New Mobility and Electrification
Shaping what’s next

We have to manage the emerging new mobility system so everyone can benefit from the upsides and we protect against the downsides.

IF WE LEAVE IT TO CHANCE...

• More congestion
• More carbon emissions
• Further legacy of transportation for the privileged

IF WE SHAPE IT...

• Managed congestion
• Fewer carbon emissions
• Equitable outcomes
New Mobility Playbook

- Establish people-centered framework to shape, rather than react to, changes
- Acknowledge and anticipating change based on values
- Daylight upsides and downsides
- Adapt our response iteratively
Seattle’s goal: Carbon neutral by 2050

2014 Seattle’s Greenhouse Gas Emissions

- Residential: 14%
- Commercial: 18%
- Waste: 3%
- Passenger: 16%
- Freight: 50%

Road Transport
- Freight: 50%
- Passenger: 16%

Buildings
- Residential: 14%
- Commercial: 18%
- Waste: 3%
Current related work

• Electric Vehicle Charging in the Right-of-way (EVCROW) pilot permit
• Human Centered Design Research on Equitably Expanding the Electric Vehicle (EV) Charging Network
Thank you

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