

2023 CORE AREA PERFORMANCE METRICS

The following performance metrics report is intended to help evaluate the performance of the Bend Urban Renewal Agency in achieving the Guiding Principles of the Core Area Tax Increment Finance (TIF) Plan. Metrics are organized by the following Core Area Guiding Principles:

- Create a place where you can live, work and play
- This is a walkable area with a balanced transportation system
- This area removes barriers and connects the East and West sides of Bend
- This plan leads to direct outcomes, it is implemented
- Affordability is preserved
- Public investments incentivize and catalyze private development
- The planning process is transparent and open to ensure that those affected by the decisions are involved in the process
- This area incorporates sustainable and low impact development principles and practices

This 2023 Annual Report is the second annual performance monitoring report. Future performance is anticipated to be evaluated on an annual basis. Performance metrics may be modified over time as needed.

A public facing dashboard of these metrics is also available using the following link: bit.ly/coreareaperformance

Version Date: May 13, 2024



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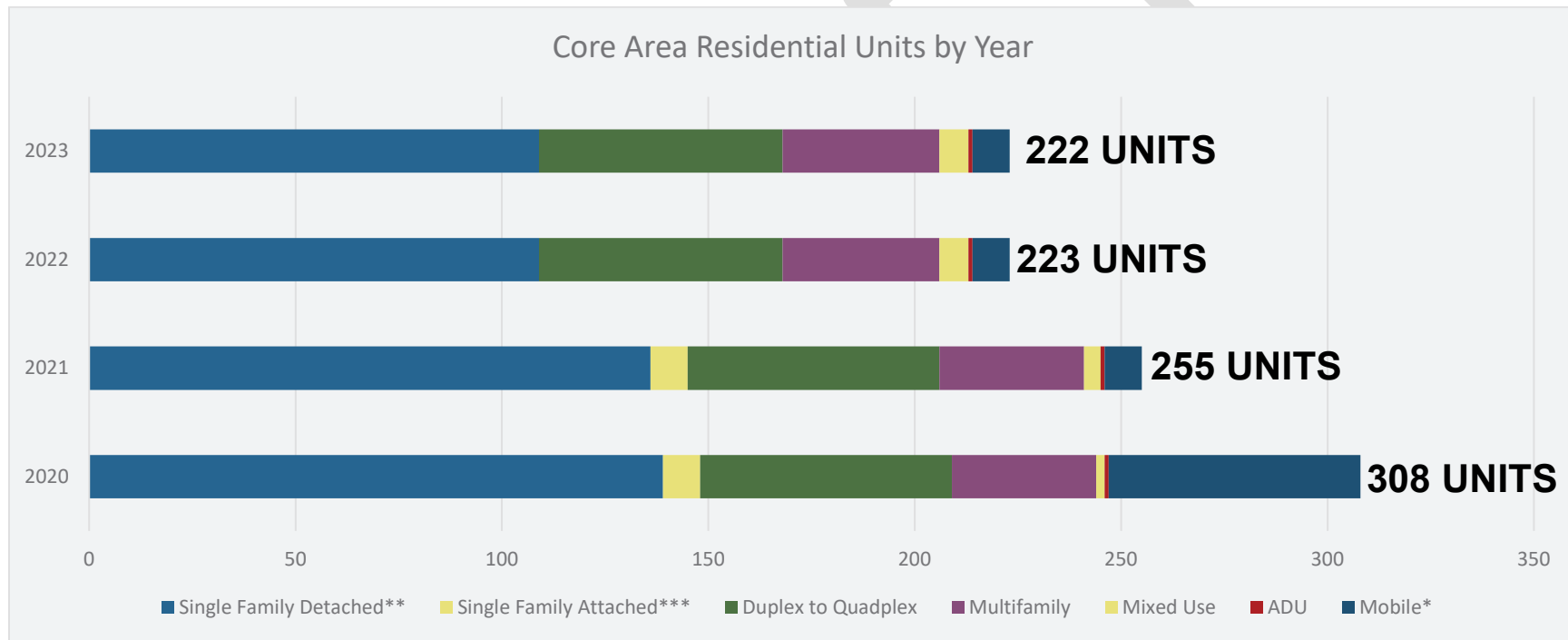
2023 CORE AREA PERFORMANCE METRICS

Create a place where you can live, work, and play.

Metric: Number of (net new) residential units.

Target: 608 total housing units by 2028 and 2,042 total units by 2040. The target is based on a goal of having 385 net new units by 2028 and 1,819 net new units by 2040 compared to a 2022 baseline based on the 2016 Housing Needs Analysis.

In 2023, the Core Area saw a net loss of one unit due to the demolition of a Single Family Detached unit on an industrial zoned property near SE Scott St.



*In 2021, the City completed the mobile home assessment and mobile home units in the area decreased from 61 to 9.

**In 2022, the City completed an assessment of residential units in commercial zones to determine current occupancy use which resulted in some residential units to be classified as commercial.

***In 2022, the city modified its methodology for categorizing condos, which were all previously categorized as Single Family Attached, Core Area SFA's were categorized to Multifamily and/or Mixed Use.

