

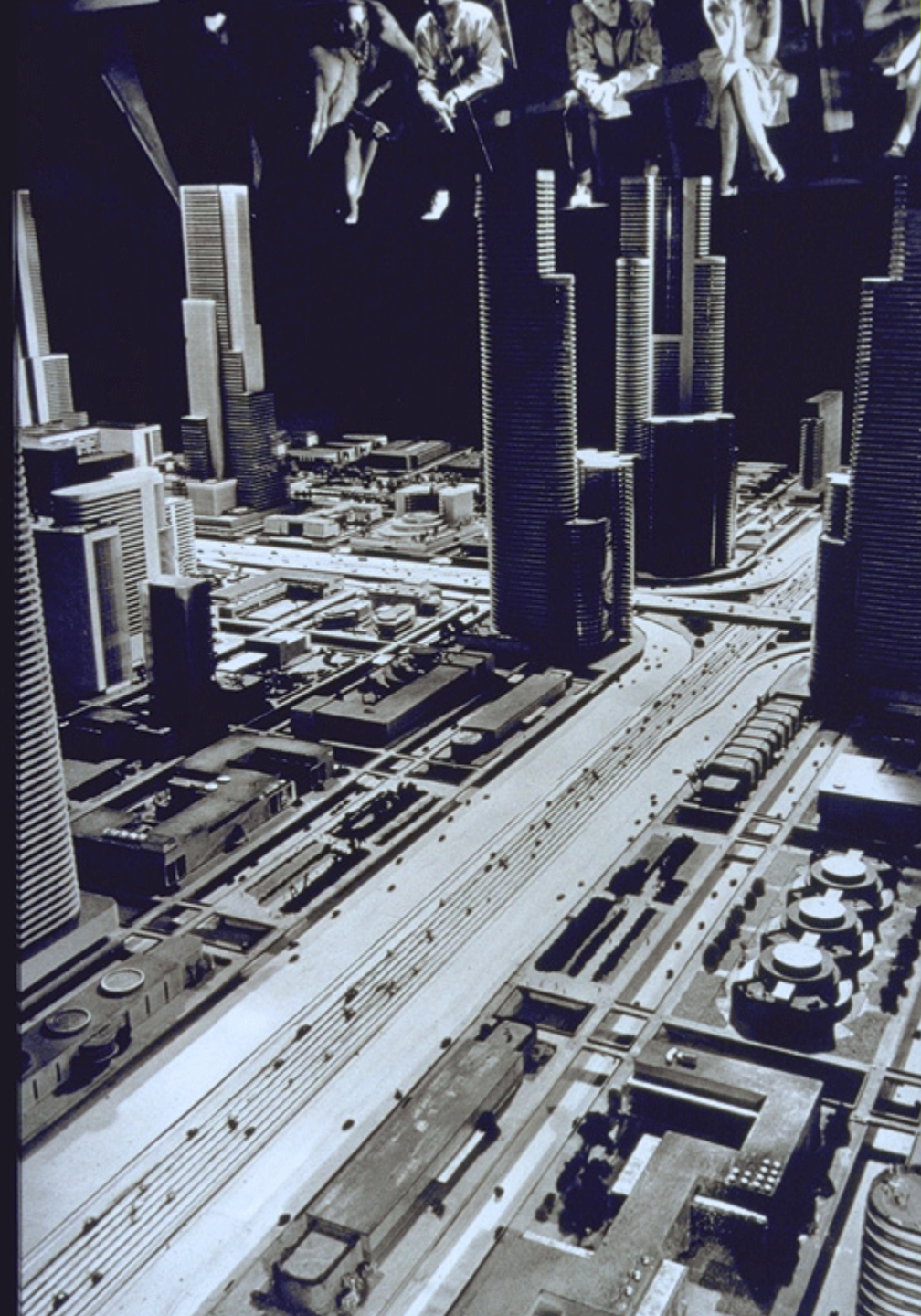


Visualizing the Future

Bob Yaro and Petra Todorovich, RPA

April 14, 2009

