

LACUNA

# Driving Outcomes with the Right Data



To make better policy decisions, cities rely on data from commercial transportation activity in the public right-of-way. However, the data they use is often based on what is convenient for private operators to share, rather than data that supports city goals.



**M**oreover, even when cities have a convenient way to collect data from a single mode, they still have no easy way to compare it with data from other commercial modes sharing the same physical spaces. What's lost is 360° visibility into all commercial activity happening in the public right-of-way, and the opportunity to make the best policy decisions possible.

While private companies measure success in profit, cities measure their success in how they improve the lives of their residents,

i.e. safety, efficiency, access, affordability, and a clean, healthy environment. More than ever before, data is the means by which cities quantify and accelerate progress toward these desired outcomes—but when it comes to commercial transportation, many cities have little control over the data they need.

Instead, they rely on the data collected from each private transportation operator, resulting in an ad hoc patchwork of varying types, formats, freshness, and delivery methods. For example,



one micromobility provider might deliver a monthly CSV file on a CD-ROM, whereas another might send daily data via API—and each would include a unique assortment of fields using their own nomenclatures, and worse, different time spans. This makes consolidating and processing data a tedious, lengthy task, with the resulting analysis much less useful than it could be, because data isn't comparable. The result is often an incomplete picture of commercial activity, rather like a jigsaw puzzle missing pieces.

Even digital tools that collect comparable data from multiple operators tend to focus only on a single mode, and are siloed

into platforms that still place the burden on city staff to retrieve the data and correlate it with other data for additional modes. The public right-of-way is by nature multi-modal, yet cities are often limited by a mode-by-mode approach to tackling issues; the result is policies that are less effective, have unintended consequences for other modes, or conflict with other modes' policies.

More acutely, city staff are left cobbling together what insights they can from data that is provided by operators and which may not include the granularity, latency, type, or form that would provide maximum value to cities.

For example, a count of all trips taken on dockless scooters is helpful for understanding how ridership waxes and wanes as the seasons change—but without data on where those trips began and ended, it is difficult to determine how ridership fluctuations vary across different neighborhoods and which neighborhoods are potentially underserved or overserved at which times of year. Additionally, if that data is only delivered quarterly, or monthly, timely interventions that improve access for riders, or correct oversaturation, are much harder to achieve.



# We believe there's a better way.

Our digital policy management platform, **City Conductor**, is designed to integrate data from every commercial mode and provider, and employs an ingestion strategy that requires operators' systems to deliver anonymized data at regular intervals, configured based on the City's needs. This empowers cities in three critical ways:

1



## Single-Pane of Insights

Single-operator and single-mode management tools often employ proprietary filtering processes, unique nomenclatures, and data categories in ways that can make it difficult to understand how different types of vehicles relate to each other in shared physical spaces. City Conductor integrates a variety of common standards (e.g. Mobility Data Specification, General Bikeshare Feed Specification, etc.), empowering busy staff with a single source to more easily derive meaning and value from multi-modal data.

