

An aerial photograph of the San Francisco Bay Area, showing the city's dense urban grid, the Golden Gate Bridge, and the surrounding mountains under a clear sky.

# Scenario Planning and SPUR's Regional Strategy

February 19, 2019



Ideas + Action  
for a Better City

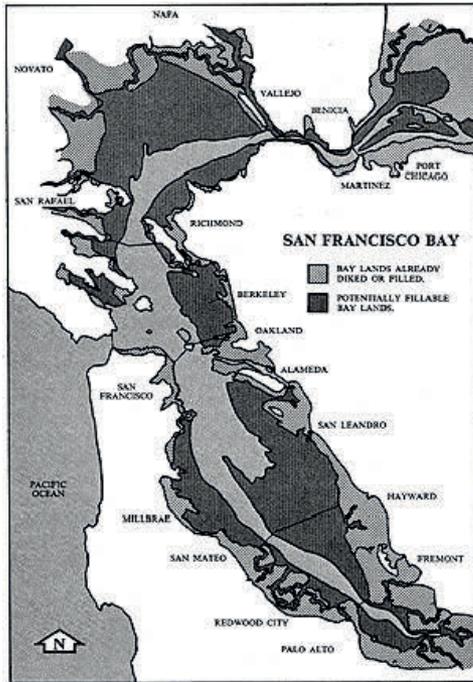
# What is the Regional Strategy?

**An aspirational civic vision for the next **half century** and a **roadmap** to achieve it.**

# Why?

It is our job to **imagine what the future region could be.**  
It is our job to imagine big **ideas** for the next generation and put them into **action.**

