



**Cascadia
Innovation
Corridor**

Virtual Forum:

**Connecting the
Cascadia
Corridor**

October 9, 2020



Cascadia
Innovation
Corridor

Speaker:

Eric Sparks
Principal, Boston
Consulting Group

Growth and sustainability challenges projected to continue across Cascadia

Growth

	Last 30 years	Next 30 years
Population	+3.6M	+3-4M
GDP	+\$540B*	+\$750B
Median income	+\$48k*	+\$70k

**2X faster than Canadian or US national averages*

Challenges

Housing: 40% increase

Over last 20 years in % the median family will spend on housing

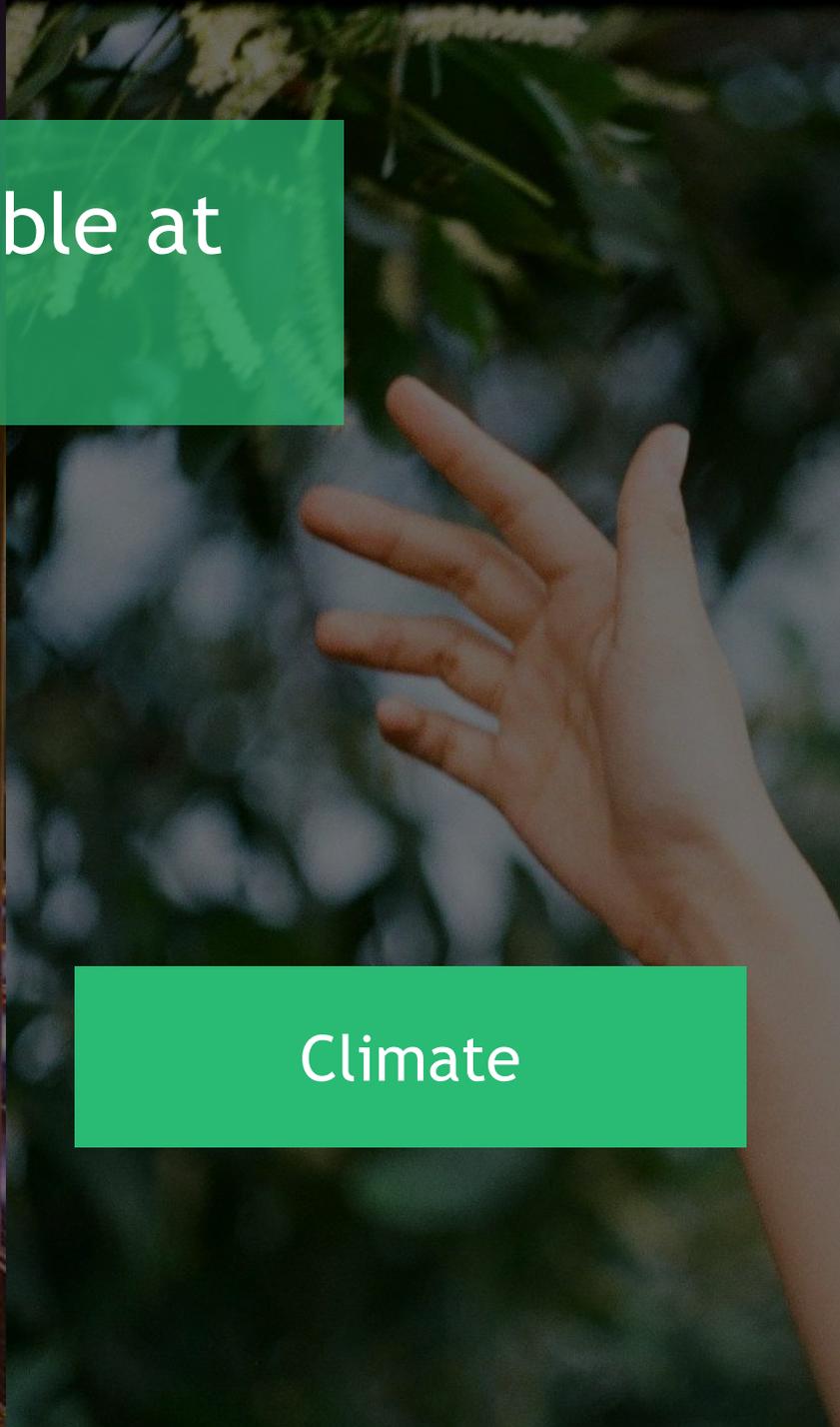
Commute: 52 add'l hrs

Additional commute time per year

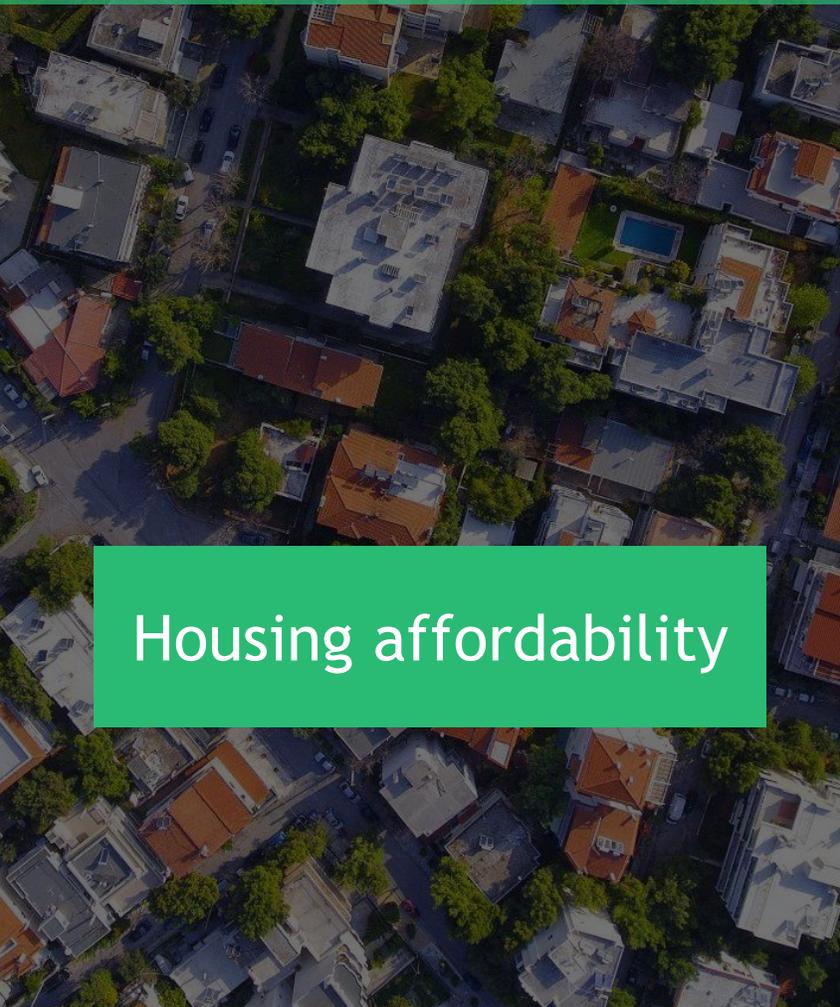
Emissions: flat

Total transportation emissions over last 20 years

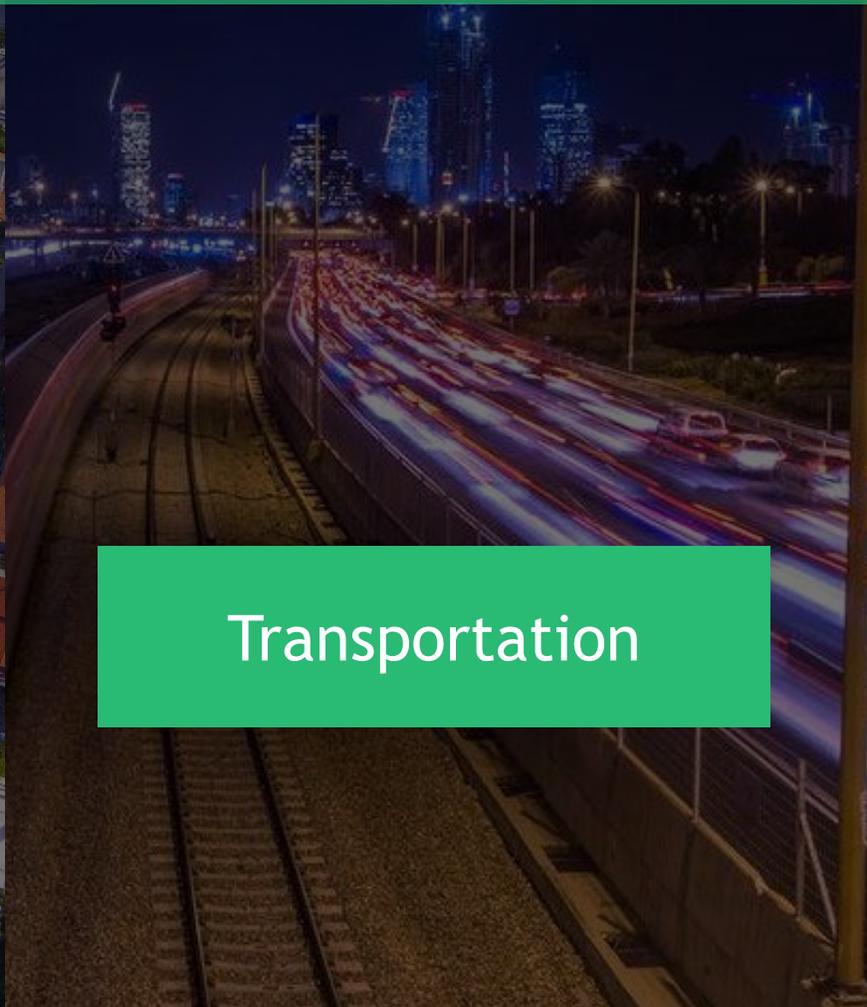
How can our mega-region serve as a model for sustainable growth?



