



UNIVERSITY OF
ARKANSAS

Cosmo Pilot Proposal in Fayetteville & UA Campus Spring 2022

Pilot Goals

Veo's mission is to provide **sustainable, equitable, and accessible** transportation modes for all. The **Cosmo achieves these goals by catering to the needs of a wider rider demographic and range of use cases** including daily commuting, first and last mile connections, and leisurely travel. On average, Cosmo rides are 1-1.5 miles longer and **preferred by a wider range of riders including mature populations, female riders, riders with mobility limitations, and riders looking to replace longer commutes on personal vehicles and/or with app-based rideshare services.** Moreover, the enhanced motor makes the Cosmo capable of tackling inclines like the ones present at the University of Arkansas outperforming stand-up models currently available on campus.

Deployment and Parking

Veo will pilot a total of **100 Cosmo sit-down scooters** in Fayetteville and at the University of Arkansas starting in mid to late March which will replace current Astro stand-up scooters in the market.

Phase 1 of the pilot **will deploy 50 Cosmo scooters.** The additional 50 vehicles will be deployed during Phase 2 of the pilot set **for the end of April/early May as demand increases.**

If permitted, Phase 1 of the pilot will include the **deployment of 10-15 Cosmos on campus.** Phase 2 of the pilot will double the number of deployable devices on campus to 20-30.

We share in the University's interest in understanding potential adjustments to rider behavior including changes to demand, ride paths, ride length and duration.

Given the introduction of forced parking on campus and similar vehicle dimensions (in comparison to Veo's Astro scooter) we are confident parking of Cosmo scooters does not present a set of unique challenges and will fit into the parking infrastructure already available on campus for Veo and Spin stand-up scooters.

We believe the University's recent decision to decrease all vehicle speeds down to 20 mph is beneficial to the adoption of Cosmo scooters on bike lanes and campus roads. Decreasing the speeds of vehicles on campus, especially large vehicles such as cars, SUVs, and trucks, has a real effect in creating a safer environment for bicyclist and scooter riders alike which in turn naturally incentivizes the use of bicycles and scooters on roads. Additional efforts to curtail sidewalk riding include physical stickers on the scooter ("No Sidewalk Riding"), use of in-app push notifications, continuous social media, and on-campus safety related events focusing on best riding and parking practices.

Cosmo scooters will only be deployed and allowed to park at the designed parking locations assigned. A complete map of proposed Cosmo parking and deployment locations can be found [here](#).

Our Fayetteville/University of Arkansas fleet will feature a total of 100 Cosmo and 400 Astros for the duration of the 6-month pilot as agreed on by the city, the University, and Veo. We will not exceed the 500 vehicle cap during the duration of the pilot. **The City of Fayetteville and the University of Arkansas will be able to pause or terminate the program with 24 hours' notice at any time during the pilot.**

We are **committed to working in close partnership with the University of Arkansas' Office of Sustainability** during the duration of the pilot to determine the most suitable deployment and parking sites on campus and will not deploy Cosmo scooters without the University's explicit consent.

Rider Education

During the duration of the 6 month pilot, Veo will reach Fayetteville riders through local safety demonstrations and events (at least 3) focused on rules of the road, trail and parking etiquette. Our goal is to help riders familiarize themselves with local scooter regulations and parking rules.

New riders will complete Veo's in-app safety training checklist which includes guidance on best riding practices and proper parking. All Cosmo scooters will be outfitted with "No Riding on Sidewalk" stickers to reinforce proper riding practices to students and residents.

We will increase social network communications with riders via Twitter and Facebook focused on rules of the road, trail and parking etiquette, and no ride zones. We will provide the university with safety focused infographics to be distributed on the university's website and social media channels. As part of our ongoing engagement we will feature the city of Fayetteville and University of Arkansas in an upcoming Veo blog post.

Pricing

Cosmo and Astros are priced consistently and cost riders \$1 to unlock and \$0.25 cents per minute.

Data Reporting

As part of the 6 month pilot, Veo proposes monthly meetings with the City of Fayetteville and University of Arkansas that will focus on accessing ridership trends between the two vehicle types. This includes but is not limited to total rides per vehicle, avg distance traveled per vehicle, avg trip duration, and most frequently used ride paths.

Established Cosmo Markets

- Texas A&M (University Campus)
- University of Alabama in Tuscaloosa, AL (University Campus)
- Toledo, OH
- New York City - Bronx
- Seattle, WA
- Santa Monica, CA
- San Diego, CA
- Birmingham, AL
- Pensacola, FL
- Sarasota (upcoming), FL

Vehicle Specs		
Category	Cosmo [seated scooter]	Astro VS3 [stand-up scooter]
Dimensions	64" L x 42" H x 27.5" W	51" L x 48" H X 7.76" W
Weight	Vehicle weight: 90 lbs Max. load: 600 lbs	Vehicle weight: 60 lbs Max. load: 600 lbs
Suspension	Coil spring front fork	Front and rear suspension
Comfort	The frame and seat are designed to be comfortably used by riders of varying heights and capabilities. The lower center of gravity design and mountain bike-like suspension provide rider stability.	Front and rear suspension gives riders added comfort when riding.
Wheels and Tires	18" x 3"	10.5" x 3"
Brake type	Dual mechanical brake (front and rear) and electric brake	Dual mechanical brake (front and rear) and electric brake
Lights	All LED lights (white front, red tail light, and under-deck light) are on when the vehicle is in use and are visible from 600 feet. The red tail light flashes when the brake is in use.	All LED lights (white front, red tail light, and under-deck light) are on when the vehicle is in use and are visible from 500 feet. The red tail light flashes when the brake is in use.
Kick-stand type	Double sided kickstand (two points of contact)	Single side kickstand
Maximum speed	15 mph	15 mph
Motor	48V 500W rear drive	48V 350W rear drive
Operating Range	45 miles per charge depending on weather and terrain	40 miles per charge depending on weather and terrain
Battery	Waterproof Lithium Ion Field-Swappable Battery	Waterproof Lithium Ion Field-Swappable Battery
IoT System	IoT allows Veo to control the speed and monitor the motor output of the scooter.	IoT allows Veo to control the speed and monitor the motor output of the scooter.
Lock	Self-locking	Self-locking
Handlebars	Bell, brake levers, throttle, and IoT component located on handlebars,	Bell, brake levers, throttle, and IoT component located on handlebars,
Basket/storage/cargo	Front baskets will be added beginning in Spring 2022	N/A
Materials	Aluminum Alloy frame and Magnesium alloy wheels and suspension	Aluminum Alloy frame and Magnesium alloy wheels and suspension



