

The Center for Transportation and the Environment, North Carolina State University  
 Send Your Questions to the Panel:  
 Phone: 888-228-6736 Fax: 919-715-3569 Email: cte\_email@ncsu.edu

*CTE National Teleconference Series Presents*

## Scenario Planning for Better Transportation Decision Making

March 3, 2005  
 2:00 – 4:00 p.m., EST

Scenario Planning for Better Transportation Decision Making: March 3, 2005

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## Welcome and Introduction of Moderator (2:00 – 2:05 p.m., EST)

**Katie McDermott**  
 Technology Transfer Director  
 Center for Transportation and the Environment  
 North Carolina State University  
 (Raleigh, NC)

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## Program Overview and Introduction of Panel (2:05 – 2:10 p.m., EST)

**Sherry Ways, AICP**  
 Transportation Planner  
 Federal Highway Administration  
 (Washington, DC)

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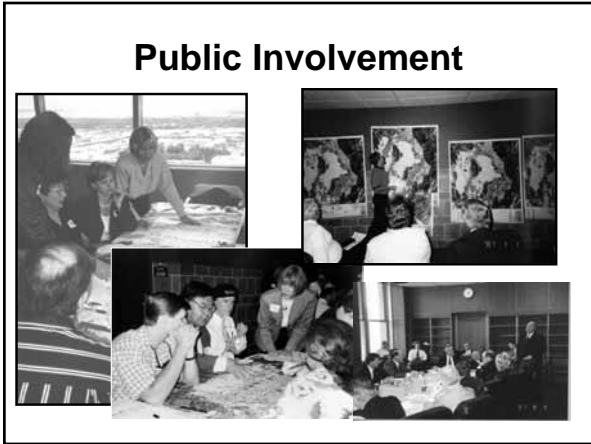
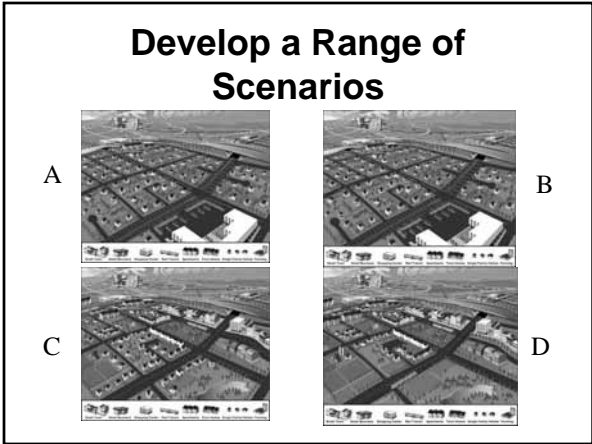
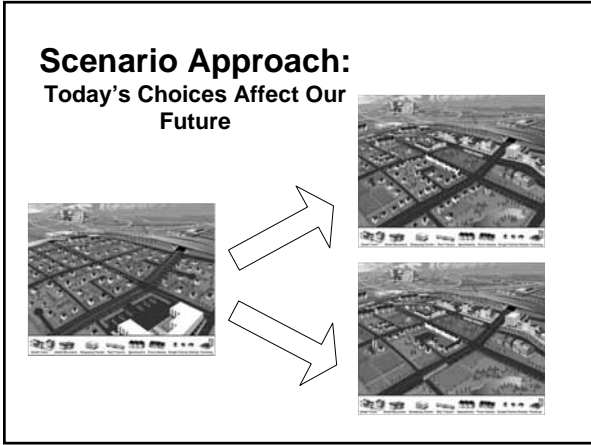
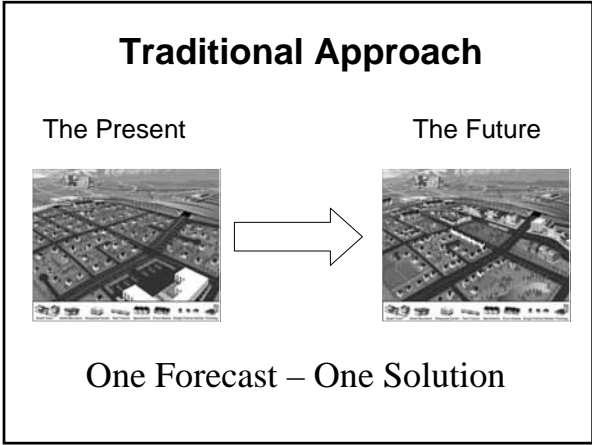
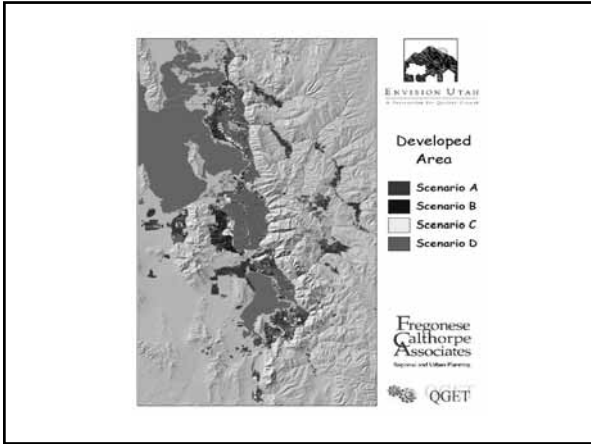
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## Scenario Planning Benefits to MPOs and State DOTs (2:10 – 2:20 p.m., EST)

