



## Introduction

In response to our community’s call for action, the City of Bend is supporting the creation of a Community Climate Action Plan (CCAP) to serve as a roadmap to reduce fossil fuel use in Bend. The City is engaging the community to achieve our climate action goals and create a plan that is right for Bend.

First steps towards creating Bend’s CCAP included engaging community representatives, holding community conversations and developing an online community survey. The motivation for these activities was to raise awareness about the CCAP and to collect community opinions, impressions and ideas about a shared vision for Bend’s climate action goals.

The purpose of this report is to summarize the results of and capture the themes from the CCAP’s first online community survey.

During fall 2018, City staff compiled a list of proposed climate action ideas generated by the Climate Action Steering Committee (CASC), a citizen advisory group appointed by Bend City Council, along with technical working groups representing stakeholders, resource experts and interested community members. The working groups proposed dozens of action ideas across four sectors. The proposed action ideas can be found on the [project web page](#).

Working group sectors	
Transportation	Waste and materials
Energy in buildings	Energy supply

The City of Bend used the online survey to collect community feedback on the proposed action ideas between Jan. 2 and Feb. 4, 2019. Over 1,500 people submitted surveys. The goal of the survey was to engage and learn from as many community members as possible. The results are not statistically representative, meaning the respondent sample is not predictive of the opinions of the Bend community. This report summarizes the comments collected from community members using the survey. Full survey results are available as an appendix to this report.



## Community Climate Action Plan

The CASC will consider the results of the community survey when prioritizing the final actions for the CCAP. Other factors considered by the CASC include:

- The amount of potential carbon reduction
- Other non-climate benefits that would result from the action, such as economic benefits and social benefits
- The cost effectiveness of the action
- Alignment with other community planning efforts and community values
- Feasibility

## Key themes

The following themes were observed from the survey results.

- Generally, there was more support for actions that would create incentives or personal cost savings and some concern that regulatory actions are not right for Bend.
- Some commenters were concerned that climate action investments would create a financial burden on Bend residents in the form of increased personal costs or taxes.
- Commenters generally supported investments that would yield long-term benefits, such as investments in public transportation, energy efficiency in buildings, renewable energy facilities and community planning.
- Commenters generally supported actions that would create choices and opportunities for self-regulation, such as the ability to reduce the frequency of curbside waste pickup.
- Commenters generally supported actions that would create incentives by reducing the time and cost of permitting processes.
- Commenters advised that actions should avoid or mitigate financial burdens to low-income populations.
- Some commenters expressed concern that solar and wind technologies, while aspirational, are not efficient enough at this time to merit substantial investment.
- Some respondents expressed confusion about the survey or were unsure if the proposed action ideas were already happening. Others felt they couldn't comment because there was no cost or efficiency analysis provided with the ideas.





## Distribution and notification

The City of Bend promoted the online survey using the methods described below.

<b>Tool</b>	<b>Description</b>
<b>City of Bend website</b>	Notice of the survey was posted to the City of Bend home page and included on the CCAP web page.
<b>Social media posts</b>	The City promoted the survey on its Facebook and Twitter accounts and used paid social media advertisements to increase the reach of posts to include Bend Community members who do not follow the City's social media.
<b>City Edition video</b>	City staff posted a short City Edition video with interviews from CASC members to promote the CCAP and online survey. The video was posted on City of Bend social media.
<b>Email lists</b>	City staff sent notices via email to the following email lists: <ul style="list-style-type: none"> <li>• CCAP interested parties</li> <li>• Bend Current</li> <li>• Business Registration Newsletter</li> <li>• Neighborhood Leadership Alliance Newsletter</li> <li>• Working group participants</li> </ul>
<b>Media advisory</b>	City staff distributed an advisory to local media contacts to encourage local media coverage of the survey availability.
<b>“Go to you” meetings with survey handouts</b>	<p>City staff and CASC members attended meetings with local organizations and community groups to encourage survey participation. Staff distributed small handouts with the survey instructions for meeting participants to take away.</p> <p>Meetings were scheduled with the following organizations:</p> <ul style="list-style-type: none"> <li>• Rotary Club of Greater Bend</li> <li>• Rotary Club of Bend – Mt. Bachelor</li> <li>• Bend Green Drinks</li> <li>• Boyd Acres Neighborhood Association</li> <li>• Orchard District Neighborhood Association</li> <li>• Larkspur Neighborhood Association</li> <li>• Bend Economic Development Advisory Board</li> <li>• Bend Chamber of Commerce Board of Directors</li> <li>• Central Oregon Climate Change Coalition</li> <li>• Central Oregon Builders Association</li> <li>• Central Oregon Association of Realtors</li> <li>• OSU Cascades Sustainability Club</li> <li>• Deschutes County Bike and Pedestrian Advisory Board</li> </ul>





