



Cities 3.0: Reflecting, Responding and Redesigning for an Uncertain Future

Rebecca Ryan @ngcRebecca #NSB2039

 Now is the time for strategic
foresight



Spring, 1946-1964

Era of hope, promise
"Peace and Prosperity"





Summer, 1965-1980

Cultural Revolution

Era of euphoria and defiance





Fall, 1981-2000

Institutions start to crumble
Era of separation, anxiety



Winter, 2001-2020

Institutions decline

Era of survival, gathering

EARTHINSIGHT BYNAFEEZAHMED

HOSTED BY THE GUARDIAN



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Nasa-funded study: industrial civilisation headed for 'irreversible collapse'?

Natural and social scientists develop new model of how 'perfect storm' of crises could unravel global system

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Posted by
Nafeez Ahmed
Friday 14 March 2014
14.28 EDT
theguardian.com

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Collapse?

NASA Scientists predict collapse within 15 years due to unsustainable resource exploitation and vast income inequalities



“ We (are) entering an extended period of uncertainty and turbulent disruption that might well characterize the rest of our lives.”

Jim Collins on his decision
to co-author Great By Choice



➔ Our next-gen senses that we are at an inflection point...

I realize this may be a shock but

“Happiness comes from within”

is a lie, and

“Lost Generation” by Jonathan Reed, remastered by Popamatic Studios for Next Generation Consulting



➔ The futurist's shortcut: STEEP

Society

Technology

Economy

Environment

Politics

➔ Some STEEP trends that may impact NSB by 2039

➔ Society: “The graying and browning”



VOTE FOR CHANGE





COAL COUNTRY
STANDS WITH MITT
MITTROMNEY.COM

CONSERVATIVE
BUSINESSMAN
LEADER
ROMNEY

WE'RE WORKING
DOWN HERE TO
KEEP AMERICA
RUNNING UP THERE

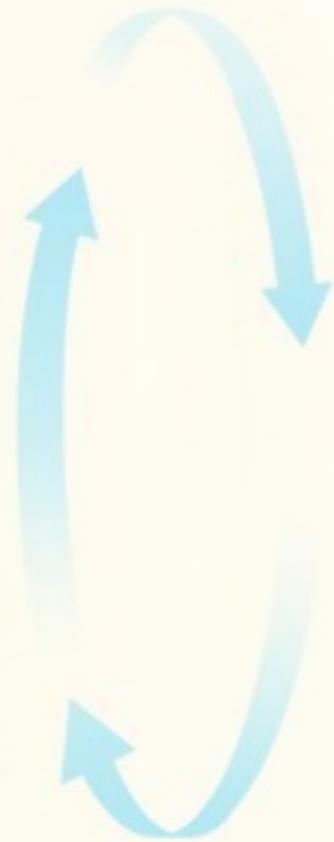


 A cultural generation gap

➔ How do we balance the needs of our elderly with the needs of our youth?



Technology



Ring *Ultra-Small Finger Gesture Recognition Technology*



Narrowcasting

“to disseminate information to a comparatively small audience defined by special interest or geographical location”