**Cindy Burbank**  
 Associate Administrator  
 Planning, Environment, and Realty  
 Federal Highway Administration  
 (Washington, DC)

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Using Scenarios to Build Public Support  
 for a Shared Vision  
 (2:20 – 2:30 p.m., EST)

**Robert Grow**  
 Attorney and Founder Emeritus  
 Envision Utah  
 (Salt Lake City, UT)

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**Envision Utah: Using Scenarios to Build  
 Public Support for a Shared Vision**

**NATIONAL BROADCAST ON SCENARIO PLANNING  
 FOR BETTER TRANSPORTATION DECISION MAKING**



**Center for Transportation  
 and the Environment,  
 North Carolina State  
 University  
 March 3, 2005**

Robert J. Grow  
 Sr. Counsel, O'Melveny & Myers  
 and Envision Utah,  
 Founding Chair Emeritus  
 (rgrow@omm.com)

**Regional Visioning**

- A national revolution in “scale appropriate” problem solving
- Demonstrates the benefits of “quality growth”
- Requires new or revised tools, techniques, and communication strategies

**Regional Visioning is the  
 Natural Evolution of “Place Making”  
 to a Larger Scale**

**Why Do Regional Visioning?**

**To help the public and today’s  
 decision makers understand the  
 consequences of their choices by  
 developing and analyzing high-level,  
 long-term, alternative, scenarios or  
 visions for a region**

**The Visioning Process**

- Is guided by a large, trusted, and diverse group of regional stakeholders
- Uses regional scenarios to provide the public with clear choices about the future
- Relies on the community’s values to establish common ground, create scenarios, and communicate choices
- Develops goals and implements strategies to achieve the public’s vision

