September 23, 2026

City Council Workshop #2

The Bend We Are Making

BEND MADE

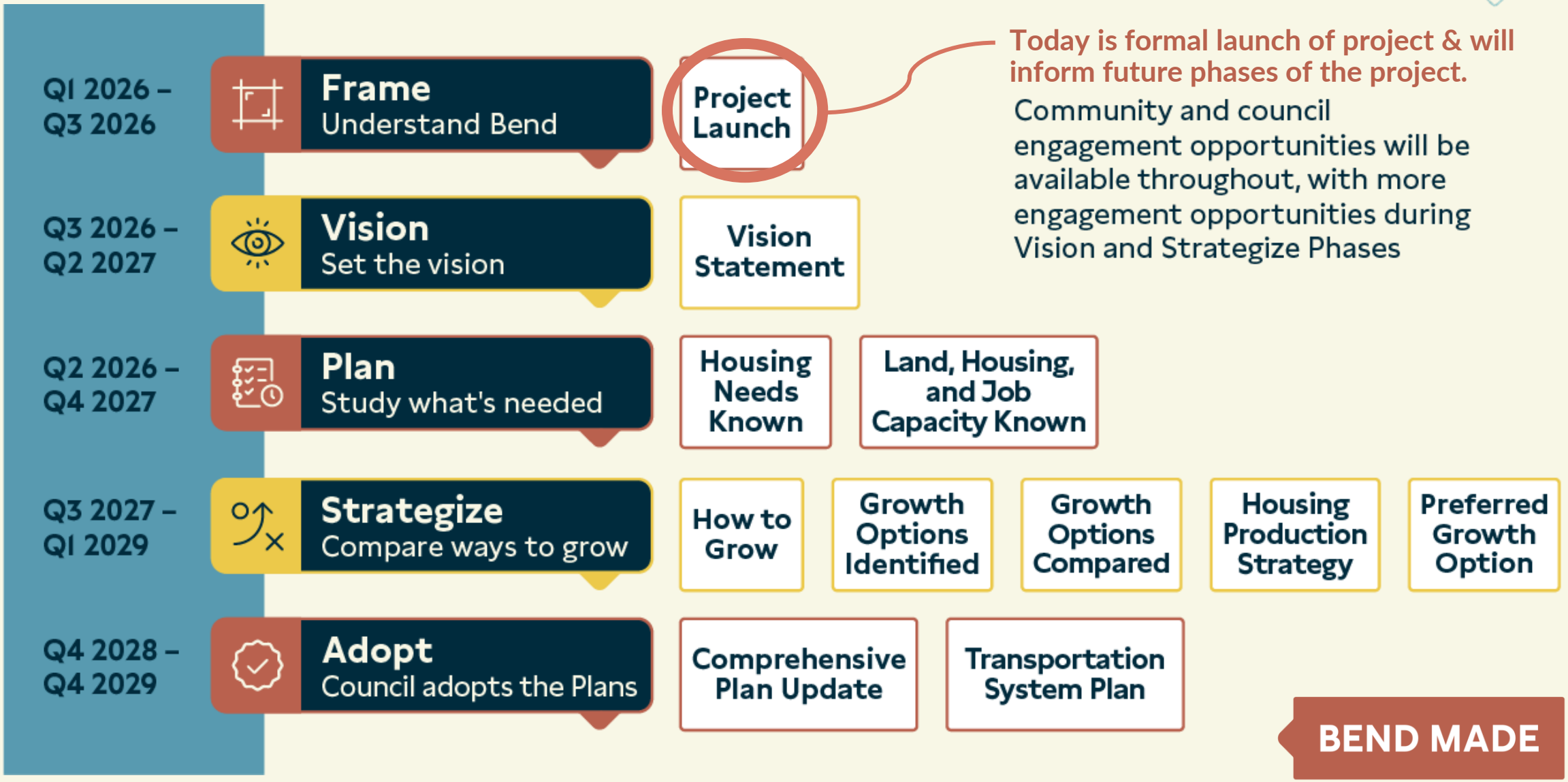
A PLAN FOR TOMORROW, CRAFTED TODAY.

Welcome

Thank you for attending Part Two of a two-workshop series with City Council for the Bend Made project



Bend Made


Q1 2026 – Q3 2026
Frame
Understand Bend
Project Launch
Today is formal launch of project & will inform future phases of the project.
Community and council engagement opportunities will be available throughout, with more engagement opportunities during Vision and Strategize Phases
Q3 2026 – Q2 2027
Vision
Set the vision
Vision Statement
Q2 2026 – Q4 2027
Plan
Study what's needed
Housing Needs Known
Land, Housing, and Job Capacity Known
Q3 2027 – Q1 2029
Strategize
Compare ways to grow
How to Grow
Growth Options Identified
Growth Options Compared
Housing Production Strategy
Preferred Growth Option
Q4 2028 – Q4 2029
Adopt
Council adopts the Plans
Comprehensive Plan Update
Transportation System Plan
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Hypothetical Futures: Findings & Implications

An exploration of Bend's growth options for early learning and reflection - not decisions



Why Look at Hypothetical Futures Now?

- **Different paths lead to different outcomes** for housing supply, Vehicle Miles Traveled (VMT)/ capita (how much people drive), and community impact
- **These are test cases, learning opportunities, not decisions**
- **What we learn will shape what comes next**



