Extending the Plan Horizon to 2050

Transportation Coordinating Committee Meeting
February 8, 2019
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.
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
Sharpen Your Focus

ARC identified nine key drivers of change that are likely to impact the future growth of our region. Select each driver icon (on the left) to learn more.

Drivers of Change
Sharpen Your Focus

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Drivers of Change

**Autonomous Vehicles**

Industry experts predict that 250 Million connected vehicles will be on the road by the end of the decade, and 1 in 5 cars will have wireless connectivity by 2020. While autonomous vehicles are far from commonplace, a number of companies (including Tesla, Uber, Ford, and Google) are currently testing “self-driving” vehicle technology. Several accidents involving autonomous vehicles have been reported; however, innovative companies continue to rollout tests in increasingly diverse locales (Germer Inc.).
Explore a Winning Future

Now that you know what the drivers of change are, you’ll explore a series of statements for each driver of change. Select one statement that you believe is most likely to occur and one statement that you believe is least likely to occur in the year 2050.

Note that some statements may sound similar—choose the statement that YOU believe is most realistic and the statement you believe is most unrealistic.
WINNING THE FUTURE | SHARPENING OUR FOCUS

Autonomous Vehicles

IN THE YEAR 2050...

Most Likely | Least Likely
--- | ---
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.

Autonomous vehicles are readily available for longer trips, but most people still rely on transit, bicycling and walking for trips around town.

Autonomous vehicles never match the hype due to several high-profile failures during the early rollout years. Their use is predominantly for novelty, such as within amusement parks or urban city tours.

Autonomous vehicles have taken over the freeways, and manual driving among them is difficult. Human operated vehicles are now treated as a pastime and their use is mostly relegated to local streets and country roads.

Drivers of Change
Looking Sharp at Your Future Scenario

ARC developed four, distinct alternate futures through extensive research and outreach. Select the tool tip icons to the left to learn more. Although your idea of 2050 likely includes elements from all four scenarios, your vision most closely resembles:

Fierce Headwinds

Explora your scenario and learn more about what the future might hold. To begin, select your county of residence and age group, to better place your scenario in context with the Atlanta regional community.
Global instability affects metro Atlanta in myriad ways. Population growth has slowed; the economy is stagnant; extreme weather events are the new normal. Uncertainty necessitates a new course for metro Atlanta.

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Explore your scenario and learn more about what the future might hold. To begin, select your county of residence and age group, to better place your scenario in context with the Atlanta regional community.
FIERCE HEADWINDS

Conflicts rage across the globe, and America’s new policy of isolationism endangers the economy. Extreme weather events occur with increasing frequency, inundating coastal cities with seawater and yielding a drought throughout the Atlanta region. Global uncertainties necessitate a new course for Metro Atlanta.

Global instability effects metro Atlanta in a myriad of ways. Population growth has slowed to a trickle as couples have fewer children and fearful companies hold off on expanding and adding jobs. The local economy is suffering due to a prolonged period of low to no growth. Atlanta-area consumers pull back on spending, afraid that another recession could be right around the corner. Disruptions in oil production lead to skyrocketing fuel prices in the region, long lines, and occasional shortages at area fuel pumps, vehicle operating costs greatly increase.

Meanwhile, the region has lost the tri-state Water Wars. Inability to draw more water from Lake Lanier and Lake Allatoona dampens future growth.

Amid these fierce headwinds, the driving habits of metro Atlanta residents are changing. The sluggish economy and $5 a gallon gas means fewer cars on I-285 and other major highways. More families are downsizing to one vehicle and taking advantage of ride-hailing and car-sharing services. Autonomous vehicles, once seen as the next big thing, have become novelties after several high-profile failures.

As to be expected, the regional economy suffers greatly. Approximately 500,000 fewer people choose to move to the region by 2030, which means fewer jobs and a crippled economy that is about $25 billion below the projected estimate.

While average life expectancies are stable, marginalized communities with limited access to healthcare and healthy foods see a decrease in life expectancy. Delayed retirement due to financial instability keeps older adults employed longer; more young adults are opting for jobs in the “gig” economy, such as driving for Uber. Meanwhile, the region’s older adults find it difficult to age in place. Instead, they are moving into assisted-living facilities far from their families and communities.