Pocantico Conference Center of the Rockefeller Brothers Fund

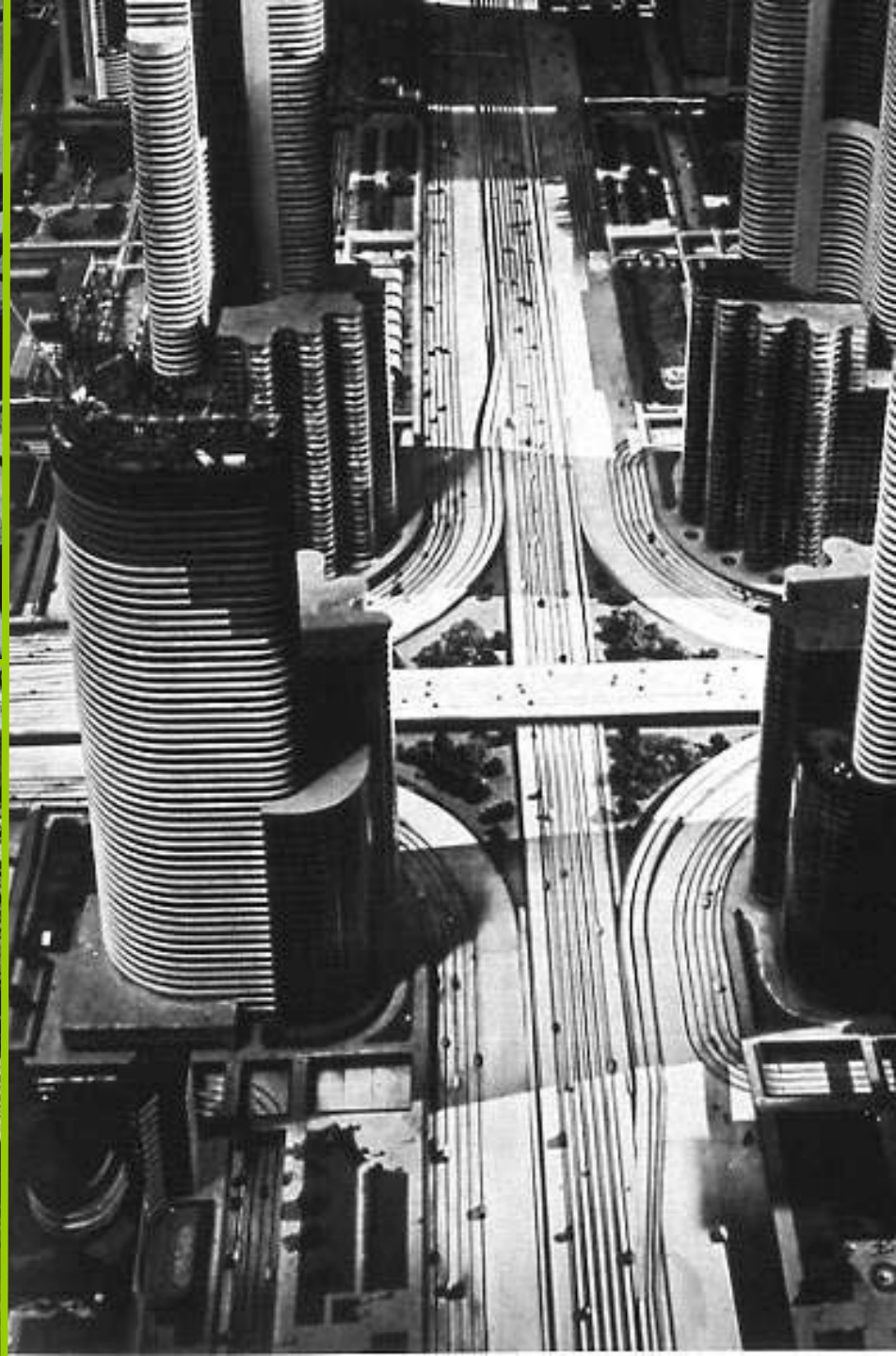
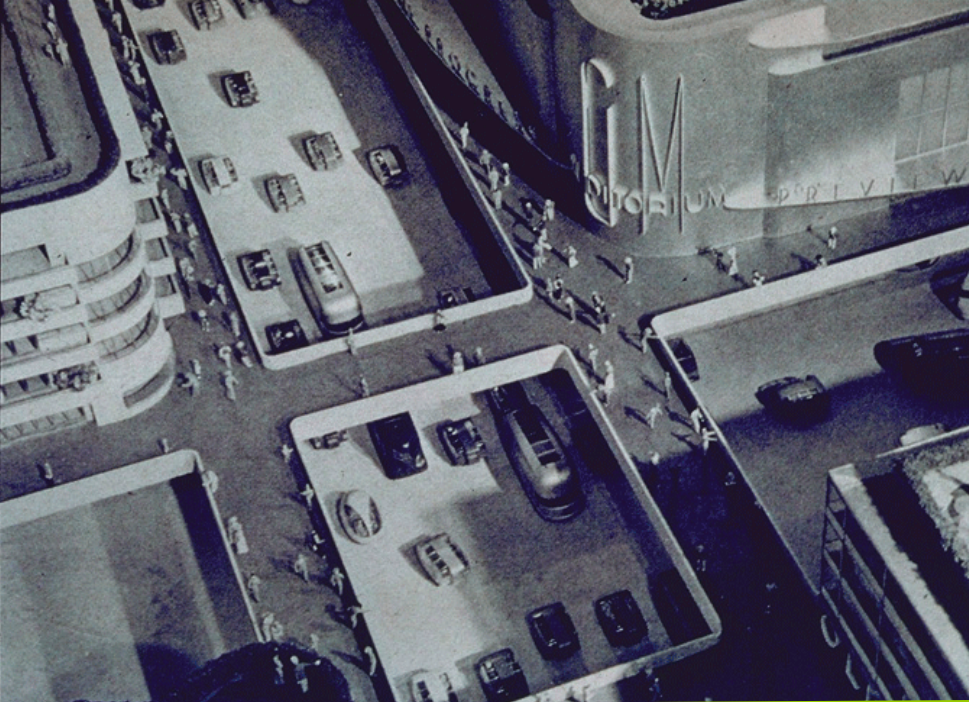


