

Nunes-Ueno Consulting

Mobility strategy for cities, airports, universities, hospitals, and corporate campuses.

Nunes-Ueno Consulting designs the policy, pricing, and governance behind institutional mobility, work led by principal Paulo Nunes-Ueno. His own background runs from managing commute-reduction programs at a transit agency, to running transportation for a hospital system, to building a city transit division from the ground up, before founding NUC. That mix shows up in the work as a bias toward systems an institution can actually run once the engagement ends.

HOW INSTITUTIONS ACTUALLY MOVE

Transit & shuttle networks

Fixed-route and on-demand systems designed around when and where people actually need to move, not just where a route has always run.

Active transportation

Walking and biking networks safe and usable enough to take short single-occupancy trips off the road before they start.

Parking, managed deliberately

For any of this to work, parking has to be managed as deliberately as the rest of the system, from daily pricing tied to a commute incentive to a phased shift across a multi-region campus footprint.

Fleet electrification

Lifecycle planning, right-sizing, and electrification sequencing for institutional vehicle fleets, from EV shuttle transitions to the decision tools that make the business case.

RESULTS

–25% SOV

Drop in drive-alone commuting at Seattle Children's Hospital, from a comprehensive TDM and daily-parking program.

\$20M+

Identified in fleet and mobility savings on Princeton University's fleet electrification program.

\$82M avoided

In estimated future parking construction at Oregon State University, from a university-wide TDM strategy tied to its climate goals.

REFERENCE ENGAGEMENTS

CLIENT	YEARS	SCOPE
University of Alabama at Birmingham	2026	Campus transit and mobility study; three-firm team led by NUC, with Jarrett Walker + Associates on transit design and KPS Group on local and bike/ped planning.
Princeton University	2019–2026	Flagship fleet-electrification and mobility-framework engagement; EV shuttle transition and decision-support tooling.
Oregon Health & Science University	2017–2025	Recurring TDM advisory relationship, from an initial TDM plan through a commute-platform transition.
Port of Seattle (Sea-Tac Airport)	2023–2025	SEA MOVES commute program for airport employees; led to a Port Commission-funded worker transit-pass program.
Amazon	2019–2026	Global commute strategy; conversion to daily parking pricing across AMER and EMEA regions.



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Designing the operating systems of institutional mobility.