City of Atlanta Department of Transportation
Guiding Principles for Shareable Mobility Services

Safety

Transportation Goal	Guiding Principle for Shareable Mobility Services
Reduce injuries and fatalities on Atlanta's Streets	Shared Mobility Services should be designed to ensure public safety for all street users and prevent injuries and fatalities for their users.
Improve safety through technology	Shared mobility devices should use the most advanced technology to provide safe, high-quality hardware and software. This includes standards for new devices as well as continuous fleet maintenance. The most advanced technology should be used to prioritize safe operations, prevent riding on the sidewalk, and achieve parking compliance.
Improve safety through education	Education around safe operations and parking should be integral to every shared mobility service in order to avoid unsafe behaviors, reduce conflicts with other street users, or the blocking critical transportation network paths such as sidewalks, bike paths, and transit routes.
Improve safety through appropriate system staffing and management	Shared Mobility Services should deploy processes, technologies, and staff to proactively manage fleets in the City's right-of-way, ensuring that sidewalks are organized and free from obstructions or safety hazards. Shared mobility providers should commit to having local operations staff based in the Atlanta area sufficient to manage the right-of-way, respond to City requests, and implement meaningful education and equity programs.

Equity

Transportation Goal	Guiding Principle for Shareable Mobility Services
Prioritize geographic equity in servicing transportation needs	Shared Mobility Services should provide greater physical and cultural access to transportation options for a diverse range of communities. Shared Mobility Services should be designed to serve neighborhoods designated as Equity Zones and link these populations to jobs, schools, housing, health care facilities, grocery stores, mass transit and other essential services.
Provide transportation options at various price points to expand equitable access	Shared mobility services should provide greater financial access to transportation options for a diverse range of communities. Shared mobility should offer affordable pricing and payment options that reduce transportation barriers for low-income communities.
Design systems and user interactions that are inclusive	Shared Mobility Services should provide fleet designs and user technology that is inclusive. This could include providing various device types or accessible/adaptive devices, providing various comfort adjustments for different levels of experience and confidence, and ensuring that communication and feedback systems are accessible and user-friendly.

Mobility

Transportation Goal	Guiding Principle for Shareable Mobility Services
Provide and promote safe non-car transportation options for more Atlantans	Shared Mobility Services should be designed to help achieve Atlanta's transportation mobility goals by shifting people out of single-occupant vehicles and filling gaps in the transportation network.
Expand mobility with a focus on improving reach of transit and providing options in areas without transit	Shared Mobility Services should facilitate and complement the use of public transportation by co-locating services with transit stops, designating pick up and drop off zones so as not to impede transit, providing service in transit-poor areas, and prioritizing proactive correction of devices, processes, and policies that may reduce access to transit.
Improve mobility through community engagement	Shared Mobility Services should provide extensive programming and education that reduces barriers to shared mobility options, provides clear and legible information on services, standards, and rules, partners with local communities when relevant, and improves user behavior.
Leverage data to improve mobility	Shared Mobility Services should provide accurate and timely data to the City of Atlanta in order to guide policy, monitor company compliance, and plan for targeted infrastructure investments.
Improve mobility through partnerships	Shared mobility providers should commit to partnering with the City of Atlanta and other local and regional partners to help achieve a successful shared mobility environment. Shared mobility providers should not intentionally deceive regulators or withhold critical information.
Improve mobility through innovation and technology	Shared Mobility Services should continuously innovate to test and implement new solutions to improve safety, equity, and mobility in the Atlanta market as the industry grows.
Diversify mobility options for Atlantans	The City of Atlanta values a diverse range of shared mobility service device options. This may be achieved either by selecting companies that operate multiple types of devices, selecting companies that operate unique devices types, selecting a diverse range of companies that do not have common ownership or shared application platforms, or by incentivizing specific device types in any sub-permits.