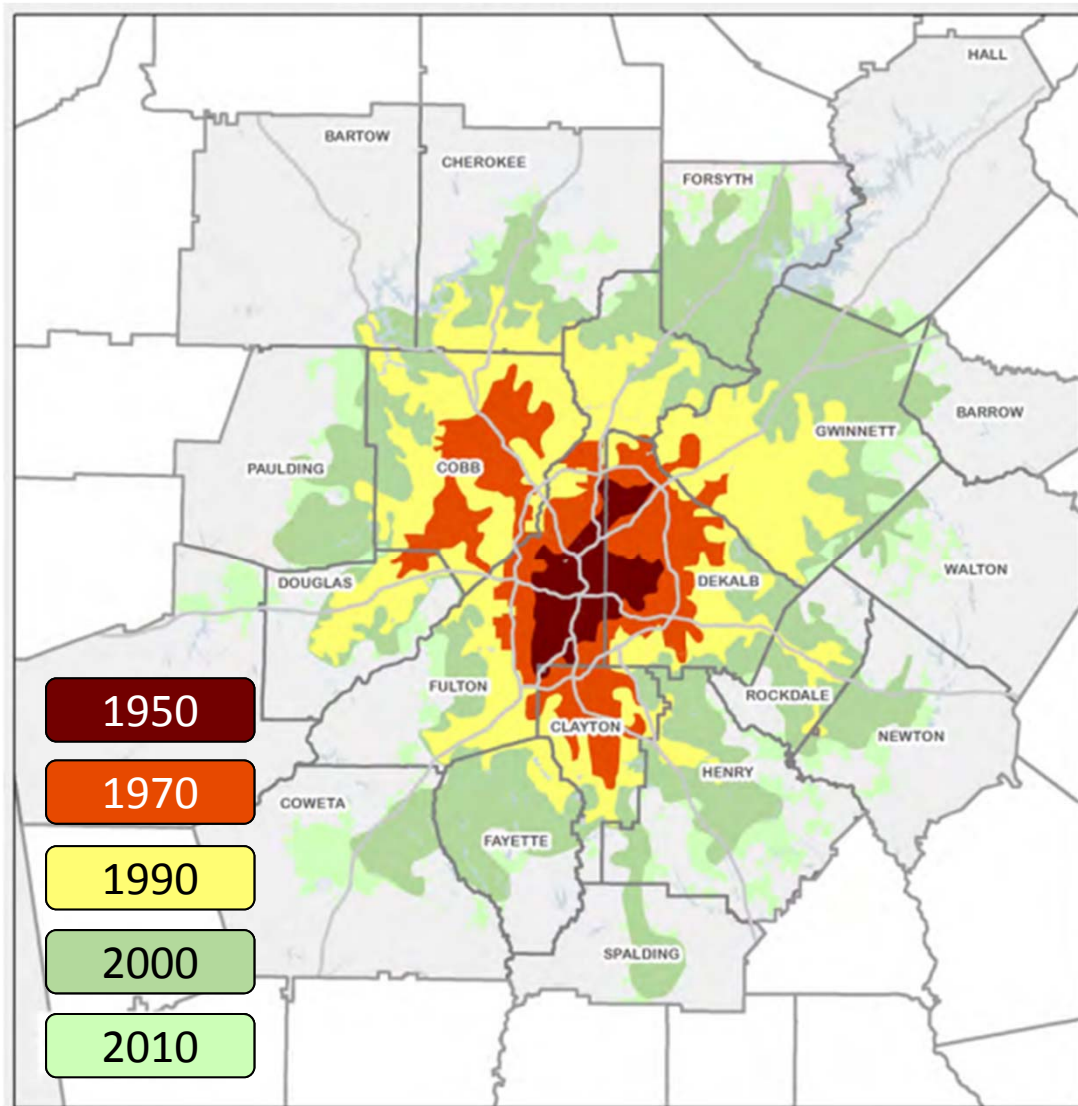


Long Range Plans and Priorities in Uncertain Times Atlanta's Approach



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

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.

