

New Haven



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

VeoxNHV



Advancing New Haven's Vision 2025

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

University Markets

Currently operating in 14 university markets

● Oregon State University

● University of Minneapolis

● University of Toledo

● Rutgers University

● University of Illinois

● Purdue University

● University of Maryland

● University of Virginia

● Southern Illinois University

● UCLA

● University of Oklahoma

● University of Arkansas

● University of Alabama

● Texas A&M University

● University of Florida

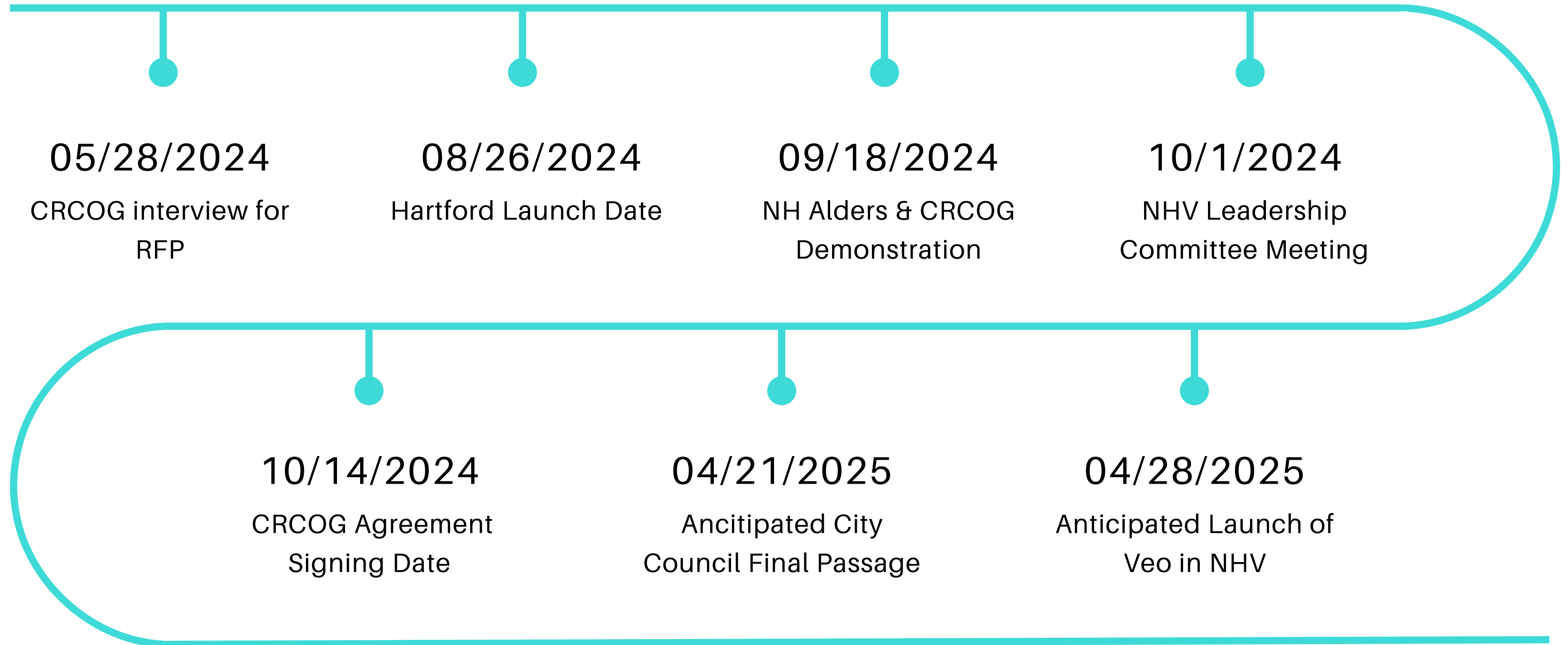
Program Status

- 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.

