

# New Haven



**City Services and Environmental  
Policy Committee Meeting  
April 3, 2025**

VeoxNHV



# Advancing New Haven's Vision 2025

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## Sustainable Transportation

- Reduces car dependency and emissions.
- Integrates with public transit for a greener, more efficient city.

## Multimodal Connectivity

- Expands transportation choices citywide.
- Seamlessly connects micromobility with transit, rail, and pedestrian networks.

## Accessible & Equitable Mobility

- Affordable, adaptive, and inclusive options for all.
- Enhancing transportation for people of all ages and abilities.

**Woman Founded & Lead since**  
since 2017

**Diverse & Accessible**  
fleet options

**Sustainable & Scalable**  
business model drives profit and  
responsible growth

**Focused & Specialized**  
in long-term partnerships that deliver on  
commitments



**Veo's Candice Xie one year  
later, still slowly and steadily  
winning the profitability race**

Rebecca Bellan @rebeccabellan / 1:30 PM CDT • July 5, 2022



About Us  
Veo x NHV

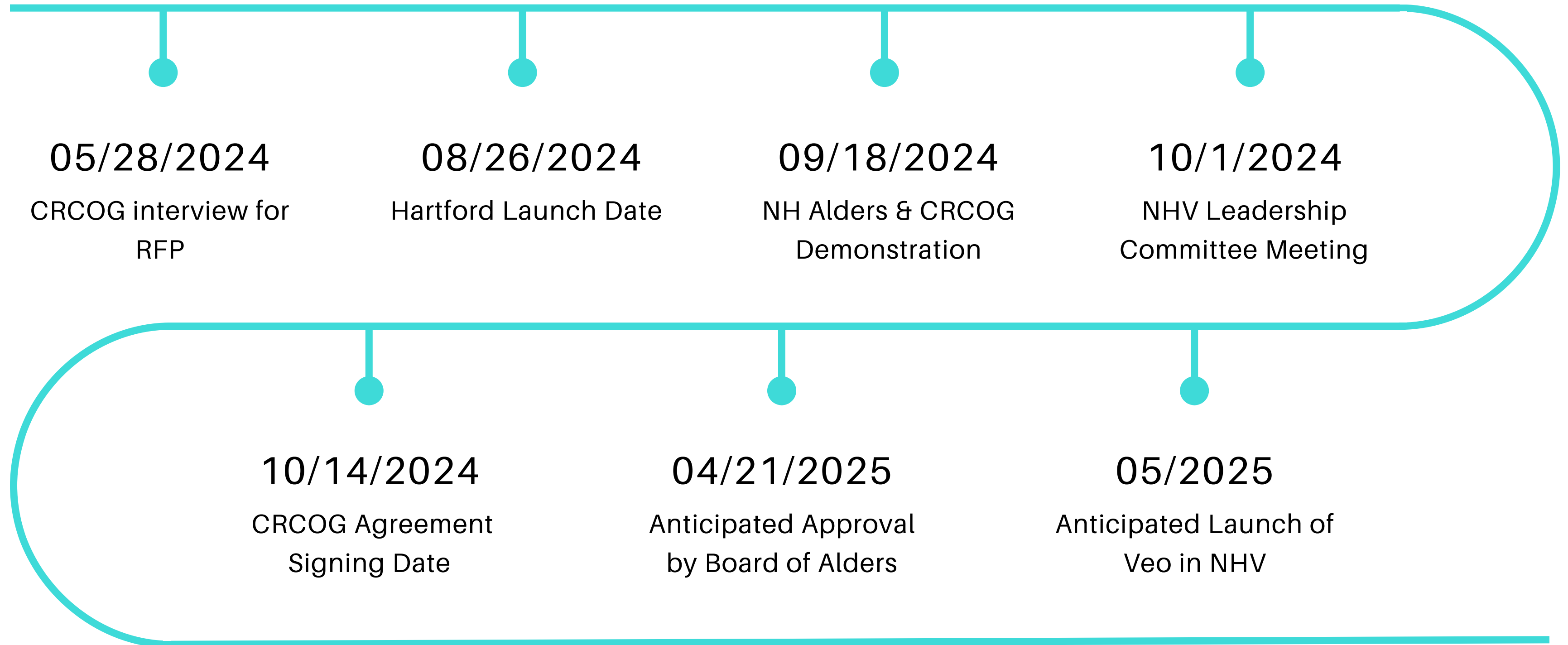
# Program Status

- Veo and CRCOG have **fully-executed the umbrella micromobility agreement**, unlocking opportunities for municipalities and Veo to partner directly.
- Veo launched Hartford in August and has scaled to citywide service.
- **Veo** and **CRCOG** are excited to engage with the City of **New Haven** to understand the city's vision for its own micromobility program.