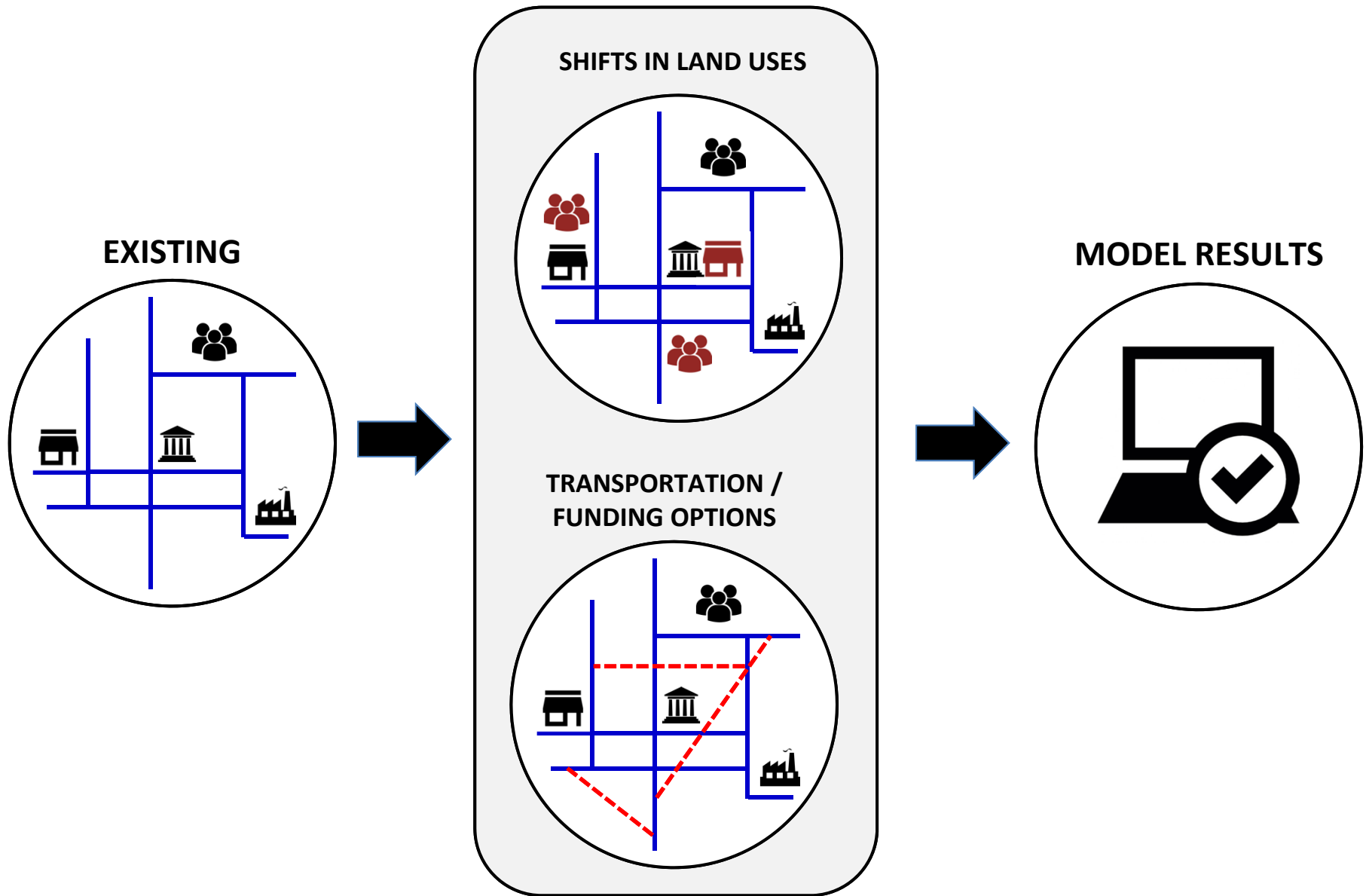
*Atlanta Region's Plan Policy Framework
August 2015*



