ProAct Now: Planning Effectively in a Changing World



Presentation at the APA-PA 2020 Annual Conference

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(October 20, 2020)



A Changing World













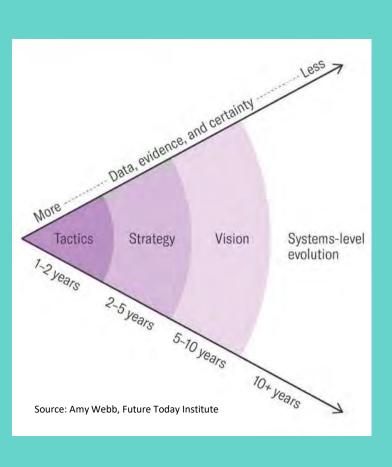


The world is changing rapidly.

Are you ready for it?



Responding to the Pandemic



- Recover from the pandemic
- Prepare for the next "shock"
- Position your community for success



Presentation Agenda

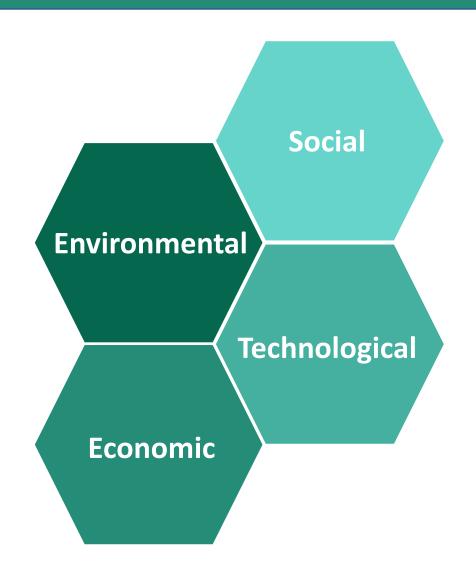
- 1. Understand drivers of change
 - COVID-19 pandemic
 - Emerging issues and trends
- 2. Explore local implications
- 3. Discuss how to prepare



1. Drivers of Change

- Climate change
- Changing energy sources
- Natural resource depletion
- Globalization vs. localization

- Automation
- E-commerce
- Sharing economy
- Ethical consumption



- Aging population
- Declining health
- Equity, diversity, inclusion
- Immigration

- Artificial intelligence
- Autonomous vehicles
- New mobility
- Smart cities



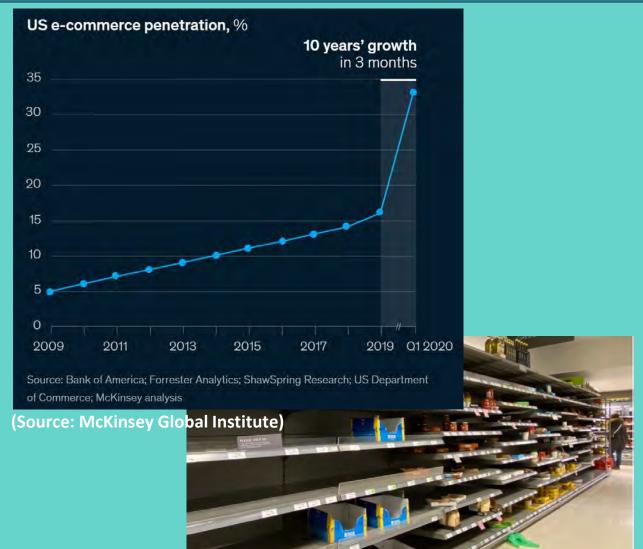
Flash Poll – Question #1

Which emerging issue do you think will have the greatest impact on your community in the next five years?