Futurama 1939

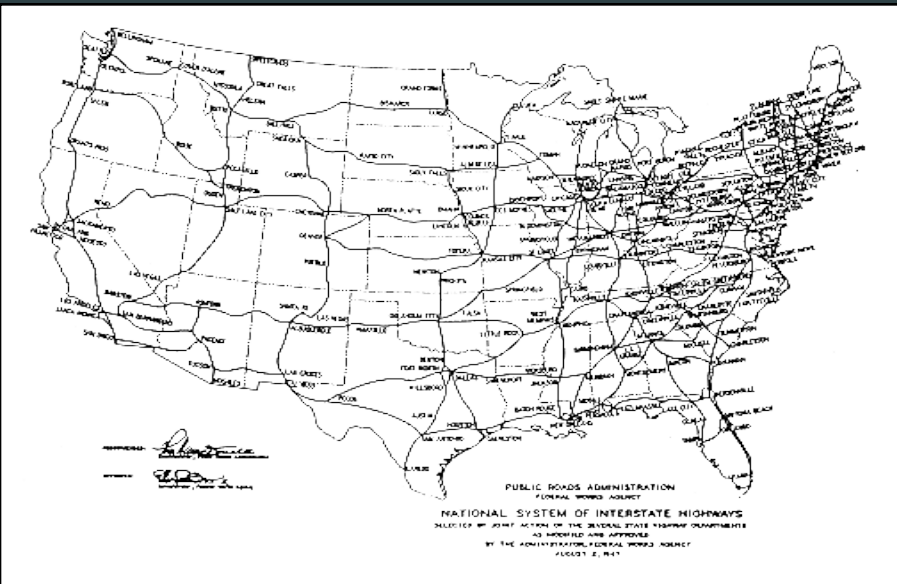


Two 14-lane express highways cross in 1960

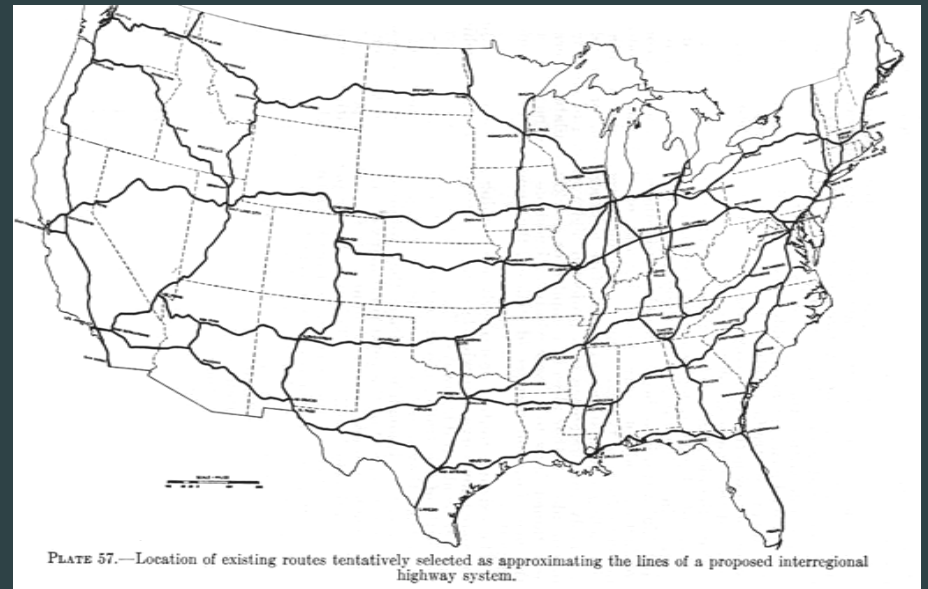




National Resources Planning Board and the Interstate System



Early interstate plan, from "Toll Roads and Free Roads," National Resources Planning Board and Bureau of Public Roads, 1939



