LACUNA

Resident Experience
Human-Centric
Digital Policy

Transportation is deeply impactful when it comes to city life.

O ver the last half-century, its metrics for success have shifted away from service levels and traffic times toward more human-centric experiences. In a world where residents' physical lives and digital lives increasingly overlap, cities are challenged to find new ways to provide connected transportation with access and safety for all residents. And as cities set their sights on tackling climate change and social equity, they are realizing the need to meet residents where they are— physically and digitally.

In their role as regulators of the public right-of-way, cities are beginning to build a digital infrastructure alongside the physical infrastructure. A key component of digital infrastructure is digital policy—the management, communication, and measurement of rules via a digital platform, such as the one leveraged by the Los Angeles Department of Transportation.
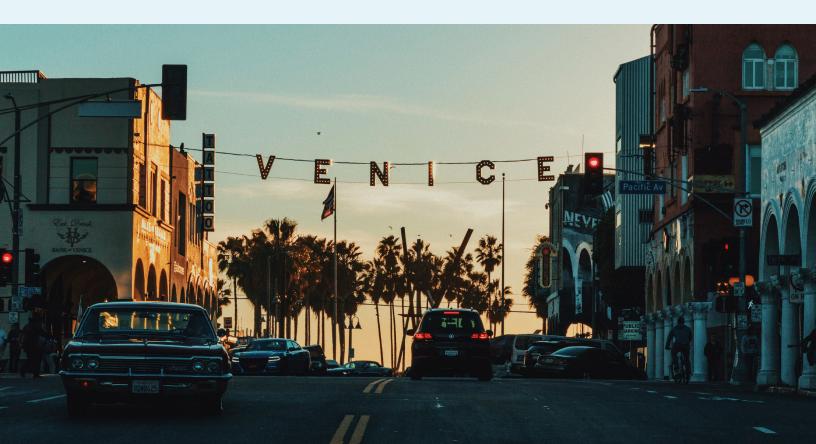
When dockless scooter operators realized that Venice Beach was a high-demand area, they oversaturated it with vehicles.

Scooters compromised the safety of pedestrians on sidewalks and boardwalks, and were fecklessly discarded in the public right-of-way, on private property, and even in the Venice Canals. As a result, the neighborhood saw a spike in resident complaints.

LADOT's digital policies put thoughtful guardrails around when and where scooters could operate, designating a Venice Special Operations Zone (VSOZ) with rules that included fleet caps, no-ride zones, designated parking areas, and a 2-hour response time for most compliance issues. In setting these policies via a digital platform, the LADOT team was able to seamlessly communicate to the 10+ operating companies, who could incorporate the exact parameters of the policies directly into their operations.

Ensuring compliance is the responsibility of operators, and each adopted their own practices and internal policies to educate their staff and riders about the rules of the VSOZ. LADOT's digital policy platform

received near-real-time data about each trip and each vehicle, and instantly compared that data to the enacted policies to see how well each operator complied. When incidents of non-compliance surfaced, the City held meetings and sent notifications to operators to improve behavior—and confirmed operators corrected the issues within the 2-hour time window.

Having this data live and accessible created a positive feedback loop: LADOT saw where operators struggled, partnered with them to improve performance, and then monitored those improvements. For example, when scooters needed to be fished out of the canals by dive teams, operators were willing, but needed more than 2 hours. Using their digital policy platform, LADOT optimized the policy to allow for up to 24 hours to resolve such edge cases.

As compliance improved, the denizens of Venice Beach had a much better experience: **resident complaints dropped by 30%, and Venice's levels of ridership remained extraordinarily high**. The experience for operators and City staff improved as well. Because digital policies are instantly communicated in both machine- and human-readable formats, operators now have easy access to the most up-to-date rules and regulations; they no longer need to worry about a missed email that could affect their ability to meet compliance or to understand the impact of overlapping policies. City staff are now empowered by verifiable data to make policy enforcement more efficient, conversations with operators more productive, and quality of life for residents better.

Lacuna's digital policy management platform, had an extraordinarily positive impact on Angelenos and the City's micromobility program, and we can help bring a similar impact to other communities. Our product, City Conductor, integrates every bike and scooter company in a given market, and is currently scaling to encompass other transportation modes, like taxis, in ways that give cities a holistic view of all commercial activity in the shared public right-of-way. **Together we can explore the possibilities for increasing resident satisfaction in your community.**

SATISFACTION

To measure satisfaction, cities can employ meaningful metrics such as:

HAPPINESS

Fewer complaints made to 311 and local politicians' offices

HEALTH

Reduced greenhouse gas emissions and cleaner air

SAFETY

Fewer reported safety incidents

REFERENCES

1 Los Angeles Department of Transportation. (July 2020). Year One Snapshot: A Review of the 2019-2020 Dockless Vehicle Pilot Program. https://ladot.lacity.org/sites/default/files/documents/ladot-dockless-year-one-report.pdf

LACUNA

JOIN US.

sales@lacuna.ai

380 Portage Avenue
Palo Alto CA 94306

Lacuna.ai