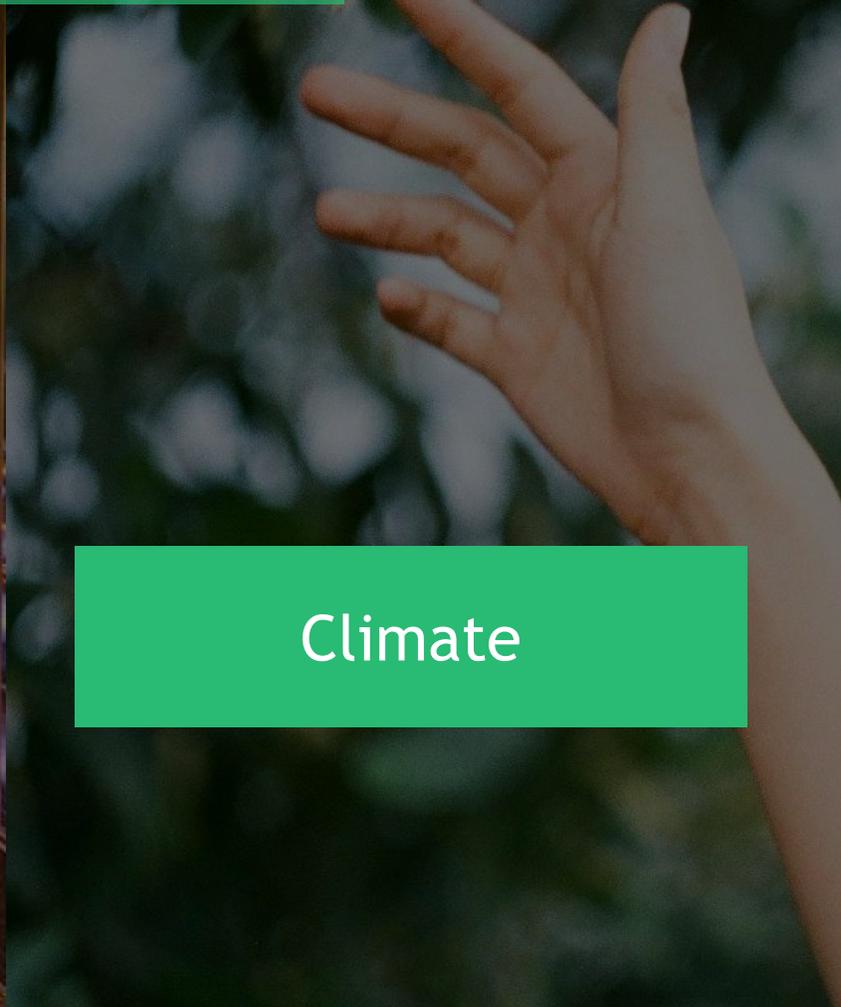
Three sustainable growth 'pillars' addressable at the mega-region level