- A. Aging population
- B. E-commerce
- C. New mobility
- D. Climate change
- E. Other



COVID-19 Impacts: E-commerce & Retail

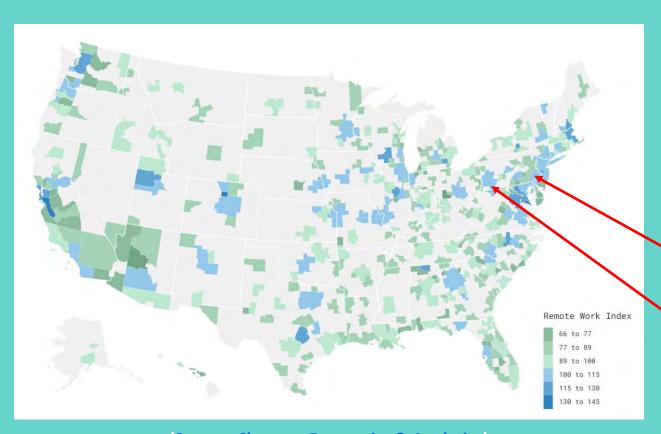


Potential Long-term Issues and Questions

- Will new e-commerce behaviors that emerged during the pandemic stick?
- What are the implications for local communities (bricks-and-mortar retail, etc.)?



COVID-19 Impacts: Remote Work



Source: Chmurra Economics & Analytics

- How will the pandemic impact remote work trends over the long term?
- What are the implications for local communities?

Philadelphia-Camden-Wilmington MSA Remote Jobs Index = 108%

Pittsburgh MSA
Remote Job Index = 104%



COVID-19 Impacts: Parks and Open Space

OPEN SPACE & RECREATION EXPANDING OUR VISION OF OPEN SPACE AND TRAILS



HOW CAN WE SAFELY SOCIALIZE, EXERCISE, AND RELAX OUTDOORS IF PARKS AND TRAILS ARE CROWDED OR CLOSED?

Open space, parks, and trails in Montgomery County provide an essential respite for residents to maintain their physical and mental health. However, overcrowding and limited access to parks during the pandemic have challenged the ability to safely comply with social distancing guidelines. Not surprisingly, limitations placed on how and when existing open space areas and trails may be used have inspired an expanded vision of what recreation and "the outdoors" look like for the foreseeable future-and likely well beyond.



Bikers, walkers, and runners can safely relax and recreate in spaces temporarily claimed from vehicles.

Photo Credit: DVRPC

STREETS ARE EVERYWHERE AND CAN BE ADAPTED

Communities can look to any number of other spaces right in their own neighborhoods that can be opened or adapted for recreation. Many cities and towns have looked no further than their own streets as additional space for recreation by partially or entirely closing public streets to vehicular traffic to create a safe environment for pedestrian and bicycle mobility. These "repurposed" streets not only create additional opportunities for non-motorized activity, but they can also serve as miniature parks or "parklets." For example:

 San Francisco developed comprehensive guidelines on creating parklets—repurpose a few on-street parking spaces with some chairs, tables, and protective barriers and a





KEY TAKEAWAYS

- Increased use of county trails and limited access to parks during the pandemic have inspired an expanded vision of where and how people can recreate and enjoy the outdoors.
- Cemeteries, golf courses, parking lots, and closed or "slow" streets are viable, nontraditional alternatives to conventional open space and trail resources.
- Low-stress and neighborhood streets are a convenient and readily accessible alternative to trails for bicyclists, pedestrians, and joggers.

- Will the surge of interest in parks and walkable environments persist postpandemic?
- How can local communities capitalize?





A. Social Drivers





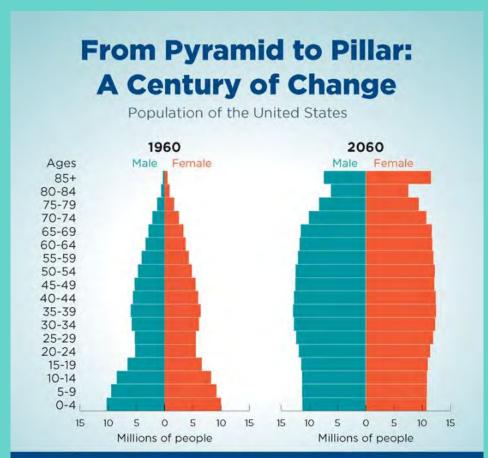




- Aging Population
- Declining Health
- Equity, Diversity, Inclusion
- Immigration



