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

RANCHO MISSION VIEJO RODEO
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
Existing Mobility Choices are painful or...
Expensive
How much per car???

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!
## 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 mi²</td>
<td>8.0 mi²</td>
<td>4.9 mi²</td>
<td>2.0 mi²</td>
<td>13.0 mi²</td>
<td>~35.0 mi²</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>
</tr>
<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>
</tr>
</tbody>
</table>
Mobility Data
If your music is in the “cloud”, why not your mobility?

**TIMELINE**

**YEAR 0-2**
- TODAY
  - LET GO OF THE VEHICLE

**YEAR 2-4**
- TOMORROW
  - MERGE ZERO EMISSION VEHICLES

**YEAR 4+**
- FUTURE
  - THE AUTONOMOUS ECOSYSTEM

**CUSTOMERS**

**DEVELOPER/INVESTOR**

**RESIDENTS**
“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?