



# **BEDAB STRATEGIC PLAN REVIEW & UPDATES**

**OCTOBER 5, 2020**

## GOAL 1: BUSINESS OUTREACH & SATISFACTION



- Improve two-way communication with the **more than** 7,000 registered businesses in Bend, soliciting feedback via an annual ~~business satisfaction~~ **survey focused on relevant business needs and concerns.**
- Host three open listening **or information** sessions annually for businesses to share feedback and concerns with the BEDAB
- Turn business feedback from the annual survey, ~~and~~ listening sessions, **and BEDAB member input** into at least four policy recommendations for consideration by the Bend City Council each year, 75% of which will be implemented
- Increase the reach and engagement of the Business Registration Newsletter—growing the mailing list by 20% while increasing average open rate to 31%, and average click-through rate to 3.5%
- Look at opportunities for frictionless permitting; work with Community Development Department staff to scope out the potential for a permitting “Express Lane” following the launch of an updated permitting system ~~in the Fall of 2019~~

## GOAL 2: GROW & DEVELOP A TALENTED WORKFORCE

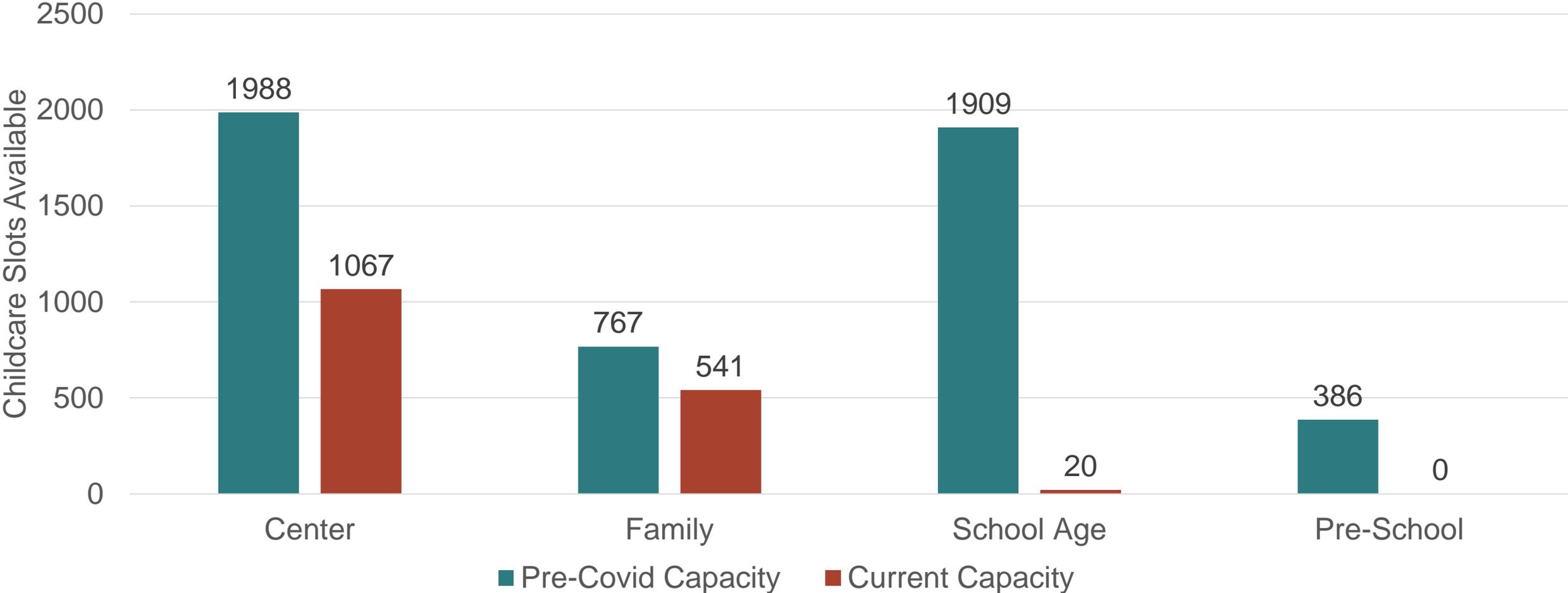


- ~~• Increase the availability of childcare by 500 slots in Bend, identifying at least one new policy to incentivize expansion of childcare services and tracking the impact of the recently adopted two-year Transportation SDC reduction for childcare~~
- Support policy and funding decisions necessary to maximize the number of childcare slots to at least what was available in February 2020, after Deschutes County transitions to Phase 3 of the State's reopening guidelines. Track the impact of the 2018 reduction in Transportation SDCs ahead of its expiration at the end of 2020.
- Connect businesses to workforce development opportunities through:
  - ~~• The addition of an East Cascades Works ex-officio seat on BEDAB. Leverage this coordination into 20 new Bend businesses participating in ECW programs~~
  - Expanding businesses' knowledge of ECW programs and sector partnerships
  - Expanding businesses' utilization of WorkSource to recruit talent, particularly individuals unemployed by COVID-19 closures.
- Support policy that results in additional housing units
- Pursue objectives detailed in Goal 3 that increase funding for infrastructure

# CHILDCARE CAPACITY IN BEND



Bend Child Care Slots: Pre & Post COVID



## GOAL 3: ADEQUATE LAND SUPPLY



- Work with relevant City departments to develop and distribute a quarterly report detailing buildable land inventory, absorption rates, and other relevant metrics concerning land supply
- Ensure the Juniper Ridge Management Board meets the benchmarks set forth by the Juniper Ridge Working Group, completing a framework plan and an implementation plan for Juniper Ridge by 2021.
- Survey a sample of property development and production builders operating in Bend twice annually to determine developer confidence and identify looming concerns around land supply or other development barriers. Share aggregated results with interested businesses
- Support policy that allocates funding for critical infrastructure investment

# 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"><li>• Urban Renewal</li><li>• Core Area</li><li>• Dev. Code 4.7</li></ul>
Support objectives that increase infrastructure funding in Goal 3	In progress-On track <ul style="list-style-type: none"><li>• Urban renewal</li><li>• Juniper Ridge efforts</li></ul>

# 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 working group benchmarks	In progress-Advocacy received 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

# QUESTIONS/DISCUSSION

