

# GUIDING PRINCIPLES FOR EMERGING MOBILITY SERVICES AND TECHNOLOGIES



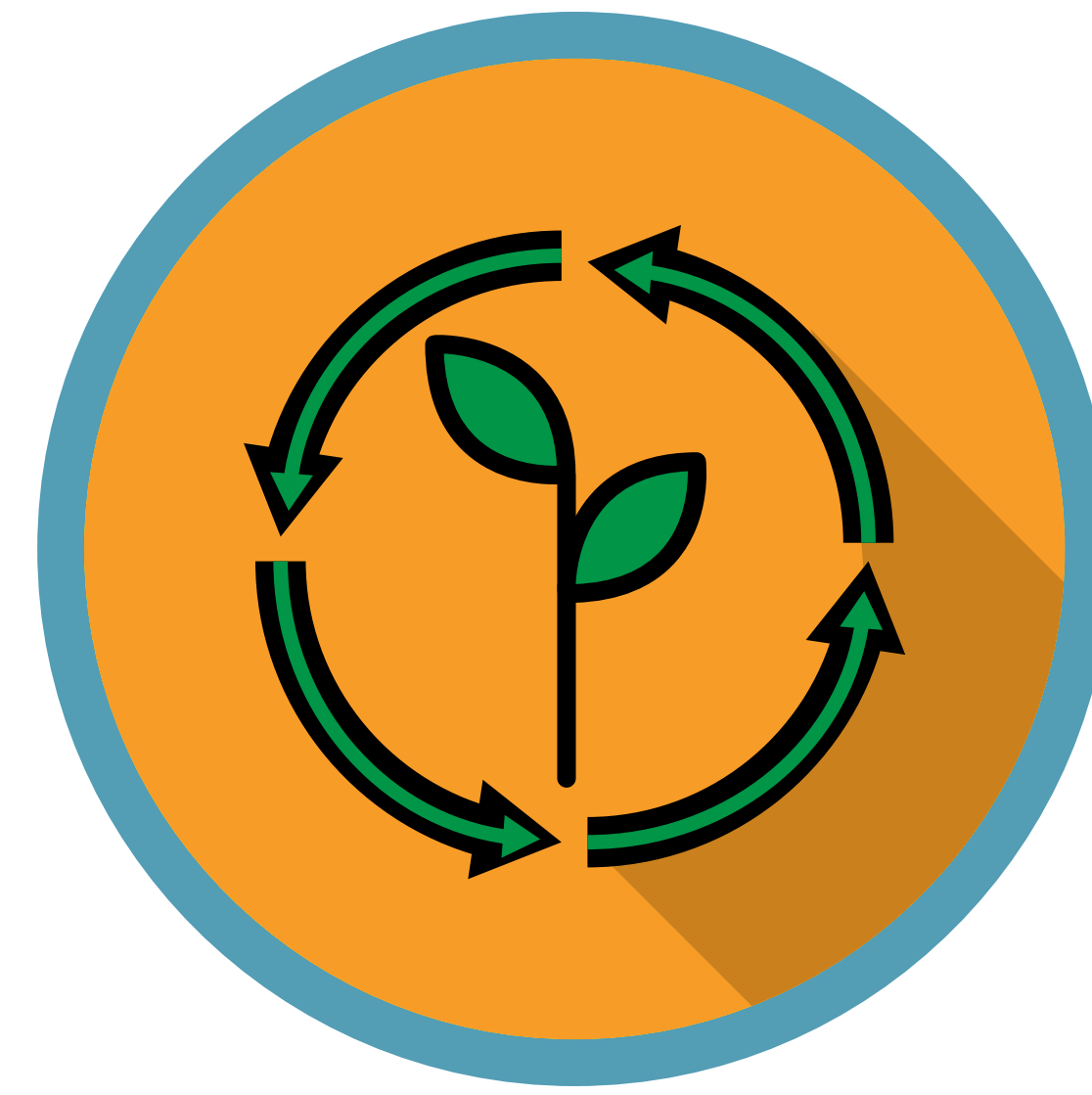
## SAFETY

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.