National System of Interstate Highways, Public Roads Administration, 1947

Unanticipated Consequences



Long commutes



Unsustainable land use patterns

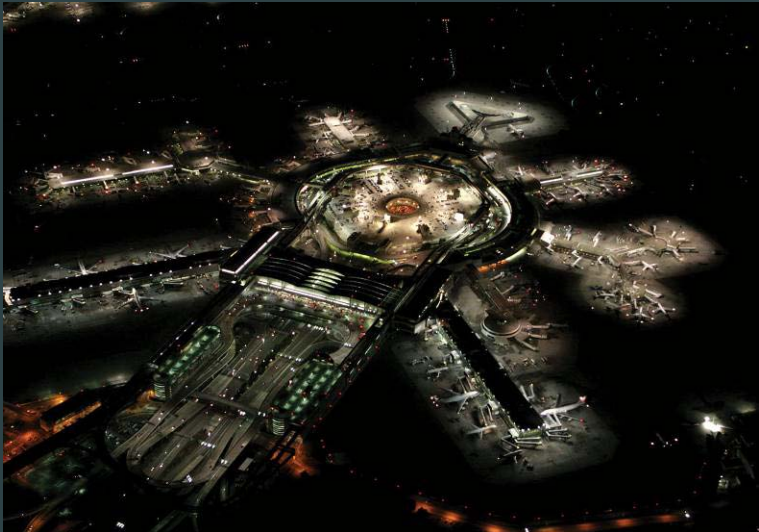


Loss of habitat/ damaged watersheds



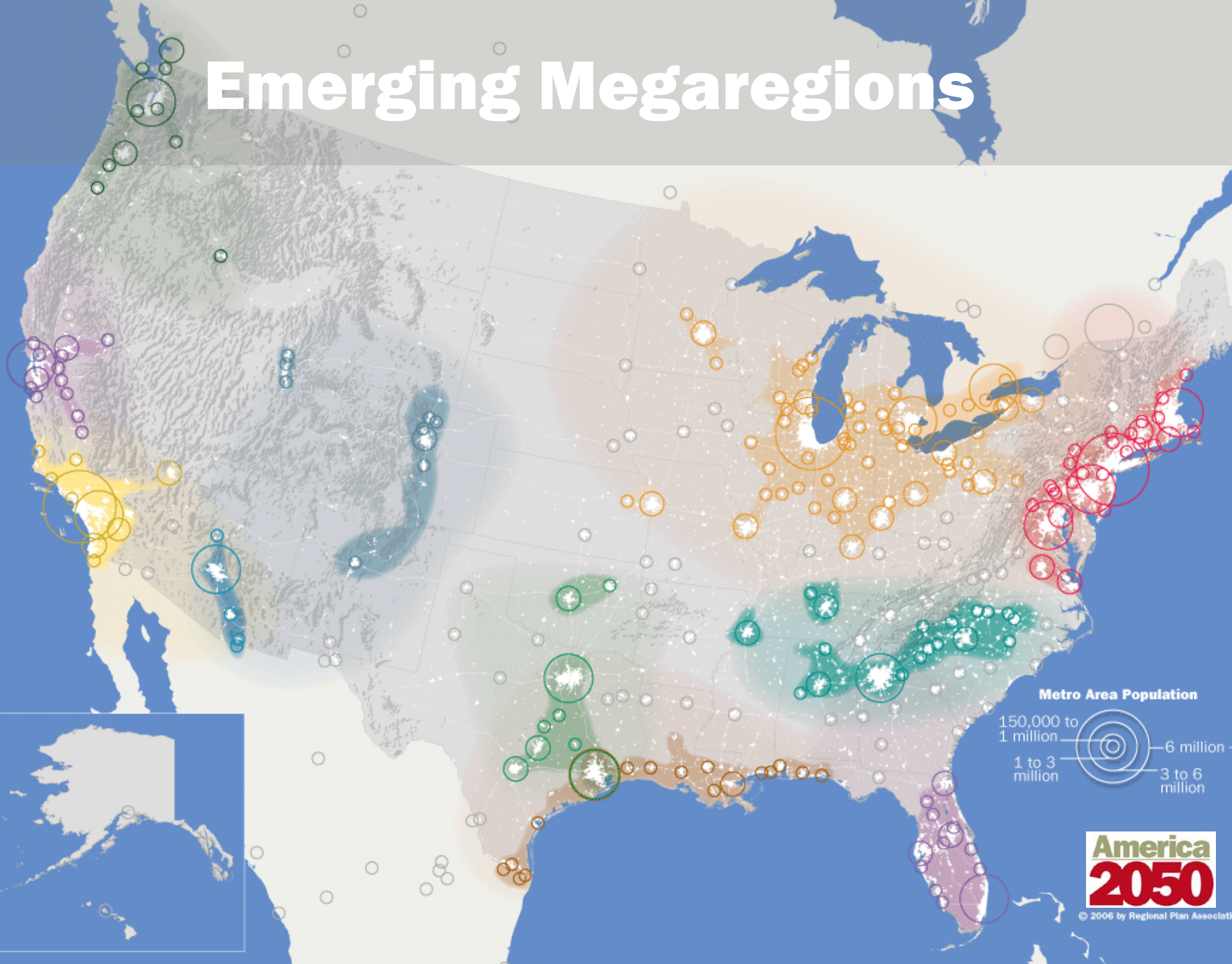
Disinvestment in inner cities

America 2050 Vision: A Trans-American Network



- High-speed rail
- Seaports, airports, and goods movement
- Energy transmission and generation
- Water infrastructure and protection

