



A Well-Planned City

Overview of Program Area:

A Well-Planned City (WPC) focuses on efforts to create a Bend where citizens, businesses, and agencies work closely together to create an urban environment with functional, safe, and well-funded public infrastructure (including water and sewer services and multi-modal transportation systems), along with an abundance of open space and accessible places for public gathering.

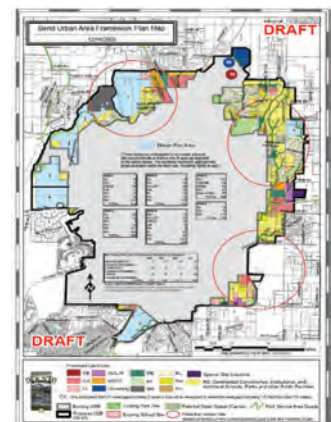
Specific Bend 2030 Action Items to achieve these goals mention numerous types of plans with robust public involvement. This includes updating the UGB (Urban Growth Boundary) to ensure adequate residential and economic lands for the next 20 years, updating local and regional transportation plans, and implementing bike and pedestrian plans that provide safe routes to schools and work. Other efforts include expanding the Central Business District, creating requirements for master planned and mixed use neighborhoods, and embarking on the development of a new “Greenprint” plan of park and open space to maintain the important connection with nature. All these plans would be completed with input from the public, facilitated through forums, design review committees, and involve the local business community.

Major Partners (Lead and Support):

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| City of Bend | Bend Chamber of Commerce |
| Bend Park and Recreation District (BPRD) | Bend-La Pine Schools (BLPS) |
| Central Oregon Area Commission on Transportation | Downtowners Association |
| Central Oregon Intergovernmental Council (COIC) | Deschutes Water Alliance |
| Central Oregon Builders Association (COBA) | Neighborhood Associations |
| Trust for Public Lands (TPL) | Commute Options |
| Juniper Ridge Management Advisory Board | OR Department of Transportation (ODOT) |

Progress toward Bend 2030 WPC Goals - there are currently 45 Action Items that fall under A Well Planned City. To date, 12 have been Completed or Implemented/ Ongoing. A few examples include the following:

- Bend Park and Recreation District (BPRD) has updated its neighborhood park plan to ensure that all neighborhoods in Bend can enjoy these amenities. Ten new neighborhood parks have been acquired or developed since the Bend 2030 Action Plan was originally created.
- The City of Bend has adopted mixed use zones and master planning requirements for large land holdings inside the current UGB and in the proposed UGB expansion. This will help ensure consistency in things like setbacks, sidewalks, density and building heights as these parcels develop in the coming years.



A Well-Planned City (cont.)

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- The City of Bend has completed planning work for the Central Area Plan (excluding specific infrastructure planning and design standards), a large scale mixed-use redevelopment project with connectivity to the existing downtown.
- The Bend UGB expansion proposal providing adequate land for housing and economic uses was adopted in 2009, but will be refined over the next two years. This includes new mixed use centers, affordable housing targets, and land supply monitoring. New City policies address many Bend 2030 action items.
- The Greenprint Plan for Deschutes County is well underway. Being developed by the Trust for Public Lands, this document will reflect the vision of a broadly based group of local conservation groups, recreation groups, businesses, and residents who, with the support of our Federal, State, County, City, Park and Recreation Districts, will identify and prioritize the values that shape our community so we can conserve the things that make Deschutes County a great place to live, work, and play.
- Commute Options continues its successful "Walk and Bike to School Days", and the highly successful "Safe Routes to School" program is now in its 3rd year. They have also started adult classes training teachers and parents to teach kids bike skills.