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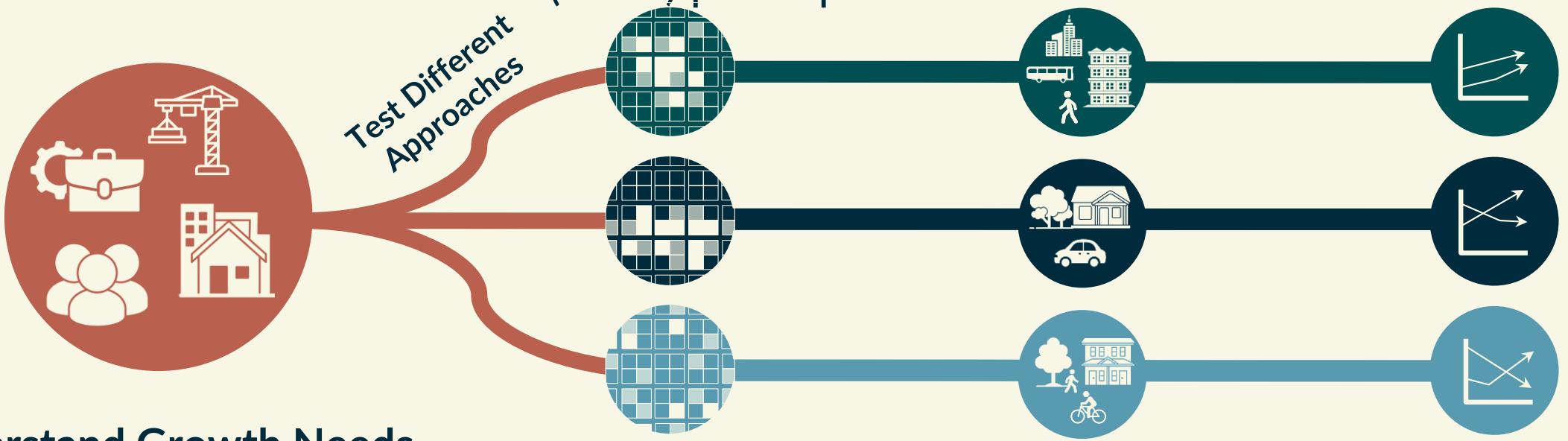
Methodology & Policy Context

As Bend grows, new State rules will require Bend to *grow inward* and *drive less*



Typical Scenario Planning Process

Scenario planning takes future needs (housing and jobs), models different land use and transportation growth scenarios, then explores how that impacts elements such as Vehicle Miles Traveled (VMT) per capita



Understand Growth Needs & Map Desired Patterns

How and where do we want to accommodate projected growth?

Land Use Modeling

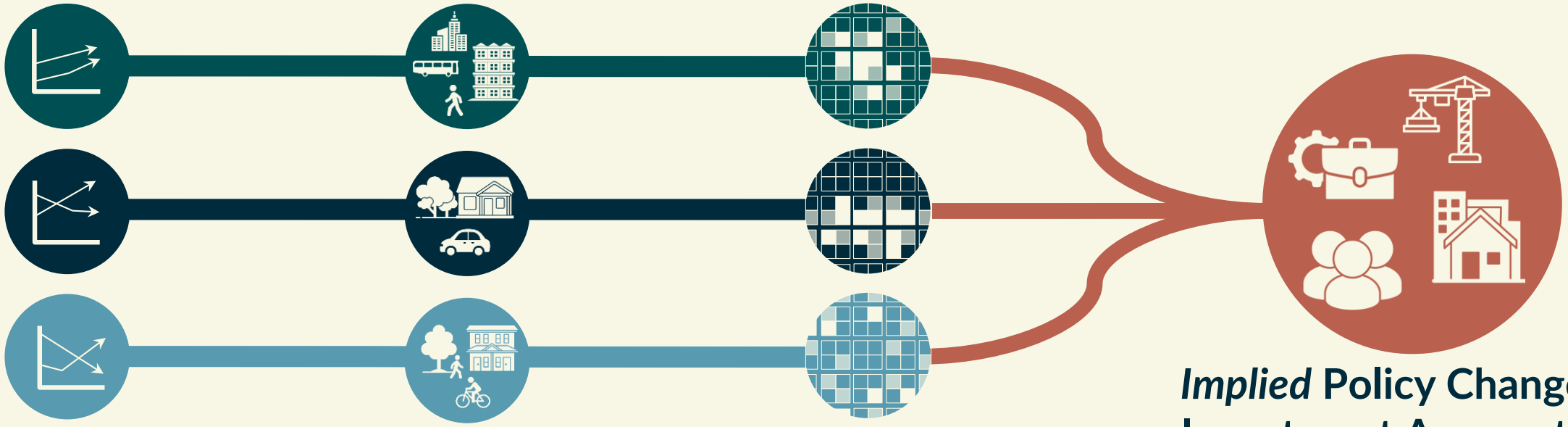
Transportation Modeling

Compare Outcomes

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We Analyzed Futures in Reverse

Because we know the State VMT per capita requirements, we worked backwards to explore how different approaches to VMT come with different land use patterns



Predetermined **Outcomes**
(i.e. Trend lines, Max VMT reductions)

Transportation Modeling

Land Use Allocations

Implied **Policy Changes & Investment Assumptions**
What would it take to get to these Hypothetical Futures?

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Why? State Mandates & Bend's VMT Target

VMT Per-Capita Reduction
OAR 660-012-0160(4)-(5)

NEW REQUIREMENT
No increase in VMT/capita (2019 base year to 2050 TSP horizon year), including meaningful progress to the initial target of -11% reduction

CURRENT PLAN
2020 Transportation Plan limited VMT/capita growth to <5% above 2003 levels

NEXT STEPS
Compare VMT scenarios through the Growth Plan

Finding: Adopted transportation plan meets prior target — new targets need evaluation

VMT = Vehicle Miles Traveled

0%

No VMT increase with next Transportation Plan adoption

▼ −11%

State-established initial VMT per capita reduction target by 2050

Bend Major Report, October 30, 2025, Department of Land Conservation and Development

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Household VMT per Capita Definition

Vehicle Miles Traveled (VMT) per Capita:
The measure Bend uses to track progress toward the state-mandated climate goal over time

