

# ENVISION BEND

SHAPING OUR FUTURE





# Bend Vision Project

**Presentation to the  
Deschutes County Commission  
March 16, 2022**

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# OVERVIEW

- Background/brief history of Envision Bend (formerly Bend 2030)
- What is Envision Bend doing today?
- The Bend Vision Project
- Vision project activities and outcomes
- Reaching out to potential project supporters

# ENVISION BEND

## Community Convener

### Champion of our Community's Vision

**Our Mission** – **Envision Bend** brings diverse stakeholders together to educate, engage and empower all members of the Bend community to have a voice in our city's future

**Our Role** – **Envision Bend** serves as the steward and champion of our community's Vision and works to ensure the Vision remains vibrant, relevant and strategic



# 2022 Envision Bend Board of Directors

- **Zak Boone**, COCC
- **James Dorofi**, Old Farm District  
Neighborhood Association
- **Kelly Cannon-Miller**, Deschutes County  
Historical Society
- **Kevney Dugan**, Visit Bend
- **Erika McCalpine**, OSU-Cascades
- **Peter McCaffrey**, William Smith Properties  
& The Old Mill District
- **Presley Quon**, Mt. Bachelor
- **Ted Schoenborn**, ret., former Bend Park &  
Recreation District board
- **Kathy Schroeder**, Council on Aging of CO
- **Michelle Solley**, St. Charles Foundation
- **Emily Tompkins**, Forest Futures, LLC

# Bend 2030 / Envision Bend Timeline

- **2005-2006** – Original vision and action planning project led by City of Bend
- **2007** – Bend 2030 incorporates as 501c3 nonprofit to advance community's vision
- **2007-11** – Bend 2030 works with lead partners to implement vision. By 2011, 85% of first Action Plan is implemented or underway

# Bend 2030 / Envision Bend Timeline

- **2012** – Bend 2030 launches *Accelerate Bend* – streamlined public engagement effort to update the 2030 vision
- **2014-2018** – Bend 2030 focuses on vision initiatives and special projects addressing critical community concerns
  - Housing Affordability
  - Bend City Charter Reform
  - Transportation
  - Civic Equity Project



# WHAT'S ENVISION BEND DOING TODAY?





# Why a New Vision? Why Now?

- 16 years of rapid change since 2006
- Bend as ‘growth magnet’ – from big town to small city
- Emerging/continuing challenges and issues: affordability, health, resiliency, social equity, etc.
- The global pandemic has accelerated change
- Bend area residents are hungry for genuine dialogue on community’s future

# What is a Community Vision?

- Serves as community's North Star
- Plans for our preferred future – not leaving it to chance
- Identifies core community values
- Emphasizes collaboration and consensus

# Community Visioning Works!



Sisters Country Vision Project (2018-19)

A stylized sun icon with a yellow and orange gradient, featuring a central circle and several pointed rays extending outwards.

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

# The Bend Vision Project

- Timeline – Dec. 2021 - March 2023
- Reach – focus on greater Bend area
- Emphasis – inclusion, dialogue, visionary thinking, consensus building
- Design – five phases with engagement in every phase
- Result – ‘whole-of-community,’ nonpartisan conversation; investment in well-being of the entire community

# A Five-Phase Process



# Phase One

PHASE 1

## FRAMING THE PROCESS

DEC 2021 – MAR 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.

# Phase Two

PHASE 2

## SETTING THE STAGE

FEB–APR 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.



# Phase Three

PHASE 3

## CREATING THE VISION

APR–AUG 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.

# Phase Four

PHASE 4

## DEVELOPING THE PLAN

SEP-DEC 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.

# Phase Five

PHASE 5

## LAUNCHING THE PLAN

JAN–MAR 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.

# Major Project Outcomes

- **Statement of Core Community Values**
- **Long-term Community Vision Statement**
- **Near-term (5-year) Vision Action Plan including:**
  - **Specific Actions**
  - **'Signature Projects'**
  - **Identified Plan Partners**
  - **Success Measures (indicators/metrics)**
  - **Ideas for Personal Action**

# Other Bend Vision Project Activities

- Analysis of key trends, strategic issues affecting greater Bend area
- Robust, intentional outreach to underrepresented communities of all backgrounds
- Listening sessions, interviews, workshops, online surveys, community summit

# Supporting Deschutes County Planning

- Bend Vision Project is a broad conversation focused on high-level community aspirations
- Resulting action plan will feature collaborative initiatives adopted by our community partners
- Community conversations will be coordinated to align with, inform and support City and County planning – but not compete with specific planning initiatives

Let's plan our brightest future together!  
[www.envisionbend.org](http://www.envisionbend.org)





Questions?