There is no single path to "Win the Future"



"Normative" scenario development process

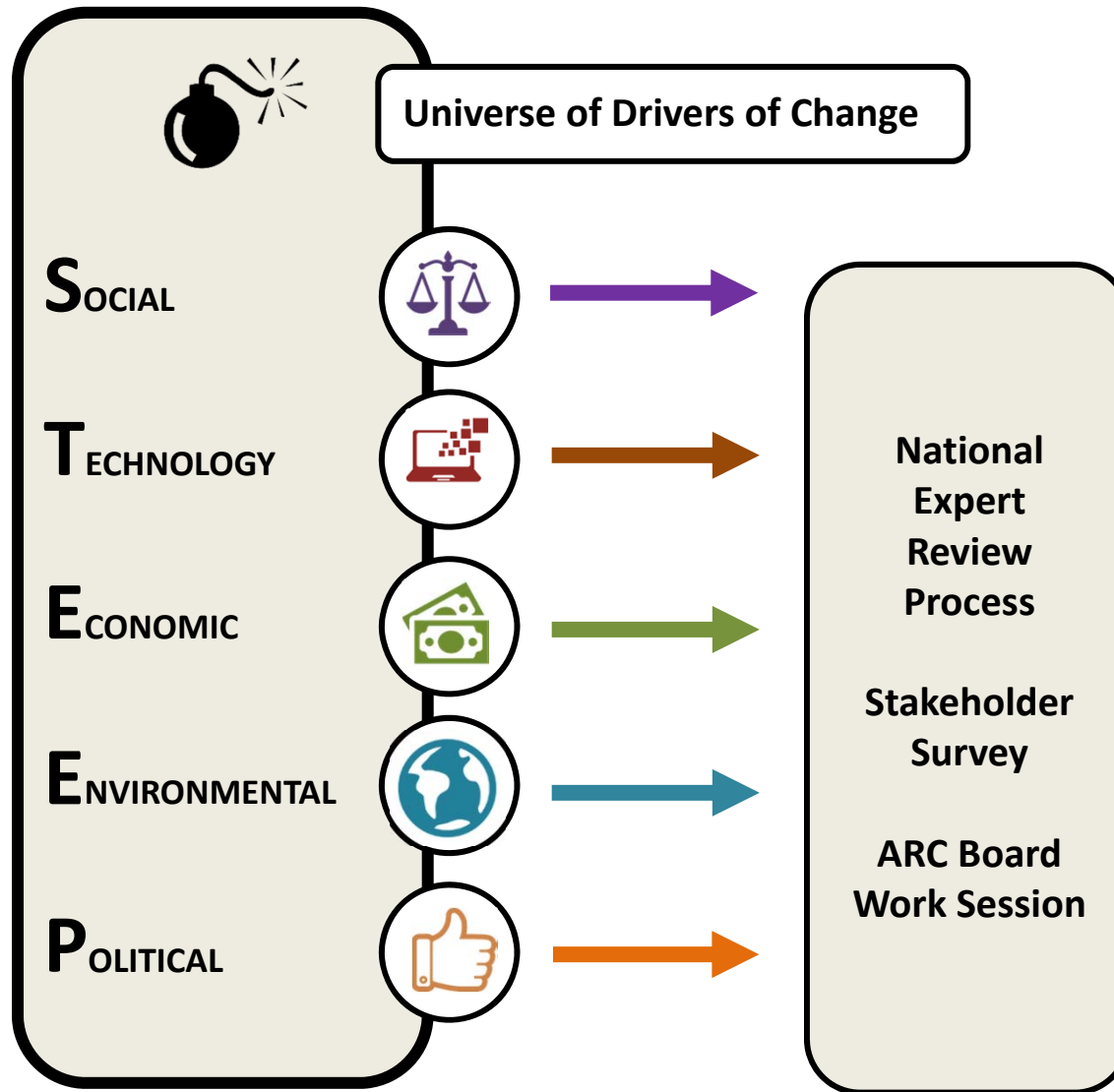


Looking at a wide range of issues from multiple “what if” perspectives...