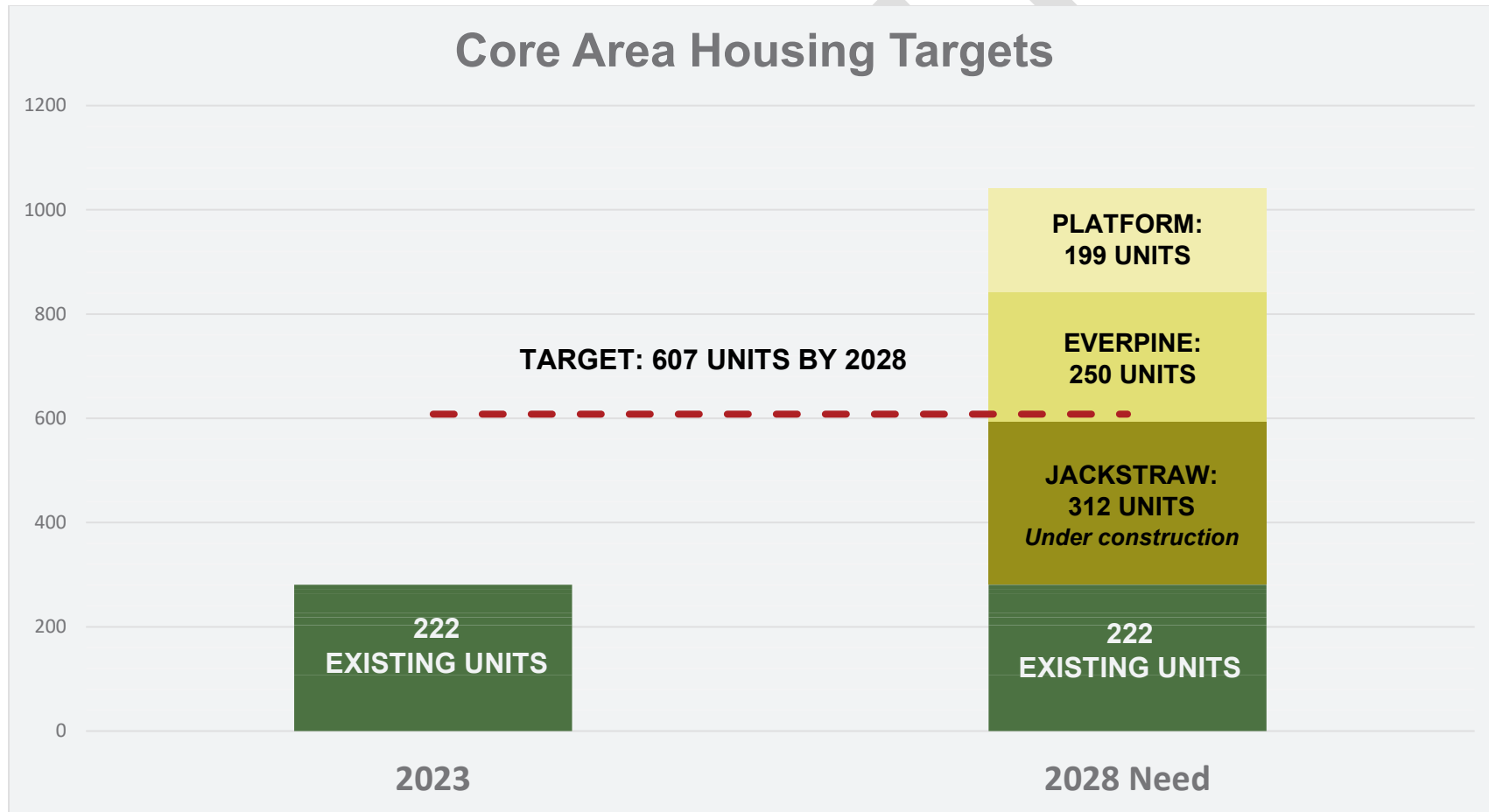


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2023 CORE AREA PERFORMANCE METRICS

Create a place where you can live, work, and play.

Given the strong community need for housing, the graphic below provides additional insight into the ability to meet the City's Core Area housing goals by 2028 based on development activity of three major projects. Existing residential units are shown in green below. Planned developments supported by the City's Multiple Unit Property Tax Exemption (MUPT) Program within the Core Area are shown in yellow below, all three developments have indicated that they anticipate completing their projects before 2028.



2023 CORE AREA PERFORMANCE METRICS

Create a place where you can live, work, and play.

Metric: Number of business and employees in Core Area.

Target: 8,282 employees by 2028 and 9,451 employees by 2040. Target informed by the employee targets for the four opportunity areas within the Core Area established in the City's 2016 Economic Opportunity Analysis (EOA).



2020 was an odd year for businesses, caused by the COVID-19 Pandemic. In 2020, the Core Area saw a drop in both number of employees (-2.7%) and job sites (-2%). The area has continued to see 1-3% annual reductions in both employees and job sites. 2023 data for employment and employees is not available until October of 2023 and is therefore not included in this report.

2023 CORE AREA PERFORMANCE METRICS

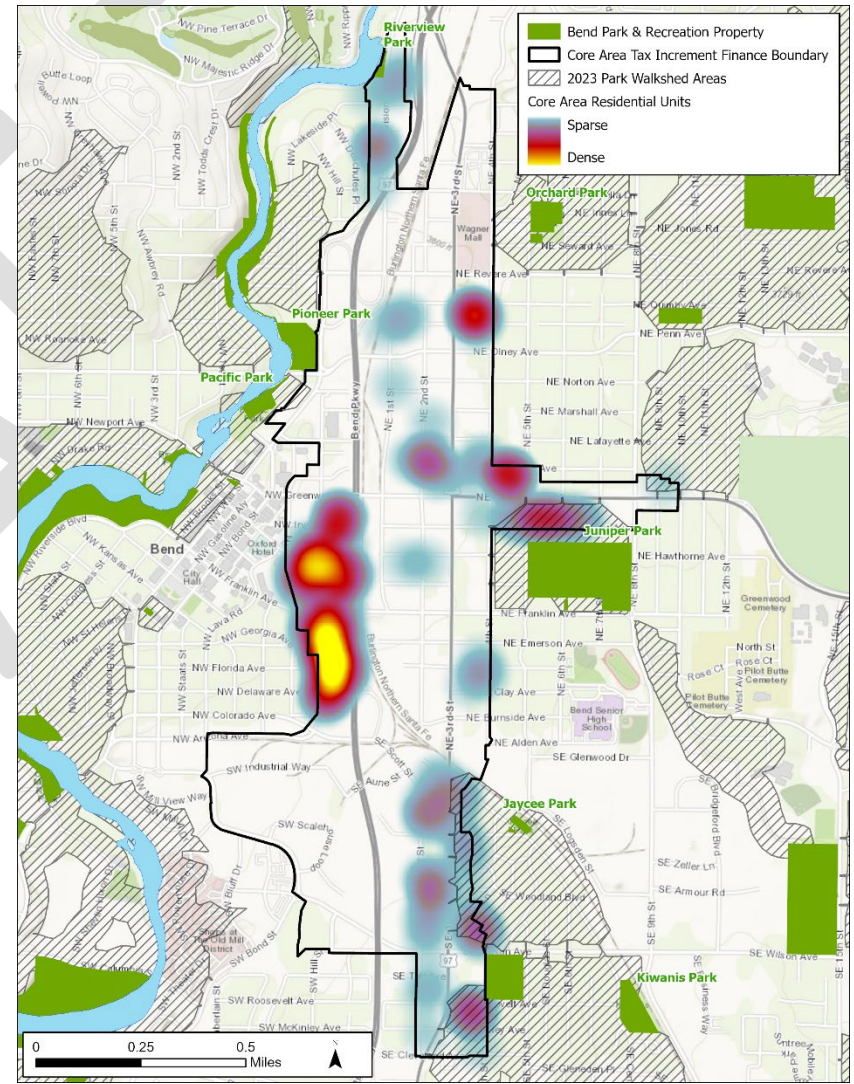
Create a place where you can live, work, and play.

