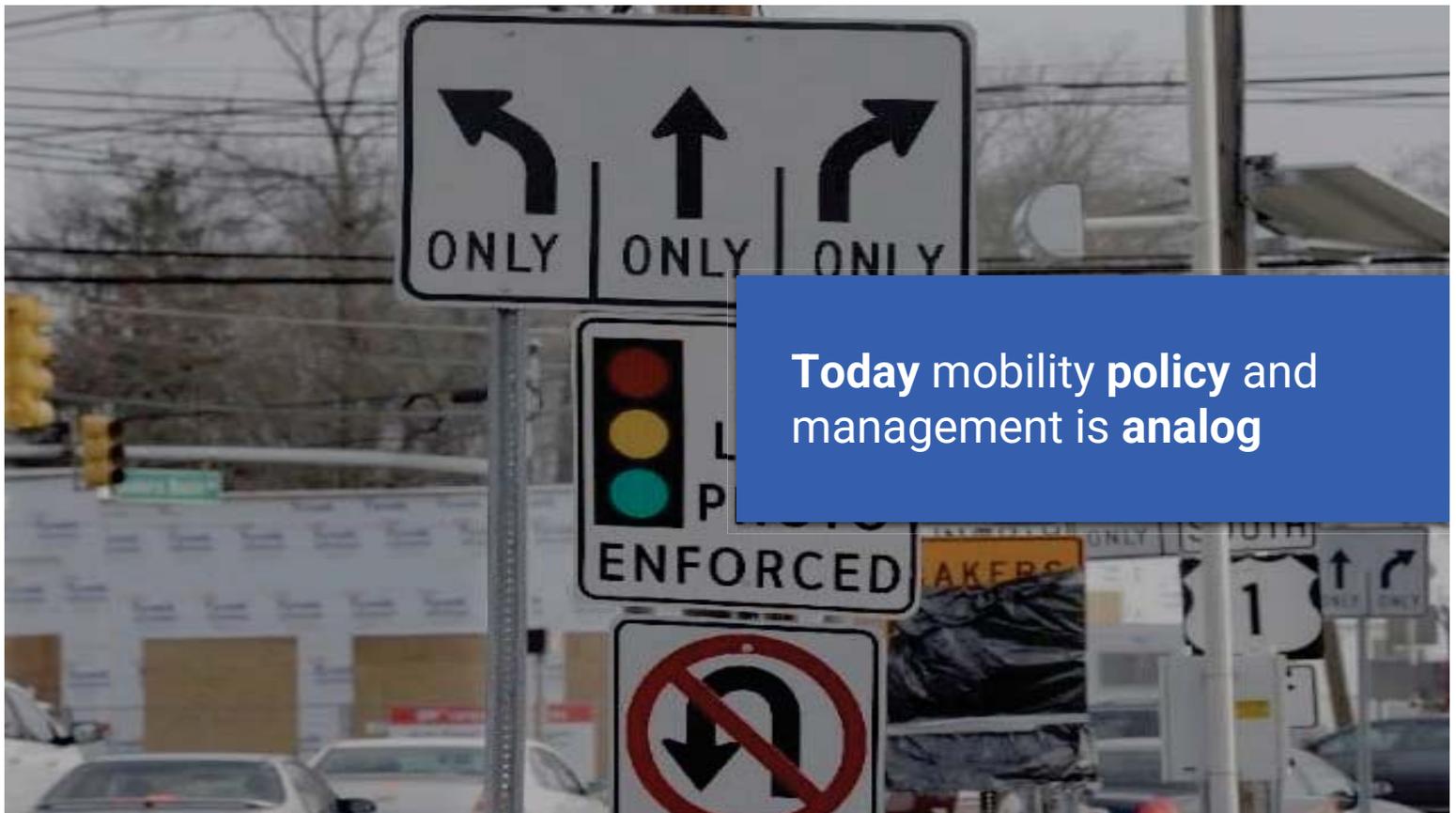
