



**“EVEN IF YOU’RE ON THE RIGHT TRACK, YOU’LL GET RUN OVER IF YOU JUST SIT THERE.”**

**- Will Rogers**



**ATLANTA TODAY**

**5.6 million people  
2.9 million jobs**



**ATLANTA 2040**

**8.1 million people  
4.0 million jobs**

# The Region's success rests on our ability to achieve three related outcomes



**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.**

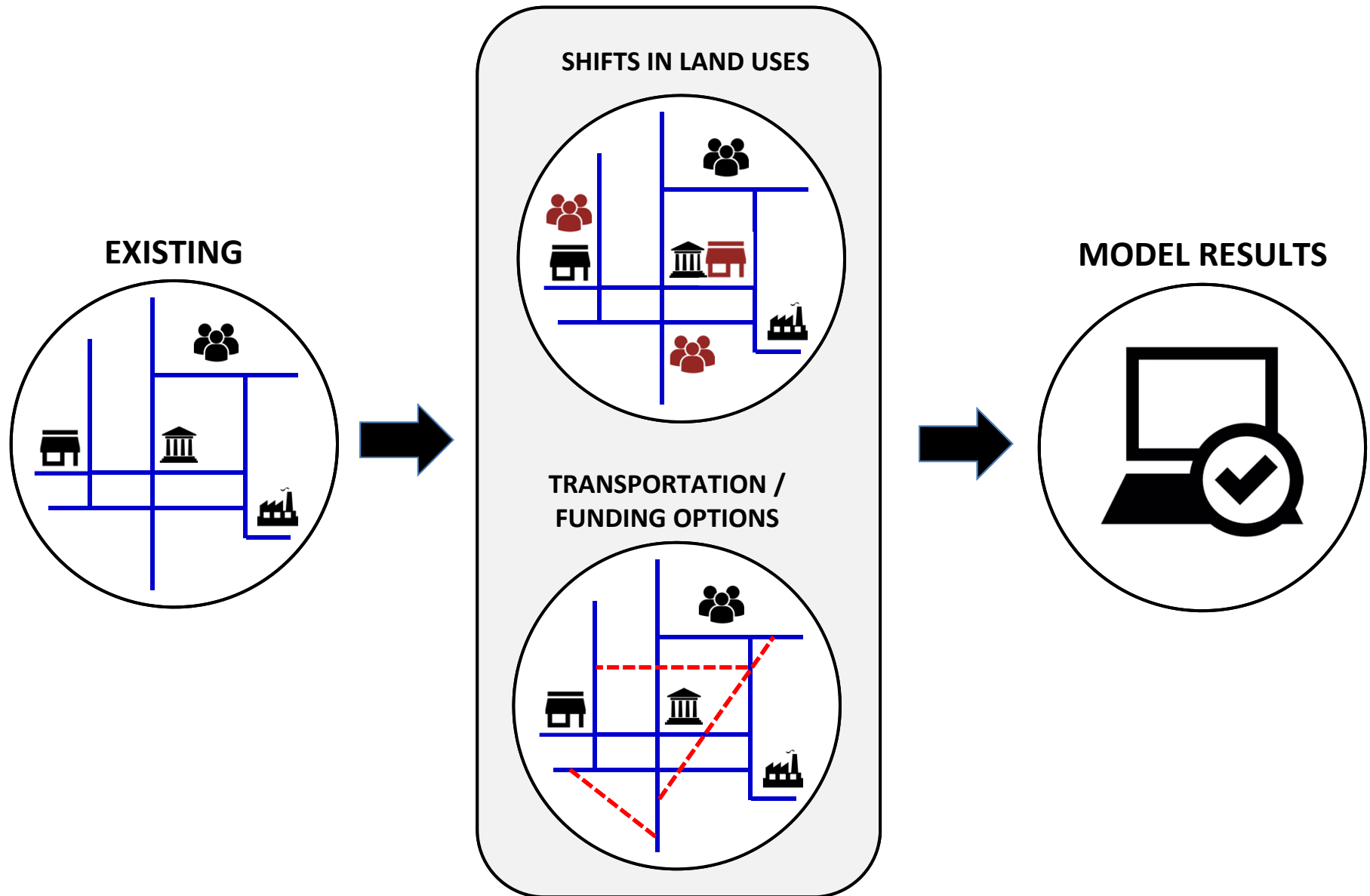
*Atlanta Region's Plan Policy Framework  
August 2015*