Aging Population



- U.S. Department of Commerce
 Economics and Statistics Administration
 U.S. CENSUS BUREAU
 CENSUS.goy
 WWW.CE
 - Source: National Population Projections, 2017 www.census.gov/programs-surveys /popproj.html

- Shift by 2034 from youth-dependent to old-age dependent U.S. population
- Positive economic and social contributions
- Increasing pension, health care costs
- Need for more aging infrastructure

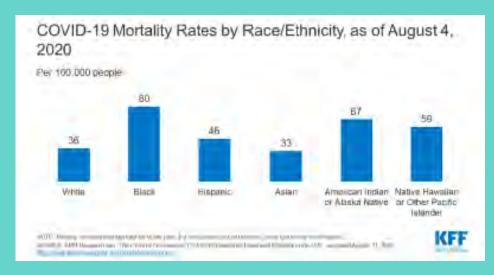






Declining Health





(Source: Kaiser Family Foundation)

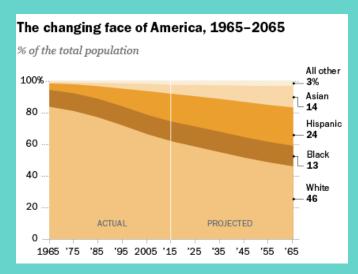
- Cost of chronic diseases
- Social determinants of health
- Disparities in health outcomes

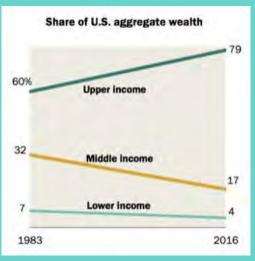






Equity, Diversity, Inclusion





(Source: Pew Research Center)

- U.S. projected to become "majorityminority" by 2042
- Growing income inequality
- Increasing acceptance of diversity by younger generations







Immigration







- Driven by global forces such as poverty, violence, and political repression
- By 2030, immigration expected to become largest contributor to U.S. population growth
- Positive social and economic contributions



B. Technological Drivers



- Artificial intelligence
- Autonomous vehicles
- New mobility
- Smart cities



Artificial Intelligence







- Predictive analytics enabled by big data
- Number crunching vs. deep learning
- Concerns regarding cybersecurity, privacy, and equity (algorithmic bias)



Autonomous Vehicles



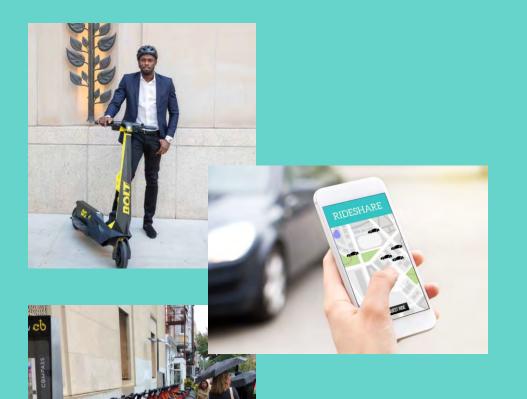
(Source: Chapin, Stevens, and Crute, *Planning* magazine, April 2017)



- Projected built environment impacts
- Factors that will drive positive vs. negative outcomes:
 - Fleet vs. private ownership
 - Shared vs. single ridership
 - Electric vs. fossil fuel power
 - Cost of mobility as a service



New Mobility



- Disruption of transportation systems and practices
- Positive vs. negative impacts?
- Emergence of micromobility (bicycles, e-scooters)



Smart Cities







- Potential sustainability benefits
- Concerns regarding access to data, cybersecurity, privacy, and equity (digital divide)
- Funding of technology and infrastructure investments