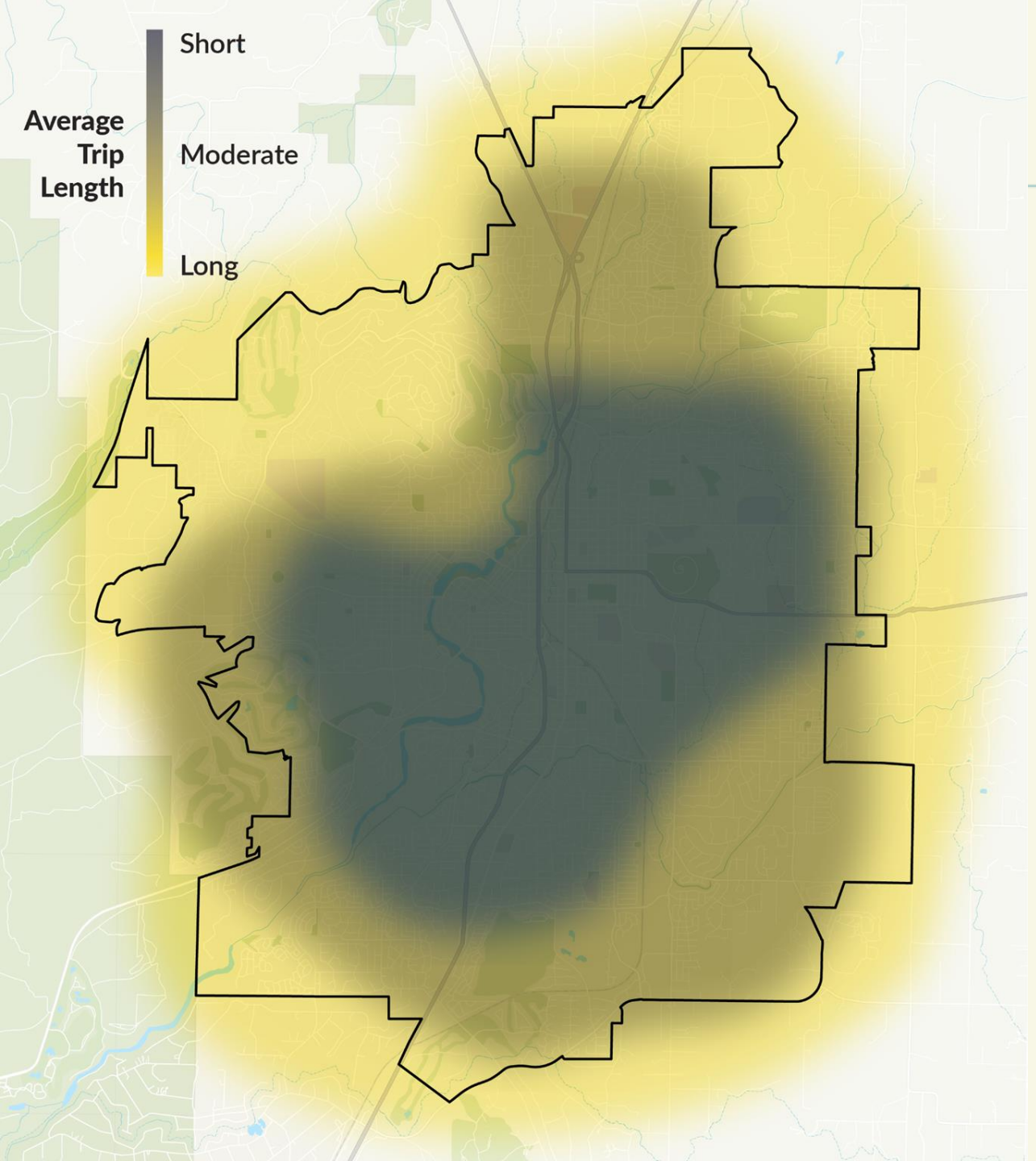


Total miles driven by households

Bend's household population

Miles driven per resident

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The Big Driver of VMT

Location sets the VMT starting point

Higher densities of housing and jobs in central areas generally support shorter trips and more non-auto travel.

Farther from the center, balanced land use with higher concentrations of housing near goods and services jobs, along with strong transportation choices, become increasingly important to improve VMT outcomes.

