

# City of Bend Climate Friendly Areas Study

## Community Engagement Report

June 30, 2023

### I. Introduction

By the end of 2024<sup>1</sup>, communities – including Bend - are required by state law to study, identify, and designate “Climate Friendly Areas” (CFAs). CFAs are intended to be places where people can meet most of their daily needs without having to drive. These places may be urban mixed-use areas such as downtowns and main streets.

The CFA process requires centering voices of historically underserved populations and working towards equitable outcomes. While some may see Climate Friendly Area designation as a benefit, others may fear gentrification-caused displacement. As this planning effort may generate significant public interest, the Oregon Department of Land Conservation and Development (DLCD) enlisted a consultant to provide public engagement assistance to these jurisdictions and help ensure the public is engaged in the decision-making process and the voices of historically underserved populations are heard.

This report describes the community engagement efforts carried out for the CFAs project by the City of Bend with support from 3J Consulting. The report summarizes the outreach between January and June 30, 2023 and reflects the first six months of equity focused outreach. It is not a comprehensive summary of the community engagement for the project which continues through designation and adoption. This document outlines the methodologies employed to engage historically underserved populations and the broader community, the approach for communicating information, the methods for gathering feedback, and the plans for integrating input into the study.

### II. Objectives

The objectives of the study’s community engagement program were to:

- Identify preferred location(s) of climate-friendly areas through community involvement.
- Center the voices of historically underserved populations, particularly those disproportionately harmed by past land use and transportation decisions and engage with those populations to develop key community outcomes.
- Give all potentially affected interests an opportunity for input.
- Actively seek participation of potentially affected and/or interested individuals, agencies, businesses, and organizations.
- Provide meaningful community engagement opportunities and demonstrate through a reporting back process how their input has influenced the decisions.
- Clearly articulate the process for decision-making and opportunities for input.
- Explore partnerships between the city, county, and other agencies and organizations for overcoming potential barriers to plan implementation.
- Develop communication tools to increase public understanding of how the CFA study and designation fit into other planning processes the city is undertaking.
- The outreach process will promote the fair and meaningful involvement of all people regardless of race, color, national origin, disability, gender, sexual orientation, housing status, primary

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<sup>1</sup> The City of Bend has been approved for an extension to the end of 2025

## City of Bend CFA Engagement Report

language, immigration status, age, or income. No person shall be excluded from participation or subjected to discrimination.

- Ensure the community engagement process is consistent with applicable state and federal laws and requirements, and is sensitive to local policies, goals, and objectives.

### III. Scope and Approach

The project scope outlined the creation of a community engagement plan to guide this first phase of the Climate Friendly Area study and designation work, and to support the city in conducting meaningful community involvement.

Outreach activities and materials were planned according to a three-round schedule:

#### Round 1

The key engagement goals of this round included informing participants about the process and timeline for Climate Friendly and Equitable Communities, and explaining how individuals could provide general feedback on CFA designations. Additionally, the aim was to gather input from the community by understanding their priorities and criteria for selecting Climate Friendly Areas, as well as capturing their lived experiences. Another objective was to identify individuals interested in participating in equity-based focus groups. To achieve these goals, the activities consisted of conducting one-on-one phone and in-person interviews with community leaders and organizations representing vulnerable populations. This first round of engagement was focused on equity participants and did not include the wider community.

City staff also coordinated a winter curriculum with Central Oregon Community College Avanza program centered on the CFA study. The Avanza program is a Latinx college prep program for student leaders. Students from Bend and Caldera High Schools studied the CFA requirements and applied it to their lived experience to provide feedback on the CFA study. Over 30 students presented their ideas at City Hall to City staff, the City Manager and the Mayor.

#### Round 2

The key engagement goals of this round were to inform participants about community priorities and criteria for potential Climate Friendly Areas, which were obtained through Round 1 interviews and reported back to the community. Additionally, the other goals were to present a revised map showing the possible locations for Climate Friendly Areas and gather input by discussing the benefits and burdens associated with each potential CFA location. To facilitate these goals, the engagement activities included an equity Focus Group meeting as the first step. This was followed by meetings with City Boards, Committees and Commissions and Community-Based Organizations to further engage and gather input from various stakeholders.



*City of Bend booth at Juneteenth, Round 3*

## City of Bend CFA Engagement Report

### Round 3

The third round of engagement is planned to be continued by the City of Bend over the next several months. The community will be informed about various next steps regarding Climate Friendly and Equitable Communities by tabling at community events. This will include providing information on the process and timeline for establishing CFAs and explaining how people can offer feedback on CFA designations. Community priorities and criteria from historically underserved communities will also be shared, incorporating insights from both Round 1 and Round 2. Furthermore, a revised map displaying potential CFA locations will be presented.

In terms of gathering input, discussions will be conducted to consider the benefits and burdens of each potential location. Engagement activities over the summer will involve tabling at community events, Park and Library events, and Downtown pop-ups. The engagement process will also include follow-up meetings with the Focus Group, as well as convening a CFA Working Group comprised of volunteers from City Boards, Committees and Commissions. Staff will continue to meet with interested Community-Based Organizations and neighborhood groups. Two online questionnaires will be made available to gather input from the broader community.

Fall activities are planned to include, a community open house, Spanish-language specific outreach and meetings of the CFA Working Group.

## IV. Key Findings

### Round 1

In February 2023, Community Leader and Stakeholder Interviews were conducted to better understand community priorities and criteria for choosing Climate Friendly Areas. The interviewees were asked two categories of questions: general engagement and Climate Friendly Area specific discussion. The following highlights some key findings from these conversations:

- Housing affordability is critical in ensuring Climate Friendly Areas are equitable.
- Transportation options and accessibility should be prioritized when designating a Climate Friendly Area.
- Groceries, medical services, and daycare facilities for lower income households would best serve the community in these designated areas.
- Designating these areas could provide the community with opportunities to connect with one another, and potentially create more inclusive options including higher density affordable housing alongside market-rate.

### Round 2

The second round of engagement focused on the question, “how do we ensure vulnerable population groups benefit from these changes and what strategies can be employed to mitigate the potential risk of displacement and gentrification?”

An in-person focus group was held in May with members representing Embrace Bend, Habitat for Humanity, City of Bend Accessibility Advisory Committee, and Central Oregon Intergovernmental Council/Cascades East Transit to discuss a variety of topics lead by the following questions:

1. What community or population groups would benefit from this area being designated as a CFA?
2. What community or population groups would be burdened by this area being designated as a CFA?
3. Among all candidate Climate Friendly Areas, is there one Climate Friendly Area that provides better, more equitable outcomes?
4. For the community or population groups that may be disproportionately affected by changing development patterns, what strategies or actions should the city consider mitigating potential displacement and/or gentrification?
5. Did we miss any areas you think should be considered a Climate Friendly Area?



*City of Bend booth at Pride Event*

During the general discussion, feedback included:

- A request to map transit routes and mobility hubs
- To better define City investment and incentives in potential CFA areas.
- Participants raised concerns about the relationship between gathering spaces and safety
- Concerns related to the mapping of vulnerable populations were voiced. Solutions were proposed, such as limiting data release and indicating potential vulnerabilities without specific locations.
- The importance of continued outreach and relationship building with historically underserved groups
- Planning and services for houseless community members and the potential for displacement was emphasized.
- The discussion also explored affordable housing options, including locating subsidized affordable housing, work force housing and market rate in CFA areas, and the significance of affordable homeownership as well as rental options within CFAs.

Subsequently, the mapping exercise revealed the potential benefits and burdens of each proposed area. In the South 97 and Eastside areas key benefits included opportunities for new investment, availability of vacant land, and the potential for new affordable housing. On the other hand, key burdens included a lack of existing bike and ped infrastructure and limited existing walkable amenities.

## City of Bend CFA Engagement Report



*COCC Avanza students work on CFA mapping*

Opportunity Areas such as the Central Westside and Bend Central District (BCD) were recognized as having the benefit of already functioning in many ways as CFAs. Both have existing walkable amenities and good bike, ped, and transit infrastructure. Burdens include a lack of affordable land (with BCD having better affordability comparatively). BCD has good opportunities and existing incentive programs. Burdens of BCD included potential pollution and noise pollution for new residents on 3<sup>rd</sup> Street and vulnerable “naturally occurring” affordable housing. The Central Westside was seen as an area where growing density makes sense and has the potential for an innovation district with the OSU campus.

The North area was thought to have the least existing benefits for a CFA with a lack of infrastructure and comfortably walkable amenities.

In addition to the focus group, City staff presented to the following City Boards, Committees and Commissions:

- City of Bend Accessibility Advisory Committee
- Bend Economic Advisory Board
- Environment and Climate Committee
- MPO TAC
- Core Area Advisory Board
- Affordable Housing Advisory Committee
- Human Rights and Equity Commission
- City of Bend Planning Commission

### **V. Conclusion**

As a result of the community-based input received during the first two rounds of engagement, there has been interest in increasing access, amenities and potentially incentives in areas that are perceived

(or actually) getting less attention from the city. Additionally, the City of Bend's Opportunity Areas are already on their way to being high-amenity areas with the zoning for walkable mixed-used.

