc.) the ease of the enrollment process for eligible users (including online, phone, and in-person option(s)), and how the program will be marketed to eligible populations in Denver.
- 5.1.2 Describe your approach to program evaluation and continuous improvement. How will you track the performance and key metrics of the Access Program to identify areas of success and opportunities for improvement?

## **B. Evaluation Criteria Aggregate Scoring**

### Phase 1 – Statement of Qualifications

1. Experience and Past Performance (40 points)
2. Program Structure (30 points)
3. Safety & Vision Zero (30 points)
4. Equity & Access (30 points)
5. Parking & the Public Realm (30 points)
6. Mode Shift & Transit Connections (20 points)
7. Sustainability & Resiliency (10 points)
8. Data & Reporting (10 points)

### Phase 2 – Due Diligence & Final Selection

1. Financial Model (20 points)
2. References Check (10 points)
3. Interviews (15 points)
4. Device Demonstration (30 points)

# Benefits for Denverites on Day 1:



## Cheaper Prices

Locked in rates that are 10-35% cheaper



## More Ways to Ride

Diverse, accessible, & comfortable vehicles



## Flexible Equity Programs

60-minutes free ride time everyday for Access users



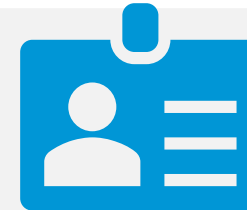
## Increased Accountability

W2 in-house workforce for local, living wage jobs



Diverse fleet of e-bikes,  
standing & seated e-scooters

In-house  
“W2” Staff



with local hiring and living wages

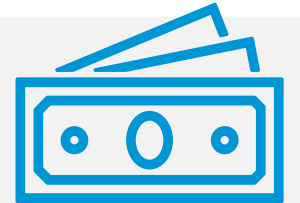
New technology and  
real-time rider alerts  
reduce sidewalk riding  
and improve parking



60-min of free ride time

every day with the upgraded  
income-qualified ‘Access’ program

Lock-in rider  
pricing that is



10-35% cheaper

Worlds 1<sup>st</sup>  
Self-balancing  
Shared Trike



# What is expected of current Operators:

## Operator Transition

### Transition Timing

- New agreement effective  
May 1
- Current agreements end  
May 16

### Current Operator Expectations

- Access Program Transition
- Parking Corral Infrastructure
- Geofencing Data
- Market Exit Schedule

### March 11: DOTI Formal Notice of Current Operator Expectations

#### 1. Access Program Transition Support

Denver's income-qualified Access program is critical in expanding affordable mobility programs by providing free rides that thousands of community members rely on every day to reach work, healthcare, appointments, and transit connections. As with the current Agreements, the new operator will continue build on the success of this program by offering Denver residents' participation in the Access program. To ensure a simple transition to the Access program for current riders, Lime and Bird are asked to:

- Communicate information about the transition and the new operator of Access Program to all current Bird and Lime eligible enrollees. This includes disseminating information to riders throughout April and May on how to transition to the new operator's platforms prior to the transition date, ensuring clarity and ease for riders. Further details regarding this process will be discussed collaboratively with your teams to ensure smooth transition.
- In April, Re-send Access Program enrollment confirmation to existing users, so they may use that documentation to verify their eligibility for the new provider of the Access program required by City.
- In May, maintain active app access for a limited period after the conclusion of the license to ensure riders receive transition information, program closure details, and instructions for enrolling with the incoming operator.

### March 18: Operator Feedback to Notice of Expectations

Lastly, finalizing a transition plan before the procurement process is over is premature and could create confusion for riders. In the meantime, [redacted] will provide a more extensive response addressing the specific requests in your letter soon. In the meantime, we look forward to continuing our successful partnership through the remainder of our license term.

