GLOBAL ATLANTA: The Challenge of Tomorrow

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A New Wave of Globalization

- **Commodity Flows:** U.S. imported almost $2 trillion in goods and services in 2005

- **Human Capital Flows:** more than 20 percent of U.S. science and technology workers are foreign-born

- **Travel:** Americans made over 27 million visits outside the U.S. in 2004

SOURCES: U.S. Census Bureau, National Academies of Science, U.S. Department of Commerce
Top Export Countries


U.S. export growth, 2000 to 2004 = 4.8%
PAM exports, 2000 to 2004 = 21.2%

SOURCE: CQGRD
A Different Level of Regionalism

Global Precedent

Even national borders are not an obstacle to Regionalism

BESETO Corridor [BEijing, SEoul, TOkyo]

- 100 million inhabitants
- 112 cities each with population of over 200,000
- 1,500 kilometer strip
- 4 countries

Piedmont Atlantic MegaRegion

The Piedmont Atlantic MegaRegion (PAM)
It’s about place and scale…

Addressing multiple scales

Visioning

globe

natural resources

green space

infrastructure

equity

environment

neighborhood

economy

housing

health
It’s about present and future

And looking farther into the future
Issues Facing Atlanta

- **Growth**
- **Consumption and degradation**
- **Disparities**
- **Infrastructure**
- **Competitiveness**
- **Fragmentation**

Every issue is a challenge and an opportunity.
Transportation, the economy, and air quality

Atlanta in 2003:

- 2nd most traffic congested area
- Traffic congestion cost of $1.75 billion
- 70.8 million gallons of excess fuel consumed
- 15 days when air quality was unhealthy for sensitive groups

SOURCE: Texas Transportation Institute, U.S. EPA
## Trends: “Traditional” Households Shrinking

<table>
<thead>
<tr>
<th>Household Type</th>
<th>1960</th>
<th>2000</th>
<th>2040</th>
</tr>
</thead>
<tbody>
<tr>
<td>HH with Children</td>
<td>48%</td>
<td>33%</td>
<td>27%</td>
</tr>
<tr>
<td>Single-Person HH</td>
<td>13%</td>
<td>26%</td>
<td>30%</td>
</tr>
</tbody>
</table>

Figures for U.S.
## Trends: Share of Growth 2000–2040

<table>
<thead>
<tr>
<th>HH Type</th>
<th>2000</th>
<th>2040</th>
<th>Change</th>
<th>%Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>W/ children</td>
<td>35</td>
<td>41</td>
<td>6</td>
<td>3%</td>
</tr>
<tr>
<td>W/o children</td>
<td>71</td>
<td>111</td>
<td>40</td>
<td>87%</td>
</tr>
<tr>
<td>Single-person</td>
<td>26</td>
<td>44</td>
<td>17</td>
<td>38%</td>
</tr>
</tbody>
</table>

Figures in millions of households.


Nelson, Chris, Atlanta Regional Commission Retreat, February 1, 2007
<table>
<thead>
<tr>
<th>Location</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>In a city</td>
<td>14%</td>
</tr>
<tr>
<td>In a suburb close to a city</td>
<td>37%</td>
</tr>
<tr>
<td>Total “urban”</td>
<td>51%</td>
</tr>
<tr>
<td>In a suburb away from a city</td>
<td>19%</td>
</tr>
<tr>
<td>In a rural community</td>
<td>30%</td>
</tr>
</tbody>
</table>

Suburbs away from cities are the losers

Neighborhood Feature Preferences

How do we get there?

Longer timeframes and broader geographic scopes in Collaborative planning between/among multiple states and sectors.
Strategies for Atlanta

- **Transportation Options:** Southeast High Speed Rail, New Technologies

- **Networks of Networks:** Create local, regional and global mobility and economic nodes and corridors

- **Green Infrastructure:** innovative financing to protect lands

- **Spatial Planning:** a strategic and forward looking strategy for growth and development to decrease inequities and promote overall sustainability through multi-sectoral, multi-jurisdictional planning
Community Agenda

- Future Development Map
- Defining Narrative
  - Patterns of development are to be encouraged
  - Specific land uses or zoning categories
  - Quality Community Objectives
  - Implementation measures
- Community Issues and Opportunities
- Implementation Program
- Short Term Work Program – 5 Years
- Policies and decisions are consistent with achieving the Community Vision.
Technical Analysis

- Population: Age, Race/Ethnicity, Income.
- Natural and Cultural Resources.
- Community Facilities and Services with Coordinated Service Delivery Plan.
- Transportation System.
- Intergovernmental Coordination.
Sustainable urban development –
Implies a process by which sustainability can be attained and development continues.
The World Is Changing and So Must WE

- Recent research suggest that approximately 70% of our population will live in eight to ten mega-regions over the next thirty years.

- These regions are emerging as new competitive units in the global economy and the Atlanta region is arguably the fastest growing

- The challenge is to underwrite our continued prosperity by developing a transportation system that will meet our future mobility needs and at the same time provide us a competitive advantage and a more livable region.
The World Is Changing and So Must WE

- Over the last decade, Metro Atlanta’s population increased by 31% to 4.6 million. In the coming decades our region is projected to be among the fastest growing and most populous in the United States.

- Since 1970, the US population has increased by 30%. Over the same period, the US Department of Transportation estimates that licensed drivers increased by 64% and vehicle miles traveled increased by 125%.

- *If we want to increase our regional and global economic competitiveness as we grow, maintain a high quality of life, and provide employment opportunities, we must be able to move masses people more quickly, efficiently and safely.*
The World Is Changing and So Must WE

- One place to start is by asking, what are the transportation needs of a region that is poised to experience such phenomenal growth, especially if it wishes to remain globally competitive?

- It is time we forge a more sophisticated strategy for tackling traffic congestion. One that fosters greater economic competitiveness, assures a high quality of life, and does so in a more energy efficient manner

- We must create a technologically superior, highly integrated, efficient and clean transportation system
We must acknowledge that we cannot sustain our preeminence if we continue to wed ourselves to simple, unsustainable solutions for city and regional transportation.

In this regard, we must reexamine our development practices, transportation investments, water resources management, and green space and public space infrastructure in order to ensure our quality of life and economic competitiveness.
Global success – in spite of transportation

1. Financial flows or economic/financial agglomeration
2. Economic stability
3. Ease of doing business
4. Top–level universities and libraries
5. Getting around in a 21st century city