One bright spot: income inequality in the region begins to close. Metro Atlanta’s south side, which has long struggled compared to the more affluent north side, is attracting significant development as home buyers and businesses seek affordable prices and transit options.

And the state’s film and TV tax credits continue to fuel job growth and development. Georgia becomes the filmmaking capital of the world, and new studio development spreads throughout the region. Development firms rehab abandoned warehouses along the Atlanta BeltLine’s Westside Trail to build massive complexes of studios, shops, restaurants and houses.

It’s a sign that, despite the uncertainty, the region is working hard to make lemonade from lemons. The global chaos doesn’t make it easy, but the region strives for resilience.

FIERCE HEADWINDS

Autonomous Vehicles
Autonomous vehicles never match the hype due to several high-profile failures during the early rollout years. Their use is predominantly for novelty, such as within amusement parks or urban city tours.

Spatial, Racial and Economic Equity
Regional inequality has decreased as previously disadvantaged communities attract a disproportionately large share of redevelopment due to affordability and transit accessibility. However, struggling fair-flung communities have become even more economically challenged. Global instability brings manufacturing back to American soil, but a faltering economy staves job growth.

Transportation Finance Structure
Most responsibilities of the federal transportation program have been turned over to states and local governments. Tight government budgets result in a limited ability to expand transit and roadway capacity, and sluggish economic growth makes voters resistant to increased taxes for transportation.

Water Supply
The region loses the water wars, resulting in drastic reductions in withdrawals from Lake Lanier and Lake Allatoona. Development in the region has come to a standstill, halting previously rising demand.

Port Traffic
Despite population growth in the region, less consumption by consumers and global economic uncertainties have resulted in truck traffic from the port of Savannah holding steady.

Aging of the Population
Families are smaller and more dispersed, leading to a high cost of travel. Coupled with the limited availability of autonomous vehicles, most older adults must live in assisted-living centers and nursing homes. While average life expectancies are stable, marginalized communities with limited access to healthcare and healthy foods are seeing a decrease in life expectancy.

Intelligent Infrastructure/Technology
An epidemic of computer viruses leads many companies to discourage teleworking. Virtually all vehicles are still powered by gasoline, despite chronic shortages and high costs.

Ride-hailing/Carssharing
Fewer people are able to afford to operate their own private vehicles due to high fuel prices caused by disruptions in oil production brought about by global instability. Long distance discretionary travel by auto has decreased dramatically.

Climate Change Regulations
Partisan gridlock and philosophical shifts between elections have resulted in no meaningful progress on climate change legislation. While fossil fuels are increasingly expensive, there is also a lack of meaningful investment in renewable energy. Ahead of an impending recession and high gas prices, Atlanta-area consumers pull back on purchasing habits and prioritize living near transit.
Looking Sharp at Your Future Scenario

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Fierce Headwinds

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WINNING THE FUTURE | SHARPENING OUR FOCUS

WHAT YOU BELIEVE THE FUTURE WILL BE LIKE.
- Fierce Headwinds: 44%
- Global Change: 33%
- Local Impact: 11%

WHAT PEOPLE ACROSS THE REGION BELIEVE.
- Fierce Headwinds: 29%
- Global Change: 25%
- Local Impact: 25%

WHAT FELLOW RESIDENTS OF YOUR COUNTY BELIEVE.
- Fierce Headwinds: 31%
- Global Change: 29%
- Local Impact: 27%

WHAT PEOPLE SIMILAR IN AGE TO YOU BELIEVE.
- Fierce Headwinds: 33%
- Global Change: 25%
- Local Impact: 20%

Compare Your Results

Although your idea of 2050 likely includes elements from all four scenarios, your vision most closely resembles:

RESIDENTS IN YOUR COUNTY
GWINNETT
5 TOTAL SUBMITTALS

PEOPLE IN YOUR AGE GROUP
35-49 YEARS
34 TOTAL SUBMITTALS
Create your own 2050 alternate future using the scenario you think is most likely to happen as the starting point. If you’re interested in creating an alternate future from one of the other scenarios, select one of the other icons to the left.