# There is no single path to "Win the Future"



# "Normative" scenario development process



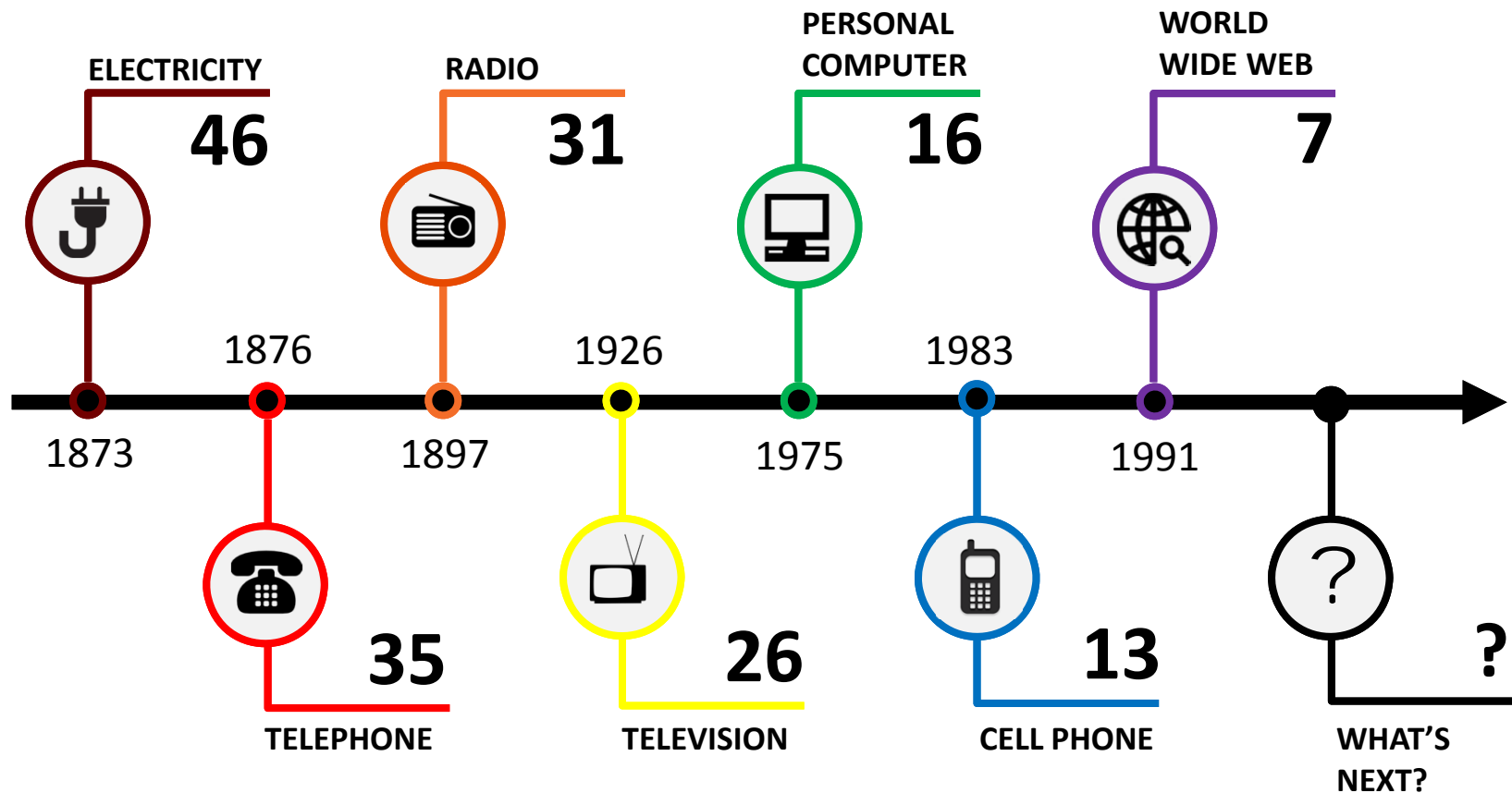
**Looking at a wide range of issues from multiple “what if” perspectives...**



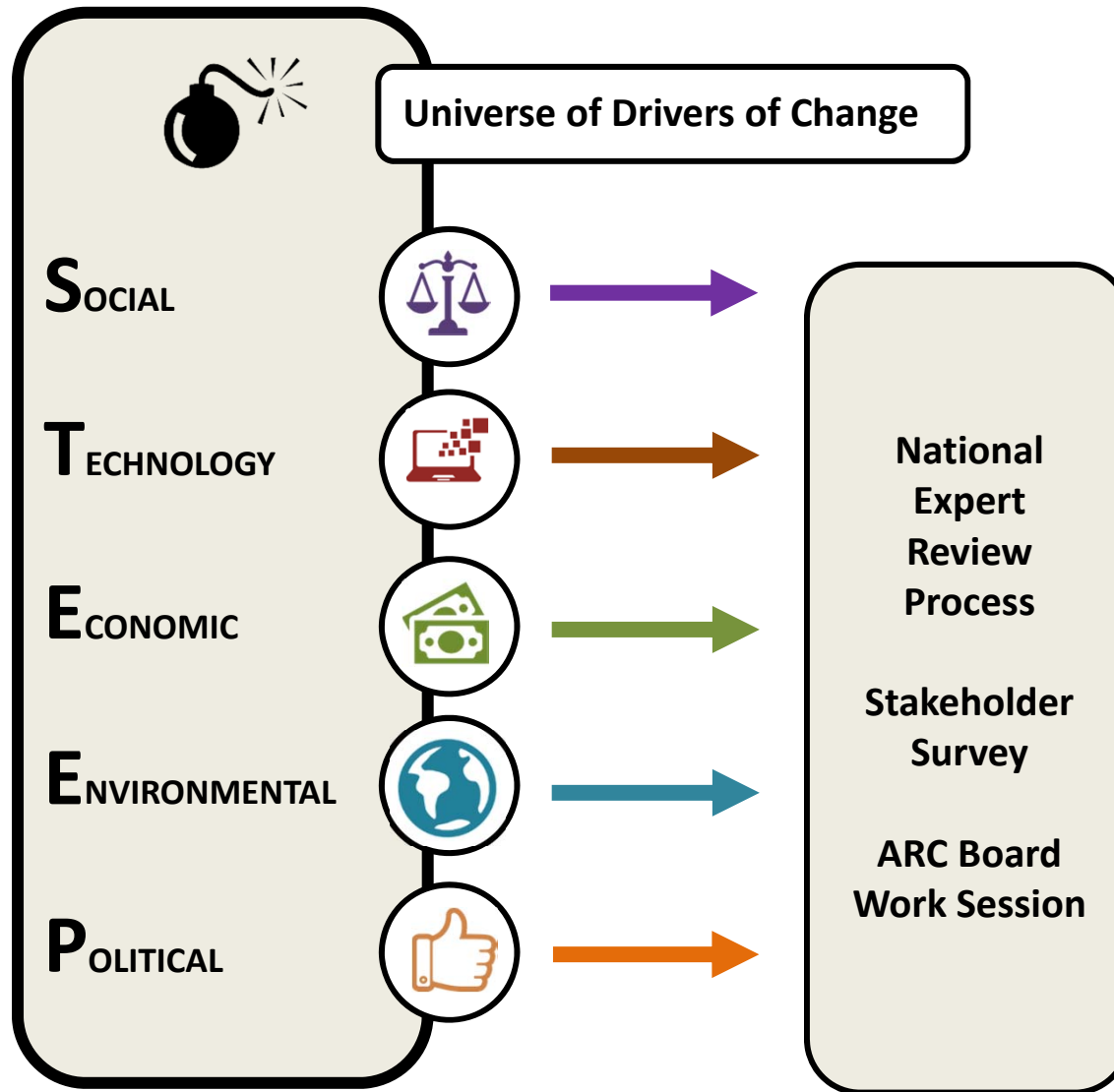
**...helps ensure our plans are resilient and responsive to change.**

