

March 18, 2026

Shared Bike & Scooter Program Procurement Update

RR26-0326

Department of Transportation and Infrastructure (DOTI)



Previously...

Continuing 2025 discussions:

- **Returning** following summer 2025 discussions and resulting legislation.
- **Heard priorities & concerns** around safety, access, equity, coverage, parking & oversight.
- The procurement process and **the new contract responds directly** to those concerns & priorities.



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

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

What we heard

Feedback & Best Practices

- Community engagement prior to the Procurement:
 - Local stakeholders, community groups, RNOs
 - Regional partners & peer cities on best practices
 - Operators to understand the state of the industry
- Worked with Council to establish new legislation
 - Sidewalk Riding Detection
 - Mandatory Parking Zones
 - Adaptive devices
 - Rider compliance tests
 - In-person outreach

Community Survey

DOTI conducted a survey to understand program use, priorities, and challenges

- Riders and Non-Riders
- English and Spanish
- 2500+ Responses

Denver Launches Public Survey of its Shared Bike and Scooter Program

Published on October 29, 2024

DOTI Launches Public Survey to Shape the Future of its Shared Bike and Scooter Program while Setting All-Time Ridership Records



DENVER – Denver's Department of Transportation and Infrastructure

(DOTI) is celebrating its Shared Bike and Scooter Program's record-breaking summer with ridership soaring past last summer's ridership by 24%.

Procurement Priorities:

Safety &
Vision Zero

Equity &
Access

Affordability
& Mode Shift

Parking & the
Public Realm

Procurement Process

A comprehensive, multi-phase evaluation process

- Issued a Request for Proposals (RFP)
- 4-month, multiphase evaluation process
- Selection committee of City experts
- Emphasis on experience & past performance
- Process included:



CITY AND COUNTY OF DENVER
STATE OF COLORADO



DENVER
THE MILE HIGH CITY

DEPARTMENT OF TRANSPORTATION
& INFRASTRUCTURE

REQUEST FOR PROPOSALS

SHARED BIKE & SCOOTER PROGRAM

Solicitation No. 202580767

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)

Selected Operator: Veo

Why Veo Was Selected:

Strongest performance across all procurement evaluation criteria, including:

- Best fleet of vehicles
- Lower prices
- Flexible equity programs
- Provided via a W2, living wage workforce

Veo Overview

- US-based company, founded in 2017
- Woman and minority owned
- Operate in 50+ cities including LA, NYC, & DC
- Financially stable
- Community-focused



What is in the Contract with Veo:

 **Cheaper Prices**

 **More Ways to Ride**

 **Flexible Equity Programs**

 **Increased Accountability**

What is in the Contract with Veo: Cheaper Prices

Affordable Rates

- The new Veo Base price is lower than current rates in Denver (10% cheaper)
- New: Discount Pass for Denver Residents

Locked-in

- Rates locked into the contract

Program	Current Base	Veo Base	Veo Resident
Rate	\$1 unlock + \$0.44/min	\$1 unlock + \$0.39/min	\$1 unlock + \$0.25/min
Cost for a 10-min ride	\$5.40	\$4.90	\$3.50

35% savings!

What is in the Contract with Veo: More Ways to Ride

Diverse Fleet

- Comfortable for riders of all ages and abilities
- Practical for more types and longer trips, including room to carry belongings

Custom Built

- In-house designed vehicles
- Safer rides with larger wheels

Real-time Detection

- Sidewalk riding + erratic riding detection
- Real-time voice alerts to educate riders



Standing

~33%



Seated

~33%



2-seated

~16%



Cargo

~16%



Trike

~1%

What is in the Contract with Veo: Flexible Equity Programs

Free-Ride 'Access' Program

- Successful income-qualified program
- Eligibility is the same
- 60-minutes of free ride time per day
- More flexibility than the previous program
- *Note: the average Access trip is ~15 mins*