Staff will continue technical analysis as well as community input to determine the best options for using CFA designation as a tool to further community goals related to equity, housing and transportation. For the potential Climate Friendly Areas with less infrastructure, additional studies will be conducted to assess additional tools most appropriate to location and context.

**VI. Attachments**

- A. Community Leader Interview Summary
- B. Focus Group Presentation
- C. Climate Friendly Areas Focus Group - Discussion Summary
- D. Climate Friendly Areas Student Outreach - Project Summary
- E. Caldera High School Presentation
- F. Bend High School Presentation

# Climate-Friendly and Equitable Communities – Bend

## Community Leader Interview Summary

### February 2023

#### **Background and Purpose**

The Oregon Land Conservation and Development Commission adopted the Climate-Friendly and Equitable Communities (CFEC) rules on July 21, 2022. As part of these new rules, local governments are required to study, identify, and designate climate-friendly areas by December 31, 2025. The CFEC rules provide the following definition of climate friendly areas:

*“Climate-friendly areas” are intended to be places where people can meet most of their daily needs without having to drive by having housing located near a mix of jobs, businesses, and services. This means that some cities and urban areas across Oregon may see a higher intensity of development over time.”*

In Bend, this will most likely occur adjacent to downtown, along corridors or in existing mixed-use zones where high-quality pedestrian, bicycle, and transit infrastructure can be implemented. For people living in Climate-Friendly areas, most housing, jobs, businesses, services, and schools could be accessed by walking, riding a bicycle, or taking a bus. The goal of these rules is to build cities in a way that reduce the need for a vehicle. Fewer cars on the road means less carbon emissions contributing to climate change.

The first phase of the process is to study and determine potential locations of climate-friendly areas by the end of 2023. The second phase is to adopt development standards for these areas by the end of 2025.

Due to the impacts that potential, redevelopment may have on gentrification and displacement in certain areas, the project includes a strong focus on ensuring the voices of historically underserved and vulnerable communities are centered in the engagement process.

The first step is conducting interviews with key community leaders to better understand community priorities and criteria for choosing these areas. These interviews will inform the activities we conduct with the community over the next two years to identify potential locations for these “climate-friendly areas” and discuss the burdens and benefits of each.

#### **Key Themes**

The initial round of community engagement offered feedback to help inform the upcoming engagement efforts. The stakeholder interviewees were asked two categories of questions: general engagement and Climate Friendly Area specific discussion. The following highlights some key findings from these conversations:

- Housing affordability is critical in ensuring Climate Friendly Areas are equitable.

- Transportation options and accessibility should be prioritized when designating a Climate Friendly Area.
- Groceries, medical services, and daycare facilities for lower income households would best serve the community in these designated areas.
- Designating these areas could provide the community opportunities to connect with one another, and potentially create more inclusive options including higher density affordable housing alongside market-rate.

### **Interview Summary**

- **What are potential priorities or criteria for your community that should be considered when choosing an area to be designated as a “Climate Friendly Area”?**
  - Housing availability at all levels of income.
  - On a bus route.
  - Easy accessibility to services for all income groups.
  - Affordable housing.
  - Multi-generational housing.
  - Transit, biking/walking paths, and reducing travel time.
  - Affordable housing.
  - Creating a space for folks to be able to access services without a vehicle.
  - Walkability.
  - Ensuring designation of areas does not result in exclusionary practices.
  - Important to consider connectivity between centers. Bikeable to key destinations.
  - More public gathering places, parks, and childcare.
  - Better equity in planning for new neighborhoods and places.
  - Housing that is affordable to lower income levels is top priority.
  - Better accessibility and safe connections (example of eastside to downtown). Snow on sidewalks makes walking dangerous/inaccessible.
  - Electric bike stations expanded to other neighborhoods.
  - There is too much able-ist thinking.
  - There is good access to affluent neighborhoods but lacking easy access for lower income areas.
  - When there is snow, transit is on Sunday schedule and people can’t get to work.
  - Invest more in green energy solutions, solar, Wi-Fi hubs. Consider more innovative solutions.
- **What services, amenities, or development types would best serve your community? What does the community need from these designated areas?**
  - Grocery stores for lower income households.
  - Medical for lower income households.
  - Affordable daycare.
  - Parks and green spaces, free community space.
  - Shopping, food, and amenities that are not offered online.



- Mixed-use housing with groceries below housing.
- Childcare.
- Think about why people need to get out of the house (work, childcare, groceries).
- Multi-family access to groceries is important.
- Trash and water services for homeless community members.
- Increase transportation options.
- More dense, mixed-use development where people can live, work, and shop.
- Transit-oriented design and pedestrian only areas.
- Housing with parks is needed. Safer routes to parks. One car and no car families need to be able to access transit, parks, grocery stores on sidewalks with safe crossings.
- **What do you see/think are some of the benefits of mixed-use, walkable, compact development for your community?**
  - Reducing stigma of people in low-income housing if it is better mixed in with other income levels.
  - Generational housing and daycare options.
  - Ways to connect groups that don't necessarily connect otherwise.
  - Areas for people to get exercise and be outside.
  - This type of density is something that could benefit homeless folks in terms of being able to get what they need without walking as far.
  - Increase of safety and reduction of emissions.
  - Quality of life.
  - Denser housing near services that are a short, walkable distance. This would enable a car-less and community-oriented environment.
  - Housing would appeal to younger, new to Bend and provide options. Be sure to provide room for families and extended families. Consider shared storage for bikes, sleds, and other needs.
  - Storage for houseless and potentially shared kitchens.
- **What do you see/think are some of the burdens of this type of development on your community?**
  - If this is another high-end west end development, it won't change anything.
  - Use this as an opportunity to break the cycle of focusing on affluent development.
  - Convincing people that this type of affordable housing is beneficial.
  - Lack of connectivity to other parts of Central Oregon (without a personal vehicle).
  - Think meaningfully about how this type of development will impact folks that will be displaced.
  - The risk that these areas become oases within the community versus a model for the surrounding communities.
  - Apartments are all high-end/expensive.
  - Need to ensure does not spiral into gentrification.

- Lack of space and parking can cause conflict with street spaces, etc.
- Better pay for employees that must live further and further from jobs and lead to closures of local restaurants and retail (example of commuters from Prineville).
- Breweries need to pay for transit not parking.
- **What elements of this process might be of particular interest to your community?**
  - Where are these areas going to be?
  - What kind of development will this bring?
  - Being able to offer actual feedback on the areas proposed.
  - Engagement efforts based on the locations of the proposed areas.
  - Focus groups with homeless shelter providers and the folks they assist.
- **Who else should we talk to ensure an inclusive process?**
  - Environmental Center.
  - Neighborhood associations.
  - Neighbor Impact.
  - Including non-homeowners in the process.
  - Speak to people who would have interest in living or renting in these areas.
- **From the information we have shared today, what questions do you have, or do you think your community might have, about this new process for designating “climate-friendly areas” in Bend?**
  - Being completely forthcoming about this process early.
  - This will not be on the radar of people trying to make ends meet. But, if this process can offer better paying jobs, affordable housing, and better livability people will be engaged.
  - How much will the housing cost?
  - What are the amenities of these areas?
- **Would you or another representative of your organization want to be involved in a focus group? We are offering compensation and other accommodations to participants.**
  - Yes, reach out to FAN.
  - Habitat for Humanity staff may be interested.
  - Yes, reach out to COIC but there are some funding constraints.
    - Homeless leadership coalition meets first Friday of each month.
- **How can we make sure we have information that is easy to understand, access and easy for your community to provide comments about?**
  - Have casual conversations with people about what is going on.
  - Being clear about how this impacts communities.
  - Having a well-thought-out plan regarding next steps and impacts.
- **Any other ideas, suggestions, or recommendations as we plan for engagement on climate-friendly areas?**
  - Please keep FAN involved.
  - More details and information that can help people visualize this.
  - Financial incentive for folks that have lived experiences (homeless).
  - Include COCC students and Catholic Spanish Ministries.



# Climate Friendly Areas Focus Group

Growth Management Division

Community and Economic Development Department

May 23<sup>rd</sup>, 2023

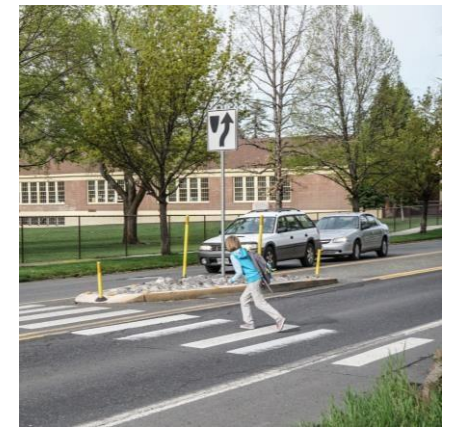
# What is a Climate Friendly Area?

