

Transforming Office Parks into Transit Villages: Vision



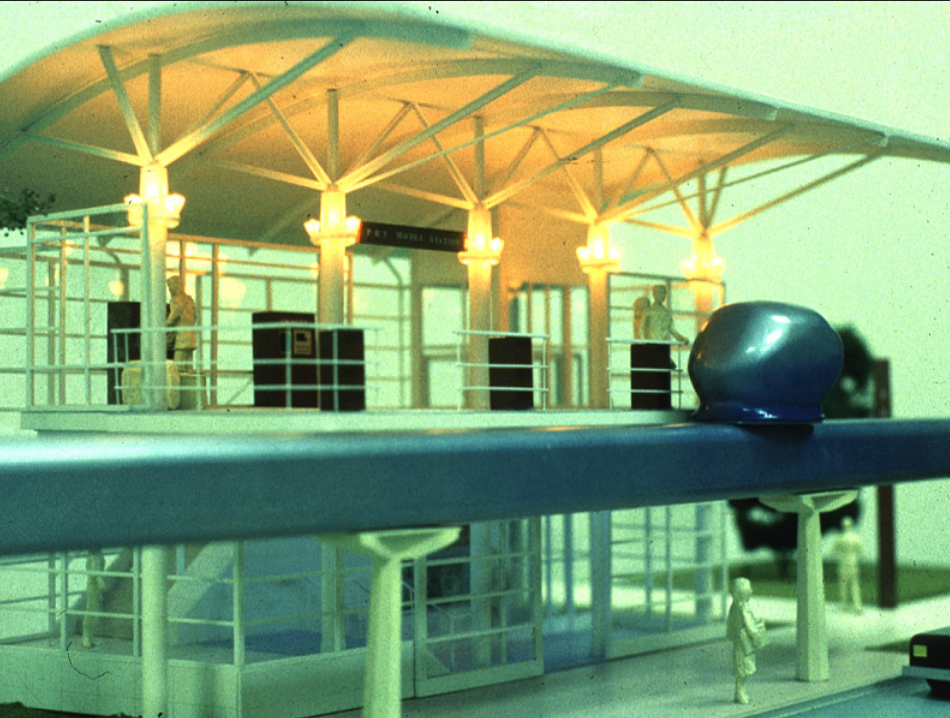
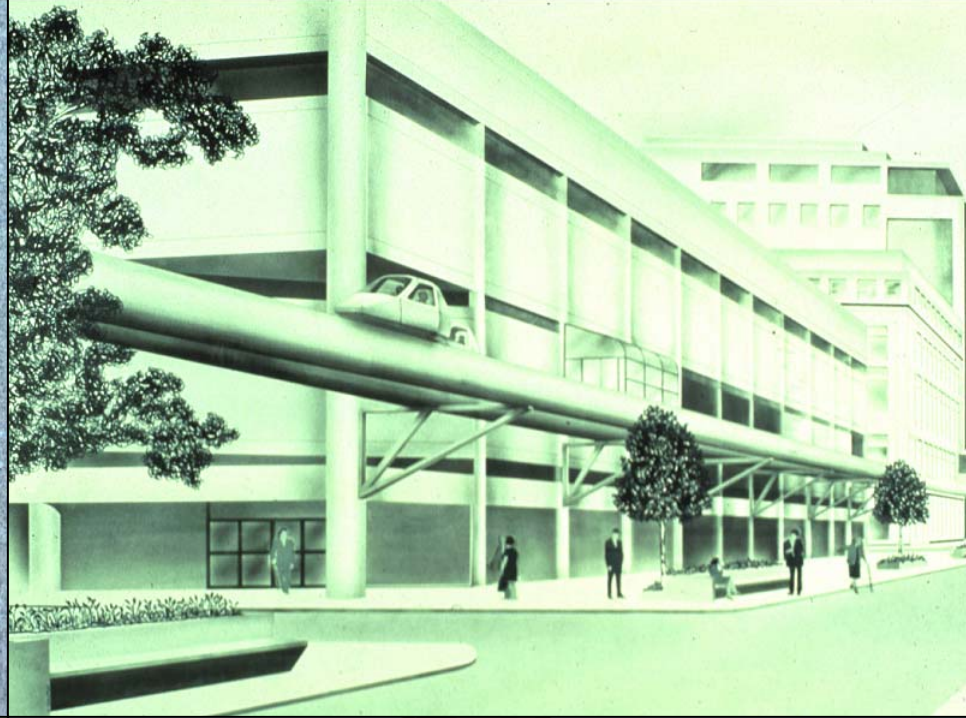
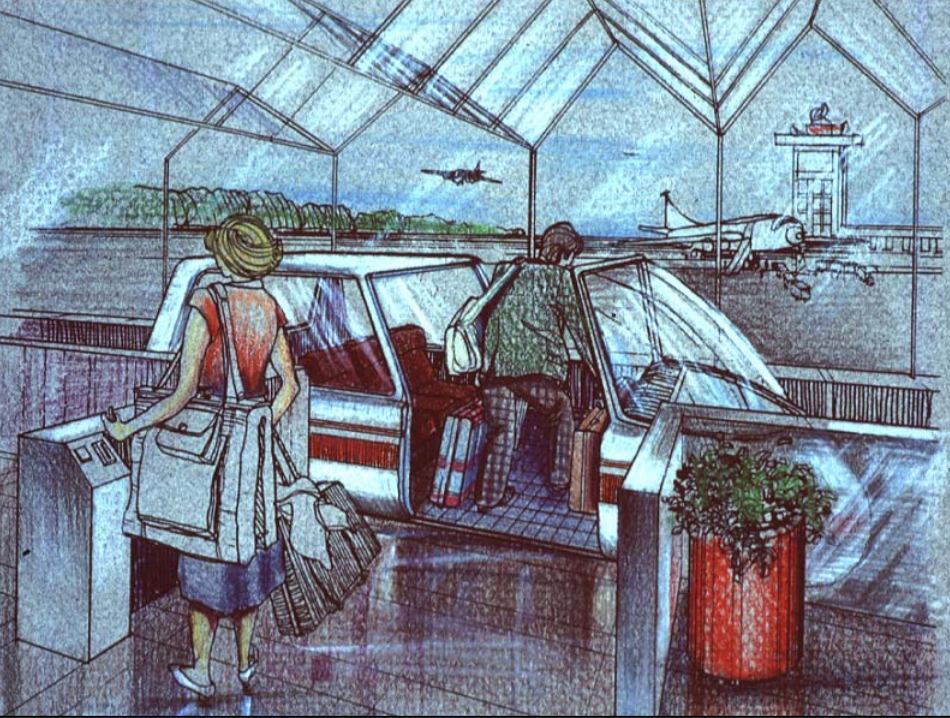
- Less auto-dominated suburbs
- Assumes global warming & peak oil are real
 - Least worst alternative
- Less than 50% of trips by solo driving
- Extreme sustainability, cut energy use
 - From 320 mBTU pp per year to 79 mBTU
 - Smart Growth on steroids
 - Controversial
- Futuristic, complicated.