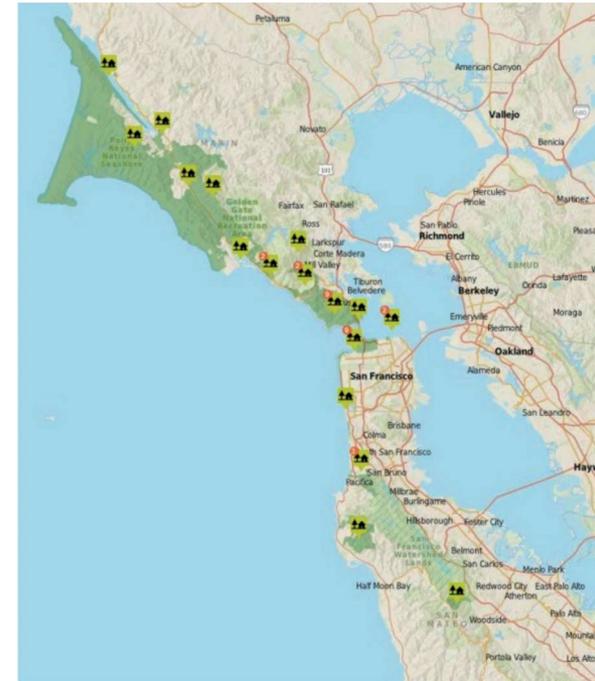
# Fifty Years Ago



Saved the Bay

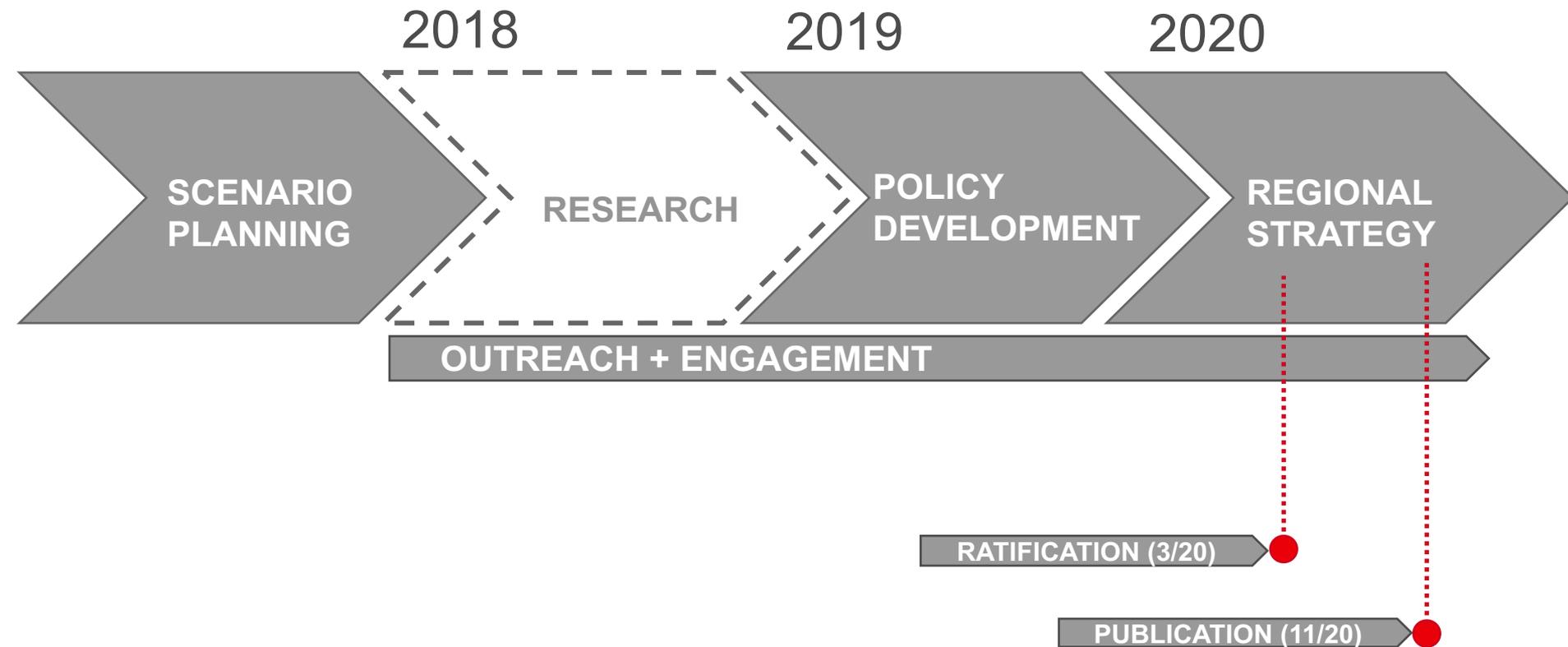


Built BART

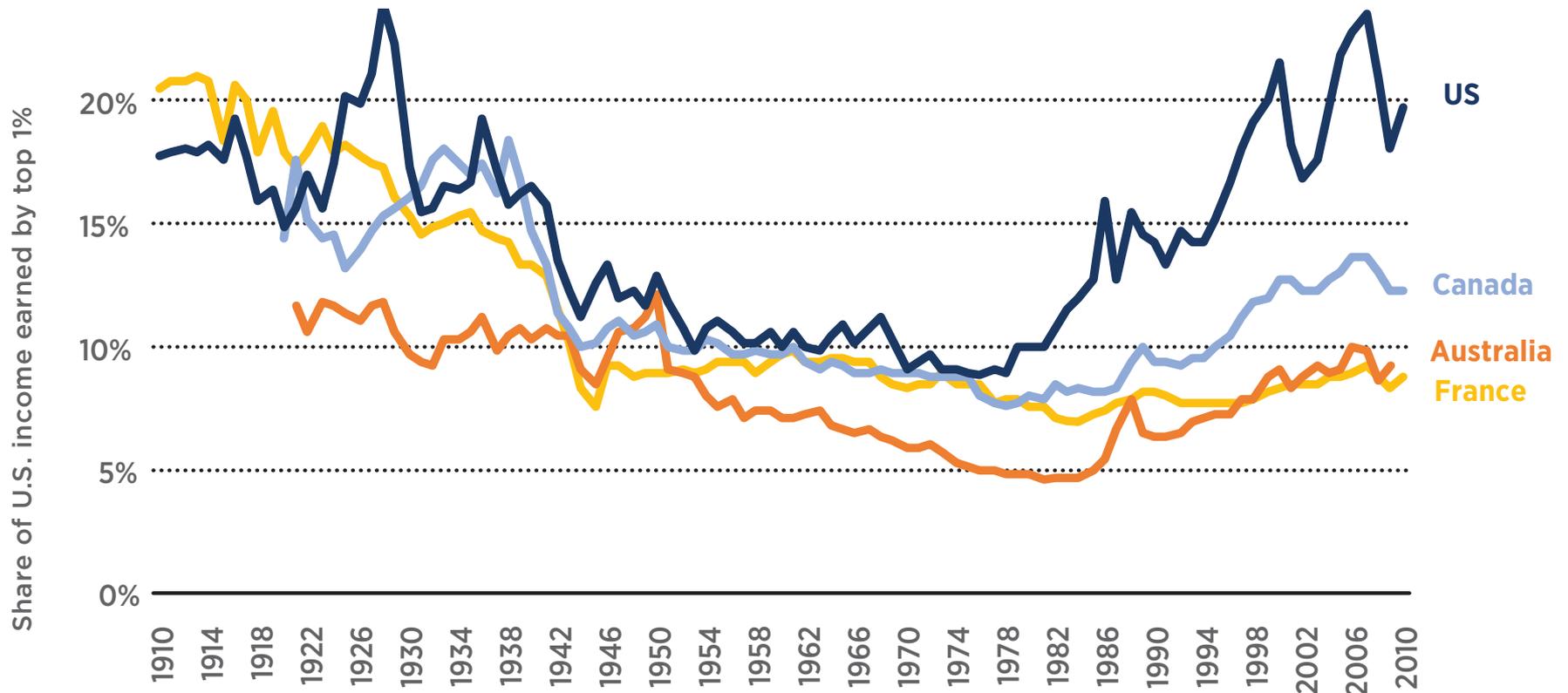


Preserved Golden Gate  
Natural Recreation Area

# Project Timeline



# Forces and Trends



# The Gated Utopia

*high growth  
low inclusion*



# Rust Belt West

*low growth  
high inclusion*



# Bunker Bay Area

*low growth  
low inclusion*



# A New Social Compact

*high growth  
high inclusion*



# Outreach



# Learnings

- Challenging to **imagine** all the possibilities and make the stories **realistic**
- Great for initiating **long-term thinking**
- Great for crystallizing our **choices** and **as a call to action**
- Great as a **touchstone**

# A New Social Compact

*high growth  
high inclusion*