**Improved Process**

**VALUES**

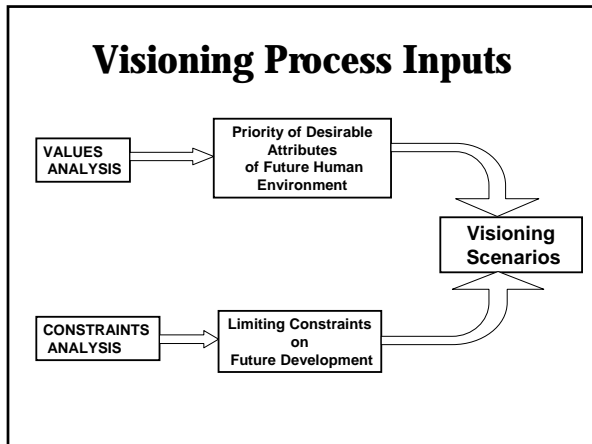
**VISION**

**STRATEGY**

**PLAN**

**FUND**

**BUILD**

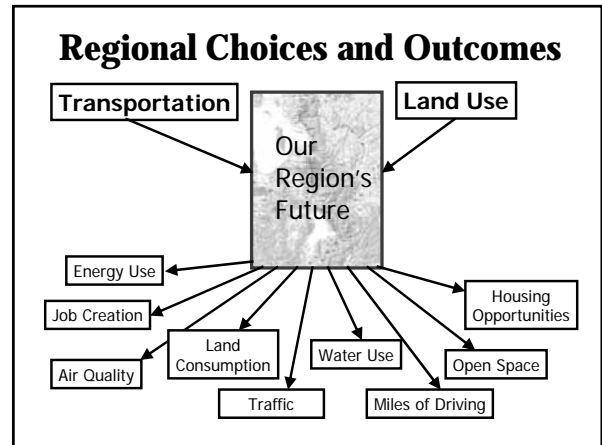


### Broad Scope of Community Interests Represented

- Business Leaders
- Developers
- Utility Companies
- Local Government
- State Government
- Conservation and Citizen Groups
- Religious Leaders
- Education
- Media

### Public Workshops

**Hundreds of meetings with thousands of participants**



### PUBLIC AWARENESS EFFORTS

Television, Radio and Newspaper

### QUALITY GROWTH STRATEGY: Six Goals, 42 Strategies

- Enhance Air Quality
- Increase Mobility & Transportation Choices
- Preserve Critical Lands
- Conserve Water Resources
- Provide Housing Opportunities
- Maximize Efficiency in Public Infrastructure Investments

**Development Types**

Non-Walkable

- Low Density Residential
- Industrial, Office Activity Center

Walkable

- Town and Village
- Downtown

Open Space

- Rural Cluster

∨ Rail Transit

**The Long Range Plan is an Integrated Road and Transit Plan**

**A Complete Mobility System**



+



**We Need Both**

**Mountain View Transportation Corridor Growth Choices**



**Wasatch Choices 2040**

**A Comprehensive Land Use and Transportation Visioning Process**



**Growth in Utah will Continue**

**Envision Utah is Working to Keep Utah Beautiful, Prosperous and Neighborly for Future Generations**



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Idaho's Transportation Vision:  
 Lessons Learned for Scenario Planning  
 in State DOTs  
 (2:30 – 2:40 p.m., EST)

**Matt Moore**  
 Research Program Manager  
 Idaho Transportation Department  
 (Boise, ID)

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**Idaho's Transportation Vision:  
 Lessons Learned for Scenario  
 Planning in State DOTs**

Matt Moore, Research Program Manager  
 Idaho Transportation Department  
*Scenario Planning for Better Transportation  
 Decisionmaking Webcast*  
 March 3, 2005

## Why plan our future? 30 Years to Transportation

1908-Wright Brothers Patented Airplane  
 1932-Earhart Flew across Atlantic Ocean  
 1969-Apollo 10 Module Orbitied the Moon  
 2004-Cassini Spacecraft Orbitied Saturn  
 2034-Idaho's Transportation Vision Realized

## Guiding 30-Year Principles



## Statewide System Priorities

- Integrate the Transportation System
- Support Quality of Life
- Provide Flexible Funding
- Integrate Transportation & Land-Use Planning
- Support Choices for All Individuals

## Performance Measurement



## Application: Examples of Progress

- Connecting Idaho-Governor's Initiative
- LHTAC Strategic Plan/Vision Integration
- Recreational Airstrips Focal Plan
- Context Sensitive Solutions Guide
- ITD Division Strategic Plans

## Scenario Planning: Roles & Responsibilities

- Garner Support & Learn from Partners
- Recognize & Research All Modes
- Work Local, Regional & Statewide Scenarios
- Focus on Common Principles & Priorities
- Employ Long-Term to Get Short-Term Focus
- Develop, Test & Measure w/ Indicators

## Scenario Planning: Lessons Learned

- Go to Them;  
Don't Make Them Come to You
- Make Exercising Imagination Routine
- Scenarios Help Identify Preferred Futures
- Ensure Accountability
- Focus on Creativity, Not Bureaucracy

Recommendations of the 9/11 Commission

**CTE**

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## The Importance of Involving Elected Officials in Scenario Planning (2:40 – 2:50 p.m., EST)