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Three Hypothetical Futures

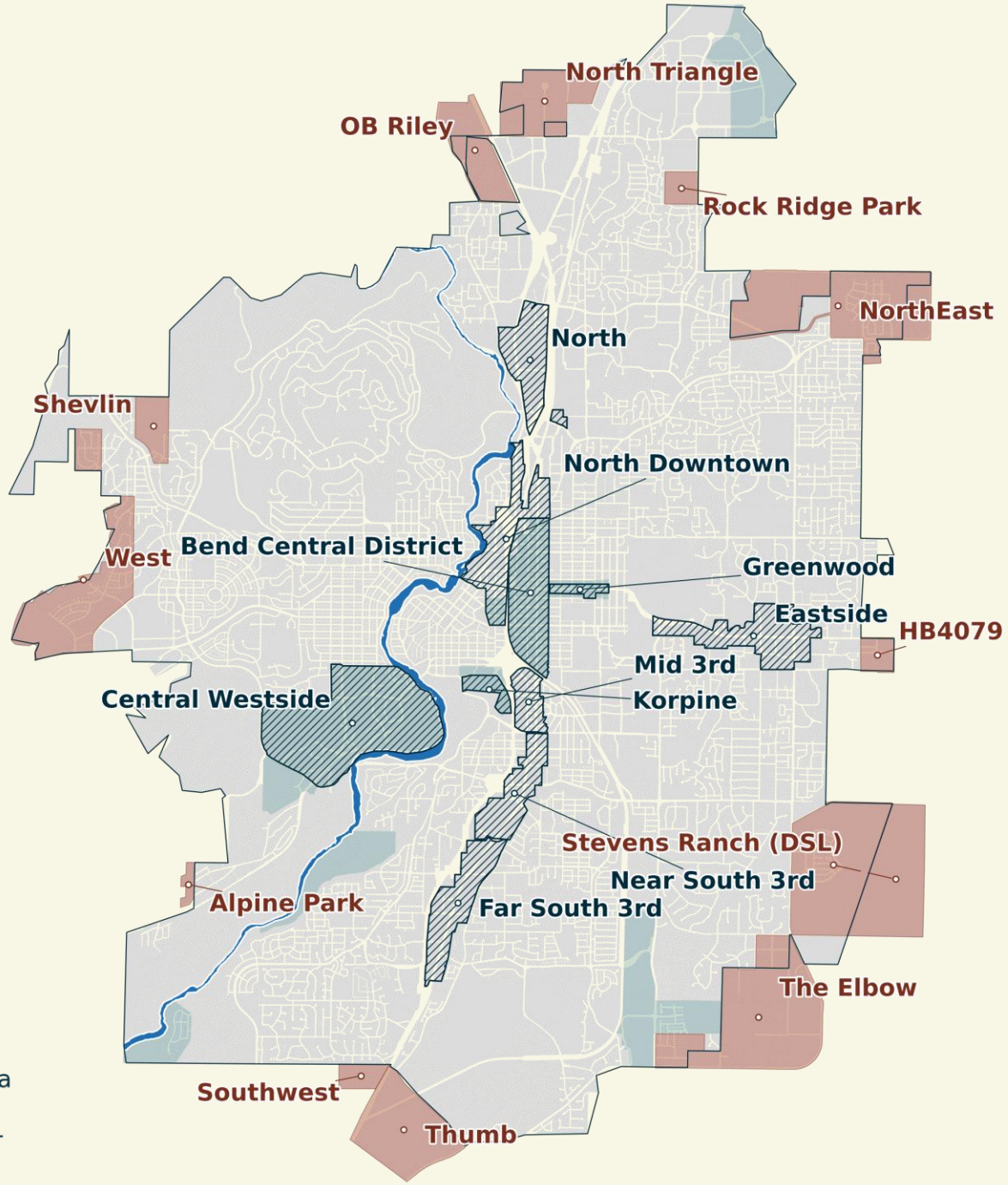
Three growth options as test cases



Bend's Defined Growth Areas Provide a Framework to Test In

The City's current growth policies defined where growth changes were tested in the Hypothetical Futures

1. **"Grow Up"**
   2016 Opportunity Areas and Candidate CFAs, like Bend Central District (BCD) and Eastside
2. **"Grow Out" as Mixed-Use Communities**
   Expansion Areas, including Stevens Ranch (DSL) and North Triangle
3. **Integrated Land Use & Transportation Planning**
   Mixing housing and employment in accessible locations was tested within both frameworks



Three Primary “Growth Dials” We Can Turn to Test Outcomes

Location



Mix



Intensity



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Three Hypothetical Futures (HF)

Testing three options for locating Bend's remaining "movable" growth

True Trend

Business as usual

No major policy intervention beyond what is already in place.

Extrapolates 2019-2025 development patterns out to 2045.

High Urbanization

More dense and mixed communities in the central core (three primary CFA study areas)

Most "movable" growth concentrated in Bend Central District, Eastside, and Central Westside areas.

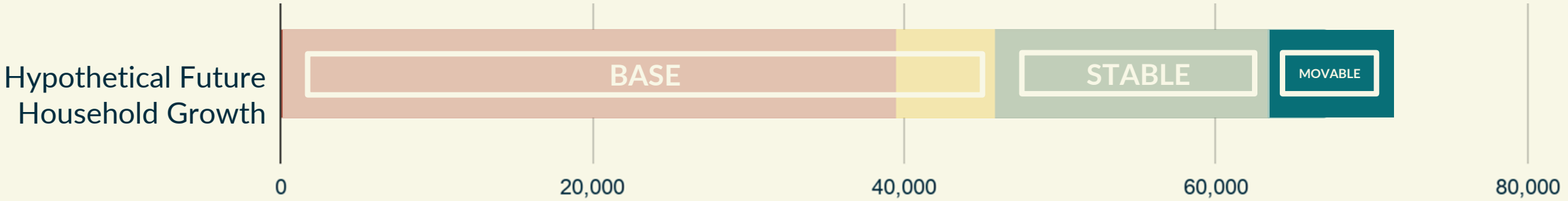
Edge Rebalancing

More mixed communities at the edge

Balanced jobs-to-housing districts at the Urban Growth Boundary edges (the Thumb, Juniper Ridge, and the North Triangle).

Stable vs. Movable Growth: Housing

By 2045, about 94% of all households will sit in homes that already exist or are already permitted or entitled. **The three Hypothetical Futures are deciding where the last 6-10% of housing growth goes**



\+ An additional **10-20%** more homes will need to be considered to meet **new** state housing requirements in later scenarios.

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Stable vs. Movable Growth: Employees

The three Hypothetical Futures are deciding where about 17% of 2045 employment goes



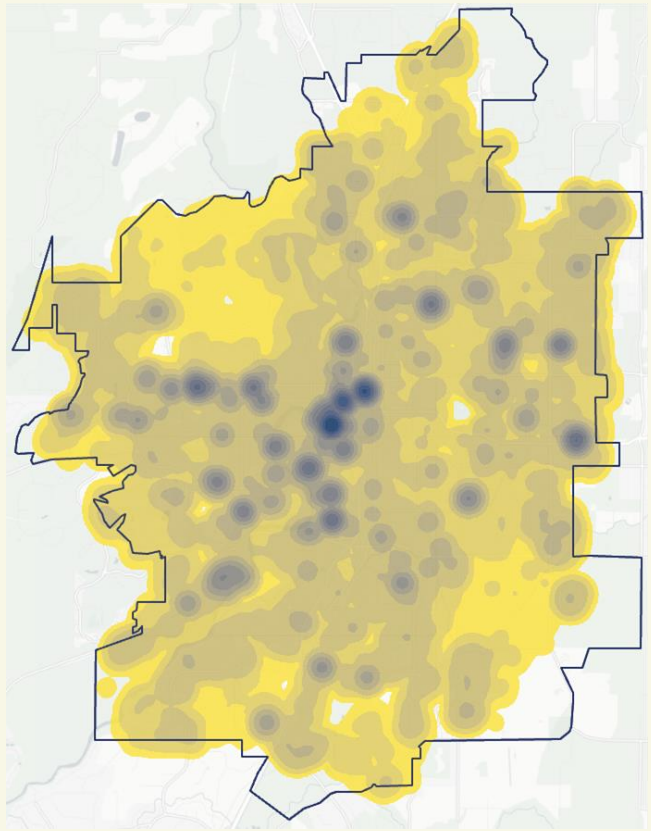
This is on the low end of employment forecast ranges that Bend Made will plan for