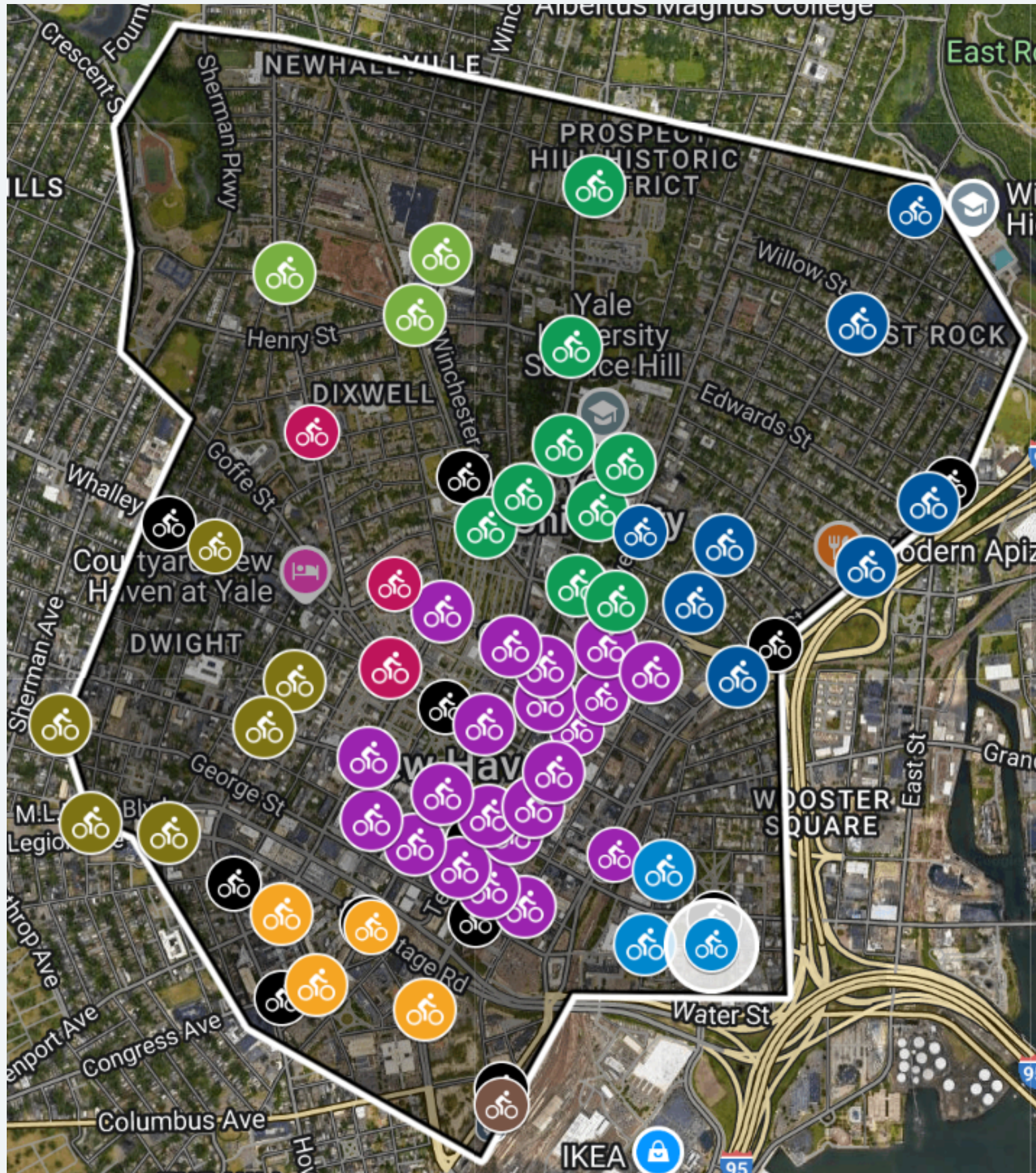


Veo x NHV

# Veox NHV Timeline



# Veox New Haven - 2024-25 Phase 1 Service Area



Veox plans to operate a **small, compact service area** and modest fleet during Phase 1.

Veox will **share ridership data** from the pilot to ensure the City has needed information for a proper needs assessment.

Veox is eager to **coordinate data driven decisions** with City leaders to inform future years' service areas.

