Shared Mobility: State of the Program

January 1, 2025 - December 31, 2025

February 2026

The Columbus region is expected to grow by another 1 million people by 2050, but our transportation system cannot safely manage another 1 million cars. It is imperative to offer other modes of transportation. Shared mobility offers an accessible, affordable, healthy and sustainable option, including for shorter trips and first/last mile trips connections. LinkUS, Bike Plus and Vision Zero demonstrate the city's commitment to providing safe alternative transportation modes. The Columbus and Central Ohio Shared Mobility Program aims to provide consistent and predictable access for all users through equitable enforcement and reliable infrastructure.

This document provides a status update and performance review of the Shared Mobility Program from Jan 1, 2025, through Dec 31, 2025. While the regional Shared Mobility Program footprint extends beyond the city's jurisdiction, this report focuses specifically on system operations within Columbus and was prepared by the city's Department of Public Service, Division of Mobility and Parking Services.

Shared Mobility Program Background

Prior to 2025, the city's Shared Mobility Program featured a traditional docked bikeshare system known as CoGo, which also included hybrid/dockless e-bikes, and a Shared Mobility Device (SMD) program consisting of dockless stand-up e-scooters. The city managed CoGo through a vendor operating contract and the SMD program through an annual revocable right-of-way permit process. CoGo also operated in the suburbs of Upper Arlington, Bexley and Grandview Heights. Additionally, The Ohio State University permitted the operation of dockless e-scooters on campus through separate vendor contracts. Management of numerous vendors under different forms of contract and permitting structures presented numerous challenges for the program.

In 2024, the city convened interested regional partners to discuss opportunities to establish a more coordinated regional shared mobility program. The partnership led to the release of a joint Request for Proposals (RFP) to select one or more preferred vendors to offer shared mobility services within the city and region with the following goals:

► Financial sustainability, including to minimize or eliminate operational subsidies from the city and regional partners;

► Strategies for cost-effective expansion of the system to improve equitable access for more people; and

► Strategies to manage operational challenges surrounding device parking within the public right-of-way.

Full catalog of Veo devices

As a result of the procurement process, the city executed contracts with two shared mobility device vendors in spring 2025, introducing a vendor new to the Columbus market, Veo Rides, Inc. (Veo), and retaining previous vendor Spin Bikes and Scooters (Spin). Both companies now operate under substantially identical contracts, with revenue-sharing terms and performance-based Service Level Agreements (SLAs). Additionally, with the termination of the contract between the city and Lyft (manager of the CoGo bikeshare system) the city has facilitated the replacement of the CoGo docking stations with versatile lightweight ride hub stations for staging and parking all types of shared mobility devices.

Fleet and Trip Statistics

From Jan. 1 through Dec, 2025, a total of 812,577 trips were taken using Veo and Spin shared mobility devices deployed in the city's program. This compares to 2024 when 1,002,905 trips were taken using Bird, Lime and Spin by scooter and CoGo bikes. The Shared Mobility Program with Veo and Spin now offers seated scooters designed for solo or multiple riders, stand-up scooters, pedal bikes and pedal assist e-bikes.