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

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**

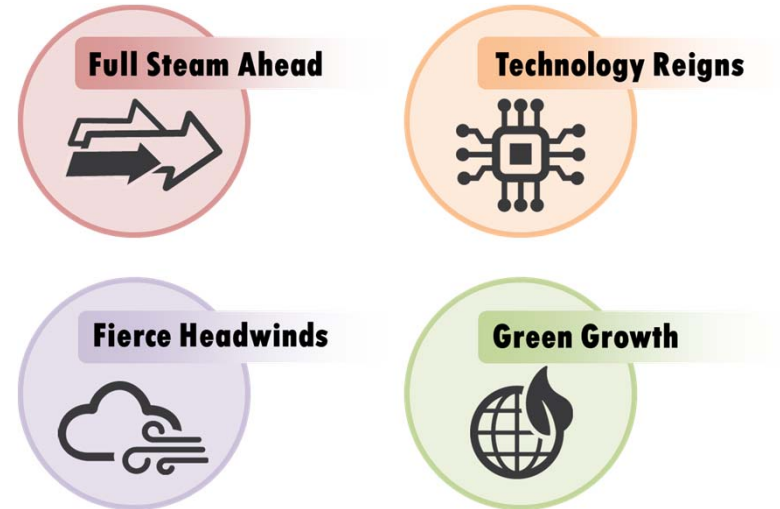
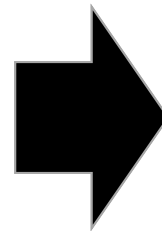
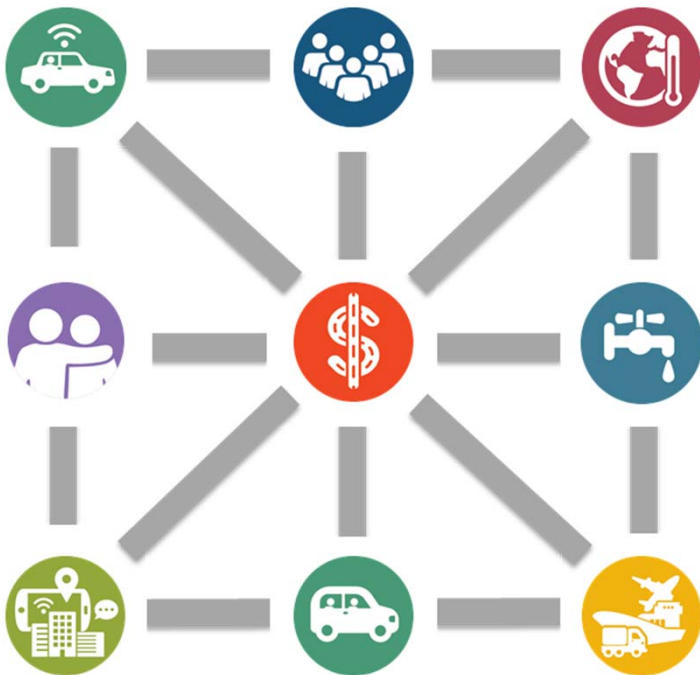


**Ridehailing
Services**



**Port
Traffic**

Identifying relationships between drivers is key to the development of alternate futures