# What is in the Contract with Veo:

## License Assignment or Expiration

Lessons  
Learned

- D. As part of any License Assignment or at License Expiration, the Licensee shall:
- i. Coordinate with the City and/or any successor Licensee to ensure secure transfer of rider, Access Program, and other program data, in accordance with applicable privacy requirements.
  - ii. Provide necessary data and technical support to enable the automatic or streamlined enrollment of active Access Program participants into equivalent reduced fare programs offered by a successor Licensee.
  - iii. Provide clear, accessible rider communications regarding any market exit, License expiration, or operator transition at least 30 days in advance, using in-app notifications, email, website updates, and other channels; messages must include key dates, impacts on credits, Access Program transition, next steps for riders, and be available in multiple languages per the Language Access Plan, with all content approved by DOTI prior to release.

# What is in the Contract with Veo:

## Revenue Sharing Provision

- Veo to pay the City **\$245** per permitted vehicle
  - 9,000 fleet = Generates approx. **\$2.2 million** per year
- For Access trips **exceeding 25%** of total trips:
  - City rebate of \$2.50 / trip
  - Maximum rebate of \$1M / yr
- If access rebate maximized, City to retain fee **revenue over \$1M** to be deposited in the City General Fund

### 2.3 Fee

- The Licensee shall share revenue with the City calculated at \$245 per permitted vehicle, based on the highest number of permitted vehicles during the applicable year. The foregoing represents the maximum fee amount to be paid by Licensee. Payments will be made in one installment each year, with the first payments due six months after the contract start date, and subsequent payments due by November 15<sup>th</sup> of each year, paid upon invoice from DOTI.
  - The City reserves the right to retain all collected fees or to direct the Licensee to allocate them toward program investments, including:
    - Equity/Access program efforts, including enrollment
    - Bikeway, parking corral, and safety infrastructure
    - Community partnerships and engagement activities
    - Education, Mode-shift, or Safety initiatives
  - DOTI shall develop an annual plan in partnership with the Licensee for fee allocation, outlining how funds will be directed to support these investments. This plan may be updated each year based on evolving program needs and priorities and include a report on the prior expenditure. The initial plan shall be finalized six months after the contract start date, and subsequently by November 15<sup>th</sup> of each year.
- Equity “Access Program” Rebate: To incentivize growth of the Access Program, the City will provide a Fee Rebate to the Licensee to cover certain Access Program trips.
  - The City will provide a rebate of \$2.50 per trip for all trips taken under the Access Program that exceeds 25% of total trip in a given year, up to a maximum of \$1,000,000 of the total fee amount. All fee rebates shall be provided to operator as invoice credit.
  - \* ~~If the rebate maximum is exceeded, Licensee will have the right, in consultation with DOTI, to increase the monthly fee, not to exceed \$5 per month that will be billed to Access Program members.~~

\*Removed Provision

# What is in the Contract with Veo:

## Access Program Rebate

1. Veo to pay the City \$245 per permitted vehicle generating **approx \$2.2 million**
2. Access users comprise **approx 28%\*** of all Shared Bike & Scooter rides
3. Fee rebate incentivizes Access program outreach and enrollment building upon the **minimum of 25%**
  - City rebate of \$2.50 / trip
  - Maximum rebate of \$1M / yr
4. Fee rebate **ensures approx 31% annual rides** remain completely free to Access users
  - With discounted rate of \$0.15/min for additional ride time
  - Mitigate abrupt changes to Access program benefits (ex: April 2025)
5. ~~Removed~~ Veo & DOTI ~~may discuss an administrative fee~~ to ensure financial sustainability if facing significant program growth
  - ~~Clear demonstration of financial challenge requiring re-assessment with strict scrutiny~~
  - ~~Fee parameters subject to negotiation~~

### Revenue Sharing Scenarios\*

Access Ride Rate	Total Rides	Access Rides	Rebated Rides	Annual Fee Rebate	Annual Fee Balance
25%	6.6M	1.66M	None	None	None
28%	6.6M	1.85M	190K	\$475K	\$1.73M
31%	6.6M	2.05M	390K	\$975K	\$1.23M
32%	6.6M	2.1M	440K	\$1M+	\$1.2M



Lessons Learned

### April 2025 Access Benefits Changes

#### Proposed Changes to Contract

1. **Revise the terms of Lime Access from “unlimited, free 30-minute bike and scooter rides for participants” to “up to three (3) free 30-minute bike or scooter rides per day for participants”.**

