

Meeting Minutes



CITY OF BEND

Council Stewardship Subcommittee

April 4, 2024

City Council Chambers, Bend City Hall
710 NW Wall, Bend, Oregon

The meeting of the Council Stewardship Subcommittee was called to order at 3:02 p.m. on April 4, 2025, in the City Council Chambers, 710 NW Wall Street, and online.

1. Roll Call: Councilor Megan Norris, Councilor Steve Platt, Councilor Mike Riley

2. Approval of Meeting Minutes

- a. 11/15/2024 Stewardship Meeting Minutes

Councilor Riley moved to approve the 11/15/2024 Stewardship Subcommittee Meeting Minutes.
Councilor Norris seconded the motion.

The voice vote passed 3-0:

- Yes: Riley, Norris, Platt
- No: none

3. Public Comment

None

4. Research on Bend Tourism, Economic Development, Social Development and Trajectory

Presentation by Business Advocate Cyrus Mooney, CEO of Visit Bend Jeff Knapp, and ECONorthwest Partner/Senior Economist Mark Buckley.

Mooney stated that the presentation was informational only, and no action was required by the Subcommittee.

Slides included:

- Economic Values and Strategies from Sustainable Tourism in Bend, Oregon

- Project Overview
- Sustainable Tourism Framework in Bend
- Areas we Investigated:
 - Population Growth and Migration Trends
 - Market and Non-market Economic Impact
 - Consumer Surplus
 - Cultural Amenities
 - Business Development
 - Housing Production
 - Visitation Demand & Carrying Capacity
- Benefits and Costs of Tourism for Bend
 - (Perceived) Benefits:
 - In-migration and Property Tax Revenue
 - Business Development
 - Consumer Surplus
 - Cultural Amenities
 - (Perceived) Costs
 - Housing
 - Congestion
 - Carrying Capacity
- Deschutes County: 75% Growth from 2010 to 2040 [graph]
- People of All Ages are Moving into Deschutes County [graph]
- 93 %ile Among U.S Cities in Housing Production [graph]
- Yet Home Prices Have Increased in Bend and Around [graph]
- Origin for New Deschutes County Residents 2017-2021 [graph]
- Bend's Appeal as a Home for New Residents Continues to Grow [graph]
- Retail and Restaurants Generating \$800M and 16,000 Jobs [graph]
- Deschutes County GDP Growth by Industry [graph]
- Minimal Change in the Resident/Visitor Ratio Over Time [graph]
- Areas Experiences Seasonal Effects of Visitation
- Memorial Day Weekend Downtown Visitation Spike
- Traffic Congestion Primarily Stems from Drivers in Bend
- Visitor Spending Significantly Boosts Bend's Local Economy [chart]
- Total Consumer Surplus from Outdoor Activities Amounted to Approximately \$110.9 in 2023 [charts]
- Takeaways & Opportunities
 - Tourism Takeaways:
 - Tourism and visitors are critical to Bend's sustainable economic and social future
 - Majority of the benefit and amenities tourist fund, are enjoyed by Bend residents
 - "Today's Visitors are Tomorrow's Residents"
 - Sustainable Tourism Opportunity:
 - Create a High-Quality Tourist Experience: Through responsible tourism practices that contribute to environmental stewardship and a sustainable future

- Housing Takeaways
 - Bend is increasing housing stock rapidly. New residents, increasing demand for housing, come from the population of visitors
- Housing Opportunities
 - New residents can be a funding source through housing, and economic/cultural/social contributors, but vacant homes are a concern
- Economic Growth & Social Capital Takeaways:
 - High value business sectors have grown the most rapidly with population growth
- Economic Growth & Social Capital Opportunities:
 - Opportunity: Recreation and retail sectors employ many people, but professional services, financial roles, and higher-skilled jobs are the true drivers of innovation and progress in Bend. These industries attract talent, foster intellectual capital, and create opportunities that position Bend as a progressive and forward-thinking city.
 - Public-Private Investment Opportunity: Public investment stimulates private investment, which in turn drives human capital development, creating jobs and fostering economic growth. Tourism can be harnessed to attract target businesses and workforce.
- TRT Revenue in Bend Has Increased By 300% Since 2003 [graph]

The Subcommittee received the report.