Housing affordability



Transportation



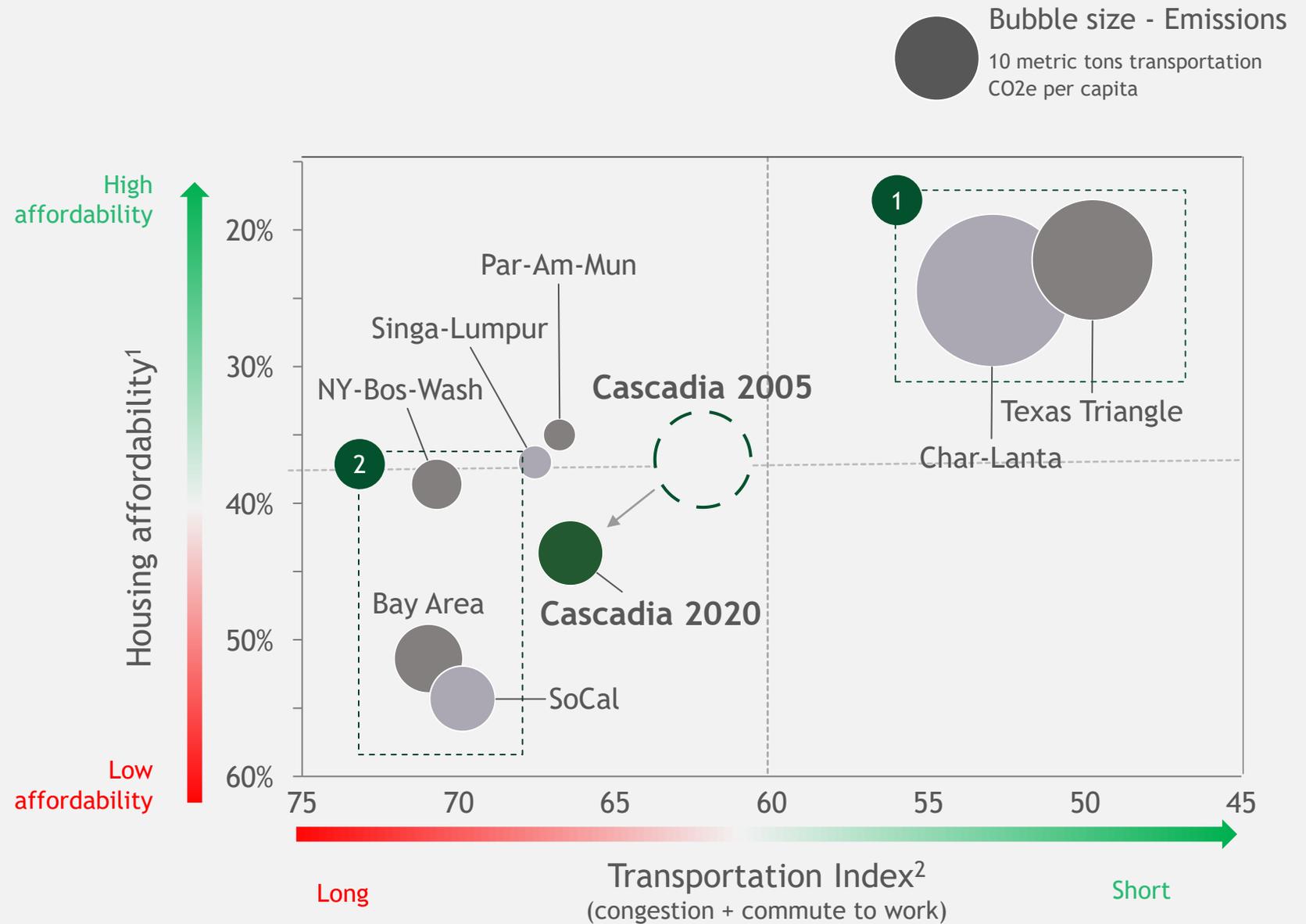
Climate

Cascadia today

Two clusters of peer mega-regions

1 Grow out

2 Grow up



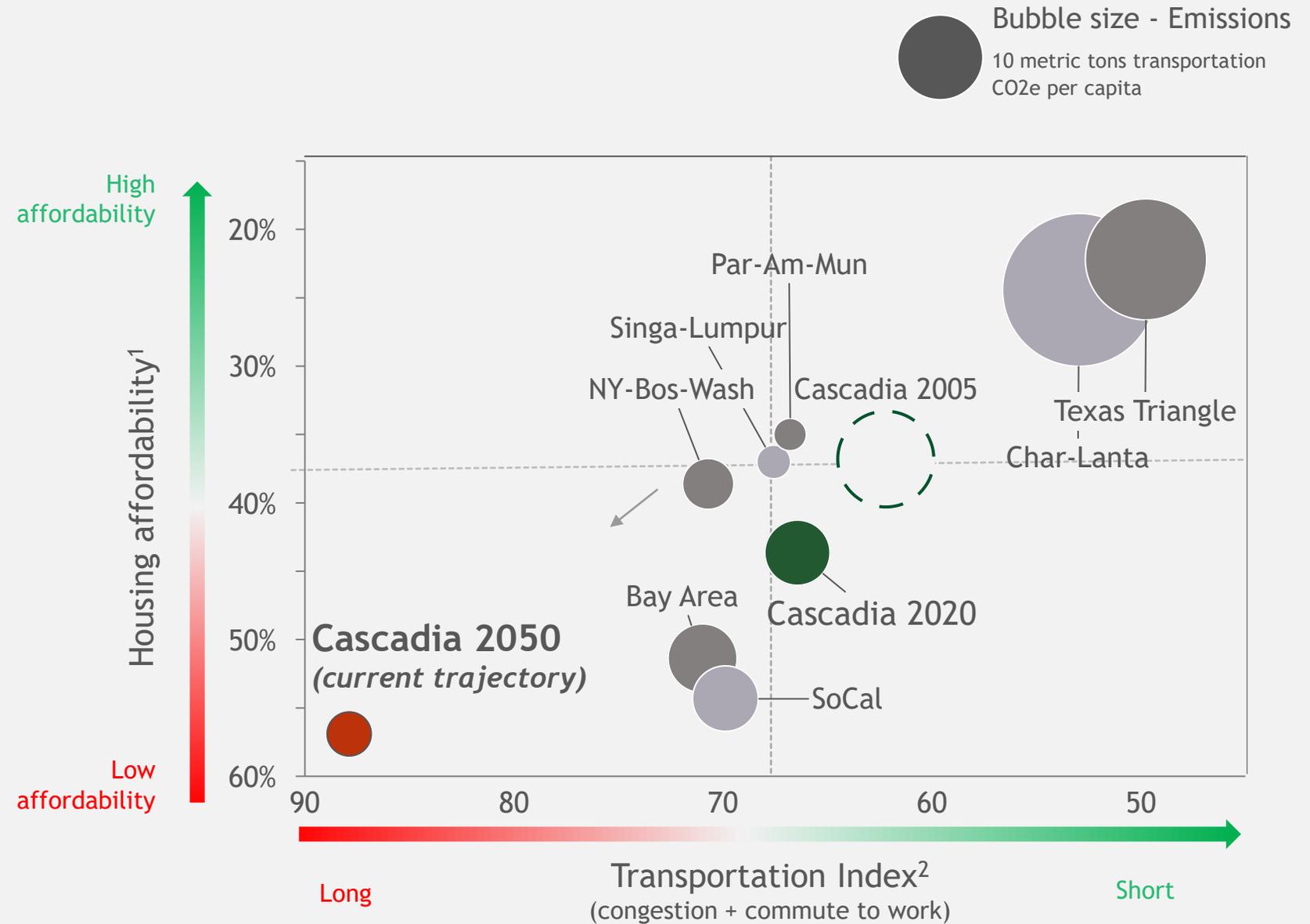
1. Median monthly housing payment / median monthly gross income
2. Combines TomTom percent congestion and average commute to work (minutes)

On current trajectory, Cascadia will ...

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

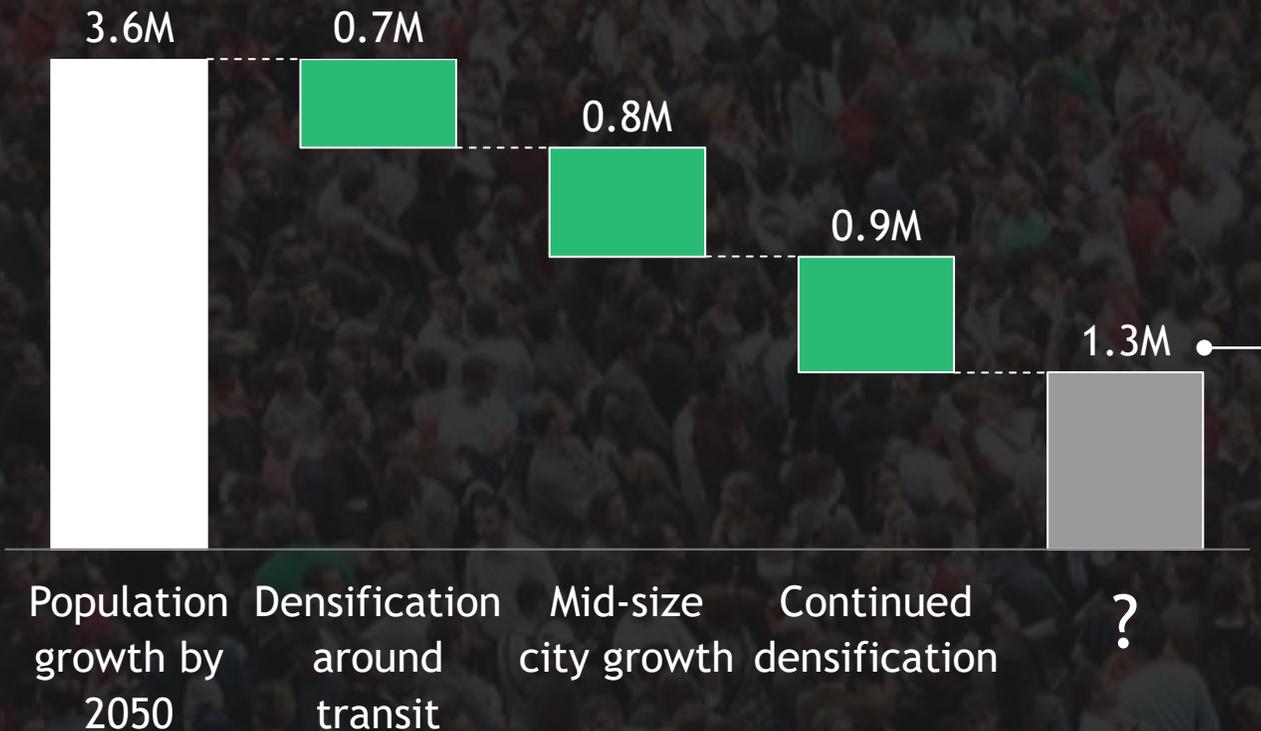
...be less affordable than New York or San Francisco today by 2040...

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



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

Accommodating projected population growth



Note: Reference Cascadia Vision 2050 report for details on projections

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



Path to achieve 2050 aspiration is hard but achievable

Where to start:

Near-term

Continue to increase density around transit stops

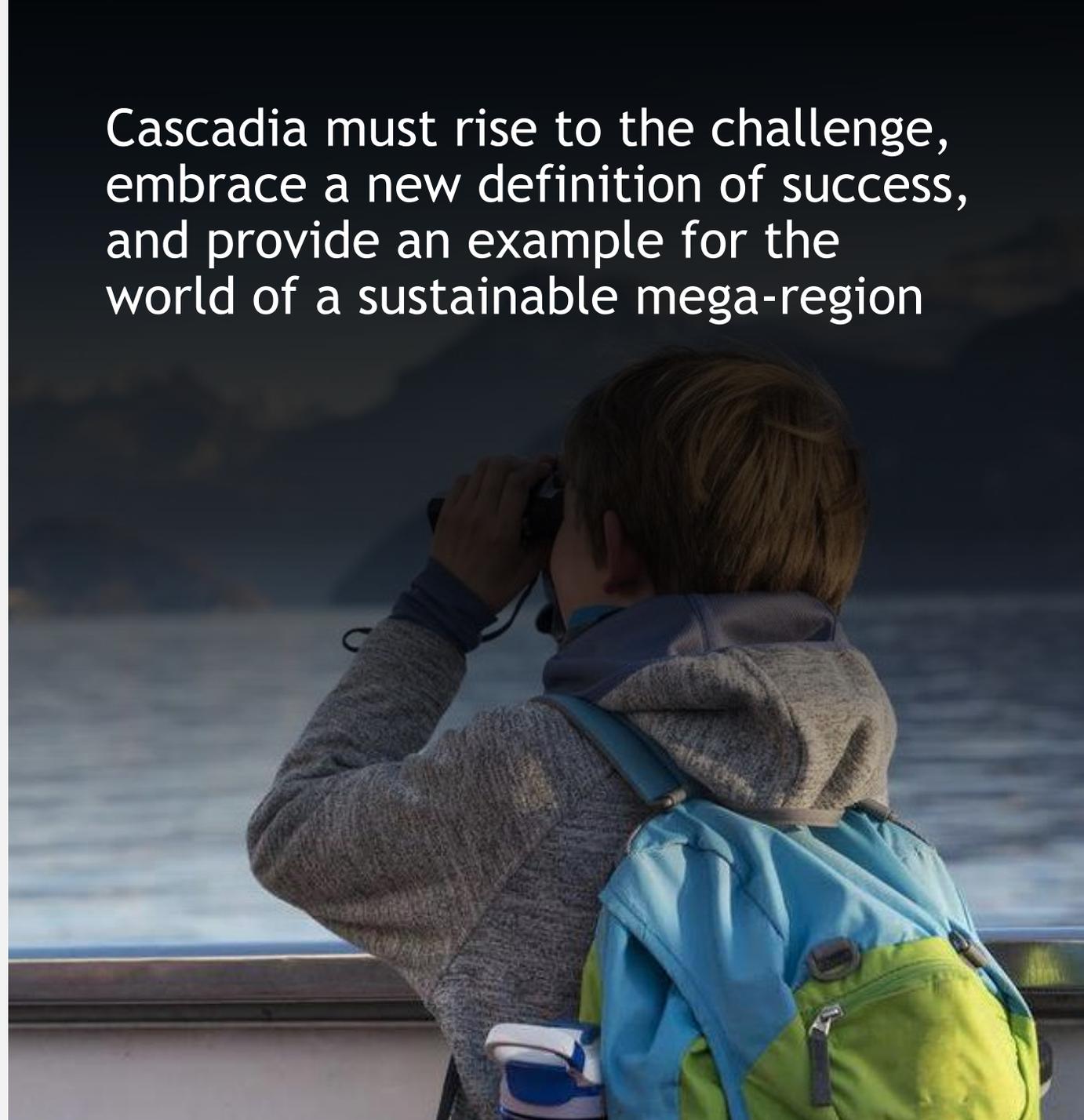
Continue to grow number of jobs and increase density in existing edge cities (e.g. Surrey, Tacoma)