60 min of free riding a day
then \$0/unlock + \$0.15/min

Who Qualifies

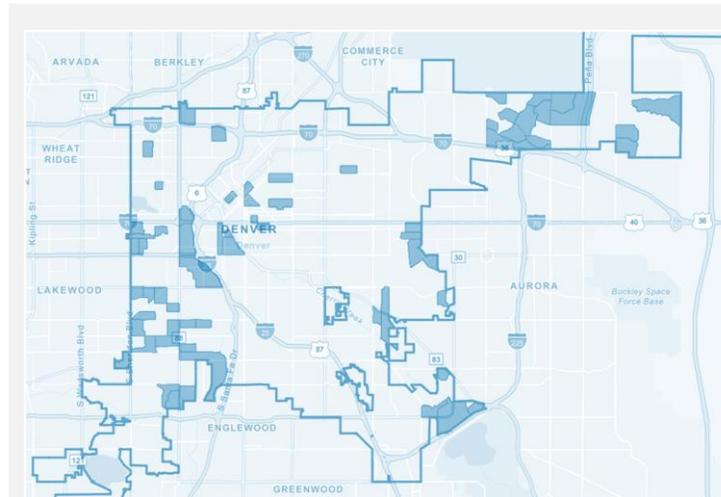
- ✓ SNAP recipients
- ✓ Medicare/Medicaid
- ✓ Veterans & Active Military
- ✓ Denver Public Housing/Housing Choice Voucher
- ✓ LiVE RTD fare program
- ✓ Discounted utility assistance programs
- ✓ Income at/below 200% Federal Poverty Level
- ✓ Students receiving financial aid

Geographic Equity

- 30% deployed into equity-focused neighborhoods daily
- Discounted rates for anyone who starts a trip in these neighborhoods

Smartphone-free Options

- Call or text to unlock and ride
- Load funds without needing a bank account



Equity Areas

- 30% Daily Deployment
- Discounted rates
- Focused engagement

What is in the Contract with Veo: Increased Accountability

In-house, W2 employees

- Local hiring, living wages
- Professional development opportunities
- Specialized & accountable workforce
- Veo branded uniforms and vans

Hybrid Parking System

- 150 new Veo-built parking corrals
- Growing Mandatory Parking Zones
- Real-time rider parking coach educates and corrects bad parking before it occurs



What this means for Denverites:



Cheaper Prices

Locked in rates that are 10-35% cheaper



More Ways to Ride

Diverse, comfortable vehicles, including the 1st self-balancing trike



Flexible Equity Programs

Income-qualified Access program that provides 60-mins free everyday



Increased Accountability

Full W2 in-house workforce for local, living wage jobs



New License Agreement

Contract Overview:

- 3-year License Agreement
- Components:
 - License Agreement Body
 - Scope of Work
 - Service Level Agreement
 - Multi-Year Pricing Plan
- Annual Fee:
 - \$250 Per-Device
 - Incentives for growing the Access program
- Additional Requirements:
 - Market Transition Plan
 - Data hand-off requirements

DENVER SHARED BIKE & SCOOTER PROGRAM

This **LICENSE** (this “License”) is made and given, as of the date set forth on the City’s signature page below (the “Effective Date”), by the **CITY AND COUNTY OF DENVER**, a home rule city and municipal corporation (the “City”), to **VEORIDE INC.**, a (the “Licensee”) with its principal place of business at 3221 Donald Douglas Loop S, Santa Monica, CA, 90405 (each individually a “Party” and together, the “Parties”).

RECITALS

- A. Licensee owns property it wishes to locate and offer for hire within the right-of way in the City and County Denver, State of Colorado (the “Licensee’s Property”).
- B. The City and Licensee now wish to provide for the use of the Property by End Users within the geographical boundaries of the City and County of Denver as part of a citywide shared bike and scooter program (“micro-mobility”) to provide sustainable and affordable transportation options.
- C. To have a successful citywide micro-mobility program, the Parties understand the importance of having convenient, adequate and sufficient infrastructure. Licensee will work with the City to install robust parking and/or docking infrastructure for key areas within City right-of-way to keep the public realm organized.
- D. Prioritizing safety is key to the success of the citywide micro-mobility program, and the Licensee wishes to implement slow zones, no-ride zones, and no parking zones through geofencing, provide a robust safety education program among other safety measures to protect micro-mobility users, pedestrians and the general public.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by the parties hereto, Licensee and the City do hereby promise which are hereby acknowledged by the parties hereto, Licensee and the City do hereby promise

Growing to a Single Operator

Structural Issues in the Current System:

- Current two-operator model is unbalanced (85%|15%)
- Market-share pressure incentivize operators to reduce rider friction

Maximizing Value With a Single Operator:

- Allows Denver to secure lower pricing and higher service standards
- Gives riders all options within one app for a simpler experience
- Makes it easier for non-riders to report mis-parking and concerns
- Reduces over-deployment and supports more equitable citywide coverage
- Creates a system focused on outcomes, not market share

Performance & Business Continuity

Service Levels Agreement (SLA)

- Strict service standards for response times, deployment, operations, and maintenance
- Clear, escalating accountability and penalties

Contingencies & Business Continuity

Failure to Meet Service Levels	Option to add a second operator to supplement service and maintain compliance with performance standards.
Operator Market Exit	Option to assign the existing License Agreement to a qualified replacement operator, including all the performance, service and compliance requirements.
Bankruptcy or Insolvency <small>Actions will depend on timing and legal allowances</small>	Option to transition to the 2 nd ranked proposer from the procurement process OR initiate a new Request for Proposals (RFP) to ensure competitive selection.