5. Community Climate Action Plan (CCAP) Update – FY25-27 CCAP Priorities

Presentation by Senior Management Analyst Cassie Lacy and Environment & Climate Committee (ECC) Chair Mark Buckley.

Slides included:

- 2025 Community Climate Action Plan Update – Priority Projects for FY 25-27
- CCAP Priorities for FY25-27
 - Develop and execute an outreach and education program
 - Develop and launch an energy navigator program
 - Develop electrification policies
 - Expand public EV charging infrastructure
 - Implement waste reduction and reuse initiatives
 - Encourage reduction in vehicle miles traveled
 - Demonstrate clean energy leadership at the City
- Develop and execute an outreach and education program
 - Use diverse media and engagement channels to promote CCAP strategies including website, newsletter, in-person events, and more
 - Outreach and engagement plan actions:
 - Website revamp – just launched!
 - Environment & Climate newsletter – coming mid-April
 - Social media – twice monthly posts about climate action topics, beginning this month

- In-person events – first event is Earth Day Fair on April 26. More planned for summer
 - Creative material to be developed that can be used broadly
 - Climate action campaigns on specific and timely topics – late 2025 or 2026
- Develop and launch an energy navigator program
 - A program that helps residents and businesses identify opportunities for energy efficiency, renewable energy and electrification, and helps connect participants with technical and financial support for completing upgrades
 - Currently scoping multiple models of this program and getting feedback from community partners who provide these services
 - Plan to discuss with ECC in May and finalize program after that
 - Plan to launch during summer/early Fall, depending on scope
 - Target # community members engaged will depend on scope
- Develop and launch an energy navigator program
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- Develop electrification policies
 - Reviewed a proposed work plan at Electrification Committee Summit on 2/28
 - Will present and discuss with Council during Council Quarterly Update on 4/16
 - Proposed next step for electrification policies is developing a program to incentivize electrification in homes and buildings
 - Will use public committee process to identify buildings best suited for incentive program and then defining the incentive
 - May require new revenue, if incentive is financial. Fee model may be investigated for this
 - Anticipate this process taking place between Fall 2025 and Spring 2026.
- Expand public EV charging infrastructure
 - Identify optimal location and complete the installation of several public EV charging stations to support the transition to electric vehicles
 - Working with Transportation & Mobility Department for project delivery and ongoing management and maintenance
 - Potential priority locations are at mobility hubs
 - Potential creative solutions at other City owned lots, such as Mirror Pond lots downtown
- Implement waste reduction and reuse initiatives
 - Implement a program that promotes reuse and waste prevention in the community
 - Environment and Climate Committee still to define specifically what program may look like and what City's role will be
 - ECC has high interest in promoting reusable food serviceware at food truck lots and for takeout containers

- Potential opportunity to support community orgs doing this work through Climate Action Partner Grant Program
- Encourage reduction in vehicle miles traveled
 - Includes prioritizing transportation investments and land use planning and policies that encourage VMT reduction
 - Continuing to implement bike/ped projects
 - Bike/ped master plan
 - Transportation design standards project
 - Bend Bikeways
 - Supporting transit by working with Cascades East Transit
 - Prioritizing CFEC implementation and looking for opportunities to increase density through growth plan and other long range planning activities
- Demonstrate Clean Energy Leadership at the City
 - Demonstrate clean energy leadership by investing in renewable energy and energy resilience projects at City facilities, building new facilities all-electric, and transitioning to an electric and low-carbon vehicle fleet.
 - Specific projects include:
 - Building Juniper Ridge Campus as all-electric, potentially net zero
 - Pursuing grants for battery storage at Juniper Ridge Campus
 - Progressing in pursuit of in-conduit Hydro at Awbrey Butte water site
 - Incorporating renewable energy generation investigation into WRF facility plan
 - Accelerating transitioning to electric vehicles for light and medium duty fleet
 - Expanding use of R99 fuel for diesel vehicles
- Next Steps
 - Incorporating these into Council Goals
 - Full 2025 CCAP Update presented to Council for adoption on April 16
 - Climate Action Partner Program to come to Council for adoption in May or June

Lacy provided details on the staffing options for a navigator program. Lacy stated that staff is considering two models – a full-service model that can provide direct one-on-one assistance and subject expertise, which would be contracted out, or a simpler version that would include the City convening workshops with key partners and providing office hours for community members, which would be within the bandwidth of current City staff.