Challenges/Discussion:

- Current and anticipated funding and staffing limitations threaten the implementation of plans of government agencies and non-profits alike. Inadequate funding and staffing is the single greatest obstacle to achieving many of the WPC Action Items.
- Many of the WPC Action Items require multiple agencies to work together, which can make implementation slower, more complex, and susceptible to funding limitations of one or more of the necessary partners.
- There continues to be a disconnect between the community's expectations for a quality built environment (i.e. sewer, roads, parks, open space, etc.) and their willingness to pay for such an environment, particularly in this economic climate. The City of Bend has one of the lowest tax rates in Oregon which means that existing funding streams are simply inadequate and new approaches are required if major projects are to be accomplished.

City	Tax rate	Population
Eugene	\$7.01	157,100
Salem	\$5.83	156,955
Redmond	\$6.16	25,800
Hillsboro	\$3.67	90,382
Gresham	\$3.61	101,015
Bend	\$2.80	82,280

Next Steps/Contact Information:

Visit www.bend2030.org to see a complete listing of all 45 Action Items for **A Well-Planned City**. If you want to get involved, please contact Advisory Board Chair Brad Emerson at bemerson@ci.bend.or.us



A Vibrant Economy

Overview of Program Area:

A Vibrant Economy (VE) focuses on those efforts to create a Bend where economic growth is strong, healthy and sustainable resulting in living wage jobs for a highly educated and well-trained workforce with available housing to match compensation. Specific Bend 2030 Action Items include developing and/or maintaining a robust communication and transportation infrastructure including ample, affordable, and shovel-ready industrial and commercial lands. In this environment, Bend's intellectual capital will be a catalyst to attract targeted economic clusters, create a next generation technology center and become a green building leader. Bend will continue to enhance its position as a year round tourist destination based on its natural beauty, outdoor recreation and a diverse mix of attractions. Finally, although there have been setbacks, Juniper Ridge is still seen as a significant part of Bend's economic future since it contains land set aside for a long-term higher education solution and has some of the last remaining large parcels of industrial land.

Major Partners (Lead and Support):

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| City of Bend | Deschutes County |
| Economic Development for Central Oregon (EDCO) | Bend Chamber of Commerce |
| Small Business Development Center (SBDC) | COCC |
| Juniper Ridge Management Advisory Board | OSU-Cascades |
| Central Oregon Builders Association (COBA) | Visit Bend |
| Central Oregon Intergovernmental Council (COIC) | 3Estrategies |
| OR Economic and Community Development (OECDD) | OR Department of Transportation (ODOT) |

Progress toward Bend 2030 VE Goals - there are currently 62 Action Items that fall under A Vibrant Economy. To date, 14 have been Completed or Implemented/Ongoing. A few examples include the following:

- The Bend Airport now has a longer and safer runway with the overwhelming support of the fixed base operators and airport users. Additional improvements included an upgrade to the Weather Observation System with provides much better information to pilots.



- Juniper Ridge is now home to the Les Schwab Headquarters, Suterra and Pacific Power, providing employment to hundreds of residents. The City has completed a zone change for 200 acres and has been given approval by ODOT to add additional jobs. The City of Bend continues to work with many community partners (e.g. ODOT, Bend Chamber, Neighborhood

A Vibrant Economy (cont.)

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Associations) to develop the North Corridor transportation preliminary study in the hopes of finding relief from traffic congestion at Hwy 97 and Cooley Avenue.

- An enterprise zone has been created to provide incentives to attract new businesses or help existing businesses grow and expand.

- Several major multi-year expansion projects have been completed at the Redmond Airport, most notably expansion of the main terminal and parking lot. National and regional carriers continue to add destinations (e.g. Denver, Salt Lake City, Las Vegas) making Bend more accessible.
- Visit Bend was instrumental in landing three national championship sporting events (USA Cycling Road Racing Championships (2009 and 2010), USA Cycling Cyclocross Championships (2009 and 2010), Exterra Trail Running Championships (2008 and 2009)). As a result of these and other efforts in the community, Bend has been named the number one mountain biking town in the USA by Mountain Biking Magazine.
- A Hospitality and Tourism Degree has been established at OSU-Cascades.
- The City of Bend integrated its demand response transit system with a fixed route system vastly increasing the number of riders at approximately the same cost of the demand response system.