Metric: Percentage of Core Area residential units that are within a ½ mile walkshed of a publicly accessible park, plaza, open space, or natural area.

Target: 100% of Core Area residents within a ½ mile walkshed of a publicly accessible park, plaza, open space, or natural area.

In 2023, 17.6% of Core Area residents are located within a ½ mile walkshed of a park. The three parks that currently serve Core Area residents include:

1. Juniper Park which serves people living south of Greenwood Avenue and east of NE 4th Street
2. Jaycee Park which serves people living south of the BNSF railway and east of NE 3rd Street between Railroad St and Wilson Ave
3. Vince Genna Stadium which serves people living south of Wilson Avenue



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2023 CORE AREA PERFORMANCE METRICS

This is a walkable area, with a balanced transportation system.

Metric: Transit ridership including total transit boarding and alightings (exits) within the Core Area.

Target: Increase transit boardings and alightings by 3% every 5 years. 2025 target is to have total boardings be greater than 121,057 (3% above 2020 baseline).

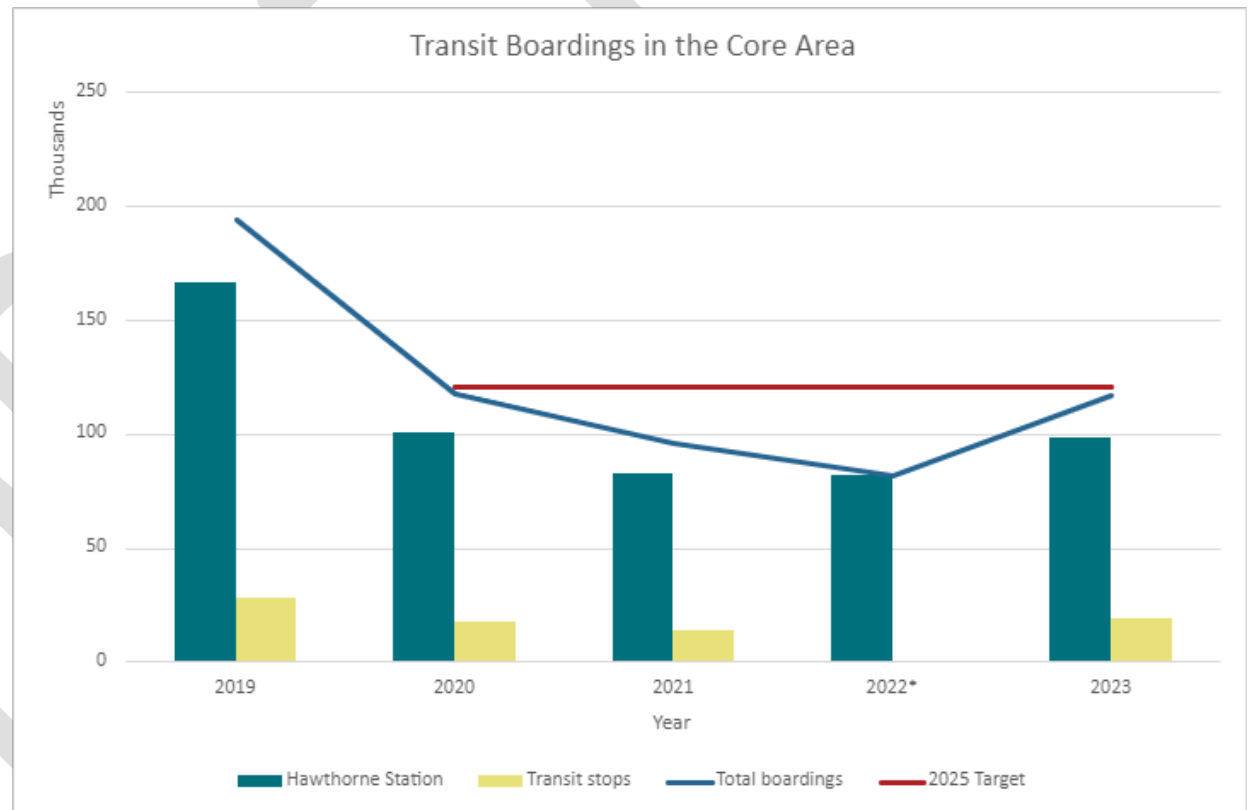
Transit ridership was significantly impacted by the COVID-19 pandemic, ridership dramatically dropped in 2020 and has slowly been increasing since but has not returned to pre-pandemic levels. Ridership has nearly increased by 3% since 2020 ridership levels.