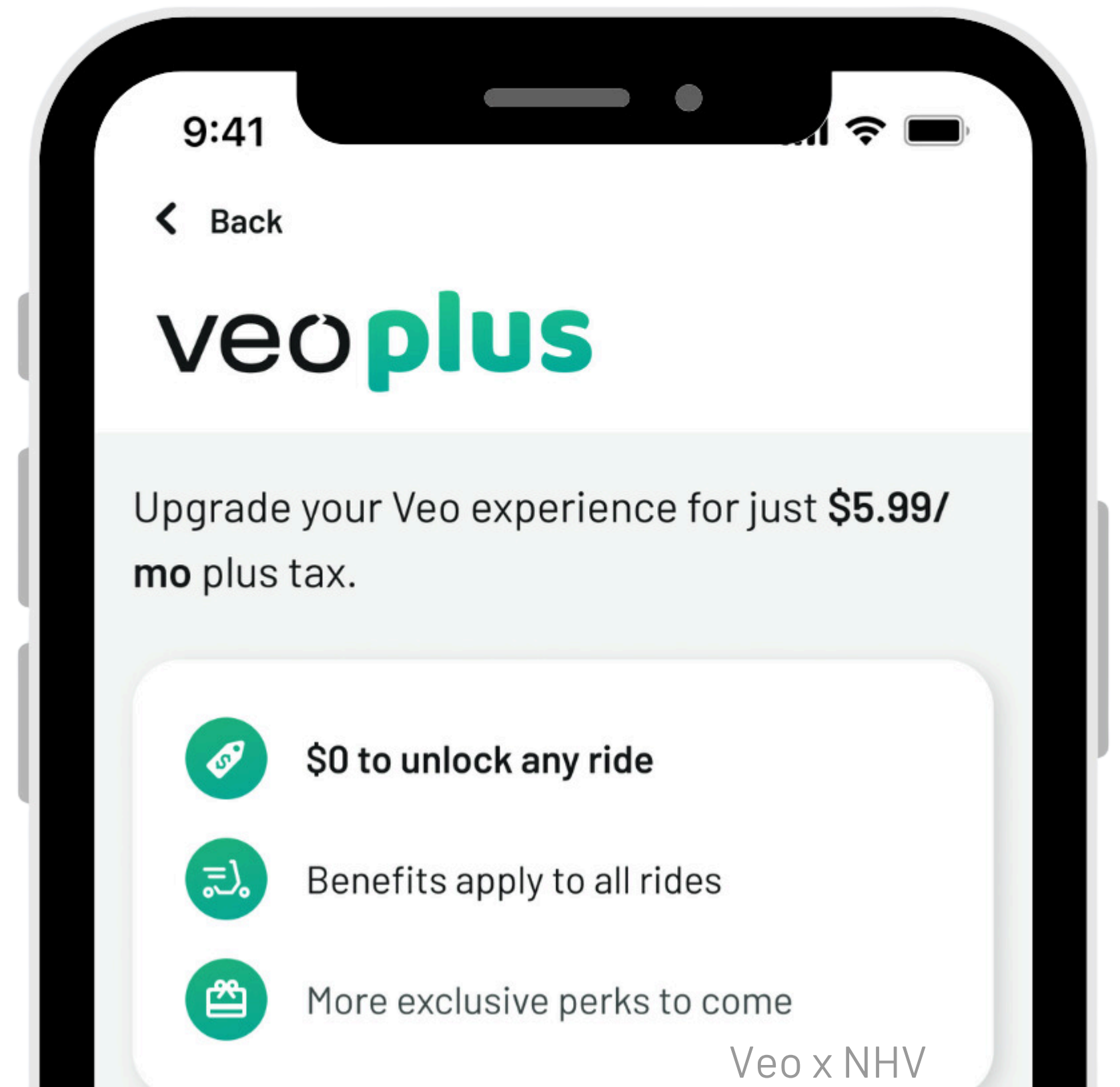
Veox can **add or remove** parking locations as the pilot progresses to ensure alignment with community needs and operational effectiveness.

# VeoPlus: Pricing and Memberships

Veo is **priced competitively**, and pricing will be approximately \$1 to unlock, \$.40/minute to ride.

Monthly subscription offers **discounted rides** at a set monthly cost.

Veo soon to launch **commuter and semester passes**, and will be informed by real world New Haven and Yale needs.



# Veo Access

Veo offers **income-based discounts** to riders who qualify.

**Pricing:** \$5/month, one free 30-minute ride per day, 50% off after that. No unlock fees, ever.

Riders must demonstrate low-income status through eligibility or participation in any local, state, or federal assistance program.



# Invest in New Haven

## Empower Local Workforce

Hire and train local New Haven workers.

## Strong Local Partnerships

Forge bonds with local organizations such as:

- The Housing Authority of New Haven
- United Way of Greater New Haven
- Columbus House
- Yale University
- And more partners that reflect the city's priorities and needs



# Astro stand up e-scooter

L x W x H	50.5" x 7.75" x 45"
weight	69 lbs
battery	swappable lithium ion
motor	350W
range	45+ miles
top speed	15 mph
brakes	dual mechanical brakes
lights	LED front + rear + underdeck
wheels	10" x 2.5" pneumatic tires