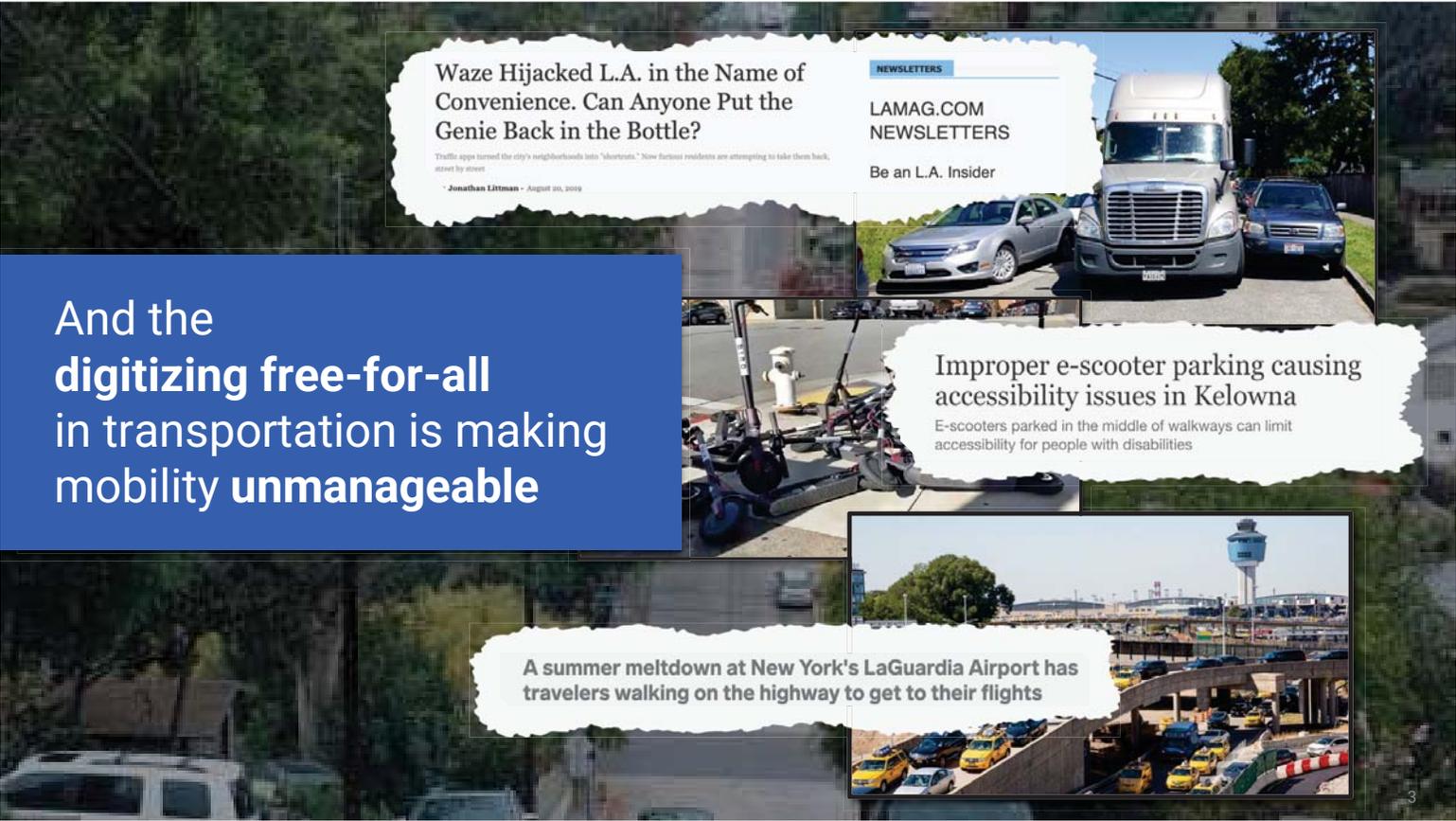