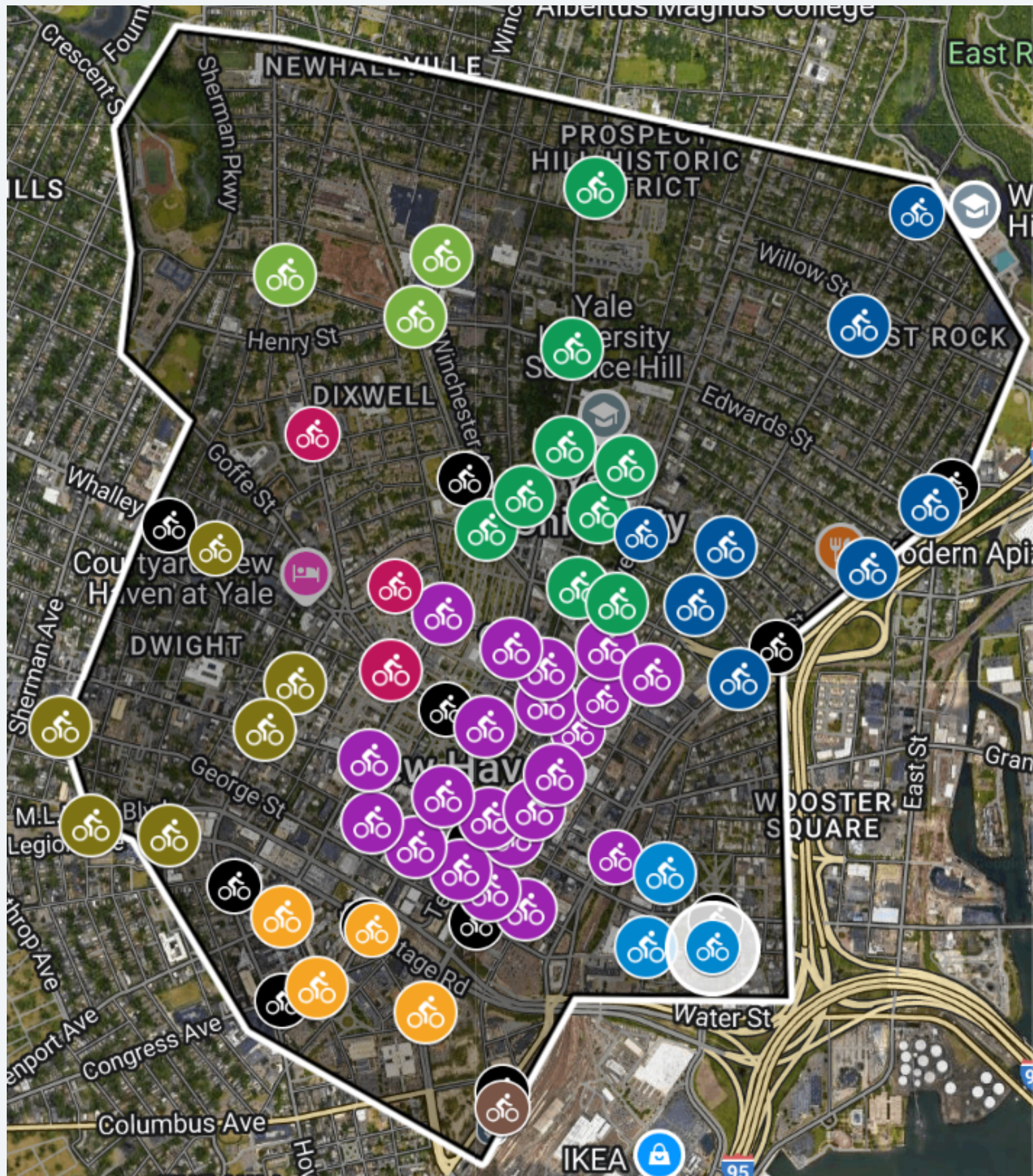


Veo x NHV

Veox NHV Timeline



Veo x New Haven - 2024-25 Phase 1 Service Area



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