C. Economic Drivers



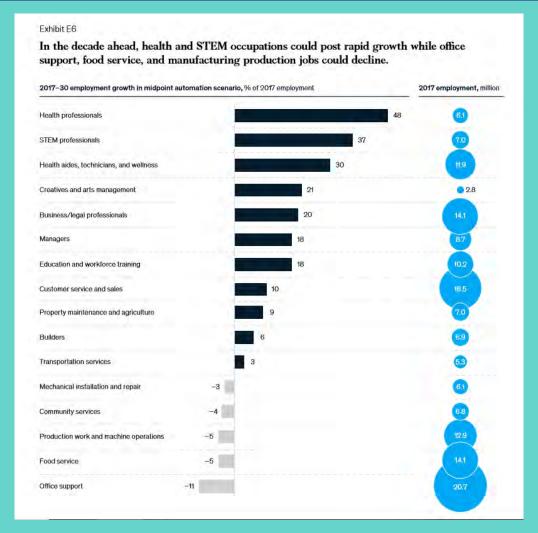




- Automation
- E-commerce
- Ethical consumption
- Sharing economy



Automation



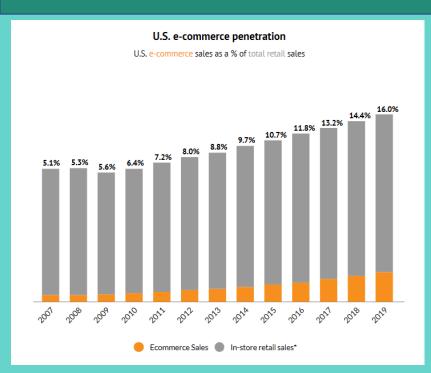
- Varying impacts on occupations and local economies
- Increased value of human qualities such as social skills and creativity





(Source: McKinsey Global Institute)

E-commerce



- Reduced demand for brick-and-mortar stores
- Increased demand for experiential retail
- Expansion of warehouse, distribution uses
- Freight and delivery impacts on local street systems

(Source: Digital Commerce 360)









Sharing Economy



- Shift from ownership of resources to access to goods and services
- Disruption of regulatory structures
- Opportunities to leverage civic assets



Ethical Consumption







- Increased demand for environmentally and socially responsible products and business practices
- Market support for the circular and subscription economies



D. Environmental Drivers



- Climate change
- Changing energy sources
- Natural resource depletion
- Globalization



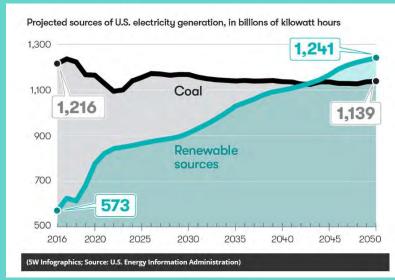
Climate Change



- Acute shocks vs. chronic stresses, e.g.:
 - Extreme weather
 - Rising temperatures / urban heat island effect
 - Sea level rise
- Social vulnerability
- Mitigation vs. adaptation



Changing Energy Sources





- Market shift from fossil fuels toward solar, wind, and other renewable sources
- Technological and infrastructure investments needed to support shift
- Land use and regulatory implications



Natural Resource Depletion



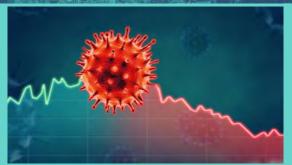
- Driven by population growth and demand for products and necessities
- Reflected in water usage, fossil fuel and raw material extraction, and farming and fishing practices
- Potential local responses
 - Reduced material consumption
 - Increased recycling and renewable energy use
 - Natural ecosystem restoration



Globalization vs. Localization



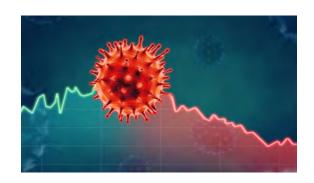




- Economic integration / interdependence
- Global connectivity via ICT / teleworking
- Global spread of pests, invasive plants, and pandemics
- Countervailing force: localization