In 2023, 98,365 people boarded a bus at Hawthorne Station (up 20% from the year prior but 2% less than in 2020) and approximately 92,077 got off the bus at Hawthorne. Approximately 21% of these Hawthorne Station trips were for Intercity travel. The transit stops with the highest boardings in the Core Area in 2023 included:

- 3rd Street @ Wagner Mall (1,799 boarding)
- 3rd Street @ Dekalb Avenue W (1,145 boardings)

The stops with the highest alightings (exits) in 2023 were:

- Franklin Ave @ 2nd Street N (2,160 exits)
- Greenwood Avenue @ 6th Street N (1,858 exits)



**In 2022, Cascades East Transit switched software systems; therefore 2022 transit stop data is not currently available.*



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2023 CORE AREA PERFORMANCE METRICS

This area removes barriers and connects East and West Bend.

Metric: Percent complete of critical Core Area Capital Projects.

Target: Projects to be completed on time and within budget.

This table gives an overview of the four major east-west connectivity transportation improvements that are currently underway in the Core Area. Each project is in a different project phase between study/planning, design, construction, and completion; each project's status is demonstrated in the table below. One project of key focus is the Midtown Connections Project which includes improvements at four locations including Greenwood Ave, Hawthorne Ave, NE 2nd Street, and NE Franklin Ave.

PROJECT STATUS- 2023 Q4					
	Study	Planning	Design	Construction	% Budget Spent
Aune Street Extension					<1%
Midtown Connections & Streetscaping Project			<i>Greenwood</i>		0%
		<i>Hawthorne</i>			0%
		<i>2nd Street</i>			0%
		<i>Franklin</i>			<1%
Olney Avenue Pedestrian & Bicycle Improvements					<1%
Wilson Avenue Corridor Improvements					81%



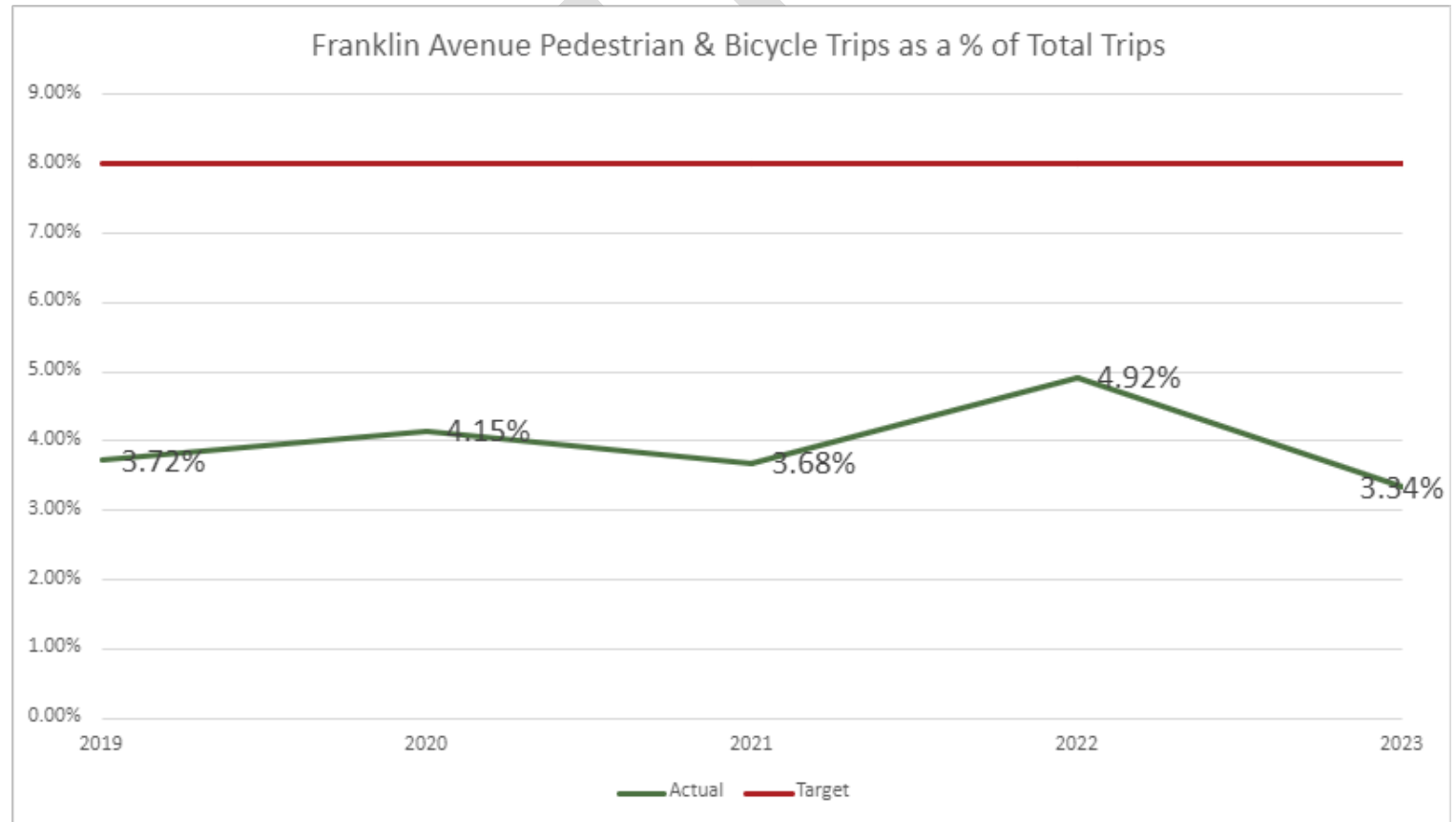
2023 CORE AREA PERFORMANCE METRICS

This area removes barriers and connects East and West Bend.