EXPLORE ALTERNATE SCENARIOS

ARC has identified four variables that will shape the future of transportation in the region. Impacts from changes in these variables can be observed through key transportation performance measures.

The starting settings for each of the four variables below reflect projected 2050 conditions for the scenario you believe is most likely to occur. Adjust the toggles for each of the variables below to see how the corresponding transportation performance measures change.

- **Autonomous Vehicle Adoption**
  - LOW
  - MED
  - HIGH

- **Congestion Charges**
  - LOW
  - MED
  - HIGH

- **Roadway Expansion**
  - LOW
  - MED
  - HIGH

- **Transit Availability**
  - LOW
  - MED
  - HIGH

![Graph showing various transportation performance measures](image-url)
Stay Focused for a Winning Future

The results from this tool will form the foundation for future work on the 2020 update to The Atlanta Region's Plan.

Share your vision for the region through social media.

[Social media icons: Facebook, Twitter, LinkedIn]

- FIERCE HEADWINDS
- TECHNOLOGY REIGNS
- GREEN GROWTH
- FULL STEAM AHEAD
Establish the foundation for a multi-year community dialogue about the nine drivers of change and how these might impact our vision for Winning the Future
ENGAGING THE COMMUNITY IN THE ATLANTA REGION’S PLAN

3 Online Surveys
16,500 responses

455 participants in a series of Community Conversations
5 Equity/Building Opportunity Workshops 450 participants

360 participants in a series of Policy Leader Discussions
Series of Millennial Advisory Panels & Civic Dinner Parties 300 participants

Chinese, English, Korean, Spanish

Online (self-select) survey, random telephone survey, group dialogs, individual interviews, panel discussions, forums, workshops, dinner parties, public meetings

Weekdays, Weeknights, Weekends

Range of demographics, with fair to strong representation in all age, race and gender groups

20+ counties
**GOALS**

**COMPETITIVE ECONOMY**
- Building the region as a globally recognized hub of innovation and prosperity
- Developing a highly educated and skilled workforce, able to meet the needs of 21st Century employers

**WORLD CLASS INFRASTRUCTURE**
- Ensuring a comprehensive transportation network, incorporating regional transit and 21st Century technology
- Secured, long-term water supply

**HEALTHY LIVABLE COMMUNITIES**
- Developing additional walkable, vibrant centers that support people of all ages and abilities
- Promoting health, arts and other aspects of a high quality of life
Civic Dinner Conversations Were Structured Around the Framework

**Q1: November 2017 - March 2018**
- 40 Civic Dinners
- 348 Participants
- 3 Conversations

**Q2: April 2018 - June 2018**
- 57 Civic Dinners
- 436 Participants
- 5 Conversations

**Q3: July 2018 - September 2018**
- 41 Civic Dinners
- 301 Participants
- 7 Conversations

Totals: 138 Dinners 1,086 Participants 7 Conversations
Common Themes Heard from Participants Validates the Framework

**Mobility**
- Engaging the Atlanta community in the conversation about transportation at large
- Traffic/Congestion
- Lack of Options
- Having Access
- Getting where I need to go
- Choices/Equity
- Convenience and Ease

**Affordable Housing**
- Require affordable units
- Continue conversation about affordable housing

**Livability**
- Affordability/Walkability/Safety
- Serves a diverse community
- Having choices/options
- Good quality of life
- Other Locations with Livability
- Access to Resources
- Sense of Community

**Prosperity**
- Working together as a community
- Personal financial stability
- Having access to options
- Variety of opportunities
- Skilled workforce
- Collectiveness in a community
- Diversity of space