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





Cascadia
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Speaker:

Alan Hart
Founding Principal,
VIA Architecture

Cascadian Region



An Integrated Vision For Cascadia

By Citynoise for Creative Commons

Cascadian Region – A History of Sustainable Growth



Cascadia Region - A long history of Sustainable Leadership

- Oregon Comprehensive Growth Management Program (1973)
- Vancouver Livable Region Plan (1976)
- Washington Growth Management Act (1990)

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Sustainable Region – Sustainable Growth

The Environment



Sustainable Region – Sustainable Growth

Cascadia - A long history of sustainable growth



Sustainable Region – Sustainable Growth



Inclusive
Diverse
Housing
Choices



Sustainable Communities – Sustainable Growth



Diverse
Equitable
Transportation
Choices



Sustainable Communities – Sustainable Growth



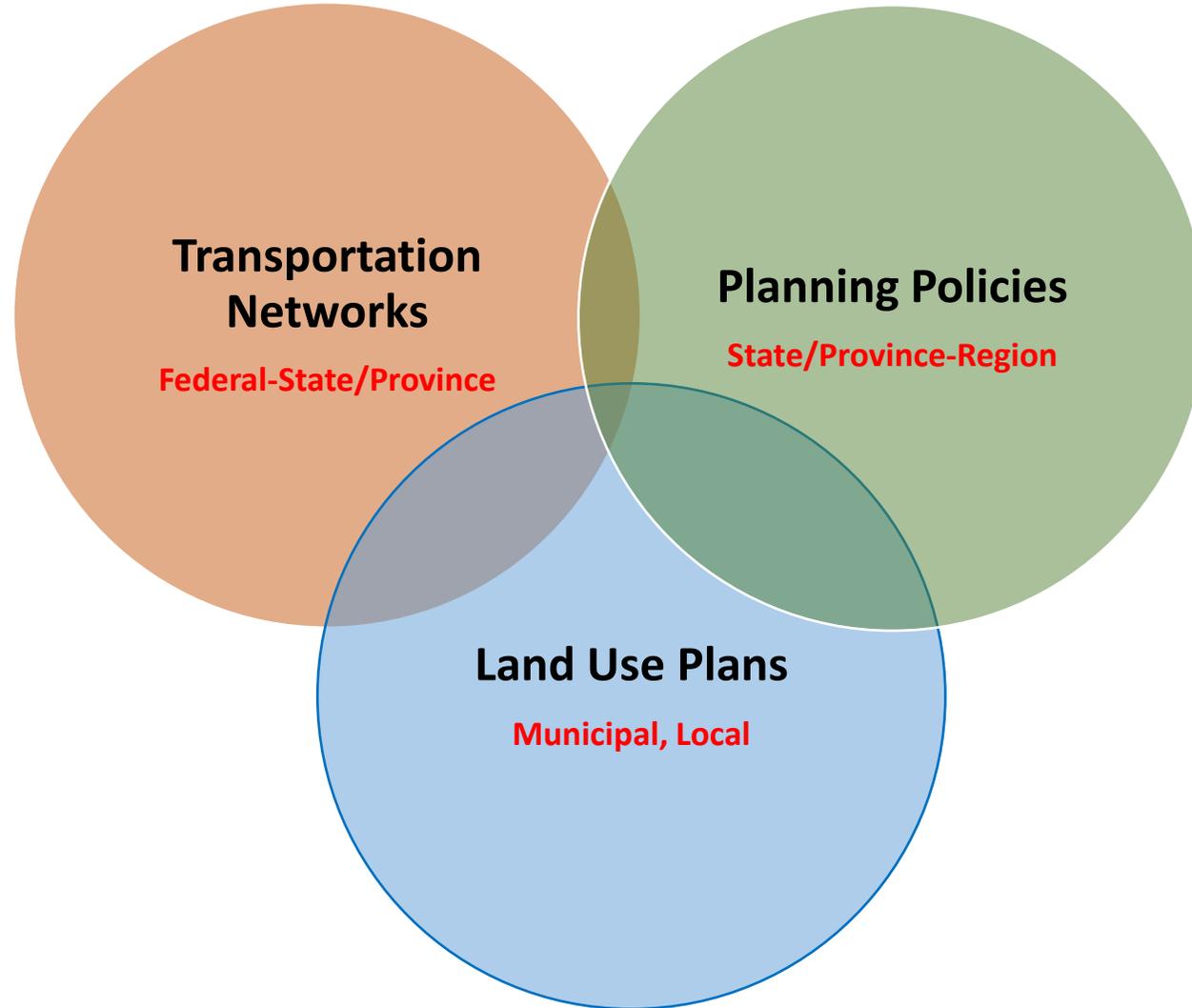
Agriculture and
Food Independence

Sustainable Communities – Sustainable Growth



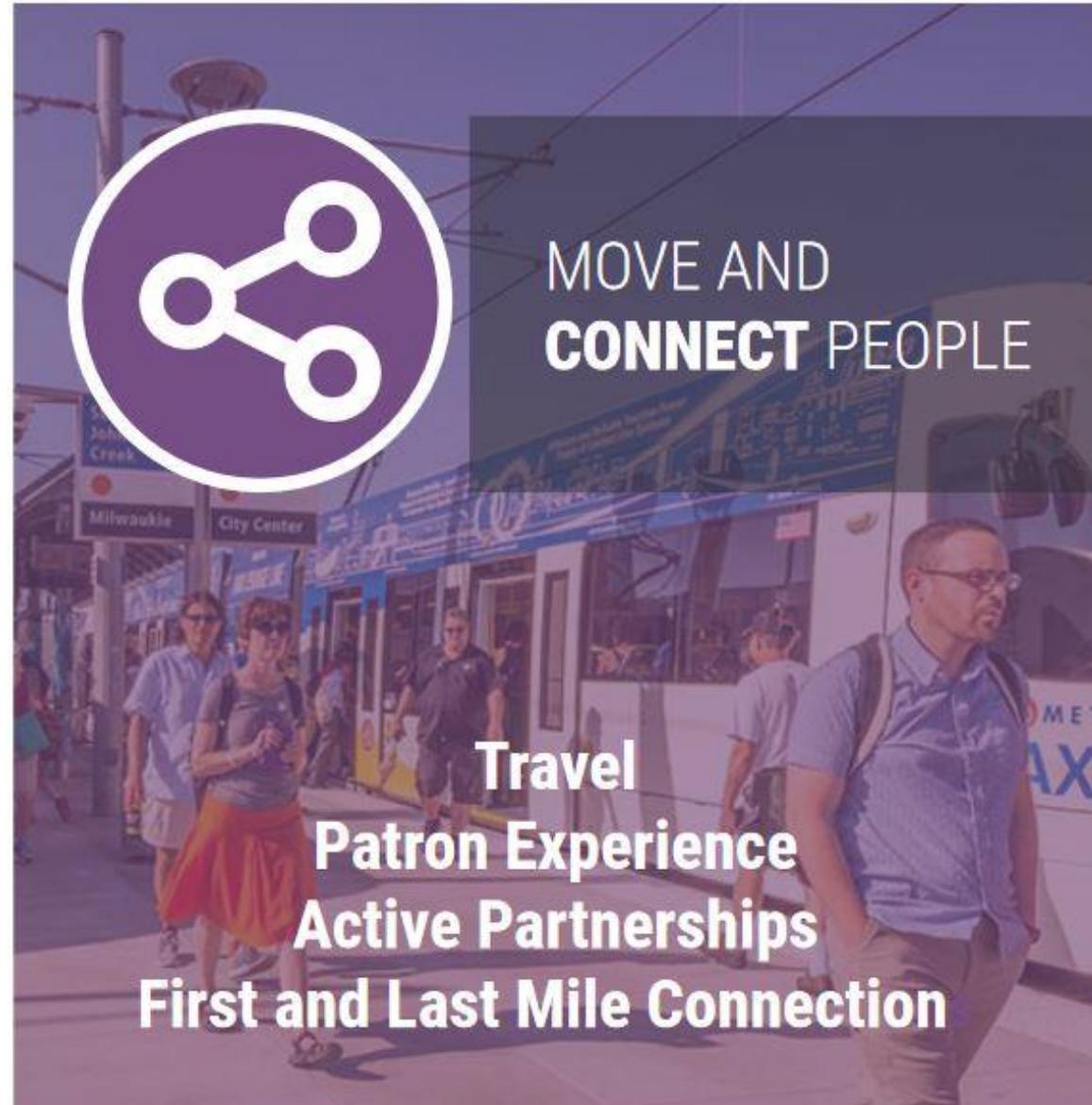
Inclusive + Diverse
Employment Opportunities

