

## **2019-2021 City Council Goals**

**Council Goal: Effective & Efficient City Operations**

**Strategy: Increase Community Participation**

**Action: Land Use Education Plan**

**Owner: Communications Department / Neighborhood Leadership Alliance**

### **GOALS**

To develop a variety of land use education resources that will support increased knowledge and understanding of Oregon's unique land use laws among Bend residents.

### **TARGET AUDIENCES**

- Neighborhood Leadership Alliance (NLA)
- Bend Neighborhood Associations
- Neighborhood Association Land Use Chairs
- Newcomers of Bend
- Bend homeowners and renters
- Realtor Groups
- Homeowners Associations
- Bend Neighborhood Coalition
- City Council
- Neighborhood Association Round Table
- Developers
- General Public

### **INFORMATION GATHERING**

- Discussions with City Planning & Legal staff.
  - Started July 2019, ongoing.
- Discussions with outside interest groups.
  - Bend Neighborhood Coalition, Neighborhood Association Round Table, Neighborhood Association Land Use Chairs.
- Land Use Chair survey.
  - Survey provided insight on how Neighborhood Association Land Use Chairs are sharing content with their members.
- Work Sessions with Land Use Chairs.
  - Provided insight on land use education and notification issues, best practices by Neighborhood Associations, and helped identify education resource needs.
- Land use education community survey.
  - Survey allowed community members to share what they do and do not understand about land use. These results supplemented the list of education resource needs.

### **STRATEGIES**

- 1) Create new and revamp existing educational resources to support better knowledge and understanding among community members of Oregon's unique

land use laws and how they impact Bend's Comprehensive Plan and public process.

- 2) Develop a new land use section on the City of Bend website for all land use education resources to be easily accessible online.
- 3) Provide new and revamp existing Developer/Applicant resources to support successful Neighborhood Public Meetings and communication about potential impending projects with the Neighborhood Associations.
- 4) Offer land use community workshop opportunities to Neighborhood Associations and other targeted groups.

## KEY MESSAGES

- 1) Oregon has unique land use laws when compared anywhere else in the United States. The City of Bend cannot change or override these laws, but instead has to live within these laws.
  - a. The Oregon land use planning program was created in 1973 when the Legislative Assembly passed the Oregon Land Use Act (Senate Bill 100) in response to Oregon's rapid population growth. Under this program all cities and counties have adopted comprehensive plans that meet mandatory state standards. These standards are **19 statewide planning goals** that deal with land use, development, housing, transportation, and conservation of natural resources. (Source: Oregon Secretary of State, <https://sos.oregon.gov/blue-book/Pages/facts/topics/land-overview.aspx>)
- 2) The Comprehensive Plan is the controlling land use document for the City. Building and development must conform/comply with the Comprehensive Plan, which is reviewed and influenced by community input.
  - a. The Plan's goals and policies provide a framework for decisions that are consistent with the physical characteristics, goals, and resources of the community. The basic aim of the Comprehensive Plan is to organize and coordinate complex inter-relationships between people, land, resources, and facilities to meet the future needs of the citizens and to protect the livability of the community.
  - b. Local comprehensive plans must be consistent with the Statewide Planning Goals, and their development requires extensive citizen involvement. **Bend's Comprehensive Plan** is developed through a public process that includes a number of community meetings. This comprehensive plan is adopted by the City of Bend, and while it doesn't happen often, it can be amended through the public hearing process.
- 3) Community involvement is a high priority in Oregon and in Bend and is most effective when received early on for a project, program or process. The best way

to be heard is through staying informed and getting involved during public input opportunities.

- a. Oregon Statewide Planning Goal 1 calls for the opportunity for community members to be involved in all phases of the planning process. Goal 1 requires establishment of a committee for citizen involvement. In Bend, the Planning Commission serves as the City’s committee, in compliance with Goal 1 requirements.
- b. The City of Bend Citizen Involvement Program includes, among other objectives, a commitment to providing opportunities for citizens to participate in land use decisions, periodic review of the City’s Comprehensive Plan, and Comprehensive Plan updates. The City of Bend’s committee for community involvement is the Planning Commission.
- c. Community involvement can be accomplished in a variety of ways from stakeholder groups and community committees to public hearings.

**TIMELINE**

The below timeline is subject to change at any time based on current events.

<b>MONTH</b>	<b>TASKS</b>
<i>2019</i>	
July - December	- Determine land-use issues/needs that warrant education
January - February	- Develop a plan for addressing educational needs with Legal and Planning
February - June	- Develop metrics that will measure success in this effort, and to measure outreach and input (Communications, OPM, Legal and Planning). This should be done in conjunction with the project to develop metrics for several community participation goals.
<i>2020</i>	
July	- Council Check-in: Present Education Plan (July 14). - Identify groups of resources to begin creating
August – December	- Announce Land Use Community Survey results. - Development of the “Developer Guide to Neighborhood Public Meetings & Mailings.”
<i>2021</i>	
January - March	- Council Goal Setting Listening Session (Jan. 11) - <del>Development of the Land Use Chair Guide</del> (updated Feb. 2021) - Development of Community Education
April - August	- Development of Community Education - Neighborhood Association Joint Mailing - Launch new Land Use Education webpage

September	- Begin outreach to the community via presentations, mailings, trainings and multiple social communication strategies.
<i>2022</i>	
April	- Re-evaluate remaining resource list and identify new resource needs.

## EDUCATION STRATEGIES

The City, in partnership with the NLA, established a subcommittee called the Land Use Working Group to help assist to guide the development of education resources throughout the biennium. This committee worked with the development community, neighbors and the Neighborhood Association Land Use Chairs throughout their work.

Please view the “[Land Use Education Resource Development](#)” spreadsheet to view the list of documents and materials that were identified as important education opportunities, and the status of each. In summary, the plan divides education resources into three areas: Developer resources, Land Use Chair resources and community resources.

***Updated February 2021: The Land Use Working Group voted to remove the “Land Use Chair Guide” from the education resources included in the Land Use Education Plan. This was due to the interest of the Land Use Chairs in creating their own messaging, and the need to expedite the timeline of launching community education.***

## NEXT STEPS

On July 14, 2021 Lisa Mushel, Land Use Working Group Chair, presented at City Council Quarterly Check-in, showcasing the work that had been accomplished with the Land Use Education Plan. It was reported in this presentation that there was need for an ongoing land use education program.

Following the check-in, the City Council approved the amended biennial budget, which included funding for a new position in the City of Bend’s Community Development Department with an emphasis on communications and land use. This new staff person will likely take the lead on land use education efforts moving forward.

***Thank you to our project team members!***

Neighborhood Leadership Alliance

- Lisa Mushel, Century West Neighborhood Association
- Hans Jorgensen, Awbrey Butte Neighborhood Association
- Dave Johnson, Old Farm District Neighborhood Association
- Jim Christo, Southeast Bend Neighborhood Association
- Elizabeth Rhodes, Southwest Bend Neighborhood Association
- Sue Sullivan, Larkspur Neighborhood Association

### Neighborhood Leaders

- Deby DeWeese, Southern Crossing Neighborhood Association
- Mike Walker, River West Neighborhood Association

### City Staff

- Ian Lietheiser, Assistant City Attorney
- Colin Stephens, Planning Manager
- Pauline Hardie, Senior Planner
- Makayla Oliver, Community Relations Manager
- Joshua Romero, Assistant Communications Director