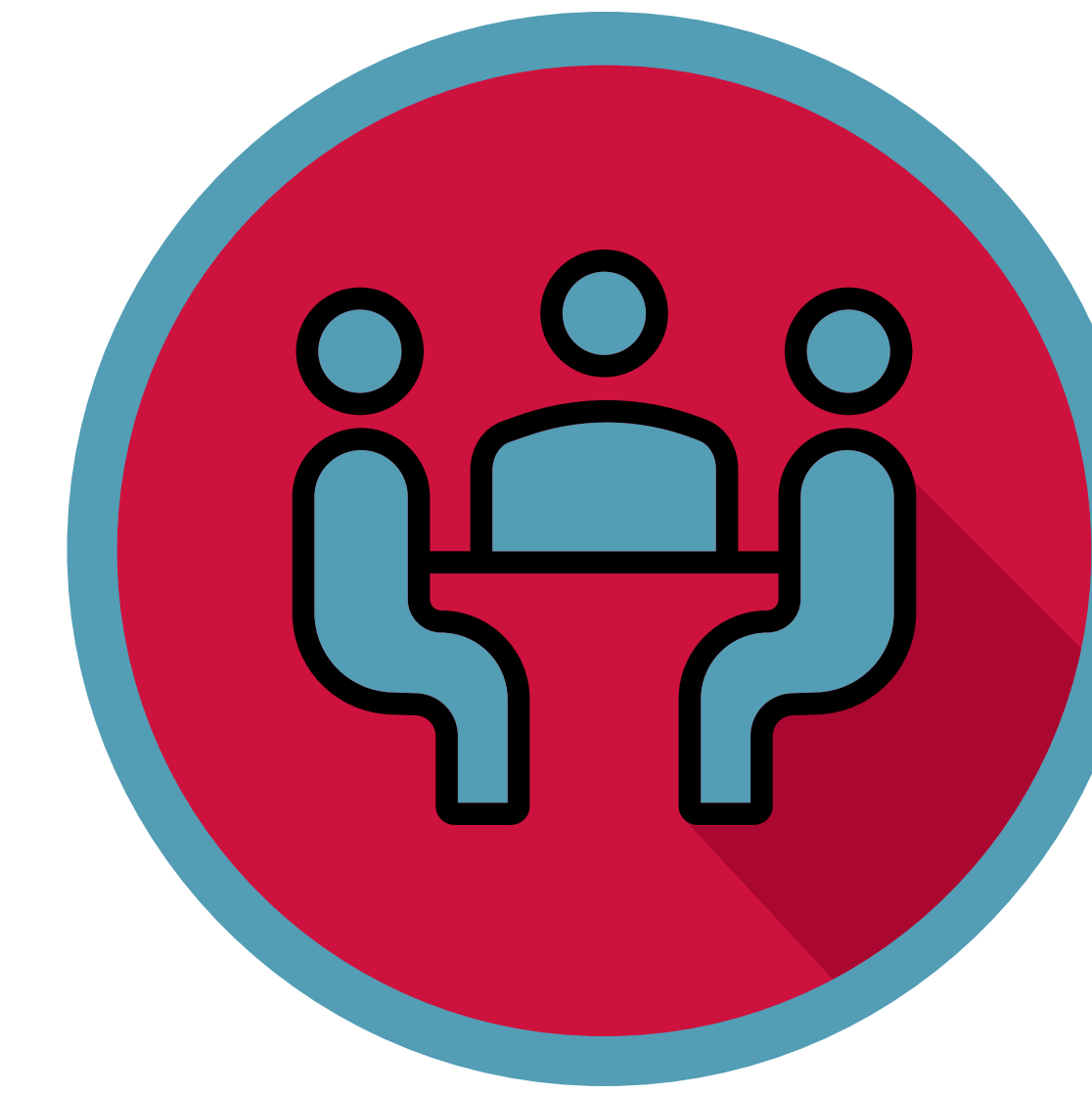
## TRANSIT

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.



