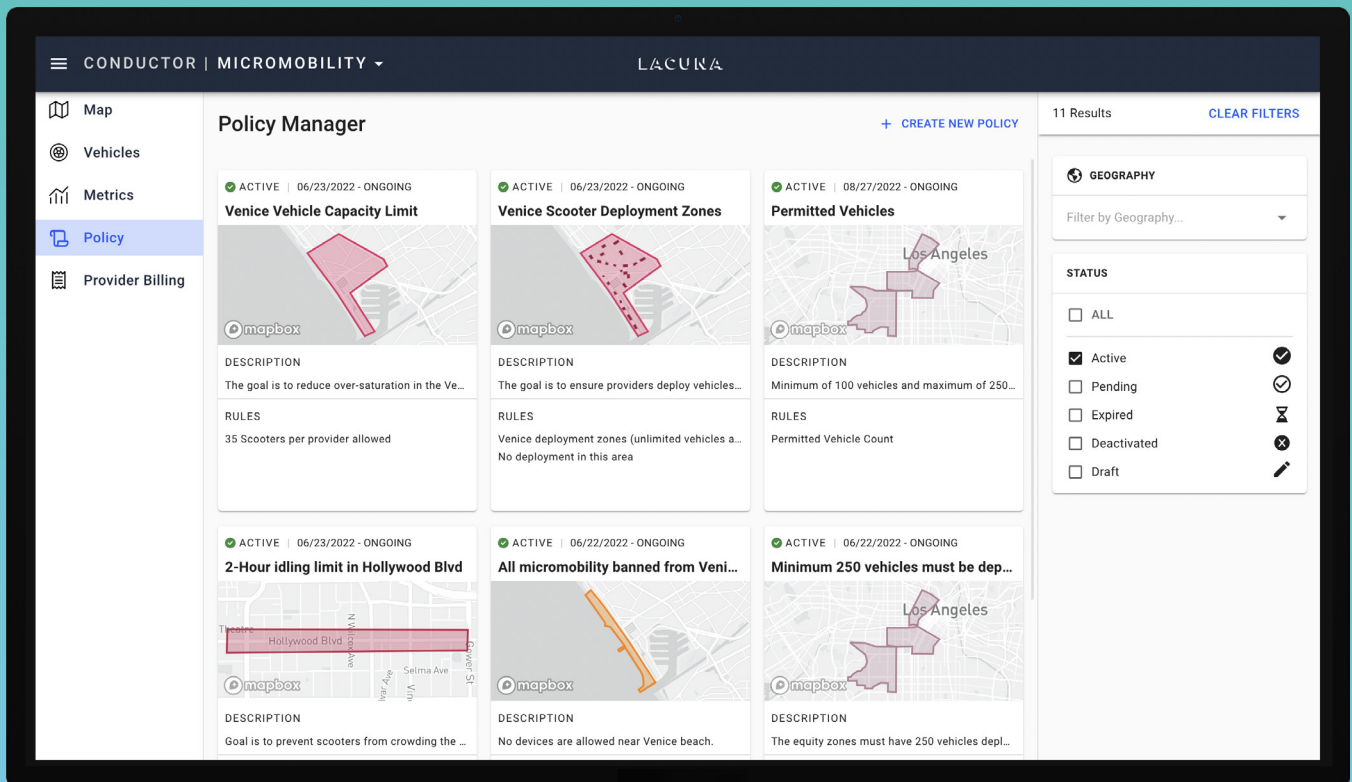


# City Conductor

Meet the multi-modal transportation operating system that enables dynamic management of the public right-of-way.



# What's a Transportation Operating System?

tOS

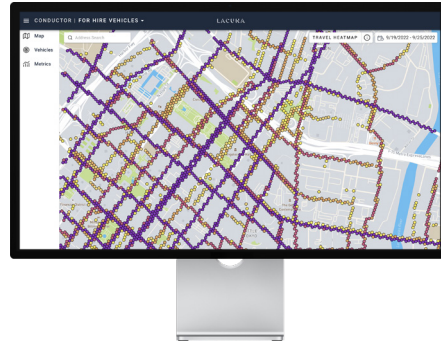
Much like Windows on a laptop or iOS on a smartphone, a **Transportation Operating System (TOS)** is a digital foundation on top of which developers create specialized experiences (akin to apps).