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

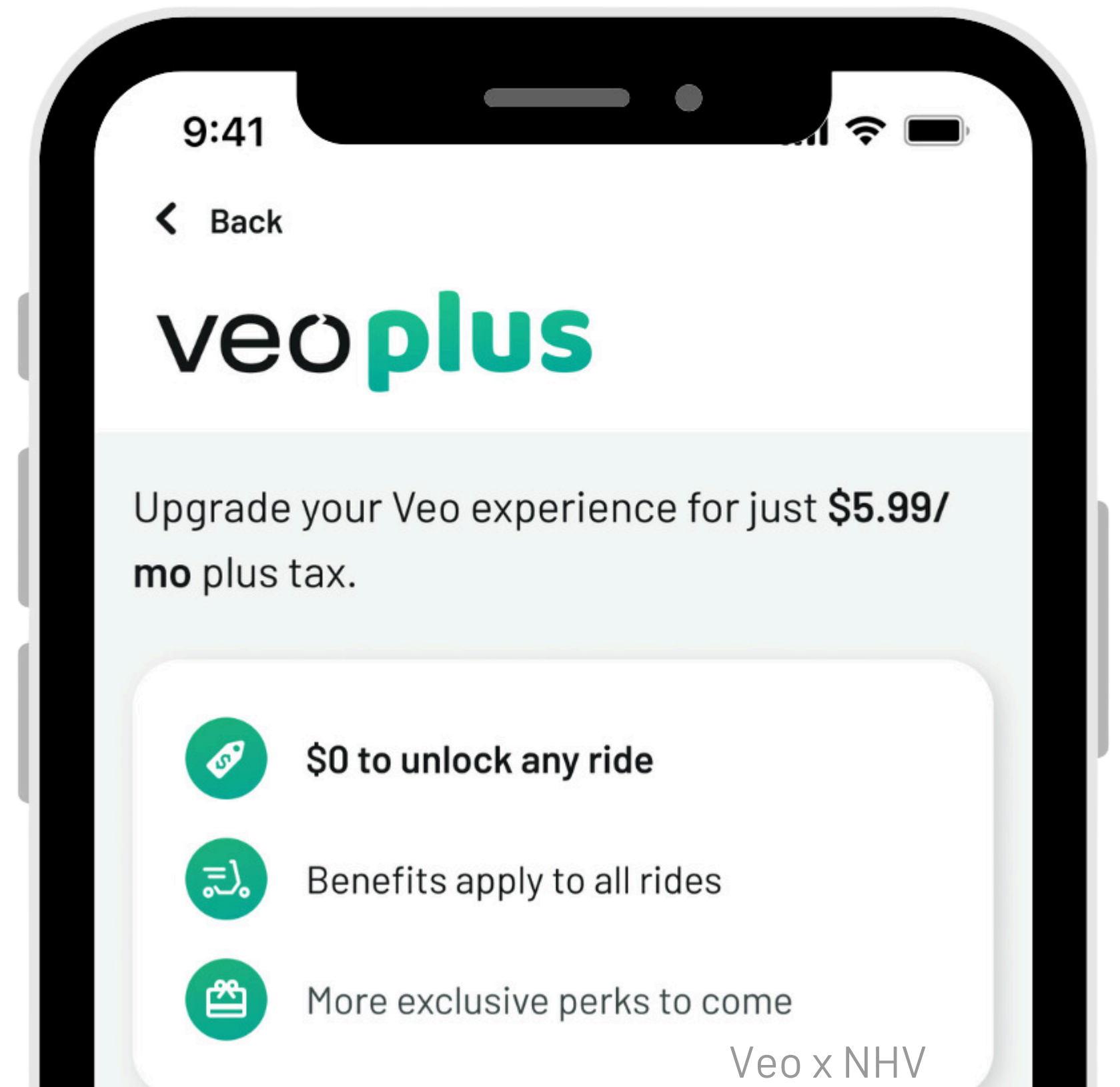
Veo is eager to **coordinate data driven decisions** with City leaders to inform future years' service areas.

