LACUNA

# Digital Policy
# Means Digital Tools

With the advent of the digital age, the number of available transportation modes, operators, and vehicles has expanded dramatically. However, the physical space comprising the public right-of-way remains, quite literally, the same size.

As demand grows on limited supply, exemplary governance becomes critical. However, city staff struggle to keep pace with the increase in necessary regulatory decisions, while traditional policy management is simultaneously experiencing diminishing returns. For example: existing regulatory processes for designating curb space for taxis and emergency vehicles now need to accommodate the surge of rideshare and delivery services—a phenomenon accelerated by the pandemic—to minimize curb use conflicts.

## WHY IT MATTERS

Status-quo policy is largely a one-way communication—cities send the rules and regulations to operators, but in return are rarely guaranteed information on fleet activity and compliance that is detailed and actionable. A digital policy management system enables two-way, machine-to-machine communication and incorporates a digital representation of the public right-of-way and all of its assets. Operators send notifications to the system on the timestamped and geo-located actions of their fleets: deploying a vehicle, beginning or ending a trip, the speed of travel, etc.

By digitalizing how policy is managed and communicated, cities can gain insight into new users and uses of the public right-of-way. Benefits include:

- A holistic, multi-modal view of both complementary and competing uses and modes, allowing for policies to overlap in strategic ways without causing confusion
- A clear line of sight into when policies are violated for timely responses
- Automated and ongoing data collection to accelerate the feedback loop: measurement of policy performance and optimizations that leads to iterative improvement

# Digital policy means digital tools.

A great digital policy management system is a foundational operating piece of digital infrastructure—both for everyday management and for long-term planning of the public right-of-way. Moreover, it's an advocate for the city's needs and requirements. After years of chasing after transportation providers that operate without consulting the city, the right tool can re-empower cities with the access and data they need to fully perform their regulatory function. To get there, we believe a digital policy management system should have the following qualities:

Digital policy's day-to-day advantages can enhance cities' mission to help every resident have a better quality of life:

A **Environmental stewardship** and reduced congestion

B **Social equity**, including robust safety and access for all

C **Healthy city economics** that advance important programs

1

Reside in the purview of the city (or service providers acting on the city's behalf) rather than being administered by operators

2

Harness the advantages of open-source technologies and common data standards

3

Enable direct visibility into trips for trustworthy and privacy-friendly insights

4

Include customizable templates for common policy types, such as speed limits, vehicle caps, no-ride zones, pricing, etc.

5

Integrate multiple modes and operators—and lay the technical foundation for those not yet invented

CONDUCTOR | MICROMOBILITY

LACUNA

## Policy Manager

ACTIVE | 8/15/21 - ONGOING

### Micromobility trip fees for downtown

**DESCRIPTION**

$0.25 charge per ride started or ended in downtown

**RULES**

- $0.25 per trip started or ended
- Applies everyday

ACTIVE | 8/15/21 - ONGOING

### No Ride zone for Sunday walk streets

**DESCRIPTION**

No riding, nor starting, nor ending trips on designated walk streets

**RULES**

- Trips are not allowed to be started nor ended
- Throttle down to 0 mph
- Applies every Sunday

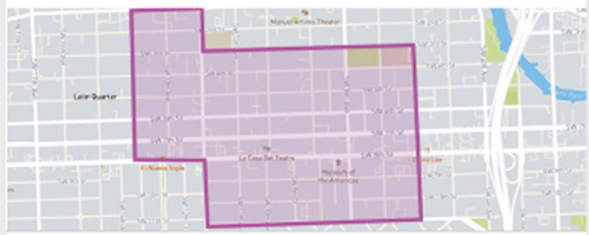
ACTIVE | 8/15/21 - ONGOING

### Micromobility drop-off zones

**DESCRIPTION**

ACTIVE | 8/15/21 - ONGOING

### Fleet caps for micromobility operators



**DESCRIPTION**

DIGITAL POLICY IN ACTION

# The Venice Special Operations Zone

When Los Angeles' Venice neighborhood began experiencing dockless scooter oversaturation, challenges arose from illegal riding on boardwalks and sidewalks and improperly parked vehicles littering both public spaces and private property. Though rules and regulations to govern these issues already existed, they were difficult to enforce with traditional means.

In response, LADOT created the Venice Special Operations Zone (VSOZ) and used their digital policy management system to:

1. Create the geofenced VSOZ and 22 designated "Drop Zones" for vehicle parking
2. Roll out policies that:
   - Cap the total vehicle count within the VSOZ at 150 maximum
   - Cap vehicle counts at 5 per operator per Drop Zone
   - Limit vehicle deployment to the hours of 5-10am
   - Limit vehicle rebalancing to after 10am and only in Drop Zones
   - Create a "speed limit" of 0 mph for illegal riding locations
   - Establish a 2-hour maximum response time for operators to address service issues
3. Perform monthly audits using a mobile app to ensure operators adhered to the policies, and the data sent was accurate

## OUTCOMES

The VSOZ dramatically reduced saturation without affecting ridership levels.

Operators were willing partners in improving compliance, and several replicated the Drop Zones within their apps to communicate policy rules to their users.

Operators had convenient access to the most current policies, and LADOT could communicate easily and consistently about behavior and incentives.

VENICE
Pacific Av
TATTOO
LOLë
Cafe Collage
BREAKFAST SANDWICH
BURRITOS CROISSANT
BAGELS WAFFLE LOX
OMELETTE OATMEAL
ACAI BOWL GRANOLA
RICE BOWLS YOGURT
PANINIS WRAPS SOUP
SALADS SMOOTHIES
JUICES TOAST
FUEL UP HERE!

LACUNA

# JOIN US.

sales@lacuna.ai

380 Portage Avenue
Palo Alto CA 94306

Lacuna.ai

© 2022 Lacuna Technologies