

New Mobility and Electrification

Seattle Department of Transportation
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City of Seattle

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



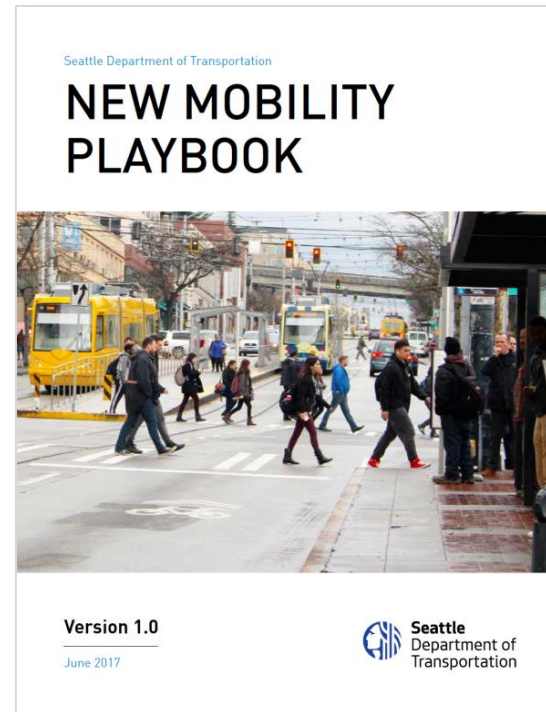
IF WE SHAPE IT...

- 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



Put People and Safety First

Design for Customer Dignity and Happiness

Advance Race and Social Justice

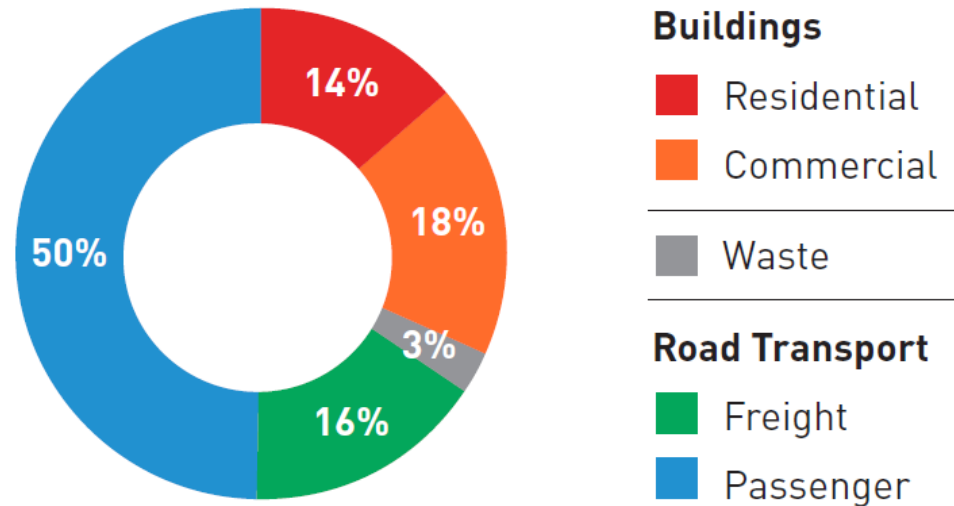
Forge a Clean Mobility Future

Keep an Even Playing Field

PRINCIPLES FOR NEW MOBILITY

Seattle's goal: Carbon neutral by 2050

2014 Seattle's Greenhouse Gas Emissions



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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