➔ CPA: Continuous Partial Attention



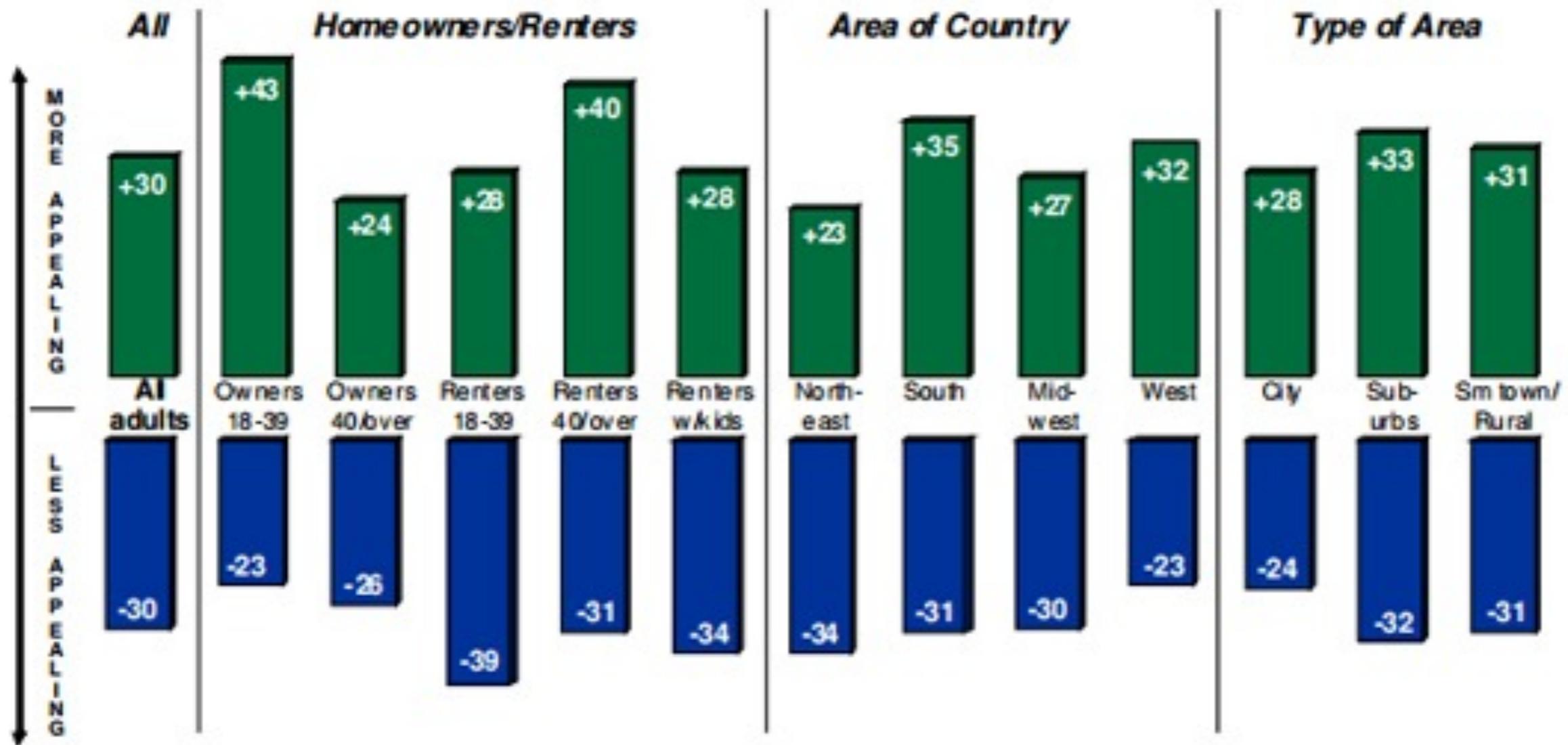
➔ How do you engage citizens in meaningful, sustained discussions in a narrowcasted, CPA society?

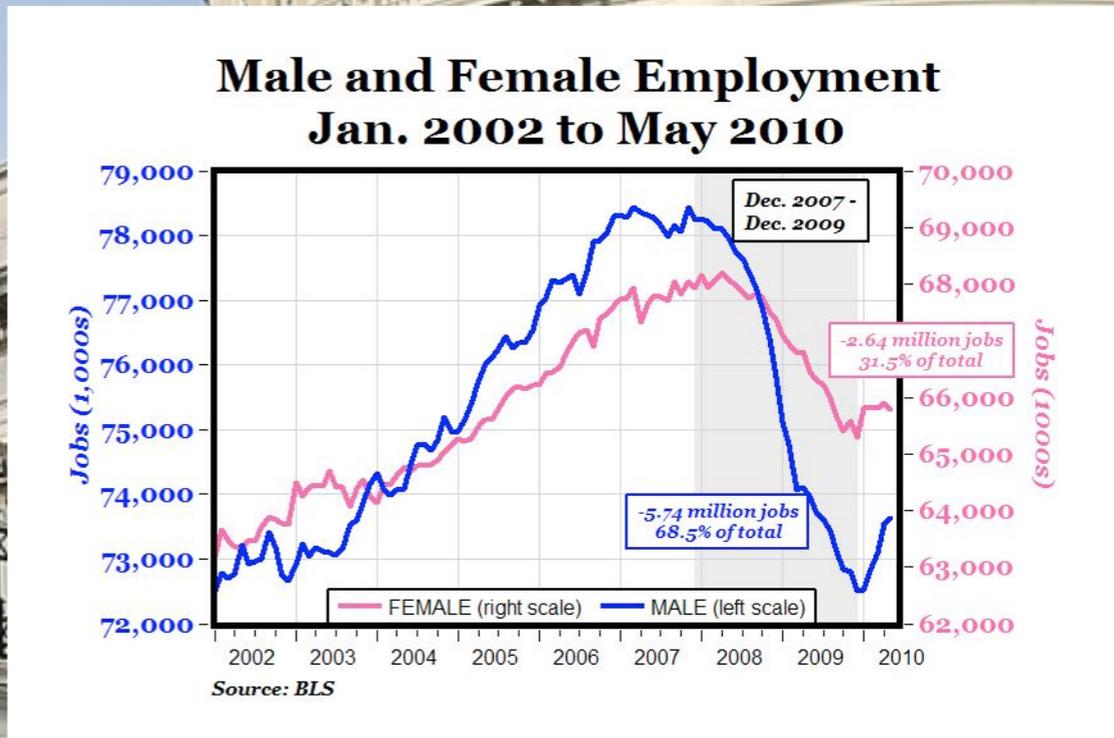


Economy

The appeal of renting versus owning is changing across the country.