# Parking Compliance

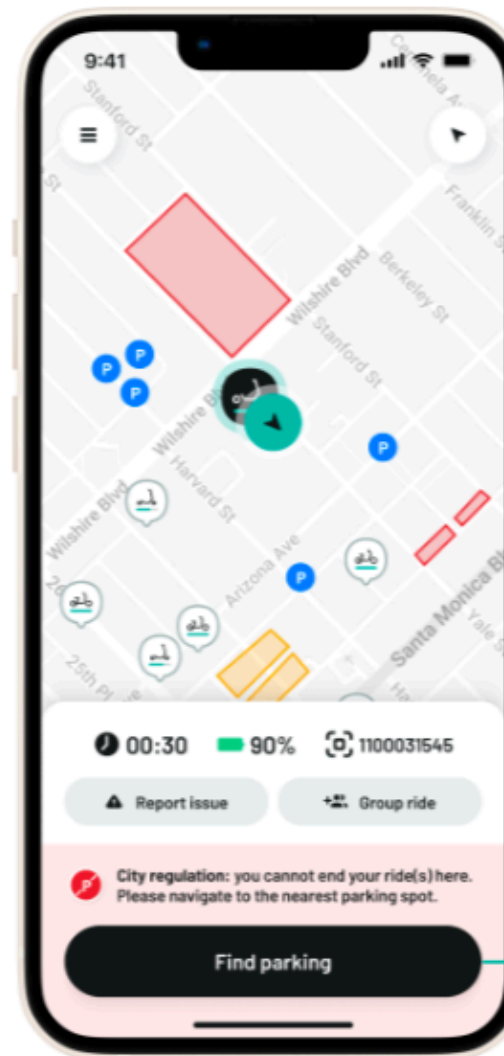
✓ Riders only permitted to end trips at pre-approved (by the City) parking locations

✓ Eliminate barriers to riders finding permitted parking locations

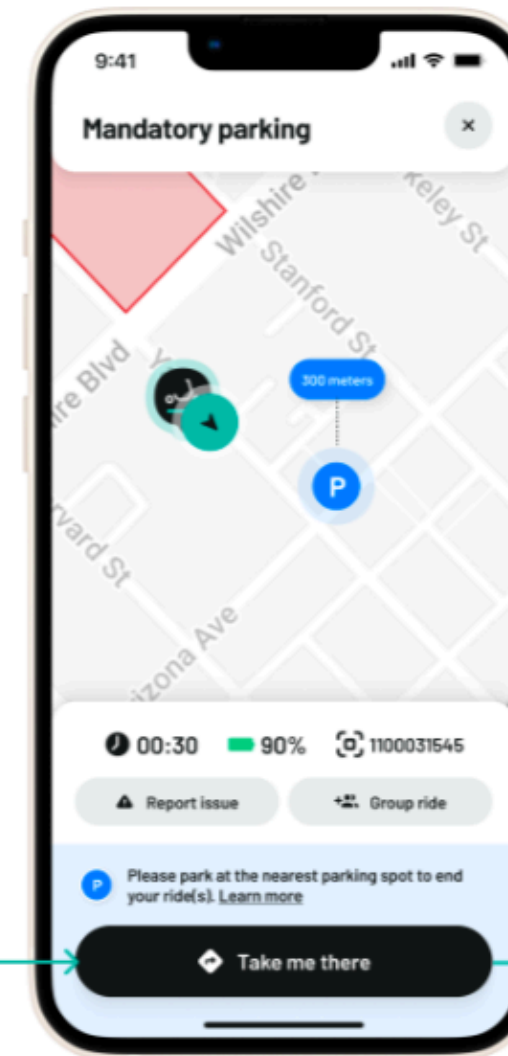
✓ Improved smart navigation to permitted parking zones

✓ Will work with corrals, bike racks, and any other designated areas

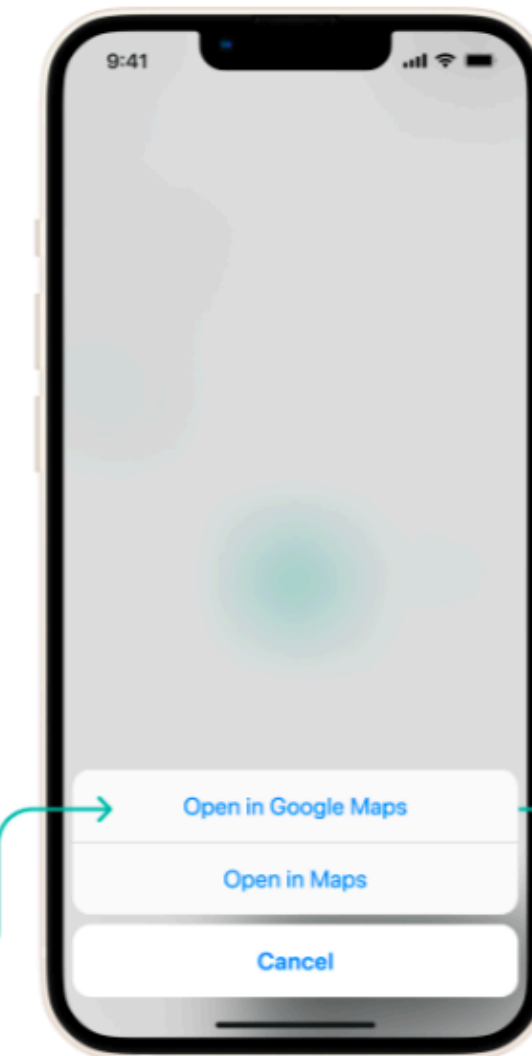
✓ Navigation challenges can be major blocker, limiting effectiveness of other tools if the parking location cannot be found