Metric: Mode Split based on permanent counter data on Franklin Avenue.

Target: Pedestrian and bicycle trips to make up 8% of all trips by 2030.

Pedestrian and bicycle trips have been ranging between 3-5% over the years. In 2023, pedestrian and bicycle trips on Franklin Avenue made up the lowest percentage of total trips that the area has seen in the last 4 years.



2023 CORE AREA PERFORMANCE METRICS

This plan leads to direct outcomes; it is implemented.

Metric: Number of Core Area Project Report Actions that are implemented by end of year. The Report include 6 recommendations and 19 actions total.

Target: All relevant Core Area Project Report actions completed by 2025.

By the end of 2023, **15 of the 19 actions** are complete or in progress. 7 have been completed, with an additional 8 items in progress.

1.1	2.1	2.2	2.3
2.4	3.1	3.2	3.3
4.1	4.2	4.3	4.4
5.1	5.2	5.3	6.1
6.2	6.3	6.4	

Seven Completed Actions:

- ✓ 1.1 Adopt an Urban Renewal/TIF Plan
- ✓ 2.1 Remove barriers to development/redevelopment for housing and mixed-use development in the BCD.
- ✓ 2.2 Evaluate code updates to Commercial Limited/Commercial General zones in Core Area to remove barriers to development/redevelopment.
- ✓ 2.3 Evaluate code updates in other zones in the Core Area to remove barriers to development/redevelopment
- ✓ 3.1 Include the Core Area in a citywide tax exemption program
- ✓ 6.1 Form advisory committee(s) to overview implementation of Core Area TIF Plan.
- ✓ 6.2 Develop a business improvement program

Actions that took place in 2023 to support completion of these actions included:

- In January of 2023, City Council removed all parking minimums citywide which improved development feasibility, particularly of small lots in all zones within the Core Area
- In April of 2023, the Bend Urban Renewal Agency adopted the Core Area Business Assistance Program and in December of 2023 they approved \$100,000 of funding be allocated to six businesses in the first cycle of funding for this program.

Eight Actions In Progress:

- The City has completed several comprehensive updates to our street standards in the last 2 years. In addition, The City recently received a grant to evaluate potential street standard amendments that may be needed to support Climate Friendly Area designation including a requirement to allow for low-car districts. This will help the City address the following actions:
 - 5.1 Update street standards, specification, and codes for streets within the Core Area



2023 CORE AREA PERFORMANCE METRICS

- 5.2 Adopt Mobility Guidelines
- 4.1-4.3 Invest in key infrastructure & public realm amenities
 - This is an item that will be ongoing throughout the lifetime of the district however both the City of Bend and Bend Urban Renewal Agency have committed significant resources and capital improvement funds to support major infrastructure investments in the district over the next 5 years.
- 6.3 Support housing that is affordable
 - The City is evaluating various incentive policies to support housing and specifically affordable housing in the Core Area.
- 6.4 Incorporate community climate action plan strategies
 - The City is evaluating various incentives to support climate action strategies. In addition, the City will be implementing the Climate Friendly & Equitable Communities land use and transportation planning rules to support statewide efforts to reduce greenhouse gas emissions.

What is the status for the remainder of actions to be completed by 2025...

- 3.2 Modify the SDC Financing program in the Core Area
 - While the City recently updated it's SDC methodology. While no major changes to the SDC financing program are currently being considered, the City will be slowly transitioning from collecting SDCs at time of permit issuance to Certificate of Occupancy which is a significant benefit to the development community. Changes to the City's SDC financing program could be evaluated as part of a larger incentives discussion. For example, Portland allows developers enter into a loan contract with the City to pay SDCs in monthly or biannual installments over a 5-20 year period.
- 2.4 Evaluate land use designation changes (Inner Greenwood & SE 2nd Street) in the Core Area
 - This can be evaluated as the City updates growth plans with a goal for Climate Friendly Area designation, anticipated timeline for that work to take place is in 2026.
- 3.3 Explore land exchange opportunities
 - The City has engaged with some businesses interested in relocating out of the Core Area to Juniper Ridge however no formal program has been developed to support land exchanges other than recent Juniper Ridge Land Surplus Requests for Proposals
- 4.4 Expand capacity to administer local improvement districts and reimbursement districts
 - No plans currently to evaluate enhancements to the City's existing programs
- 5.3 Proactively monitor and manage parking in the Core Area
 - The city will be initiating a project to update the Parking Code to modernize parking and curb management rules citywide, create clarity and authority for various parking management tools and enforcement process.
 - The City is evaluating parking management opportunities as part of an overall strategy to relocate City Hall and/or other civic uses to the Bend Central District.



2023 CORE AREA PERFORMANCE METRICS

This plan leads to direct outcomes; it is implemented.