# What is in the Contract with Veo:

## License Assignment or Expiration

Lessons  
Learned

- E. **Service Continuity:** If the Licensee fails to meet the requirements of the Service Level Agreements or other material obligations under this License, as determined by the City in its sole discretion, the City reserves the right to enter into a license agreement with an additional operator to operate shared micromobility services within the City.
  - i. Prior to exercising this right, the City shall provide written notice to the Licensee specifying the deficiencies and allow a cure period of thirty (30) days, unless the City determines that immediate action is necessary to protect public safety or maintain essential service levels.
- F. Failure to comply with the requirements of this section may result in forfeiture of the performance bond, recovery of City costs, and any other remedies available under the License Agreement or applicable law.

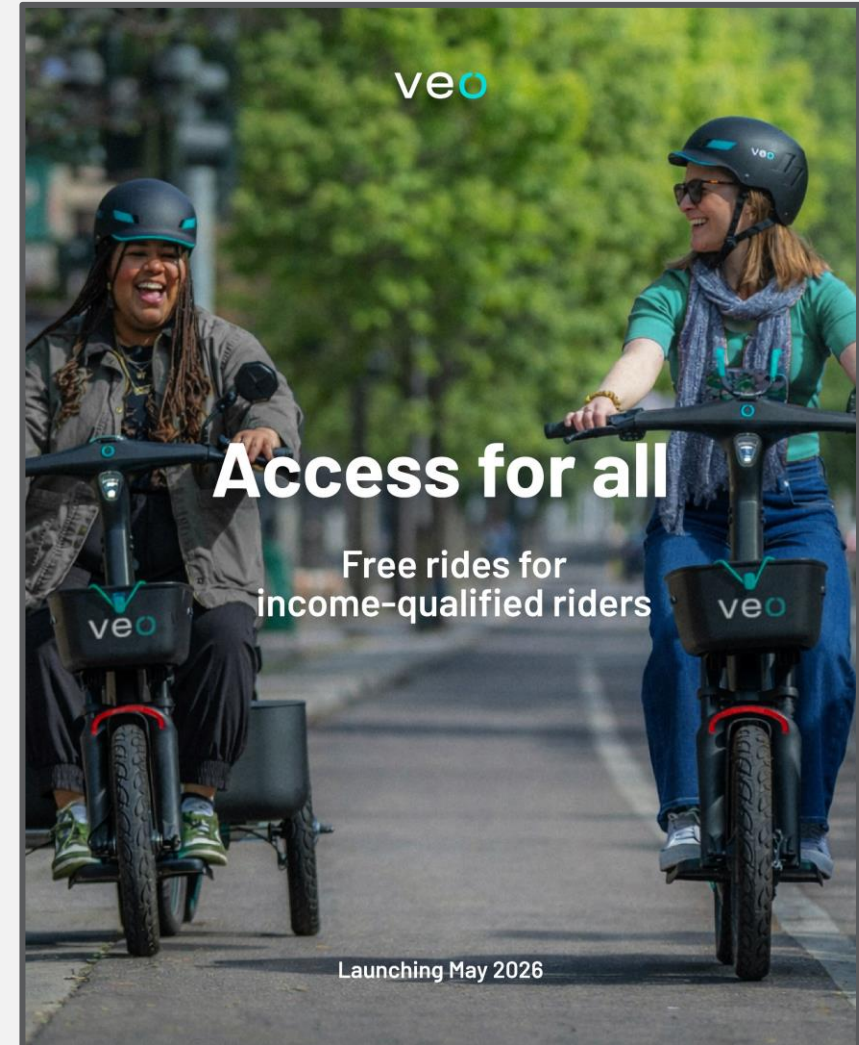
# Veo Access Program Engagement

## Veo's Pre-launch Community Engagement

- Already identified over **1,000+ current Access riders** for Access pre-enrollment
- Access Program partnerships, including:
  - Transportation Management Association (TMAs)
  - Denver Housing Authority
  - Denver Streets Partnership

Pre-Enroll today at

[VeoRide.com/Denver](https://VeoRide.com/Denver)



# Veo's Community & Partner Engagement

## Pre-Launch Community Engagement

- 16 pre-launch events, including:
  - Council Community Open Houses
  - DHA Resident Councils
  - Mutual Aid Mondays
  - Local hiring events
- Dozens of local partnerships in development:
  - Affordable Housing
  - Workforce Development
  - Disability Rights
  - Transit Advocates
  - Community Orgs (*BIDs/GIDs/RNOs*)

25 local staff  
already hired!

