



2020 VIRTUAL FORUMS

CONNECTING THE CASCADIA CORRIDOR

OCTOBER 9, 2020

10:00AM – 11:30AM

The second in our fall 2020 virtual forum series will focus on the recently released report, [Cascadia Vision 2050](#), which 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.

With new analysis from Boston Consulting Group, **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 and virtual forum are 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.

AGENDA

10:00am	Welcome	Governor Christine Gregoire , CEO, Challenge Seattle
10:05 am	Overview: Connecting the Cascadia Corridor	Kevin Desmond , CEO, Translink
10:15 am	Cascadia Vision 2050: Challenges faced by today's high-growth mega regions	Eric Sparks , Principal, Boston Consulting Group
10:30 am	Cascadia Vision 2050: How the Cascadia Innovation Corridor can serve as a global model for sustainable growth	Alan Hart , Founding Principal, VIA Architecture
10:45 am	Community Engagement: How a long-term vision for the region can meet the needs of those living in the Corridor	Kate Joncas , Director, Urban Strategy & Development, MIG
11:00 am	Discussion and Audience Q&A <i>Please use the Microsoft Teams chat function to pose your questions</i>	Paula Hammond , Senior Vice President, National Transportation Market Leader, WSP USA (Moderator)
11:20 am	Closing Remarks	Greg D'Avignon , President and CEO, Business Council of British Columbia

SPEAKERS



Kevin Desmond, CEO, Translink and Co-Chair, Cascadia Innovation Corridor Transportation, Housing and Connectivity Sub-committee

Kevin Desmond is the Chief Executive Officer of TransLink, Metro Vancouver's transportation authority that provides 1.4 million trips every day. He oversees planning, financing, and management of a region-wide multimodal transit network that includes bus, SkyTrain, SeaBus, HandyDART and West Coast Express, with over 8,000 employees.

Kevin has pioneered an array of operational, fleet, technology and market development initiatives over the years and has a long-standing commitment to progressive environmental policies and investments. These initiatives were recognized last year when TransLink was awarded the American Public Transit Association's (APTA) Transit System of the Year Award for its 2016 to 2018 systemwide achievements.

Prior to joining TransLink, Kevin was General Manager of King County Metro Transit serving the Seattle metropolitan region; Vice-President of Operations and Development at Pierce Transit in Tacoma, Washington; and was Chief of Operations Planning for New York City Transit. Kevin has a master's degree in Public Administration from New York University.

www.translink.ca



Paula Hammond, Senior Vice President, National Transportation Market Leader, WSP USA and Co-Chair, Cascadia Innovation Corridor Transportation, Housing and Connectivity Sub-committee

Paula Hammond is the Senior Vice President, National Transportation Market Leader for WSP USA responsible for representing the company as an industry leader in emerging transportation areas such as connected and automated futures, system operations, pricing, resilience and integrated corridor management. Paula dedicated her 34-year public service career to improving transportation systems in Washington State, and served as WA Secretary of Transportation from 2007-2013. She has been a national figure on transportation issues, with leadership on numerous AASHTO committees, TRB Executive Board, ARTBA Board of Trustees and WTS International Board of Directors. She is Chair of WTS International Board of Directors and is also Chair of Washington Highway Users Federation. Hammond Co-chairs the Cascadia Innovation Corridor Housing, Transportation and Connectivity Committee.

www.wsp.com

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Alan Hart, Founding Principal, VIA Architecture

Alan Hart, a founding principal of VIA Architecture (Seattle, Oakland and Vancouver, B.C.) has, for more than 40 years, been helping to create communities that are walkable, livable, sustainable, and connected. A strong advocate for clarity and integrity in the planning and design process, Alan’s career has focused on integrating transportation choices into the vision for cities with the goal of creating high quality inclusive and equitable urban environments.

Alan has extensive experience leading multi-discipline teams to overcome the technical challenges and constraints often associated with creating sustainable communities and has found innovative ways of getting them successfully built. Under Alan’s direction, the downtown plans for the Cities of Tacoma and Bremerton won the Governor’s Smart Communities Award and the South-East False Creek Sustainable District in Vancouver, B.C. won the United Nations Environment Program’s Livable Communities Best Built Project Award.

www.via-architecture.com



Kate Joncas, Director, Urban Strategy & Development, MIG

Kate is currently the Director of Urban Strategy and Development for MIG. She leads strategic efforts for complex urban projects in downtowns, neighbourhoods, and urbanizing places. As Seattle Deputy Mayor from 2014 - 2017 she directed 32 departments, led waterfront redevelopment and Convention Center expansion, and developed a nationally recognized government performance initiative. Before that, she was the CEO of the Downtown Seattle Association where for 20 years, she led one of the most successful revitalization projects in the country, resulting in a vibrant Downtown with great retail, transportation and jobs, thousands of residents and a growing, diverse economy.

www.migcom.com



Eric Sparks, Principal, Boston Consulting Group

Eric Sparks is a Principal with Boston Consulting Group’s Seattle office. He works primarily in transportation, aerospace, and industrial goods. Fun fact, his first case with BCG was with Challenge Seattle during its early days. Prior to BCG, he was an aircraft carrier-based F-18 pilot in the U.S. Navy. He has an MBA from the Tuck School of Business at Dartmouth and a BS from the U.S. Naval Academy.

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Governor Christine Gregoire, CEO, Challenge Seattle, Former Governor, Washington State, Co-Chair, Cascadia Innovation Corridor

Christine Gregoire is the CEO for Challenge Seattle. Challenge Seattle is an alliance of CEOs from 17 of the region's largest private-sector employers who work together to ensure the Greater Seattle area continues to thrive as one of the most vibrant, innovative, and globally competitive regions in the world.

Previously, Chris served for two terms as Governor of the State of Washington with a \$32B biennial budget and over 60,000 employees. She led historical investment in strategically significant infrastructure, an historic number of trade missions, reformed the foster care system to protect children, and was among the first to lead in health care reform. Prior to becoming Governor, Chris served for three terms as Washington State's Attorney General.

Chris is a Member and former chair of the Fred Hutch Cancer Research Center, Member of the National Bipartisan Governor's Council. She served as Chair of the National Export-Import Bank Advisory Board 2013 – 2016.

www.challengeseattle.com



Greg D'Avignon, President and CEO, Business Council of British Columbia, Co-Chair, Cascadia Innovation Corridor

Greg D'Avignon is the President and CEO of the Business Council of B.C., a 260-member driven policy and advocacy organization comprised of the province's leading businesses in every sector of the provincial economy and B.C.'s post-secondary institutions. A fourth generation British Columbian, Greg has held senior private and public sectors leadership positions over the last 25 years, including serving the Prime Minister of Canada.

Greg is the immediate past-Chair of the B.C. Cancer Foundation and former Chair of the Canadian Breast Cancer Foundation. He is a current member of the Board of the YMCA of Greater Vancouver, the Premier's Indigenous Business Investment Council, the B.C. Academic Health Science Network, and the Pacific Autism Family Centre Foundation.

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