



A BEND 2030 TIMELINE: 2005-2021

A History of Advancing Positive Community Change

THE ORIGINAL VISIONING PROJECT (2005-07) – A Groundbreaking Dialogue on the Future of Bend

Summer 2005 **City of Bend Councilor Linda Johnson** advocates for development of a long range community vision to address the city’s rapid growth and development, and to inform its ongoing planning.

The City of Bend retains **Steven Ames Planning** of Portland as project consultant and **Darcy McNamara** as its project coordinator. A delegation of representatives led by **Mayor Bill Friedman**, visits Flagstaff, Arizona, to study **Flagstaff 2020**, a best practice visioning project. A **Project Management Team** is formed to manage the project.

The **City of Bend** and its partners launch **Bend 2030**, “a visioning project by and for the people of Bend and Central Oregon.” Its charge is to develop a 25-year vision for the community and an action plan to promote its achievement over time. The project has three phases: vision development, action plan development, and launch of plan implementation by the plan’s partners.

Autumn 2005 A 27-member **Vision Task Force (VTF)**, chosen from 150 applicants representing key demographics and diverse backgrounds is formed to steward development of the vision. Subsequently, a **Stakeholder Advisory Committee (SAC)** is formed to inform the City’s partner organizations and community leaders on key project milestones and outcomes.

Extensive research is undertaken to develop background information for the visioning process, including stakeholder interviews, focus groups and the City’s community survey. A citizen research team also develops a **Community Profile and Trends Report** featuring data on key trends and strategic issues facing the city, including the economy, education, housing, land-use, public health and safety, and more.

Winter 2006 Public engagement for Bend 2030 kicks off with **Community Forum Week** to educate the public on trends and issues facing the city, including the first of three **Community Tabloids** published by the **Bend Bulletin**, as well as open houses across the city and a **Tower Theatre** event, “Bend in the Year 2030,” reported on by **Oregon Public Broadcasting**.

Spring 2006 A community **Vision Summit** is held at Summit High School to develop and prioritize key vision ideas, followed by a **Vision Road Show** across the community and a **random-sample scientific survey** to validate the final vision and strategies.

Summer 2006 The **Bend 2030 Vision Statement** is unanimously endorsed by Bend City Council. A “whole-of-community” vision, it covers six focus areas: Well-Planned City, Vibrant Economy, Quality Environment, Safe Healthy People, Strong Community, and Creative, Learning Culture.

Autumn 2006

Citizen-based **Vision Action Teams** are formed to develop a five-year **Vision Action Plan**. Organized by focus areas, the six teams are comprised of 15 members each with specific knowledge and expertise. Led by a facilitator and co-chaired by members of the SAC, action teams communicate with other focus area teams to develop a single, unified plan.

The **Vision Action Plan** is adopted by **Bend City Council** on December 20, 2006, and the City's new Assistant City Manager **Eric King** is charged with coordinating implementation of the City's portion of the new plan. Sixty-three **Lead Partners**, representing public, private and civic organizations sign up to help implement the plan.

Winter 2007

The new **Bend 2030 Vision Action Plan** is officially unveiled at the Tower Theatre.

ACTION PLAN IMPLEMENTATION (2007-2011) – Advancing the Community's Vision in Hard Times

2007-08

Faced with a plunging stock market, record unemployment, and an imploding local economy, the **Bend 2030 Vision Action Plan** helps advance community priorities during the Great Recession.

Reflecting the plan's broad-based ownership, the Bend 2030 project is reorganized as **Bend 2030, Inc.**, an independent **501(c)(3) nonprofit** organization charged with fostering plan implementation.

Bend 2030's **Board of Directors** includes representatives of the City of Bend, Bend Park and Recreation District, Central Oregon Community College, Oregon State University Cascades, other public agencies and local businesses, as well as members of the original Vision Task Force. VTF co-chair **Robin Gyorgyfalvy** is elected as the Board's first Chair.

2008-11

Bend 2030's Lead Partners work steadily to implement actions in the Vision Action Plan, from major initiatives such as a **new four-year university campus** and new **public transit system**, to a host of more specific actions, including target industry development, locally-beneficial tourism activities, increased local volunteerism opportunities, environmental education for youth, and much more.