**Coming soon! Dozens of Community & Partner \*Events** every month

## Citywide Community Events

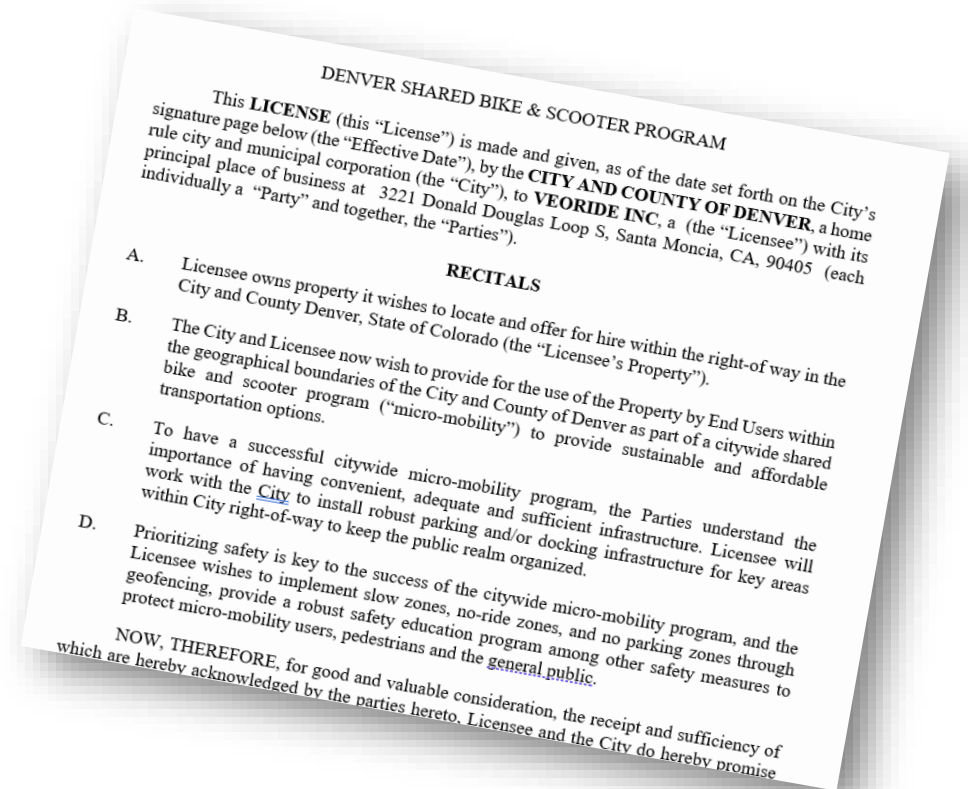
- Easter Egg Hunt
- Cinco de Mayo Fest
- Bike to Work Day
- PrideFest
- CO Black Arts Fest

Reach out to discuss additional opportunities

*\*Expanded Event Schedule in Appendix*

# Resolution #26-0326

**Approval of a 3-year License Agreement effective May 1, 2026, with Veo for the operation of Denver's Shared Bike & Scooter Program.**



# Questions?

[Denvergov.org/RidewithRespect](https://denvergov.org/RidewithRespect)

[Veoride.com/Denver](https://veoride.com/Denver)