- A Climate Friendly Area (CFA) is an area where community members can live, work, and meet most of their daily needs without having to drive a vehicle
- CFAs must be served by high-quality pedestrian, bicycle and transit infrastructure
- CFAs will allow a mix of uses, including multi-unit residential development
- Underserved communities will be at the center of informing where and how CFAs are chosen



# Why are we designating Climate Friendly Areas?

- These areas are a part of the state's Climate Friendly and Equitable Communities rules adopted by the Land Conservation and Development Commission in July 2022.
- Designing neighborhoods like this helps reduce carbon emissions and gives people the choice to not rely on a car.
- The goal of these rules is to make systemic changes in the way cities are developed to reduce carbon emissions and thus slow the pace of climate change.



# Equity Based Engagement

- Equity based engagement will take place through CFA designation and adoption
- One-on-one interviews
- COCC Latinx student outreach
- Equity focus groups
- Upcoming community pop-ups, surveys, and open houses



COCC Latinx College Prep Program – Caldera High School

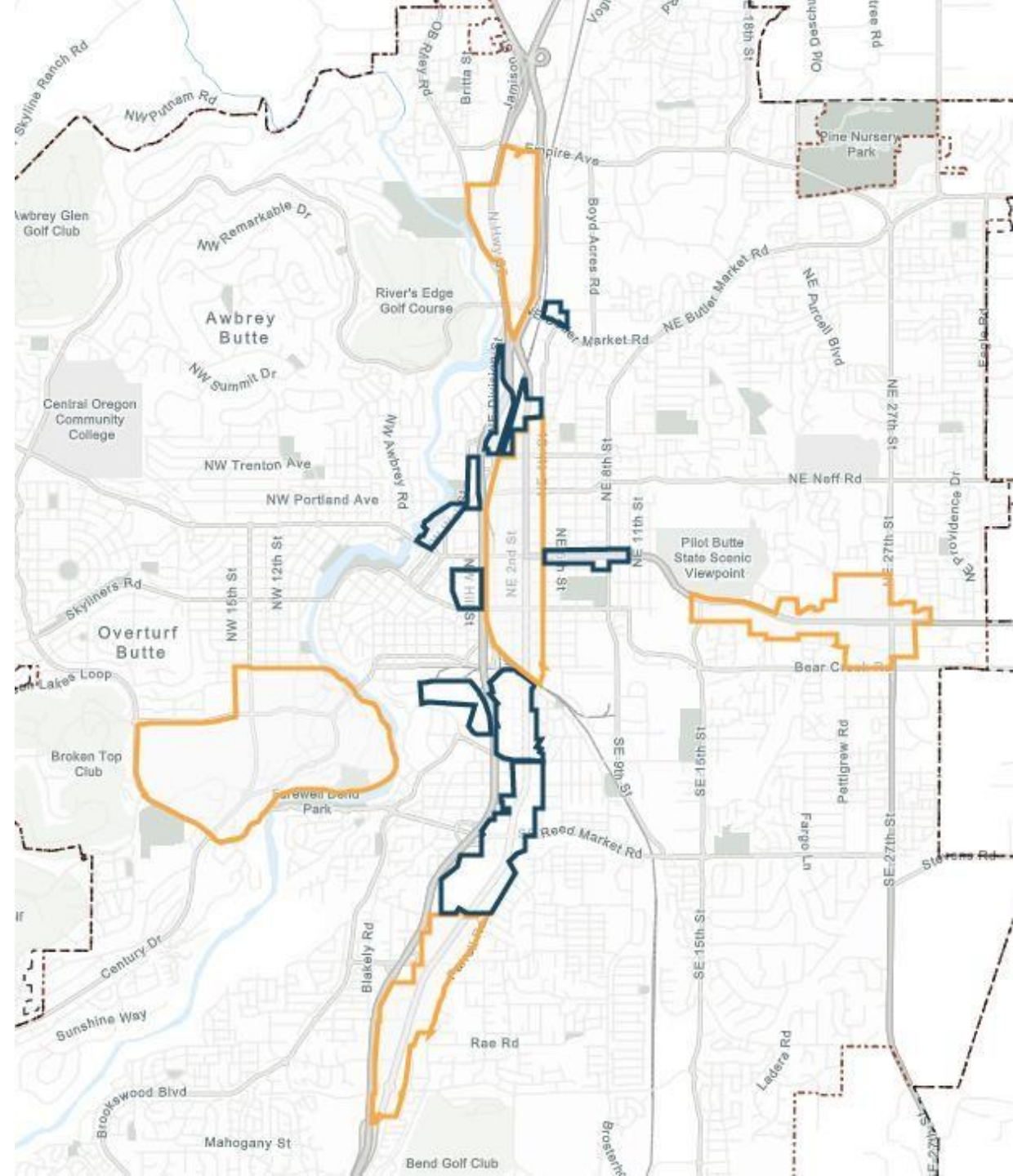
# Where should a CFA go?

Identified examples of CFAs based on land use, size, and existing plans:

- Land use designations – commercial and mixed-use areas instead of low-density residential areas
- Existing employment centers
- Developed bike, ped and transit networks

Staff is developing a mapping tool to spatially analyze the City based on the following categories:

- Equity
- Connectivity
- Opportunity



# Questions?

## Resources

- Website
- For information on the CFA Study, reach out to Elyse Vukelich ([evukelich@bendoregon.gov](mailto:evukelich@bendoregon.gov))
- For information on the CFA Study Engagement, reach out to Jennifer Knapp ([jknapp@bendoregon.gov](mailto:jknapp@bendoregon.gov))





# CFA Timeline

## Climate Friendly Areas Project Phasing



**WE ARE HERE**

Complete and Submit Study  
Based on State Requirements

Recommendation

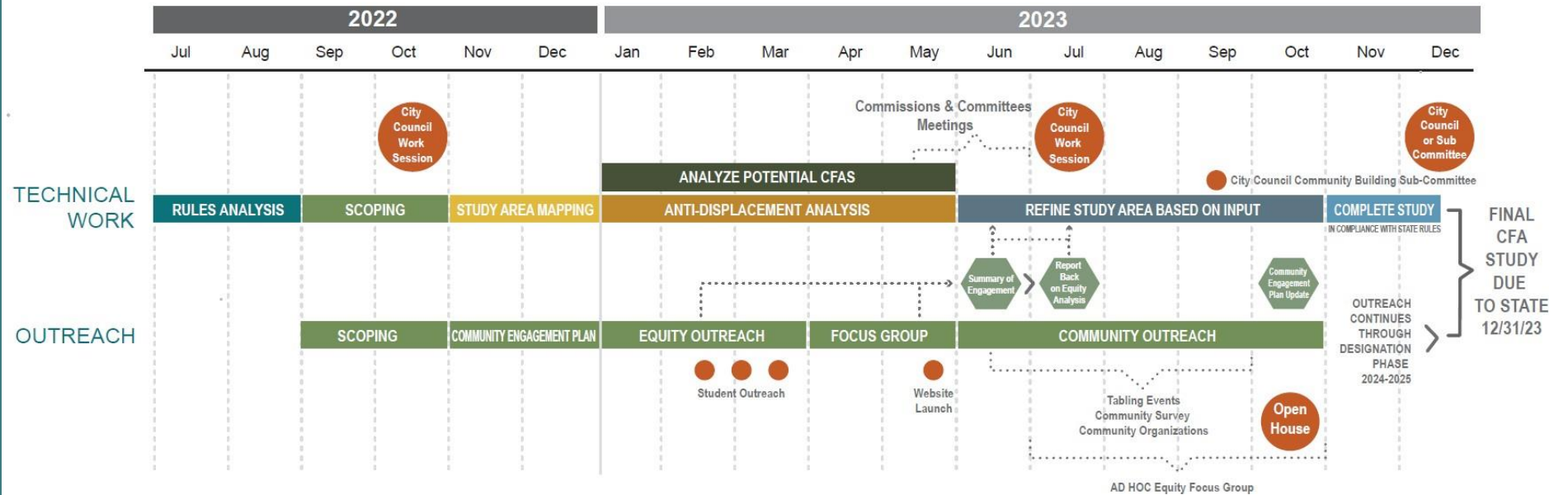
City Council  
Decision &  
Adoption of  
CFA Areas

# Next Steps

- Equity Outreach Summary – July 1<sup>st</sup>
- Anti-Displacement Analysis – Summer 2023
- On-going community engagement
- On-going technical analysis