Sustainable Communities – Land Use Planning



Funding, Jurisdictional Partnerships

Sustainable Communities – An Integrated Approach



Sustainable Communities – An Integrated Approach

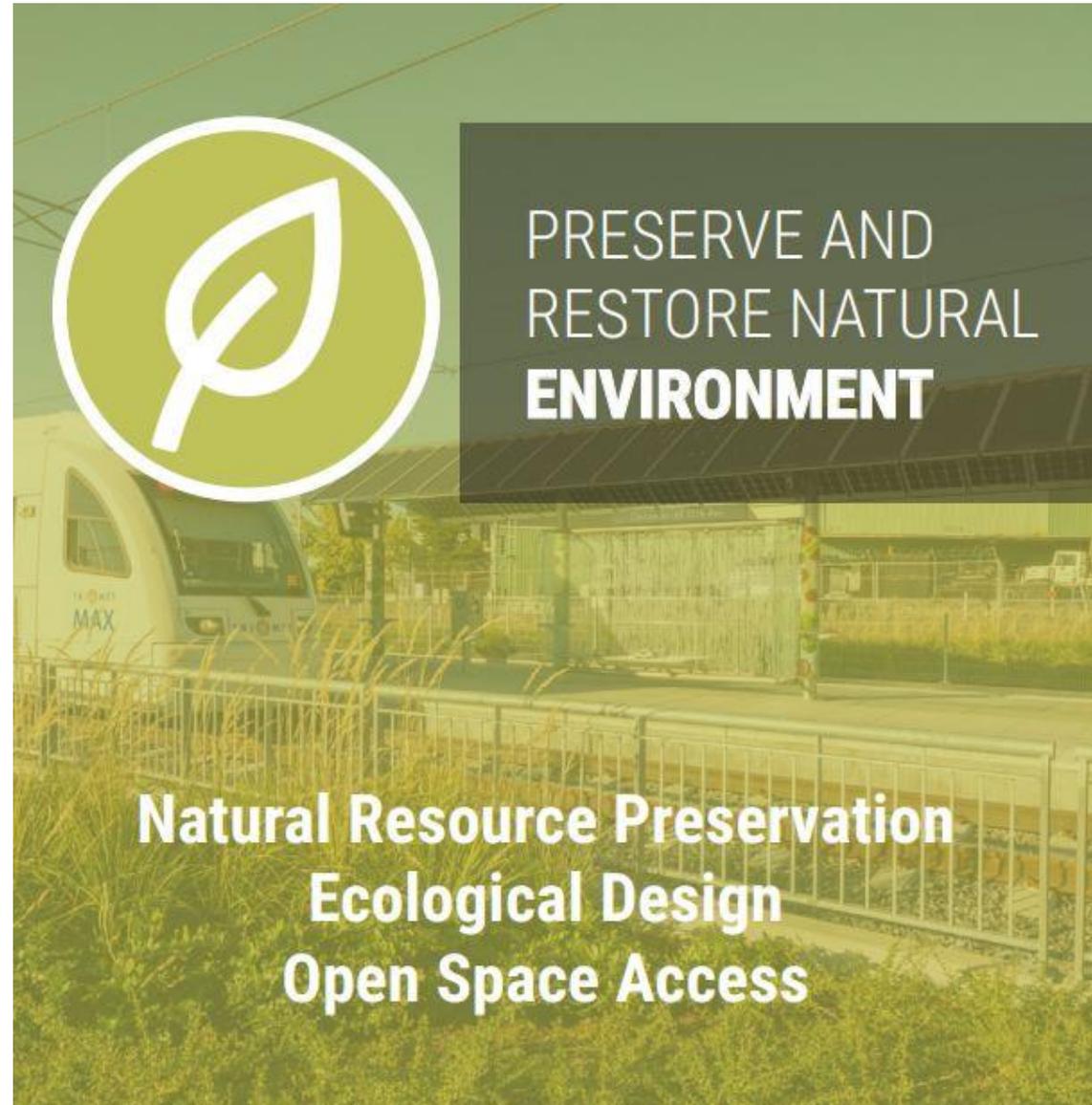


MAINTAIN AND
CREATE
**EQUITABLE
COMMUNITIES**

Community Resource Preservation
Access to Opportunity
Inclusive Community Vision



Sustainable Communities – An Integrated Approach



Sustainable Communities – An Integrated Approach



DESIGN FOR THE
FUTURE

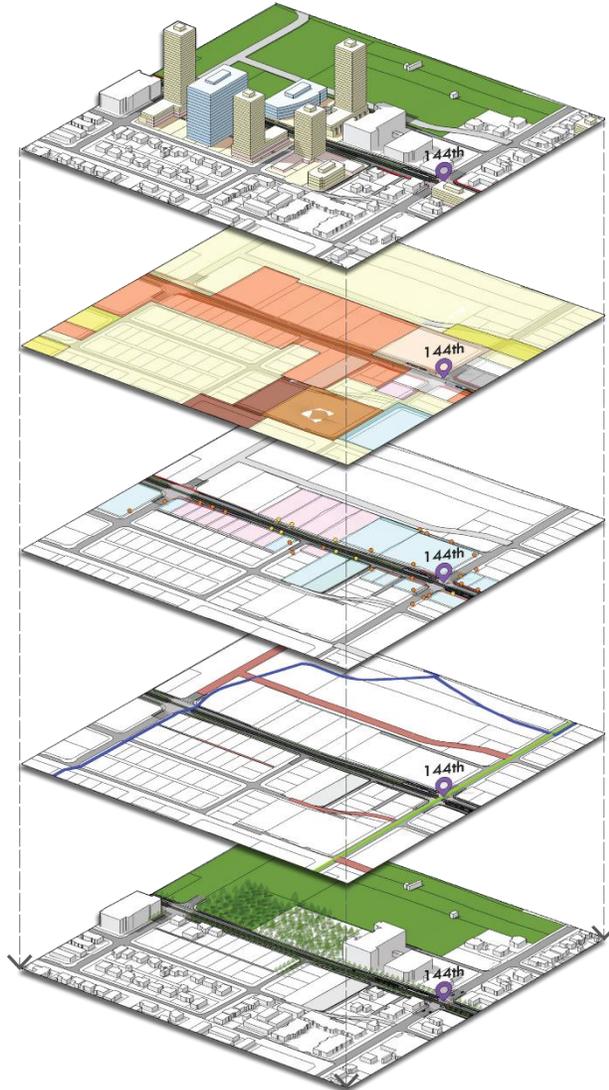
Flexible Infrastructure
Sustainability
Emergency Response