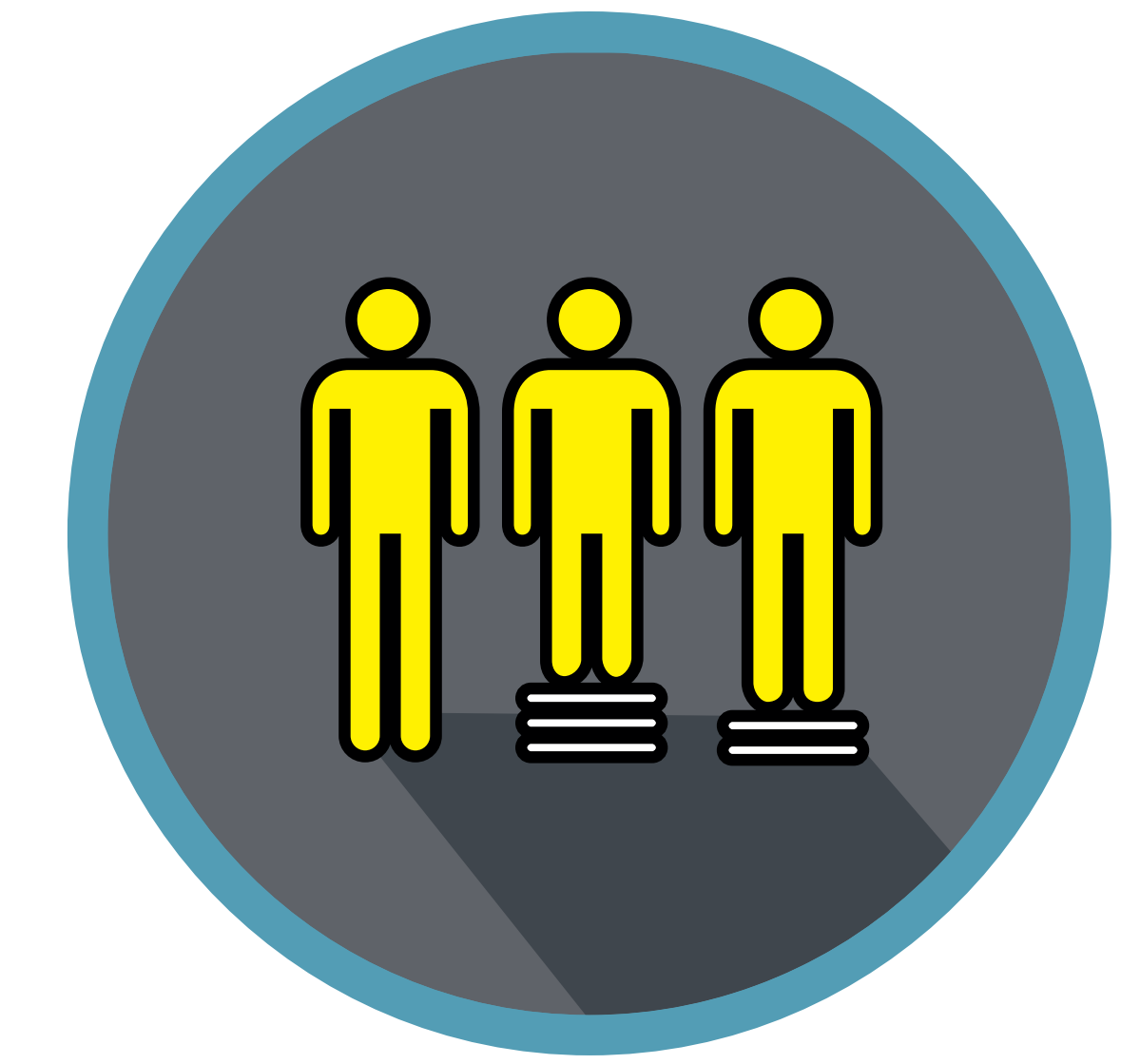
## SUSTAINABILITY

Emerging Mobility Services and Technologies must support sustainability, including helping to meet the city's greenhouse gas (GHG) emissions reduction goals, promote use of all non-auto modes, and support efforts to increase the resiliency of the transportation system.



## 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.



## 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.



## 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.



## 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.



## 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.



## 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.



## 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.