By the **end of 2011**, the original timeline for Action Plan implementation, **85 percent** of plan actions are estimated to be either underway or accomplished.

ACCELERATING THE VISION (2011-14) – Ensuring the Ongoing Sustainability of Bend's Vision

Autumn 2011

Nearing the end of the action plan's lifespan, Bend 2030 **pauses to reflect** on what comes next. The plan is largely implemented, the economy is recovering, a new 2030 logo and tagline have been adopted, and public support for a vision remains high. But community awareness is fading and the plan needs to be renewed. The Board reaches out to community leaders for advice and develops its own internal strategic plan.

October 2011

Spearheaded by former Bend 2030 Chair **Ruth Williamson** and Bend Mayor Pro Tem **Jodie Barram**, a **Business Roundtable** is conducted with prominent business and economic leaders to solicit strategic advice for the next phase of Bend 2030. They encourage the organization to renew its action plan, but in a bolder, more creative way that takes advantage of marketing and social media to revive public awareness.

May 2012

Bend 2030 launches **Accelerate Bend**, a streamlined public engagement initiative to renew and update its 2030 vision. The “Accelerate” brand, an allusion to the community’s fast-moving skiing-biking-paddling culture, reflects the need for an abbreviated process that can be conducted quickly with fewer resources, and a more succinct final list of recommendations.

Following the Business Roundtable’s advice, Accelerate Bend adopts a “just-in-time” approach to public engagement—the right kind of engagement exactly when and where it is needed to produce the right information. The project takes advantage of social media and online survey tools not available to the original process, as well as volunteer support and pro bono professional advice.

September 2012

Accelerate Bend’s engagement phase concludes with a public celebration at **Central Oregon Community College**, where the community reviews a short list of “**Accelerator Projects**” and meets proponents of various projects to share ideas and comments.

January 2013

Bend 2030 unveils a final list of **Accelerator Projects** at the **City Club of Central Oregon**. Among its list are a number of “big ticket” projects that eventually are realized, including the City of Bend’s **Central Area Plan**, a new recreation complex on Simpson Avenue (later known as Bend Park and Recreation District’s **The Pavilion**), and new links between higher education, innovation and enterprise, more familiar today as OSU-Cascades’ **Innovation Co-Lab**.

COMMUNITY EVENTS & PROJECTS (2014-2018) – Keeping the Community Engaged in Critical Issues

January 2014

On January 21, 2014, with the Great Recession in the rear view mirror and prosperity returning, Bend 2030 presents **SuperForum**, a special event staged in partnership with the **City Club**, designed to introduce Bend 2030’s newly formed **Leadership Alliance** and report on Accelerator Project momentum. Featuring the Governor of Oregon and First Lady, other local presenters, SuperForum plays to a packed the house at the Tower Theatre.

October 2014

Taking up **Leadership Alliance** advice to take a **more active role** in the community, Bend 2030 launches an ongoing series of special projects focused on community livability, beginning with the critical issue of affordable housing, a growing concern for Bendites of all backgrounds. The **Housing Affordability Forum – “Where Will We Live?”** reveals results of a public survey, explores new data, and shares ideas for solutions.

The forum is followed by the formation of a collaborative housing policy workgroup which engages professional surveyors to conduct a comprehensive **Landscape Report**, followed by a series of workshops. The **Collaborative Housing Work Group** identifies and agrees on **eleven specific policy recommendations** to promote “middle-market” housing. The results are presented to the City of Bend, which ultimately adopts most of the recommendations.

April 2015

Seeking to invite a broader community conversation into the complex transportation needs of our fast-growing community, Bend 2030 hosts a **Transportation Forum**, in partnership with the City of Bend. Some 175 people participate in the forum to explore priorities, funding sources, and safety issues. The results are captured in a report and

are the foundation for continued public input, such as a public survey and formation of the Move Bend coalition (see: July 2017).