Ridership statistics show that both Spin and Veo devices are utilized at an average rate of approximately one trip per day per device. This is considered to be industry standard for a healthy system. If one trip per day with each device is exceeded, it may indicate the need to add more devices to the fleet to accommodate high demand. Through December 2025, the devices that had the highest ridership were Spin's stand-up scooter with over 303,000 rides, and Veo's seated scooter with approximately 319,000 rides.
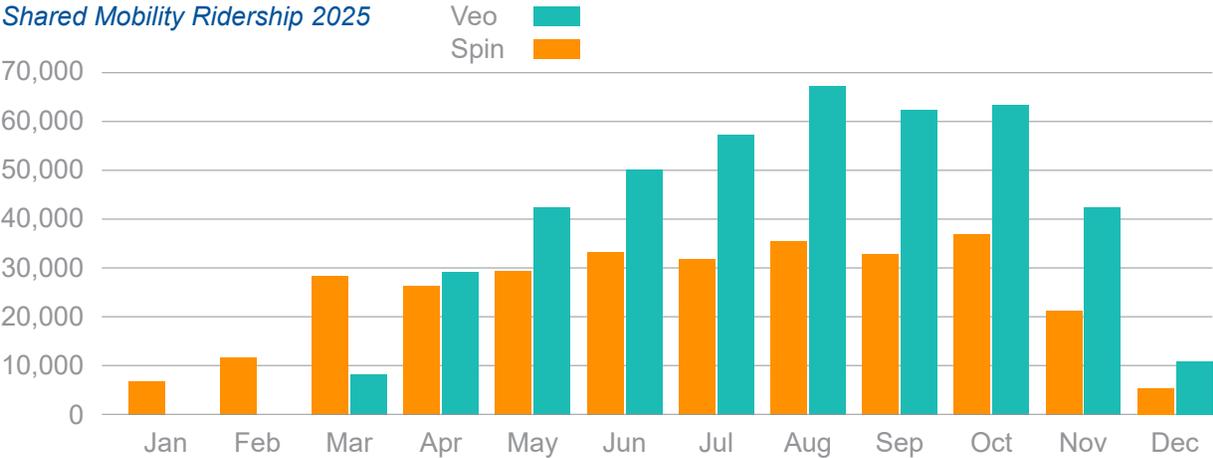

67%
of Veo's trips were taken by seated device

8%
of Spin's trips were taken by a device other than a stand-up scooter

Shared Mobility Ridership 2025

Legend: Veo, Spin

Most trips occur in the University, Downtown, Victorian Village, Harrison West and Short North districts which are the city's densest neighborhoods. The development patterns and trip generators in these neighborhoods show demand for alternative transportation modes. Seasonal ridership patterns indicate a shift toward the OSU campus in the fall and spring seasons. Large campus events including concerts and football games can generate high trip volumes. This creates rich ridership data to aid in planning for large-scale parking interventions. The data can also inform the effectiveness of existing parking infrastructure and where there is a need to improve.

Data collected from the city's densest neighborhoods can be layered with route data to assist in infrastructure planning. The route data can show before and after behavior surrounding interventions. For example, if the city closes a roadway for a special event, where would riders gravitate? Would they pursue a safer route or a more direct route? This helps inform future policy decisions and potential infrastructure improvements.
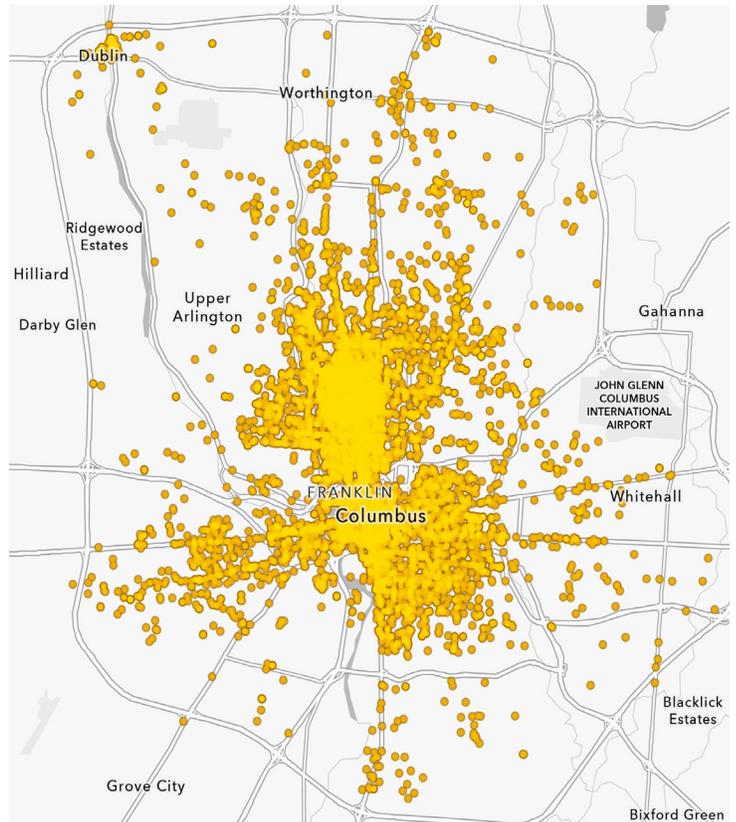
Map showing where ridership typically takes place in Columbus.
Source: Populus