Differential: has become more appealing minus has become less appealing





Changing Families

Two-thirds of all divorces among Baby Boomers are initiated by women.

By 2017, half of all kindergartners will be children of single parents.

THE WESTIN
COLUMBUS



HOME

DESIGN SERVICES

DESIGN GALLERY

TILE GALLERY

ABOUT

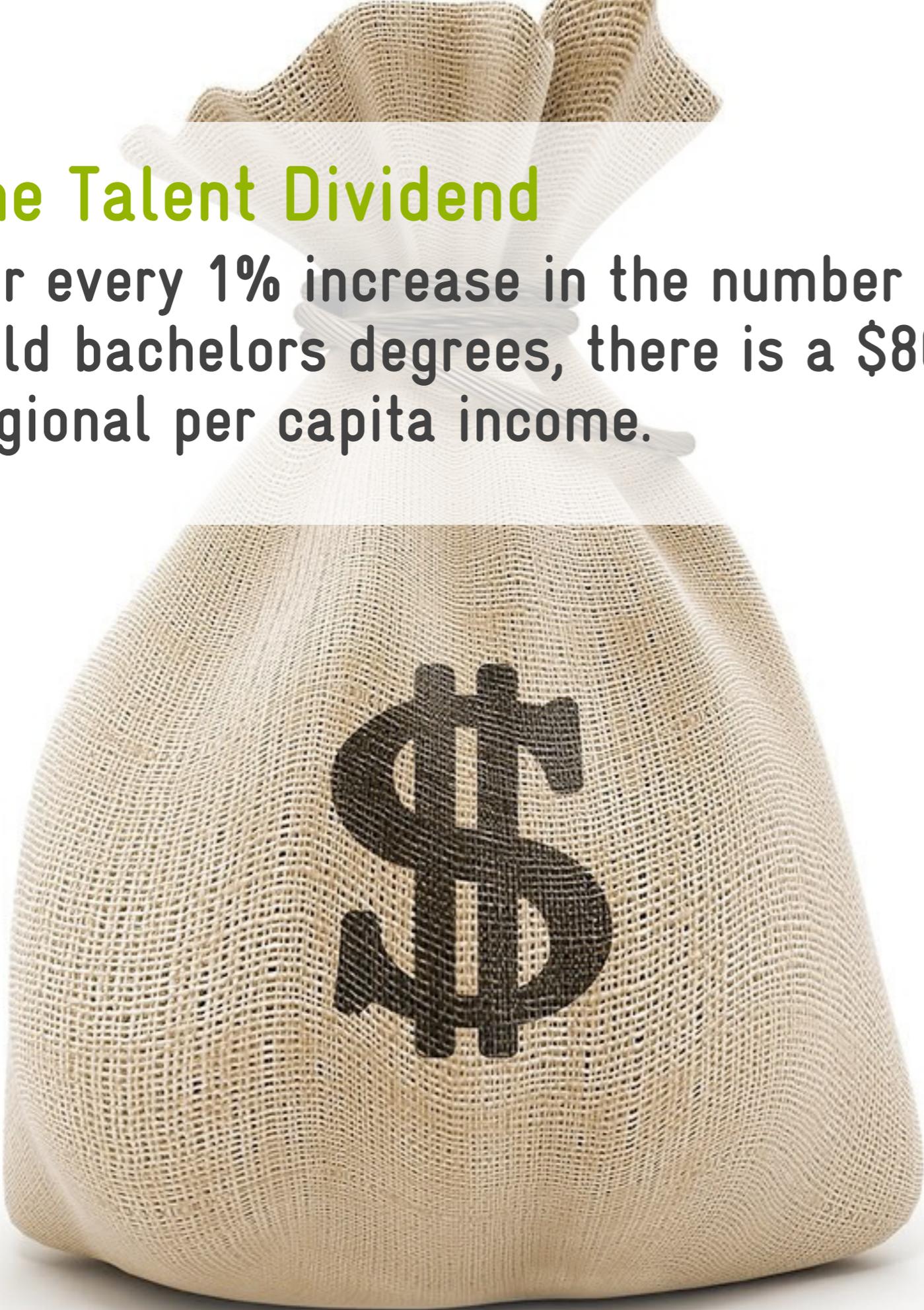
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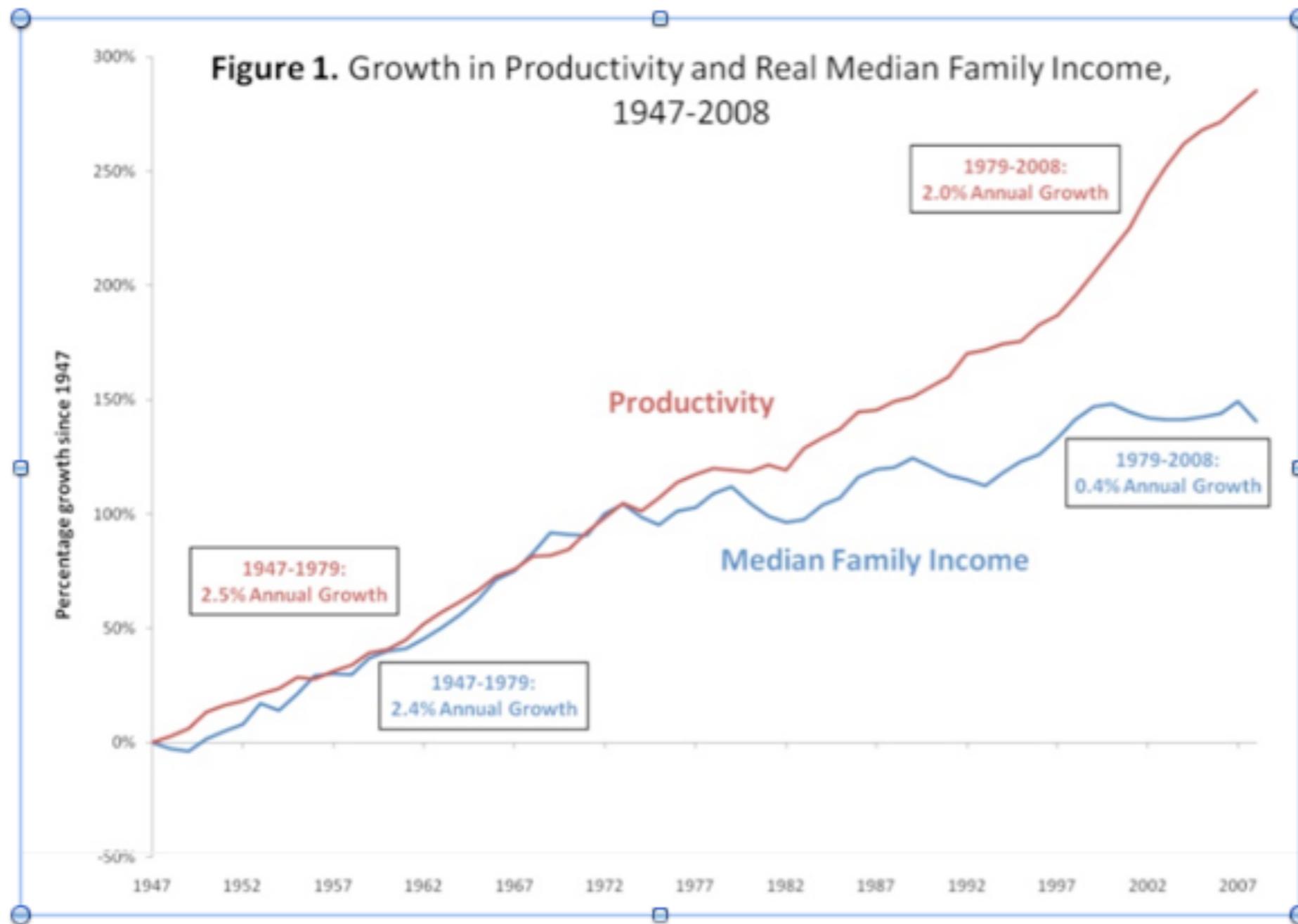
Mangrove Bay Design & Art Tile



➔ The Talent Dividend

For every 1% increase in the number of residents who hold bachelors degrees, there is a \$865 increase in annual regional per capita income.