Sustainable Communities – An Integrated Approach



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

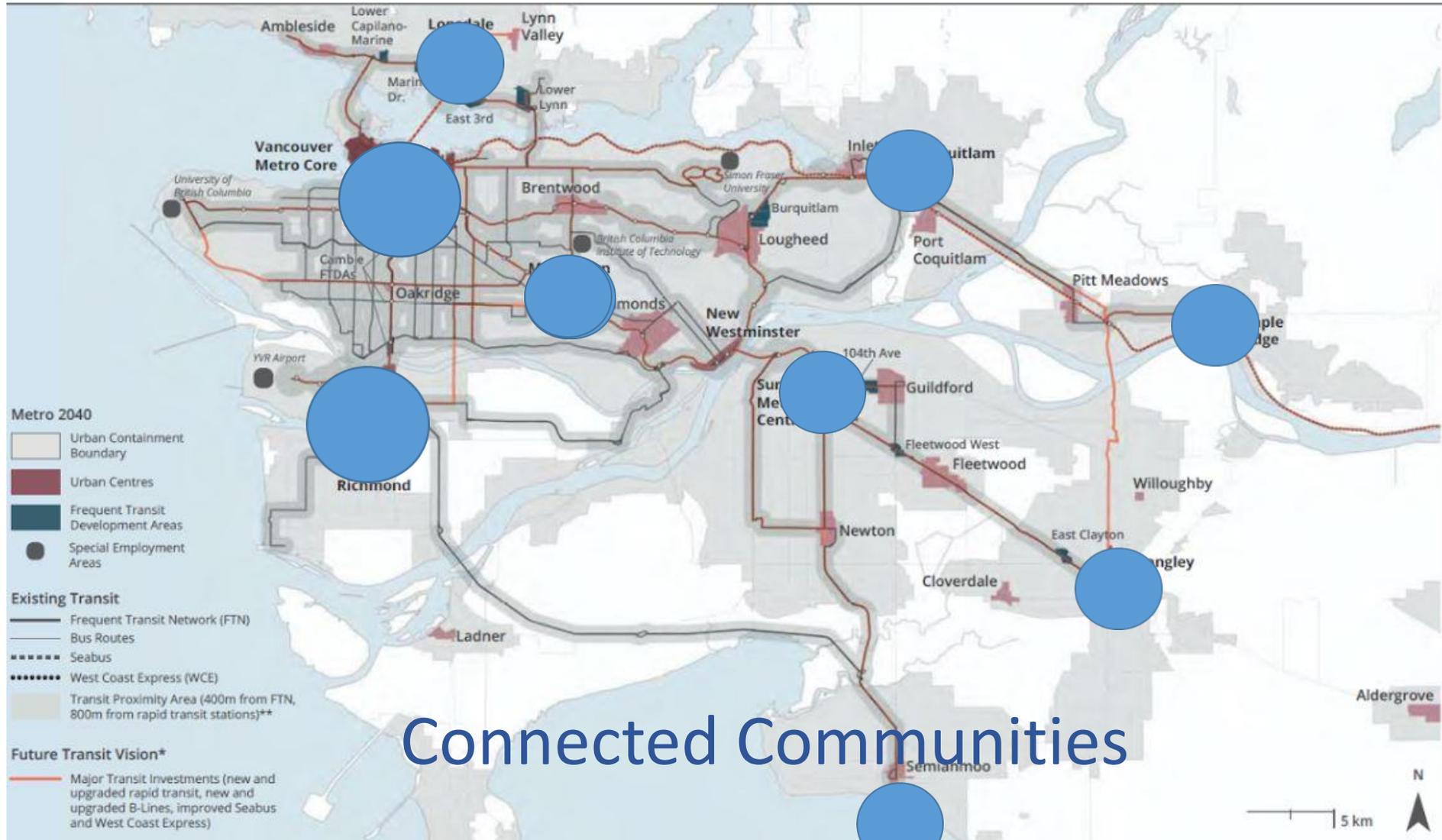
MOBILITY

- 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



Sustainable Communities – Network Approach

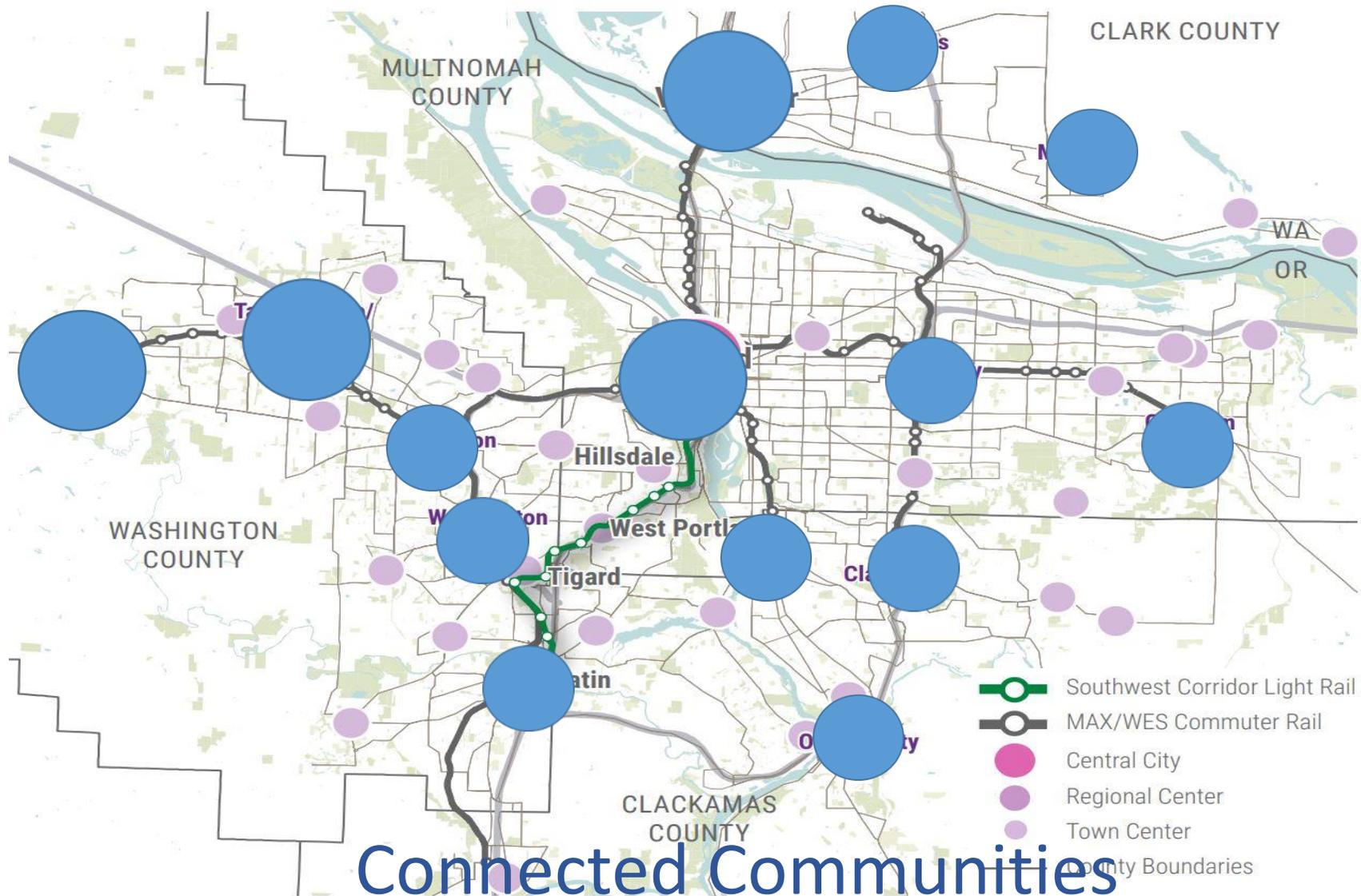
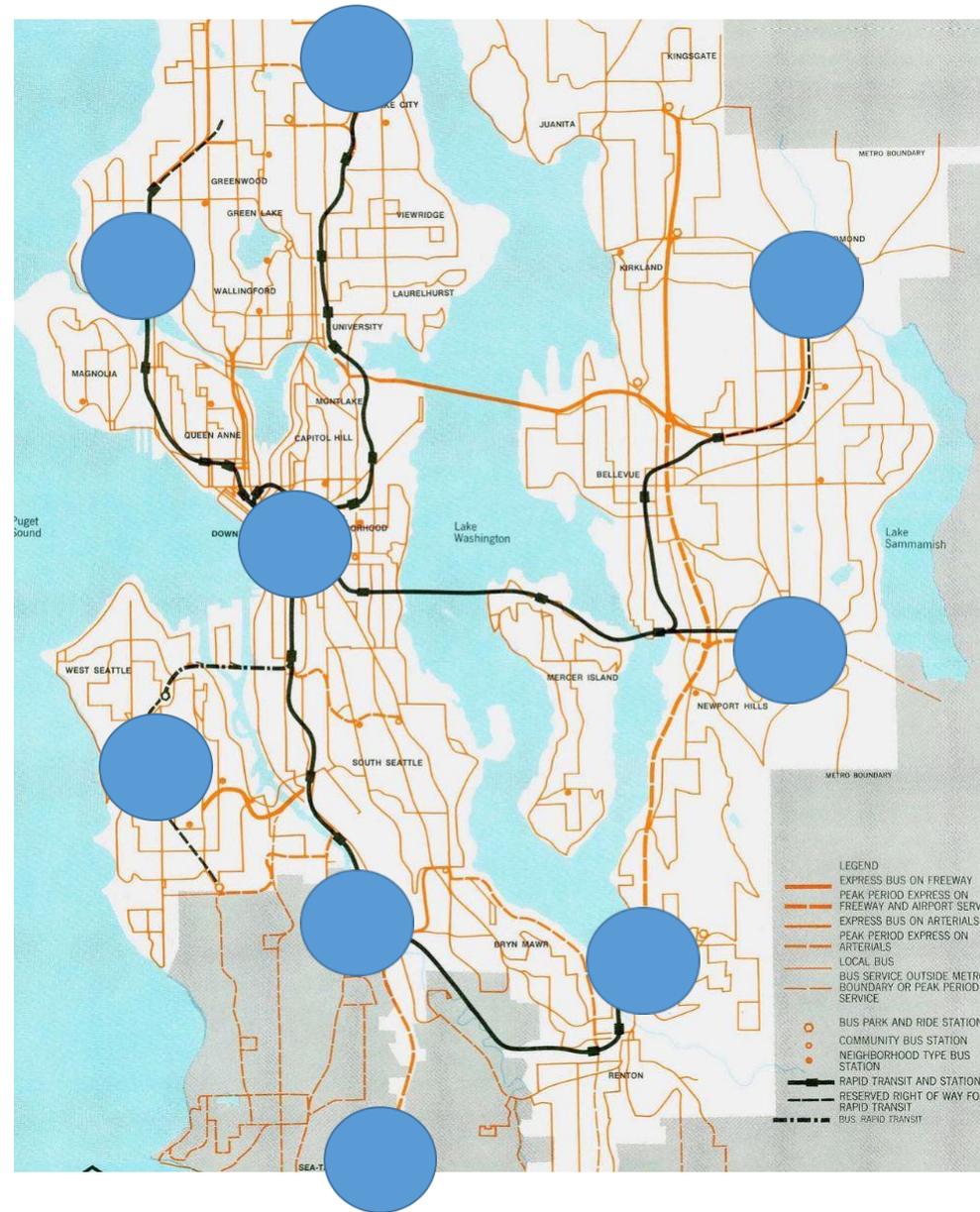