Challenges/Discussion:

- Certain projects have proceeded while others have not because of the leadership of lead partners and the availability of funding
- The economic recession has been both a challenge and an opportunity. Funding for major transportation projects is very difficult to procure and it almost certainly played a role in voters rejecting the bus funding tax increase. On the positive side, the recession has provided ample affordable housing.
- Another positive aspect of the recession is that the slowdown in overall activity will give the community an opportunity to formulate plans to address issues which are sure to arise when activity increases in the future.

Next Steps/Contact Information:

Visit www.bend2030.org to see a complete listing of all 62 Action Items for **A Vibrant Economy**. If you want to get involved, please contact advisory Board Chairs Andy Anderson at hrlndrsn@yahoo.com or Dean Wise at mdwconsulting@bendbroadband.com



A Quality Environment

Overview of Program Area:

For many people, when they talk about Bend's "high quality of life", they are talking about its commitment to maintaining a healthy environment and access to outstanding recreational opportunities within Deschutes County and Bend City limits. Therefore, it should come as no surprise that Bend is seen as a leader in green building practices and sustainable development, in waste prevention and recycling, and in protecting water quality and quantity for multiple uses. As Bend experienced more than a decade of rapid growth, it was vital to identify and protect quality open space and high value ecological resources in and around our community. Specific Bend 2030 Action Items to achieve a Quality Environment (QE) include coordinating a regional partnership for community outreach and education concerning Deschutes River issues, monitoring air and water quality, and developing a regional trail system.

Major Partners (Lead and Support):

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| City of Bend | Bend Park and Recreation District (BPRD) |
| The Environmental Center | Deschutes County |
| OSU-Cascades Natural Resources Program | Central Oregon Trail Alliance (COTA) |
| 3Estrategies | Trust for Public Lands (TPL) |
| Deschutes River Conservancy (DRC) | Irrigation Districts |
| Upper Deschutes Watershed Council (UDWC) | US Forest Service |
| Deschutes Land Trust | Garbage collection franchises |

Progress toward Bend 2030 QE Goals - there are currently 43 Action Items that fall under A Quality Environment. To date, 9 have been Completed or Implemented/ Ongoing. A few examples include the following:

- Completion of a street "tree inventory" for arterials and collector streets within Bend City limits.
- Successful passage of legislation that paves the way for establishment of Skyline Forest, the nation's largest community-owned forest.
- Formation of the Deschutes Water Alliance, a multi-party stakeholder organization dedicated to protecting water resources for ecosystems and communities in Central Oregon.
- Successful launch of the Healthy Waters Institute, an education and outreach program that provides watershed education to students throughout Central Oregon.
- Implementation of sustainability education in schools city-wide.
- Deschutes Water Bank has increased flows in the Deschutes River by 20 cfs through transfers of 1,000 acre-feet of water rights.



A Quality Environment (cont.)

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- Significant progress on development of the Deschutes County Greenprint, an open space and recreation amenity blueprint for Deschutes County and the City of Bend. This is a successful collaboration between Bend Park and Recreation District, the Trust for Public Lands, and Deschutes Land Trust. Activities to date include:
 - a. Establishment of Steering Committee and Stakeholder Advisory Group
 - b. Completion of stakeholder survey in September 2009
 - c. Final plan expected in June 2010
- Significant advances in recycling, including
 - a. 30% rate of waste stream recycling
 - b. Implementation of City-wide yard debris collection for interested customers
 - c. Implementation of recycling programs throughout BPRD units, including composting
 - d. Curbside collection of some food waste
- Creation of a Mirror Pond Advisory Board to oversee efforts to address sedimentation issues in Mirror Pond. The Board is currently reviewing proposals for project management of the initial phases of the Mirror Pond Project.



