



This emerging, technology-enabled, seamless, nearly door-to-door transportation system is what we call the new mobility. It allows Seattleites to treat urban transportation as a customizable, on-demand service. They can book and pay for different transportation services as they go, based on what they need. (Page 17.)

Information is the new infrastructure.

People will share mobility.

Clean energy will power transportation.

Automakers are shifting to shared, electric, connected, and controlled. (Page 21.)

The Upside and The Downside – see Pages 24-31.

Principles for New Mobility – Page 32.

Plays 1-5 – Pages 37-42.

Our First Moves – Pages 43-45.

Respectfully submitted,

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