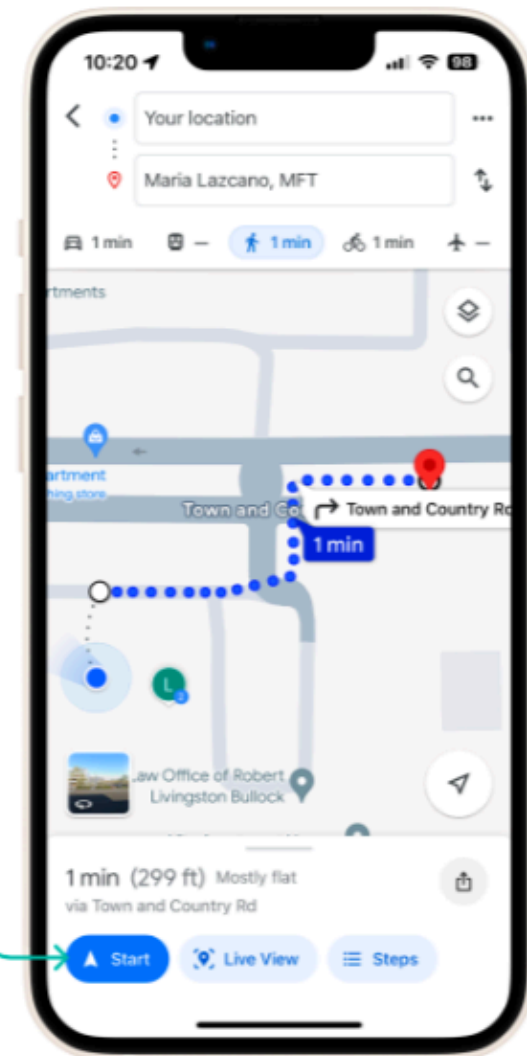
If within an area that is unfit to park, tap "Find parking."



This will highlight the nearest parking spot. Tap "Take me there" to navigate.



Navigating to the nearest parking spot will open the following Map options (will vary based on device type).



Navigate to parking spot.

# Parking Designs

**Space-saving scooter corrals for seamless urban flow and rider convenience.**



Corral markings will be implemented to [promote proper parking](#) and [minimize vehicle tipping](#), with locations clearly designated on the ground and displayed in the Veo app to help guide riders to approved parking areas. Veo x NHV