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 by partnering with agencies like the New Haven Economic Development Corporation, Workforce Alliance, or New Haven Works.

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

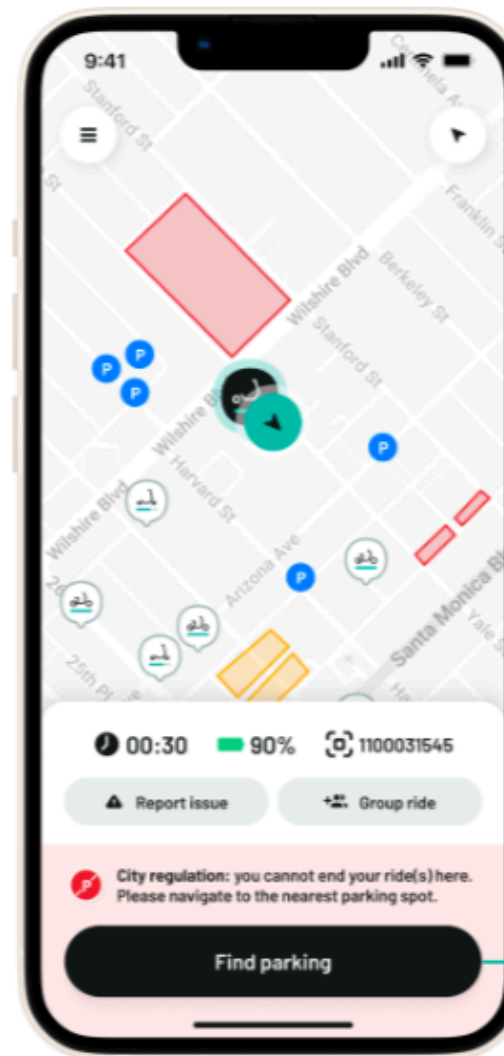
✓ Riders only permitted to end trips at pre-approved (by the City) parking locations

✓ Eliminate barriers to riders finding permitted parking locations

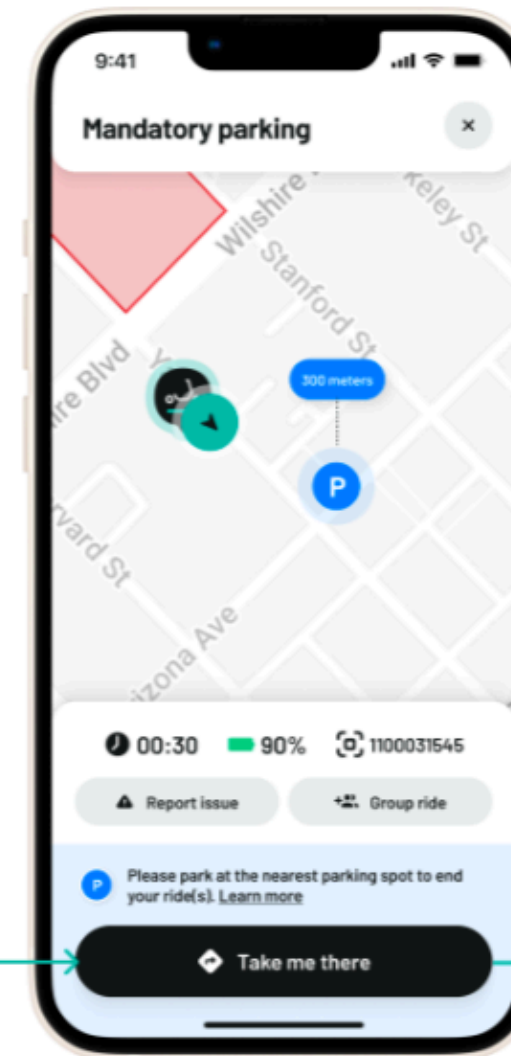
✓ Improved smart navigation to permitted parking zones