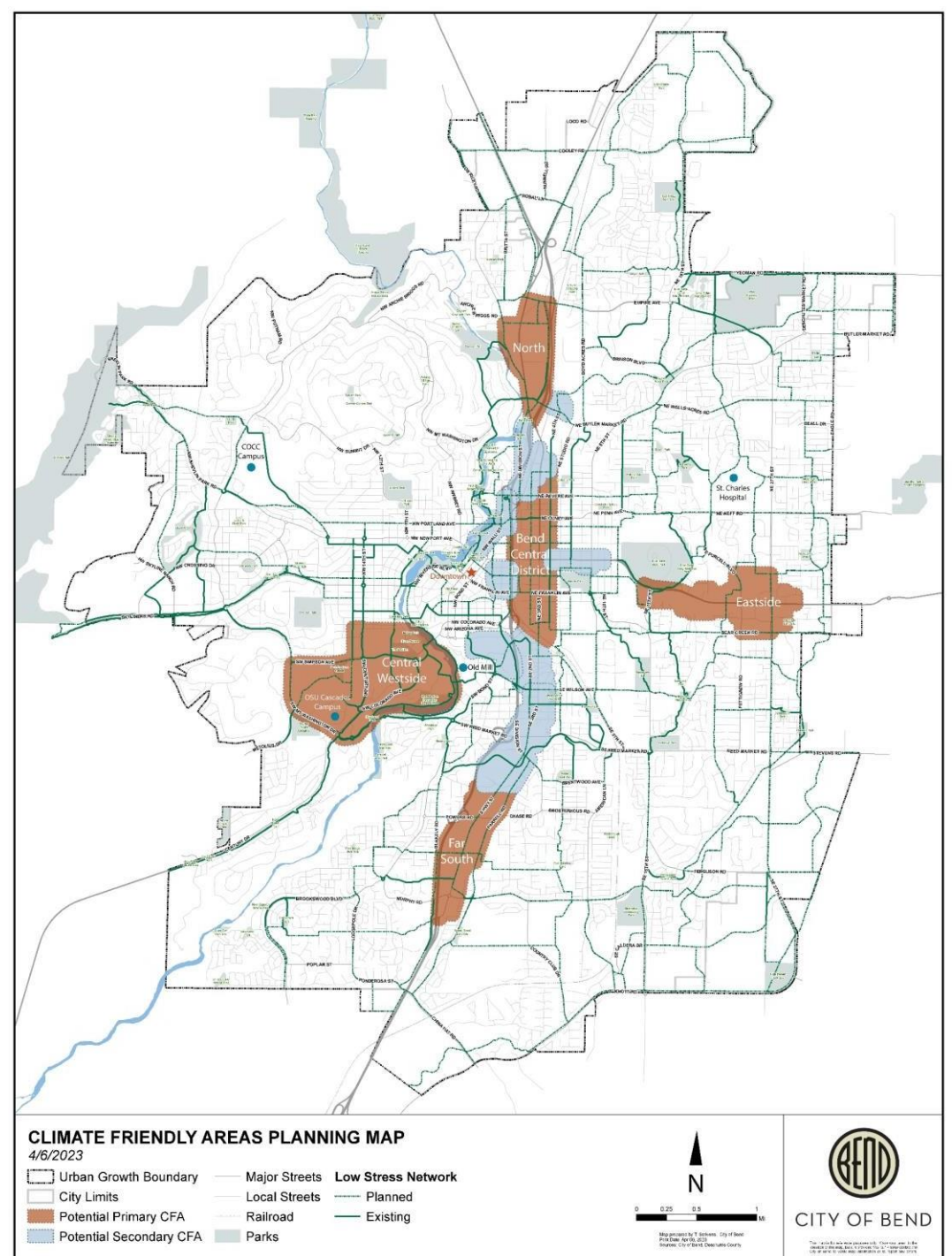
## Climate Friendly Areas Study Timeline

DRAFT  
April 2023

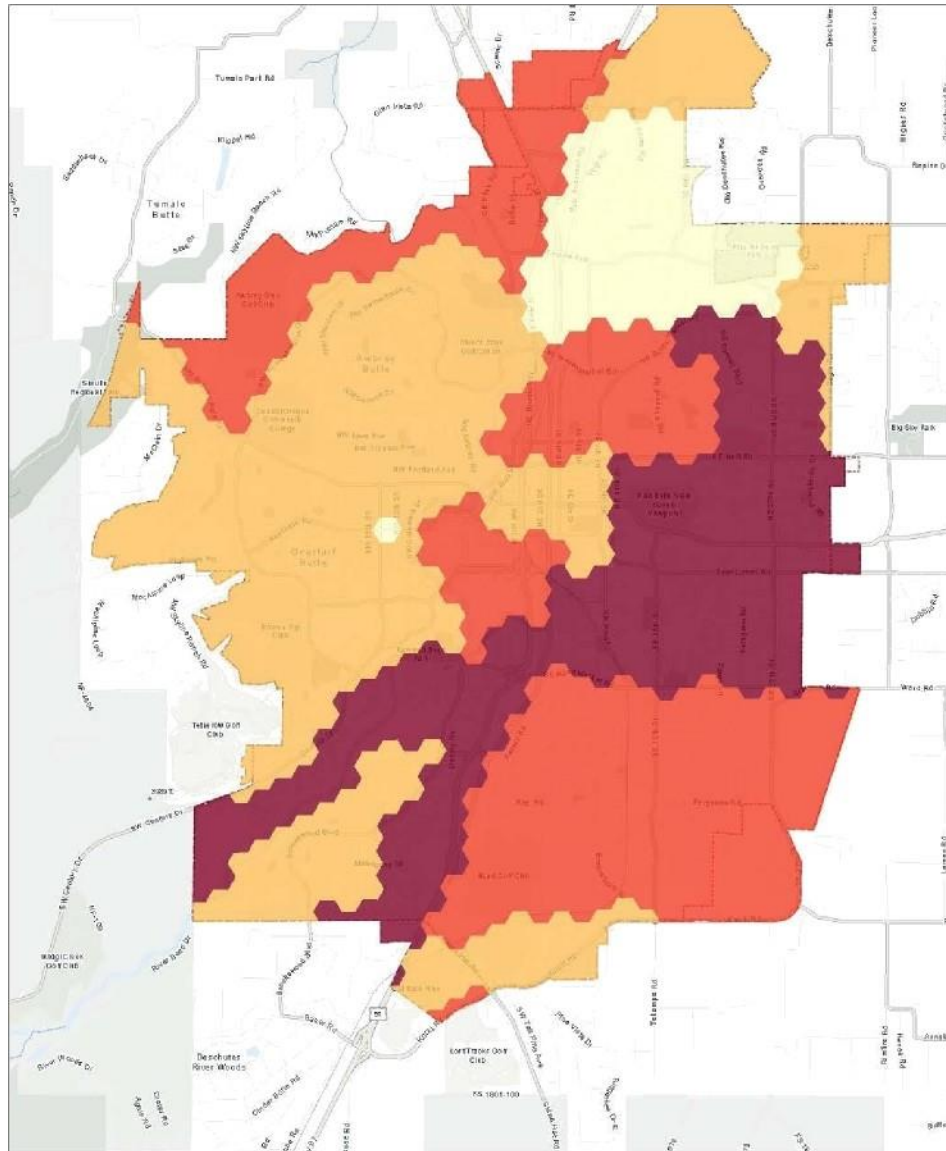


# Mapping Exercise

1. Discuss each Climate-Friendly Area Location:
  - What community or population groups would benefit from this area being designated as a CFA?
  - What community or population groups would be burdened by this area being designated as a CFA?
2. Among all candidate Climate-Friendly Areas, is there one Climate-Friendly Area that provides better, more equitable outcomes?
3. For the community or population groups that may be disproportionately affected by changing development patterns, what strategies or actions should the City consider to mitigate potential displacement and/or gentrification?
4. Did we miss any areas you think should be considered a Climate-Friendly and Equitable Community?