Relevant Experience

In 2023/24 DOTI was able to successful transition from Lyft to Bird with all the same contract requirements and no service disruptions.

Community & Partner Engagement

Requirements

- Submit annual Community Engagement & Partnership Plan
- Host a minimum of 20+ in-person events per year
- Conduct targeted marketing and outreach for Access and Adaptive programs
- Distribute a minimum 15 helmets per 100 vehicles annually (1350+)

Veo's Pre-launch Community Engagement

- Already identified over 1,000+ current Access riders for Access pre-enrollment
- 16 pre-launch events, including:
 - Council Community Open Houses
 - DHA Resident Councils
 - Mutual Aid Mondays
 - Local hiring events
- Access Program partnerships, including:
 - Transportation Management Association (TMAs)
 - Denver Housing Authority
 - Denver Streets Partnership

Operator Transition

Transition scheduled for May

- Bird and Lime's Agreements end in mid-May 2026
- Overlapping rollout to prevent service gaps

Access Program Transition

- Multiple, multilingual efforts to ensure a smooth transition:

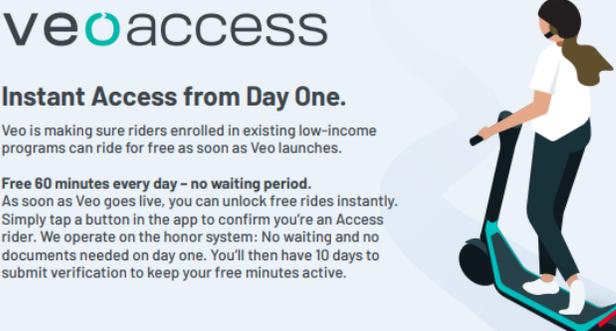
Early Access

- Enroll online or via phone (~5-mins)
- Enroll on the spot at upcoming in-person community events
- Easy Eligibility: Riders can enroll using proof of Bird or Lime Access as eligibility

Instant Access

- In May, riders can self-verify eligibility and then instantly ride for free.

Top priority



veoaccess

Instant Access from Day One.

Veo is 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 on day one. You'll then have 10 days to submit verification to keep your free minutes active.

Scan for more info

Pricing

60 min of free riding every day
then \$0/unlock + \$0.15/min

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

Who Qualifies

- ✓ SNAP recipients
- ✓ Medicare/Medicaid
- ✓ Veterans & Active Military
- ✓ Denver Public Housing/Housing Choice Voucher
- ✓ LIVE RTD fare program
- ✓ Discounted utility assistance programs
- ✓ Income at/below 200% Federal Poverty Level
- ✓ Students receiving financial aid

Precio

60 minutos de viaje gratis todos los días
Después \$0 por desbloquear + \$0.15 por minuto

Una vez inscrito/a

- ✓ Tu cuenta se actualiza automáticamente con los beneficios de Access
- ✓ Recibirás un correo de confirmación con preguntas frecuentes detalladas
- ✓ Obtendrás \$10 en crédito para viajes para comenzar
- ✓ Puedes mandar mensaje de texto para usar el servicio si no cuentas con un teléfono inteligente

¿Quién califica?

- ✓ Personas que reciben SNAP
- ✓ Medicare / Medicaid
- ✓ Veteranos y personal militar activo
- ✓ Programas de vivienda pública de Denver / Vales de elección de vivienda (Housing Choice Voucher)
- ✓ Programa de tarifas LIVE de RTD
- ✓ Programas de asistencia para utilidades con descuento
- ✓ Ingresos iguales o inferiores al 200% del Nivel Federal de Pobreza

Operator Transition

Stay-up-to Date: [Visit VeoRide.com/Denver](https://veoride.com/denver)

- Affordability and Resident pricing programs
- Focus Groups / Community opportunities
- Now Hiring:

Bicycle & Scooter Repair Technicians	Lead Mechanics	Maintenance Operations Managers	Operations Managers
Operations Supervisors	Policy & Partnerships Manager	E-Scooter Delivery Drivers	Tech Leads

veo About Partner Vehicles Shop Rider Guide Blog [Download App](#)

Hello, Denver 🇺🇸

Veo is launching shared scooters and bikes in Denver this spring, and we're excited to partner with the City to bring you new ways to get around.