Metric: Project spending by Project Category

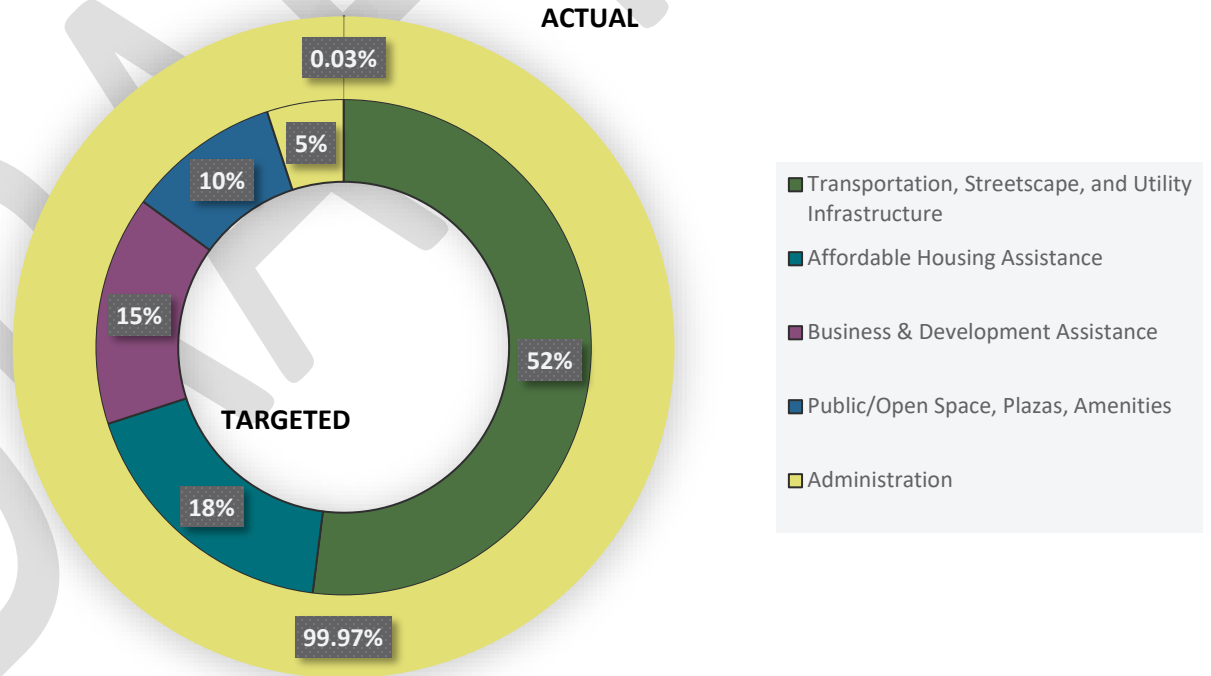
Target: Project Spending at end of District lifetimes remains within 15% of initial goals when plan was adopted, as demonstrated below.

Targeted spending percentages are shown on the inner circle of this graph whereas actual spending is shown on the outer circle.

By the end of 2023, **less than 3% of the Core Area Plan's \$195 Million Maximum Indebtedness has been spent.**

In 2023, the City started to see very minimal expenditures on some of our infrastructure projects in the Core Area including a small expense to meet noticing requirements for the Midtown Crossings project. Most spending so far has been on administrative costs including personnel, materials & services, as well as citywide overhead costs. While administrative costs at the beginning of the Plan lifetime were always anticipated; we expect a shift in expenditures to start in 2024 as the Core Area Business Assistance Awards are granted and capital project expenditures take place.

Targeted vs. Actual Spending

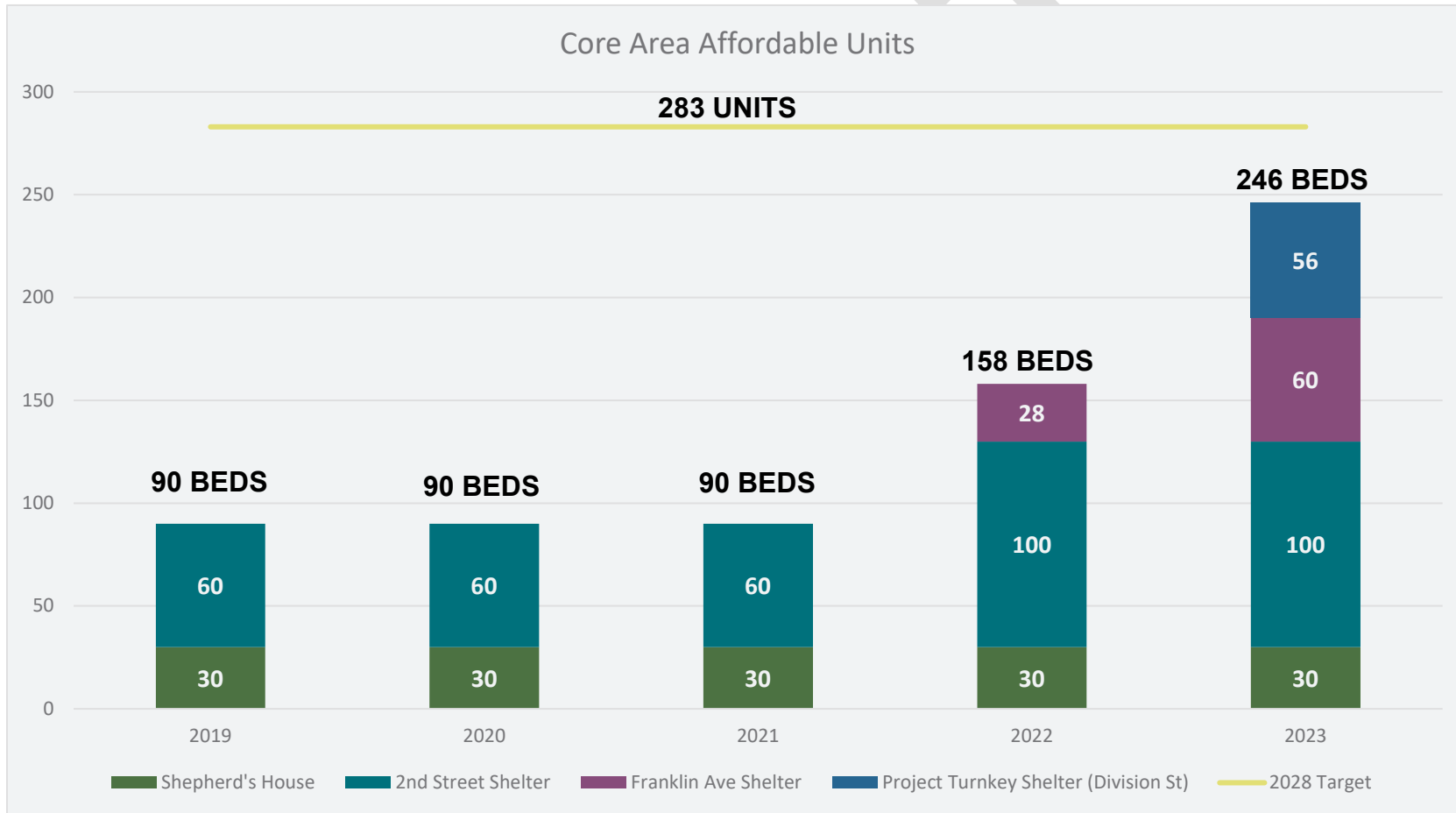


2023 CORE AREA PERFORMANCE METRICS

Affordability is preserved.