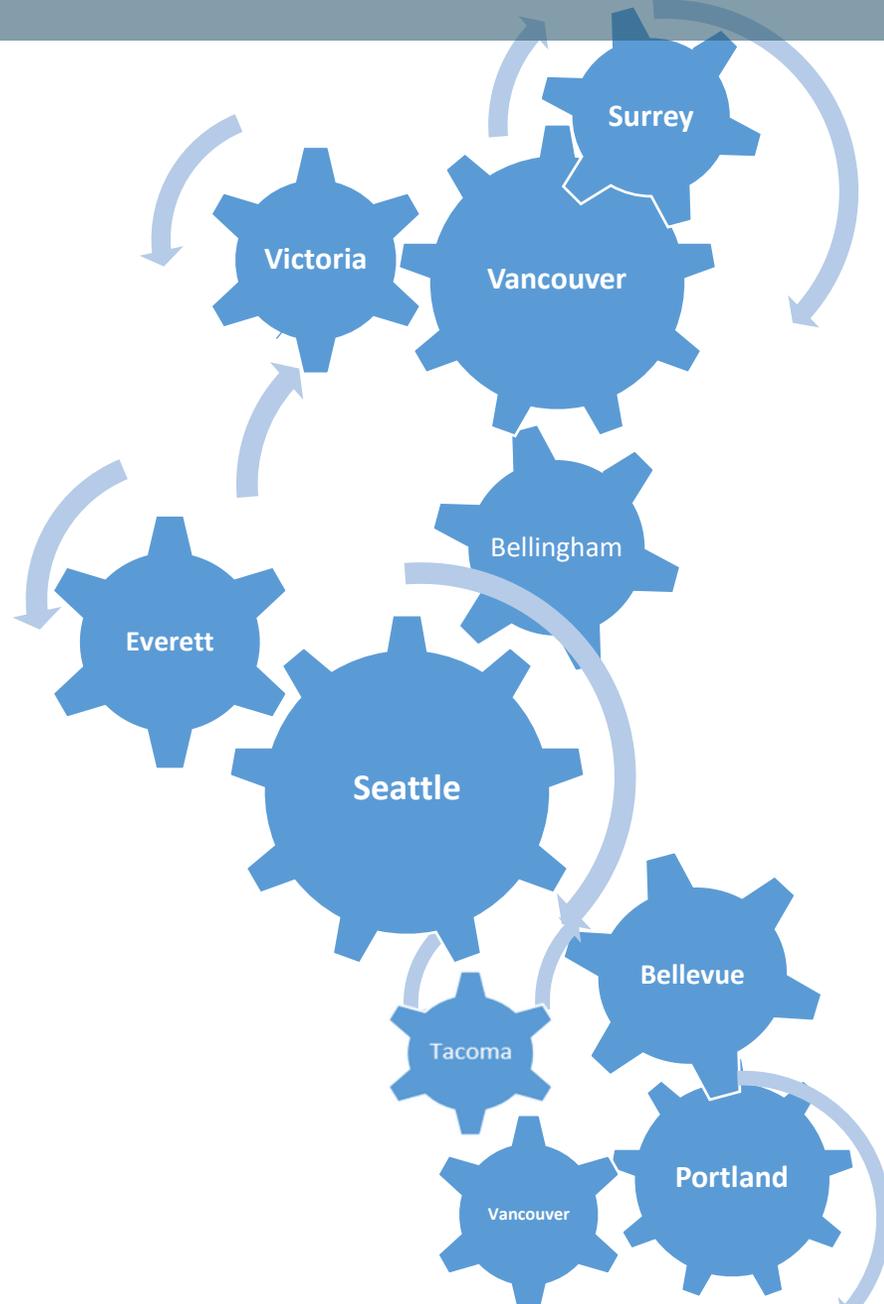
Figure 1.1: Metro Growth 2040 Components

Sustainable Communities – Network Approach

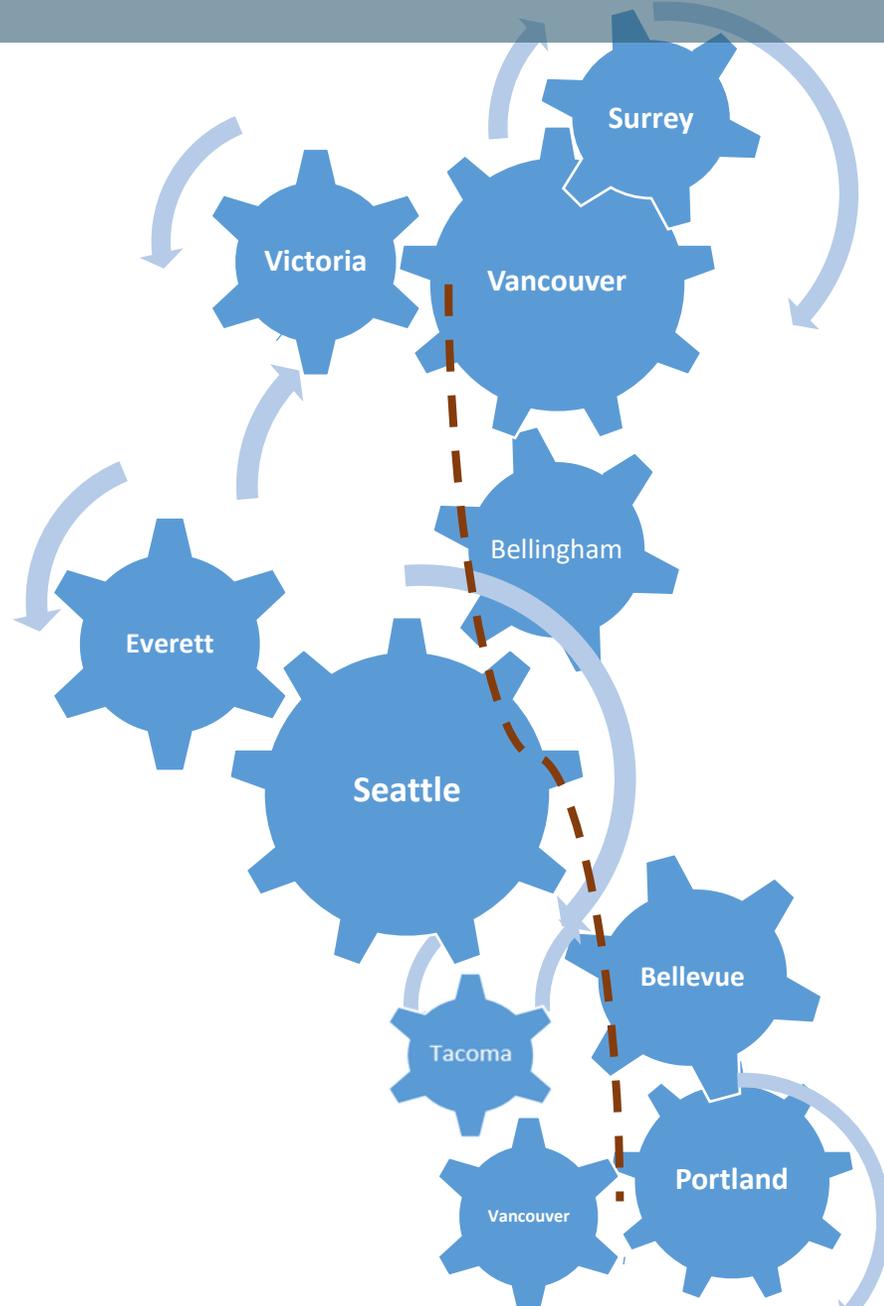
Connected Communities



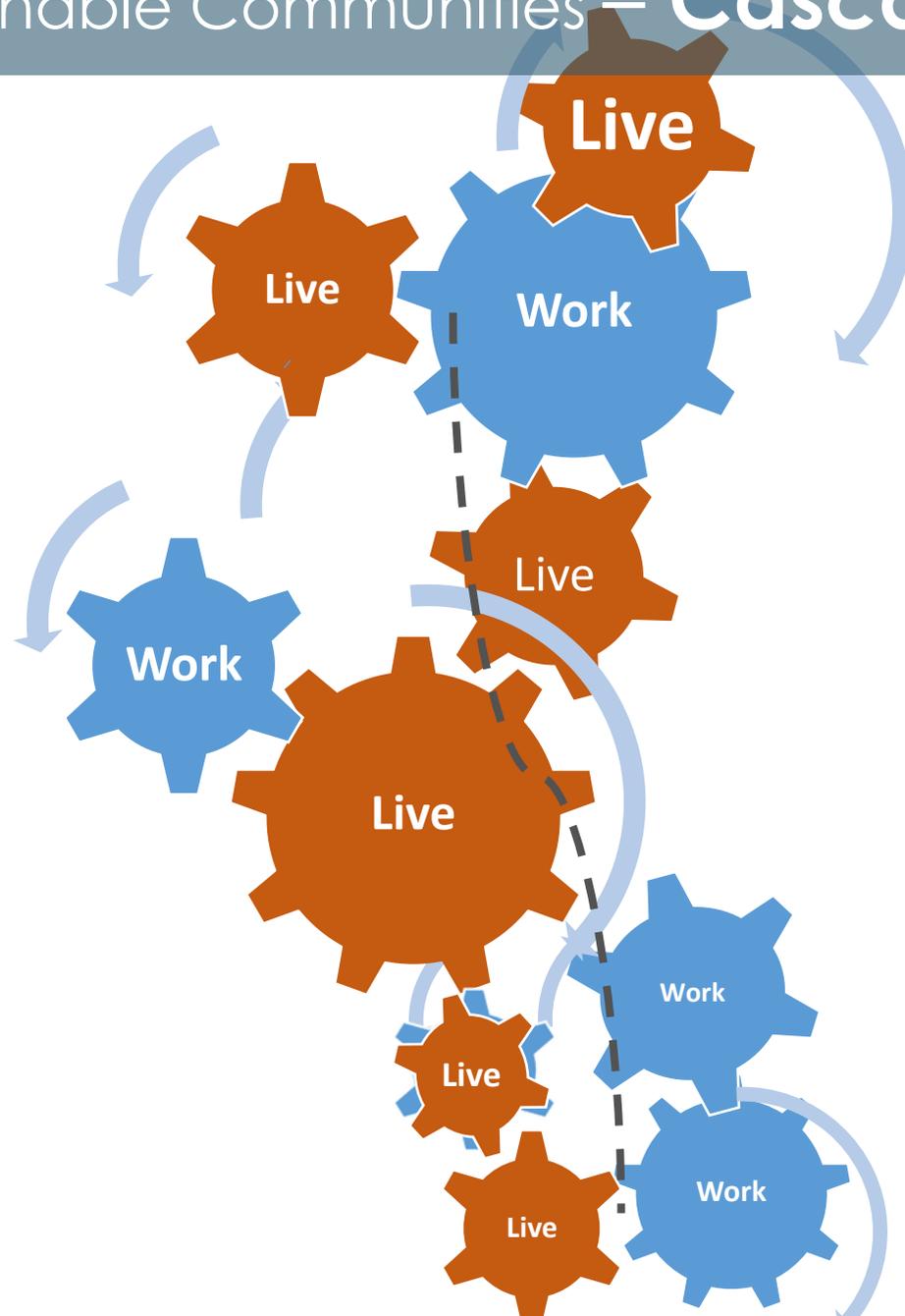
Sustainable Communities – Cascadian Vision