✓ 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



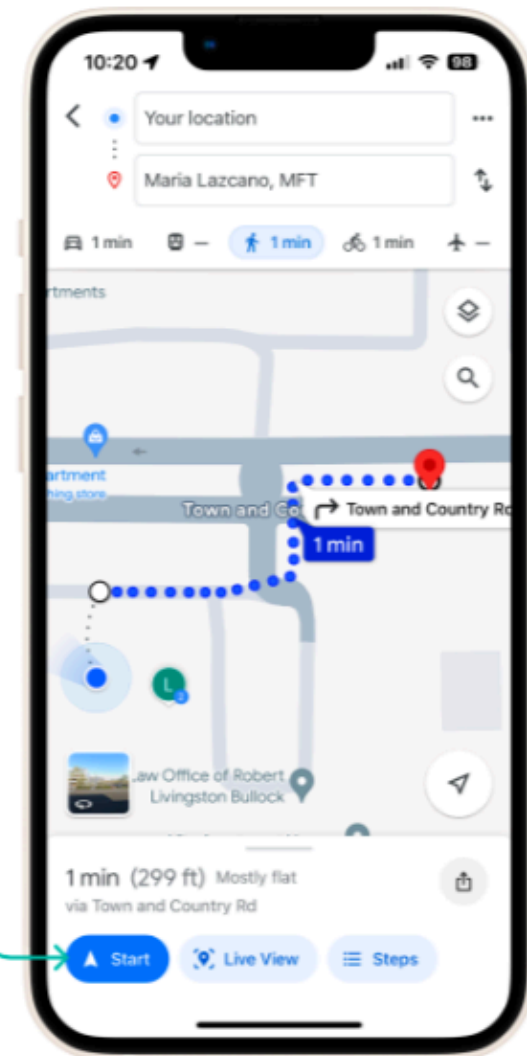
If within an area that is unfit to park, tap "Find parking."



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.



