



April 13, 2022

**To: Deschutes County Commission**  
**From: Envision Bend**  
**Re: Request for Funding to Support Bend Vision Project**

Thank you for the opportunity on April 16 to make a presentation to the Deschutes County Commission about the **Bend Vision Project** for the greater Bend area. This written document serves as Envision Bend's formal written request for funding support of \$50,000 from Deschutes County for this important community initiative. The final result of this 16+ month project spanning December 2021-March 2023 will be a collaborative, forward-looking and exciting shared vision for the future of the greater Bend area.

The **Bend Vision Project** will be a "whole-of-community," nonpartisan conversation emphasizing dialogue, visionary thinking, inclusion and consensus-building. The target audience for our outreach and community engagement is defined as the greater Bend area, including residents of the city of Bend, adjacent outlying areas and unincorporated communities, and county residents who relate to or participate in the life of the city on a regular basis.

Most plans are conducted by a single entity with a particular objective that benefits their organization or furthers their own planning needs. The **Bend Vision Project** is a community-owned plan with no special-interest agenda except to find agreement on a long-term vision for our community (10, 20, 25 years into the future) and near-term actions to move us in that direction. The project is managed by Envision Bend, an independent nonprofit organization that brings diverse stakeholders together to educate, engage and empower all members of the Bend community to have a voice in our city's future. Once completed, the plan will be implemented by project partners across the whole community, including government, civic institutions, private businesses, civic organizations, nonprofits and residents. It will truly be a plan created and owned by the community.

The project is unfolding in five phases encompassing research, outreach, dialogue (incorporating diverse forms of engagement including interviews, listening sessions/focus groups, workshops, community meetings and a survey), action planning, and plan development (see Envision Bend "Process Map" on subsequent page).

The final major outcomes from this project include:

- Core Community Values statement
- Long-term ("generational") community Vision Statement
- Near-term (five-year) Vision Action Plan including specific actions, several "signature projects," identified plan partners, success measures (community indicators), and ideas for personal action

In addition to the larger 5-year Action Plan that will be developed to further the final vision and major community initiatives, Envision Bend will create a “personal” action plan that will be available at the end of the project. This plan will incorporate ideas that came out of the visioning process that individuals can take on or incorporate into their own lives to help further the goals of the community vision.

Please refer to the next section, “Community Visioning Project Overview,” for details about additional project activities and outcomes.

Envision Bend’s equitable engagement approach is a collaboration between our nonprofit organization, local community partners that serve marginalized, hard-to-reach or under-represented communities, and Oregon’s Kitchen Table (OKT), a program of the College of Urban and Public Affairs at Portland State University. OKT has deep experience in community engagement across the state. Their purpose is to empower Oregonians from every corner of the state to contribute feedback, ideas, and resources to decision-makers, public projects, and initiatives. Local experts and volunteers will be used in partnership with OKT in our engagement process to ensure we reach traditionally marginalized communities, rural voices, and people who often choose not to engage in community projects.

The **Bend Vision Project** is a broad community conversation focused on high-level community aspirations. Our project will be coordinated to align with, inform and support City and County planning efforts. It is not a replacement for a comprehensive land use plan or community plan. Our intent is not to repeat, replicate or compete with other important planning initiatives or projects already in the works. Rather, the **Bend Vision Project** will complement and accentuate information that can inform policy-making and other planning efforts. We believe that the information we gather from interviews, focus groups, a community-wide survey and other engagement efforts will be very useful to the County. To-date Envision Bend has held several meetings with County staff to communicate about this project and the County’s Comprehensive Plan update, and we look forward to collaborating to ensure the success of all our efforts.

When the **Bend Vision Project** is completed Envision Bend will take on a number of activities to help ensure our community’s vision is achieved over time. First and foremost, we will serve as a facilitator and convenor to help ensure project implementation by lead partners who agree to take on initiatives identified in the vision – partners such as local governmental entities, businesses and community groups. We also plan to establish and monitor a set of “community indicators” in the plan which are generalized measures of progress that will tell us if and how our community is changing for the better. Finally, we will continue to serve as an ongoing voice and platform for community members to discuss and take action on topics of vital interest to our future. Once significant progress has been made on the first 5-year action plan Envision Bend will work with the community to update the next action plan for the vision.