Plausibility is the key to building alternate futures

plau·si·ble

/ˈplôzəb(ə)l/

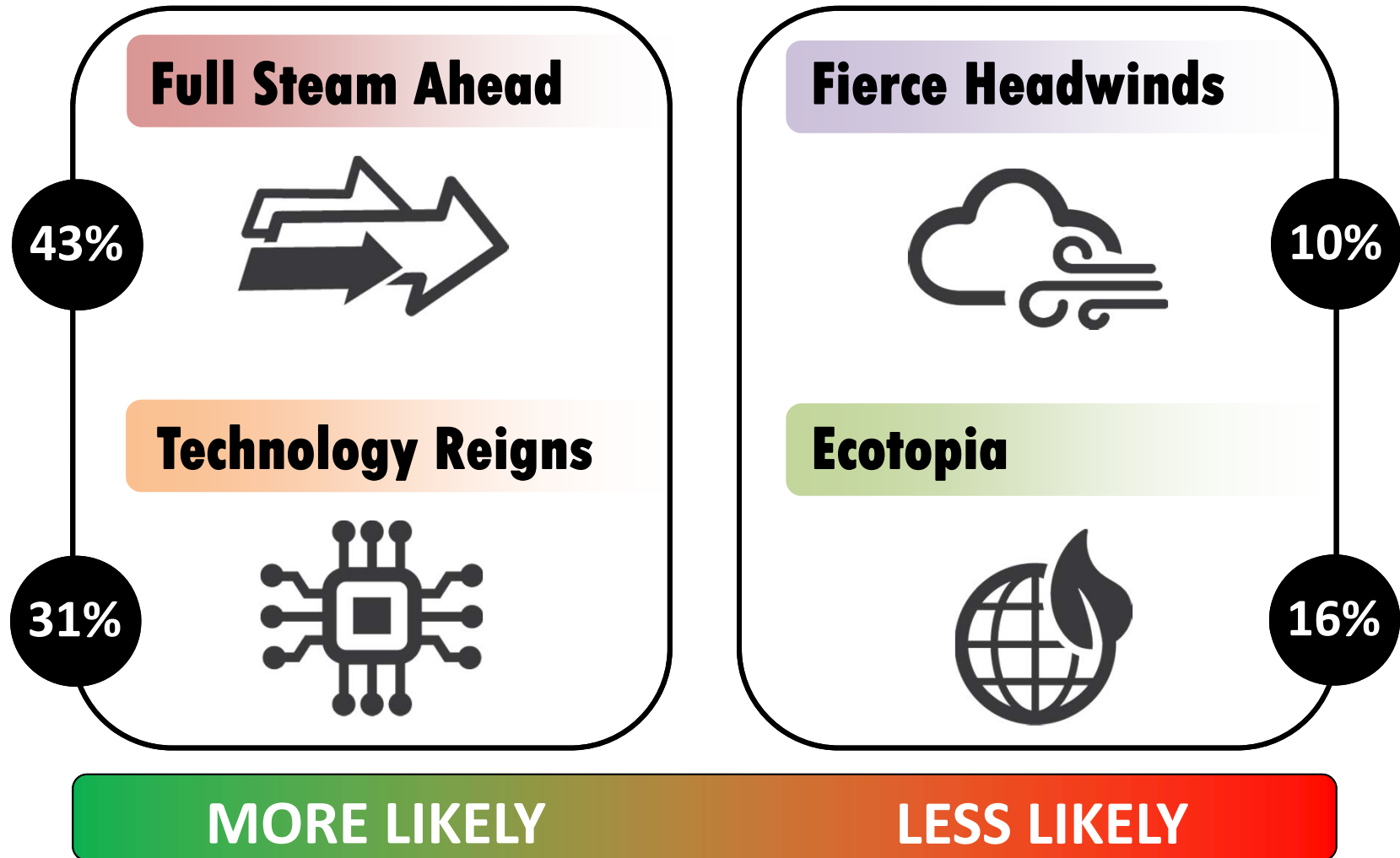
adjective

(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"

The actual future is likely to be some combination of the four we have defined



Results of beta test exercise with ARC's transportation technical and policy committees

Determining what people believe is likely

ABOUT THE RESEARCH | CONTACT | [f](#) [t](#) [in](#)

WINNING THE FUTURE

SHARPENING OUR FOCUS

Winning the Future: Sharpening our Focus

The pace of change is rapidly accelerating, and the future is hard to predict. We need to consider a wide range of transportation options to help us adapt to whatever the future may bring. Use this tool to explore your vision of 2050, and let the Atlanta Regional Commission know what you think is paramount to 'win the future'.

WINNING THE FUTURE IS NOT A GAME OF CHANCE

START

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.