Performance Assessment

A framework for assessment is necessary to objectively evaluate the Shared Mobility Program. The previous permit system consisted of general rules and regulations but lacked specific performance standards. The city's Service Level Agreements with Veo and Spin were developed to monitor system health and create accountability to meet the program's goals. The Service Level Agreements focus on five performance areas and will be revisited annually to ensure the program is meeting its intended goals. Service Level Agreements for each vendor can be found in the appendices.

Service Level Agreement Categories:

1. Intuitive and Organized Parking

2. Safety

3. Expansion and Coverage

4. Transit Integration

5. Planning and Reporting

Service Level Agreement Performance

The Service Level Agreement is used to monitor vendor compliance, communication and reporting. Mobility and Parking Services completes a monthly assessment to evaluate a pass/fail performance rating. As the ADA ramp obstruction example below shows, each agreement has thresholds, a measurement tool and an associated penalty if failing. Penalties assessed to Veo and Spin range from $500 to $1,000, with repeated lack of compliance resulting in multiple penalties being assessed. Monthly performance reports are available in the appendix. This section summarizes performance of Veo and Spin for each Service Level Agreement performance category.

Month: July
Vendor: Spin

SLA ID	SLA Description	Performance Threshold / Expectation	Vendor Report?	City Audit / MDS?	Pass /Fail	Notes
IP1	ADA Obstruction Response	90%+ of reports resolved within 1 hr (8a–10p) or by 8a next day; 30-day avg	Yes	Yes	Fail	Based on a random sample of 5% of 311s submitted in July Spin closed ADA related 311s in 1.3 hours.

Example of SLA with compliance thresholds

1. Intuitive and Organized Parking

This category of performance standards reflects the city's priority to improve device parking and address improper and unsafe parking that blocks sidewalk and ADA access. When a 311 is submitted with a concern about device parking, the service request is automatically sent to that device vendor. If the submitted 311 notes a device is blocking ADA access, it is required to be corrected within one hour. The city and vendors continue to improve this process. Both vendors invested $30,000 in device parking infrastructure in 2025 to help expand Ride Hub locations and scooter corrals. The reporting and investments emphasize a commitment to organized and safe device parking management. Additonal information is provided throughout this report on efforts to continuously improve device parking compliance.

2. Safety

The city prioritizes safety through device user education and vendor app alerts. Mobility and Parking Services is working with Veo and Spin to incorporate in-app technology for greater safety and parking compliance. Overall, compliance with permanent and temporary digital policies has been successful despite a few issues surrounding special event digital policies that have specific restrictions and time frames. City staff is encouraging both vendors to incorporate an audible or other alert in their devices for rides approaching restricted zones.

3. Expansion and Coverage

Veo met the required fleet mix demand of at least 50% seated devices soon after launch. Spin did not meet the 50% seated threshold in 2025 due in part to how they internally designated and reported types of devices deployed when introducing more e-bikes to the system. Fleet diversity is important for affordability and accessibility to different user groups. Until October, both vendors consistently underperformed in distribution to the city's defined opportunity areas of the Hilltop, Franklinton, South Columbus, Near East Side and Linden. Going forward, the city will address winter fleet deployment with the vendors to ensure device access remains at reasonable levels reflective of seasonal trip data.
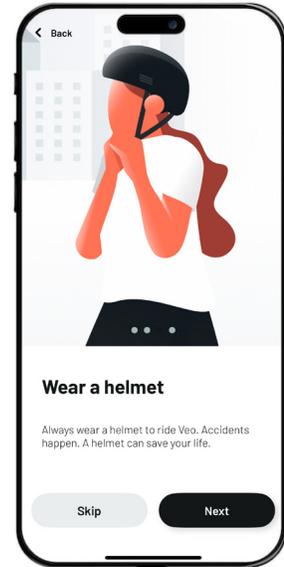
Veo Safety Center checklist