**Reimagine Aging**
- Stay active
- Stay connected
- Independance
- Liberal beliefs
<table>
<thead>
<tr>
<th>GOALS</th>
<th>OBJECTIVES</th>
<th>IT IS THE POLICY OF THE ARC TO…</th>
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<td>BUILDING THE REGION AS A GLOBALLY RECOGNIZED HUB OF INNOVATION AND PROSPERITY</td>
<td>Ensure that our existing and emerging employment centers support innovation and balance job growth and economic development in the region</td>
<td>1. Fully leverage economic generators through planning, partnerships and investments</td>
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<td>Maintain the region’s current successes in existing and emerging employment sectors</td>
<td>2. Support communities to achieve higher levels of investment and development in line with their local vision</td>
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<td>Work with local communities to implement a regional approach to workforce development</td>
<td>3. Promote transit and active transportation modes to improve access</td>
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<td>4. Promote equity of access to digital infrastructure like high speed internet</td>
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<td>5. Support diverse housing options</td>
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<td>DEVELOPING A HIGHLY EDUCATED AND SKILLED WORKFORCE, ABLE TO MEET THE NEEDS OF 21ST CENTURY EMPLOYERS</td>
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<td>by improving access to capital and incentives</td>
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<td>4. Coordinate efforts to promote Metro Atlanta as a place to live, work, visit and do business</td>
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<td>5. Advance public policies that make the entire region more attractive and competitive for business</td>
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<td>1. Elevate public education to the top of local, regional and state policy and public awareness</td>
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<td>2. Support education leaders in integrating best practices and innovative programs to positively impact PreK-12 classrooms</td>
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<td>3. Support the creation of, and maturing of, a regional workforce development system</td>
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<td>4. Promote the development of skills and education needed for key jobs within the region</td>
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<td>5. Improve coordination between education, workforce organizations, employers and government</td>
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<td>6. Develop and support comprehensive youth workforce development programs</td>
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<td></td>
<td>7. Ensure equitable access for people of all ages, abilities and income levels to educational opportunities, career training, and skills development to match employer demands</td>
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THE MARKET SEGMENTATION SUGGESTS THAT "UPTOWN INDIVIDUALS" MAKE UP 73% OF THE STUDY AREA'S POPULATION AND 53% OF GREATER BUCKHEAD'S POPULATION.

- Intelligent: best educated market
- Hard-working: highest rate of labor force participation
- Averse to: traditional commitments of marriage + home ownership
- Generous to social causes
- Open to new experiences and places
- Partial to city life and high-rise apartments
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<td>5. Support diverse housing options</td>
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<td>6. Support engagement of a rapidly growing older workforce</td>
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<td>DEVELOPING A HIGHLY EDUCATED AND SKILLED WORKFORCE, ABLE TO MEET THE NEEDS OF 21ST CENTURY EMPLOYERS</td>
<td>Maintain the region’s current successes in existing and emerging employment sectors</td>
<td>1. Maintain and improve the economic viability and accessibility of key intermodal freight facilities</td>
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<td>2. Continue to grow the region as a top market for academic research, innovation, and commercialization</td>
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<td>3. Encourage start-up opportunities, local business development and expansion by improving access to capital and incentives</td>
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<td>4. Coordinate efforts to promote Metro Atlanta as a place to live, work, visit and do business</td>
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**Improve coordination between education, workforce organizations, employers and government**

5. Improve coordination between education, workforce organizations, employers and government

6. Develop and support comprehensive youth workforce development programs

7. Ensure equitable access for people of all ages, abilities and income levels to educational opportunities, career training, and skills development to match employer demands
Metro Atlanta
Regional Workforce Plan
### Goals

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<th>Ensuring a Comprehensive Transportation Network, Incorporating Regional Transit and 21st Century Technology</th>
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<td>Maintain and operate the existing transportation system to provide for reliable travel</td>
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<td>Improve transit and non-single-occupant vehicle options to boost economic competitiveness and reduce environmental impacts</td>
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<td>Strategically expand the transportation system while supporting local land use plans</td>
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<td>Provide for a safe and secure transportation network</td>
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<td>Promote an accessible and equitable transportation system</td>
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### Objectives

