Long Range Plans and Priorities in Uncertain Times
Atlanta’s Approach

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Rapid growth - the history and the future of Atlanta

ATLANTA TODAY
5.6 million people
2.9 million jobs

ATLANTA 2040
8.1 million people
4.0 million jobs
Atlanta is one of the world’s most dynamic metropolitan areas, competing globally on the strength of our diverse population, robust economy, myriad cultural assets and attractive lifestyles. We will “win the future” through intensive collaboration that honors and leverages the uniqueness of our communities.

Atlanta Region’s Plan Policy Framework
August 2015
There is no single path to “Win the Future”
“Normative” scenario development process
The value of exploratory scenario planning

Looking at a wide range of issues from multiple “what if” perspectives...

...helps ensure our plans are resilient and responsive to change.
Identifying our region’s key drivers of change

Universe of Drivers of Change

Social
Technology
Economic
Environmental
Political

National Expert Review Process
Stakeholder Survey
ARC Board Work Session
Key drivers of change for the Atlanta Region

- Autonomous Vehicles
- Spatial, Racial and Economic Equity
- Climate Change Regulations
- Aging of the Population
- Transportation Finance Structure
- Water Supply
- Intelligent Infrastructure & Technology
- Ridehailing Services
- Port Traffic
- Climate Change Regulations
- Spatial, Racial and Economic Equity
- Autonomous Vehicles
Identifying relationships between drivers is key to the development of alternate futures.
Plausibility is the key to building alternate futures

plau·si·ble
ˈplōzəb(ə)l/

adjective

(of an argument or statement) seeming reasonable or probable.
"a plausible explanation"

synonyms: credible, reasonable, believable, likely, feasible, tenable, possible, conceivable, imaginable; convincing, persuasive, cogent, sound, rational, logical, thinkable
"a plausible explanation"
The actual future is likely to be some combination of the four we have defined.

- **Full Steam Ahead**: 43%
- **Technology Reigns**: 31%
- **Fierce Headwinds**: 10%
- **Ecotopia**: 16%

Results of beta test exercise with ARC’s transportation technical and policy committees.
Determining what people believe is likely
Pivoting to the next major plan update

What is your reaction to the alternate futures?

Will they be helpful in your planning efforts and initiatives?

What about exploratory planning in general?

What drivers of change are most relevant to your work?

How much control or influence do we actually have over the drivers of change?

What policies could help/hinder achieving your work program goals?

How should this work be integrated into the Atlanta Region’s Plan?
Developing policy direction

- Driver: 2017
- Positive Direction: Policy Support
- Negative Direction: Incentives
- Policy Interventions
Policy actions must weigh the likelihood and potential direction and magnitude of impacts.
Potential policy actions (examples)

1. Incorporate the use of technology into project prioritization and programming processes. Give priority or higher score rankings to projects that demonstrate applications of new technologies.

2. Address options for adaptive reuse of parking structures for both existing parking structures and newly planned structures.

3. Identify and develop programs to support access to new mobility services (such as Uber and Lyft) by unbanked and low-income households and reduce the likelihood of not being picked up due to driver based on race and/or gender discrimination.

4. Create a regional task force dedicated to regional collaboration and development of pilot projects for technology deployment. Work with key partners, such as the Metro Atlanta Chamber of Commerce, universities, and lead private sector firms to develop this group and spearhead program efforts.
“EVEN IF YOU’RE ON THE RIGHT TRACK, YOU’LL GET RUN OVER IF YOU JUST SIT THERE.”

- Will Rogers