- Converting two publicly owned vacant lots into “pocket parks” and native plant demonstration sites. This is not only a great amenity for the neighborhood, but also an effective way of helping neighbors get to know one another.

Challenges/Discussion:

- The recession continues to slow investment and reduce discretionary income at all levels - personal, business and government.
- This in turn has significantly reduced development activities and the resources available for many environmental initiatives (that are often a condition of approval of certain development projects).

Next Steps/Contact Information:

Visit www.bend2030.org to see a complete listing of all 43 Action Items for **A Quality Environment**. If you want to get involved, please contact Advisory Board Chair Matt Shinderman at Matt.Shinderman@osucascades.edu



Safe, Healthy People

Overview of Program Area:

Ensuring that Bend is a community of Safe, Healthy People (SHP) covers a lot of ground. It includes interagency cooperation around disaster and emergency preparedness (e.g. fire, H1N1, etc.), poverty awareness and reducing the impact of hunger and homelessness, along with substance abuse prevention and treatment around alcohol, tobacco and other drugs. In addition, since we are concerned about the health, safety and wellness of our youth, specific Bend 2030 Action Items include the provision of effective early childhood support (including parenting education) and the implementation of innovative and positive youth activities that reduce juvenile crime.

Major Partners (Lead and Support):

City of Bend (Police, Fire, Public Works Accessibility)
St Charles Health Systems
Bend Park and Recreation District (BPRD)
Commute Options
NeighborImpact
Partnership to end Poverty
Meth Action Coalition (MAC)
Latino Community Association (LCA)

Deschutes County (Health, Mental Health, Commission on Children and Families, Sheriff, Tobacco Free Alliance)
American Red Cross
Homeless Leadership Council (HLC)
HousingWorks
Health Matters of Central Oregon
Family Access Network (FAN)
Human Dignity Coalition (HDC)

Progress toward Bend 2030 SHP Goals - there are currently 65 Action Items that fall under Safe, Healthy People. To date, 18 have been Completed or Implemented/Ongoing. A few examples include the following:)

- The City of Bend has developed and implemented an enhanced citywide emergency response plan, addressing catastrophic fire (including wild land fires in and around the city), natural disasters, pandemics, health crises and other threats to public health and safety. A resource inventory has been developed, training programs for Emergency Operations Center personnel have been conducted and a standardized emergency communications plan has been established that includes:
 - a. Pandemic planning; pet relocation/evacuation plan; shelter and mass care plan
 - b. Options for emergency notification system
 - c. Emergency/Disaster training program for residents and businesses
 - d. A working budget for the City's Emergency Preparedness Program



Safe, Healthy People (cont.)

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- Project Connect is a one day, one stop service event for those in the region who are homeless (or at-risk of homelessness), and is an important outreach and educational tool for the Regional 10 Year Plan to End Homelessness. Last year, more than 180 agencies and over 660 volunteers provided a variety of valuable services to 2,257 guests from throughout Central Oregon (e.g. health care check-ups, referrals to mental health services, assistance with finding affordable housing, pet care, clothing and food baskets, etc.)
- The City of Bend established a development fee to promote the funding of affordable housing. Since this fee is tied to new construction, it is generating very little revenue right now, but is in place when the market rebounds.
- With the leadership of Deschutes County (and the state), the City of Bend has significantly reduced the percentage of individuals exposed to secondhand smoke by increasing the number of indoor public places and workplaces that prohibit smoking (e.g. bars, bowling alleys, bingo halls etc.). We are working to reduce the number of individuals exposed to secondhand smoke in homes and vehicles and increasing the number of outdoor places that prohibit smoking by strengthening tobacco free campus and property policies.



- SharedCare by HealthMatters of Central Oregon is modeled after a nationally recognized multi-share health coverage program that provides affordable, comprehensive health care benefits to uninsured, lower wage employees in Crook, Deschutes and Jefferson counties. Costs for the program are shared by the employer, the employee and the community. By keeping the costs within our community and utilizing a local network of providers, SharedCare is able to offer affordable health coverage to small businesses.