# The pace of change is accelerating

Number of years until technology was used by one-fourth of Americans



# Identifying our region's key drivers of change



## 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**

## How do the drivers fit together?



# Plausibility is the key to building alternate futures

## plau·si·ble

/ˈplôzəb(ə)l/

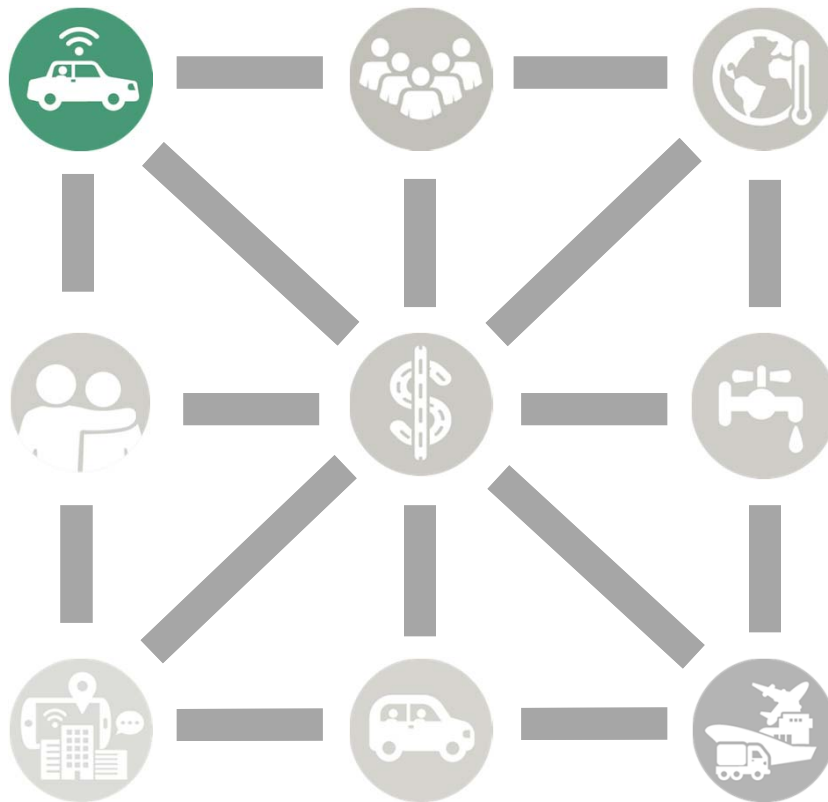
*adjective*

(of an argument or statement) seeming reasonable or probable.

"a plausible explanation"

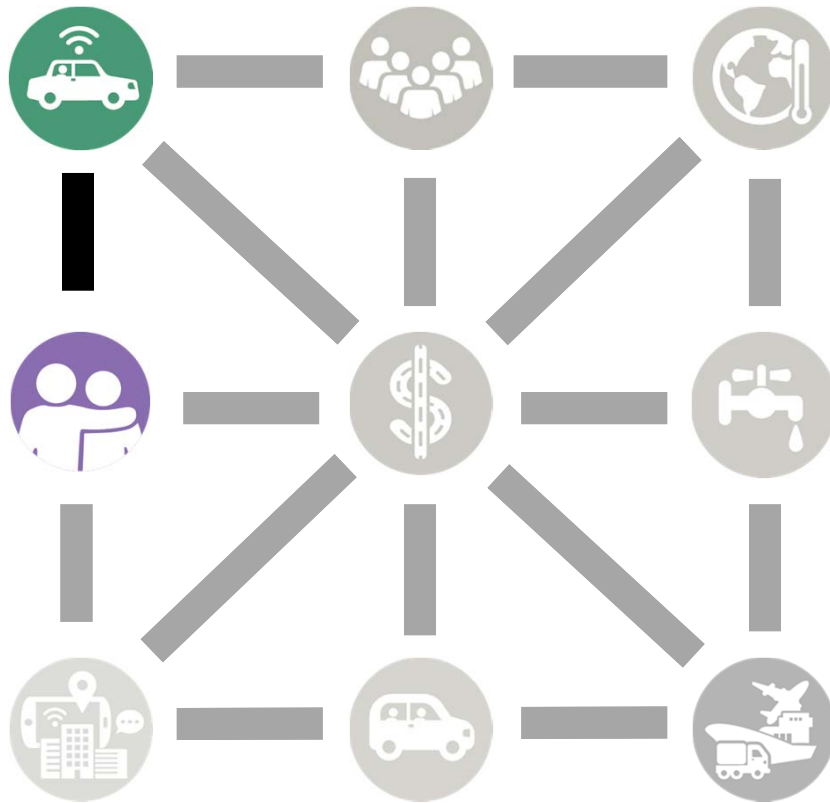
*synonyms:* credible, reasonable, believable, likely, feasible, tenable, possible, conceivable, imaginable; convincing, persuasive, cogent, sound, rational, logical, thinkable  
"a plausible explanation"