COVID-19 + Drivers of Change









Social

Aging population
Declining health
Equity
Immigration

Climate change
Energy
Resource depletion
Globalization vs.
Localization

Environmental

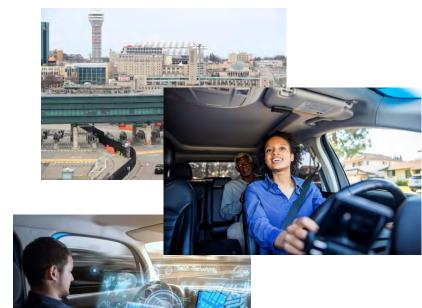
Economic

Automation
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Ethical consumption
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Technological

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Autonomous vehicles
New mobility
Smart cities







2. Local Implications



Austin, TX



Cleveland, OH



Local Implications: Austin, TX





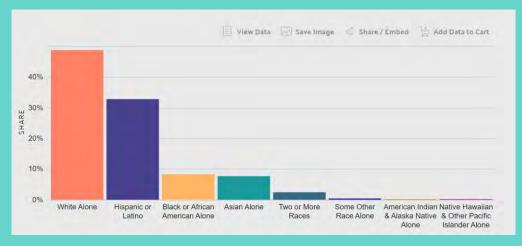
Austin: Social Drivers



Age, 2018

Median Age = 33.6 National Median = 38.2 65 and Older = 8.7% National Average = 16.0% White Alone = 48.8% National Average = 60.7% Foreign-Born = 17.7% National Average = 13.7%

Sources: https://datausa.io/profile/geo/austin-tx/#demographics, U.S. Census



Race or Ethnicity, 2018



Foreign-Born, 2017



Austin: Technological Drivers



Austin CityUP™ is a smart city consortium of companies, organizations, and individuals collaborating to advance Austin through smart city techniques.

March 11, 2020 | Lunch & Learn: Aus Member Management, Strategic Out

March 17th 2020 | SXSW: Smart Cit

Collab to Living Labs

March 18th, 2020 | SXSW: Using Ted Analytics to Make Cities Better Mee

Yonder is a fast-growing information integrity company on a mission to bring authenticity to the Internet. We use artificial intelligence and machine learning to help brands identify the groups that drive online conversations. Our technology unlocks the hidden map of the









Hippo is modernizing the \$100B home insurance industry by putting customers at the center of everything we do, from the coverage we offer to the customer service we provide. Hippo's true ambition lies in helping people protect their homes to begin with by leveraging

