

# Mobility & Transportation

Washington Advanced Energy  
Stakeholder Challenge Q4

Presenter:

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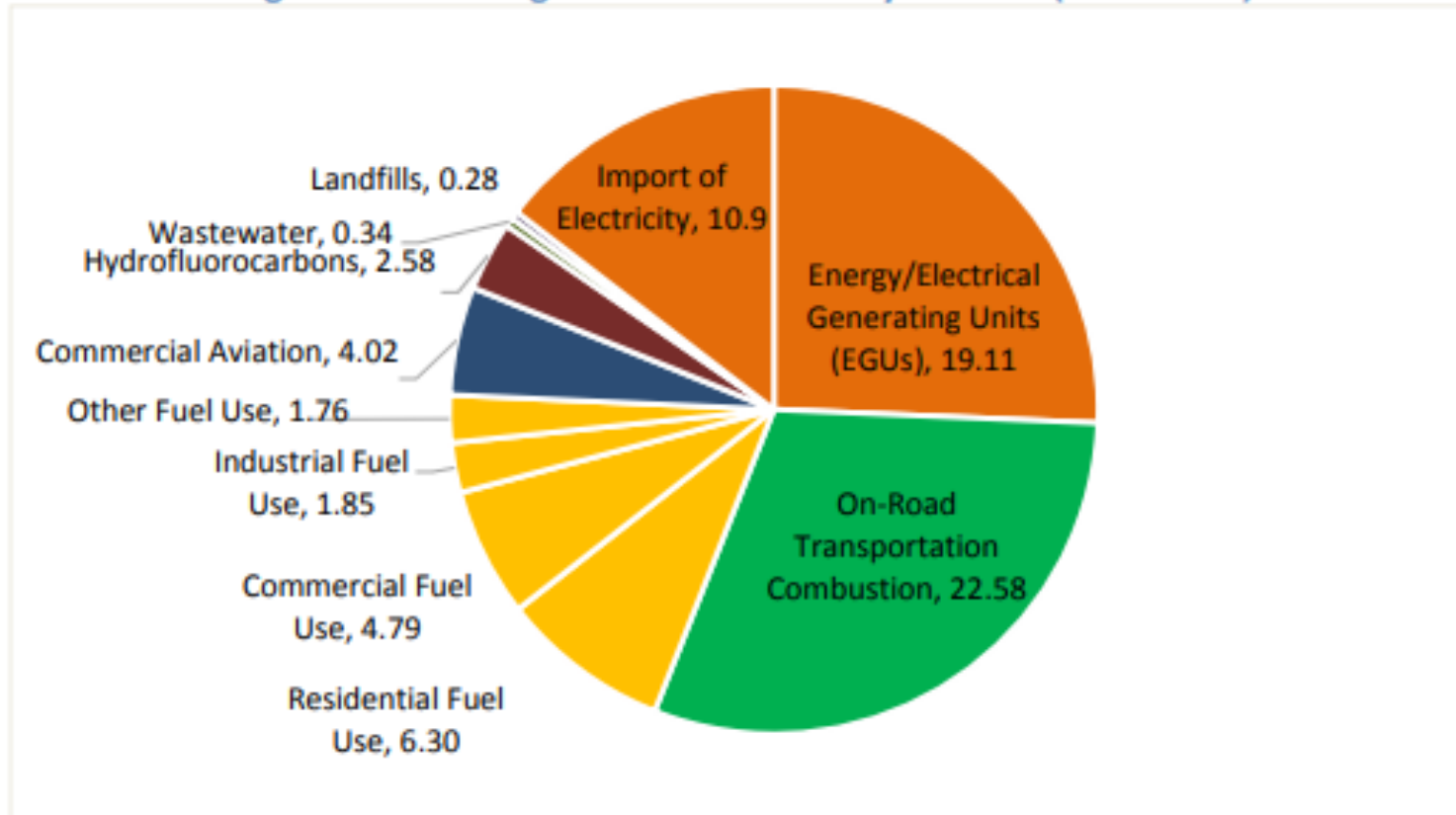
CEO & Co-Founder

Steer

The logo for Steer, featuring the word "STEER" in a bold, sans-serif font. The letter "E" is stylized with three horizontal lines, and the entire logo is highlighted with a green glow.

# The biggest GHG offenders

Figure 1. 2005 Regional GHG Inventory Sources (MMTCO<sub>2</sub>e)