Using standardized interfaces and data models, the TOS **integrates public agencies with mobility operators, physical assets like streets and airspace, residents, third-party innovators, and each other**—and instantly facilitates every interaction between them.

But a TOS is not prescriptive; city, state, and federal governments can use TOS as they see fit, solving challenges unique to their jurisdictions using the technologies of their choice.

Today, City Conductor is the foundational version of a TOS, and is rapidly evolving toward this future vision.

## ACTIVITY & VEHICLE MAPS



From individual vehicles to an entire fleet, visualize vehicle locations in near-real-time, or download historical data for new insights that drive decision-making.

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Event maps filterable by time, geography, provider, status, and vehicle type

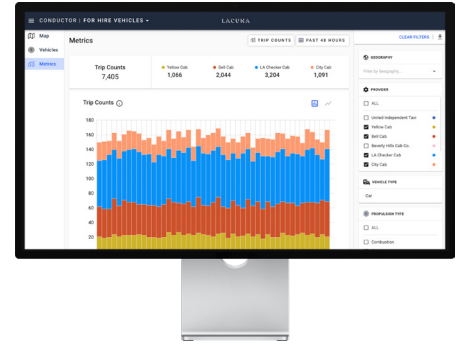
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Heatmaps for paths of travel, trips starts and ends, and operator deployment and rebalancing

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Detailed information for individual vehicles that preserves riders' anonymity and privacy

## METRICS



Harness data metrics to help measure the efficacy of policies, develop pricing structures, and plan changes to the physical infrastructure.

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Trip counts

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Event counts

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Average vehicles in state

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Average vehicle miles traveled

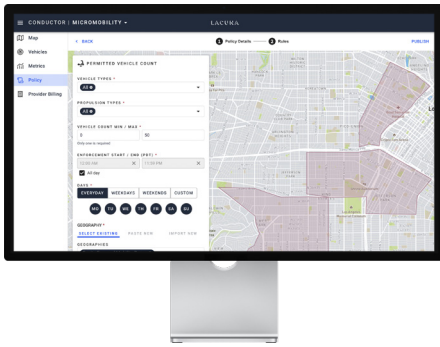
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Total vehicle miles traveled

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Vehicle utilization

## POLICY MANAGEMENT



Create and roll out new policies, measure operators' compliance, and deactivate them—all in near-real time. Customizable by geography, day/time, operator, and more:

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No Parking Zone

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Parking Time Limit

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Permitted Parking Zones

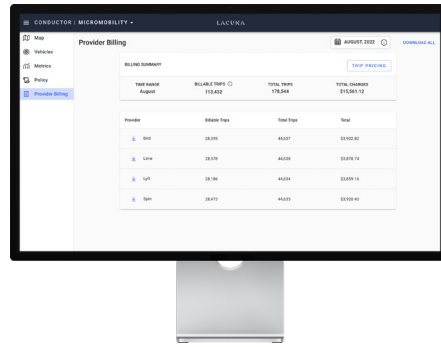
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Permitted Vehicle Count

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Provider Deployment & Rebalancing

## BILLING LOG



Make invoicing processes more efficient, and estimate and measure the financial performance of policies. Quickly view or download completed months' data for:

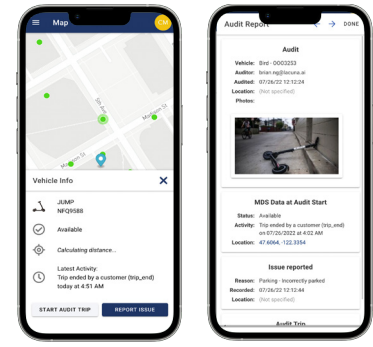
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Individual operators

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All operators in the program

## MOBILE APP



Verify data by auditing trips and using on-the-ground features built for iOS and Android mobile devices.

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Take vehicles for a test-ride and compare the collected data to operator data

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Upload photos of non-compliance or safety incidents

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Easily create reports of issues discovered by city staff

## More than Micromobility



Centralize data for multiple modes in one platform to break down information silos, improve coordination, and begin managing the whole right-of-way



**Data you can trust.** We work with you and your operators to ensure you're getting the data you need and can trust.



**A mobility tool for today and tomorrow.** Conductor is the one platform for all modes. Start with micromobility today, and expand to include for-hire vehicles, personal delivery devices, and others.

Scan to learn more and book a demo



LACUNA

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