# Parking Design Next Steps

1 New Haven TTP review of Corral Zones

2 Board of Alders Approval

3 Contract Agreement Signing

4 Launch and Press Engagement

5 Program Evaluation



# **Additional Data Findings**

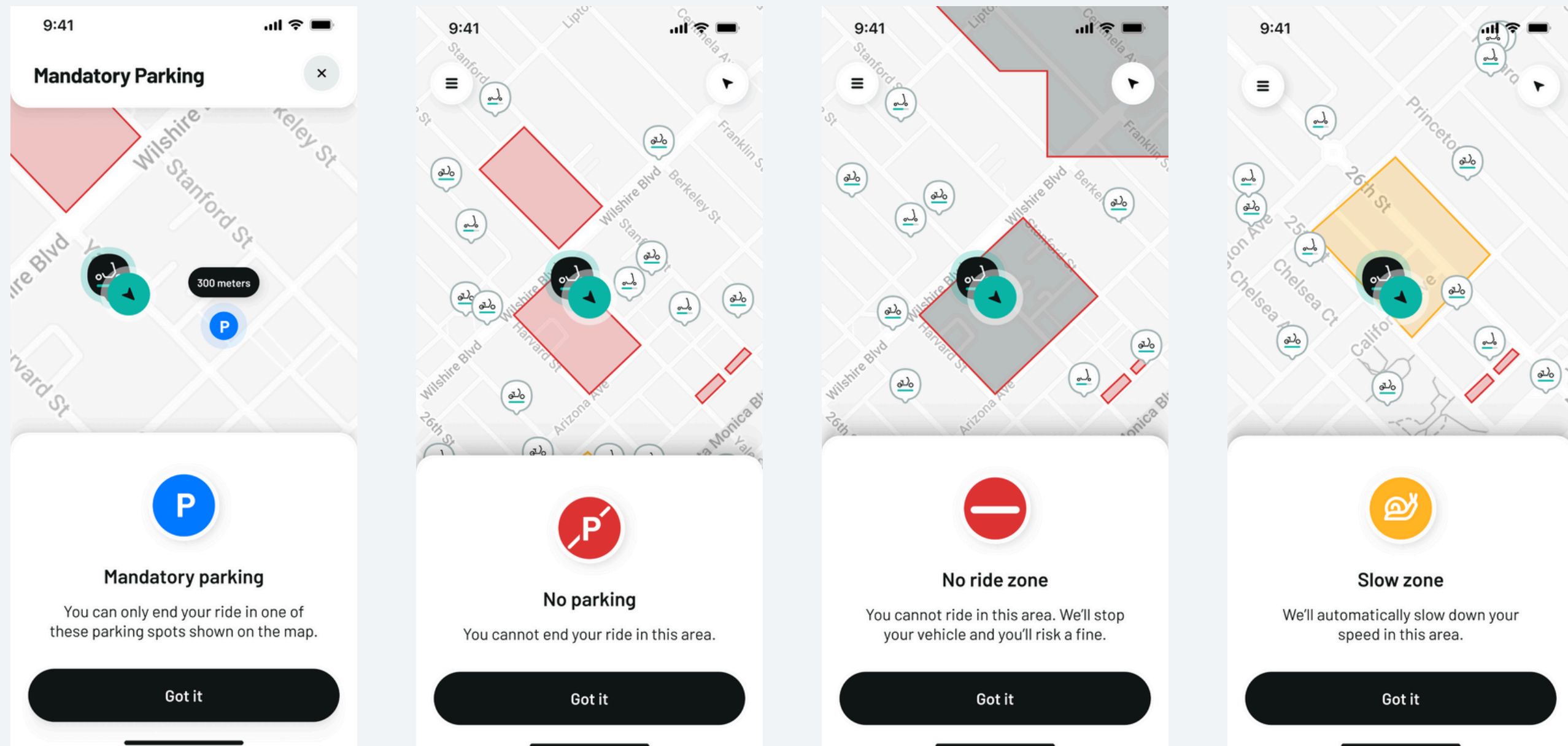
**April 16, 2025**

# Geofencing Tailored to New Haven

GPS accuracy of **<1 foot**

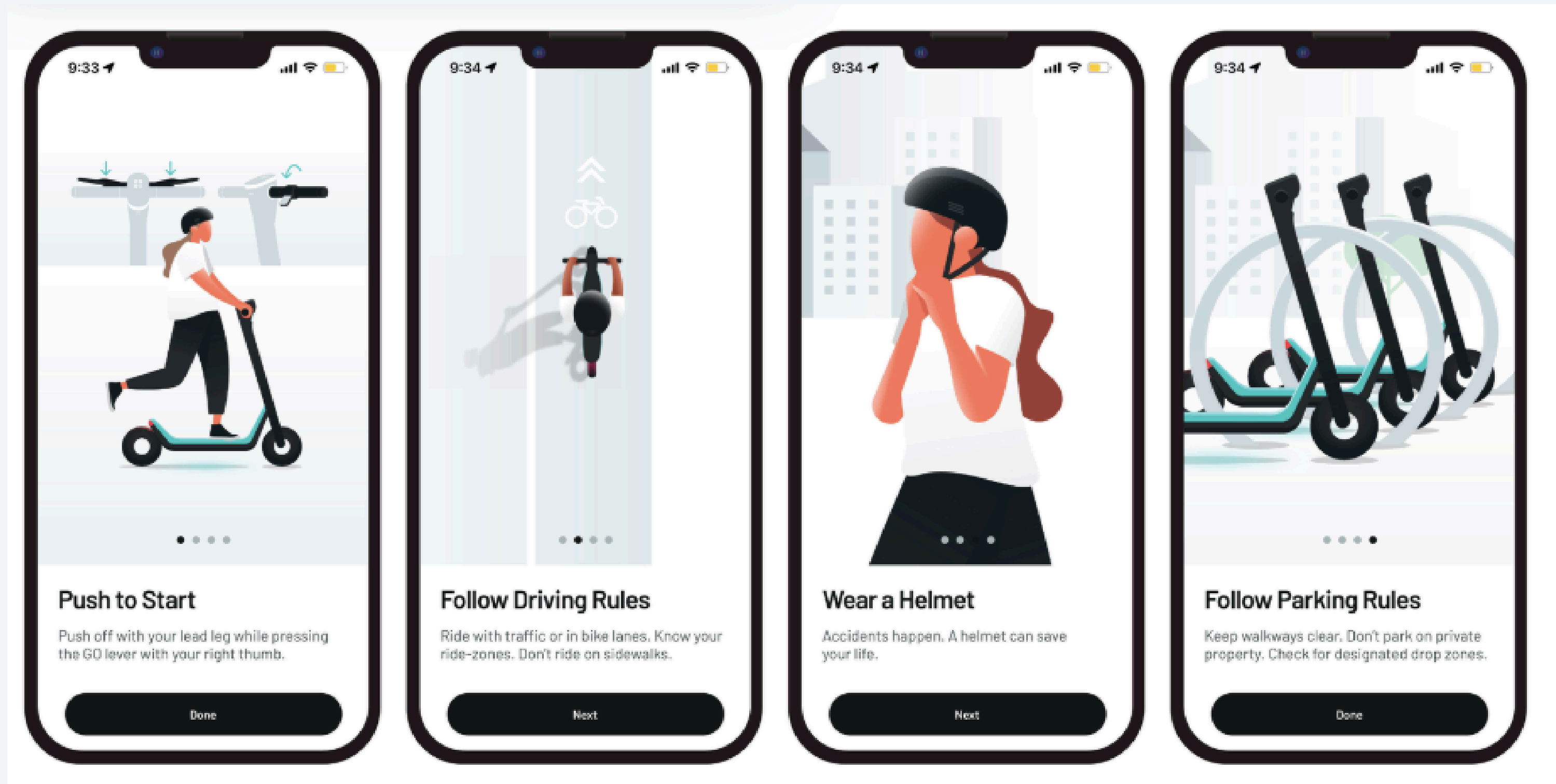
Geofence enforcement of **<1 second**

Geofence Map stored **locally** on the device & **Dynamic fencing** capabilities



To address safety concerns, we can quickly implement or adjust **No Ride Zones (NRZs)**, including those targeting sidewalk riding, as well as **Slow Ride Zones (SRZs)** and **No Parking Zones (NPZs)**, based on data trends and community feedback to promote safer, more responsible riding behavior.

# Safety Metrics



Once a rider has registered, they are guided through a series of educational screens designed to teach them [how to ride and park responsibly](#). This includes customizable safety "splash screens", a required part of the part of the app flow that all users see, ensuring critical local safety priorities are consistently front and center.

# 2024 Veo Survey Summary

Key Message	Supporting Data
Veο reduces car dependency	<b>62%</b> of trips replaced a car ride ( <b>34%</b> personal, <b>28%</b> taxi/rideshare)
Veο fills transit gaps	<b>24%</b> use Veο to connect to/from transit
Veο serves low-income and car-free households	<b>43%</b> lack car access; <b>44%</b> earn < \$50K; <b>30%</b> don't have a license
Veο has high parking compliance	<b>84%</b> of riders report they park properly always or most of the time in "required parking" environments
Riders feel safe using Veο	<b>75%</b> feel very/somewhat safe riding

\*\*\*All data presented is sourced from the Veο Annual Rider Survey 2024

# Hartford Case Study

Categories	Insights
Transit Gap Insights	<b>25%</b> of Hartford riders use Veo to connect to public transit, showing its role in bridging service gaps.
Vehicle Access	<b>47%</b> of Hartford riders do not have access to a personal car.
Vital connections	Commute to work or school: <b>53%</b> Visiting friends and/or family: <b>31%</b> Reaching transit connections: <b>28%</b> Errands and appointments: <b>25%</b>