## Identifying plausible relationships between drivers



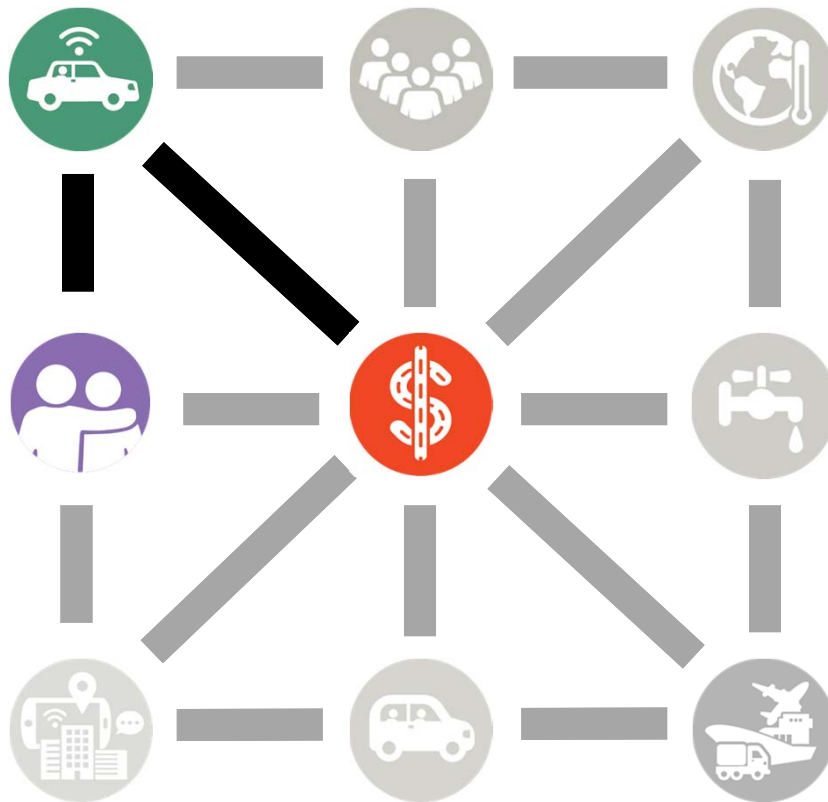
If the potential of autonomous vehicles matches the hype and they become commercially viable and readily available within the foreseeable future...

## Identifying plausible relationships between drivers



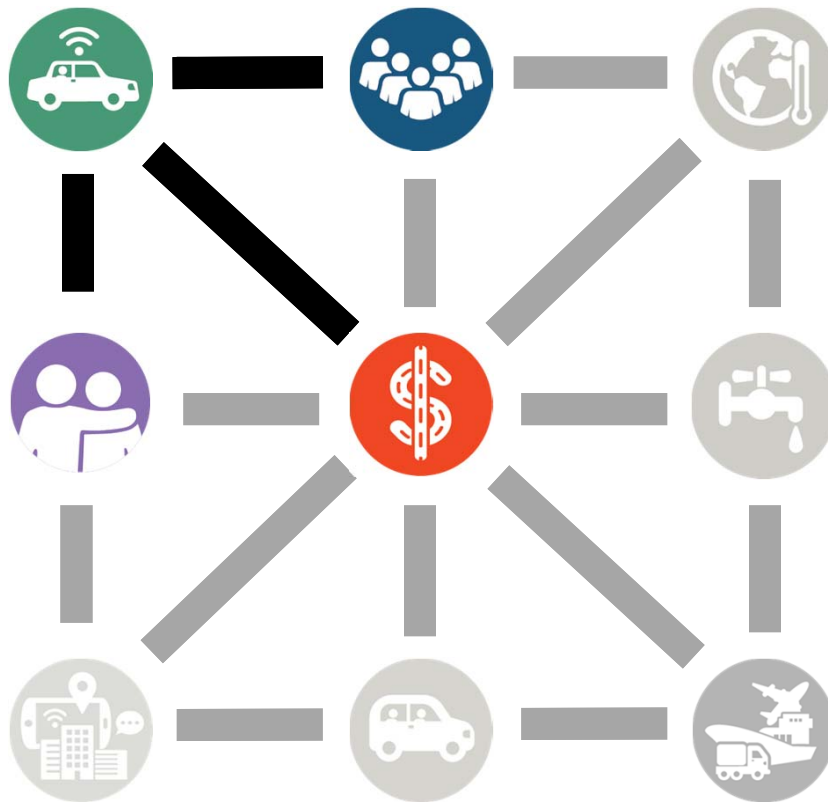
Will older adults be early adopters of this new form of transportation which allows them to maintain their personal independence? Or will they be intimidated by the technology?

