

Community Engagement Strategy Summary



A PLAN FOR TOMORROW,
CRAFTED TODAY.

Bend Made is the City of Bend's plan for the next 20 years, guiding how the city grows with intention and purpose. Community involvement is built into every step. The plan coordinates housing, infrastructure, and jobs as one system, so where we live, how we get around, and how we make a living all grow together. Oregon requires cities to plan for future growth. Bend Made is how our community chooses to do it—shaped by the people who live here, now and for decades to come. It's our time to connect, imagine, and decide who Bend becomes — together.

How We'll Work Together

This document establishes a summary of the strategy for conducting community engagement and communications across the life of the project. This is how we'll build Bend's future together:



More specific guidance will be captured in Engagement Action Plans produced on each of these phases.

Our Engagement Promises

- **Include everyone.** Every resident deserves a say in Bend's future.
- **Center equity.** Actively reach communities often left out of planning.
- **Meet you where you are.** Show up in neighborhoods — not just at City Hall.
- **Be transparent.** Be clear about what input can change and what state law sets.
- **Build lasting trust.** Keep the conversation going, not just when we need answers.
- **Make it make sense.** Explain how growth and planning actually work in Oregon.

Who Lives in Bend?

A snapshot from the Census, the City's Language Access Needs Assessment, and the 2024 Community Survey.

40%

are youth or seniors — about 20% under 18 and 20% over 65.

1 in 3

households rent their home; two-thirds own.

8.4%

speak a language other than English at home — Spanish is most common.

35%

of households earn under \$75k — below the area median.

Ways to Get Involved

We'll use a mix of methods so there's a way for everyone to take part. You may see us:

- **Online:** a project website with surveys and interactive maps, social media, short videos, and Reddit "Ask Me Anything" sessions.
- **In the media:** monthly newspaper columns, TV segments, and local podcasts and radio.
- **In your neighborhood:** pop-up tables at markets and events, the Bend Block Party trailer, drop-in office hours, and open houses and workshops.
- **In conversation:** small-group community conversations and dialogues, focus groups, stakeholder Q&A sessions and partnerships with trusted local organizations.
- **Hands-on & creative:** a growth-planning card game, 3-D models, interactive activities, and other tools that make growth easier to picture.

Holding Ourselves Accountable

Our goal	How we'll measure it
Meet people where they are →	70% of events held outside City buildings
Reach underserved communities →	At least two intentional engagement opportunities with communities of color
Try new approaches →	Use at least two methods the City has never used before
Keep materials accessible →	All handouts meet accessibility standards and are translated into Spanish
Reach every part of the city →	Hold events in all four quadrants of Bend

Closing the loop. We'll provide regular updates on what we heard and how community feedback is being used to shape the project.

Ready to shape Bend's future?

- **Sign up for project updates** and tell us how and where you'd like to take part. Every voice makes the plan stronger.
- **Attend an event near you** — check the website for dates.
- **Scan to visit the project website.**



Accommodation Information for People with Disabilities & Language Assistance Services

You can obtain this information in alternate formats such as Braille, electronic format, etc. Free language assistance services are also available. Please email accessibility@bendoregon.gov or call 541-693-2198. Relay Users Dial 7-1-1. All requests are subject to vendor processing times and should be submitted 48-72 hours in advance of events.