Friends Outside of Work









Austin: Economic Drivers



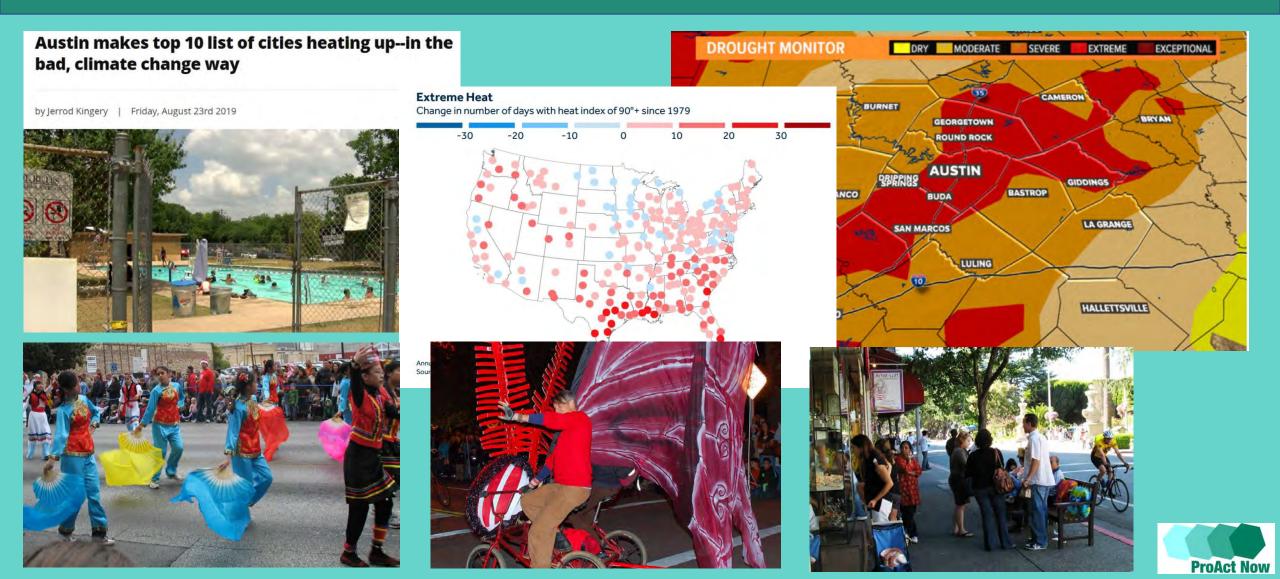
"Austin is the 13th most vulnerable metro area in the country...with 29.1 percent of its total workforce at risk."

Source: Kempler Industries, https://patch.com/texas/





Austin: Environmental Drivers



Local Implications: Cleveland, OH





Cleveland: Economic Drivers



Health Care & Social Assistance

Educational Services

Manufacturing

Professional, Scientific, & Technical Services Administrative & Support & Waste Management Services

Retail Trade

Accommodation & Food Services

Finance & Insurance

Construction

Other Services, Except Public Administration 4.57%

Estate 8 & Warehousing Rental & Leasing 1.85%

Wholesale

Trade

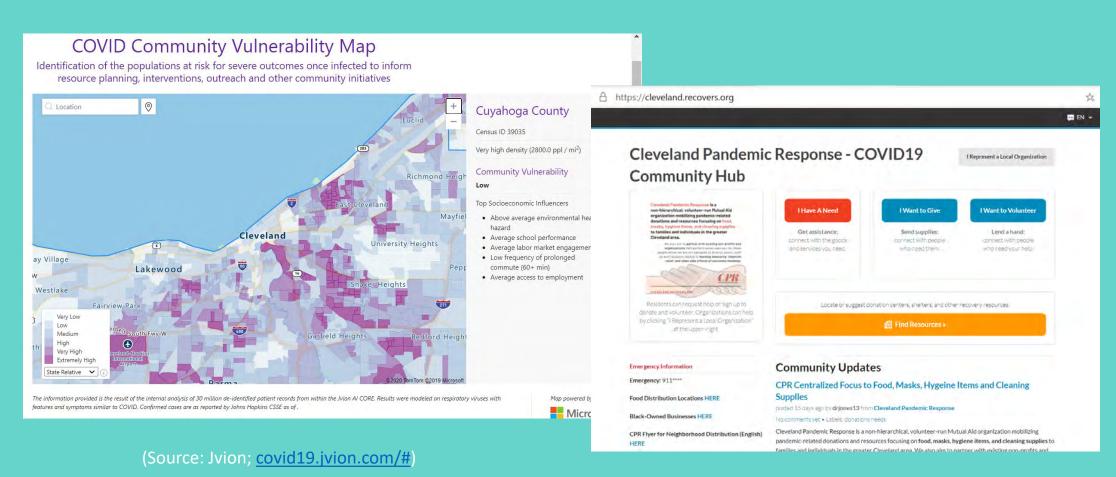
(Graphic source: https://datausa.io/profile/geo/cleveland-elyria-mentor-oh-metro-area#demographics, U.S. Census)



3.69%

Information

Cleveland: Economic Drivers



(Source: Cleveland Pandemic Response; cleveland.recovers.org)



Cleveland: Technological Drivers



Cleveland Clinic Medical Innovations



CLEVELAND HEARING &



CLEVELAND SIGHT CENTER





CUYAHOGA COUNTY MEDICAL



LOUIS STOKES CLEVELAND VETERANS AFFAIRS MEDICAL



MAGNOLIA CLUBHOUSE INC.