Transformational Tools

- Personal Rapid Transit (PRT)
 - Makes carpooling & transit more effective
- GPS cell phones to connect
- Better carpool “matchmaking”
- Small parking charges (automated)
- “Cool to be green” culture
- Parking lots → housing with retail.





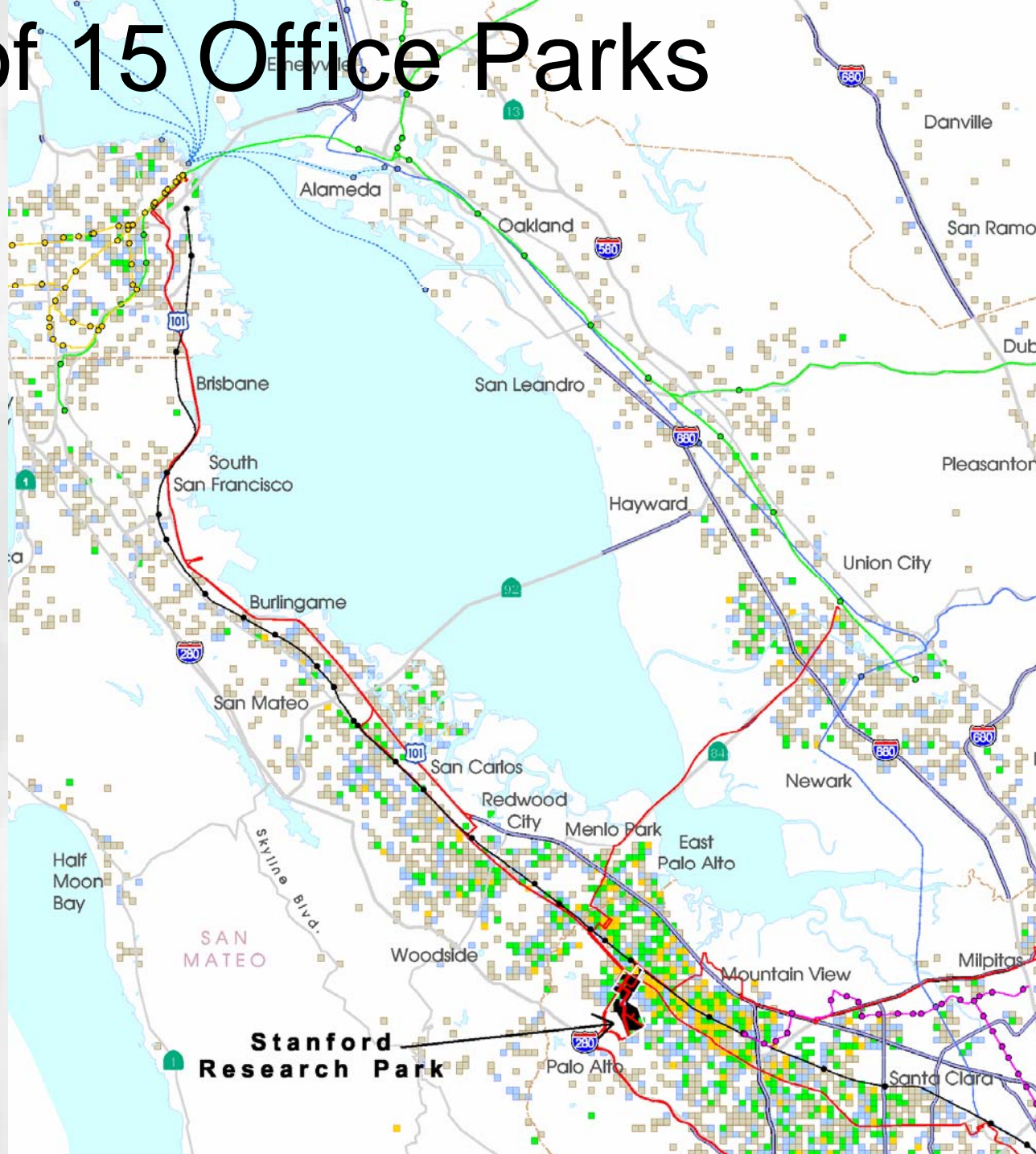
225 Surveys at Oracle

- Vulcan mind meld
- Teach suburban solo drivers about carpooling and transit (drawbacks)
- Customized for each commute
- + Low income worker interviews.



GIS study of 15 Office Parks

- Census LEHD
- Commute Shed
- Aerial photography
- Demographics.

