

An aerial photograph of a city street intersection. The scene is dominated by multi-story buildings with various architectural styles, including brick and modern glass facades. A yellow taxi is visible on the street, and a crosswalk is marked with white stripes. The lighting suggests a bright, sunny day, casting shadows on the buildings and street. A dark blue semi-transparent box is overlaid on the left side of the image, containing text.

LACUNA

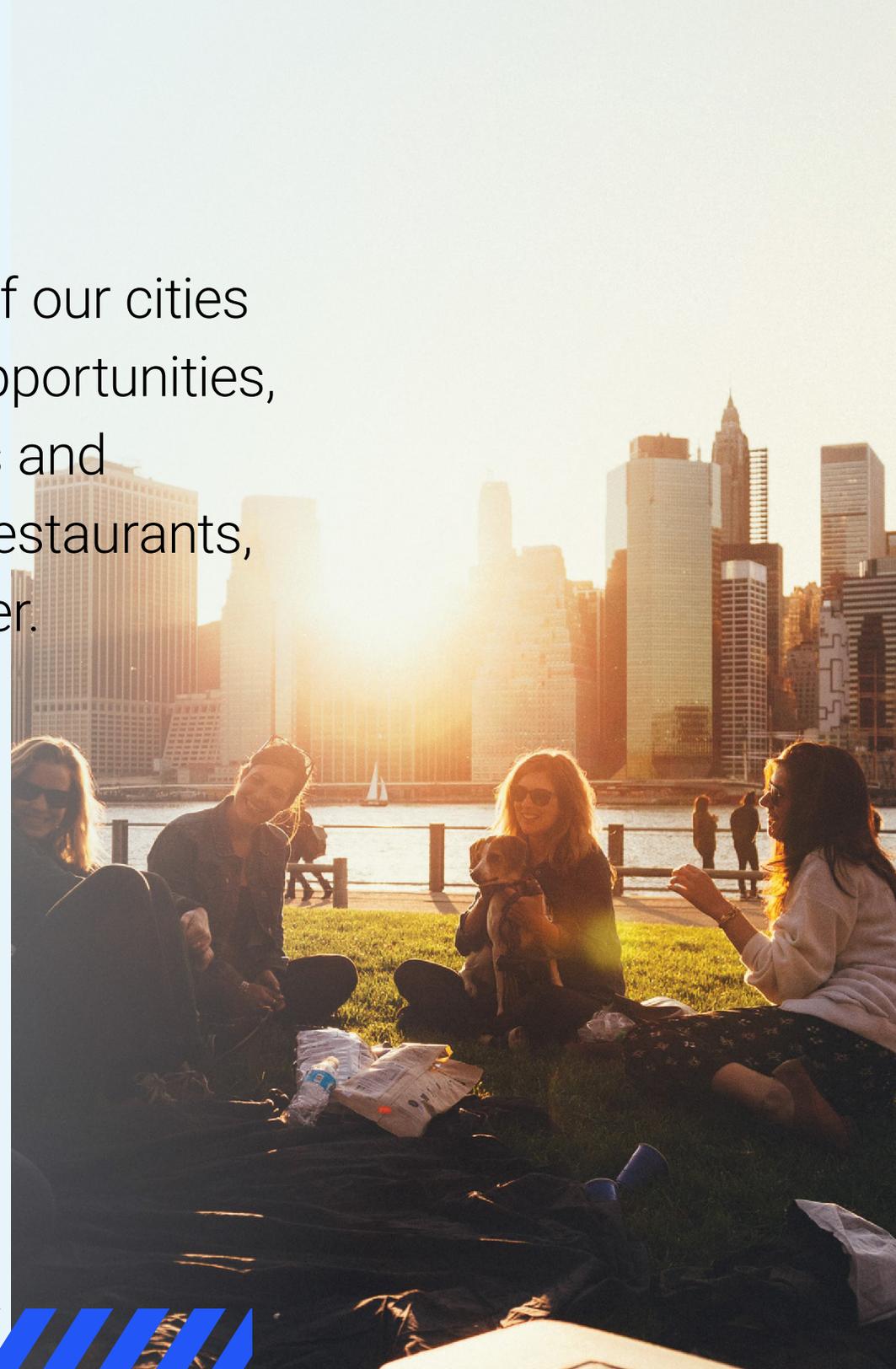
At A Glance  
Modern Solutions  
for Modern Mobility

A decorative graphic element consisting of several parallel diagonal stripes in a vibrant blue color, set against a white background. The stripes are slanted from the top-left to the bottom-right, creating a dynamic, modern feel.

