Social

Big Story:
Radical reshaping of human movement through urban spaces

Future Forces:

- **Reprioritizing Work**: From Dominant Force to Life-Work Balance

- **Collective Healing**: From Mass Trauma to Recovery and Re-entry

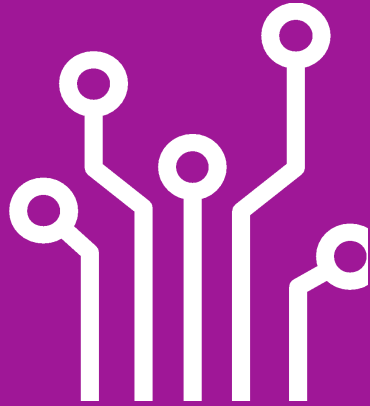- **Caring for an Aging Population**: From Trend to an Expanding Care Economy

Reddit 'antiwork' forum booms as millions of Americans quit jobs

WHAT: Amidst the Great Resignation, Reddit's 'antiwork' forum, r/antiwork, has ballooned from 180,000 in October 2020 to 1.6 million in January 2022 as the ongoing pandemic has lead many to re-evaluate their careers. "Idlers," as members of the antiwork movement call themselves, largely believe that people should strive to work as little as possible, and preferably for themselves.

SO WHAT: A growing segment of the population is rethinking the requirement to work for a living. People are realizing that the economy runs on bad jobs and they no longer want to participate. There is a huge opportunity space for what will "fill" the time that was once taken by work.

Technological

Future Forces:

- **Automation Everywhere**: From Subtle Advances to Radical Breakthroughs

- **Smart Environments**: From Sporadic Surveillance to Cities that can "See"

- **Alternative Currencies**: From All-Purpose Cash to Credits for Limited Use

Virtual concierge chatbots

WHAT: BeBot, a multilingual AI chatbot created specifically for travel navigation assistance, has been deployed along one of the busiest train lines in Tokyo. It is one of many such bots that exist in the city's rail system, many of which have distinct personas that are linked to local identity.

SO WHAT: Over the next decade, such bots will likely offer both personalized navigation assistance at scale for people with different language ability and other specific needs, as well as new opportunities for different localities to embody the character and values of their location and its community, such as sustainability, creativity or social justice.
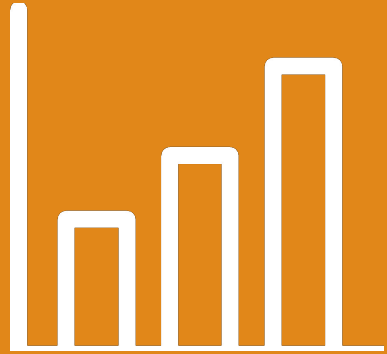
Economic

Precarity, instability, privatization, and competing priorities

Future Forces:

- **Changing Nature of Work**: From a Predictable 9-5 to a Volatile 24/7 Reality

- **New Ownership Models**: From Profit Maximization to Purpose Maximization

- **Cost of Basic Needs Outpace Wage Growth**: From Public to Private to Universal

Universal Basic Mobility

What: Inspired by the universal basic income pilots, several cities in California are piloting a "universal basic mobility" program in order to close the unemployment and school absence gaps. Residents will be selected to participate in various city-wide studies that give subsidized access to public transportation, e-scooters, and e-bikes. The programs aims to understand how having a minimum guaranteed level of transportation could change economic outcomes for people.

So what: Lack of transportation access is a barrier for many; lower-wealth households spend more on transportation as a percentage of income than wealthier households. These pilot programs bring public, private and nonprofits actors together to bring affordable mobility solutions to those with the greatest mobility challenges.

Environmental

Big Story
Cities as laboratories for climate action

Future Forces:

- **Beyond Sustainability**: From targeted approaches to multi-solving

- **Environmental (in)Justice**: From Environmental Racism to Climate Equity

- **Cities Lead on Climate Action**: From localized innovation to regional hub

Multi-solving by activating underutilized resources

What: A school district in Arkansas bought solar panels and installed them in a vacant field to power its district – this move saved enough money to add $15,000 to each teacher's paycheck.

So what: The savings from renewable energy, the positive climate impact, and the direct improvement in teachers' salaries is illustrative of the positive cascading effects of a shift to renewable energy can have for individuals, a district, the planet and the future of all three. We can expect to see more of these multi-solving approaches as planning for resilience becomes standard.