# ArcGIS Web Map



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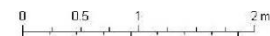
Displacement Risk Risk Index (7 Categories)

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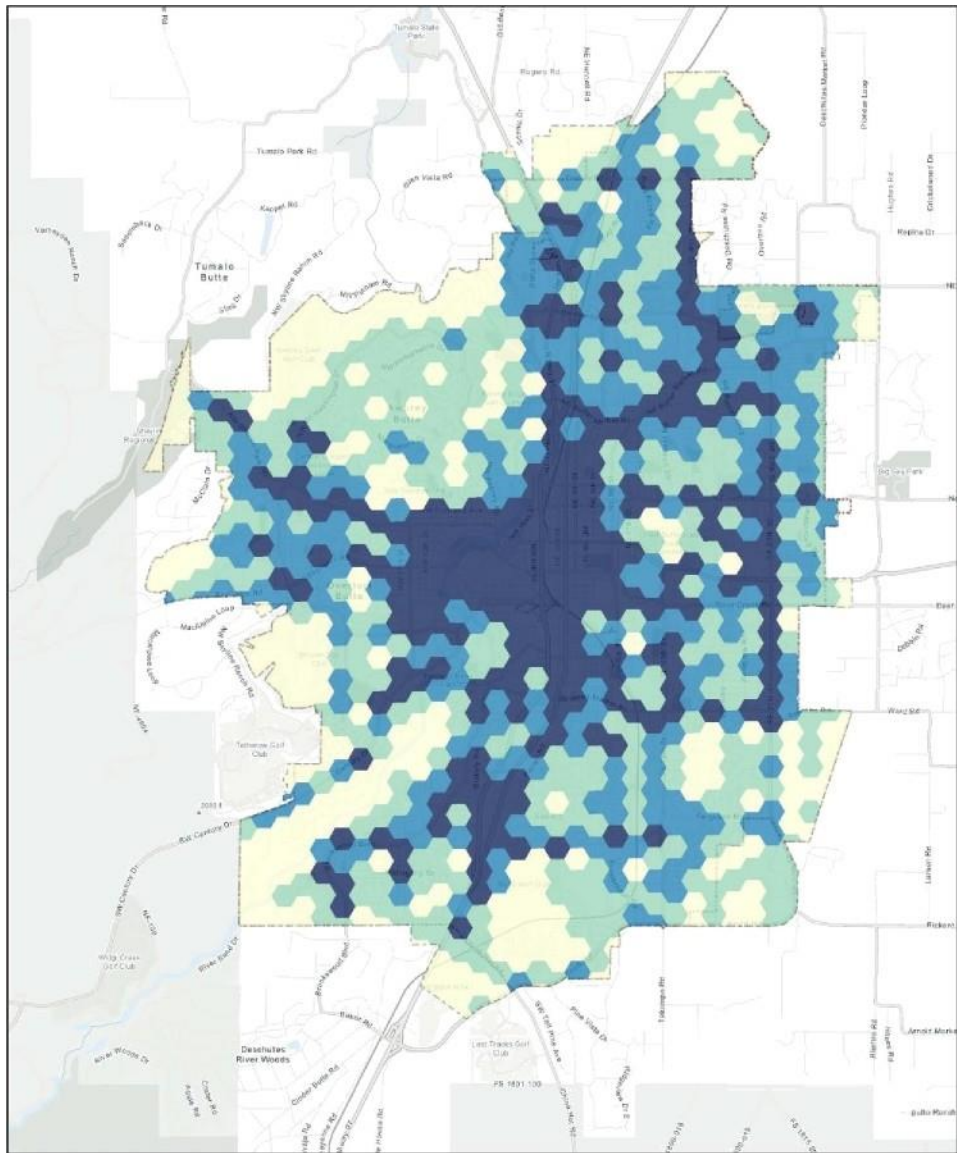
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- 0 Indicators
- 1 - 2 Indicators
- 3 - 4 Indicators

- City Limits
- Urban Growth Boundary



# ArcGIS Web Map



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City Limits

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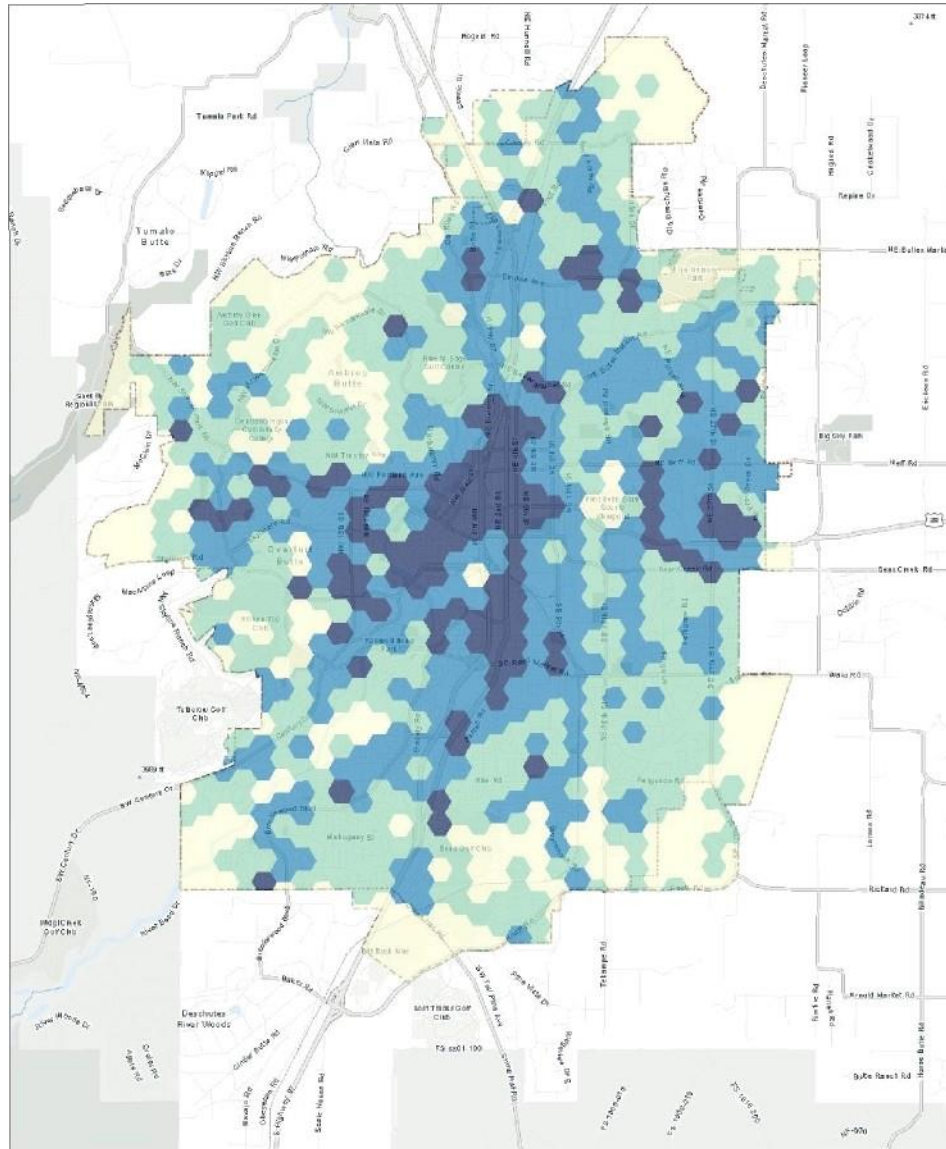
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City of Bend, OR, Oregon State Parks, State of Oregon GEO, Esri, HERE, Garmin, SafeGraph, GeoTechnologies, Inc., METI/NASA, USGS, Bureau of Land Management, EPA, NPS, USDA, Deschutes County GIS

Deschutes County GIS | GeoTerra, Inc. | City of Bend, OR, Oregon State Parks, State of Oregon GEO, Esri, HERE, Garmin, SafeGraph, GeoTechnologies, Inc., METI/NASA, USGS, Bureau of Land Management, EPA,

# ArcGIS Web Map



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Opportunity Model - Opportunity Model Score (By Quantile)

- 0 - 1
- 2 - 4
- 5 - 7
- 8 - 10

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# Climate-Friendly Areas Focus Group

## Discussion Summary

### May 2023

**Context:** Climate-Friendly Areas are intended to be places where people can meet most of their daily needs without having to drive. These areas would provide a greater variety of housing located near transit, jobs, and services in a compact, walkable urban environment. This means that some cities and metro areas across Oregon may see a higher intensity of development over time in their existing urban areas, such as downtowns and central business districts.

*Given the potential for new, different, or increased development patterns in these areas, how do we ensure vulnerable population groups benefit from these changes and what strategies can be employed to mitigate the potential risk of displacement and gentrification?*

**Objective:** Gather feedback on potential Climate Friendly Areas for Bend and discuss the benefits and burdens of each option.

#### **Questions (see map for reference):**

1. Discuss each Climate-Friendly Area Location:
  - What community or population groups would benefit from this area being designated as a CFA?
  - What community or population groups would be burdened by this area being designated as a CFA?
2. Among all candidate Climate-Friendly Areas, is there one Climate-Friendly Area that provides better, more equitable outcomes?
3. For the community or population groups that may be disproportionately affected by changing development patterns, what strategies or actions should the City consider to mitigate potential displacement and/or gentrification?
4. Did we miss any areas you think should be considered a Climate-Friendly and Equitable Community?

#### **Participants:**

Participants represented themselves as well as organizations. Participating organizations included: Embrace Bend, Habitat for Humanity, City of Bend Accessibility Advisory Committee, and Central Oregon Intergovernmental Council/Cascades East Transit. Staff: Brian Rankin, Planning Manager, Jennifer Knapp, Senior Planner, Elyse Vukelich, Associate Planner.

**General feedback:**

Show transit and stops on workshop map

Clarify how City is expected to invest in CFAs and programmatic support

Interconnection between providing gathering space and safety. Is there consideration for BIPOC and other groups in public spaces and potential racist attacks? More solutions need to be explored. Solutions discussed: Defensive training, access to safe spaces, staffed areas (?)

