

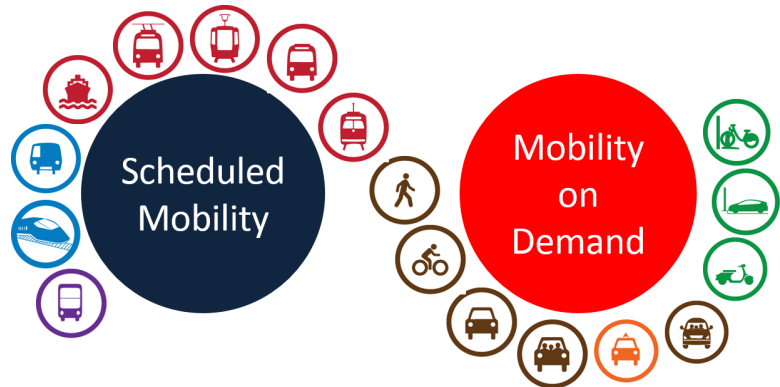
What Are the Guiding Principles for Emerging Mobility Services and Technologies?

Transportation options in San Francisco are significantly different today than they were just a few years ago. A variety of mobility services and technologies have emerged, from mobile applications that connect passengers with on demand service, shared ride van services, shared scooter services, to automated vehicles that are currently being tested on our City streets. These new mobility services present both opportunities and challenges to the safe and efficient movement of people and goods in San Francisco, which is mandated by City Charter in the Transit-First Policy.



With the goals of providing for safe, reliable, sustainable and equitable transportation choices now and in the future, San Francisco's transportation agencies have established the following Guiding Principles for Management of Emerging Mobility Services and Technologies.

These Guiding Principles will provide a consistent policy framework to evaluate new mobility services and will be taken into consideration in all San Francisco Municipal Transportation Agency (SFMTA) and San Francisco County Transportation Authority (SFCTA) decisions, policies and actions regarding Emerging Mobility Services and Technologies.



How the Guiding Principles Will Be Used

The SFCTA and SFMTA will use these Guiding Principles to shape our approach to Emerging Mobility Services and Technologies. For the SFMTA, these Guiding Principles will serve as a framework for the consistent application of policies and programs. The SFCTA will use these Guiding Principles to evaluate these services and technologies; identify ways to meet city goals, and shape future areas of studies, policies and programs. Every Guiding Principle may not be relevant to every consideration associated with Emerging Mobility Services and Technologies, and in some cases a service may not meet all of the principles consistently. SFMTA and SFCTA Directors and staff will consider whether a service or technology is consistent with the Guiding Principles, on balance. If a service provider or technology does not support these Guiding Principles, SFMTA and SFCTA will work with the service provider to meet the principles, or may choose to limit their access to City resources.

Guiding Principles for Management of Emerging Mobility Services and Technologies

- Safety:** Emerging Mobility Services and Technologies must be consistent with the City and County of San Francisco's goal for achieving Vision Zero, reducing conflicts, and ensuring public safety and security.
- Transit:** Emerging Mobility Services and Technologies must support, rather than compete with public transit services, must account for the operational needs of public transit and encourage use of high-occupancy modes.
- Equitable Access:** Emerging Mobility Services and Technologies must promote equitable access to services. All people, regardless of age, race, color, gender, sexual orientation and identity, national origin, religion, or any other protected category, should benefit from Emerging Mobility Services and Technologies, and groups who have historically lacked access to mobility benefits must be prioritized and should benefit most.
- Disabled Access:** Emerging Mobility Services and Technologies must be inclusive of persons with disabilities. Those who require accessible vehicles, physical access points, services, and technologies are entitled to receive the same or comparable level of access as persons without disabilities.
- Sustainability:** Emerging Mobility Services and Technologies must support sustainability, including helping to meet the city's greenhouse gas (GHG) emissions reduction goals and supporting efforts to increase the resiliency of the transportation system.
- Congestion:** Emerging Mobility Services and Technologies must consider the effects on traffic congestion, including the resulting impacts on road safety, modal choices, emergency vehicle response time, transit performance and reliability.
- Accountability:** Emerging Mobility Services and Technologies providers must share relevant data so that the City and the public can effectively evaluate the services' benefits to and impacts on the transportation system and determine whether the services reflect the goals of San Francisco.
- Labor:** Emerging Mobility Services and Technologies must ensure fairness in pay and labor policies and practices. Emerging Mobility Services and Technologies should support San Francisco's local hire principles, promote equitable job training opportunities, and maximize procurement of goods and services from disadvantaged business enterprises.
- Financial Impact:** Emerging Mobility Services and Technologies must promote a positive financial impact on the City's infrastructure investments and delivery of publicly-provided transportation services.
- Collaboration:** Emerging Mobility Services and Technology providers and the City must engage and collaborate with each other and the community to improve the city and its transportation system.