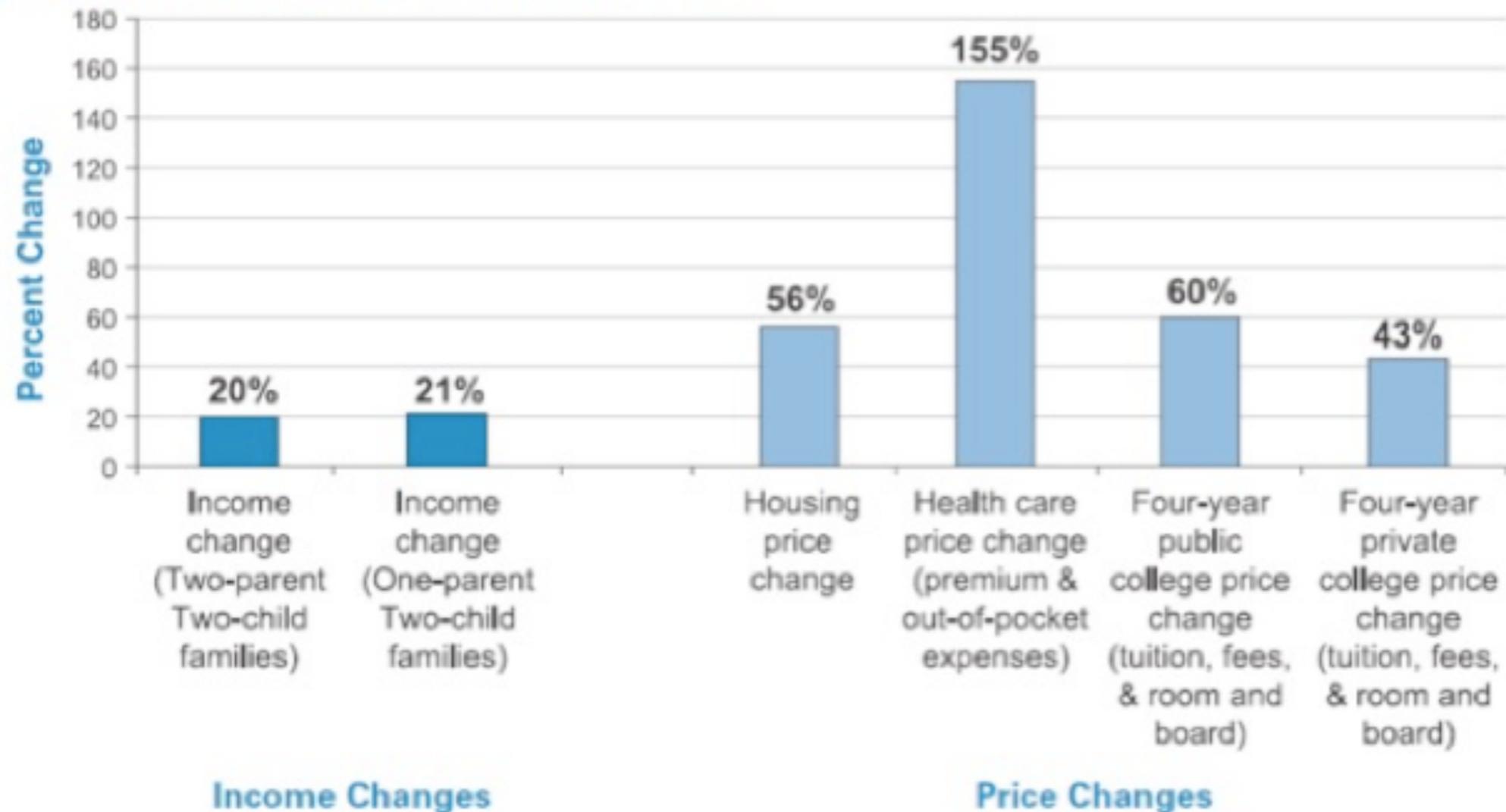
 What about the middle class?



Source: White House Taskforce on the Middle Class



Changes in Median Real Family Income vs. Price Changes in Key Middle Class Items: 1990 - 2008