Parking Compliance	<b>84%</b> of riders across markets (including Hartford) report parking correctly "always" or "most of the time".
Car Replacement	<b>67%</b> of Veo rides reduced dependency on cars to get around, helping reduce congestion in Hartford. <b>26%</b> of Hartford Veo riders use Veo to avoid the high costs of car ownership.

# Hartford Rider Demographics

Riders without access to a car	<b>64%</b> live in a household without access to a car
Have a driver's license	<b>66%</b> of Hartford Veo riders do not have a driver's license
Age:	<b>30%</b> of Veo's Hartford riders are 25 or older
Student status:	<b>60%</b> of Hartford riders are not students
Household income:	<b>68%</b> of riders live in a household with <b>\$49,999 or lower annual household income</b> ; another <b>23%</b> live in a household with income between \$50,000 and \$99,999, making 91% [of Hartford] riders living in a household with \$99,999 or less annual household income.
Gender identity:	<b>30%</b> of Hartford riders identify as a gender other than male
Race / ethnicity:	<b>45%</b> of Hartford riders are Black, <b>42%</b> are Latino / Hispanic. <b>10%</b> of riders identify as Caucasian.
Ability status:	<b>20%</b> of riders identify as having a physical disability that limits their participation in physical activity.

# Hartford Safety Comparison

Veo Injuries in Hartford	<p>Since launch on August 1, 2024 Veo has completed about <b>96,168 total rides</b> covering nearly <b>183,602 miles</b>. During that time, <b>10 safety issues</b> were reported (<u>one reported issue for every 9,618 rides</u>), including five incident involving injuries (<u>one reported injury for every 19,232 rides</u>). These were identified through rider-submitted tickets, notification from partner agencies and PD, and public health institutions. While any saftey issue is taken seriously, these incident represent a small fraction of overall trip volume, demomstrating a strong safety record to date.</p>
Car Injuries in Hartford	<p>In the same period, according to the UConn Connecticut Crash Data Repository, in Hartford recorded <b>1,124 car crashes, involving 2,706 people</b>. While no transportation mode is risk free, Veo offers Hartford residents a safer, more sustainable alternative to car travel.</p>