## Community Climate Action Plan

Tool	Description
<b>Partner tool kit: Sample notice materials for partners to use</b>	<p>City staff prepared sample text that project partners could use or adapt to encourage survey participation through their existing communication channels. Staff also made a survey handout available for partners to distribute. Sample language provided to partners was used for</p> <ul style="list-style-type: none"> <li>• Email notices</li> <li>• Social media posts</li> <li>• Website content</li> <li>• Flyer or handout</li> </ul> <p>Partners include:</p> <ul style="list-style-type: none"> <li>• Climate Action Steering Committee members</li> <li>• Working group members</li> <li>• Neighborhood Associations</li> <li>• Partner agencies</li> <li>• Community non-profit organizations</li> </ul>
<b>Radio interview</b>	<p>City staff participated in three radio interviews on local radio stations to promote the survey including KPOV and KBND.</p>
<b>Local news interview</b>	<p>Local news channel 21: KTVZ interviewed City staff about the survey and staff urged the public to take the survey.</p>
<b>Flyers</b>	<p>City staff posted paper flyers around Bend that provided information about the survey including a web link. Flyers were posted in coffee shops, grocery stores, public recreation centers, restaurants, and retail locations.</p>
<b>Tabling events</b>	<p>CASC members set up “pop-up” tabling outreach stations at various community locations where people gather. CASC members had an iPad available for people to take the survey, and also distributed survey flyers to individuals to take the survey at home. Tabling locations included:</p> <ul style="list-style-type: none"> <li>• Bend Senior Center</li> <li>• The Pavilion Skating Rink</li> <li>• The Podski Food Truck Lot</li> <li>• First Presbyterian Church</li> <li>• Unitarian Universalist Fellowship of Central Oregon</li> </ul>





## Respondents

Over 1,500 people submitted surveys. Nearly 90 percent of respondents said they live in Bend, and 45 percent said they work in Bend. The age distribution reported by respondents was fairly balanced among people over the age of 30, with most surveys submitted by people over the age of 60 (35 percent) followed by ages 45-59 (28 percent) and ages 30-44 (25 percent). About the same number of women submitted surveys as men, with 1 percent of respondents identifying as non-binary. Most respondents identified as White/Caucasian (79 percent), followed by Latinx and Asian-American/Pacific Islander (each 2 percent) and African American/Black (1 percent). A large number of respondents reported a personal income level per year of over \$100,000 (22 percent) followed by \$50,000-\$74,999 (18 percent) and \$75,000-\$99,999 (15 percent). A majority of respondents reported owning their home (78 percent) compared to respondents who lease their home (16 percent).

## Quality of life elements

Survey participants were asked how important it was to them that Bend prioritize different quality of life elements while reducing fossil fuel use on a five-point scale of “very important” to “not important”.

A majority of respondents said each of the six quality of life elements listed in the survey were important or very important. While all elements were important to most respondents, “protecting the natural environment” received more “very important” responses relative to other elements.

<p><b>Relatively more important</b></p> <p>↑</p> <p>↓</p> <p><b>Relatively less important</b></p>	<ul style="list-style-type: none"> <li>○ Protecting the natural environment</li> <li>○ Community health and safety</li> <li>○ Affordability</li> <li>○ Economic vitality</li> <li>○ Social equity</li> <li>○ Security and resilience</li> </ul>
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## Proposed climate action ideas

Survey participants were asked to review types of actions proposed by the CASC and working groups and indicate whether the action was heading in the “right direction” or “wrong direction” for Bend using a five-point scale. The actions were organized into four working group sectors including transportation, energy in buildings, waste and materials and energy supply. Respondents were able to submit comments or questions at the end of each sector.

