KFUPM

Department of Architecture
& City Design Department

Towards Data-Driven Urban Transformation: Envisioning Urban Futures with Scenario Planning

Webinar

Webinar Summary:

Cities are increasingly shaped by rapid technological, environmental, economic, and social change, creating new challenges for anticipating and planning their futures. As urban decision-making becomes more data-driven, scenario planning offers a structured approach for exploring uncertainty, envisioning alternative futures, and informing long-term planning decisions. This webinar introduces the concepts, theory, and methods of scenario planning, with examples primarily drawn from urban planning. It will explore how scenario planning can complement data-driven approaches to help planners, researchers, and decision-makers better understand possible urban futures and navigate uncertainty.

Zoom

4:00 PM

Monday
Sep 21, 2026

Register

About the Speaker:

Robert Goodspeed is an Associate Professor of Urban Planning at the University of Michigan. He teaches in the areas of geographic information systems (GIS), collaborative planning, and scenario planning theory and methods. His research investigates how new information technologies can be used to improve the planning process and planning outcomes, and involves mixed-methods studies of innovative urban planning practice and theoretical analysis of sociotechnical practices like crowdfunding and smart cities. He holds a Ph.D. in Urban and Regional Planning from the Massachusetts Institute of Technology. He is the author of Scenario Planning for Cities and Regions: Managing and Envisioning Uncertain Futures, a key book on the theory and practice of scenario planning.