# Why Shared Bikes & Scooters Matter



## A Reliable & Sustainable Transportation Option

- Fully electric vehicles
- Reducing 10,000-15,000+ car trips every day

## Affordable & Equitable Mobility

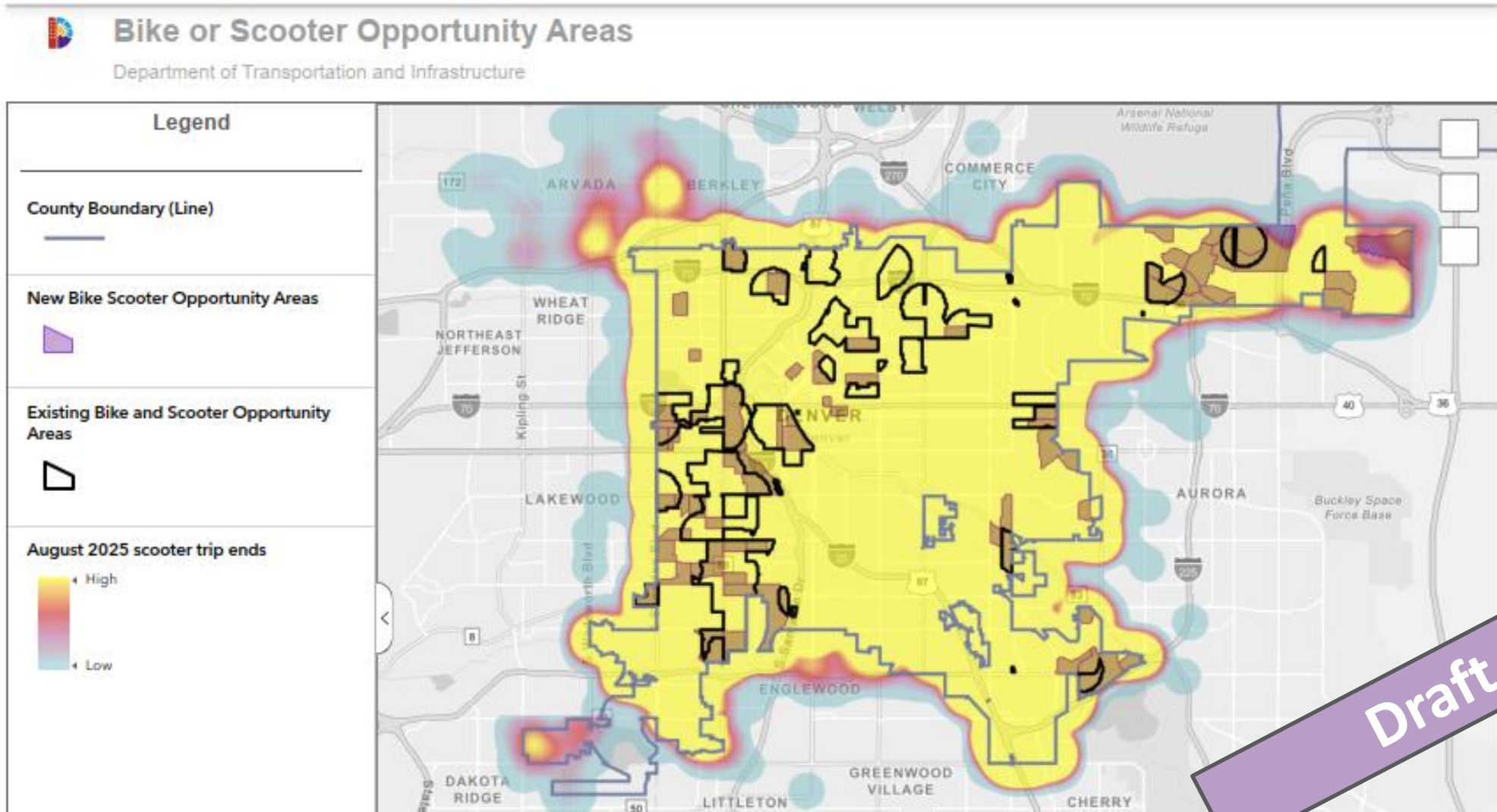
- “Access” program provides free trips to income-qualified Denverites
- The largest program in the world

## An Integral Part of Our Transportation System

- 61% of regular riders use to get to work, 74% to healthcare
- 43% of riders connect to transit

# Updated Equity Areas Map

Based on updated data from the DOTI Equity Index



# veo access

## Instant access from Day One.

Veo is committed to making sure riders enrolled in existing low-income programs can ride for free as soon as Veo launches.