## Transportation

### Level of agreement

The transportation actions that received relatively more agreement from respondents included:

- Investing in infrastructure that make it easier to use alternative transportation
- Expanding public transportation services
- Encouraging employers to provide incentives for alternative transportation like public transportation passes

### Comment themes

About three-quarters of respondents who provided a written comment expressed general agreement with the proposed transportation action ideas or provided additional suggestions. Comment themes included:

- Support for actions that encourage people to walk or use bikes
  - Creating separate or protected bike lanes
  - Concern about current level of safety for people who use bikes
  - Creating better east/west connections across Bend
- Support for increased and more accessible public transportation
  - Extending area of service and hours of operation to include Sundays and late evenings
  - Making public transportation more affordable or free
  - Adding shelters to bus stops to help protect bus users from the elements
  - Using different modes of public transportation in addition to traditional buses
  - Extending Amtrak to provide better connections to central Oregon
- Support for reducing reliance on personal-use cars, especially automobiles with high emissions
  - Enacting smog testing
  - Prioritizing investments in biking, walking, and public transportation
- Mixed thoughts on supporting the use of electric vehicles



## Community Climate Action Plan

- Some respondents thought incentivizing electric vehicles and increasing the number of charging stations is a good idea
- A similar number of respondents were concerned that electric vehicles don't decrease carbon emissions if they use electricity generated by coal-fired power plants
- Support for using alternative energies including electricity generated from wind, solar and renewable natural gas
- Concern for placing an undue burden on people who rely on traditional cars, particularly the elderly, low or middle-income populations, and people who travel from rural areas
- Support for improving roads and infrastructure to improve the flow of traffic
- Support for avoiding unnecessary spending and taxes
- Support for considering additional alternative transportation modes in the winter months

Comment themes from respondents who disagreed with the proposed transportation action ideas:

- Disagree with using city funds for climate-related initiatives
- Disagree that there is a need for climate-related initiatives
- Concern that initiatives will lead to increased taxes
- Concern that climate-related initiatives will lead to more regulations and bigger city government

## Energy in buildings

### Level of agreement

The energy in buildings actions that received relatively more agreement from respondents included:

- Creating community outreach and education programs to increase awareness of available resources and benefits of energy efficiency in buildings
- Developing new programs and tools that help community members measure and understand the energy use of their buildings
- Creating policy incentives like expedited or low-fee permitting processes for increasing energy efficiency in buildings or renewable energy installations
- Providing financial incentives like grants and financing assistance for energy efficiency improvements and renewable energy installations
- Creating programs and financial incentives specifically for low- to moderate-income residents that help them invest in energy efficiency upgrades





## Community Climate Action Plan

### Comment themes

About two-thirds of respondents who provided a written comment expressed general agreement with the energy in buildings ideas or provided additional suggestions. Comment themes included:

- Support for updating building codes to include energy-efficiency requirements for new construction
  - Requiring measures such as solar panels, energy-efficient materials for insulation and windows, making buildings air-tight
  - Making sure materials are cost-effective so housing costs don't rise
- Support for using incentives programs and grants
  - Incentives should be used instead of penalties
  - Mixed thoughts about whether the incentives should be available to all or primarily for low- and middle-income populations
- Support for making clean energy affordable
- Concern that these ideas require spending and staffing that the City doesn't have
- Support for incentivizing landlords and property owners to renovate older buildings to be more efficient, including City buildings
- Support for working with utilities to increase the amount of energy generated from renewable sources
- Support for limiting sprawl development to make communities less dependent on automobiles

Comment themes from respondents who disagreed with the proposed energy in buildings action ideas:

- Energy efficiency should be regulated by the market, not the government
- Energy efficiency is already regulated by the federal and state governments and should not also be regulated by cities
- Disagree that there is a need for climate-related initiatives
- Concern that incentive programs and grants would result in more local taxes
- The City should focus on foundational programs and infrastructure instead of climate-related initiatives







## Waste and materials

### Level of agreement

All of the waste and materials actions received comparatively high levels of agreement from survey respondents.