Emerging Megaregions



Metro Area Population



**America
2050**

© 2006 by Regional Plan Association

Megaregion Forums to Set Priorities



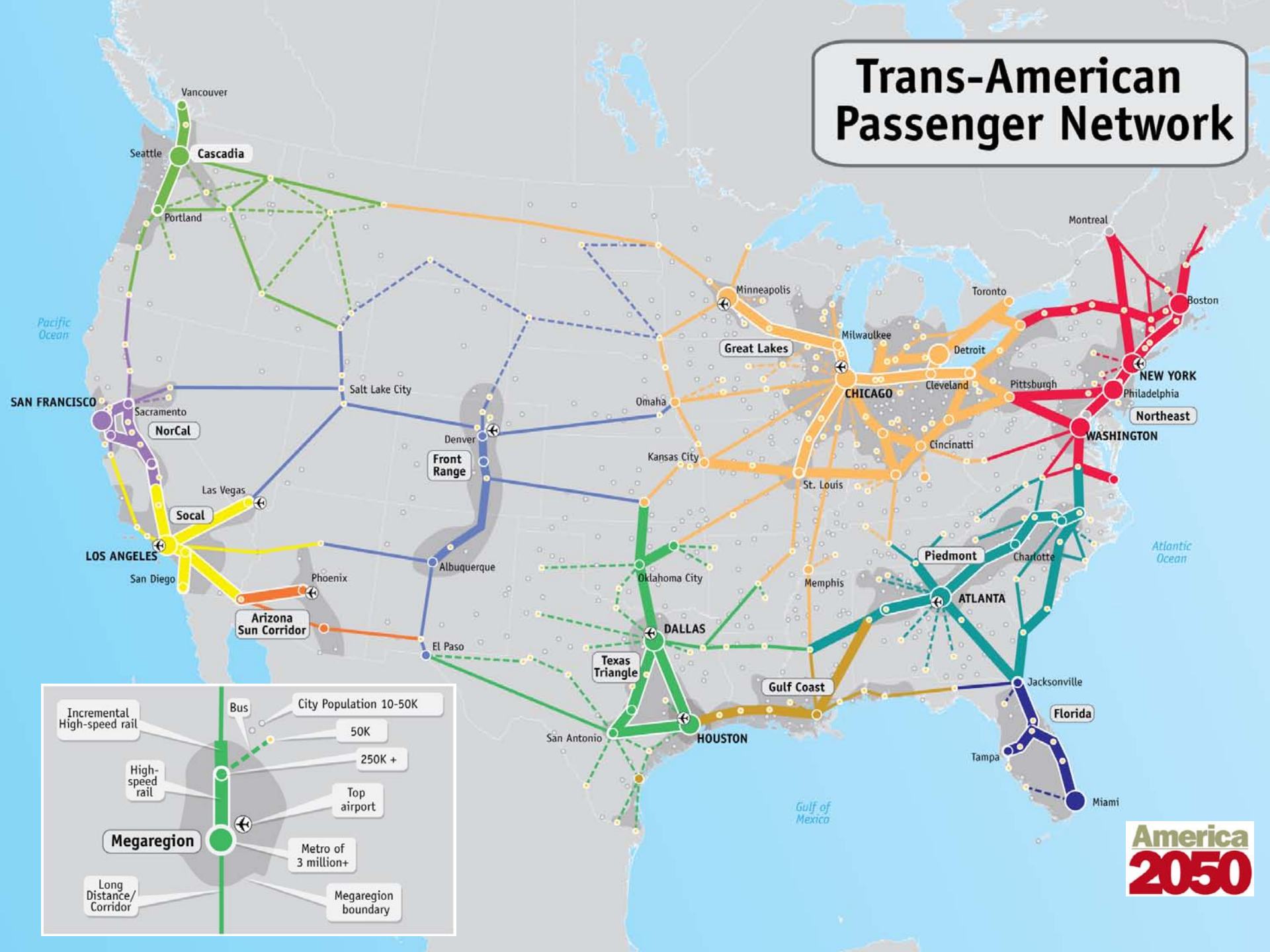
Sacramento, Dec 2, 2008



Chicago, November 17, 2008