Concerns were voiced about mapping and placing people such as BIPOC and Spanish speaking homes in harms-way by identifying areas of residential concentration. Discussion included balancing the intent of not causing more harm to vulnerable populations through land use decisions and the dangers to those populations in identifying them and areas where they live. Solutions discussed: Not releasing certain mapping data layers, transparency on why data layers should not be readily available to the public, aggregate information with other layers indicating potentially vulnerable populations.

As focus on CFA areas begins to narrow (designation phase), continue outreach to organizations that represent historically underserved groups rather than individuals.

More information and planning is needed related to providing services for residents experiencing houselessness and considering vulnerability to displacement.

Preference for locating Affordable to market rate housing options both rental and ownership across spectrum in CFAs. Access to areas for all income levels.

Transportation options coming online: mobility hubs and sidewalk snow-sweeper

Consider how to create affordable homeownership options within a CFA, not just affordable rentals

**Mapping Exercise Feedback:**

Area	Benefits	Burdens
North		<ul style="list-style-type: none"><li>• Difficult for development at this point due to infrastructure</li></ul>
Bend Central District	<ul style="list-style-type: none"><li>• Could be cool over time</li><li>• Lower land costs (compared to Central Westside)</li><li>• Area could benefit from required affordable housing</li><li>• Up and coming and good location</li><li>• Could benefit from closing some streets to cars but retaining</li></ul>	<ul style="list-style-type: none"><li>• In dire need of a grocery store and other amenities/services</li><li>• Potentially polluted, noise pollution</li><li>• Barriers such as 3<sup>rd</sup> and railroad</li><li>• Retain permeability and access between public and private spaces</li><li>• Could benefit from shared or structured parking option as area grows</li></ul>

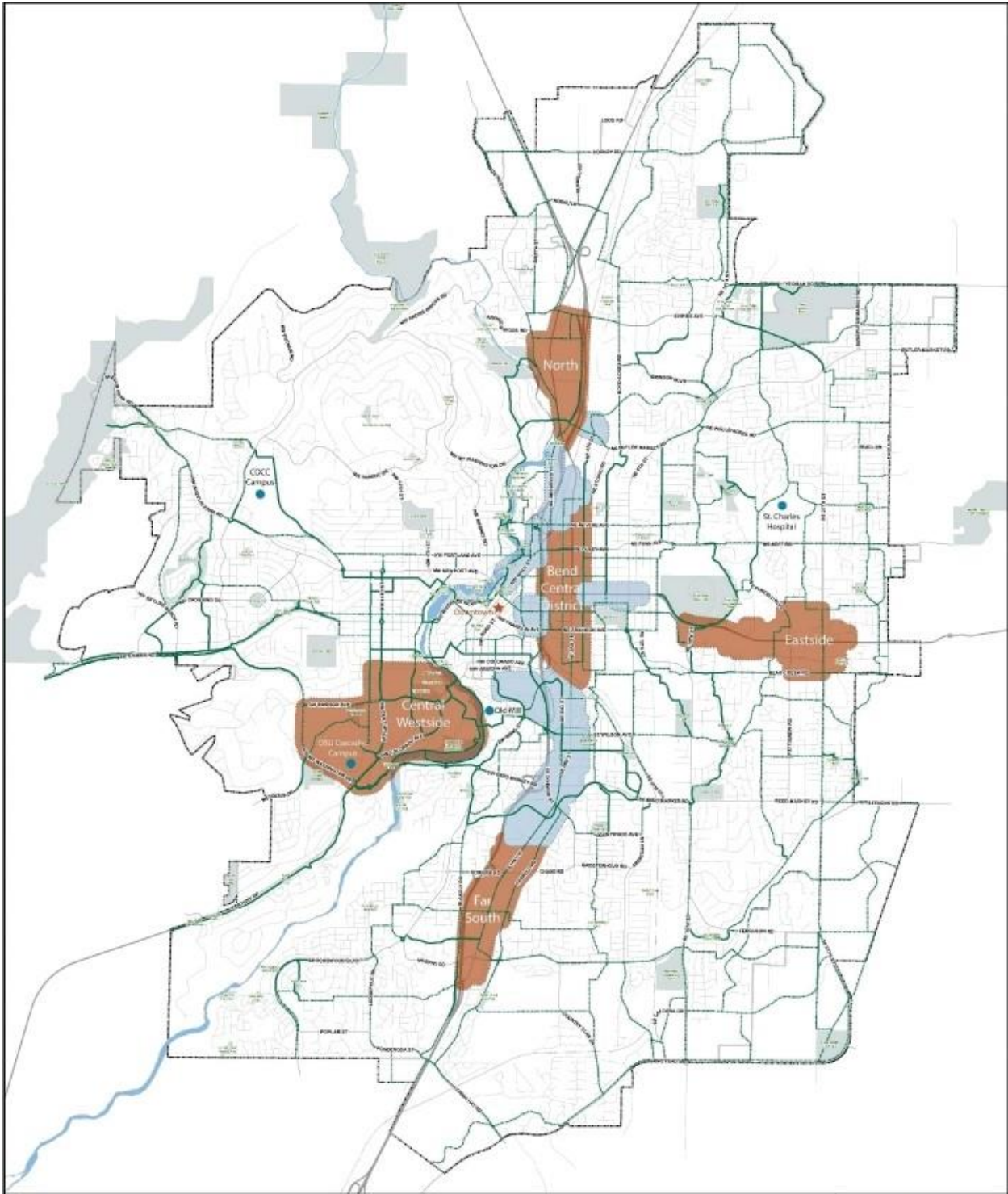


	<ul style="list-style-type: none"> <li>connection for non-vehicular modes</li> <li>Existing investment around area and services</li> <li>Good block lengths</li> </ul>	<ul style="list-style-type: none"> <li>Naturally occurring affordable housing could be vulnerable to displacement</li> <li>Needs a public gathering place</li> </ul>
Central Westside	<ul style="list-style-type: none"> <li>Already functional CFA</li> <li>Mobility hubs could work well here</li> <li>Growing density makes sense</li> <li>Innovation district</li> </ul>	<ul style="list-style-type: none"> <li>High land value creates a barrier</li> <li>Mixed-Use zoning is an issue for affordable housing and stand-alone residential</li> <li>Potential for congestion</li> <li>Not financially accessible</li> </ul>
East	<ul style="list-style-type: none"> <li>Could benefit from this type of designation and growth</li> <li>Some opportunity with vacant/partially vacant land</li> </ul>	<ul style="list-style-type: none"> <li>Some existing residential zoning could be a barrier</li> </ul>
Far South	<ul style="list-style-type: none"> <li>Excitement around potential in this area</li> <li>Affordable land comparatively</li> <li>More options for residential</li> </ul>	<ul style="list-style-type: none"> <li>Potential to be walkable with more infrastructure and amenities</li> <li>Needs more amenities for current residential</li> </ul>
Secondary Areas		
Other Areas to Consider	<ul style="list-style-type: none"> <li>Hunnel Rd/North triangle area</li> </ul>	

Discussion focused on Central Westside and Bend Central District and less time on the other areas due to time constraints.

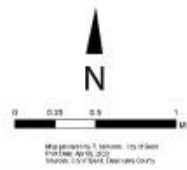
The question of whether to designate an area that is already functioning in most respects as a CFA (Bend Central District and Central Westside) or to consider an area that could benefit from the changes inherent in CFA designation where there is potentially more opportunity for more people such as Far South and East was discussed.

Anti-Displacement questions and toolkit were assigned as “homework” where feedback could be provided via email.



**CLIMATE FRIENDLY AREAS PLANNING MAP**  
4/6/2023

- |                         |               |                           |
|-------------------------|---------------|---------------------------|
| Urban Growth Boundary   | Major Streets | <b>Low Stress Network</b> |
| City Limits             | Local Streets | Planned                   |
| Potential Primary CFA   | Railroad      | Existing                  |
| Potential Secondary CFA | Parks         |                           |



# Climate-Friendly Areas Student Outreach

## Project Summary

### March 2023

**Context:** Climate-Friendly Areas (CFA) are intended to be places where people can meet most of their daily needs without having to drive. These areas would provide a greater variety of housing located near transit, jobs, and services in a compact, walkable urban environment. This means that some cities and metro areas across Oregon may see a higher intensity of development over time in their existing urban areas, such as downtowns and central business districts.

*Given the potential for new, different, or increased development patterns in these areas, how do we ensure vulnerable population groups benefit from these changes and what strategies can be employed to mitigate the potential risk of displacement and gentrification?*

**Objective:** The Community Engagement Plan focused on equity outreach through a grant from the Dept. of Land Conservation and Development (DLCD). The plan aims to engage BIPOC and vulnerable community members in meaningful conversation related to the CFA study and implementation. This activity engaged youth as a voice for the future of Bend.<sup>1</sup> City staff worked with Central Oregon Community College Avanza to engage with the Latinx College Prep program. This program is an Advanced Placement Leadership Program in Bend High Schools.