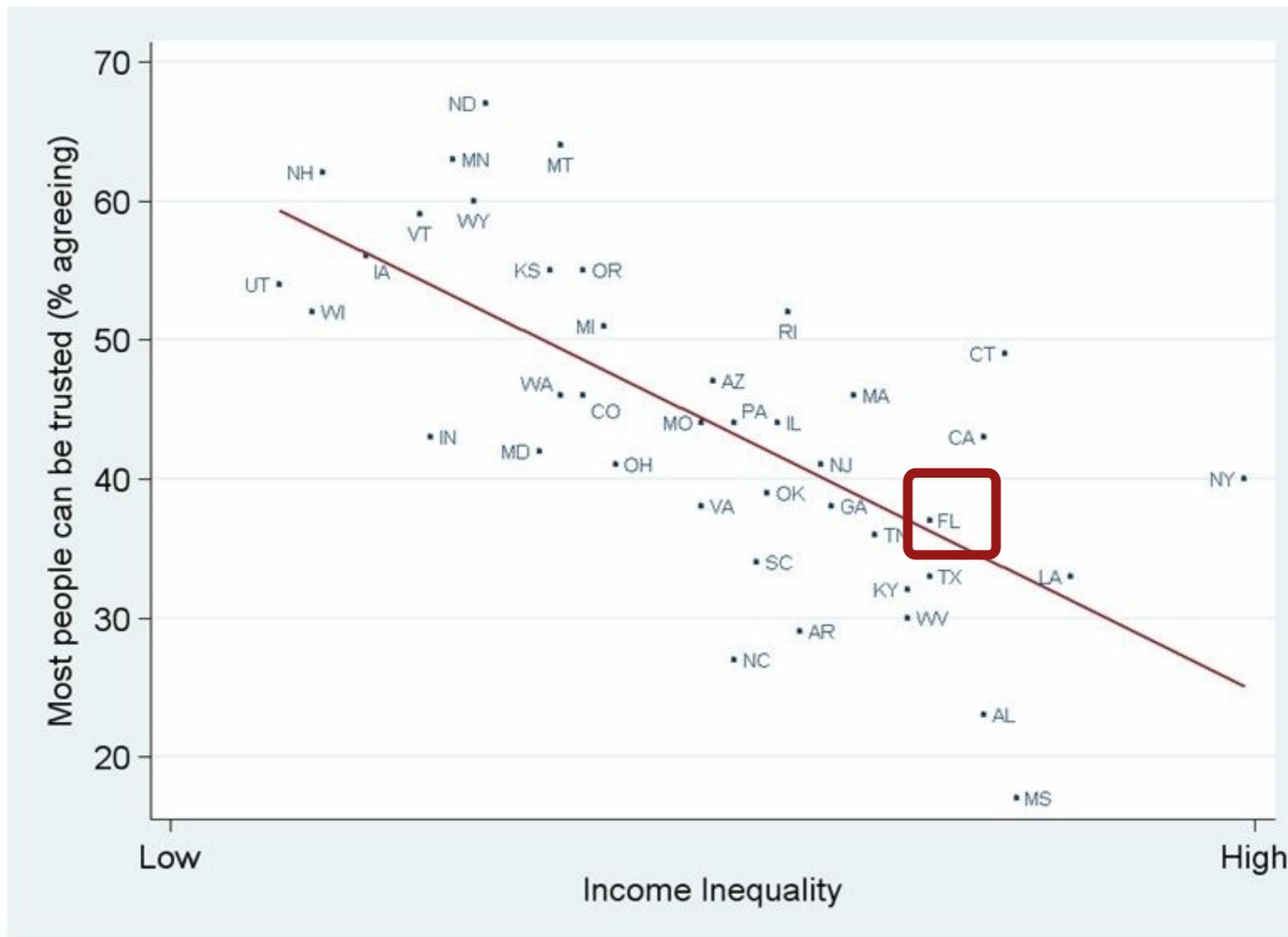


Source: White House Taskforce on the Middle Class