2



## Time Back

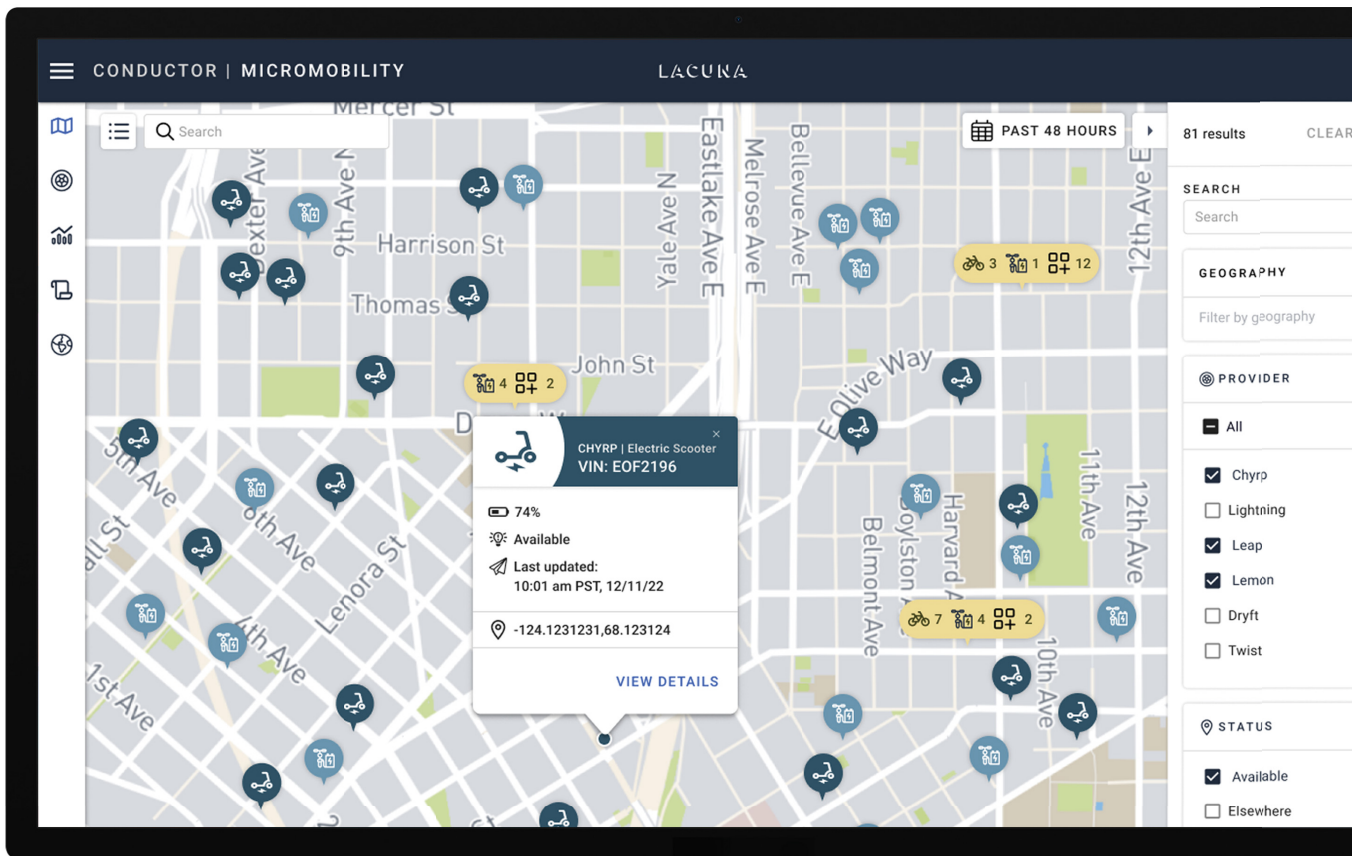
With data from multiple operators and modes integrated into a single place, City Conductor frees staff from rote tasks like collection, standardization, and consolidation, and allows them more time on data interpretation and planning. Better still, data validation and quality control processes give cities more confidence their data is complete and their analyses, metrics, and invoices accurately reflect real-world activity.

3



## Real-Time Responsiveness

Near-real-time delivery enables cities to quickly respond to changing circumstances. For example, a parked dockless scooter blocking an ADA-accessible curb ramp can be brought to the city's attention right away, rather than waiting for a resident complaint. Many tools depend on operators sending data at their own paces, potentially leaving the city unaware of issues like these. In contrast, City Conductor collects data from operators at a frequency that empowers cities to be more proactive in pursuing desired outcomes.



Cities have the power to bring transparency to the black-box process of data collection.

Rather than collecting data and seeing how it could be put to use, the right digital solution enables cities to take the reverse approach: starting from their desired outcomes, determining which metrics are needed to measure progress towards those outcomes, and requiring operators to deliver data with the kind of accuracy, frequency, and standards that most effectively feed those metrics.

By taking greater control of the data, cities gain a holistic view of all commercial activity from every mode and operator—and with it, an unprecedented ability to be successful on their own terms: crafting policies to provide truly great transportation for all residents, raising the collective quality of life for those that call their city home.

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