Virtual Forum:
Connecting the Cascadia Corridor
October 9, 2020
Growth and sustainability challenges projected to continue across Cascadia

<table>
<thead>
<tr>
<th>Growth</th>
<th>Last 30 years</th>
<th>Next 30 years</th>
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<tbody>
<tr>
<td>Population</td>
<td>+3.6M</td>
<td>+3-4M</td>
</tr>
<tr>
<td>GDP</td>
<td>+$540B*</td>
<td>+$750B</td>
</tr>
<tr>
<td>Median income</td>
<td>+$48k*</td>
<td>+$70k</td>
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*2X faster than Canadian or US national averages

<table>
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<tr>
<th>Challenges</th>
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<td>Housing: 40% increase</td>
<td>Over last 20 years in % the median family will spend on housing</td>
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<tr>
<td>Commute: 52 add’l hrs</td>
<td>Additional commute time per year</td>
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<tr>
<td>Emissions: flat</td>
<td>Total transportation emissions over last 20 years</td>
</tr>
</tbody>
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How can our mega-region serve as a model for sustainable growth?
Three sustainable growth 'pillars' addressable at the mega-region level

- Housing affordability
- Transportation
- Climate
Two clusters of peer mega-regions

Cascadia today

1. Grow out
2. Grow up

1. Median monthly housing payment / median monthly gross income
2. Combines TomTom percent congestion and average commute to work (minutes)

Transportation Index?

Housing affordability

Cascadia today

Two clusters of peer mega-regions

Cascadia 2005

Char-Lanta

NY-Bos-Wash

Par-Am-Mun

Siga-Lumpur

Cascadia 2020

SoCal

Bay Area

Texas Triangle

10 metric tons transportation CO2e per capita
On current trajectory, Cascadia will ...

...have worse traffic congestion than LA today by 2035 ...

...be less affordable than New York or San Francisco today by 2040 ...

...and emissions well above of Paris Climate Accord goals by 2050

1. Median monthly housing payment / median monthly gross income
2. Combines TomTom percent congestion and average commute to work (minutes)
Accommodating projected population growth

Hub cities
A vision for sustainable growth

Built on underdeveloped land 40-100 miles from urban core

Connected by high-speed transit (HST) and multi-model local transit

Dense housing for 300-400K people per hub

150-200k jobs per hub city

Note: Reference Cascadia Vision 2050 report for details on projections
Path to achieve 2050 aspiration is hard but achievable

Where to start:

Near-term

- Continue to increase density around transit stops
- Continue to grow number of jobs and increase density in existing edge cities (e.g. Surrey, Tacoma)
- Turn high-speed-transit into reality

Long-term

- Develop integrated approach to planning hub cities - transit, housing, and industry

Cascadia must rise to the challenge, embrace a new definition of success, and provide an example for the world of a sustainable mega-region.
Speaker:

Alan Hart
Founding Principal, VIA Architecture
Cascadian Region

An Integrated Vision For Cascadia

By Citynoise for Creative Commons
Cascadia Region - A long history of Sustainable Leadership

- Oregon Comprehensive Growth Management Program (1973)
- Vancouver Livable Region Plan (1976)
- Washington Growth Management Act (1990)
Cascadian Region – A History of Sustainable Growth

Cascadia Region - A long history of Sustainable Leadership

• **Oregon Comprehensive Growth Management Program** (1973)

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- **Washington Growth Management Act** (1990)
The Environment
Sustainable Region – **Sustainable Growth**

Cascadia - A long history of sustainable growth
Sustainable Region – Sustainable Growth

Inclusive
Diverse
Housing
Choices
Diverse
Equitable
Transportation Choices
Agriculture and Food Independence
Sustainable Communities – Sustainable Growth

Inclusive + Diverse Employment Opportunities
Sustainable Communities – An Integrated Approach

MOVE AND CONNECT PEOPLE

Travel Patron Experience Active Partnerships First and Last Mile Connection
Sustainable Communities – An Integrated Approach

Maintain and Create Equitable Communities

Community Resource Preservation
Access to Opportunity
Inclusive Community Vision
Sustainable Communities – An Integrated Approach

Flexible Infrastructure
Sustainability
Emergency Response
Sustainable Communities – An Integrated Approach

- Move and Connect People
- Maintain and Create Equitable Communities
- Preserve and Restore Natural Environment
- Design for the Future
Sustainable Communities – An Integrated Approach

**FUTURE**
- Redevelopment opportunities
- Catalyst sites
- Short, medium and long-term opportunities

**ZONING**
- Existing zoning (Heights, FSR, Setbacks)
- Official Community Plan

**ACCESS**
- Used and unused curb cuts
- Access-constrained properties
- Alternative access opportunities

**MOBILITY**
- Proposed roads
- Bicycle network (existing + future)
- Pedestrian network

**ASSETS**
- Parks and open space
- Community centers, churches and schools
- Existing buildings and infrastructure
Sustainable Communities – Network Approach

Connected Communities
Sustainable Communities – Network Approach

Connected Communities

Diagram 1: Metro Growth 2040 Components
Connected Communities
Sustainable Communities – Cascadian Vision
Sustainable Communities – Cascadian Vision

[Diagram showing interconnected cities in the Cascadia region: Portland, Vancouver, Bellevue, Everett, Victoria, Surrey, Seattle, Bellingham, Tacoma, Vancouver (lower)]
Sustainable Communities – Cascadian Vision
Thank You.
Speaker:

Kate Joncas
Director, Urban Strategy & Development MIG
Connecting the Cascadia Corridor

Thinking About Community Engagement
Our Task:

Building a Regional Consensus on Growth
We Need to Engage:

• 2 Countries
• Tribal Nations
• Military Installations
• 2 States and 1 Province
• 10 Counties
• 8 Regional Planning Agencies
• 164 + Cities and Towns
• 9 million people
Looking for Ideas

Envision Utah
How we grow matters.

10 Counties
91 Cities and Towns
Looking for Ideas

California H+T Communications Strategy

Designing a statewide conversation about Transportation – Efficient Housing and Growth
Fundamentals

• Bottom up
• Strong leadership
• Diverse partners
• Just enough organization and committees
• Strong metrics and data analysis capacity – facts rule
• Commitment to a robust, multi-year communications and engagement effort
First Step

Listening Tour
Benefits are not One Size Fits All

Listen to diverse voices to develop specific benefits the growth strategy provides to urban, suburban and rural communities
Tools for Local Advocates

• Conferences
• Digital and Social Media
• Case Studies
• Videos
• Customizable Fact Sheets
• Briefing “Book”
• Web Portal
• Interactive Tools
• Zoning Review
Public Engagement in the COVID Era

Brainstorming Session

Complete Mural board, compiled from input gathered during the interactive session with Steering Committee members.

Imagine Downtown KC
Steering Committee Meeting #1
May 19, 2020

What One Word Describes Downtown for You?

Assets & Strengths

Challenges & Opportunities

Emerging Visions

- Strategic
- Vibrant
- Multi-modal/High-traffic
- Waterfront
- Inclusive
- Safe
- Pedestrian
- Commercial
- Public/Private
- Adaptable to Change

- Booming/Rebuilt
- Great Design
- Public Art
- Great Infrastructure
- Diverse
- What Matters
- Meaningful
- Blurred Lines

Blaze Syka, MIG
Rachel Walter
Michael Chastain
Lorie Cox
Wendy & Elizabeth Administrator
Andrew Koythai, UPS Facilitator
Carlyn’s iPhone
EVERYDAY IS YOUR CHANCE TO MAKE THIS CITY A LITTLE BETTER.