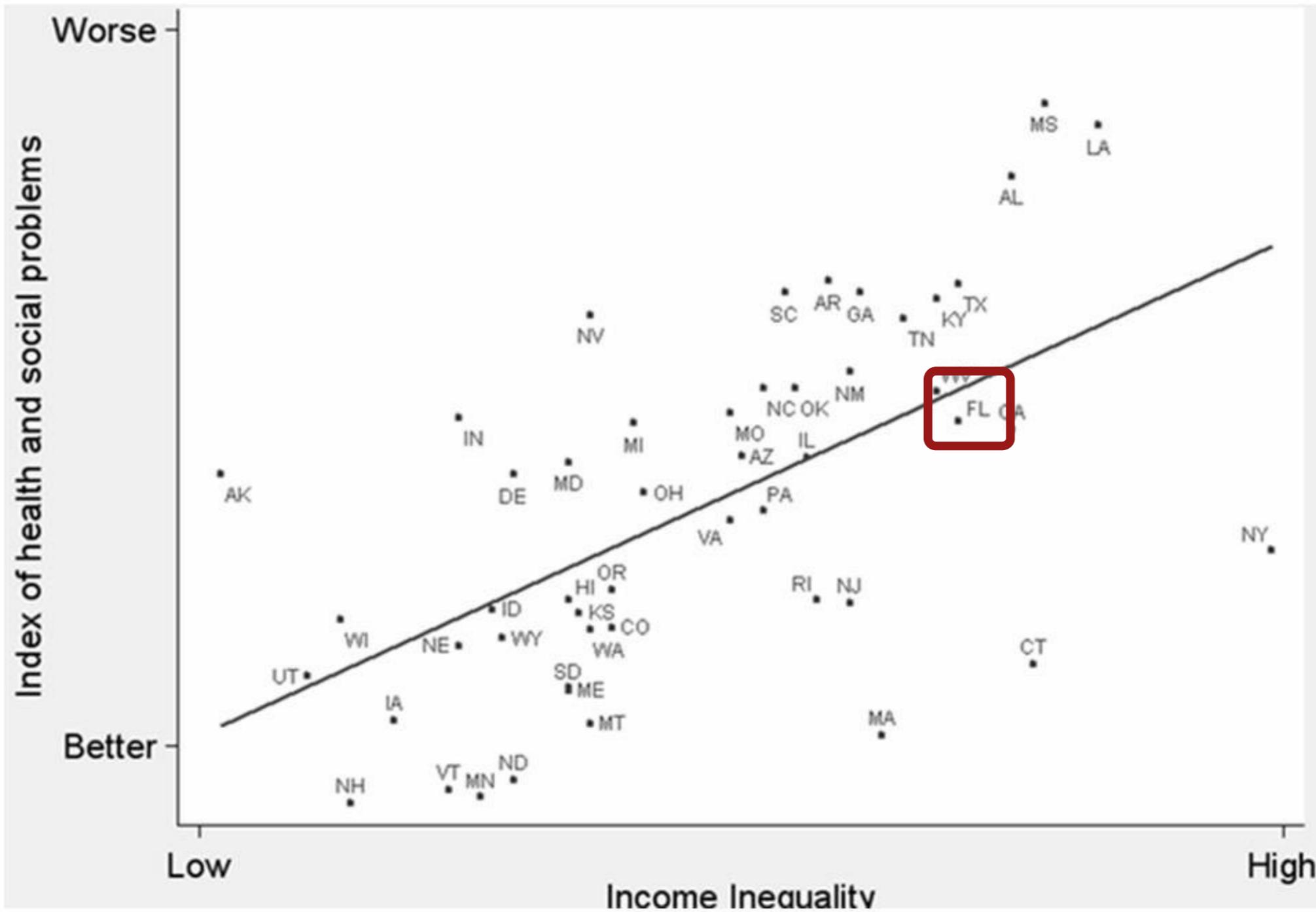


Income Inequality Correlates to...