Metric: Number of dwelling units or beds deed restricted to Affordable levels in Core Area

Target: 283 deed-restricted Affordable Housing units or beds by 2028 & 1,000 units by 2040.



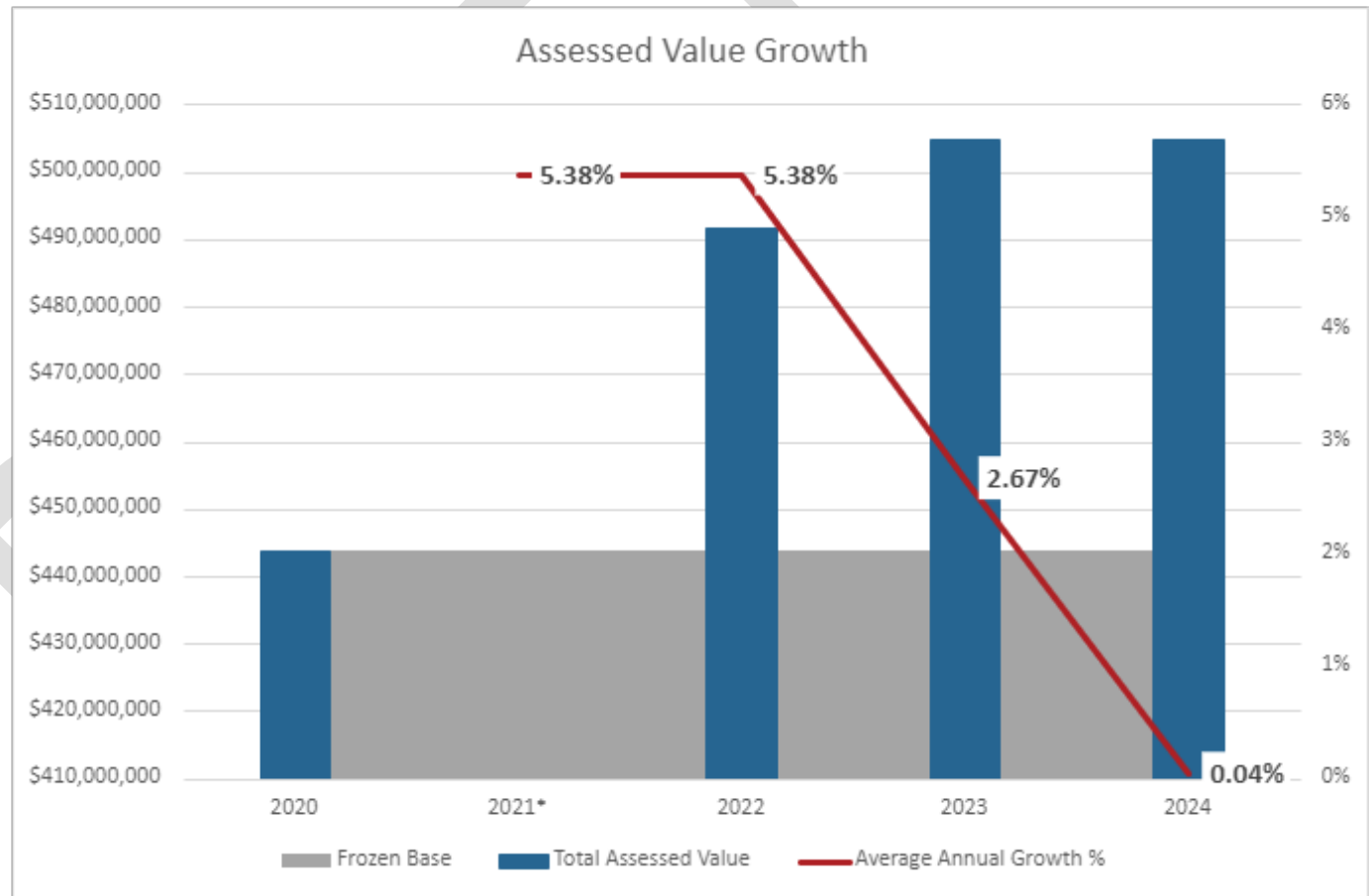
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Public investments incentivize and catalyze private development.

Metric: Total Assessed Value Growth since Plan inception and 5-year average

Target: $\geq 5\%$ average annual growth rate

Between 2023 to 2024 the Core Area saw a significant drop in the average annual growth rate of tax assessed value. Since Plan Inception, the Core Area has seen **13.77% total growth in assessed value** and an **average annual growth rate of 3.44% over a 4-year period.**



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2023 CORE AREA PERFORMANCE METRICS

Public investments incentivize and catalyze private development.

Metric: Amount of funding leveraged with tax increment finance investments

Target: At least a **10:1 private to public ratio for TIF investments** is recommended.

2023: No measurable leveraged funds.

While 2023 was a big year for establishing budget priorities, initiating critical Core Area infrastructure projects, and developing a Business Assistance Program, we don't anticipate that we will be able to measure funding leveraged until 2024 or 2025 once Core Area Business Assistance grant awards have been distributed and projects have started.