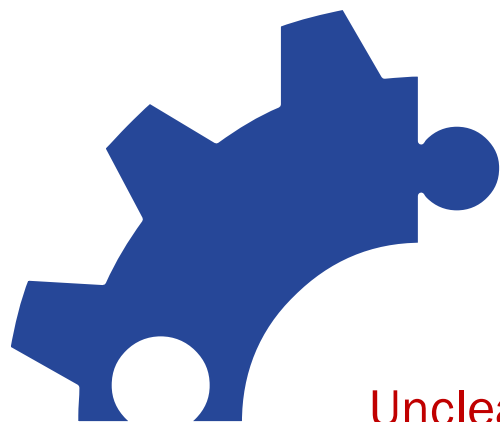


**Reducing emissions from the transportation sector offers the largest impact to carbon**

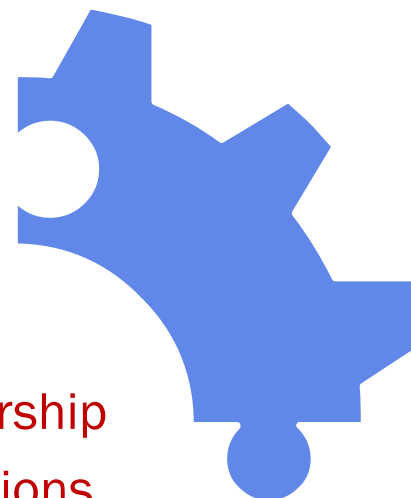
Source: ICF International, GHG in Metropolitan Washington Region, Final Technical Report

# Who's responsible? Chicken or the egg problem

**Businesses**



**Policy**



Unclear ownership  
Unclear solutions  
Unclear funding

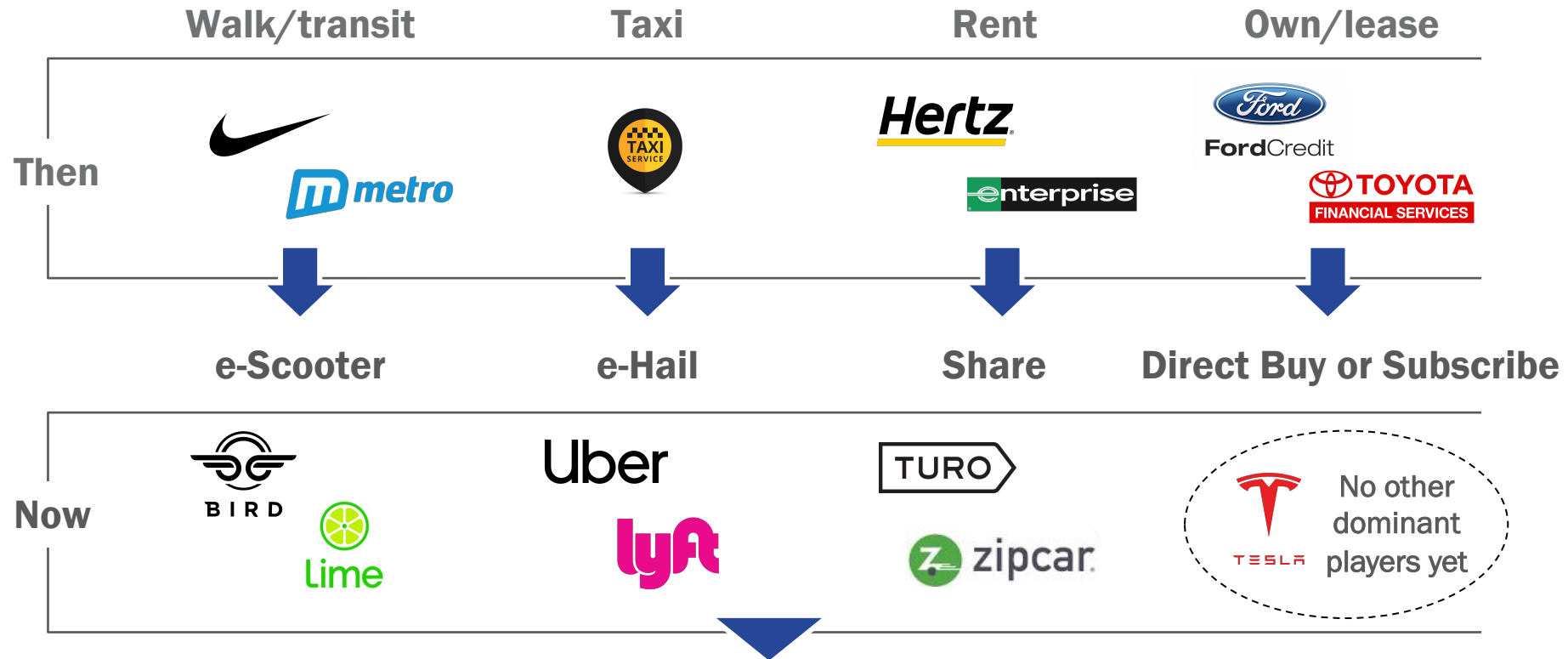
**Consumers**



**Time horizon**



# Consumer-driven disruption in mobility



Opportunity to engage all citizens + drive corporates, policy makers

# Shaping the right future



- Does autonomous automatically mean electric (or other clean fuel)?
- Will next gen fleet buyers demand clean mobility solutions?

## Steer Member Snapshot:

- Average age member = 37 years old
- Majority have kids
- #1 reason for choosing Steer is convenience... #2 is car selection / EVs
- 70% are new to EVs



## Challenge question

For Mobility & Transportation to enable a Carbon Free DC, we must first address **a lack of clear, tangible and deeply personal actions and solutions that the majority of people can relate to in their everyday lives that will help them engage with and commit to a carbon-free future.**