Spin's Explorer e-bike introduced late 2025

4. Transit Integration

Spin is integrated into Google Navigation and the Lyft app, and Veo is integrated into the Transit app. Future integration efforts may include trip chaining, allowing a user to pay once for a bus trip and a shared mobility trip, for example. The city will continue to work with COTA to explore opportunities for features such as payment integration, and to inform the locations for staging devices along high frequency bus routes.

Both vendors working on further integration into the transit ecosystem

5. Planning and Reporting

Veo and Spin meet regularly with Mobility and Parking Services to provide updates on challenges, approaches to address them, and the data to support decision making. Each has demonstrated strong performance with communication and willingness to collaborate on data reporting to meet Service Level Agreement requirements. The city reviews each monthly report using the Service Level Agreement rubric to determine completeness.

Data Aggregation and 311

Many Service Level Agreement requirements with Veo and Spin are monitored digitally through Populus, a third-party data aggregation platform, and through 311 Service Request responses. Populus retrieves real-time GPS location information from each device to help city staff monitor the program and plan changes or improvements. The city's 311 Service Center is residents' primary source to report devices that are blocking sidewalks or ADA ramps, are damaged, or otherwise need attention. From Jan. 1 through Dec. 31, 2025, 311 received 941 service requests related to shared mobility devices. These are immediately shared with Spin and Veo to address in a timely manner.

Mobility and Parking Services uses this information to monitor vendor compliance and to identify hotspot locations for priority interventions, such as designated parking areas or geofences for a slow zone.
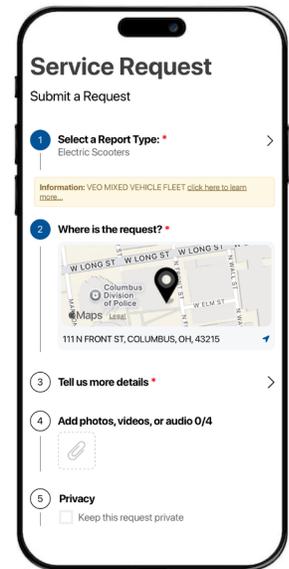
Example of 311 submission

941
311 Service Requests,
Jan-Dec 2025

Field Audits

Field audits are performed by Mobility and Parking Services to count total devices staged for rider access, and tipped and improperly parked devices creating ADA violations often reported by residents to 311. Fourteen staff audits counted 826 Veo devices, including 55 parked devices violating ADA access requirements. Of the 697 Spin devices counted, 49 exhibited ADA violations.

While the city field audits demonstrate the Shared Mobility Program is meeting the Service Level Agreement thresholds around parking and safety, further improvement is warranted. Improvements can be made in 311 responsiveness and overall rider compliance with device usage requirements. The city will continue to partner with both vendors to implement parking management throughout the city and reduce the number of violations.

