

MOVE BEND

2017-2018 COMMUNITY ENGAGEMENT PLAN:

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PROJECT OVERVIEW

MOVE BEND, a coalition of diverse stakeholders committed to developing and supporting solutions to Bend's transportation challenges, aims to host a public engagement process in 2017 and 2018 to empower citizens to proactively and confidently shape the future of Bend's transportation system.

This engagement strategy relies on the use of innovative tools such as interactive and 3D mapping, storytelling and gaming software, and creative tools such as holograms and virtual reality to apply local land-use, transportation and demographic-related databases to Bend's growth issues. National attention will be sought as we aim to become a model for creative engagement of citizens in civic decision-making.

MOVE BEND coalition members shall direct the planning and coordination of this public engagement work ensuring that all viewpoints in the community are considered. Bend 2030 shall execute on the direction of the coalition.

PROJECT GOALS

GOAL ONE: Inspire the community to become more engaged in transportation issues through exploring innovative transportation concepts, participating in demonstration projects and interactive online exercises, assessing their own neighborhoods, and crafting funding solutions

GOAL TWO: Promote the inclusion of performance measures across all mode splits within the City of Bend Transportation System Plan

GOAL THREE: Gather public input and ensure it is a component of transportation decision-making processes

PROJECT COMPONENTS

COMMUNICATIONS

Website

- Provide easy-to-use fresh-feeling site that demystifies transportation issues in Bend, offers one-stop shopping for accessing information, offers innovative data collection methods and highlights the breadth of partners in the MOVE BEND coalition. To include:
 - Opportunities for engagement in MOVE BEND
 - Information about MOVE BEND and coalition members/supporters
 - Existing community opinion data and data collection portals
 - Info about and links to transportation organization website
 - Info about other communities with successful transportation systems
 - Mode split data and up to date info on system measures
 - Transportation funding information
 - News articles
 - Timeline of decision-making
 - FAQs
 - Access to all transportation plans and data such as
 - Metropolitan Transportation System Plan
 - City of Bend Transportation System Plan and update info
 - Bend Transit Plan
 - Biking and Walking Improvement Plan
 - Bend Park and Recreation District Trails Master Plan
 - Crash data report

Video

- Intended to inspire Bend residents to feel empowered to shape the future of this city. Video directs the public to bendlivability.org, which will be revamped to offer a flash page on the home page with two choices of content to check out—the Bend Collaborative Housing Workgroup and the Move Bend transportation coalition. New content will be created for those two projects and offer calendars of upcoming meetings and presentations where folks can get involved. Needs strong engagement opportunities on the site.
 - Goal: Collect 1000+ emails on movebend.org

Social media

- Develop and executive creative social campaign that engages citizens
- Host MOVE BEND Facebook page focused on event information, engagement on issues, data collection, sharing of stories, etc.
 - Goal: 10,000 likes by spring 2018, average of four posts per week

Email

- Creation of emails primarily in newsletter forma sharing event information, engagement on issues, data collection, sharing of stories, etc.
 - Goal: 5,000 member listserve by spring 2018

Online story reporting

- Invite community members to share their stories about using the Bend transportation system and report them out to community
 - Goal: Collect 100 personal stories by spring 2018

EDUCATION

Innovation series

- Like an OMSI road show with games and other exhibits that show innovative transportation methods and technology to help the community see what is possible in Bend
 - Goal:
 - Collect data on priorities and preferences through this highly interactive series
 - 4 semi-permanent kiosks with exhibits/games
 - Virtual reality that lets people make choices and consider trade-offs
 - Stuff we haven't thought of yet

Community events

- Create a visual storytelling exhibit and engage large groups to experience and envision Bend's future transportation system while learning and providing input on transportation challenges and solutions
 - Goal: 4 major community events, first event Aug. 17

Lectures

- Bring speakers to Bend to discuss innovative solutions succeeding in other places that address issues facing Bend's transportation system
 - Goal: 4 large-scale lectures by spring 2018