Challenges/Discussion:

- Much of the City's emergency preparedness planning has been completed so we are now in maintenance mode which is cheaper and less labor intensive than planning
- The poor economy is the major factor to a significant increase in poverty and the need for assistance, including for many people who may have never been "on that side of the line" before

Next Steps/Contact Information:

Visit www.bend2030.org to see a complete listing of all 65 Action Items for **Safe, Healthy People**. If you want to get involved, please contact Advisory Board Chair Bruce Abernethy at abernethy9@aol.com



A Strong Community

Overview of Program Area:

What does being a “Strong Community” (SC) mean? It means that Bend is a community supported by a powerful and compelling vision, open accessible leadership, collaborative community groups and an engaged citizenry which makes its viewpoints known! Specific Bend 2030 Action Items that contribute to a Strong Community include community governance issues and how Bend 2030 - through a network of agencies, organizations, businesses and grassroots volunteers - keeps the vision alive. The importance of inclusivity - valuing people of all ages, backgrounds, interests and abilities - is stressed as helping to make Bend a more interesting and dynamic place to live. Finally, Bend can be proud of its first 100 years (our Centennial was celebrated in 2005), and as long as we take what we have learned from our past and apply it to the future, we will be in good shape for our next century!

Major Partners (Lead and Support):

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| City of Bend | Bend Park and Recreation District (BPRD) |
| The Environmental Center | Arts Central |
| United Way | Service clubs (Rotary, Kiwanis, Elks, etc.) |
| Volunteer Connect | OSU-Extensive Service |
| Retired and Senior Volunteer Program (RSVP) | Partnership to End Poverty |
| Deschutes National Forest | Bend-La Pine Schools |
| US Forest Service | Neighborhood Associations |

Progress toward Bend 2030 SC Goals - there are currently 36 Action Items that fall under A Strong Community. To date, 10 have been Completed or Implemented/ Ongoing. A few examples include the following:

- Bend 2030 completed a (re)Branding effort and enhanced visibility with an improved website (www.bend2030.org) and sponsorship of several community projects. Bend 2030 also restructured how it operates by giving more oversight and responsibility to the 6 Program Areas. This will increase community participation and stakeholder buy-in, and make it easier to keep track of the more than 250 Action Items contained in the Vision!
- A regional volunteer center has at long last been implemented! Volunteer Connect was launched in January 2010 as an online and personal referral system to link volunteers with community needs, including Days of Service and other organization needs. To date, over 90 agencies are signed up and the outpouring of volunteers reflects Bend’s caring capacity and the true desire to help those in need.



A Strong Community (cont.)

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- The City of Bend is updating their list of Historic Landmarks and structures already listed on the National Register of Historic Places. The Deschutes County Historical Landmarks Commission is working on securing a grant to produce educational materials on these structures, update the existing historic walking tour maps, and develop a “preservation week” filled with house tours, information booths, seminars on historic preservation and the history of Bend.
- There continues to be strong collaboration among Bend’s many non-profits and also in public-private partnerships with government agencies. Collaboration is happening through the Nonprofit Network of Central Oregon, Network of Volunteer Administrators (NOVA), and several collaborative grants, etc.



- Deschutes National Forest is using the new Cascade Lakes National Scenic Byway as a vehicle to promote cultural tourism. They are inviting the community to open house events, promoting economic vitality through multi-modal transit between communities and public lands. They are also creating a conservation education program to connect young people with nature and culture through initiating a tour of interpretive sites.

- VisitBend developed a video and a “small town feel” campaign to honor and perpetuate the many positive aspects of Bend’s past.



Challenges/Discussion:

- As with so many other Bend 2030 Goals, the challenges in this area are lack of staff and budget, some due to the poor economy and many to general lack of resources.