- Creating outreach and education programs to increase awareness of available resources and benefits of reducing waste
- Delivering training programs that build the community's skills and knowledge to reduce waste, including local residents and the construction industry
- Recognize and reward champion organizations that produce low amounts of waste
- Creating programs that reduce waste such as curbside composting, sustainability competitions, and repair cafes
- Promoting the economic benefits of purchasing products locally
- Provide financial incentives for businesses to use less packaging and produce less waste
- Creating new programs and tools that help encourage reusing materials such as refillable bottles and food containers
- Creating policies that reduce waste such as requiring composting or low-waste for city-permitted events

### Comment themes

Over three-fourths of respondents who provided a written comment expressed general agreement with the proposed waste and materials action ideas or provided additional suggestions. Comment themes included:

- Support for increased and continuing education about recyclable materials and reducing waste
  - Being able to identify recyclable materials and what happens to them after being picked up/dropped off
  - Conducting field trips to landfills
  - Starting waste education early
- Mixed thoughts on financial incentives versus mandated compliance
  - Some respondents thought that positive incentives, financial or other, are the right direction for Bend
  - Others thought that financial penalties are necessary for businesses and individuals that are motivated by profit margins
- Support for banning single-use plastics including plastic bags, single-use food and drink containers, straws, etc.
- Support for curbside composting and other food waste from restaurants and grocery stores



## Community Climate Action Plan

- Support for self-regulation with the belief that government mandates increase resistance and individuals should be free to choose to comply
- Support for harnessing energy from alternative sources such as biogas or methane production from landfills and breweries
- Support for increasing options for curbside waste removal
  - Create the option for bi-weekly or monthly trash pick up
  - Create the option to use smaller trash cans
- Support for reducing packaging where possible; some comments supported taxing businesses that use non-recyclable materials
- Support for repair cafes and methods to reuse appliances and building materials
- Concern that adoption of these ideas will result in increased costs to individual residents in the form of penalties or taxes
- Support for decreasing waste and single-use plastics at festivals and events

Comment themes from respondents who disagreed with the proposed waste and materials action ideas:

- Waste and materials reduction should be market-driven and self-regulated with little to no oversight from government
- Concern that adoption of these ideas will lead to increased costs to the City as well as individual residents in the form of taxes
- Disagree that there is a need for climate-related initiatives
- Concern that Bend is losing its individual identity and becoming more like surrounding metropolitan areas

## Energy supply

### Level of agreement

The energy supply actions that received relatively more agreement from respondents included:

- Simplifying and speeding up permitting processes for renewable energy installations
- Installing solar panels or other renewable energy sources on public buildings like schools and libraries
- Investigating investment strategies for various low-carbon energy sources for the community like community solar projects, energy storage systems, or biodigesters that turn waste into energy
- Providing financial incentives like grants, tax-breaks and financing assistance for renewable energy installations
- Set community-wide goals for renewable energy use in Bend





### **Comment themes**

About two-thirds of respondents who provided a written comment expressed general agreement with the proposed energy supply action ideas or provided additional suggestions. Comment themes included:

- Support for widespread use of solar energy and belief that it should be used wherever possible, especially because it is such a plentiful resource in the Bend area
- Support for maximizing solar power in city and public buildings, schools, and the ice rink
- Concern regarding the efficiency of solar energy; most commenters agreed that renewable energy is desired but were concerned that solar energy is not efficient enough at this time to merit major investments
- Support for requiring solar panels and energy efficient materials for all new construction
- Support for self-regulation with the belief that government mandates increase resistance and individuals should be free to choose to comply
- Support for financial incentives and penalties. Some commenters believe that education efforts will not be very useful and that financial tools will lead to much higher adoption rates
- Support for increasing the use of natural gas and biofuels
- Support for increasing efficiency and use of existing resources such as hydropower
- Concern that changes in energy supply will disproportionately affect low-income populations

Comment themes from respondents who disagreed with the proposed energy supply action ideas:

- Concern that alternative energies are not as efficient or reliable as current sources
- Energy sources should be regulated by the market; renewable energy use will increase when it becomes more financially viable
- Concern that investments in alternative energies will result in higher taxes and make the area less affordable
- Disagree that there is a need for climate-related initiatives