Help us shape the program

Take a 5-minute survey to share what matters most to you. We want to know what's working in Denver's current program and what could be better. You can also sign up for updates about Veo's low income Access program at the link below.

Get updates about Veo's low-income Access program

Share your email address and we will send you updates on how to get free rides through Veo's low-income Access program.

[Get Veo Access Updates](#)

Want to partner with Veo?

Are you part of a community organization interested in partnering with Veo?

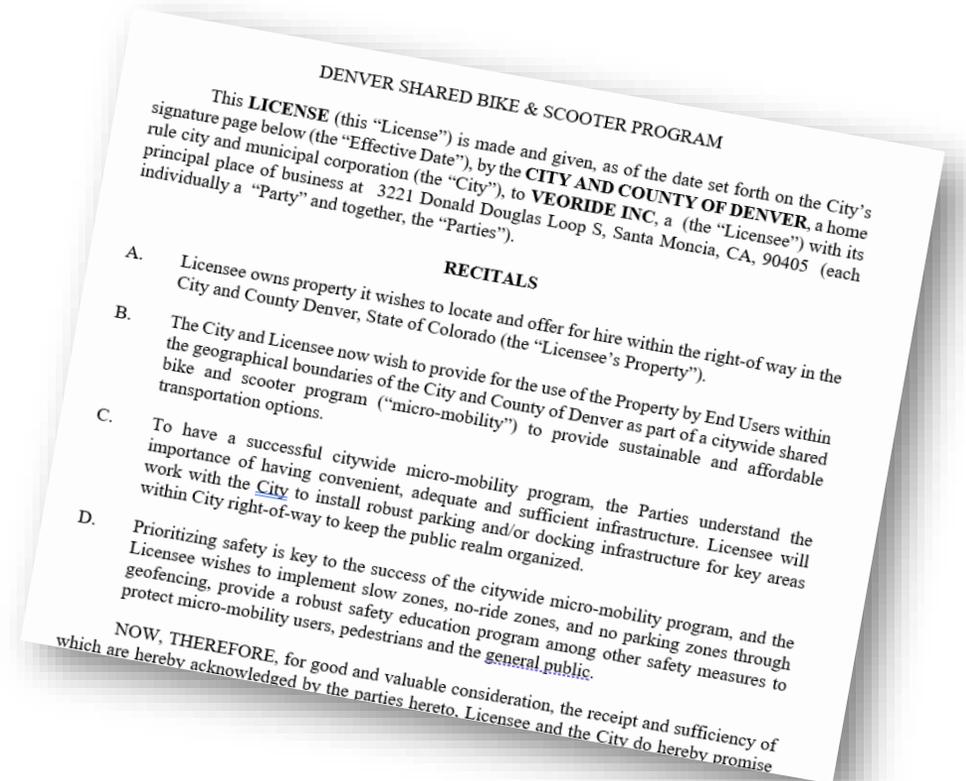
- Help people sign up for the Veo Access program
- Co-host outreach or community events
- Share feedback and insights from your community
- Explore other ways to work together

Resolution #26-0326

Approval of a 3-year License Agreement with Veo for the operation of Denver's Shared Bike & Scooter Program.

Anticipated Timeline

March 18	Transportation & Infrastructure Committee
March 24	Mayor – Council
March 31	Full City Council Final Reading
May 1 st	Veo Launch



Denver's Shared Bike & Scooter Program



Cheaper Prices



More Ways to Ride



Flexible Equity Programs



Increased Accountability



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



60-min of free ride time

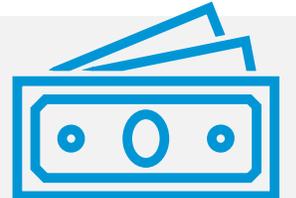
every day with the upgraded
income-qualified 'Access' program

**In-house
"W2" Staff**



with local hiring and living wages

Lock-in rider
pricing that is



10-35% cheaper

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



World's 1st
**Self-balancing
Shared Trike**



Questions?

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

VeoRide.com/Denver