Small group presentations

- Visit existing groups to offer exhibit/visual storytelling experience and collect input on issues related to system and future needs
 - Goal: Meet at least once, preferably twice with the following:
 - All neighborhood associations
 - All Rotary clubs
 - League of Women Voters
 - Political parties
 - Elks Club
 - Lions Club
 - Boards including all MOVE BEND partner groups, Parks and Rec board, Deschutes County, School board, COCC board, OSU-Cascades board, COBA, COAR, Chamber, EDCO, COVO, City Club, Council on Aging, Latino Community Association, Central Oregon Coalition for Access, Bend Tech Ecosystem, Oregon Outdoor Alliance, local biotech organization, brewers guild, Band of Brothers, Elks Club, Lions Club, PacificSource Community Huddle

PUBLIC INPUT

Reports back to the City

- Offer 3 check-ins to the city of data collected during meetings with the above groups and community.
 - Goal:
 - Report 1- Completed by Dec. 15, 2017 (Values assessment)
 - Report 2- Completed by June 15, 2018 (Priorities and preferences)
 - Report 3- Completed by Sept. 15, 2018 (Funding attitudes)

Focus groups

- Gathering small groups including large employers, small business owners, developers and builders, realtors, demographic groups and diverse system users to provide input specifically related to their needs

- Goal: Ten focus groups held by spring 2018

Statistically valid survey

- Conduct assessment of community priorities and funding issues with professional firm
 - Goal: One financed survey in early summer 2018

Online and printed questionnaires

- Invite public to fill out questionnaire sharing priorities and concerns
 - Goal: 5,000 questionnaires representing balanced demographics in Bend by spring 2018

PROJECT PHASES

PHASE ONE:

Spring 2017

- Expand diversity of MOVE BEND coalition
- Refine and approve community engagement process
- Fundraise

Summer/Fall 2017

- Launching the project with video and website
- Focus groups
- Small group presentations
- Social media engagement
- Report 1 completed

PHASE TWO:

Winter/Spring 2018

- Innovative transportation road show/kiosks
- Focus groups
- Small group presentations
- Online engagement
- Major 4-part lecture series
- Report 2 completed

PHASE THREE:

Summer/Fall 2018

- Solving the puzzle events and presentation series
- Small group presentations
- Online engagement
- Statistically valid survey
- Report 3 completed

PROJECT TIMELINE DETAILS

June 2017

- Video script refinement
- Website development
- Video production partner determined
- Fundraising
- MOVE BEND coalition plans kick-off event for August focused
- Conversations with reps from COBA, COAR, Chamber, Councilors, Commissioners, neighborhood associations, large employers, Bend 2030 Leadership Alliance occur to help shape kick-off event
- Facebook/social, email campaign planning begins

July 2017

- Facebook and email newsletter engagement ramps up ahead of kick-off event
- Final preparations for kick-off, education and public input event occurs
- Media engaged
- Video production occurs
- Movebend.org development occurs
- Bendlivability.org reorganization completed
- At least two lectures nailed down

August 2017

- Video completed and begins airing on TV and online after kick off
- First round of Move Bend website completed (more may be added later)
- Major kick-off event
- Presentations across community groups held to share education elements from kick-off event, public input so far, focus group information, and to collect data further defining the problem. Groups include boards of directors, Neighborhood Associations, etc. Meetings scheduled through October 2017
- Continued planning for lecture series

September 2017

- Visits to community groups continue to share info and collect data
- Continued planning for lecture series
- Innovation exhibit series planning begins

October 2017

- Community engagement continues
- Continued planning for lecture series
- Innovation exhibit series planning continues

November 2017

- Complete report of data from phase one listening sessions
- Innovation exhibit series planning continues
- Lecture and innovation series marketing begins

December 2017

- First lecture held
- Innovation exhibit series launches with kiosks around the City

- Analytics collected at all sites

January 2018

- Innovation exhibit series continues

February 2018

- Innovation exhibit series continues
- Second lecture

March 2018

- Innovation exhibit series continues
- Second lecture?

April 2018

- Innovation exhibit series continues
- Kiosks around the city conclude
- Analytics evaluated and report completed
- Third lecture

May 2018

- Innovation exhibit series concludes
- Analytics evaluated and report completed
- Third lecture?

June 2018

- Fourth lecture and data presented
- Phase three presentations begin based on innovation series data

Summer 2018

- Meetings/presentations on solving the puzzle/funding
- Statistically valid survey

Fall 2018

- MOVE BEND coalition determines transportation recommendations based on public input and delivers report of all community input data collected to City of Bend