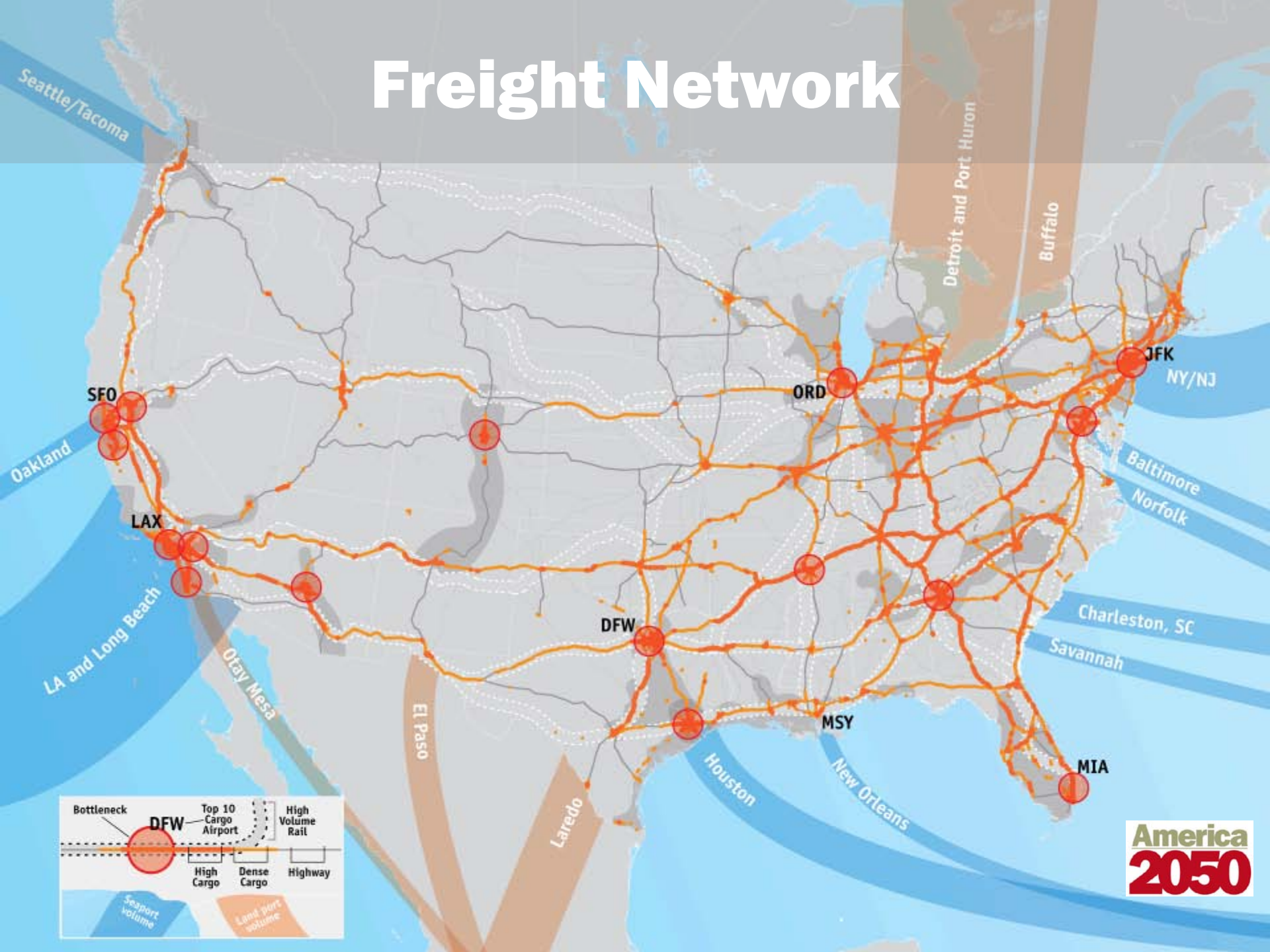
Trans-American Passenger Network



Megaregion

- Incremental High-speed rail
- High-speed rail
- Long Distance/Corridor
- Bus
- City Population 10-50K
- 50K
- 250K +
- Top airport
- Metro of 3 million+
- Megaregion boundary