Levels of Trust are Higher in More Equal US States



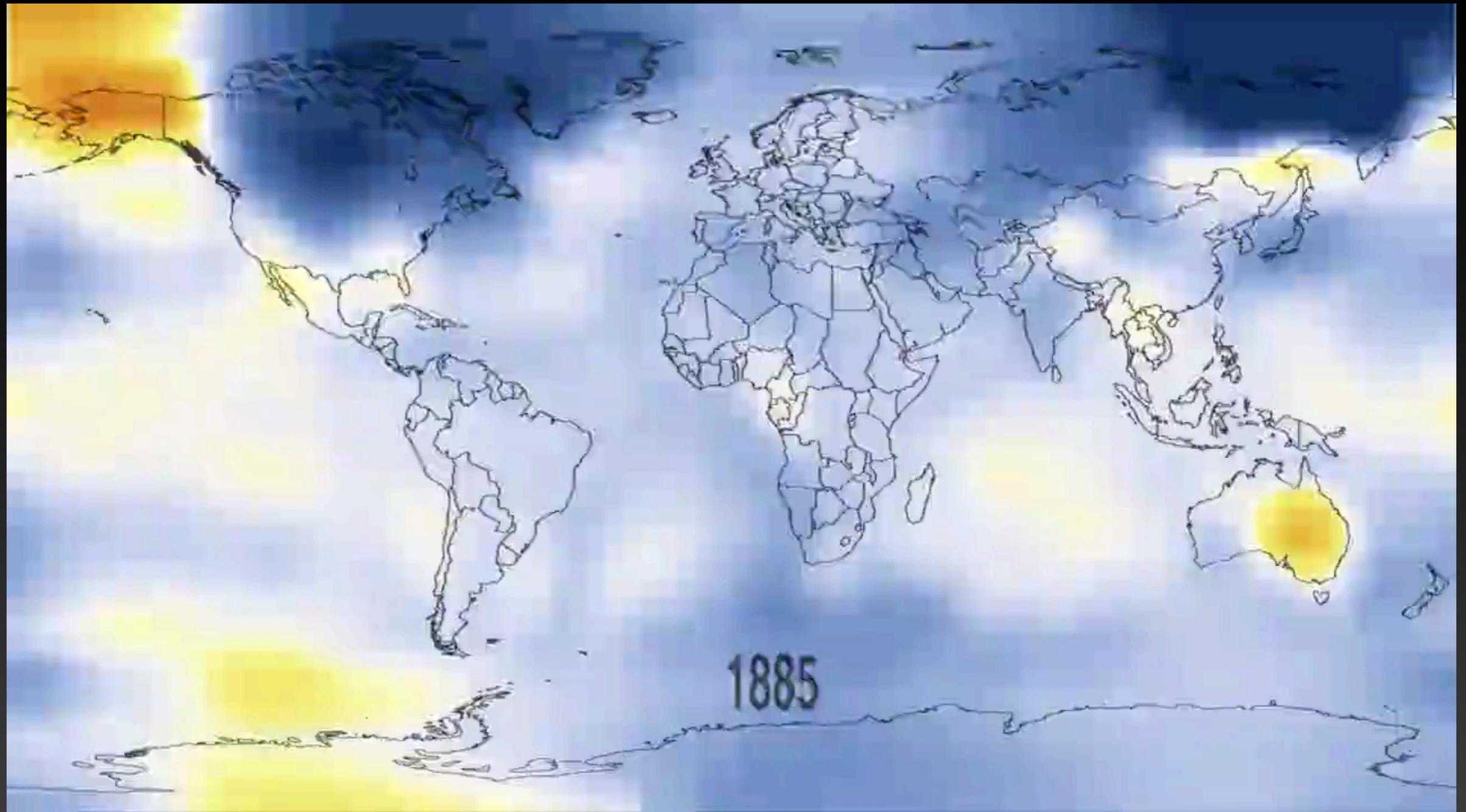
Income Inequality Correlates to...



Source: The Spirit Level by Wilkins and Pickett



Environment



Climate Change Visualization, 1885-2010 by NASA



Ten deadliest natural disasters since 1900 [[edit source](#) | [edit beta](#)]

Rank ↕	Death toll (estimate) ↕	Event* ↕	Location ↕	Date ▼
7.	159,000	2010 Haiti earthquake	Haiti	January 12, 2010
5.	230,000	2004 Indian Ocean Tsunami	Indian Ocean	26th December 2004
10.	139,000	1991 Bangladesh cyclone	Bangladesh	April 29, 1991
2.	650,000–779,000	1976 Tangshan earthquake	China	July 1976
6.	229,000	Typhoon Nina—contributed to Banqiao Dam failure	China	August 7, 1975
3.	500,000	1970 Bhola cyclone	East Pakistan (now Bangladesh)	November 1970
8.	145,000	1935 Yangtze river flood	China	1935
1.	1,000,000–4,000,000	1931 China floods	China	July 1931
9.	142,000	1923 Great Kanto earthquake	Japan	September 1923
4.	234,117	1920 Haiyuan earthquake	China	December 1920

Source: http://en.wikipedia.org/wiki/List_of_natural_disasters_by_death_toll



“Twenty of the 30 most expensive insured catastrophes worldwide from 1970 to 2011 have occurred since 2001 – and 13 of them were in the United States.”

Erwann Michel-Kerjan and Howard Kunreuther
“Paying for Future Catastrophes,” NYT Nov. 24, 2012



 In NSB: “Protect and Extend”

City of New Smyrna Beach, FL ANNUAL REPORT 2013



Esther Street Beachfront Park opens

New Smyrna Beach's newest beachfront park opened in April 2013. With 45 spaces of off-beach parking, Esther Street Beachfront Park is just a few blocks north of one of Volusia County's most popular beach ramps - Flagler Avenue. The project also includes a playground, walking trails, pavilions, restroom facilities and a volleyball area.

Construction on the Esther Street Beachfront Park and Stormwater Improvements Project began in August 2012 and included drainage improvements to reduce flooding in the North Atlantic Avenue area and milling and resurfacing of the roadway along North Atlantic Avenue from Flagler Avenue to Crawford Road. The seawall was constructed and a dune walkover was built.

The total cost of construction was nearly \$1.6 million and was funded jointly by the County of Volusia and the City of New Smyrna Beach through the CRA, the City's stormwater fund, and the State of Florida Environmental Protection Agency. Additional CRA project highlights are on the back of this report.



“ Change is hard, but stagnation is fatal. ”

Peter Bishop





next 

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