## Identifying plausible relationships between drivers



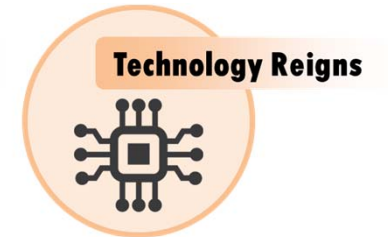
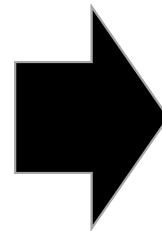
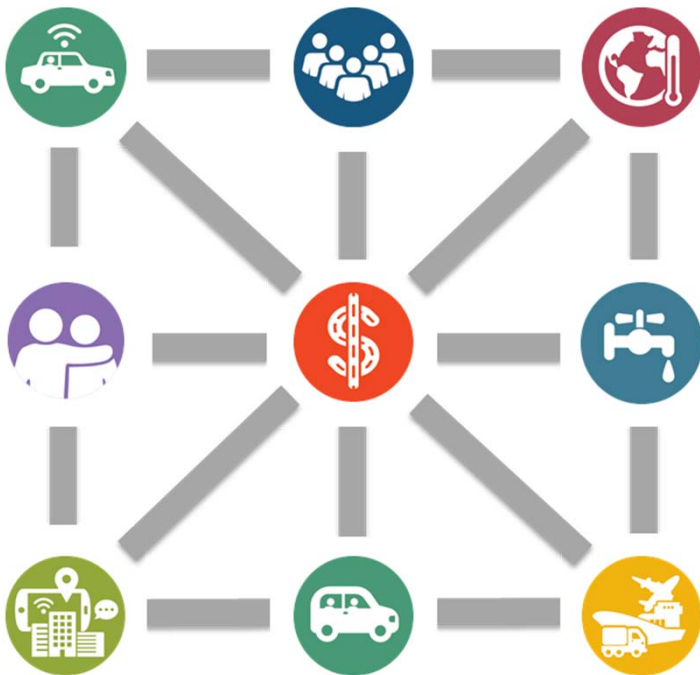
If an autonomous fleet is available “on call”, will people need to own their own vehicle? How would this change our spending habits? What happens to local governments with budgets that depend on traffic violations as a major source of revenue?

## Identifying plausible relationships between drivers



Would an autonomous vehicle fleet drive traditional transit services out of business? Or would it serve a much needed “last mile” connectivity function? Will lower income individuals be able afford access to the fleet?

# Developing alternate futures



# Sample alternate future narrative

WINNING THE FUTURE  
**A SHARPER  
FOCUS**

2050 ALTERNATE FUTURE

## FULL STEAM AHEAD

**Metro Atlanta continues to exhibit strong, steady growth. With a population of 9.2 million, the region has overtaken San Francisco, Washington and Houston to become the sixth-largest metro area in the country. Trends that were present in the first two decades of the 21st century continue, though at a moderately accelerated rate.**

The young and well-educated, seeking walkable neighborhoods with easy access to transit, are flocking to trendy intown neighborhoods such as Midtown, Inman Park, West End, and Oakland City. The recently-completed Atlanta BeltLine features dense housing and a popular light rail line along its entire 26-mile loop.

A firm commitment to the provision of affordable housing within the city remains elusive, so families in search of affordable housing continue to look primarily outside the Perimeter. Once-rural areas in Forsyth and Bartow counties are now bustling bedroom communities. The rise of Uber, Lyft and other ride-hailing services enables many intown dwellers to get by with one car; however, the average time drivers spend commuting to work each day still continues to increase due to housing and land use patterns.

In-migration greatly surpasses natural population growth as more people are marrying later in life and are having fewer children. Older adults continue to make up an ever-increasing proportion of the region's population, forcing local governments to boost spending on senior centers and specialized transportation services. Many older adults are putting off retirement in order to afford increasing health care costs and keep up with the rising cost of living. And "active living" communities have cropped up across the region, from Cumming to Conyers.

Use of autonomous vehicles is limited to tightly controlled environments. They zoom around the parking lots at Stone Mountain and provide last-mile connectivity from major transit hubs to business centers, but widespread adoption still seems many years away.

As we continue to rely on the existing transportation network, tolling is the preferred method of paying for road construction and maintenance. Managed toll lanes exist along nearly every major highway in the region. A toll is even required to use major arterials like Peachtree Industrial Boulevard and Tara Boulevard.

The forward momentum in the region has positively benefitted the environment. Private-sector investments in alternate energy sources continue to grow, though its progress is modest and limited economic benefits are seen. Periodic dry spells strain Lake Lanier and the Chattahoochee River, but thankfully the Water Wars between Georgia, Florida and Alabama have been resolved.

KEY DRIVERS

## FULL STEAM AHEAD



### Autonomous Vehicles

Human operated vehicles continue to dominate on most roadways due to safety and security concerns. Autonomous vehicles are limited to tightly controlled environments and on certain designated roadways.



### Aging of the Population

Longer life expectancies keep adults employed into old age. The desire to stay in their existing homes remains strong in suburban environments, but many wealthy empty nesters have moved into urban areas for ease of travel.



### Intelligent Infrastructure/Technology

Gas powered transportation still dominates in rural areas and for long-distance travel, but electric and hydrogen fuel cell vehicles are common in urban areas where supportive infrastructure exists. Fuel prices continue to be volatile, but improvements in technology have kept major increases in check. Teleworking is available to some workers, but it is not widespread.



### Spatial, Racial and Economic Equity

Intown, walkable living continues to be trendy, which drives up housing costs. Families in search of affordable housing continue to look outside the Perimeter. The availability of entry level jobs continues to erode due to mechanization and offshoring of industry.



### Transportation Finance Structure

Federal and state transportation revenues stabilize, yet tolling of freeways and other major roadways become has common practice as public private partnerships thrive. Focus is on maintaining state of good repair, but transportation spending remains insufficient to keep pace with growth.



### Ridesharing/Carsharing

Congestion and declining roadway expansion has led to increased funding for rideshare/carshare programs. Ridesharing services such as Uber and Lyft are expanded, so fewer young adults have driver's licenses. As a result, the demand for transit growth is also curbed.