Political

Big Story
Identity Politics Fuel Mobility Choices

Future Forces:

- **Reclamation of Urban Streets**: From Streets for Cars to Streets for People

- **Affordable & Public Transit-Friendly Housing**: From Siloed Residential and Job Centers to Mixed-Function Transit-Friendly Planning

- **Rise of Mobility Justice**: From Transit in a Vacuum to Transit as Part of Justice Movements
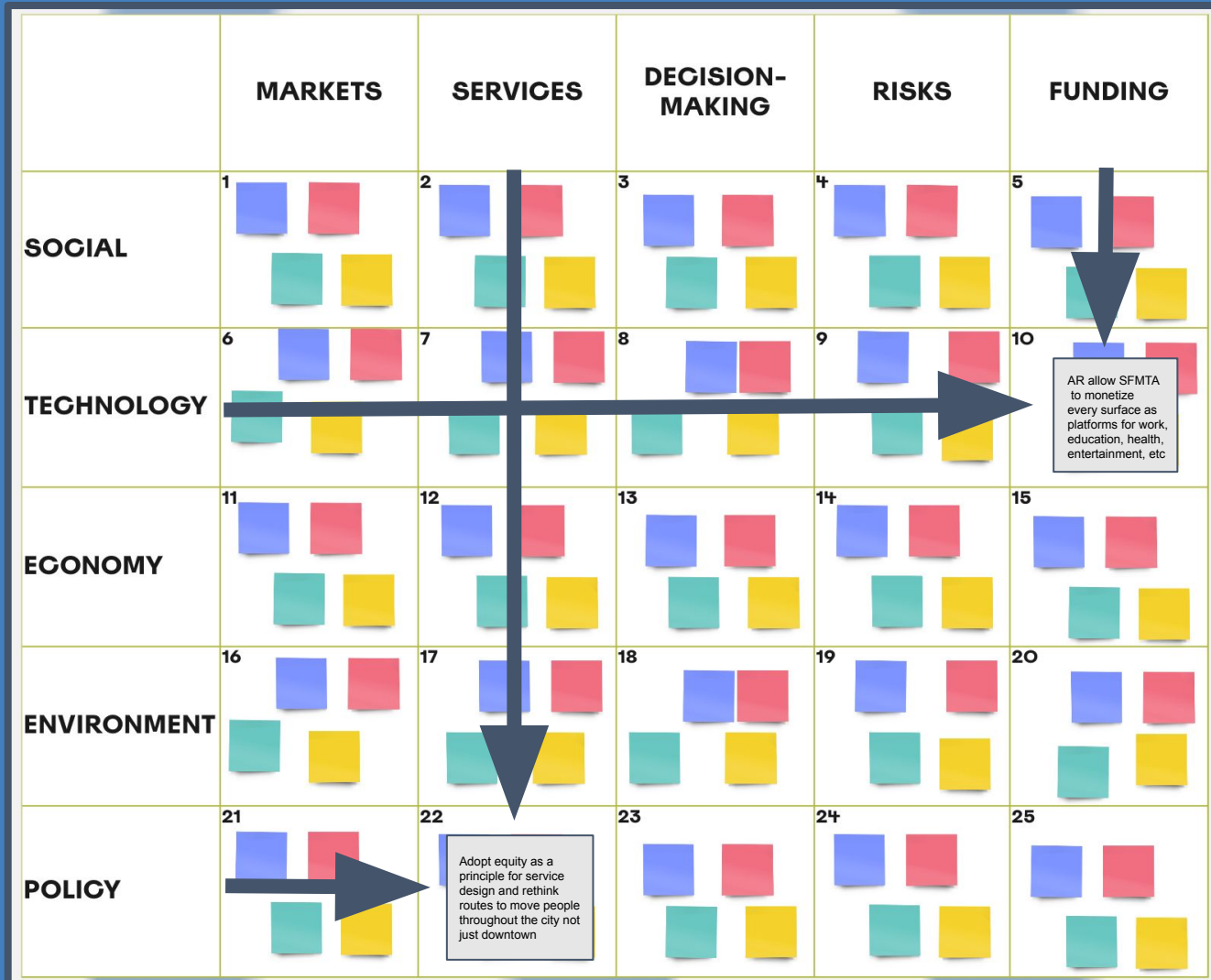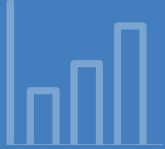
Culdesac, the U.S.' first car-free neighborhood

WHAT: In 2020, Culdesac, a newly designed and built neighborhood in Tempe Arizona that requires residents to not own a car is scheduled to open. To support their car-free lifestyle, residents will benefit from resources such as discounts on rideshares, free public transportation and guaranteed easy access to micro mobility.

SO WHAT: While Culdesac is operating at the neighborhood scale, the creation of such a space points to an increasing emphasis on designing urban spaces that decentralize the car and encourage more communal, active, and sustainable forms of transportation.

	MARKETS	SERVICES	DECISION-MAKING	RISKS	FUNDING
SOCIAL	1	2	3	4	5
TECHNOLOGY	6	7	8	9	10 AR allow SFMTA to monetize every surface as platforms for work, education, health, entertainment, etc
ECONOMY	11	12	13	14	15
ENVIRONMENT	16	17	18	19	20
POLICY	21	22 Adopt equity as a principle for service design and rethink routes to move people throughout the city not just downtown	23	24	25

Thank you!

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INSTITUTE FOR THE FUTURE

SFMTA