**Background:** City staff presented background information on the State rules and information about the intent of a Climate Friendly Area in the classroom: What do CFAs look like? How do they function? Where are examples in Bend?

Preliminary mapping was presented; Areas of Bend were identified where zoning is in alignment with criteria identified in the State rules.

Students worked in groups of 5-6.

#### **Questions (see presentations for reference):**

1. What areas on the map are you familiar with? Would any of those areas work well as a CFA? Determine an area/s to focus on.
2. How does this area connect with other high-amenity areas? How could this area connect more effectively?
3. What CFA amenities does your identified area have? What is it missing?

#### **Participants:**

36 students from Bend High and Caldera High participated. Staff: Jennifer Knapp, City of Bend Senior Planner; Elyse Vukelich, City of Bend Associate Planner; Claudia Bisso-Fetzer, COCC Program Director; Adrian Ortiz, Caldera High, Staff/Program Coordinator.

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<sup>1</sup>Youth and Latinx communities represent vulnerable/protected classes identified by the State rules.

## **Presentation at City Hall**

Approximately 30 students from Bend High and Caldera High presented their projects to City of Bend staff, City Manager Eric King and Mayor Melanie Keebler.

Bend High School presentation emphasized connections between potential CFAs and high-amenity areas. One area of interest was near Bend High's campus at NE Greenwood where students located connections and gaps to Downtown. Another area of interest for the group were the COCC and OSU campuses.

Students identified opportunities for more amenities and potential for connections between the two. Part of the presentation was given in Spanish. This section centered around a hope for more employment in Bend so that students could stay near family as they entered the job market. More rail options within town and regionally were also explored. Latin American examples of town centers featuring plazas, corner markets and streetcars were used.

Caldera High School focused on an Opportunity Area identified in the 2016 Urban Growth Boundary process. The area in Southeast Bend encompasses the Caldera campus. The project took a deep dive on amenities and services the area needs to create a functional CFA. Both positives and negatives of the designation were explored. The students highlighted the eco-friendly elements of CFA design including less reliance on vehicles, better safety for alternate modes, and increased access to services and amenities.

**Presentations:** Final presentations are attached.

# BEND CITY ECO-FRIENDLY *PLAN*

2023 Caldera High School Avanza



# About AVANZA

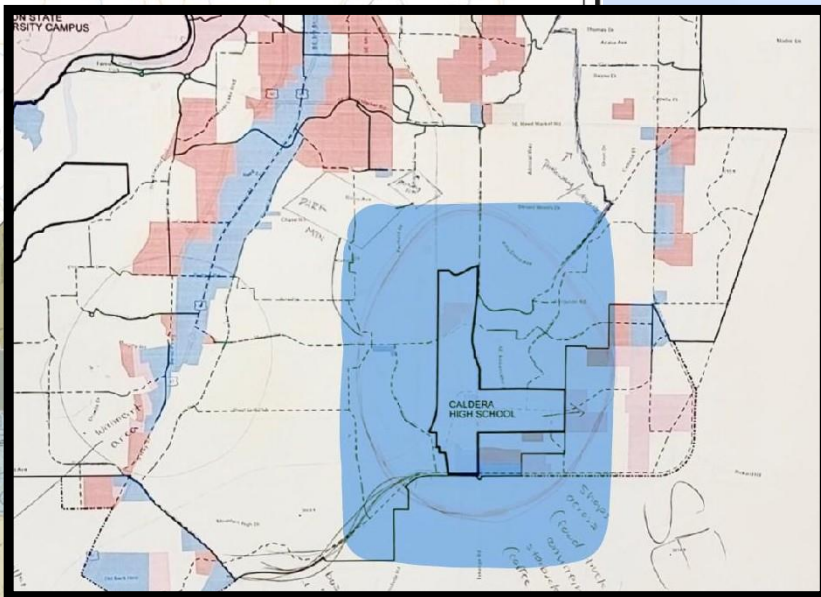
We are a small group of hard working students from Caldera High School who care about our city and community. We want to work together with our local government with the intention of helping the city of Bend become safer, more accessible, and cleaner in order to keep Bend Eco-Friendly. For the past month, Avanza has met to discuss ideas for improvements and expansion within Bend, including meeting with city planners, getting to map future commerce around Bend, and discussing the opportunities that can be offered in the future for our community.



2023

**AVANZA GOAL: To  
achieve a greener  
Bend, Oregon and to  
reduce gas emissions in  
our city.**



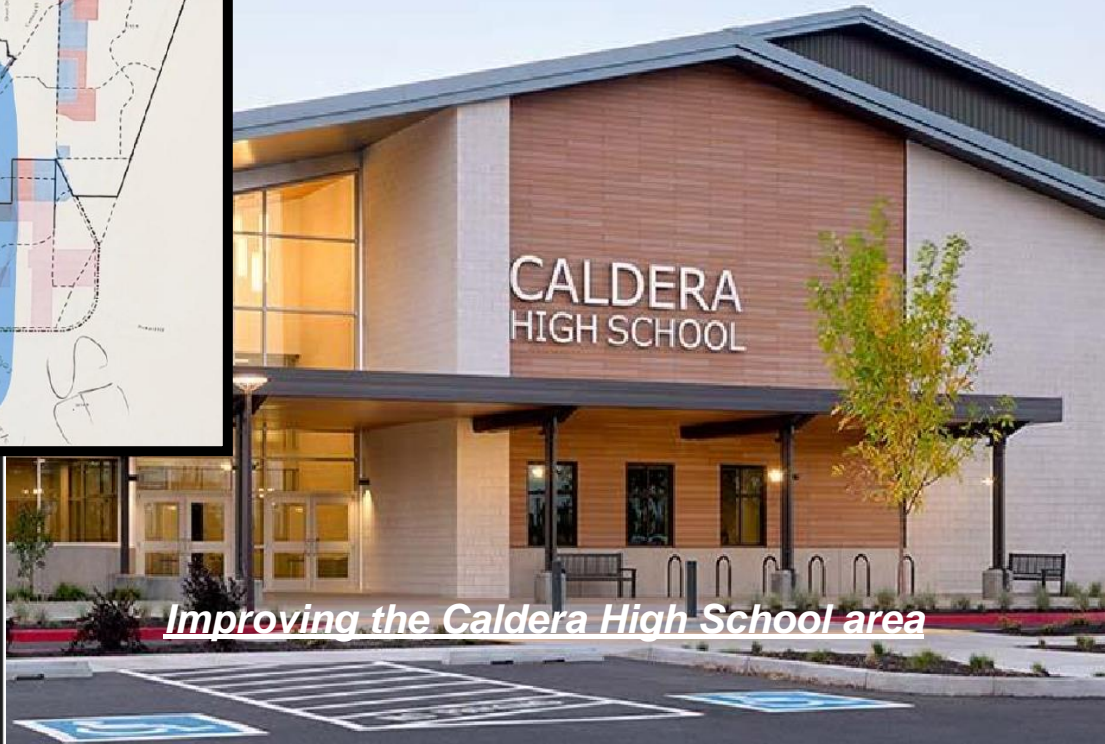


- City Offices
- Fire Stations
- Police Department
- Schools
- River
- City Limits
- Urban Growth Boundary

**City of Bend  
Neighborhood Associations**



CITY OF BEND



*Improving the Caldera High School area*



# Increasing amenities around Caldera-

## Examples:

- **Food commerce**
  - Five Guys
  - Chipotle
  - Jersey Mike's
  - Jamba Juice
  - SubWay
  - Farmers Market
  
- **Entertainment & Others**
  - Library / Book Store
  
  - Tutoring Center
  - Wellness centers/ Daycare  
Gym, Yoga Facility, Pharmacy.
  - Community Garden / Garden  
Center

## Cons

- The effect it will have on different local commerce
- Residential approval
- Close to neighborhoods
- lack of Demand from local community
- Increased foot and bike traffic

## Pros

- Close and easily accessible
  
- locations for lower income homes
- Nearby school students will be able to walk or bike instead of driving (lower gas emissions)
- Creates more job opportunities





## ***Increasing incentives for the increase in foot traffic and the decrease of car usage & emissions***

By creating commerce areas in Southeastern Bend less driving will be required. If an efficient sidewalk layout is able to connect the majority of the area, more people will be encouraged to walk. Commercial and recreational areas such as the Old Mill District and Downtown Bend are great examples of successful commercial areas that are also connected to family and pet friendly parks.