### Climate Change Regulations

Investment in renewable energy continues to eclipse fossil fuels, but market barriers prevent wind and solar generation from becoming the primary energy sources. Meanwhile, modest progress is made on climate change legislation. Suburban development patterns continue, and the consumer-driven economy remains strong.



### Water Supply

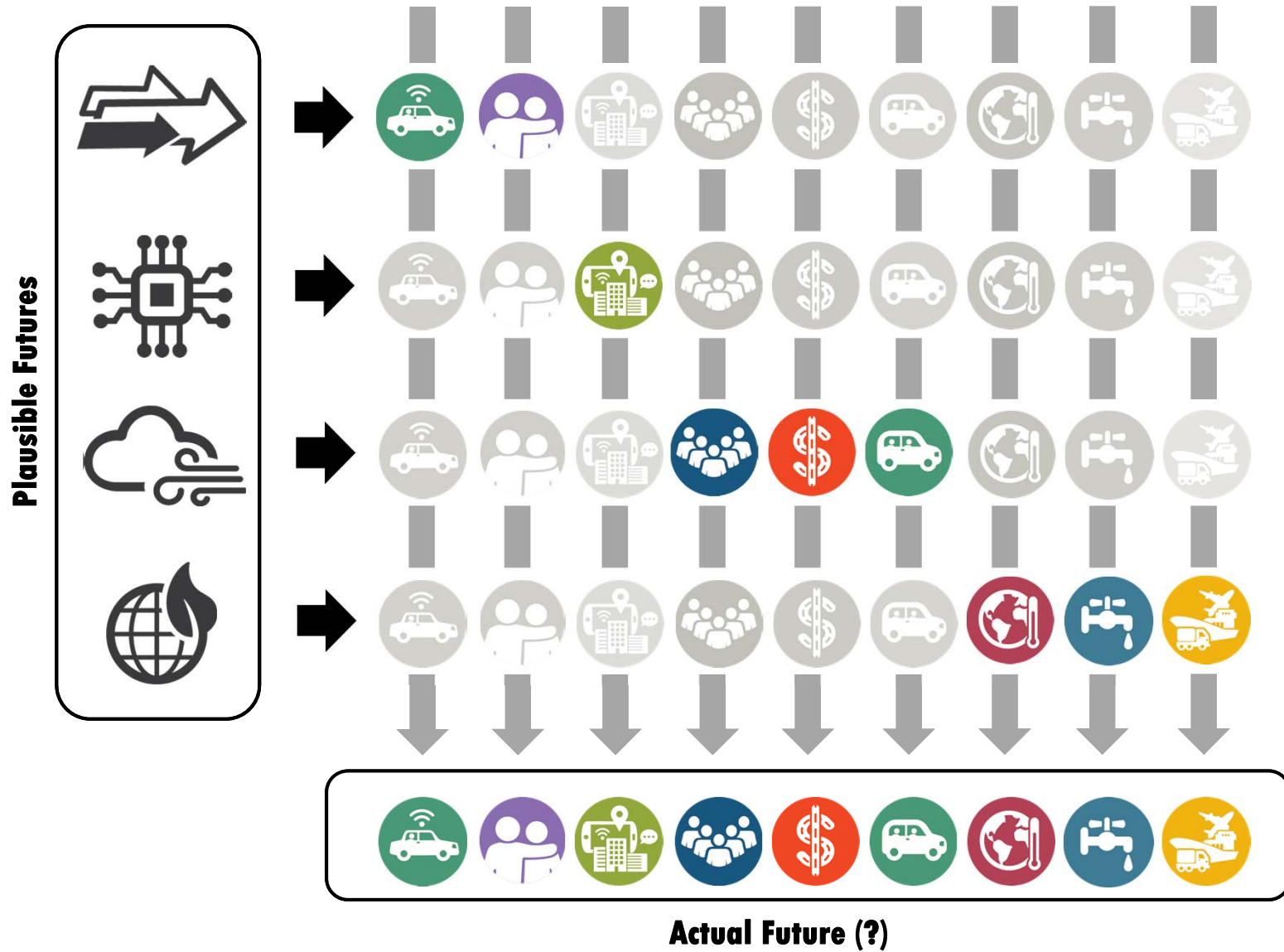
Water supply continues to be a concern due to the increasing frequency of dry periods, but legal challenges related to access to sources have been resolved.



