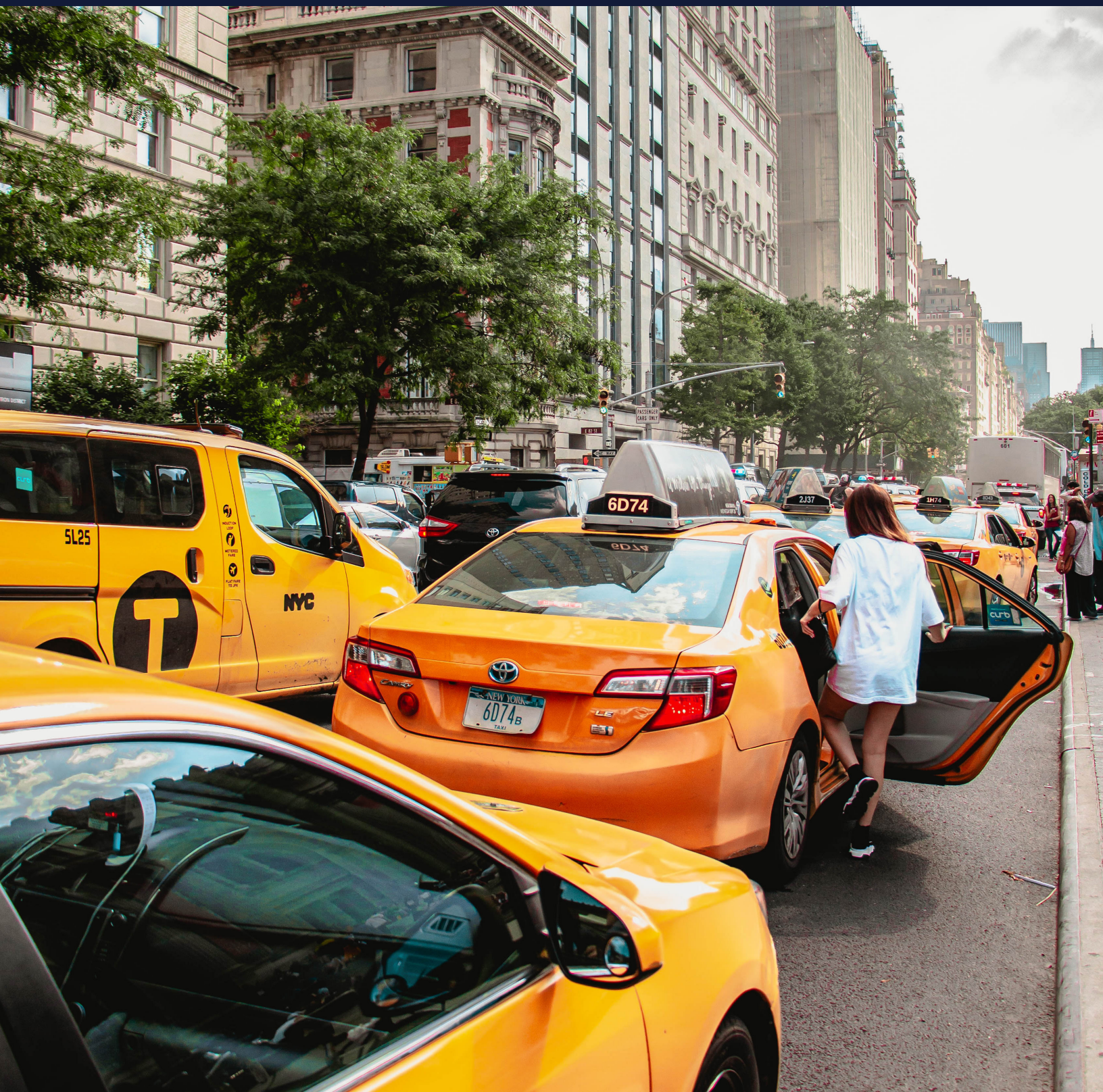
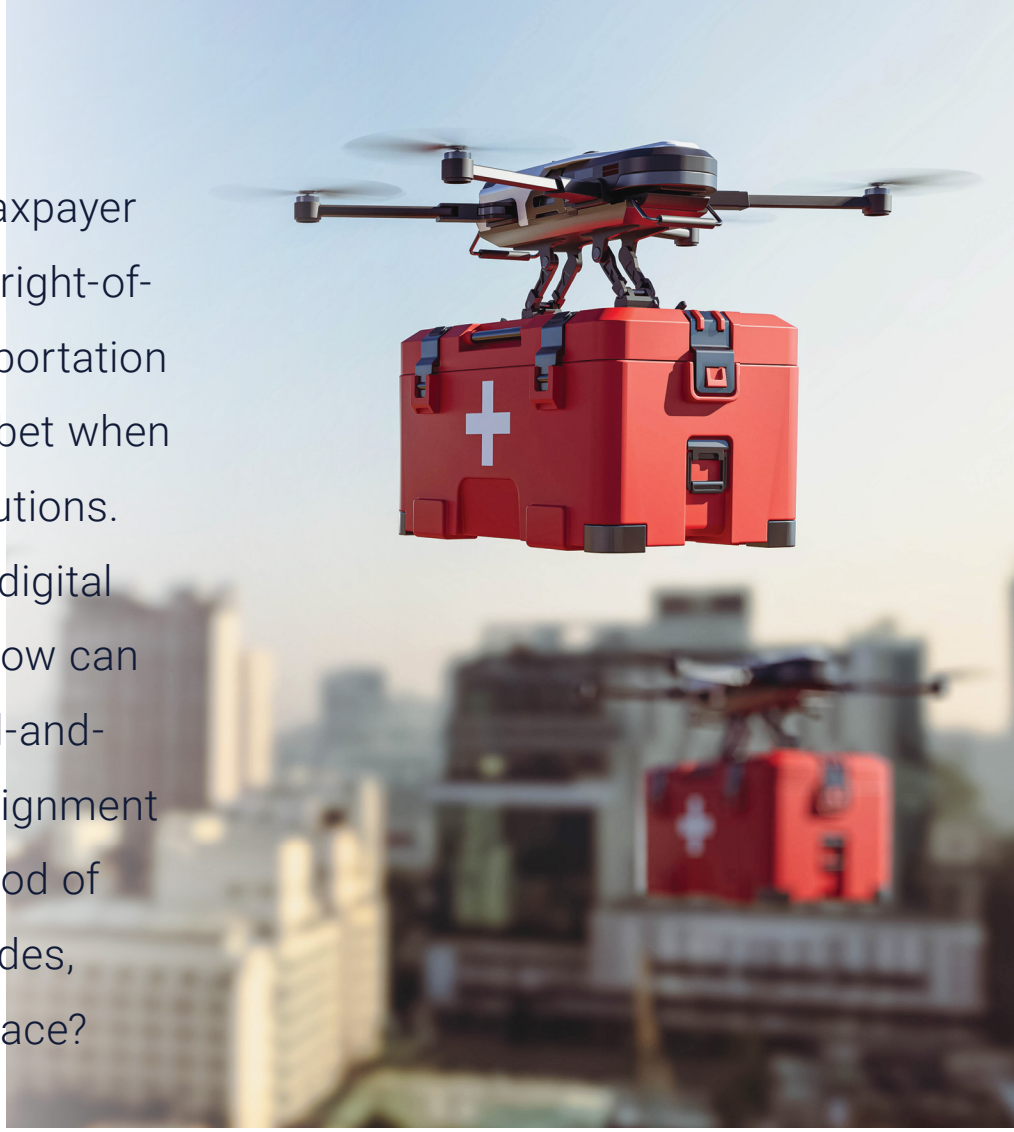
LACUNA