1523
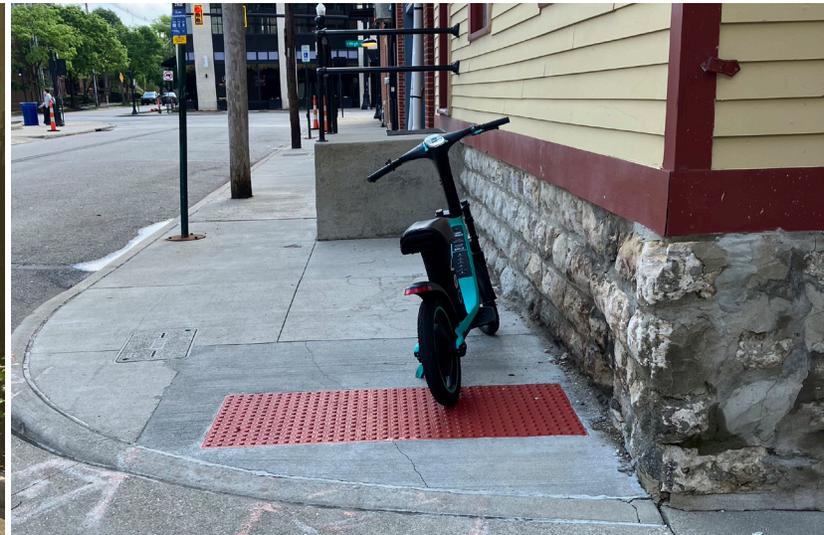devices observed in staff audits

7%
of devices non-compliant with ADA
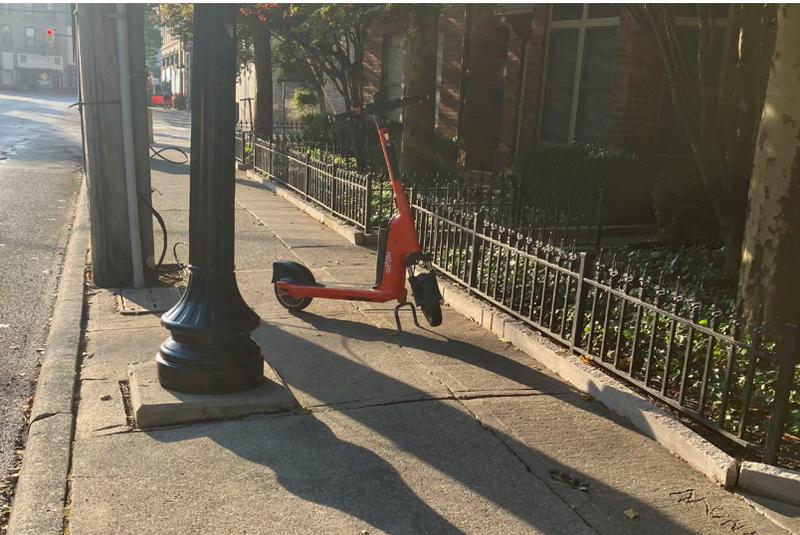
*Example of Spin scooter blocking sidewalk access*

*Example of Veo scooter parking violation on ADA ramp*

Digital Policies

Digital policies, or geofences, are used to create no park zones, slow ride zones, no ride zones, mandatory parking zones and device distribution areas. Currently, Spin and Veo are required to maintain 25 geofences around Columbus established by the city. These geofences may change as technology improves or when a policy no longer fits a program management need. For example, the Scioto Mile has evolved from a no ride zone to a daytime slow zone, a nighttime no ride zone and a no parking zone 24/7 following collaboration with the Division of Police and Downtown Columbus, Inc.

In 2025, the city engaged Veo and Spin on 10 occasions to deploy special event geofence policies. Examples include Comfest at Goodale Park and Red, White and Boom Downtown. These special event geofences are often layered on existing geofences and may result in unintended and confusing guidance in the vendors' apps for riders about where they are allowed to ride and/or park during an event. The city is engaging with the vendors on specific strategies surrounding special events, including in-app communication and device auditory notices during the appropriate time frames. Regular collaboration occurs with special event planners and organizers to ensure safety and parking needs are met. These digital policies can be effective on their own and used in combination with physical infrastructure.
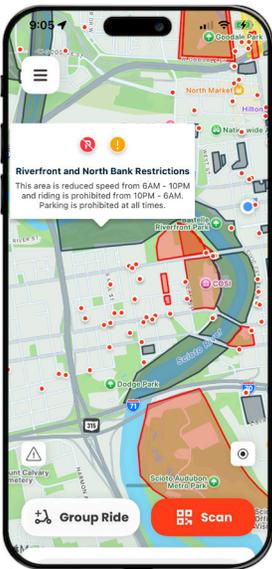