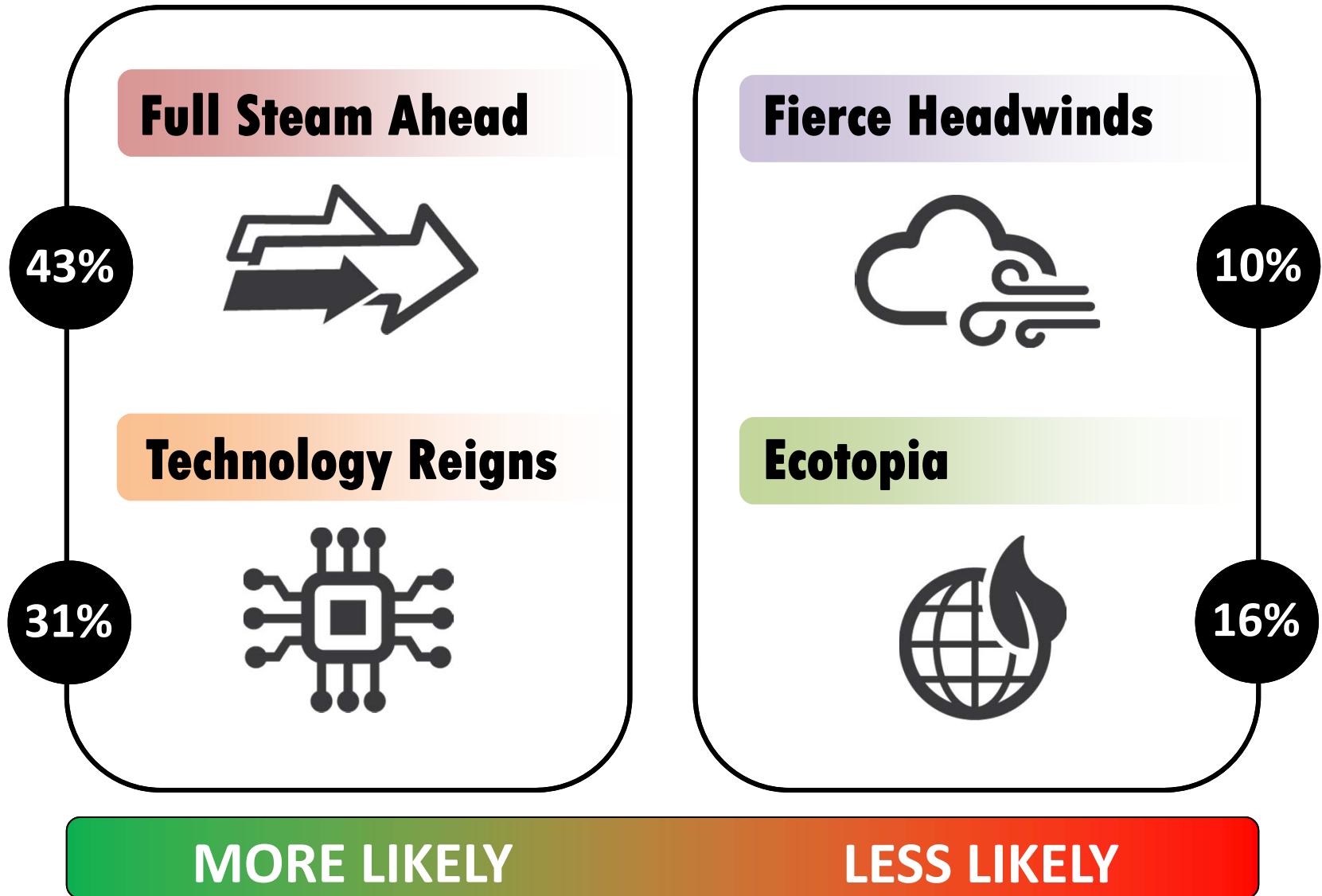
### Port Traffic

Truck traffic from the Port of Savannah and other ports has increased significantly. The Atlanta Region is the most important freight location in the southeast because of the size of its economy, manufacturing base, and its role as a multistate distribution hub.

The actual future? Nobody knows.