**Ted Gaines**  
Board Chair (and Placer County Supervisor)  
Sacramento Area Council of Governments  
(Auburn, CA)

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## Blueprint for the Future

SACRAMENTO REGION

**Blueprint**  
TRANSPORTATION LAND USE STUDY

SACOG VALLEY VISION

## Growth Principles

- Housing Choice
- Transportation Choice
- Compact Development
- Use Existing Assets
- Mix Uses
- High Quality Design
- Protect Natural Resources

Sacramento Area Council of Governments • Valley Vision

## Growth Principles Tested

*Positive or negative impact on quality of life?  
Positive or negative impact on your retirement years?*

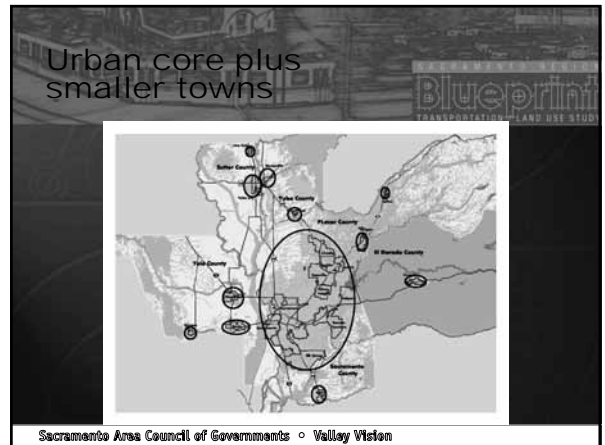
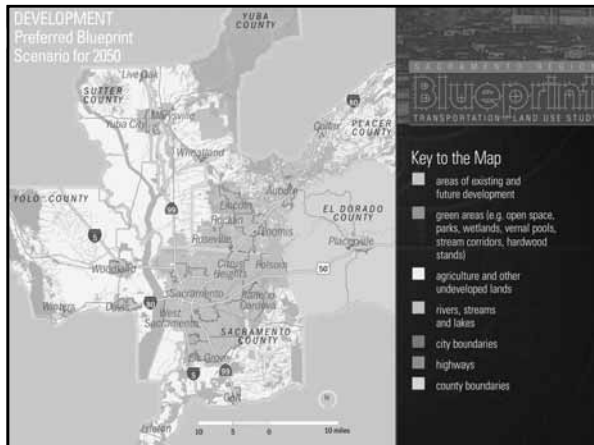
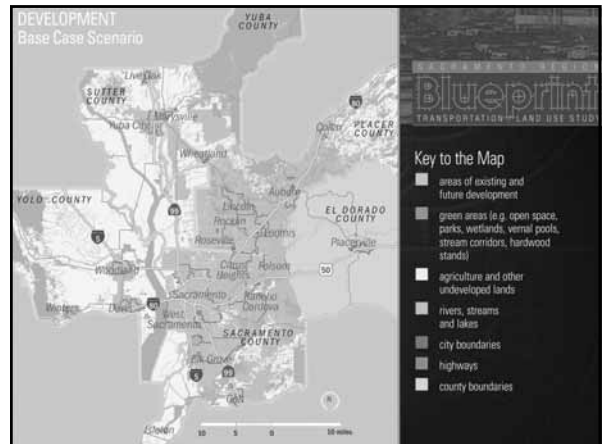
<ul style="list-style-type: none"> <li>• Preserve open space</li> <li>• Transportation choices</li> <li>• Use existing assets</li> <li>• Jobs closer to where people live</li> <li>• Offer housing choices</li> </ul>	<ul style="list-style-type: none"> <li>• Distinctive, quality design</li> <li>• Manage real growth boundaries</li> <li>• Encourage compact development</li> <li>• Mixed land uses</li> </ul>
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## All Principles Seen As Having Positive Impact