## INTRODUCTION

Transportation is the lifeblood of our cities —connecting residents to job opportunities, travelers to airports, and friends and family to the vibrant culture of restaurants, shopping, shows, and each other.

Over the past decade with the increasing digitalization of the world we live in, the number of available transportation modes, operators, and vehicles has expanded dramatically. However, the physical space and the legacy tools to manage it remains, quite literally, the same. In response, cities are beginning to build a digital infrastructure alongside the physical infrastructure with digital policy at the heart of it all—to better manage, communicate, and measure the rules of the road.



## WHO WE ARE

Lacuna is a modern mobility software and services provider dedicated to helping cities gain better visibility, management and governance of a multi-modal public right-of-way.

From micromobility, to taxis, TNCs, curb space, drones, etc.—our mission-driven focus drives three key outcomes for stakeholders:

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-  Environment ecological sustainability and a reduced carbon footprint
  -  Equity ensuring more residents have safer and better transportation options
  -  Economics solutions that positively support cities' budgets
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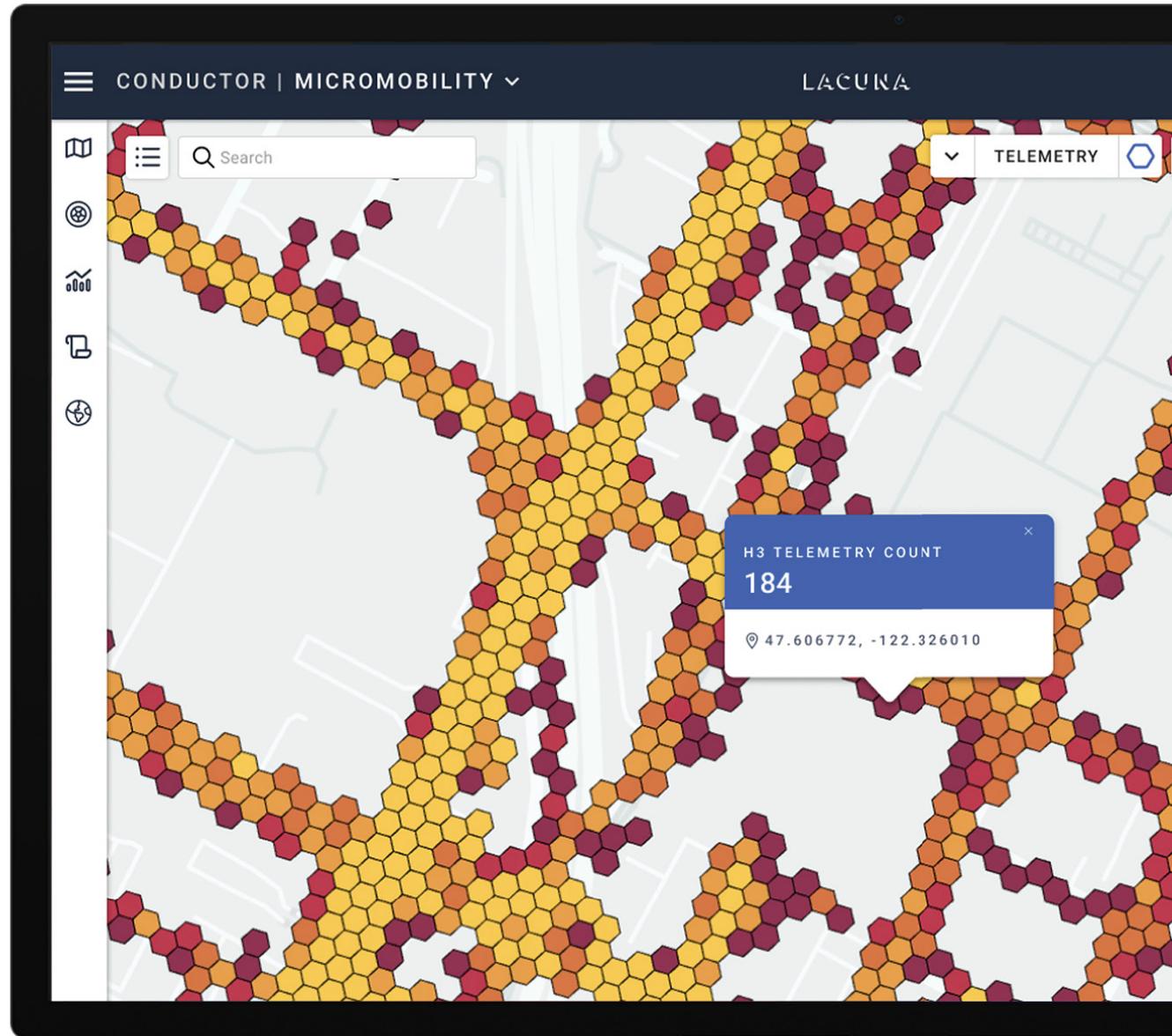