AGENDA ITEM NO. 3 - PowerPoint Presentation





...and the problem is accelerating

Companies creating private profit from public space in digital *and* physical realms.
 Grows VMT, congestion, pollution, road deaths, and drives decline in transit.

Mapping



Rideshare / TNCs



And Next ...



Micromobility



Freight / Delivery



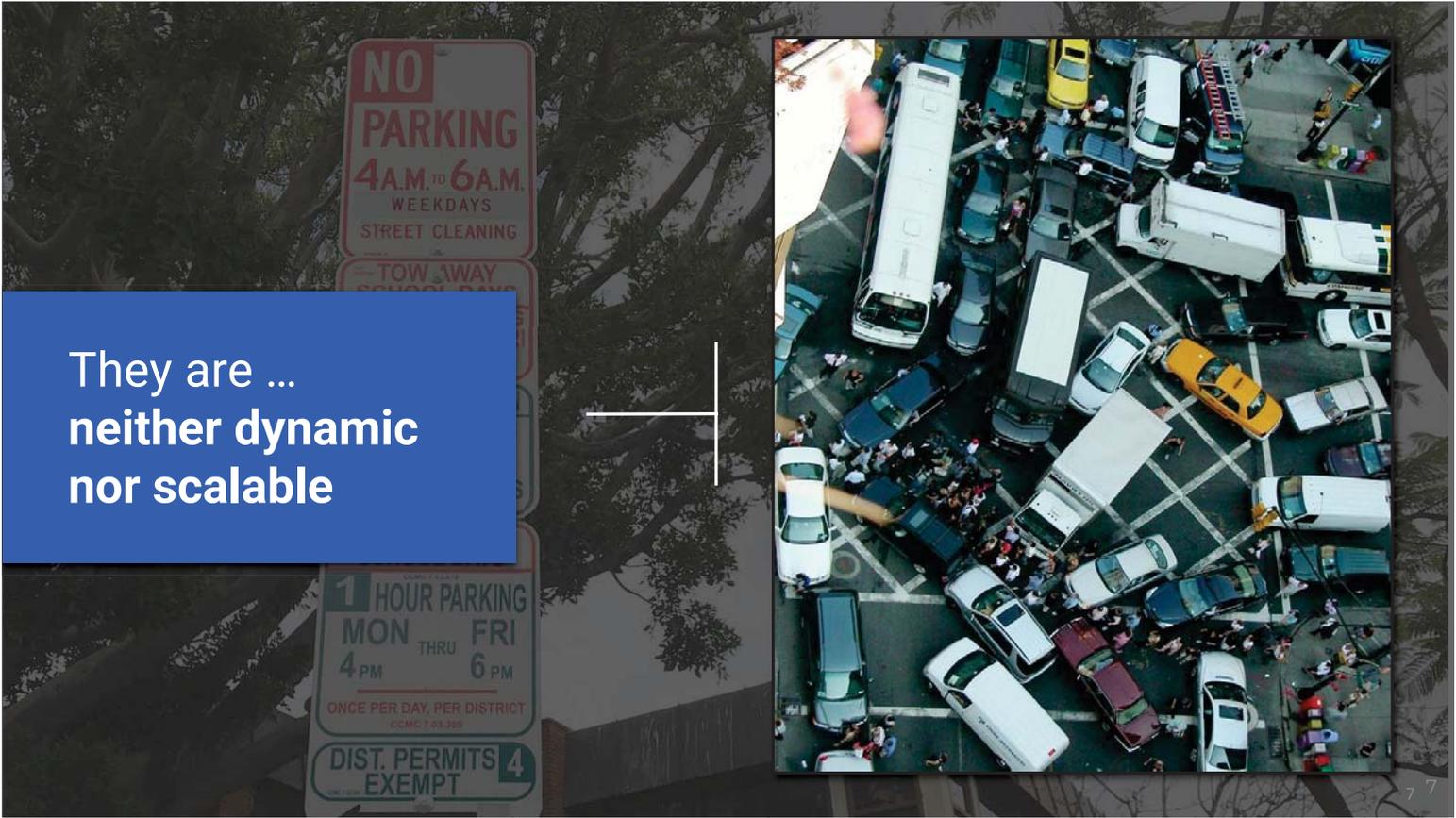
Each Provider has created their own, private **Digital Twin of the City**

(what some call the metaverse)



The usual solutions:

- + more people
- + post signs
- + more concrete



They are ...
**neither dynamic
 nor scalable**

THINKING ABOUT THE DIGITAL PUBLIC REALM • Three Public Realm Stewardship Functions

Plan and Express Policy

Land use,
 where to invest,
 what to invest

Regulate and Enforce Policy

Ensuring all those operating in the
 public right of way do so aligned with
 policy-based outcomes

Operate and Achieve Policy

Orchestrate the public right-of-way to
 ensure safety
 and balance among users

All done through a city lens of social and economic equity

How can we convert the static, analog signs to digital form and better manage the public right of way?

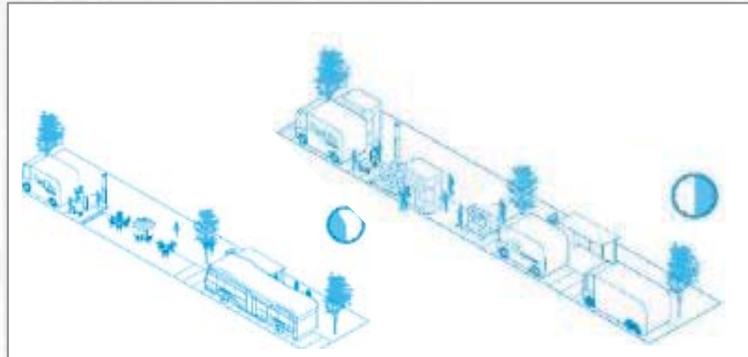


Image: NACTO 2017 Blueprint for Autonomous Urbanism

Static, Analog



**Dynamic, Digital, Managed,
Scalable**