# Market Comparisons

Market	Transit Usage (%)	No Car Access (%)	Use for Work Commute (%)
Bronx/Queens, NY	27%	40%	55%
Syracuse, NY	30%	59%	65%
Rochester, NY	28%	50%	42%
Hartford, CT	25%	47%	48%
College Park, MD	22%	41%	50%
Note:	<p>Across diverse cities, from Syracuse and Rochester to the Bronx and College Park, Veo consistently serves communities with low car access and strong demand for commute support:</p> <ul style="list-style-type: none"><li>• Up to <b>59%</b> of riders (Syracuse) report no access to a car</li><li>• <b>65%</b> use Veo to commute to work or school, especially in transit-limited areas.</li></ul> <p>These patterns show that Veo isn't just convenient, it's essential infrastructure in cities with transit gaps and high transportation need. New Haven stands to gain similar benefits by expanding mobility for car-free and working-class residents.</p>		

# Parking Behavior

Parking Behavior	Percent	Narrative Insight
Always	48%	Vast majority of riders park properly, which supports safe and organized city use.
Most of the time	36%	Combined with "Always", 84% show strong compliance.
Sometimes	10%	Occasional mis-parking, but represents a minority.
Rarely	4%	Rare misuse, likely addressable via education or enforcement.
Never	2%	Extremely low rate which indicates program maturity.
Note:		<b>84%</b> of riders report parking properly "Always" or "Most of the time." <b>91%</b> find it easy or somewhat easy to find legal parking. In terms of safety, <b>75%</b> feel "very safe" or "somewhat safe" while riding Veo. This supports the case that Veo provides a safe, regulated alternative to car travel, especially when compared to Hartford car accident statistics.

# Car Substitution (Congestion Reduction)

Trip Replacement	Percent
Personal Car	34%
Taxi/Rideshare	28%
Didn't Replace	16%
Transit	14%
Bike/Walk	8%
Note:	<b>62%</b> of riders report replacing a car ride with Veo. <b>34%</b> replaced a personal car trip, while <b>28%</b> substituted a taxi or rideshare. This highlights the opportunity for Veo to directly reduce car congestion and emissions, providing a sustainable transportation alternative.

# Transit Gap Insights

Veo Use Case	Percent
Connect to Transit	24%
Go where transit is limited	32%
Access jobs/errands	44%
Note:	<p>In markets like <b>Bronx/Queens, Syracuse, Rochester, and College Park</b>, Veo ridership consistently aligns with areas underserved by traditional transit options:</p> <ul style="list-style-type: none"><li>• Limited transit frequency: Riders use Veo to complete trips in neighborhoods where <b>bus/train headways are long or service is infrequent.</b></li><li>• Gaps in weekend/evening service: Many Veo users ride between <b>10 PM–5 AM</b>, especially for commuting, social events, or entertainment, times when transit options are typically reduced.</li><li>• Distance from stops: Survey results show that <b>24%</b> of riders use Veo to connect to public transit, demonstrating its effectiveness in solving the “first/last mile” challenge.</li><li>• This pattern supports Veo’s role as a complementary transit solution, expanding the reach of public systems and increasing mobility options in transit-sparse communities.</li></ul>

# Demographic Reach & Equity

Demographic Category	Percent	Response
Household Income	44%	Less than \$50K
	68%	Less than \$75K
Vehicle Access	43%	No regular access to a personal car
Driver's License Access	30%	No driver's license
Race/Ethnicity	~53%	Identify as people of color
Note:		<b>44%</b> of riders earn less than <b>\$50K</b> , and <b>68%</b> earn less than <b>\$75K</b> , indicating Veo's reach among lower-income populations. Additionally, <b>43%</b> don't have regular access to a personal car, and <b>30%</b> do not have a driver's license. <b>53%</b> of riders identify as people of color. Highlighting Veo's role in supporting mobility for underserved communities.

# Vehicle Access

Access to Car	Percent
Yes	57%
No	43%
Note:	<b>43%</b> of Veo riders <b>do not have access to a personal car</b> , highlighting a significant reliance on alternative transportation. For these individuals, Veo isn't a secondary option, it's a primary mode of mobility. In cities like New Haven, where car ownership isn't universal and transit access can be uneven, shared scooters fill a vital gap by offering flexible, reliable transportation for work, errands, and daily life.

# License Access

Driver's License	Percent
Yes	70%
No	30%
Note:	<p>Nearly <b>1 in 3 Veo riders (30%)</b> do not have a driver's license, highlighting a critical mobility gap in our communities.</p> <p>This underscores how Veo serves residents who are excluded from car-based travel entirely, whether due to age, disability, affordability, or other barriers.</p>

# Safety Metrics

Perceived Safety	Percent
Very Safe	35%
Somewhat Safe	40%
Neutral	15%
Somewhat Unsafe	7%
Very Unsafe	3%
Notes:	<b>75%</b> of riders feel “very” or “somewhat” safe when using Veo. This strong sense of safety reinforces that shared micromobility is not only accessible, it’s trusted. Compared to the high injury rates from car travel in cities like Hartford and New Haven, Veo offers a low-risk alternative for short urban trips, especially when supported by safe infrastructure like bike lanes and slow-speed zones.