### Free 60 minutes every day – no waiting period.

As soon as Veo goes live, you can unlock free rides instantly. Simply tap a button in the app to confirm you're an Access rider. We operate on the honor system: No waiting and no documents needed to start riding. You can then submit verification to keep your free minutes active.



Scan for  
more info

## Once Enrolled

- ✓ Your account is automatically updated with Access benefits
- ✓ You receive confirmation email with detailed FAQs
- ✓ You get \$10 in ride credit to get started
- ✓ Text-to-unlock is available if you don't have a smartphone

veo



# Veo Outreach footprint since January

## Housing, economic, and social equity

- Servicios de la Raza
- Denver Housing Authority
- Colorado Village Collaborative
- Denver Rescue Mission
- The Delores Project
- Brothers Redevelopment
- WellPower
- Denver Cares
- Colorado Works
- Center for Employment Opportunities
- Second Chance Center, Inc
- DenverDream Center
- Denver Latino Commission
- Rocky Mountain Human Services

## Government, transit advocacy, downtown, and citywide

- City Council offices (all)
- Denver Streets Partnership
- Transportation Solutions
- Downtown Denver Partnership
- Updona
- Lodona
- West Corridor TMA
- Northeast Transportation Connections
- CO Cross Disability Coalition

## BIDs/RNOs

- Colorado Changemakers Institute
- West Colfax BID
- West Colfax Association of Neighbors
- Montbello 2020
- Sloan's Lake / West Colfax
- Jefferson Park United Neighbors
- Montbello Organizing Committee
- Cherry Creek North Neighbors
- Athmar Park Neighbors
- Berkeley/Regis United Neighbors
- Sun Valley Community Coalition
- East Colfax Neighborhood Association
- East Colfax BID
- East Colfax Community Collective
- Highland United Neighbors
- West Highlands Neighborhood Assn
- Chaffe Park

# Q1 Community Engagement

Veo Access Program · Jan–Mar 2026

January		February		March	
DATE	EVENT / MEETING	DATE	EVENT / MEETING	DATE	EVENT / MEETING
Jan 23	● Denver Streets Partnership	Feb 3	● Transportation Solutions	<b>Mar 5</b>	● <b>Mayor's Bicycle Advisory Committee</b>
Jan 23	● Servicios de la Raza	Feb 3	● Denver Streets Partnership	Mar 9	● Denver Housing Authority
		Feb 4	● West Corridor TMA	Mar 23	● Mutual Aid Monday
		Feb 4	● Downtown Denver Partnership	Mar 24	● Downtown Denver Partnership
		Feb 5	● Cherry Creek BID	<b>Mar 25</b>	● <b>DHA Resident Council — Access enrollment</b>
		Feb 17	● Montbello Organizing Committee	Mar 25	● Colfax BID
		<b>Feb 18</b>	● <b>District 11 Community Open House</b>		
		<b>Feb 24</b>	● <b>D8 Community Open House</b>		
		Feb 25	● CEO Denver		
		Feb 26	● NETC		
		Feb 26	● RTD		
		<b>Feb 26</b>	● <b>D6 Tabling — Korsakov Apts</b>		
		Feb 27	● Cherry Creek North BID		

● Community event / Public tabling

● Mutual Aid Monday

● Partner meeting

DATE EVENT

**Apr 1** ● **Automatic enrollment — all pre-registered riders**

Apr 4 ● Easter egg hunt — Access enrollment event

Apr 6 ● Mutual Aid Monday

Apr 7 ● Street team AM — D8, CM Lewis (chair)

Apr 9 ● Street team PM — D10, CM Hinds (v. chair)