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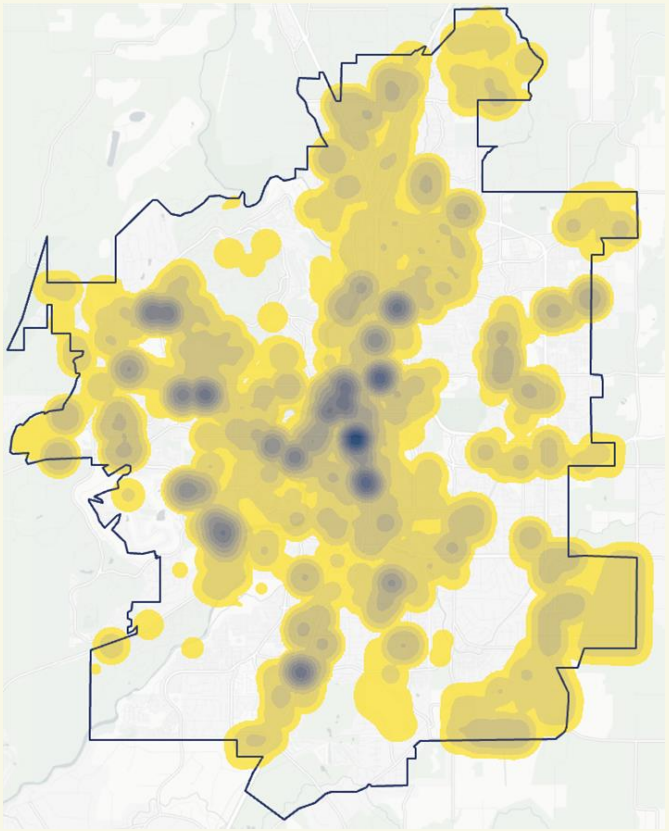
All Three Futures Build on a Shared Baseline…

