19th Century Mobility Choice
20th Century Mobility Choice
21st Century Technology...
21st Century Services...
21st Century Mobility Choice

Bundle
The Setting

Rancho Mission Viejo
The Community

RANCHO MISSION VIEJO

[Images of various activities and locations in Rancho Mission Viejo]
The Quality

2006 The Americas Award Winners

• Belmar; Lakewood, Colorado; Continuum Partners LLC, McStain neighborhoods, and Trammell Crow Residential
• **Ladera Ranch; Orange County, California; Rancho Mission Viejo and DMB Consolidated Holdings LLC**
• Los Angeles Unified School District Construction Program; Los Angeles, California; Los Angeles Unified School District
• Mesa Arts Center; Mesa, Arizona; Mesa Arts Center
• Montage Resort and Spa; Laguna Beach, California; The Athens Group
• Prudential Center Redevelopment; Boston, Massachusetts; Boston Properties Inc.
• Stapleton District 1; Denver, Colorado; Forest City Enterprises
• The Presidio Trust Management Plan; San Francisco, California; The Presidio Trust
• Victoria Gardens; Rancho Cucamonga, California; Forest City Commercial Development and Lewis Group of Companies
• Washington Convention Center; Washington, D.C.; Washington Convention Center Authority
The Ranch Plan
Existing Mobility Choices are painful or...
Expensive
People don’t think about what it really costs to own a car.
Tradeoffs in family budgets?
Embed mobility!

A *mobility/lifestyle* system that matches a community vision … its “DNA”

- Design for children
- Design for all modes
- Design for aging population
- Design for nature & recreation
The Service Plan...

Technology applied to mobility!

Which Carrier's FAMILY PLAN is the Best Deal?

verizon  
AT&T  
T-Mobile®  
Sprint
### Pilot Area: Rancho Mission Viejo Communities

<table>
<thead>
<tr>
<th></th>
<th>UNITED STATES</th>
<th>Coto de Caza</th>
<th>Ladera Ranch</th>
<th>Las Flores</th>
<th>Rancho Santa Margarita</th>
<th>Rancho Mission Viejo (2014-2018)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Area</strong></td>
<td>3.8 million mi(^2)</td>
<td>8.0 mi(^2)</td>
<td>4.9 mi(^2)</td>
<td>2.0 mi(^2)</td>
<td>13.0 mi(^2)</td>
<td>~35.0 mi(^2)</td>
</tr>
<tr>
<td><strong>Population</strong></td>
<td>311.5 million</td>
<td>14,974</td>
<td>21,412</td>
<td>5,911</td>
<td>47,769</td>
<td>25,000 by 2018</td>
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<tr>
<td><strong>Bachelor's Degree +</strong></td>
<td>28.2%</td>
<td>61.8%</td>
<td>61.0%</td>
<td>55.4%</td>
<td>48.1%</td>
<td>?</td>
</tr>
<tr>
<td><strong>Median HH Income</strong></td>
<td>$52,762</td>
<td>$164,385</td>
<td>$132,735</td>
<td>$128,269</td>
<td>$104,167</td>
<td>?</td>
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<tr>
<td><strong>Avg Commute Time</strong></td>
<td>25.4 min</td>
<td>31.4 min</td>
<td>31.4 min</td>
<td>30.5 min</td>
<td>27.5 min</td>
<td>?</td>
</tr>
<tr>
<td><strong>3+ vehicle HH</strong></td>
<td>32.0%</td>
<td>46.7%</td>
<td>24.2%</td>
<td>31.7%</td>
<td>36.7%</td>
<td>?</td>
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</table>
Mobility Data
“YOU NEVER CHANGE THINGS BY FIGHTING THE EXISTING REALITY. TO CHANGE SOMETHING, BUILD A NEW MODEL THAT MAKES THE EXISTING MODEL OBSOLETE.”

- BUCKMINSTER FULLER
What will you do?