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

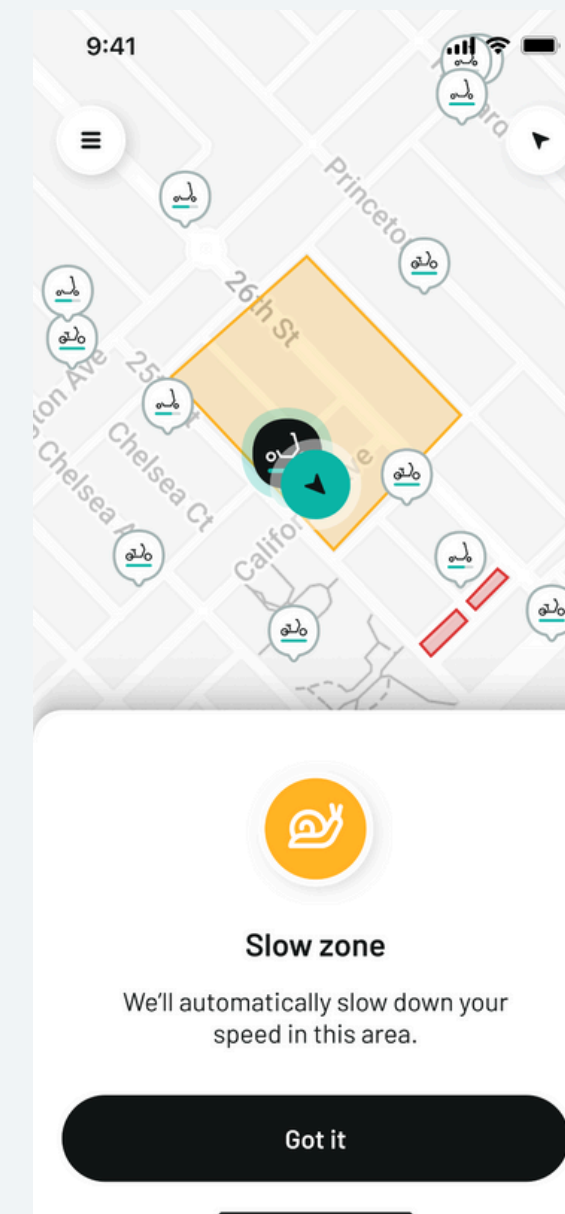
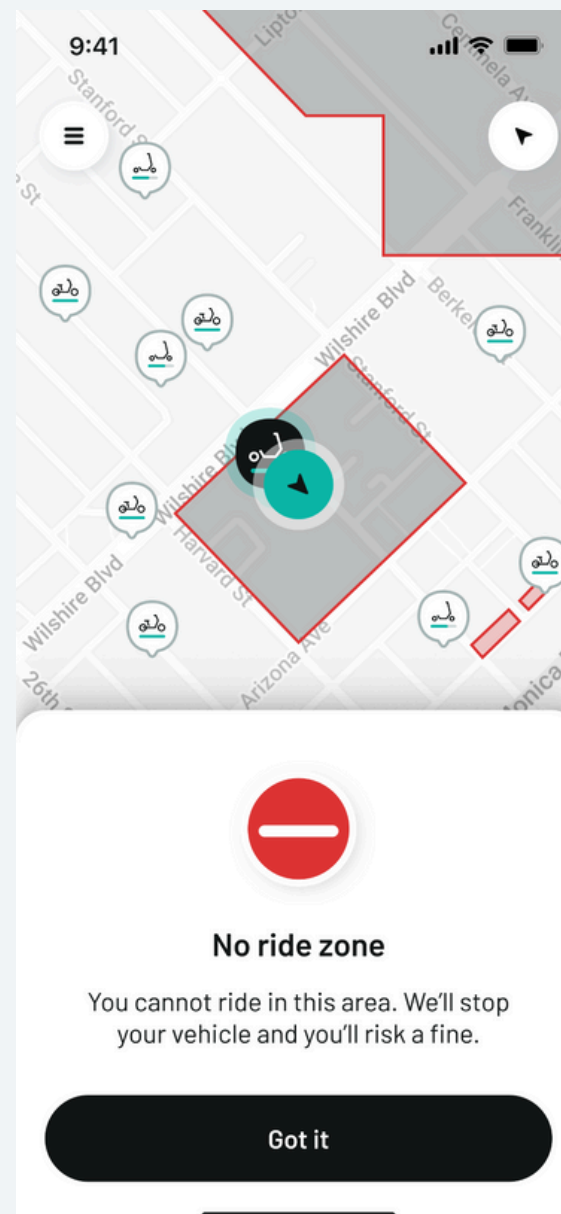
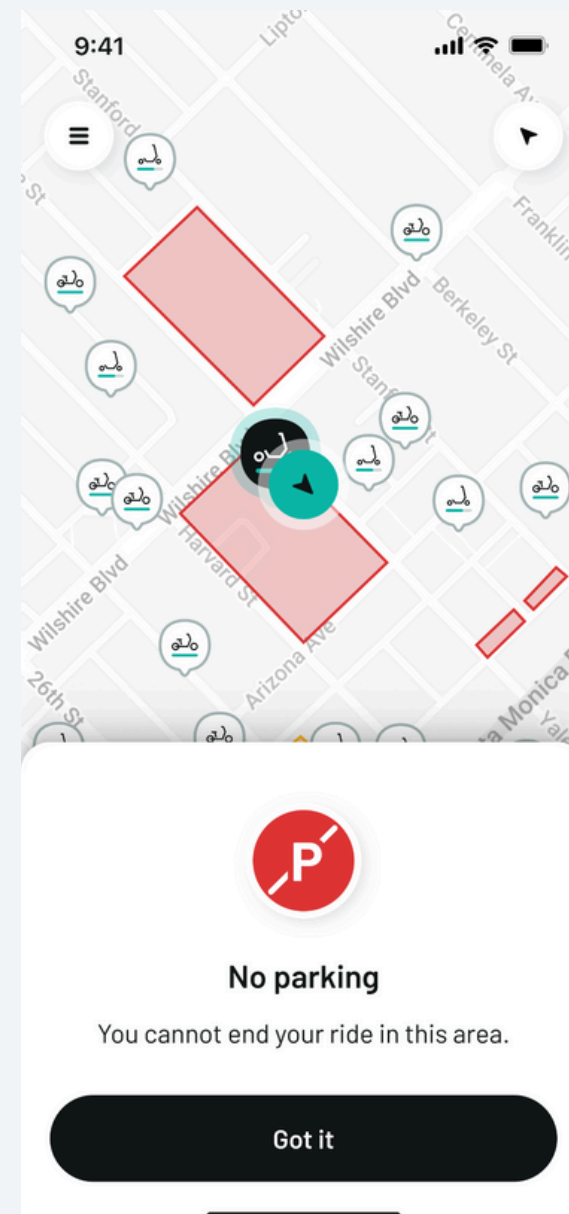
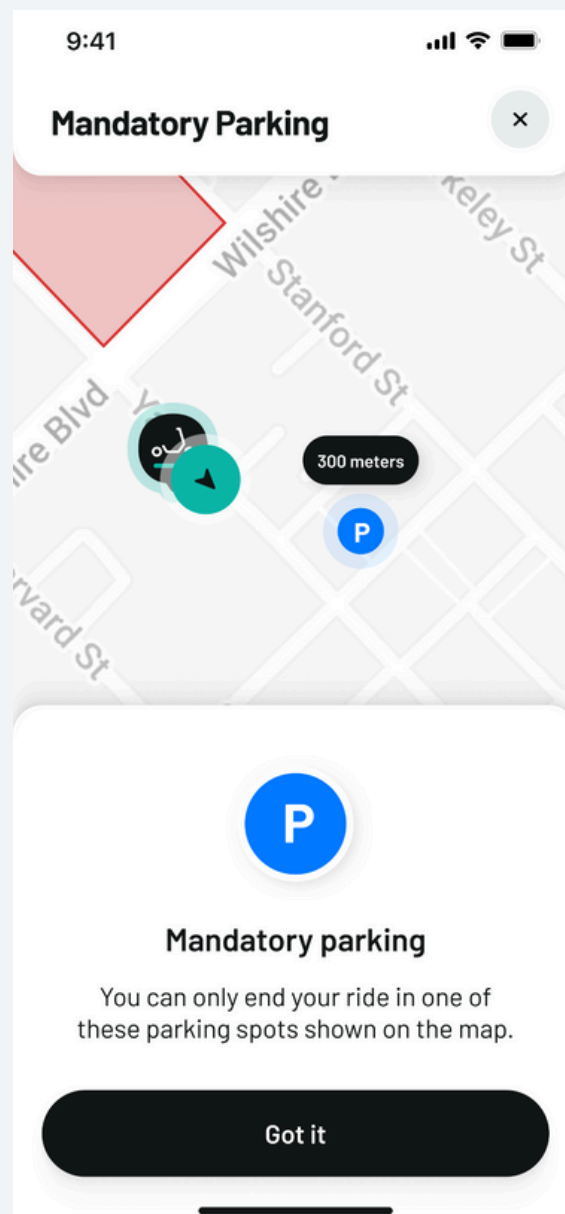


Geofencing Tailored to New Haven

GPS accuracy of **<1 foot**

Geofence enforcement of **<1 second**

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



Thank you!
Any questions?