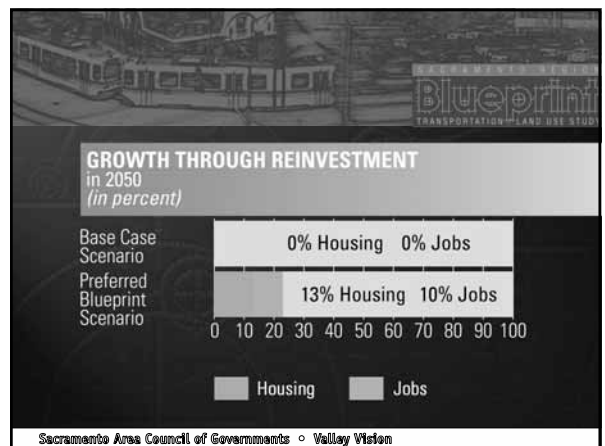
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Negative Retirement	Negative Today	Negative Retirement	Positive Today

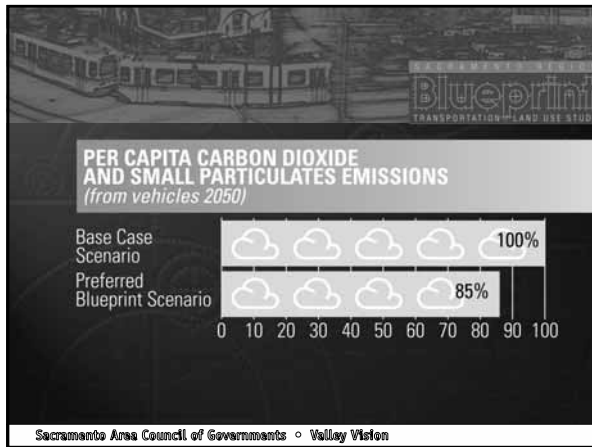
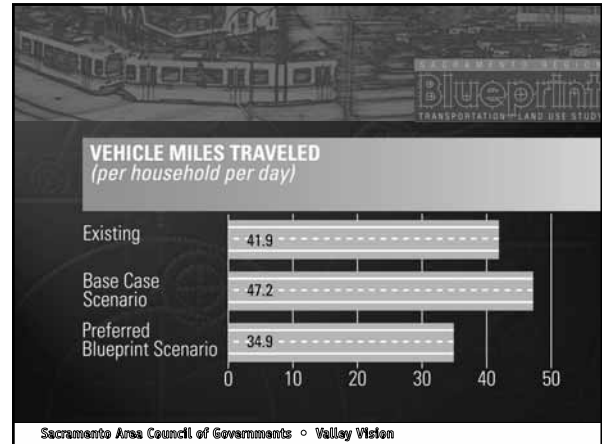
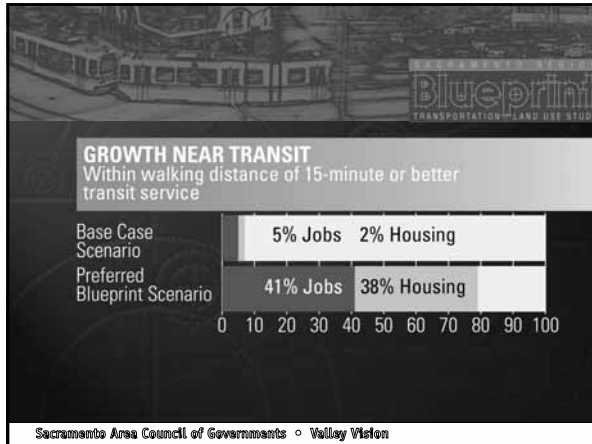
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### ALL HOUSING TYPES Existing Plus Growth in 2050 (in percent)

	Rural Residential	Large-lot Single-family	Small-lot Single-family	Attached Homes
Existing	5%	63%	3%	29%
Base Case Scenario	5%	68%	2%	25%
Preferred Blueprint Scenario	3%	45%	17%	35%





- ### Blueprint Next Steps
- Develop 2030 map with local governments for next MTP – and strategies to implement it
  - Train local governments and private sector to use technical tools
  - Electronic “newsletter” to track projects, share problems and ideas
  - Educational series for planners, planning commissioners and elected officials
  - Pursue removal of barriers to Blueprint-style growth
  - Monitor and report - benchmarks
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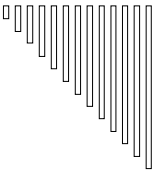
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**The Importance of Using Good Visual Images to Engage the Public**  
(2:50 – 3:00 p.m., EST)