Freight Network



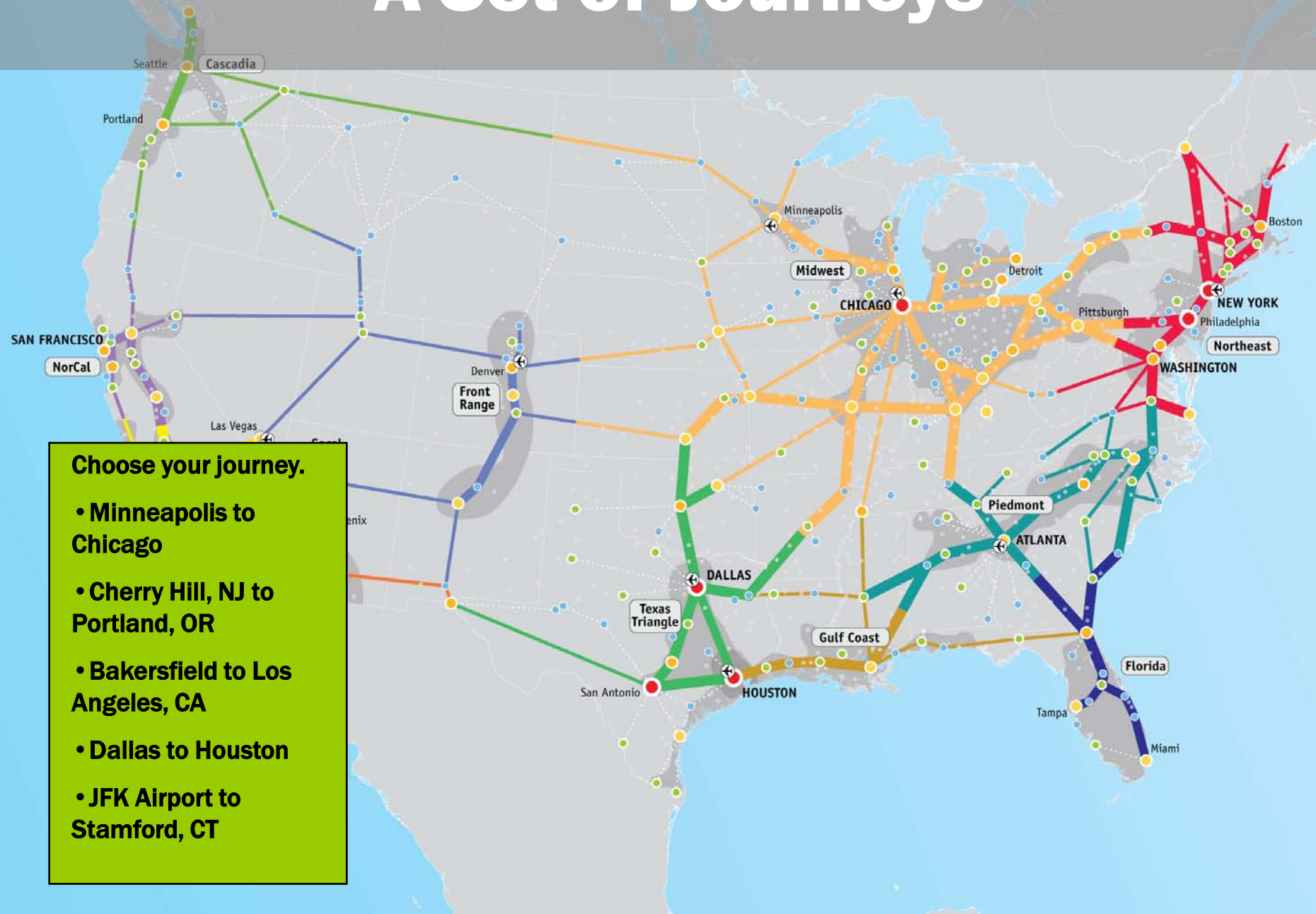


A Set of Journeys

- A business daytrip from Minneapolis to Chicago
- A daily regional commute from Bakersfield to Los Angeles, California
- A daily local commute within the City of Phoenix, Arizona
- An afternoon shopping trip by Grandma in Richmond Heights, Missouri
- A trip to visit the closest cardiology center by a resident of Butte, Montana
- A long distance vacation from Cherry Hill, New Jersey to Portland, Oregon
- The experience for an international visitor arriving at JFK Airport, New York City



A Set of Journeys



Freight Journeys



Choose your journey.

- Shipping container of patio furniture: Port of Los Angeles/Long Beach to Las Vegas, NV.
- Solar panel manufactured in Norcross, Georgia to its destination in San Diego.
- Rail Freight: Norfolk to Cleveland

Sample Journey: Highlights ITS and Road Pricing

Regional Commute from Bakersfield to Los Angeles

- > Driver leaves home by car at 7:50 a.m.
- > On-board information system informs driver: heavy flow and congestion ahead.



Sample Journey: Highlights ITS and Road Pricing

➤ Options included:

- 1) Drive the congested route.
- 2) Pay \$15 to proceed alone in carpool/ toll lanes to Los Angeles;