# Results of online gaming beta tests with committees



## WINNING THE FUTURE

SHARPENING OUR FOCUS

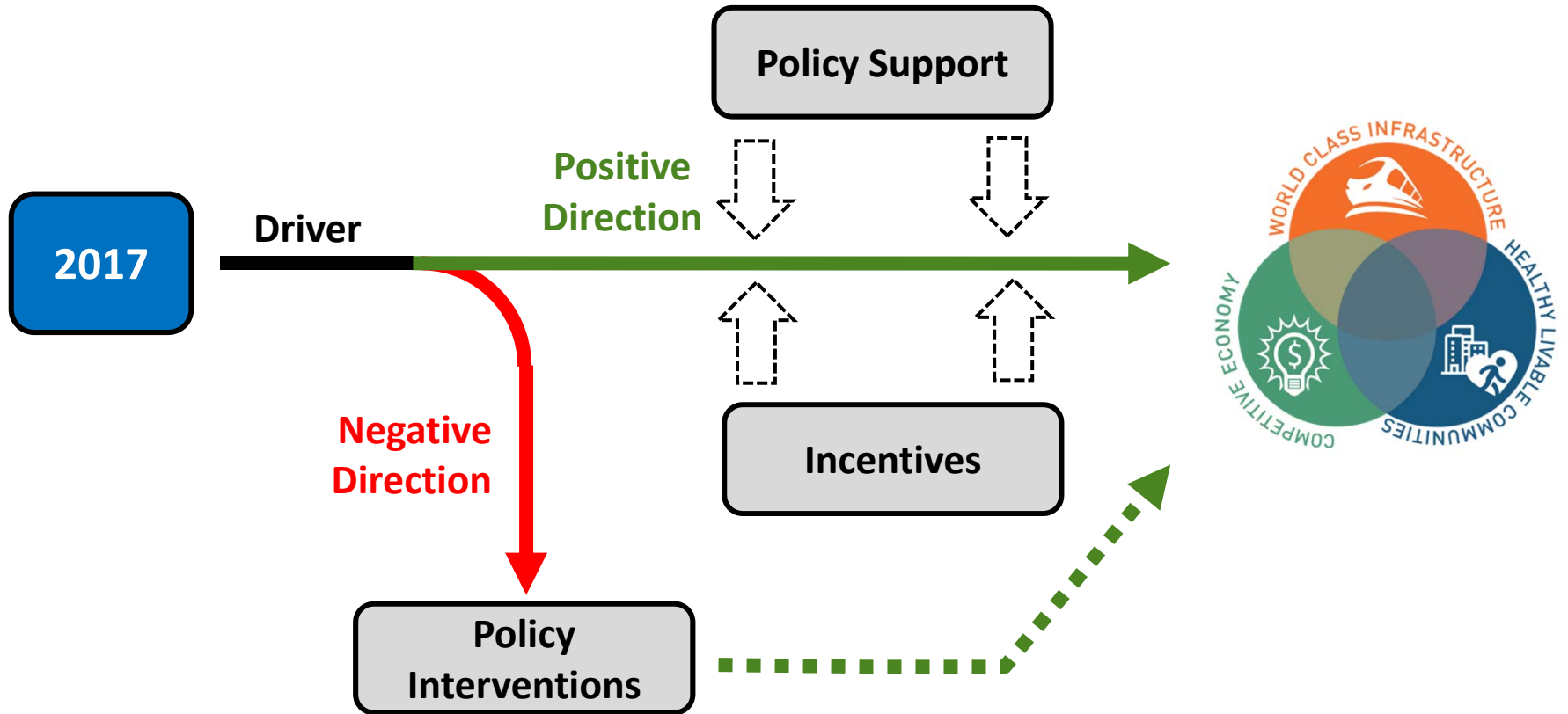


Simulation is optimized for landscape (horizontal) display on tablet devices, laptops and PCs, with a minimum screen resolution of 1400 x 768.  
Browser support is for IE 9+, and the latest versions of Chrome, Safari, and Firefox.

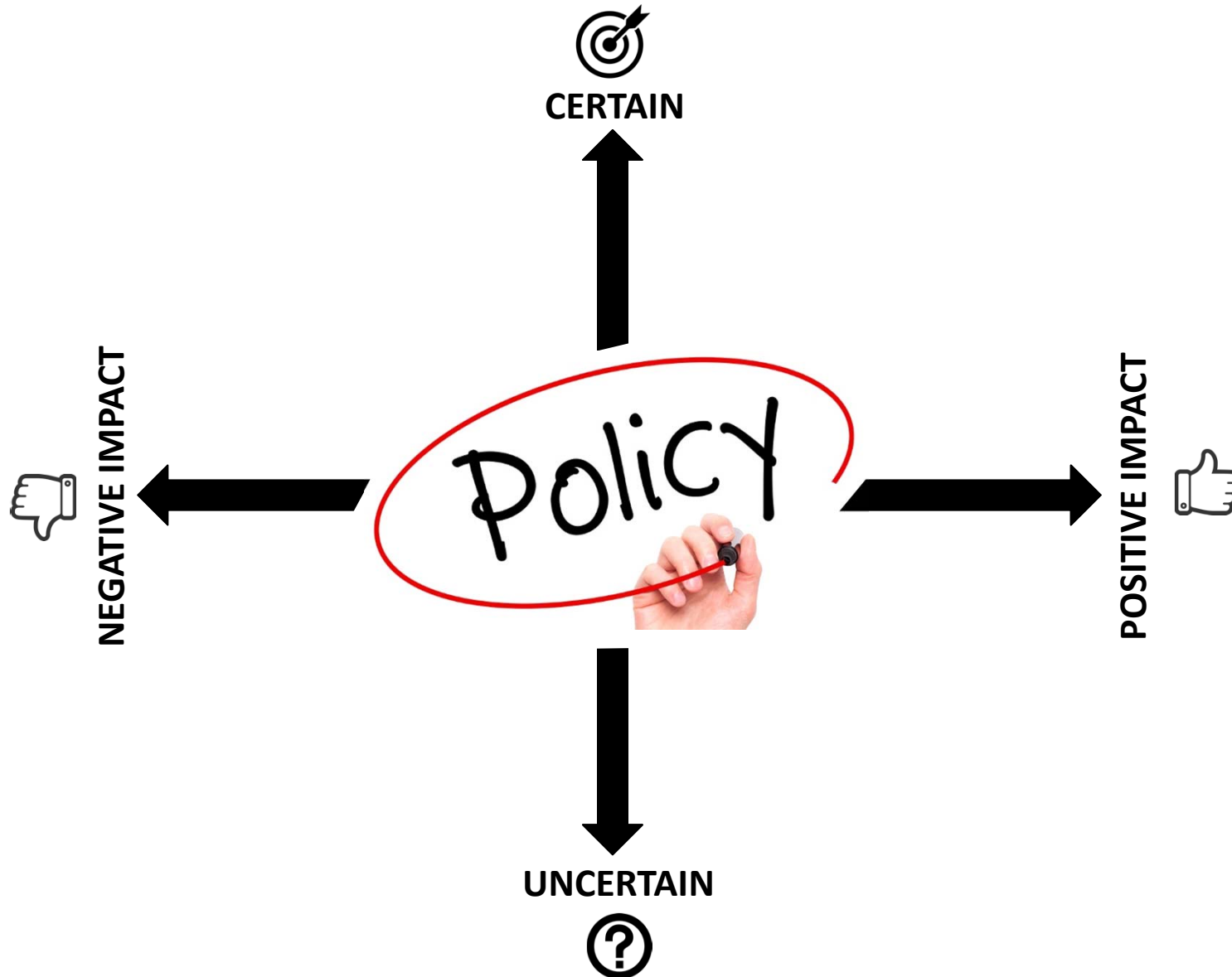
What now?



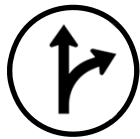
# Developing policy direction



Policy actions must weigh the likelihood and potential direction and magnitude of impacts



## Potential policy actions (examples)



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.



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



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.



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.

## Teeing up the “next phase” conversation within ARC



**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?**

---

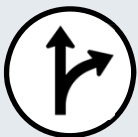
**How much control or influence do we actually have over the drivers of change?**

---

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

---

**How should this work be integrated into the Atlanta Region's Plan?**





ATLANTA REGIONAL COMMISSION



**David Haynes**

**Regional Long Range Transportation Planning Manager**

**404.463.3280**

**[dhaynes@atlantaregional.com](mailto:dhaynes@atlantaregional.com)**