Presentation Overview

• Introduction to the Growth Communications Resource

• What’s Included & Key Messages

• What are you hearing about growth?
Why provide these resources?

VISION 2050 calls for significant amounts of growth.

Community members have different understandings on how growth may impact the region, cities, and their neighborhoods.

PSRC will provide key messages and resources on common issues around growth.
Direction from VISION 2050

RGS-Action-6:

Outreach: PSRC will work with members to address ways the region can help communities understand and support increased growth within the urban growth area. VISION 2050's success is dependent on cities and counties welcoming new growth.

RC-Action-4:

Outreach: PSRC will develop an outreach program for VISION 2050 that is designed to communicate the goals and policies of VISION 2050 to member jurisdictions, regional stakeholders, the business community, and the public.
Sample communications will cover key messages in various formats:

- Social Media Posts
- Blog Posts
- One Pagers
- Photo Libraries
Key Messages
Questions for the Committee

• What are common concerns about growth that come up in your communities?

• What aspects of VISION 2050 would be most important to highlight in these materials?

• What resources would be helpful as you conduct outreach in your communities?
Growth Outreach Resources
• Continued scoping conversations on key elements and resources
• Resources published in the coming months

Other Guidance and Communications
• Informed by the Regional Housing Strategy
Thank you.

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