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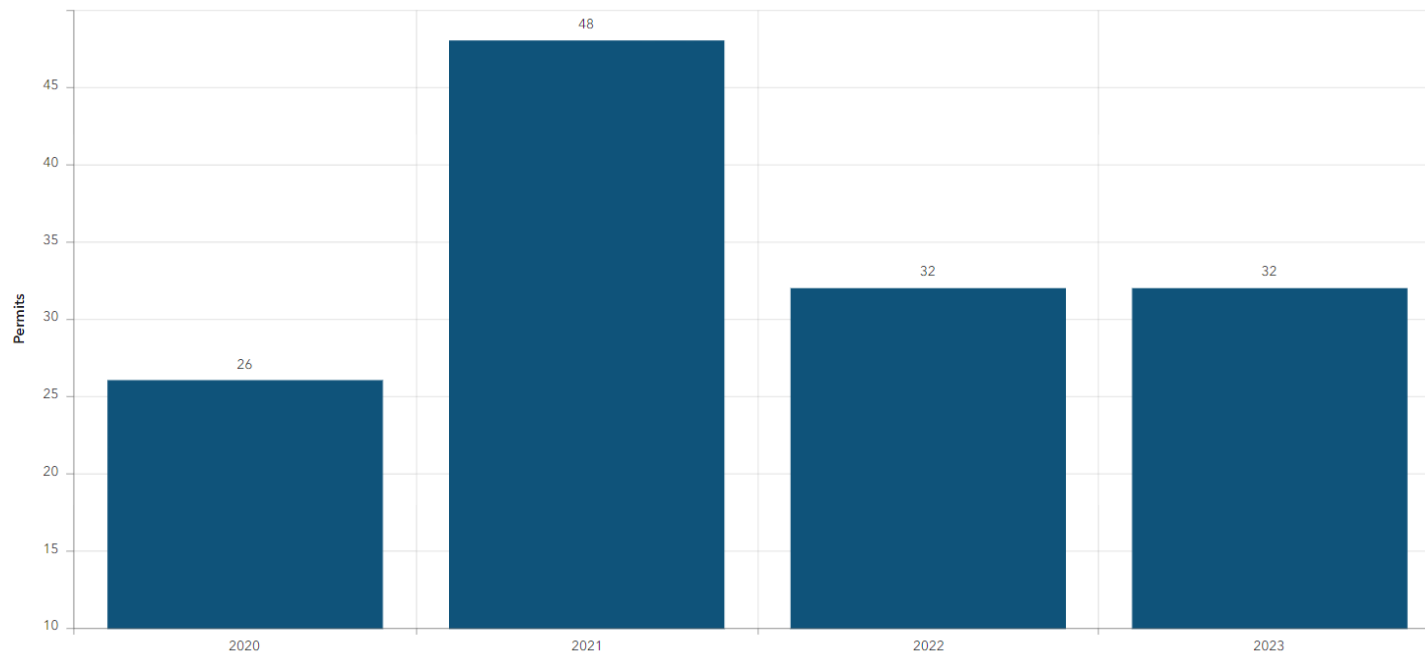
Public investments incentivize and catalyze private development.

Metric: Development activity (total number of building permits pulled by type between January 1- December 31 of each year)

Target: Increased development activity annually. New construction and housing units to be the biggest focus for increases.

In 2023, we saw permit activity remain relatively stagnant compared to the year prior. However, new construction permits made up 25% of total permit activity in 2023, up from 12.5% of permits in 2022. No new residential units were completed in 2023.

Permits By Year



Members of the public can also explore development activity by exploring the Core Area Development Tracker at the following link: <https://bendoregon.maps.arcgis.com/apps/dashboards/e392a019728443c595f311ad1f8d56a7>



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The planning process is transparent and open to ensure that those affected by the decisions are involved in the process.

The Core Area Advisory Board is a citizen advisory committee to the Bend Urban Renewal Agency and the City Council that was established to help inform implementation of the Core Area TIF Plan. In 2023, the advisory board met 8 times and received ten public comments at those meetings.



8 meetings



10 comments

6 comments on NE 2nd Street

Question about City Hall and a Park in the Core Area

Comment about need for a Core Area Master Plan

Climate Friendly Area implementation comment

Need for funds to support safety improvements and lighting on Division Street, specifically Division & Revere Ave intersection

In addition, the City hired a consultant to engage with Latino owned business owners to both support the program development of the Core Area Business Assistance program as well as provide application assistance to interested businesses who wanted to apply in order to ensure it was accessible to all business owners.



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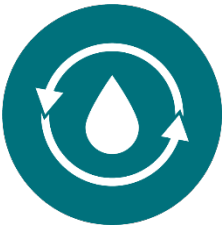
The area incorporates sustainable and low impact development principles and practices.

In 2023, there were some notable advances to sustainable development in the Core Area including...

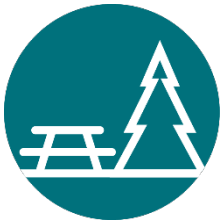


Oregon Building Code now requires 40% of parking spaces for a commercial building (including mixed use and multifamily buildings) to be served with EV charging infrastructure, meaning the developer must install the electrical conduit for EV charging but they do not necessarily need to provide a charging station. Previously, the building code required 20% of spaces to have this infrastructure in place.

The Multiple Unit Property Tax Exemption Program encouraged sustainable development by offering incentives in exchange for sustainable building practices. In 2023, the City received three MUPTTE applications for Core Area projects that applied for the program utilizing various public benefits that support sustainable development practices including....



- 2 applicants will provide a high level of energy efficiency by meeting either LEED Platinum or Earth Advantage Platinum Certification.
- 2 applicants utilizing Enhanced Landscaping in which their projects will include native, pollinator friendly and water wise landscaping.
- One applicant to provide at least 10% more of their parking spaces with EV charging infrastructure (50% of spaces or more in total).



In addition, the City took the following steps in 2023 to advance community climate action plan strategies citywide:

- Initiated an update to the City's tree code
- Adopted a Home Energy Score Program



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