- 3) Pick up rider(s) in park-and-ride and receive \$5 discount per rider to proceed in carpool/toll lane;
- 4) Park at HSR station in Bakersfield and take train to Los Angeles High-speed rail station. (Receive \$10 credit until 8:45 a.m.)



Sample Journey: Highlights ITS and Road Pricing

- > Driver selects high-speed rail and received credit on vehicle information system.
- > Arrives at downtown station and walks to office within 3 blocks of train station



Develop a Toolbox of Communication Tools

- Still images to illustrate journeys
- Interactive website with navigation feature
- Animated journeys (i.e., California HSR)
- Documentary films – You Tube, StreetsFilm
- Physical exhibition
- Immersive, virtual reality
- Leave behind: Network Maps
- Commercials
- User-created content/web competitions

Key Questions

- Mass or informed audience
- Status quo/ future
- Real projects/ general
- Data impacts: i.e., tons of carbon reduced
- How to convey transformed America
- Power, class, status, sex
- How will the partners use it?
- Time frame

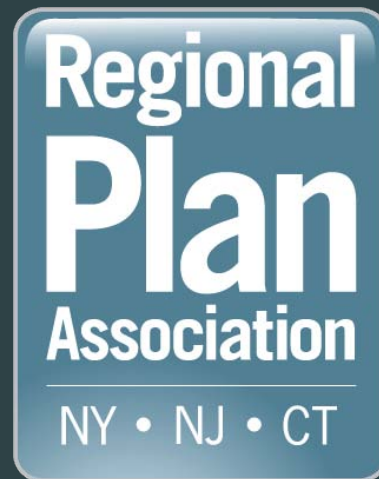
Transport for London

California High-speed Rail Authority

Bicycle music videos



www.America2050.org



www.rpa.org