Example of digital policy complexity
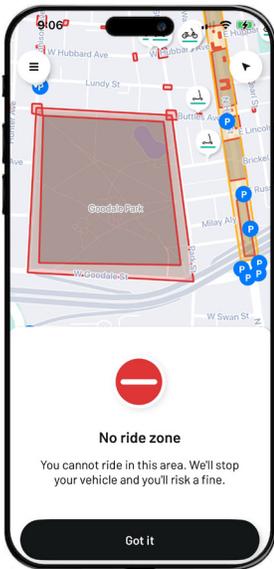
Example of in-app communication explaining geofence restriction

Physical Infrastructure and Technology

The city's replacement of CoGo station locations with versatile ride hubs offers an additional option to park shared mobility devices. Ride hubs are paired with a digital policy creating in-app and physical parking options. The city has mandated that Veo and Spin use these locations to deploy devices and as approved locations for riders to end a trip. Veo's Virtual Parking Coach can also assist this strategy by using machine learning to assess end-ride photos and determine if a rider's parking is approved. Spin's Rider Score can help educate riders on appropriate behavior and parking. These parking approaches can be used in tandem with geofence technology to offer a more consistent parking experience and compliance.
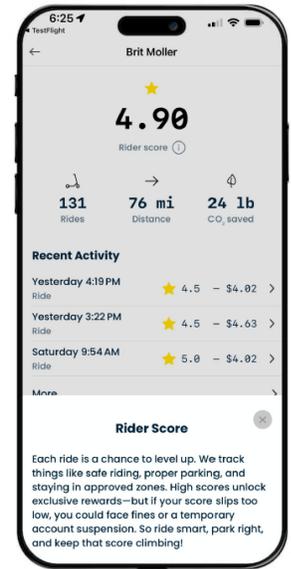
Example of Spin's rider score

City staff continue to work with Spin and Veo to improve user experience when interacting with digital policies that guide proper parking and physical parking options.

City Initiatives

The Division of Mobility and Parking Services team continuously evaluates the Shared Mobility Program to improve performance. The collection of device fees and penalties provides investment in infrastructure supporting this program. Staff completed installation of 20 parking corrals in the Short North Arts District along the High Street corridor in early 2026. This device parking improvement is supported by the Short North Alliance and Short North Civic Association. The project adds to the number of existing corrals in the Downtown, Harrison West, East Franklinton, Old Town East and German Village neighborhoods.

While these areas currently have the highest demand for shared mobility device usage and parking, the Mobility and Parking Services team plans to develop a parking typology framework with an engagement and design strategy that can be replicated across Columbus. During this engagement process, staff will continue to work with groups such as the Columbus Advisory Commission on Disability Issues (CACDI), neighborhood groups and other stakeholders.

Revenue Collected

Each vendor collects revenue fees per trip. Through a revenue-sharing agreement, the city collects a percentage of each trip fee in addition to a vendor fee required per device they deploy annually. Fees collected by the city include:

Vehicles Fees: Each stand-up device fee is $90 and each seated device fee is $20.

Trip Fees: Five cents for each trip is shared with the city.

Multi-Jurisdictional Split Trip Fees: The jurisdiction where a trip begins receives 3 cents per trip, and the destination jurisdiction receives 2 cents per trip. For example, if a ride begins in Columbus and ends on The Ohio State University campus, these trip fees are split between the two jurisdictions.

Enforcement Penalties: Penalties are categorized by vendor Service Level Agreement penalties and by device user penalties. SLA penalties range from $500 to $1,000 while 75% of penalties issued to users by vendors is contractually required to be remitted to the city.

Infrastructure Investment: Each vendor invested $30,000 in the city's Shared Mobility Program in 2025. Additional investments are required in 2026.