RONALD MCDONALD HOUSE OF GREATER CLEVELAND



TRANSPLANT HOUSE OF CLEVELAND



UNITED CEREBRAL PALSY OF **GREATER CLEVELAND**



UNIVERSITY HOSPITALS CLEVELAND MEDICAL CENTER



Cleveland State University Innovation



3. How to Prepare?







Flash Poll – Question #2

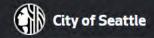
- Is your community using the following strategies? (check all that apply)
- A) Closing streets to facilitate outdoor exercise and active transportation
- B) Allowing parking to be used for outdoor dining
- C) Enabling bike share and/or e-scooters
- D) Planning for smart cities
- E) Planning for autonomous vehicles



Pandemic Innovations



Seattle, WA



SDOT Blog

Seattle Department of Transportation

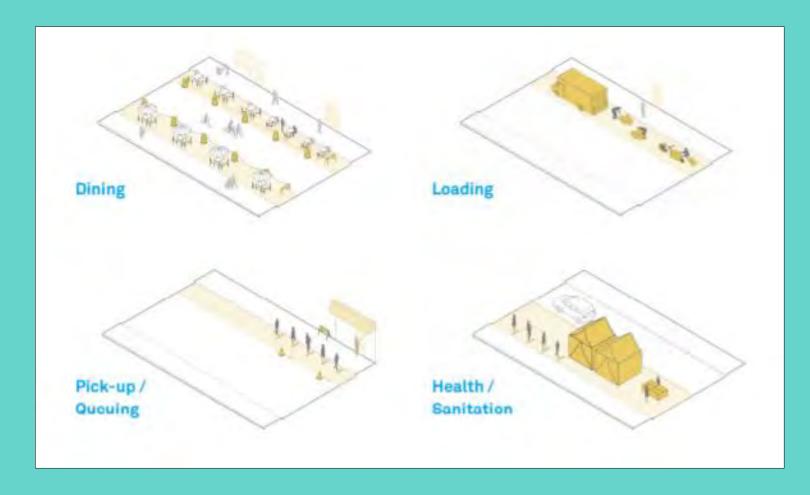
Announcing Stay Healthy Streets





Pandemic Innovations







RESTART MONTCO



MONTGOMERY COUNTY

ADMINISTRATION

DEPARTMENTS

DOING BUSINESS

PARKS, TRAILS, & HISTORIC SITES

STAY INFORMED

ADAPTIVE STREETS

AFFORDABILITY & MARKET DISRUPTION

E-COMMERCE

EFFECTIVE VIRTUAL MEETINGS

HOUSING MARKET IMPACTS

RESTART MONTCO

RESTART MONTCO A PLANNING APPROACH



We invite you to participate in our RESTART Montco forums, which delve into a variety of planning-related topics. Share information, related experiences, and success stories while communicating with others in your community and beyond.

https://www.montcopa.org/3529/Restart-Montco

Planning Topics

- Economic & Business
- Regulations & Zoning
- Transportation

- Housing
- Public Meetings
- Open Space & Recreation



New Mobility + Autonomous Vehicles

Austin Strategic Mobility Plan





Adopted April 11, 2019

Chandler first in the nation to include autonomous vehicles and ride sharing in zoning code

Home | News Center

April 27, 2018



During this week's City Council meeting, City Planning staff introduced an ordinance to amend parking and loading regulations in the City's zoning code. The proposed zoning amendments would prepare Chandler for a future increase in autonomous vehicles and ride share usage.