THE ATLANTA
REGION'S
PLAN © 2017

ARC
ATLANTA REGIONAL COMMISSION

Online scenario engagement tool

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?

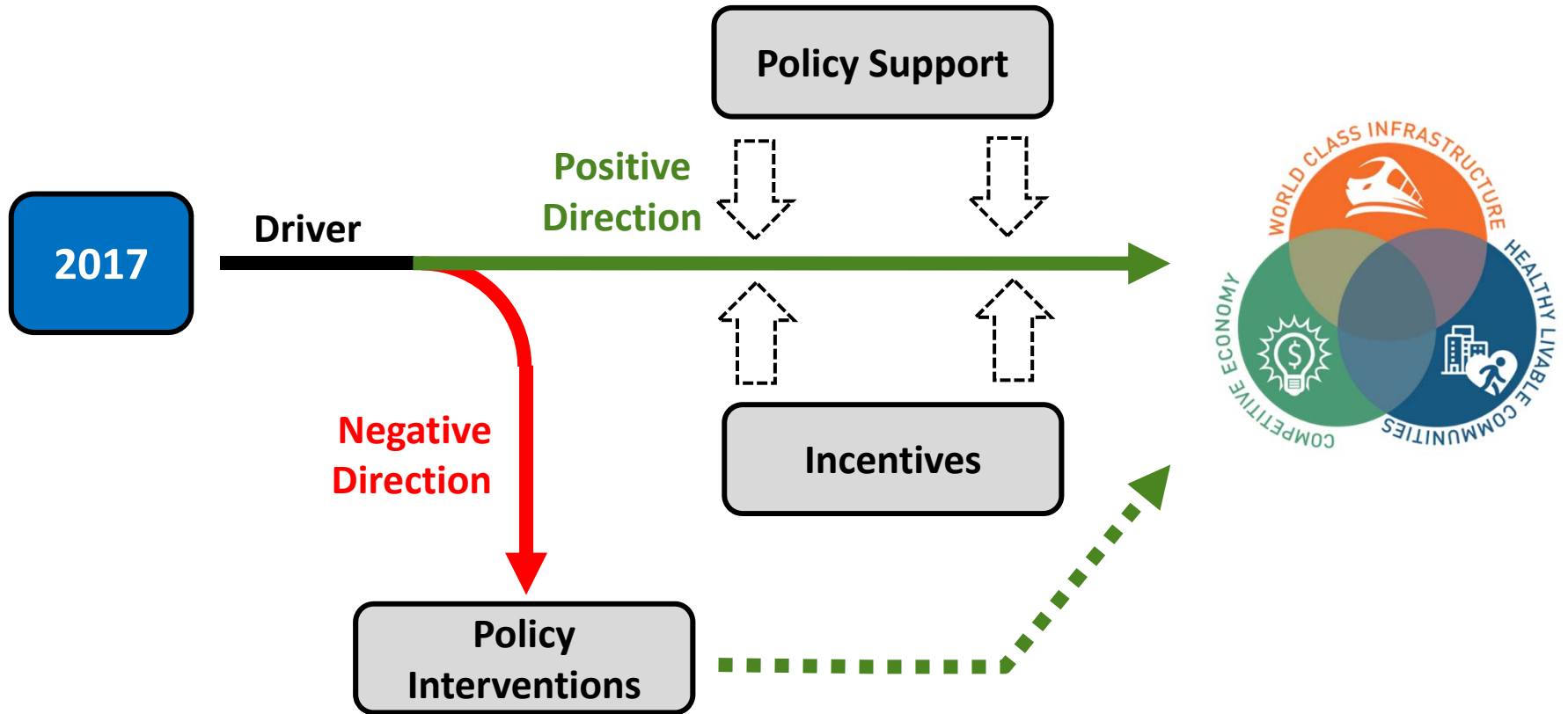
How much control or influence do we actually have over the drivers of change?

