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July 31, 2015

Lisa Fitzpatrick, Secretary
San Diego Planning Commission
1222 First Ave, 5th Floor
San Diego, CA 92101

Re: Letter of Support for Lilac Hills Ranch

Attn: Planning Commission

I would like to communicate some thoughts regarding the proposed Lilac Hills Ranch community along North San Diego County's I-15 corridor. I am an avid cyclist and often bike around that area and indeed directly past it on what is a main cycling route. My wife leads a cycling club of some three hundred women and she loves to take them on rides that include West Lilac Rd. We love the beauty of the area and enjoy the fact that the roads are not congested. I generally share the concerns raised by those who wish to avoid unseemly congestion and avoid the possibility of a development that heedlessly impacts the area. Lilac Hills Ranch is not one of those communities we should fear. **Lilac Hills is specifically designed to be a progressive answer to the blight of reckless building.**

Lilac Hills will offer a focus on sidewalks and paths to promote walkability and a healthy community lifestyle. Moreover, they have developed a plan for reducing vehicle miles traveled (VMT) that introduces our smart mobility technology we call Virtual Rail. Virtual Rail will support the use of self-driving electric pods that can carry people throughout the development using the private streets and also connect them seamlessly to transit stops for public transportation. Imagine Uber but where there are neither drivers nor cars. Instead your cell phone brings a pod to you on dedicated paths that can carry you to wherever you need to go. It's like a bike share program but where you don't have to pedal and where the bike comes to you! This will not only increase the enjoyment for residents to attend events, shops, and restaurants, but will also dramatically reduce green house gas emissions and the impact of cars. The fact that this technology will reduce the need for parking actually improves the value of the land for the developer who can use that parking space for better things.

Far from being the problem, we see this community to be a showcase for demonstrating how intelligent building practices and technology can improve our communities, lower congestion and reduce green house gas emissions. The whole point of our involvement with the project has been to address the issue of whether or not this development will help or hurt the community. I believe it will help. I also hope it can inform San Diego's planning efforts and **usher in a new era of efficiency, environmentalism and more beautiful design.**

As a Robotic company here in San Diego we are heavily focused on bringing low speed eco-friendly personal electric vehicles to neighborhoods such as Lilac Hills and Smart Cities around the world. Currently, we are kicking off planning phases to provide Autonomous Intelligent Mobility in Carlsbad, Encinitas, and New York City. It is not easy to introduce change, but we feel that San Diego County is the right place to start. We have put significant effort into developing a plan for Lilac Hills Ranch project and Randy Goodson and his staff have dedicated significant resources (and personal time) to support the use of smart mobility technology in their community. My impression is that the staff is personally and professionally invested in this vision of Lilac Hills as a beacon of clean, progressive technology to the world.

We believe that the plan Mr. Goodson and his team have built for Lilac Hills can bring a beautiful addition to San Diego and we look forward to executing our plan to provide low speed electric vehicles (PEV's) for the elderly, disabled and all the residents within the community.

Sincerely,

A handwritten signature in blue ink, appearing to read 'D. Bruemmer', with a stylized, flowing script.

David Bruemmer, CEO & Cofounder
Email: dbruemmer@5drobotics.com