The conditions on which each hypothetical future is built

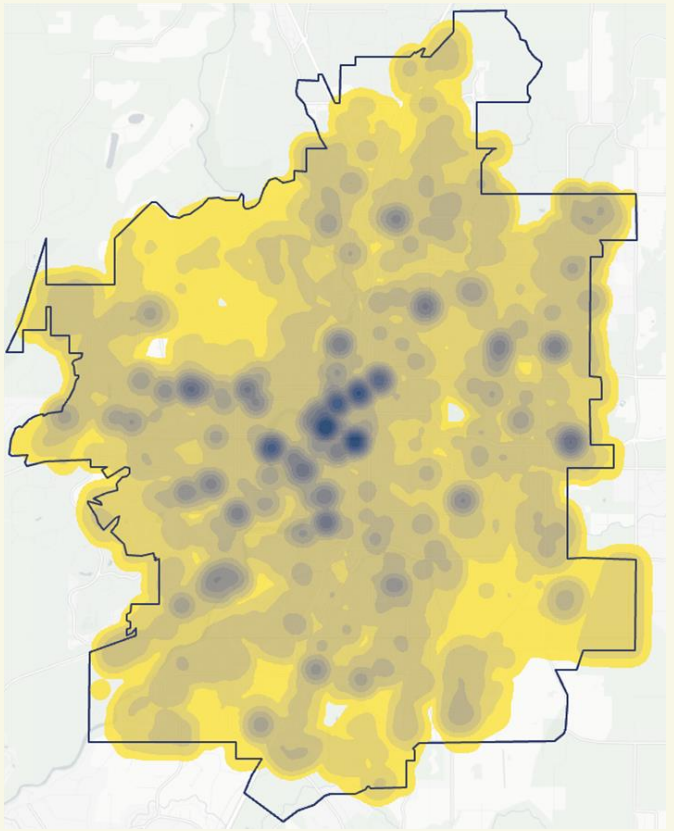
Built Today



“Stable” Growth



Shared Base

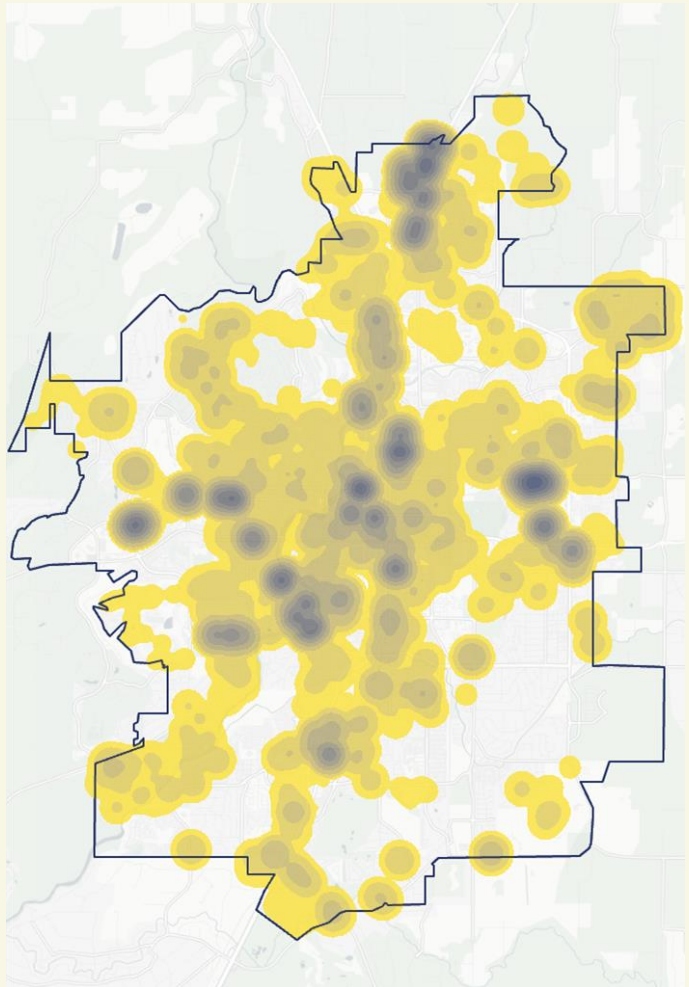


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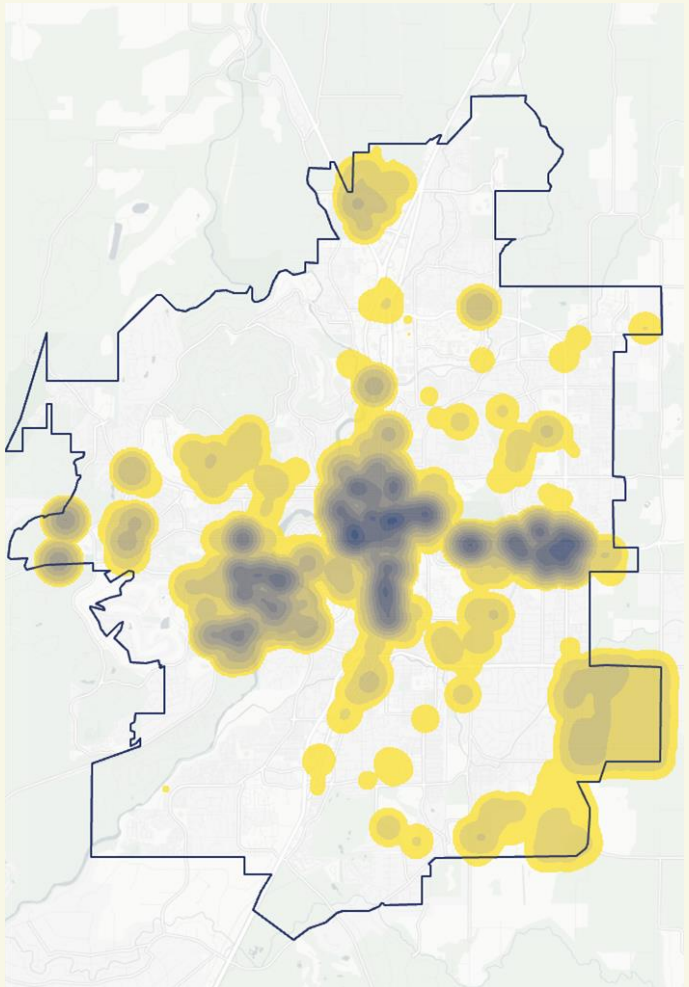
Futures Differ in Where "Movable" Growth Concentrates