Investments and fees collected in Q2 and Q3 2025
*Q4 2025 pending

Legend: Veo, Spin
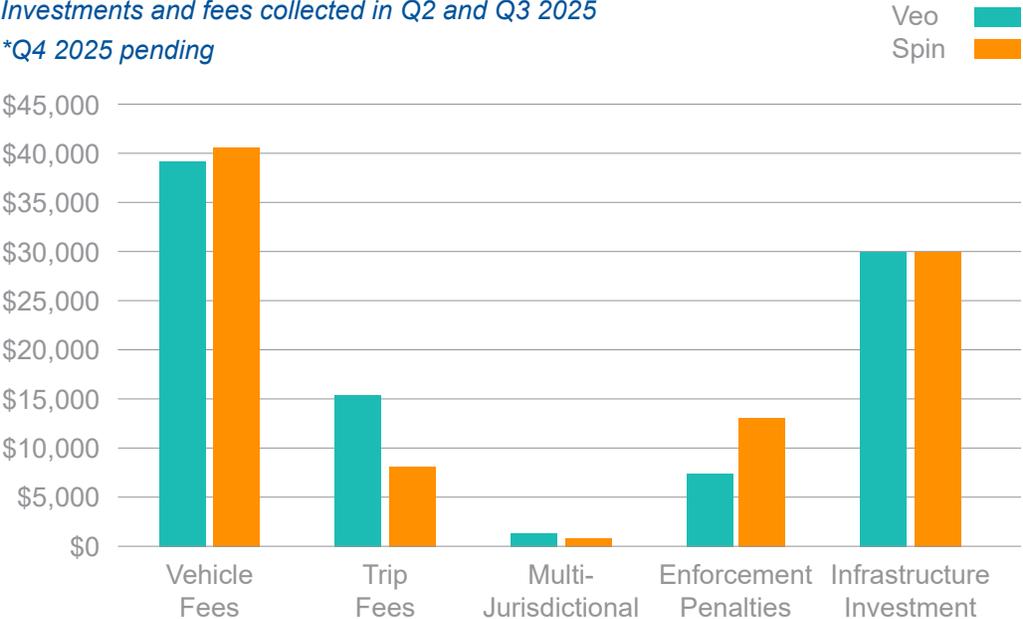
Conclusion

The City of Columbus shared mobility landscape changed in 2025. The new contractual approach with Veo and Spin strengthens the city's efforts to manage scooter and bikeshare deployment and parking, enforce unobstructed sidewalk and ADA access and ensure equitable vehicle distribution.

Veo launched in Columbus in 2025 as a newcomer to this market. Despite learning-curve challenges, its introduction of a seated scooter as a new shared mobility option here proved to be a popular choice for most Veo riders in 2025. Spin operated in Columbus under the former shared mobility device permit system and is adjusting to new Service Level Agreement requirements that include providing a percentage of seated device options for riders.

Veo and Spin are held to the Service Level Agreement requirements, and they share the city's commitment to providing accessible and sustainable transportation options in our community. Data indicates progress has been made to reduce the number of device parking and ADA access concerns, and the city remains focused on continuous improvement on enforcement, parking management and broader device access in Columbus neighborhoods. Vendor parking technology advancements and city infrastructure installations are anticipated to support further progress.

The Mobility and Parking Services team intends to create a replicable process that will engage the public and enhance right-of-way management for a successful Shared Mobility Program serving all device users and residents. The program is committed to transparency and keeping the community updated regularly as our efforts advance toward achieving program goals.

Appendix

This appendix contains monthly Service Level Agreement reports generated by city staff. Each report is reviewed with the operators to assess compliance, and each Service Level Agreement is given a pass/fail status with an associated penalty.

- ► May report, Spin
- ► May report, Veo
- ► June report, Spin
- ► June report, Veo
- ► July report, Spin
- ► July report, Veo
- ► August report, Spin
- ► August report, Veo
- ► September report, Spin
- ► September report, Veo
- ► October report, Spin
- ► October report, Veo
- ► November report, Spin
- ► November report, Veo
- ► December report, Spin
- ► December report, Veo