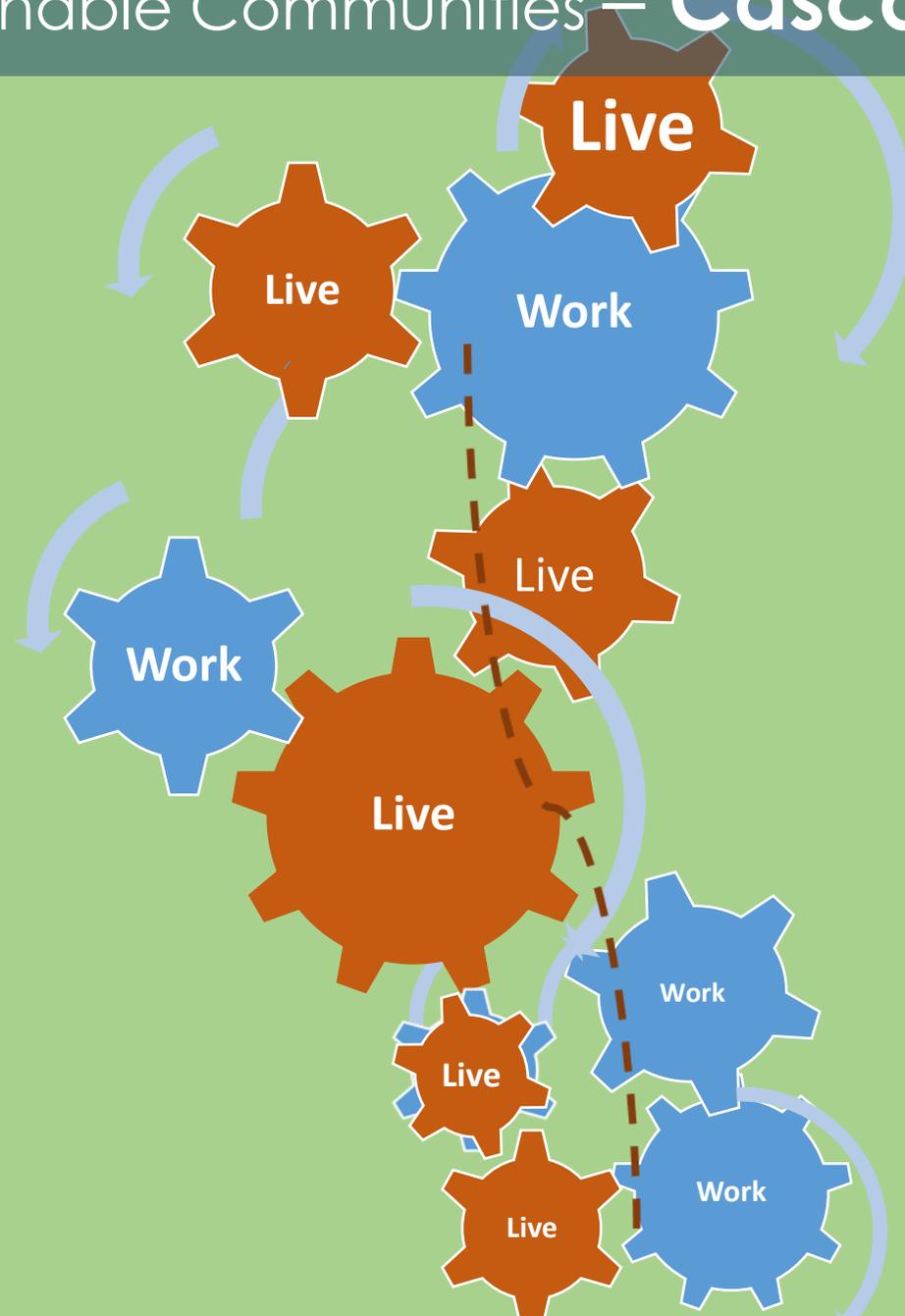
Sustainable Communities – Cascadian Vision



Sustainable Communities – Cascadian Vision



Sustainable Communities – Cascadian Vision



Thank You.

Alan Hart | Founding Principal



Vancouver Seattle Oakland



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Speaker:

Kate Joncas
Director, Urban
Strategy &
Development MIG

Connecting the Cascadia Corridor

Thinking About Community Engagement



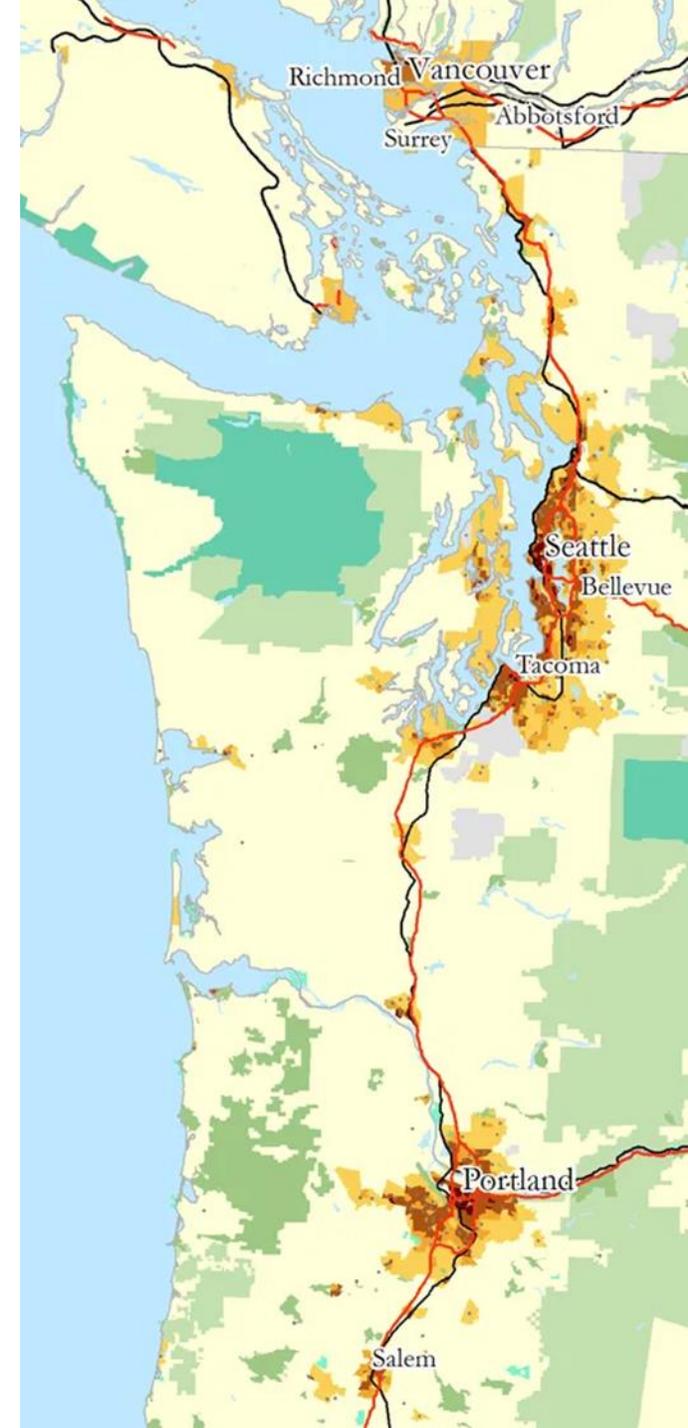
Our Task:

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



10 Counties

91 Cities and Towns



Looking for Ideas

California H+T Communications Strategy

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

- California State Transportation Agency (CalSTA)
- Business, Consumer Services, and Housing Agency
- California Department of Transportation (Caltrans)
- California Transportation Commission
- Office of Planning and Research (OPR)
- Strategic Growth Council (SGC)
- Department of Housing and Community Development (HCD)
- California Housing Finance Agency
- High Speed Rail Authority

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



EVERYDAY
IS **YOUR**
CHANCE
TO MAKE
THIS CITY
A LITTLE
BETTER. 

SEWING