Next Steps/Contact Information:

Visit www.bend2030.org to see a complete listing of all 36 Action Items for **A Strong Community**. If you want to get involved, please contact Advisory Board Chairs Cassie Giddings at cassieg@bendtel.com or Betsy Warriner at betsy@volunteerconnectnow.org



A Creative Learning Culture

Overview of Program Area:

Bend has certainly come a long way from its traditional blue-collar past. A thriving Central Oregon Community College and the growing Oregon State University - Cascades branch campus are perhaps the most visible sign of this shift. But, there is now a burgeoning arts community that is playing a major role in the local economy and driving a portion of Bend's reputation as a destination hot spot. In addition, the Bend-La Pine Schools (now the 7th largest school district in the state) have modified curriculum, professional development and instructional practice to better prepare students for the 21st Century. Specific Bend 2030 Action Items to ensure a Creative Learning Culture (CLC) include striving for educational excellence (grades K-20), maintaining an active and robust arts scene and maintain the connection with Central Oregon's culture and heritage.

Major Partners (Lead and Support):

Bend-La Pine Schools

High Desert ESD

Arts Central

Deschutes County Historical Society

Central Oregon Visitors Association (COVA)

Bend Chamber of Commerce

Bend Foundation

COCC

OSU-Cascades

City Club of Central Oregon

Deschutes Cultural Trust Coalition

City of Bend (ABC Commission)

Deschutes Public Library (DPLS)

Neighborhood Associations

Progress toward Bend 2030 CLC Goals there are currently 36 Action Items that fall under A Creative Learning Culture. To date, 10 have been Completed or Implemented/Ongoing. A few examples include the following:

- Growth and survival of OSU-Cascades: several action items talk about funding and growth of higher education opportunities in Central Oregon. The precipitous drop in state revenue put OSU-Cascades on the potential chopping block, but the Legislative hearing earlier last year galvanized the community to come together to fight for the survival of OSU-Cascades and helped secure critical funding.
- Growth and expansion of COCC: With the downturn in the economy, more and more local residents have turned to COCC for education and training. With enrollment up more than 80% over the past three years, COCC is doing its best to meet the needs of area residents. And the community has responded! Despite the economy, voters approved a bond measure to support more than \$50 million in new construction and renovations at COCC. Additionally



A Creative Learning Culture (cont.)

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the number of high school students earning college credit through COCC has tripled in the last three years.

- Support for Alternative Learning Options at the K-12 level: through the work of the High Desert ESD, a Web clearinghouse has been established to help increase public awareness of alternative educational options and to enhance communication among those who seek information and education in these areas.



- Library Linx began in 2005 and is now available in 13 schools throughout the Bend-La Pine School District. This partnership between the school district and Deschutes Public Library allows for students and teachers to order public library materials from any internet computer and have it delivered to/from the school. The program is ongoing and will continue to add additional schools each fall. This program is unique to the nation and was recently highlighted in the Fall 2009 Oregon Library Association Quarterly Journal.



- The Bend Library launched a new branding campaign in January 2010 and expanded several community favorites. “A Novel Idea” Program continues to grow in popularity with increased support from the Library Foundation. The “Food for Thought” Program attracted a variety of local experts, created partnerships, and increased attendance at adult programs.
- With the support of Arts Central, Oregon Cultural Trust and the Deschutes Cultural Trust Coalition, a statewide Day of Culture has been hosted in Bend the past two years. A 10th anniversary cultural and community event was held at historic Elk Lake Guard Station on the byway in 2008 and a scenic byway open house was held in 2009 to invite community ideas for the byway.

Challenges/Discussion:

- As with so many other Bend 2030 Goals, the challenges in this area are lack of staff and budget, some due to the poor economy and many to general lack of resources.

Next Steps/Contact Information:

Visit www.bend2030.org to see a complete listing of all 45 Action Items for **A Creative Learning Culture**. If you want to get involved, please contact Advisory Board Chairs Ron Paradis at rparadis@cocc.edu or Robin Gyorgyfalvy at robinlee@bendcable.com