



“Cascadia Vision 2050” offers path to sustainable growth in the Cascadia Mega-Region

SEATTLE, Wash. – September 21, 2020 – The Cascadia Innovation Corridor has released the **Cascadia Vision 2050** [report](#) offering recommendations on how the mega-region can serve as a global model for sustainable growth.

With new analysis from Boston Consulting Group, the report examines challenges faced by today’s high-growth mega-regions associated with maximizing opportunity while managing environmental impact, the availability of affordable housing and congestion. **Cascadia Vision 2050** proposes a bold approach to sustainable growth by building hub cities on underdeveloped lands and connecting them to the larger centers via high-speed transit.

This report is intended to start crucial conversations about how the Cascadia region can sustainably manage its growth, while continuing to elevate its global significance as a center for opportunity, inclusivity, innovation and investment. Cascadia can build a more sustainable future and set a global example by being the first to address these challenges with a cohesive, mega-regional approach to growth.

“We have a unique opportunity before us to take a bold, creative approach to the challenges our mega-region faces. It will take planning and partnership on an entirely new scale, but if we can come together, as Cascadians have so often in the past, we can ensure Cascadia’s future as a sustainable mega-region,” said Christine Gregoire, U.S. co-chair of the Cascadia Innovation Corridor and CEO of Challenge Seattle.

“These are big problems that require long term vision and immediate action,” said Greg D’Avignon, Canadian co-chair of the Cascadia Innovation Corridor and CEO of the Business Council of British Columbia. “This report helps start a critical conversation about how we

protect the beauty and livability of Cascadia, while enabling the economic growth necessary to provide opportunities and supports for those who live in the region.”

On Friday, October 9, the Cascadia Innovation Corridor will host the second event in its virtual forum series, which will explore the ideas presented in **Cascadia Vision 2050**. The forum will be hosted by Cascadia Innovation Corridor Sub-Committee Co-chairs on Transportation, Housing and Connectivity, Kevin Desmond, President and CEO of Translink and Paula Hammond, Senior Vice President, National Transportation Market Leader, WSP and will feature expertise in sustainable development and transportation planning.

To download the [report](#) or to learn more about the Transportation, Housing and Connectivity Forum, visit connectcascadia.com

About the Cascadia Innovation Corridor Initiative: The Cascadia Innovation Corridor Initiative, led by the Business Council of British Columbia and Challenge Seattle, links Vancouver, B.C., Seattle, and Portland, holding the promise of increasing economic opportunity beyond what the cities and their surrounding regions could expect to achieve independently. With a focus on areas including sustainability, life sciences, higher education research excellence, transformative technologies, efficient cross-border movement of people and goods, best and diverse talent, and transportation, housing and connectivity, the Cascadia Innovation Corridor is committed to enhancing the lives of people living in the region, and beyond. Read more about the Cascadia Innovation Corridor at connectcascadia.com

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