### **Increase Sidewalks**

- For pedestrians and cyclists
- Easy to navigate

### **Increase Safety**

- More accessible
- Designated crossings

### **Decrease Distance**

- Less need for driving
- More chance of people choosing to walk

# Steps required before development starts

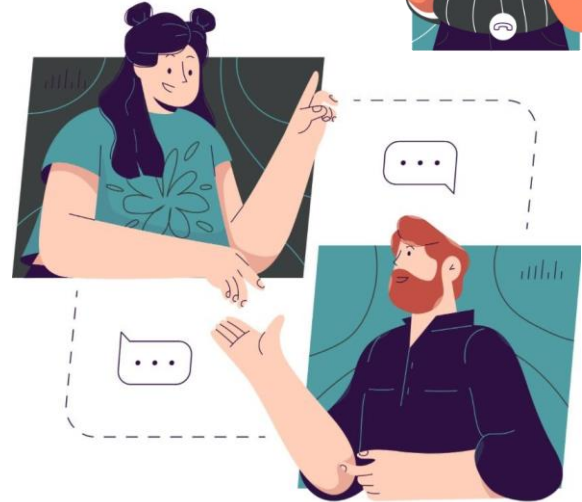
## Community survey

Consulting the surrounding communities



Neighborhood associations, the surrounding low, middle, and high income neighborhoods

Connect with local neighborhood leaders



Funding for infrastructure, sidewalks, buildings, subsidies to attract local commerce into the area

Set aside funding for Development to commence



Please  
our city  
emission.

All answers at  
survey will be pro

Thank you !

---

Your email will be recorded whe  
form

\* Required

Email

---

## *The community survey*

Here we will receive input from everyone in the community and make sure that everyone's voice is heard. we will also gain insight on:

- The Demand for our proposal
- more ideas on making our city greener and hopefully emission free in the future
- what the people of Bend truly want to see in their communities.



SCAN ME

**Thank you  
for your  
time!**



# Air oopA

Avanza Bend Senior High School

# **1 Climate Friendly Goals**

# Identifying Climate Friendly Areas



A climate-friendly area are areas where residents, workers, and visitors can meet most of their daily needs without having to drive. They are urban mixed-use areas that contain, or are planned to contain, a greater mix and supply of housing, jobs, businesses, and services.





# Priorities in the Creation of Climate Friendly Areas

- Provides retail, affordable housing that's close to schools and climate friendly areas
- Safe paths for bikes and people walking
- Close proximity schools which allows students to have easy access to use environmentally friendly zones

# Benefits

- Safer climate friendly options for kids walking to schools
- Climate friendly options for students to socialize and start healthy habits like walking and using bike paths
- By making sidewalks or walking paths, more people can feel safe and will be encouraged to use the paths.
- Climate Friendly's vision is a productive, sustainable land sector that contributes to a zero net emission.
  - Reduces gas contamination
  - These areas can also create communities and unite people together

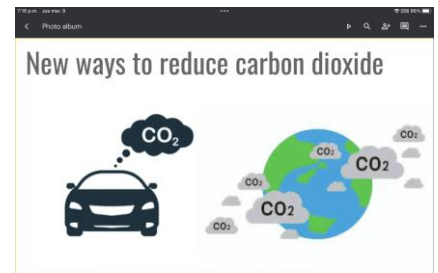
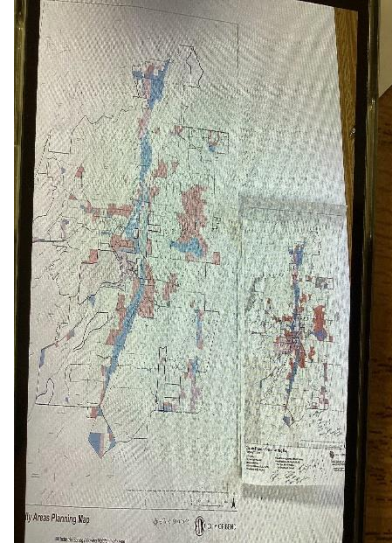
Picture, fotos

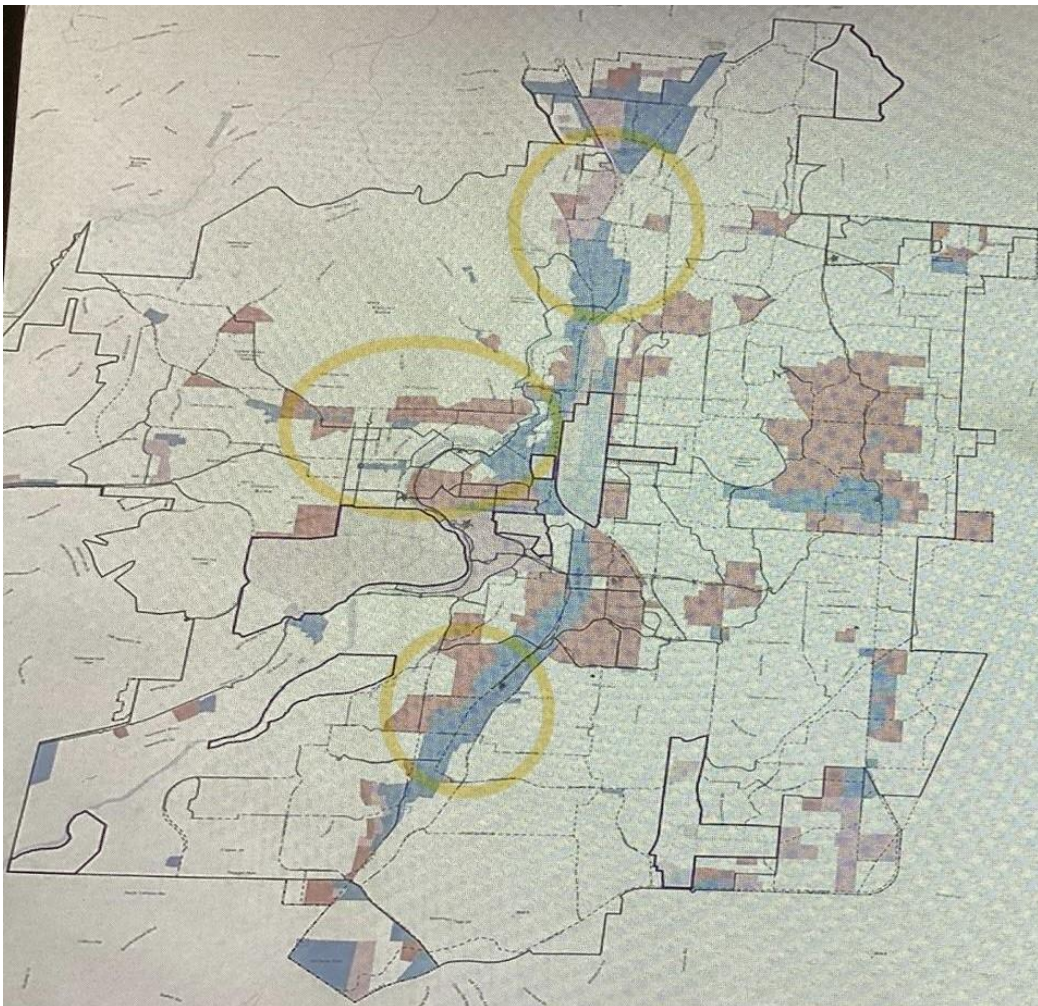


# Ways to have better safety areas

Desde nuestro punto de vista realizar este proyecto es para que más seres humanos puedan vivir una vida mejor y más cómoda activa y es mejor empezar a pensar en nuestro futuro que en el ahora por la razón que hoy en día se puede realizar un plan para estos acontecimientos en cambio si ves hacia el futuro ves a tus padres ,amigos ,familia visualicemos cómo sería tener a nuestro alcance estas futura creaciones que ayudarán no solo con la economía sino par disminuir el aire contaminado y haci hacer de esta comunidad nuestra prioridad para el futuro en mi opinión depende de nuestras obras en el presente creo y creemos que la actualización de poder usar medios de transporte como los teleféricos y glorietas ayudarían mucho o ala población a transportarse con facilidad y optamos por la decisión de colocar más tiendas cercanas tenemos de ejemplo áreas en las que se puede acceder a más tiendas pensamos en mols sin duda no tendríamos que ir hasta portland de empleo está latinoamericana y su visión sobre más tiendas cercas de nosotros.

Att.Alexa coral





*Handwritten notes:*  
 200' 300'  
 400' 500'  
 600' 700'  
 800' 900'  
 1000'



**Climate Friendly Areas Planning Map**  
 February 17, 2022

- |                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>City of Salem</li> <li>City of Salem Planning Department</li> <li>City of Salem Planning Commission</li> <li>City of Salem Planning Board</li> <li>City of Salem Planning Committee</li> <li>City of Salem Planning Council</li> </ul> | <ul style="list-style-type: none"> <li>Industrial District (Orange, Reddish Orange)</li> <li>Local Area District (Blue, Purple, Pink)</li> <li>Local Office Network (Orange)</li> <li>Local Office Network (Purple)</li> <li>Local Office Network (Blue)</li> </ul> |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|



*Handwritten notes:*  
 200' 300'  
 400' 500'  
 600' 700'  
 800' 900'  
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