Councilor Platt asked why a right-of-way regulation was not included in the work plan.

Lacy stated that staff proposed revisiting right-of-way and nitrogen oxides (NOx) restrictions in the future due to the high level of legal uncertainty surrounding these types of regulations. Staff felt that time and resources would be better used focusing on an incentive program that was more likely to result in success.

Councilor Riley expressed appreciation for the prioritization provided by the ECC.

Councilor Riley asked why 100% renewable energy did not show up on the list of CCAP priorities.

Lacy responded that it was removed because it was not as actionable for the City and explained that there is now a state law requiring investor-owned utilities to be 100% renewable by 2040, which was not the case when the first CCAP was adopted in 2019. The ECC did not view this as a City project, and prioritized more actionable projects in the CCAP update.

Councilor Platt suggested that the City could try to influence grid modernization, which would impact electrification.

Buckley responded that challenges around grid modernization would be very complicated for the City to influence. Buckley explained that the ECC prioritized actions that would not be accomplished without City support over actions that would be accomplished regardless of City support.

Councilors Riley, Norris and Platt provided general support for the direction of the CCAP update.

Councilor Platt requested Lacy address the omission of right-of-way and NOx restrictions during the presentation to Council.

Councilor Riley supported postponing regulations as they are legally risky and would very likely be challenged, which could hold up the process for 3-5 years. Councilor Riley supported focusing on actions that the City could make real progress on.

6. Citizen Assembly Letter from City

Discussion lead by City Manager Eric King and Strategic Initiatives Manager Mickie Derting.

King asked the Subcommittee if they supported the draft letter to the Deschutes Civic Assembly on Youth Homelessness that translated the Assembly's recommendation into actionable strategies that align with Council's 2025-2027 goals, and if the Subcommittee supported moving it onto the full Council.

Councilor Platt suggested waiting to finalize the letter until after finalization of Council's workplan so that Council could include a list of specific actions rather than goals.

King felt that the finalized Council workplan would not significantly impact the content of the letter. King suggested finalizing the letter after the April 16 Council meeting, at which Council goal performance metrics would be discussed, rather than waiting for finalization of the full work plan.

The Subcommittee provided support for the proposed timeline.

Councilor Riley requested adding a third sentence to the first paragraph, suggesting, *"It also provided a new innovative model of public engagement that will help shape our continued effort to engage our community more effectively in the future."*

Councilor Riley pointed out that the second bullet under recommendation 20 was repetitive and suggested removing the duplication.

7. Discuss transit fare proposal by Cascade East Transit

Discussion led by Councilor Riley.

Councilor Riley expressed concerns over the transit fare proposal by Cascade East Transit, which includes implementation of a transit pass and a new fare schedule. Councilor Riley identified two issues with the proposal and was seeking Council support for a letter of recommendation to the Central Oregon Intergovernmental Council (COIC) board, which is considering the Cascades East Transit proposal, requesting consideration of the issues before implementation.

Councilor Riley felt the transit pass would negatively impact the migrant and immigrant community and could deter these communities from using public transit.

Councilor Platt shared Councilor Riley's concern over identification requirements to obtain a transit pass.

Councilor Riley also expressed concern over the proposed fare schedule, which did not provide discounts for youth. Councilor Riley supported youth discounts to incentivize and increase ridership among young people.

Councilor Norris suggested extending discounts to college students as well.

The Subcommittee supported making a recommendation to the full Council regarding a recommendation to COIC/Cascades East Transit.

Councilor Riley summarized the recommendation to COIC/Cascades East Transit:

- Pause implementation of the transit pass and explore associated risks.
- Provide a discount for youth, including college students.

The Subcommittee supported the recommendation.

King identified next steps:

- Councilor Riley to provide bullet points summarizing the recommendation
- Staff to draft the letter to the COIC board
- Councilor Riley to propose the letter to the full Council during the Council Action and Reports agenda item at the April 16, 2025, Council Meeting

8. Adjourned at 4:28 p.m.



Accessible Meeting Information

This meeting/event location is accessible. Sign language interpreter service, assistive listening devices, materials in alternate format such as Braille, large print, electronic formats, or any other accommodations are available upon advance request. Please contact Ashley Bontje at abontje@bendoregon.gov or 541-323-7164 Relay Users Dial 7-1-1. Providing at least 3 days' notice prior to the event will help ensure availability.