The total cost of the project is approximately \$300,000. Envision Bend is raising all the funds for this important community initiative. We have commitments from a wide variety of local business, foundations, and institutions, as well as support from the City of Bend.



## **COMMUNITY VISIONING PROJECT OVERVIEW**

### **Project Description, Activities/Outcomes, Key Features**

#### **Project Description**

- A 16-month community visioning process with an overall focus on the future of greater Bend. (Greater Bend defined as city of Bend, adjacent outlying areas and unincorporated communities, and county residents who relate to or participate in the life of the city on a regular basis.)
- A “whole-of-community” conversation emphasizing dialogue, visionary thinking, consensus-building
- Five project phases encompassing research, outreach, dialogue (incorporating diverse forms of engagement), action planning, and plan development (see Envision Bend “Process Map”)
- Major outcomes include:
  - Core Community Values statement
  - Long-term (“generational”) community Vision Statement
  - Near-term (five-year) Vision Action Plan including specific actions, several “signature projects,” identified plan partners, success measures (community indicators), and ideas for personal action

#### **Specific Activities & Outcomes**

- Community Leader/Connector interviews (virtual)
- Summary of major community plans/policies most relevant to the visioning process
- Summary of key trends and potential strategic issues for greater Bend
- Robust outreach guided by PSU Hatfield School of Government ‘Oregon’s Kitchen’ Table team
- Community listening sessions (virtual or in person, pandemic permitting)
- Online vision input survey (targeting >2,500 respondents)
- Community Input Report (summarizing all engagement to date)
- Community-wide visioning workshops including outlying areas (virtual or in person, pandemic permitting)
- Community vision summit event (in person, pandemic permitting)
- Online vision validation survey (targeting >1,000 respondents)
- Vision Action Plan publication(s)

#### **Key Project Features**

- Community-led and owned project
- Nonpartisan, independent of any single entity or interest group
- Reaching out to engage traditionally under-represented and unengaged groups
- Building consensus from many voices and perspectives
- Investing in the well-being of the entire community
- Broader focus than land-use and transportation issues (“whole-of-community”)
- Designed to inform and supplement local government plans and policies
- Nontechnical presentation targeted at local residents and laypeople
- Linking and connecting the work of the City, County and other key community institutions

BEND  
**VISION**  
PROJECT | SHAPING OUR FUTURE  
**PROCESS MAP**

PHASE 1  
**FRAMING THE PROCESS**  
WINTER 2021—SPRING 2022



In Phase 1, we will establish a framework and conduct research for the visioning process, including stakeholder and community leader interviews, information on existing plans and policies, and an analysis of emerging trends.

- Project Brand
- Partner Outreach
- Community Leaders & Connectors Interviews
- Community Plans & Data Analysis
- Trends Analysis & Strategic Issues
- Communication Plan
- Vision Framework

PHASE 2  
**SETTING THE STAGE**  
SPRING 2022



In Phase 2, we will facilitate community listening sessions across the city, establish shared community values, and conduct extensive outreach to promote a comprehensive community dialogue.

- Summary of Community Interviews, Plans & Data, Trends, Strategic Issues
- Community Listening Sessions
- Visioning Outreach Materials
- Community Profile Publication
- Media Outreach Campaign
- Launch Week & Event

PHASE 3  
**CREATING THE VISION**  
SUMMER 2022



In Phase 3, we will host an in-depth community conversation including major visioning events, workshops, and an online survey, resulting in a new community vision and draft strategies to achieve it.

- Summary of Community Interviews, Plans/Data, Trends, Strategic Issues
- Community Listening Sessions
- Visioning Outreach Materials
- Community Profile Publication
- Media Outreach Campaign
- Launch Week & Event

PHASE 4  
**DEVELOPING THE PLAN**  
FALL 2022



In Phase 4, a citizen action team will develop an action plan including key strategies, plan partners, and success measures. The plan will include a short list of signature projects, along with ideas for personal action.

- Vision Reveal
- Action Team Meetings
- Ideas for Personal Action
- Community Indicators Development
- Draft Vision Action Plan
- Final Vision Action Plan

PHASE 5  
**LAUNCHING THE PLAN**  
WINTER 2022-2023



In Phase 5, we will launch action plan implementation, producing a final plan document, promoting and supporting implementation activities by our plan partners and monitoring their implementation progress over time.

- Vision Action Plan Publication
- Vision & Personal Action Booklet
- Vision Action Plan Reveal