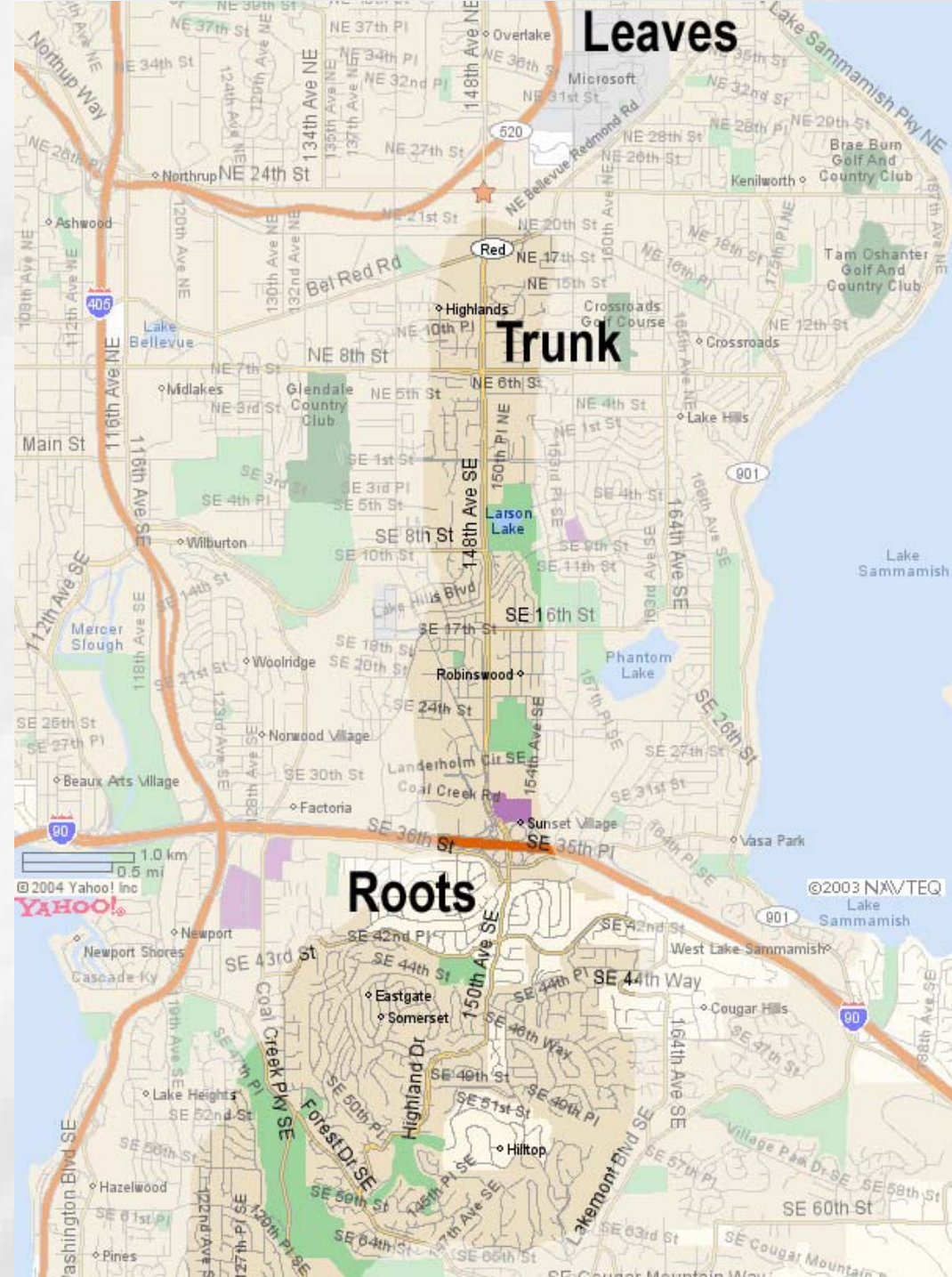


Toolkit: Company Town Housing

- Walk to work housing for tech workers
- Low income upward mobility
 - De-segregate suburbs.

Toolkit: digital hitchhiking

- Bus + safe hitchhiking



Toolkit

- Grocery shopping without a trunk
- “Cool to be green” culture
 - All residents sign a green pledge to get housing
 - Force a tipping point
 - Supporting culture like EBay on-line community.

Conferences, etc.

- Congress for New Urbanism
- Rail~Volution
- Engineers for a Sustainable World
- Intelligent Transportation Systems (ITS) America
- Association for Commuter Transportation (ACT)
- USC Urban Planning School
- THE END..