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

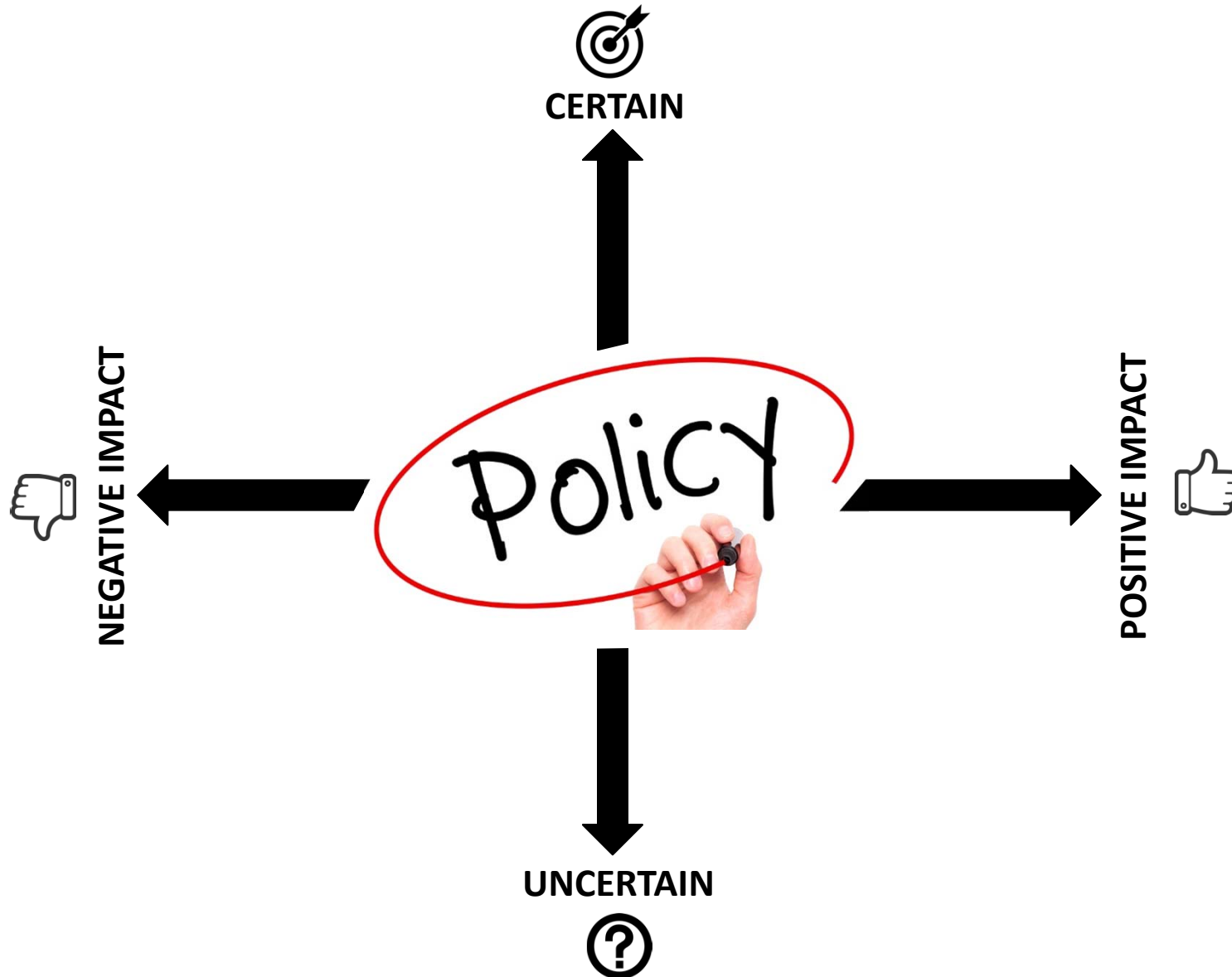
How should this work be integrated into the Atlanta Region's Plan?



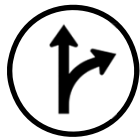
Developing policy direction



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.

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

- *Will Rogers*