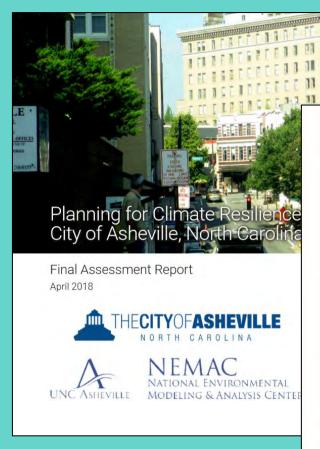
Experts in the Planning industry suggest that with the change in transportation use, parking demand will be reduced and the demand for drop-off and pick-up areas will increase. However, no one is yet able to predict what that exact demand could be. As a result, Chandler's

proposed zoning amendments will allow more flexibility to adjust parking ratios as transportation behavior evolves.

https://www.chandleraz.gov/news-center/chandler-first-nation-includeautonomous-vehicles-and-ride-sharing-zoning-code



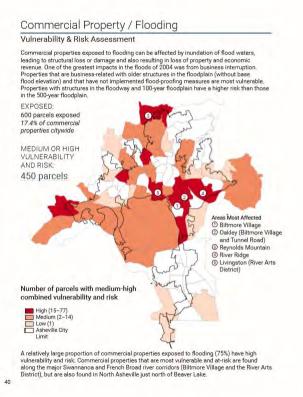
Climate Change



Asheville Comp Plan

Click Here

Asheville, NC



Enhancing Economic Engines

Red areas are home to key economic assets that are essential to the city's future. Land use policy and infrastructure investments to protect these areas should encourage additional dense mixed-use development in these areas.

Norfolk, VA

Purple areas are established neighborhoods at less-risk of coastal flooding. The City should make investments that improve connections between these areas and key economic assets to ensure that these neighborhoods continue to thrive.

Establishing

Neighborhoods of

Adapting to Rising Waters

Yellow areas are established neighborhoods that experience more frequent flooding. The City should explore new and innovative technologies to help reduce flood risk and focus on investments on extending the resilience of key infrastructure.

Norfolk Vision 2100

Click Here

Designing New Urban Centers

Green areas are at lowrisk of coastal flooding and have great potential for high density, mixed-use and mixed income development. These areas are prime opportunities for creating walkable, bikeable, transit-rich communities. The City should encourage transformational development in these areas.



Artificial Intelligence + Smart Cities

New York City Creates Chief Algorithms Officer Position

The new position, which will operate out of Mayor Bill de Blasio's office, will lead the development of guidelines and best practices surrounding the use of algorithm-based tools by city agencies.

BY NEWS STAFF / NOVEMBER 20, 2019



https://www.govtech.com/products/New-York-City-Creates-Chief-Algorithms-Officer-Position.html











Equity + Health + Automation + . . .



Cleveland, OH



Creating jobs, building wealth, and empowering residents



Flash Poll – Question #3

How prepared do you think your community is to address emerging issues?

- A. Not prepared
- B. Somewhat prepared
- C. Very prepared
- D. Unsure



Recommended Methodology

Step 1: Emerging Trends Orientation

Step 2: Resilience Assessment

Step 3: Recovery and Readiness Plan



Step 1: Emerging Trends Orientation





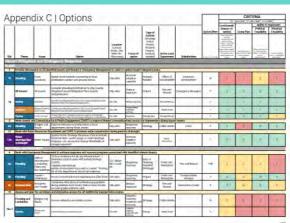


- A. Scan drivers of change
- B. Identify ones most applicable to community
- C. Target top drivers to address



Step 2: Resilience Assessment





- A. Document community goals, assets, and vulnerabilities
- B. Evaluate threats and opportunities posed by each driver, and prioritize
- C. Assess institutional capabilities and barriers to respond to drivers



Step 3: Recovery and Readiness Plan







- A. Identify special projects to help recover from pandemic and address key threats and opportunities
- B. Identify policies, procedures, and programs to increase agility
- C. Establish structure to monitor change, advance readiness, and adjust course over time



Contact Information



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