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<th>Promote bicycle transportation by developing safe and connected route options and facilities</th>
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<td>3. Promote pedestrian-friendly policies and design</td>
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<td>5. Enhance and expand Transportation Demand Management (TDM) programs</td>
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| Prioritize solutions that improve multimodal connectivity |
| Direct federal funding for road capacity expansion to the regional strategic transportation system, including the managed lanes system |
| Road expansion projects in rural areas should support economic competitiveness by improving multi-modal connectivity between centers |
| Implement a complete streets approach on roadway projects that is sensitive to the existing community |

| Promote and enhance safety across all planning and implementation efforts; including support for the state strategic highway safety plan |
| Coordinate security and emergency preparedness programs across transportation modes and jurisdictions |

| Maintain and expand transportation options that serve the region’s most vulnerable populations |
| Improve connectivity around transit stations and bus stops for all users |
| Increase funding for Human Services Transportation (HST) and Medicaid transportation services |
| Increase access to areas with essential services, including healthcare, education, recreation, entertainment and commercial retail |

### It Is the Policy of the ARC To...

1. Prioritize data-supported maintenance projects over expansion projects

Prioritize data-supported maintenance projects over expansion projects
I-75/I-85 Downtown Connector Resurfacing
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<td>2. Promote system reliability and resiliency</td>
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<td>3. Promote transit and active transportation modes to improve access</td>
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**Promote pedestrian-friendly policies and design**

- Competitiveness by improving multi-modal connectivity between centers
- Implement a complete streets approach on roadway projects that is sensitive to the existing community

| 1. Maintain and expand transportation options that serve the region’s most vulnerable populations | 1. Promote and enhance safety across all planning and implementation efforts; including support for the state strategic highway safety plan |
| 2. Improve connectivity around transit stations and bus stops for all users | 2. Coordinate security and emergency preparedness programs across transportation modes and jurisdictions |
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| 4. Increase access to areas with essential services, including healthcare, education, recreation, entertainment and commercial retail | 4. Increase access to areas with essential services, including healthcare, education, recreation, entertainment and commercial retail |
SAFE STREETS FOR WALKING & BICYCLING:
A regional action plan for reducing traffic fatalities in metropolitan Atlanta

Bicycle and Pedestrian Safety Action Plan
| GOALS | OBJECTIVES | IT IS THE POLICY OF THE ARC TO...
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<td>ENSURING A COMPREHENSIVE TRANSPORTATION NETWORK, INCORPORATING REGIONAL TRANSIT AND 21ST CENTURY TECHNOLOGY</td>
<td>Support the reliable movement of freight and goods</td>
<td>1. Provide safe and reliable access to freight land uses and major intermodal freight facilities</td>
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<td>Foster the application of advanced technologies to the transportation system</td>
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<td>SECURED, LONG-TERM WATER SUPPLY</td>
<td>Protect public water supplies and water quality in coordination with the Metropolitan North Georgia Water Planning District</td>
<td>2. Encourage and support innovative approaches to improving water quality</td>
</tr>
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<td>Plan for and implement a diverse approach to sustainable solutions for the region’s water and environmental infrastructure</td>
<td>3. Work with local jurisdictions to promote growth in a way that protects natural resources</td>
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- Provide safe and reliable access to freight land uses and major intermodal freight facilities
Support the preservation of existing, and the construction of new, mixed-income housing near transit and employment centers
Avondale Station
Transit Oriented Development
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<td>Improve public health through the built environment</td>
<td>Encourage opportunities for integration of public art into planning for infrastructure and public spaces</td>
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<td>Integrate sound environmental management principles that ensure the region’s sustainability</td>
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<td>Promote the use of creative placemaking to build and maintain the character of communities</td>
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<td>Foster coordination with regional partners to implement community priorities</td>
<td>Seek ways to activate underutilized spaces and transform them into community assets</td>
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1. Integrate public health into initiatives, programs and investment priorities
2. Identify opportunities for local food production, access to healthy food options and nutrition education
3. Support regional greenspace networks, which may include green infrastructure, to foster improved conservation and recreation spaces
4. Promote public safety efforts to create vibrant 24-hour communities
5. Seek ways to activate underutilized spaces and transform them into community assets
6. Encourage communities to improve resident participation in the planning process
Concept for Downtown Hampton