Apr 13 ● Mutual Aid Monday

Apr 14 ● Street team AM — D7, CM Alvidrez

**Apr 15 \*** ● **Pre-registered riders receive transition instructions**

Apr 16 ● Street team PM — D2, CM Flynn

DATE EVENT

Apr 19 ● Library pop-up — Corky Gonzales Branch

Apr 20 ● Mutual Aid Monday

Apr 21 ● Street team AM — D11, CM Gilmore

Apr 22 ● Earth Day — outreach opportunity

Apr 23 ● Street team PM — D6, CM Kashmann

Apr 27 ● Mutual Aid Monday

Apr 28 ● Street team AM — D1, CM Sandoval

Apr 30 ● Street team PM — D8, CM Lewis (chair)











**TBA** ● **Veo Access sign-up website launches (tied to contract approval)**










● Milestone / Key date

● Community outreach / Public event

● Mutual Aid Monday

● Street team / Partner

DATE	EVENT
<b>May 1</b>	 <b>Veo service launch — Instant Access opens</b>
May 1	 RTD station pop-ups — launch week begins
May 3	 Cinco de Mayo Fest — Civic Center Park
May 4	 Mutual Aid Monday
May 4	 Cinco de Mayo Fest — Roosevelt Park / Longmont
May 5	 Street team AM — D10, CM Hinds (v. chair)
May 7	 Street team PM — D7, CM Alvidrez
<b>May 11</b>	 <b>Instant Access self-certification deadlines begin</b>
May 11	 Mutual Aid Monday
May 12	 Street team AM — D2, CM Flynn

DATE	EVENT
May 14	 Street team PM — D11, CM Gilmore
<b>May 15</b>	 <b>Last day of Lime/Bird service</b>
May 18	 Mutual Aid Monday
May 19	 Street team AM — D6, CM Kashmann
May 20	 Community office hours — CM offices
May 21	 Street team PM — D1, CM Sandoval
May 25	 Mutual Aid Monday
May 26	 Street team AM — D8, CM Lewis (chair)
May 28	 Street team PM — D10, CM Hinds (v. chair)

DATE	EVENT
Jun 1	● Mutual Aid Monday
Jun 1	● Denver Bike to Work Month begins
Jun 2	● Street team AM — D7, CM Alvidrez
Jun 4	● Street team PM — D2, CM Flynn
Jun 8	● Mutual Aid Monday
Jun 9	● Street team AM — D11, CM Gilmore
Jun 11	● Street team PM — D6, CM Kashmann
Jun 15	● Mutual Aid Monday
Jun 16	● Street team AM — D1, CM Sandoval
Jun 17	● Denver Bike to Work Day — Equity Zone RTD stations

DATE	EVENT
Jun 18	● Street team PM — D8, CM Lewis (chair)
Jun 19	● Juneteenth (federal holiday)
Jun 20	● Denver PrideFest — Day 1
Jun 21	● Denver PrideFest — Day 2
Jun 22	● Mutual Aid Monday
Jun 23	● Street team AM — D10, CM Hinds (v. chair)
Jun 24	● Community office hours — CM offices
Jun 25	● Street team PM — D7, CM Alvidrez
Jun 29	● Mutual Aid Monday
Jun 30	● Street team AM — D2, CM Flynn

DATE	EVENT	DATE	EVENT
Jul 2	● Street team PM — D11, CM Gilmore	Jul 18	● Colorado Black Arts Festival — Day 2
Jul 4	● Independence Day (federal holiday)	Jul 19	● Colorado Black Arts Festival — Day 3
Jul 6	● Mutual Aid Monday	Jul 20	● Mutual Aid Monday
Jul 7	● Street team AM — D6, CM Kashmann	Jul 21	● Street team AM — D7, CM Alvidrez
Jul 9	● Street team PM — D1, CM Sandoval	Jul 23	● Street team PM — D2, CM Flynn
Jul 13	● Mutual Aid Monday	Jul 27	● Mutual Aid Monday
Jul 14	● Street team AM — D8, CM Lewis (chair)	Jul 28	● Street team AM — D11, CM Gilmore
Jul 16	● Street team PM — D10, CM Hinds (v. chair)	Jul 30	● Street team PM — D6, CM Kashmann
Jul 17	● Colorado Black Arts Festival — Day 1	<b>Jul 31</b>	● <b>End of Q2 calendar period — report window opens</b>