## WHAT WE DO

# Digital policy means digital tools.

Lacuna's products are built with open-source components for interoperability, enabling two-way, machine-to-machine communication and incorporating a digital representation of the public right-of-way and its assets. Operators securely send anonymized data 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.

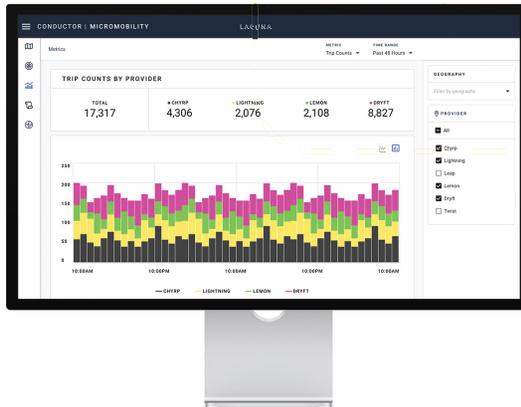
With our product's integration and automation capabilities, city staff reduce time spent on repetitive tasks, program leads make better-informed policy decisions, and agency heads make valuable contributions to mayoral-driven outcomes like those Lacuna shares: improvements to the **environment**, **equity**, and **economics**.



## MEET CONDUCTOR

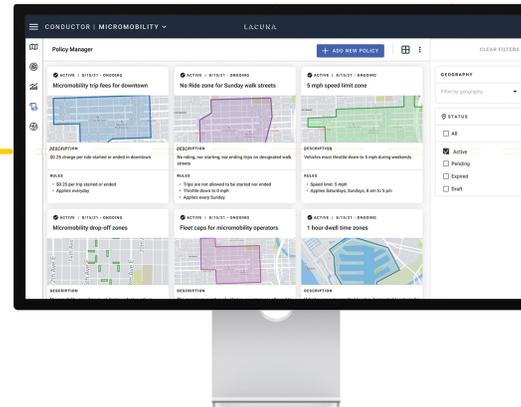
Conductor can help cities efficiently manage the public right-of-way by providing...

### VISIBILITY



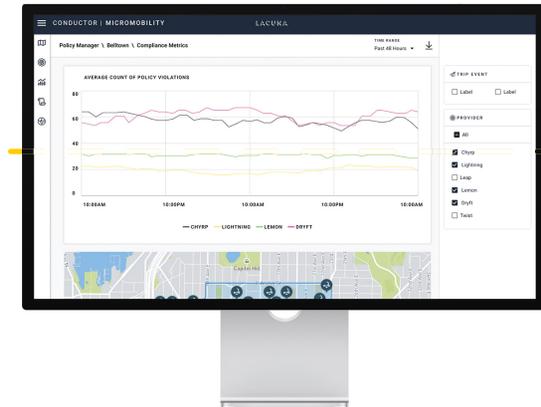
A holistic, multi-modal view of what's happening on city streets

### MANAGEMENT



Policy templates to better manage your city streets, including: speed limits, vehicle caps, no-ride zones, and variable pricing

### GOVERNANCE



A near-real-time line of sight into when policies are violated for timely response and collaborative governance



...and then **accelerating the feedback loop** by automating ongoing data collection—including the measurement of policy performance to inform decisions on priorities and optimizations

## THE RESULTS

With micromobility as the natural testing ground for cities to leverage Lacuna's products, we've driven real results for the cities we work with, including:

98%

Average compliance with digital policies

70%

Issues resolved by Operators within two hours or less

30%

Reduction in resident complaints

+Access

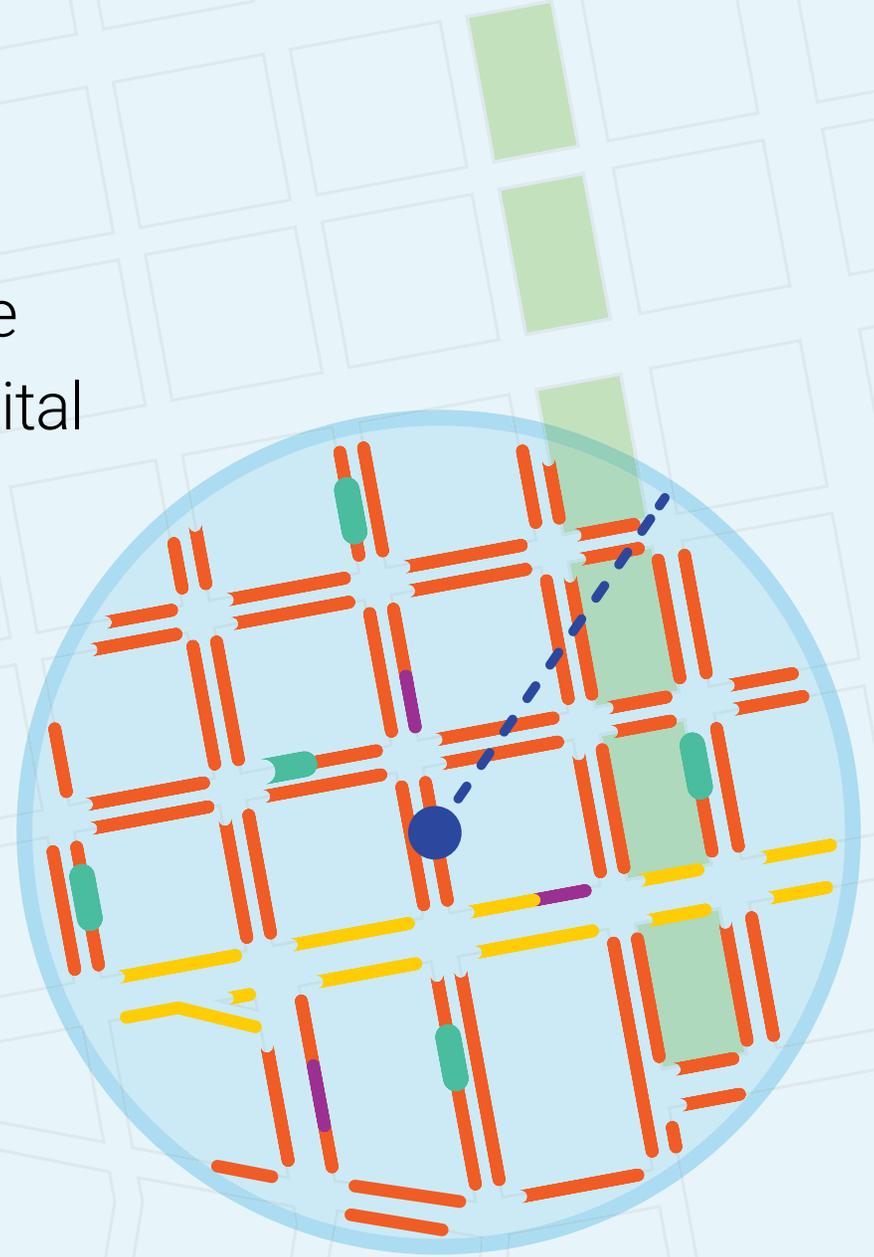
Successful implementation of equity-focused digital policies to improve access to underserved neighborhoods



## WE CAN HELP

Today, with unprecedented federal funding for urban projects, cities are rethinking how an investment in digital infrastructure can support and augment existing investments in physical infrastructure.

Lacuna is deeply immersed in the complexities of the transportation ecosystem, the unique challenges of government work, and the technology best suited to bridge the two—at scale. We are working to build a more environmentally sustainable, socially equitable, economically efficient public right-of-way—one data point at a time, one policy at a time, one city at a time.



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