

Bend City Council
Goal-Setting for 2015-17
March 6, 2015

Ideal Bend in 25 Years (2040)

- Bend has a vital social fabric. Our city is healthy and safe. We celebrate and showcase our strengths. We have maintained the character of our city and our neighborhoods.
- We balance livability and economic vitality. Our economy is significantly more diverse, and economic opportunities are abundant.
- Bend is more urbanized, and density has increased. But we have a unique urban form and options for people who prefer less density.
- Anyone can afford to live here. Bend is middle-class friendly, with attractive housing options at all levels.
- We embrace people with different lifestyles and values. Their diversity contributes to our thriving creative culture.
- The city is connected by a full range of transportation options, serving the needs of all residents, including citywide transit and active choices.
- We have a world-class university.
- We remain connected to our natural environment: Rivers, forests, wildlife, etc.
- The City plans for infrastructure projects and funding long before needs become pressing.

Council Goals & Workplan 2015-17

Goal: <i>Improve Transportation System to move people in a safe, accessible and cost effective manner</i>	
Major Objectives	Projects
Create and recommend to the public a funding option package for street maintenance to improve pavement condition index	<ol style="list-style-type: none"> 1. Assessment and analysis of funding options 2. Create a package of possible safety and bike/pedestrian projects that leverage street maintenance needs 3. Engage in a public involvement process to determine preferred approach
Create and approve policy and budget for a City Sidewalk Program	<ol style="list-style-type: none"> 1. Design and construct the City's Accessibility Advisory Committee five priority sidewalks and three pedestrian crossings 2. Design and construct priority sidewalk corridors 3. Construct infill sidewalks 4. Create sidewalk maintenance policy and program with options for compliance and enforcement 5. Create standards and specifications for how to fix adjacent property owner sidewalks 6. Package barrier removal requests into construction projects
Create and adopt a plan for the central west side area	<ol style="list-style-type: none"> 1. Create a land use and transportation preferred scenario 2. Develop and implement land use and transportation performance measures
Update the transportation Capital Improvement Program and seek alternative funding methods	<ol style="list-style-type: none"> 1. Create prioritization process for transportation projects 2. Update Transportation SDCs and seek alternative funding methods 3. Update the development code (Chapter 4.7) to clarify fee structure
Expand the Transit System	<ol style="list-style-type: none"> 1. Implement route improvements, increased frequency and hours of service (short term) 2. Secure funding from partner agencies (long term)

Goal: <i>Manage growth, focusing on uses that create a more urban form while recognizing Bend's unique sense of place</i>	
Major Objectives	Projects
Complete the Urban Growth Boundary (UGB) Remand	<p>Complete the Phase 2 Boundary analysis and discussions to choose proposed redevelopment and expansion areas:</p> <ol style="list-style-type: none"> 1. Outline key housing, economic development, urbanization policies to guide growth 2. Identify UGB expansion area and redevelopment areas 3. Test alternatives and select a preferred growth scenario <p>Phase 3 Implementation:</p> <ol style="list-style-type: none"> 1. Adopt new general plan policies, text, and technical documentation 2. Consider adopting new development codes for policy implementation 3. Adopt new codes related to infill and redevelopment
Encourage appropriate infill and redevelopment	<ol style="list-style-type: none"> 1. As part of the Phase 2 UGB work, review the City's General Plan and Development Code with the Planning Commission to assure efficient use of land by removing barriers to infill development 2. Determine policy recommendations that can be implemented ahead of UGB adoption
Refine Mirror Pond concept	<ol style="list-style-type: none"> 1. Conduct feasibility and economic analysis on Mirror Pond vision concept to determine project costs and revenue assumptions 2. Develop recommended phasing plan with a corresponding project management and governance structure

Goal: <i>Protect natural resources to sustain Bend's high quality of life</i>	
Major Objectives	Projects
Increase Instream Flows in Tumalo Creek	<ol style="list-style-type: none"> 1. Partner with Tumalo Irrigation District, Deschutes River Conservancy and other partners to increase instream flows in Tumalo Creek 2. Develop instream goals and funding strategies

Participate in Deschutes Basin Study	Assigning representative for Bend – long term water supply for all needs, instream, agricultural and municipal (including groundwater mitigation for existing Bend permits)
Reduce fire risk and promote healthy forests	<ol style="list-style-type: none"> 1. Actively participate in the Deschutes Collaborative Forest Project 2. Highlight project results and promote community awareness of efforts
Conserve Water	<ol style="list-style-type: none"> 1. Develop a pilot program for large landscape irrigators based on a water budget concept 2. Create a Sprinkler Inspection Program 3. Provide indoor conservation kits 4. Inventory and align the Development Code and Specification and Standards to encourage outdoor water conservation 5. Update Water Management and Conservation Plan
Reduce energy consumption and promote conservation	<ol style="list-style-type: none"> 1. Participate in Georgetown University's Energy Challenge 2. Participate in Strategic Energy Program for City facilities 3. Create and implement the Vehicle Miles Traveled (VMT) measures and policies in the Urban Growth Boundary (UGB) to reduce vehicle emissions 4. Locate a public electric vehicle charging station

Goal: Be responsive and proactive in addressing Neighborhood Livability concerns

Major Objectives	Projects
Create parking studies for specific areas of the city	<ol style="list-style-type: none"> 1. Update Downtown Parking Plan 2. Create a citywide parking policy 3. Initiate parking studies for Galveston and 14th St and surrounding neighborhoods
Coordinate and implement noise, special event and short-term rental permitting and enforcement	<ol style="list-style-type: none"> 1. Implement short term rental operating license program 2. Review and integrate noise and special event Code to streamline the process and provide clarity with enforcement
Improve neighborhood associations' communications and capacity for self-governance	<ol style="list-style-type: none"> 1. Develop contract for services 2. Identify neighborhood specific versus citywide issues 3. Utilize contract with Central Oregon Mediation 4. Present increased Neighborhood Budget
Prepare for implementation of new laws regarding recreational and medical marijuana	<ol style="list-style-type: none"> 1. Review League of Oregon Cities model ordinances and ordinances from other jurisdictions 2. Monitor legislative actions and rulemaking on recreational marijuana 3. Receive policy direction from Council on possible time, place, and manner restrictions
Better address livability issues in the most appropriate time and manner	Work with Planning Commission to create division of labor that specifies which issues can be addressed through development code amendments, municipal code amendments, policy creation or neighborhood associations/Bend 2030

Goal: Incentivize Economic Health and Diversification

Major Objectives	Projects
Adopt City Economic Development Plan	<ol style="list-style-type: none"> 1. Create Economic Development Department 2. Create Economic Development Department strategic plan
Continue to explore affordable and workforce housing strategies	<ol style="list-style-type: none"> 1. Adopt SDC Exemption for qualified affordable housing projects/developments 2. Explore opportunities to increase qualified affordable housing projects/developments
Adopt fees that encourage small business expansion	Explore a tiered fee system based on Council values relating to growth, impacts and small business development
Implement Airport Master Plan	Work with County to adopt zoning maps and language that is consistent with the Airport Master Plan
Focus efforts on urban renewal planning and funding	<ol style="list-style-type: none"> 1. Update Juniper Ridge Urban Renewal Plan 2. Update Murphy Road Urban Renewal Plan 3. Explore creation of a Downtown/Central Area Plan/ Urban Renewal Area