



CREATE

Corridor Readiness & Transition Engine (CREATE) for ERS Deployment

The Challenge

As transportation agencies, utilities, and infrastructure providers explore large-scale roadway electrification, they need better tools to identify where investments will have the greatest impact, how electrification will affect energy demand, and what benefits can be achieved across transportation networks.

Current planning efforts often evaluate cost, energy, infrastructure, resilience, and environmental impacts separately. CREATE brings them together.



What We're Building

CREATE is developing an integrated planning and decision-support platform to help stakeholders evaluate, prioritize, and prepare transportation corridors for future electrification.

These data-driven tools will help agencies and infrastructure partners identify the highest-value transportation corridors for electrification — balancing cost, demand, resilience, and community impact.

Expected outcomes

- ✓ Identify high-priority corridors for electrification
- ✓ Improve infrastructure investment decisions
- ✓ Better understand deployment costs and system impacts
- ✓ Support long-term transportation and energy planning
- ✓ Evaluate resilience, utilization, and environmental benefits
- ✓ Reduce uncertainty before committing capital investments



Key Focus Areas

Corridor Readiness Assessment

Evaluating transportation corridors using real-world traffic, energy, and infrastructure data.

Demand & Energy Modeling

Forecasting vehicle activity, energy needs, and future electrification demand across diverse vehicle classes.

Cost & Infrastructure Analysis

Assessing deployment costs, infrastructure requirements, and investment opportunities.

Multi-Domain Impact Evaluation

Measuring resilience, operational performance, air quality, and system-wide benefits.

Seeking Engagement

Transportation Agencies & Corridor Operators

- Corridor planning priorities
- Infrastructure deployment challenges
- Performance and investment criteria
- Long-range transportation strategies

Utilities & Energy Providers

- Energy demand forecasting needs
- Grid planning considerations
- Reliability and resilience priorities
- Infrastructure coordination opportunities

Technology & Infrastructure Developers

- Deployment requirements
- Cost and performance assumptions
- Commercialization pathways
- Integration challenges

Industry & Investment Partners

- Business case development
- Financing considerations
- Market readiness insights
- Deployment opportunities

Help Shape the Future of Electrification



***Scan to connect
with our research
teams!***