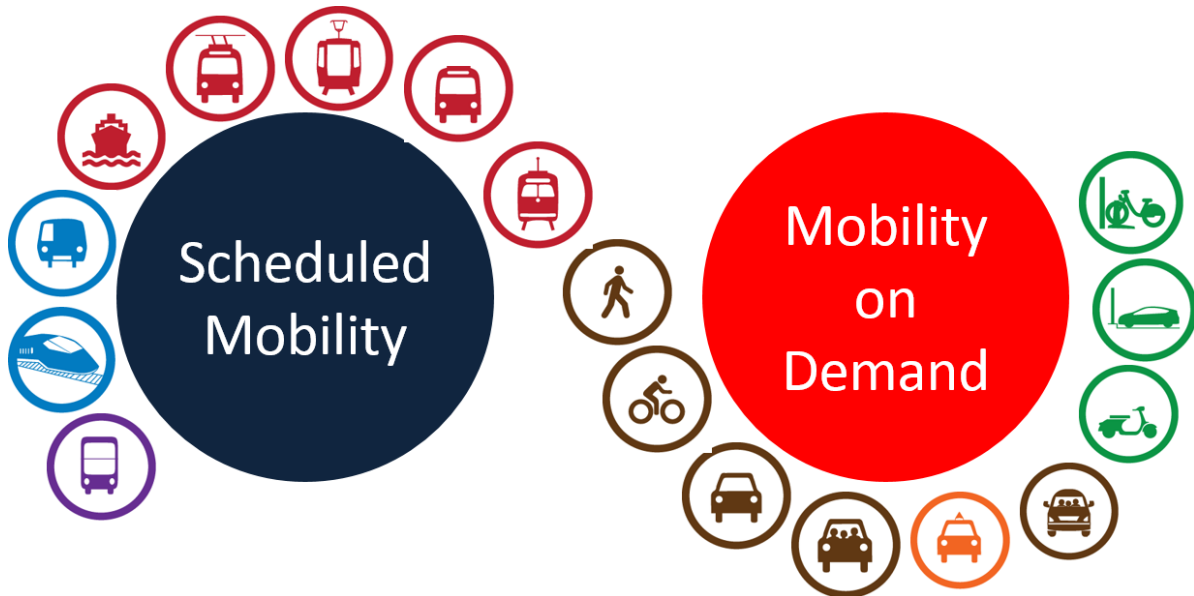# Recommended Guiding Principles for Management
of Emerging Mobility Services and Technologies

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

Transportation options offered across California 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 in cities across the state. These new mobility services present both opportunities and challenges to the safe and efficient movement of people and goods in communities all over California.

With the goals of providing for safe, reliable, sustainable and equitable transportation choices now and in the future, the California Transit Association recommends that local public transportation agencies and stakeholders consider establishing the following Guiding Principles for Management of Emerging Mobility Services and Technologies. This document was developed based in part on a [set of principles](#) developed by the San Francisco Municipal Transportation Agency (SFMTA) and the San Francisco County Transportation Authority (SFCTA).

These Guiding Principles – which are based on a set of principles originally developed by the staff at the San Francisco Municipal Transportation Agency, and subsequently adopted by that agency's board of directors as official agency policy – are intended to provide a consistent policy framework to evaluate new mobility services and should be taken into consideration in all local transportation agency decisions, policies and actions regarding Emerging Mobility Services and Technologies.

How the Guiding Principles Could Be Used

Local public transit agencies and other regional and local public-sector stakeholders should use these Guiding Principles to shape their approach to Emerging Mobility Services and Technologies.

- For cities, counties, joint powers authorities and special transit districts operating public transportation services, these Guiding Principles could serve as a framework for the consistent application of policies and programs.

- Regional transportation planning agencies, local sales tax authorities and other agencies could use these Guiding Principles to evaluate these services and technologies; identify ways to meet local 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. Local agency board members and staff should 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, local and regional agencies should work with the service provider to meet the principles, or, may choose to limit their access to resources within the local or regional jurisdiction.

Guiding Principles for Management of Emerging Mobility Services and Technologies

Safety Emerging Mobility Services and Technologies must be consistent with the [*Your Agency Here*]'s goal for achieving Vision Zero, reducing conflicts, and ensuring public safety and security on roads, sidewalks and public rights of way.

Transit Emerging Mobility Services and Technologies must support and account for, rather than compete with 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 gender 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 [*Your Agency Here*]'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.

Congestion Emerging Mobility Services and Technologies must consider the effects on traffic congestion on roads, sidewalks and public rights of way, 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 [*Your Agency Here*] 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 [*Your Agency or Community Here*].

Labor Emerging Mobility Services and Technologies must ensure fairness in pay and labor policies and practices. Emerging Mobility Services and Technologies should support [*Your Agency Here*]'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 [*Your Agency Here*]'s infrastructure investments and delivery of publicly-provided transportation services.

Collaboration Emerging Mobility Services and Technology providers and the [*Your Agency Here*] must engage and collaborate with each other and the community to improve [*Your Community Here*] and its transportation system.