



BEDAB STRATEGIC PLAN REVIEW
SEPTEMBER 14, 2020

GOAL 1: BUSINESS SATISFACTION



TARGET	STATUS
Create an annual business satisfaction survey	Needs attention-Staff is currently planning on a fall survey
Three listening sessions annually	Needs attention- 1 of 3 in 2019 (Corp. Activity Tax)
4 policy recommendations to Council annually— 75% implemented/acknowledged	2019: 4 recommendations-all adopted 2020: 2 (Core Area & Urban Renewal)
Increase reach of Business Registration newsletter (20% mailing list growth, 31% open rate, 3.5% click through rate)	Complete: 20% mailing list growth (21% growth between Jan. 2019 and Sept. 2020) In progress: Current open rate is 30.5%, click through rate is 2.5%
Look at opportunities for frictionless permitting with CityView launch	Anticipated CityView launch date now late 2020

GOAL 2: GROW A TALENTED WORKFORCE



TARGET	STATUS
Increase childcare slots by 500	Needs review- Bend added ~200 slots pre-COVID but has now lost about 60% of the original 5,000 slots
Connect 20 businesses to East Cascades Works programs & appoint ECW Ex-Officio	Complete-Appoint Ex-Officio Needs review-Connecting businesses to programs
Support policy that results in additional housing units	In progress-On track <ul style="list-style-type: none">• Urban Renewal• Core Area• Dev. Code 4.7
Support objectives that increase infrastructure funding in Goal 3	In progress-On track <ul style="list-style-type: none">• Urban renewal• Juniper Ridge efforts

GOAL 3: ENSURING AN ADEQUATE SUPPLY OF LAND



TARGET	STATUS
Develop and distribute quarterly buildable lands inventory	In progress-BLIS launched in summer 2020 for residential lands only
Ensure Juniper Ridge Management Advisory Board meets	In progress-Advocacy to receive progress report in late September
Survey sample of development community reps. on concerns and sentiment	In progress (surveyed once in 2019)
Support policy that allocates funding for critical infrastructure	In progress

DISCUSSION