**Jean Brittingham**  
Vice President  
CH2M Hill  
(Chicago, IL)

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## Scenario Planning – Using the Right Tool for the Problem

**Jean Brittingham**  
**CH2M HILL**

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## Establish Ownership and Commitment to Technology

- Gain clear shared vision of the goals of engagement.
- Fully disclose and explore the challenges of high-involvement.
- Chose technology that supports process outcomes and is audience appropriate.
- Engage a significant “owners” group in process refinement.

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## Gaining Engagement and Encouraging Risk-taking

- Both low and high tech techniques will work.
- Tools should empower, not intimidate.
- Visualization is awesome.
- Immediate feedback and whole systems approaches work best.
- Be sensitive to culture reality, but believe in people’s potential to be savvy.

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## Using Tools Effectively

- Set-up for success:
  - Provide background material and pre-work.
  - Use tools that are intuitive.
  - Trust “non-experts” to come to good conclusion.
- Allow confusion to reign (for a while).
- Develop two fall-back approaches.
- Challenge “normal” thought processes.

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## What the Tools Can Do

- Help people “see it” – visualization, videos, animations.
- Help people safely declare their opinions – town hall polling, issues mapping.
- Develop shared understanding – scenario planning, future search.
- Inform and educate – all of the above plus web sites and good publications

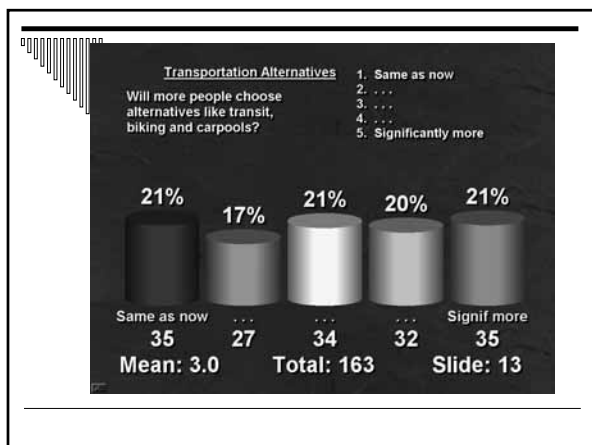
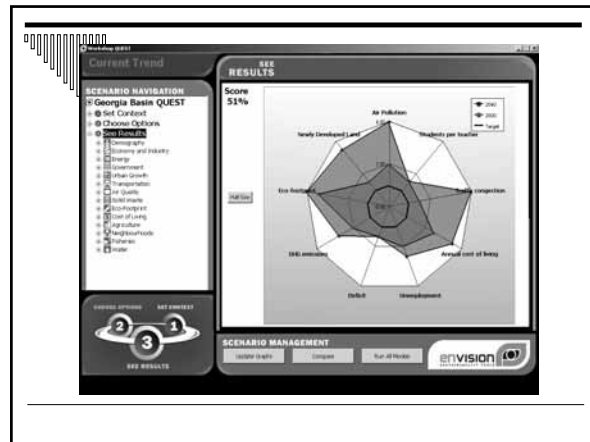
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## Focus Investment and Capture Learning


- Use the appropriate technologies and maximize their benefit.
- Publish and share results as quickly as possible.
- Include frank discussion of unintended consequences.
- Keep stakeholders engaged well beyond the original process.

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**Break!**  
 We'll be back in 10 minutes...  
 (3:00 – 3:10 p.m., EST)


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**Panel Discussion**  
 (3:10 – 3:30 p.m., EST)


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**Question/Answer Session  
 with National Audience**  
 (3:30 – 3:50 p.m., EST)

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**Program Summary**  
 (3:50 – 3:55 p.m., EST)

**Sherry Ways, AICP**  
 Transportation Planner  
 Federal Highway Administration  
 (Washington, DC)

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**Wrap-Up**  
 (3:55 – 4:00 p.m., EST)

**Katie McDermott**  
 Technology Transfer Director  
 Center for Transportation and the Environment  
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