Scaling Digital Policy



As stewards of both taxpayer dollars and the public right-of-way, the staff at transportation agencies need a safe bet when investing in digital solutions. But when it comes to digital policy management, how can their need for the tried-and-true be brought into alignment with the increasing flood of new technologies, modes, and uses for public space?



With the relatively recent additions of micromobility, rideshare services, e-hailing apps, and other new commercial transportation options, the public right-of-way is experiencing a greater variety of uses than ever before. With transportation experts predicting a near future with flying taxis, drone delivery, and fully autonomous vehicles, this trend shows no sign of slowing down.

For cities, the challenge of keeping pace with the evolution of new modes and technology—while creating policies that keep residents happy, healthy, and safe—is ever-present. Compared with private sector innovation, the cycle of governance is longer, and rightly so, to ensure the greatest value from the expenditure of public funds. As a result, the typical process for bringing new modes and operators into the regulatory fold has been rather reactive, often resulting in an ad hoc assemblage of unintegrated, proprietary digital tools that add burden to both city staff and budget. Now, with unprecedented funding like the IIJA becoming available, cities have an opportunity to break away from short-term solutions and invest in a digital policy

management platform that leans into the long governance cycle and helps manage the entire public right-of-way holistically, bringing all existing modes under one digital roof.

While each policy has its own unique set of characteristics, Lacuna's **City Conductor** takes advantage of the inherent mode-agnostic nature of policies: that the ways in which rules and regulations are structured for one mode can easily apply to another. For example, a policy that encourages the equitable distribution of a scooter fleet is not substantively different from one that encourages the equitable distribution of a taxi fleet (although the areas of focus and factors affecting distribution may be different). Delivery drones will need to share landing space the same way delivery trucks need to share curb space. Similar information architecture can make digital tools easily scalable, and templatized digital policies and the automation of repetitive tasks mean that busy staff can work more efficiently and focus more time on the substance of policy.

Conductor is designed to integrate today's taxis, micromobility, and delivery vehicles, as well as the modes of tomorrow (both predicted and as-yet unimagined) when they become available. Using broadly recognized data standards, cities can gain visibility into all commercial activity in the public right-of-way. Armed with trustworthy insights and new revenue opportunities, cities will have an unprecedented ability to plan, manage, and govern all modes in concert, creating an integrated transportation network that provides better mobility for residents. As more transportation agencies adopt new mandates for social equity and environmental sustainability, a scalable platform will help them measure the success of their policies from multiple viewpoints.

At Lacuna we believe that cities get the greatest value out of a platform that evolves alongside technology, the physical infrastructure, and the transportation needs of residents. That's why a thoughtfully-designed digital policy management platform like ours can span an infinite number of policies, modes, vehicles, and physical assets. To learn more about City Conductor, and the potential benefits our holistic solution can bring to your city, please don't hesitate to get in touch.

The physical transportation infrastructure is growing and changing every day—and governance evolves alongside it—in ways big and small, short-term and long-term, temporary and permanent.

Not only are new assets like roads and sidewalks added and subtracted, but uses for existing assets also change, such as: bike/scooter corrals created from street parking, taxis competing for pickup and drop-off space at the curb, bus-only lanes on busy thoroughfares, and a transit station's many peripheral options for providing first/last-mile transportation.

A scalable digital policy management platform gives cities visibility into all of its assets and enables staff to manage the right-of-way in an efficient and holistic manner—which will be especially important as airspace becomes an increasingly used part of shared public space.

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