June 2016

Working with over a dozen partners, Bend 2030 takes the lead in launching a four-day **Livability Conference** to educate and spark conversations about Bend's neighborhoods, housing, and transportation challenges and opportunities. The event begins with a viewing of a documentary on contemporary urban planning, in partnership with **Bend Film**, followed by the **Future Forum Art Walk** to inspire ideas for development. The main conference event is held at **Central Oregon Community College**, followed by workshops and discussion groups on a wide range of topics. The event wraps up with a **Day of Action**, where community members get hands-on experiences on new initiatives.

May 2017

Identifying that the **Bend City Charter**, which establishes the government structure, might be out of date for the fast-growing community, **Bend 2030** partners with **City Club** and the **Bend Chamber** to host a series of public workshops to consider if the city's mayor should be elected, a ward system should be installed, and how council member's pay should be determined. This discussion leads to formation of a **Citizens Committee**, established by the current City Council, which further explores these topics and makes recommendations. Ultimately, Bend **publicly elects its first Mayor in 2018**. Bend 2030 is awarded the **City Club's Conversation of the Year Award** for leading the public dialogue and process.

July 2017

Anticipating the City's need to explore and propose a transportation bond, Bend 2030 forms **Move Bend**—with over **40 diverse stakeholders** creating a collaborative discussion group. This initiative brings together, for the first time, representation from **ODOT, City Transportation Planners, Bend Parks and Recreation, Mt. Bachelor, Central Oregon Intergovernmental Council, Commute Options**, and the **Environmental Center** along with the **Bend Chamber**, large and small **business leaders** and **non-profits**. After a series of sessions designed to share plans, information and concerns, eight members apply to the City Transportation Advisory Committee (CTAC). By partnering with many stakeholders including Move Bend, educating citizens, and building community support, the City Council ultimately passes a far-sighted **Transportation Bond** in November 2020.

March 2018

Recognizing a significant lack of engagement by marginalized and minority communities in city-wide decision making, Bend 2030 applies for and is awarded a two-year Meyer Memorial grant to lead a **Civic Equity Project**. This program brings together nine cohort groups, including the **Latinx Community Association, Council on Aging, and Central Oregon Disability Network**, along with several eastside **Bend neighborhood associations**. This intensive two-year project focuses on building organizational strength and directly connecting members to city leadership, such as **City Planners, Bend Parks and Recreation, and Central Oregon Intergovernmental Council**.

ENVISIONING BEND IN 2050 (2018-2021) – Planning Ahead for a Bend's Next Vision

2018-2020

Fifteen years since the original 2030 vision, Bend 2030 Board engages in a dialogue with Leadership Alliance members, other community leaders, and the City of Bend to begin planning for the first-ever **comprehensive update** of the community's vision. Based on extensive feedback, the organization targets the year 2050 as the vision timeline and 2020 as the year for implementation of a new visioning process.

- January 2020** The Bend 2030 Board accepts the proposal of **NXT Consulting Group** of Bend and Portland to lead the community’s visioning process, including **Steven Ames**, consultant to the original visioning process, and **Jillian Taylor**, former Chair and Interim Executive Director of Bend 2030. The organization begins work on a fund-raising strategy to support the project, tentatively identified as **Vision 2050**.
- March 2020** In recognition of the rapidly unfolding **COVID-19 Pandemic**, and on the advice of City leaders, all planning for Vision 2050 is put on hold as the community deals with more pressing public health and safety matters.
- January 2021** After nearly a year of the pandemic, Bend 2030 Board re-commits to its effort to launch the Vision 2050 project, beginning with an **organizational re-branding project**, a **new website**, and strategizing for fund raising.
- May 2021** The Bend 2030 Board completes its rebranding project, and previews its new brand identity to its Leadership Alliance: **Envision Bend – Shaping Our Future**. Planning begins in earnest to engage its primary audiences (Leadership Alliance, City of Bend, and other community institutions and major civic organizations) in preparing for a yet-to-be named visioning process planned to launch in the fall of 2021. Its original name of more than 16 years—Bend 2030—is officially retired having served the community well.
- June 2021** The new **Envision Bend** brand identity is officially revealed to the wider community, as the organization readies itself for the re-visioning process.