Movable growth (floor area ratio) allocations across hypothetical futures

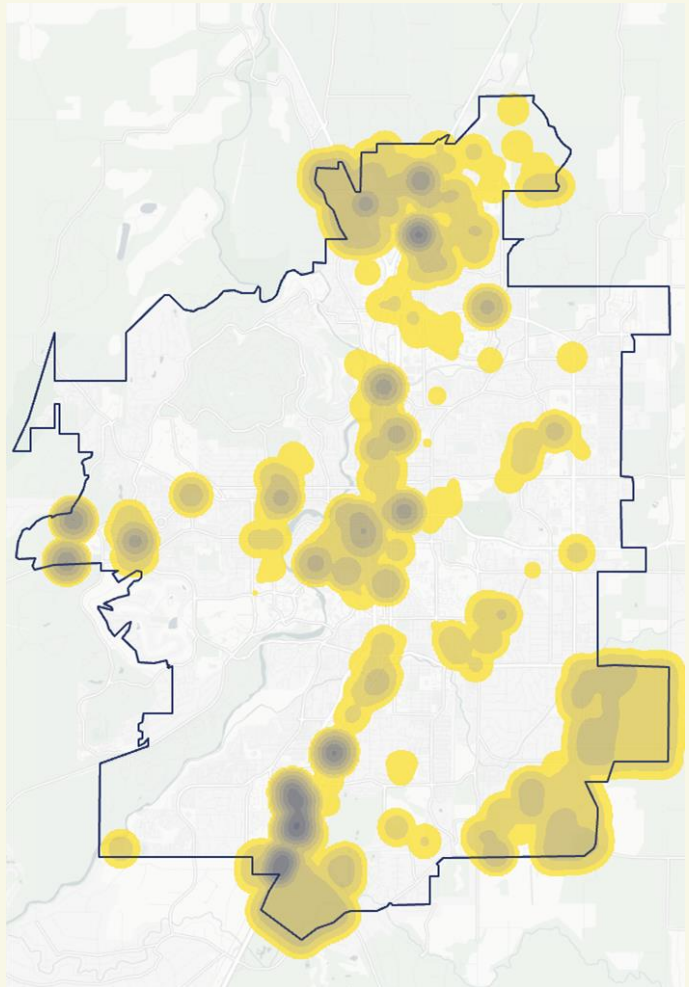
HF1: True Trend



HF2: High Urbanization

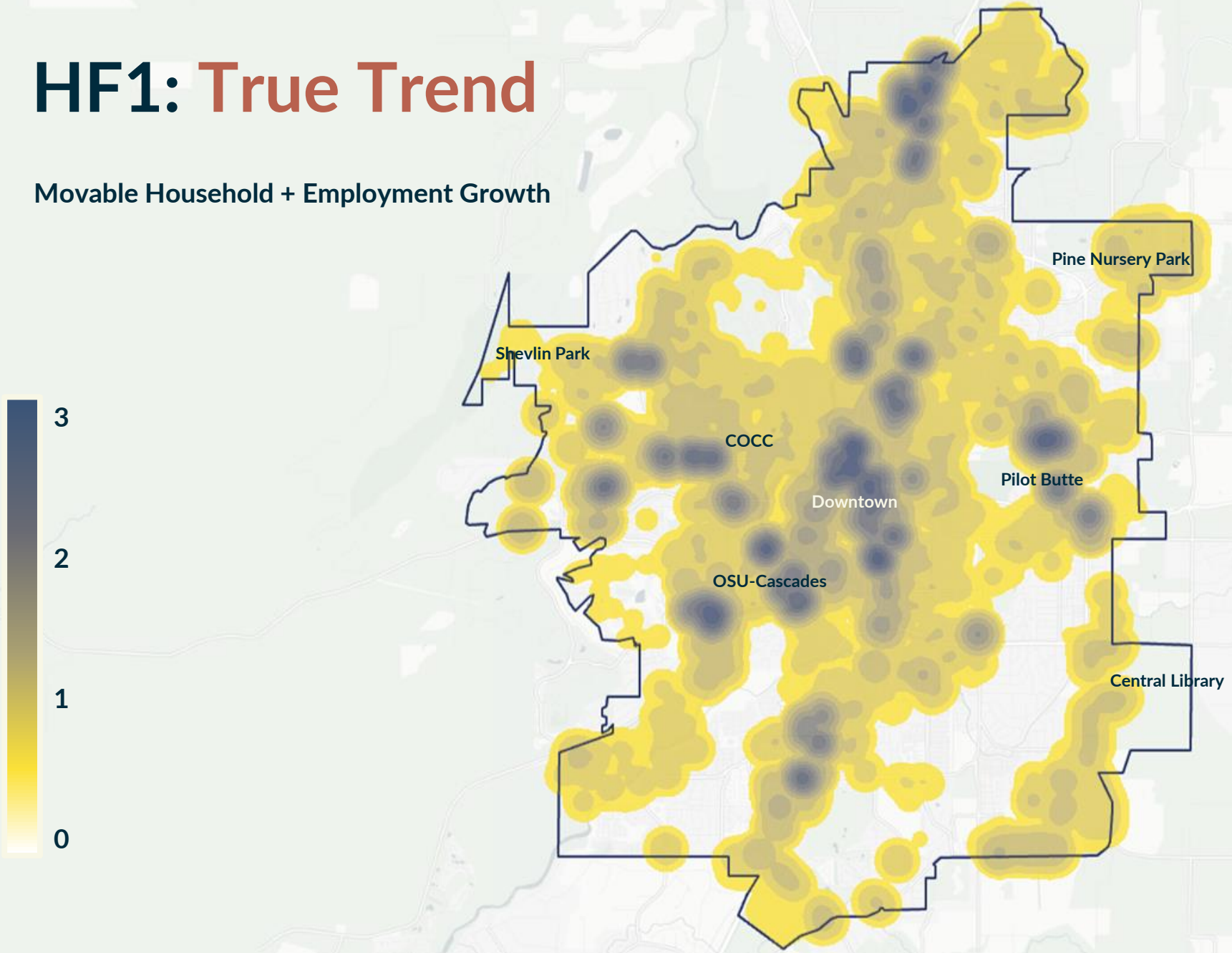


HF3: Edge Rebalancing



HF1: True Trend

Movable Household + Employment Growth

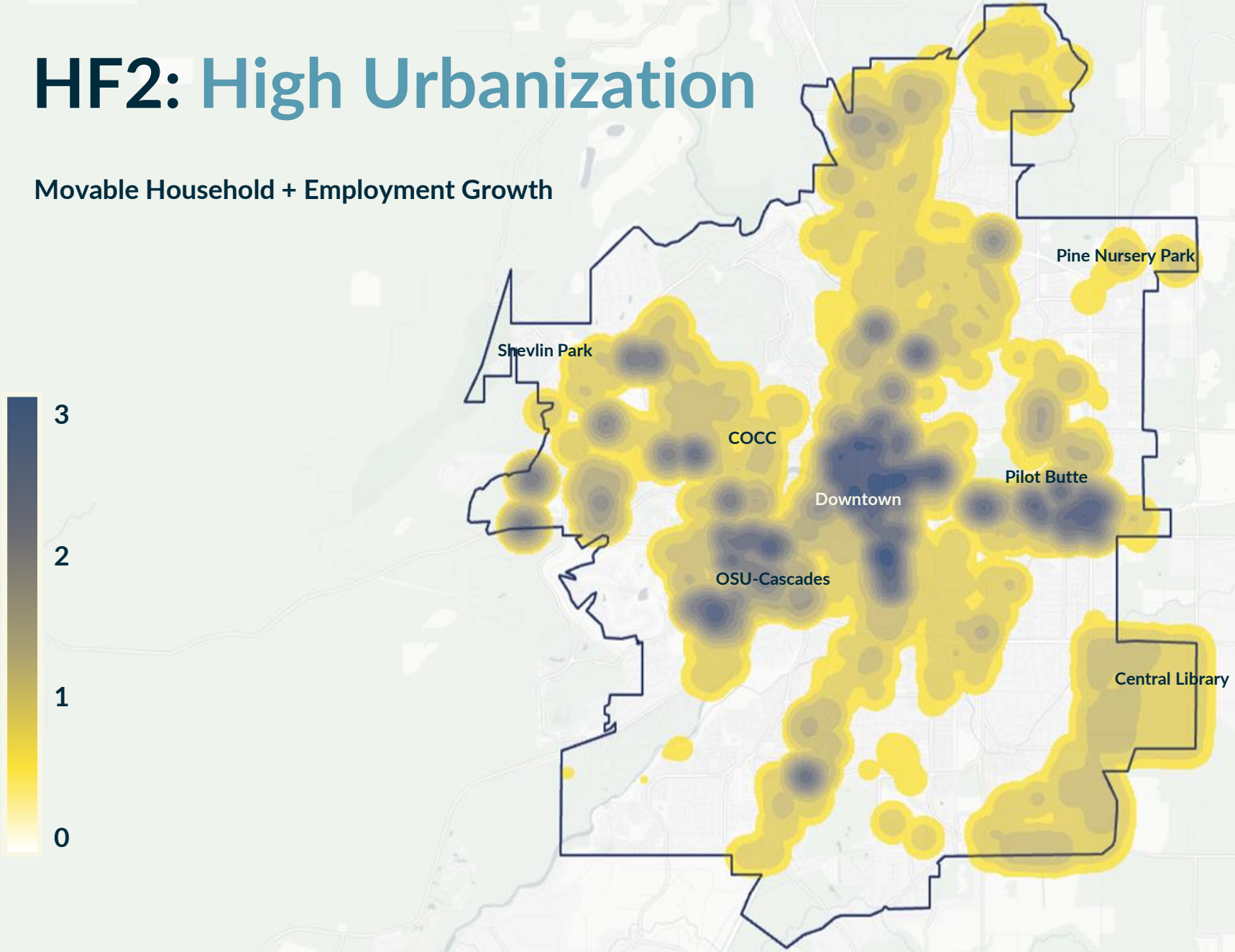


Key Themes

- Growth continues across the entire city
- A mix of single-use and more mixed-use growth continues at the edge
- Infill continues within existing, highly amenitized areas, including middle housing within close-in eastside and westside neighborhoods
- Public investments in the BCD, like streetscapes, start to attract modest new investments over time

HF2: High Urbanization

Movable Household + Employment Growth

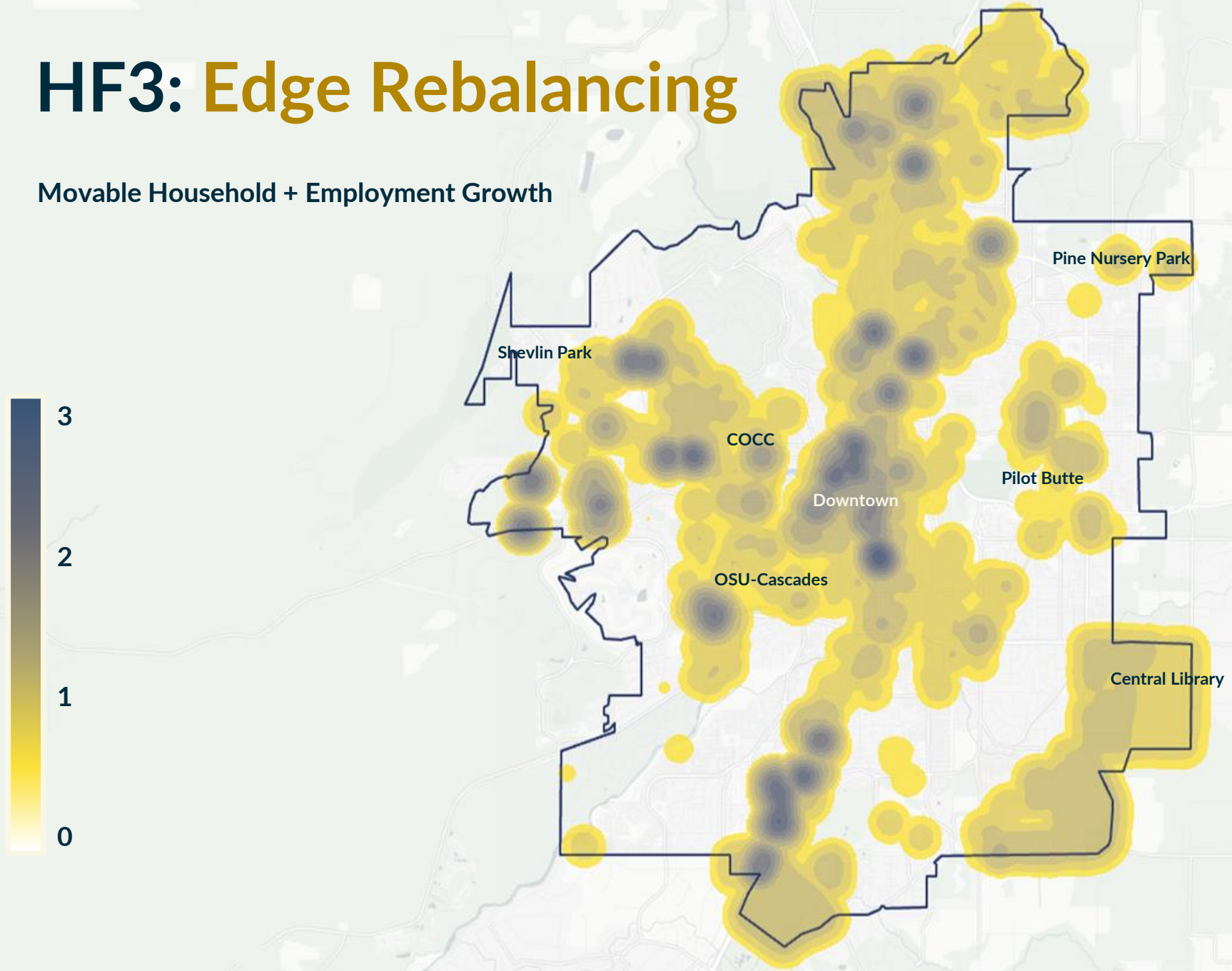


Key Themes

- 3-4 new dense, vertical mixed-use districts capture nearly all housing growth to 2050
- The BCD and Eastside Candidate CFA centers are transformed from their current state into walkable, pedestrian-oriented districts through investments in placemaking, streetscapes, and open spaces
- Growth at the edge slows dramatically (except where already permitted)
- No development in "Thumb" or "OB Riley" at all

HF3: Edge Rebalancing

Movable Household + Employment Growth



Key Themes

- A major share of movable growth is captured at the edge in new, mixed-use neighborhoods by adding housing to areas planned for standalone employment (Juniper Ridge, the Thumb)
- Each has assumed development of walkable centers with a mix of housing, jobs, and (importantly) a sizable retail and services component
- Major standalone employment districts at the edge are a thing of the past

Growth Locations

Visualizing and understanding the locations of growth across the three futures through illustrative renderings and charts

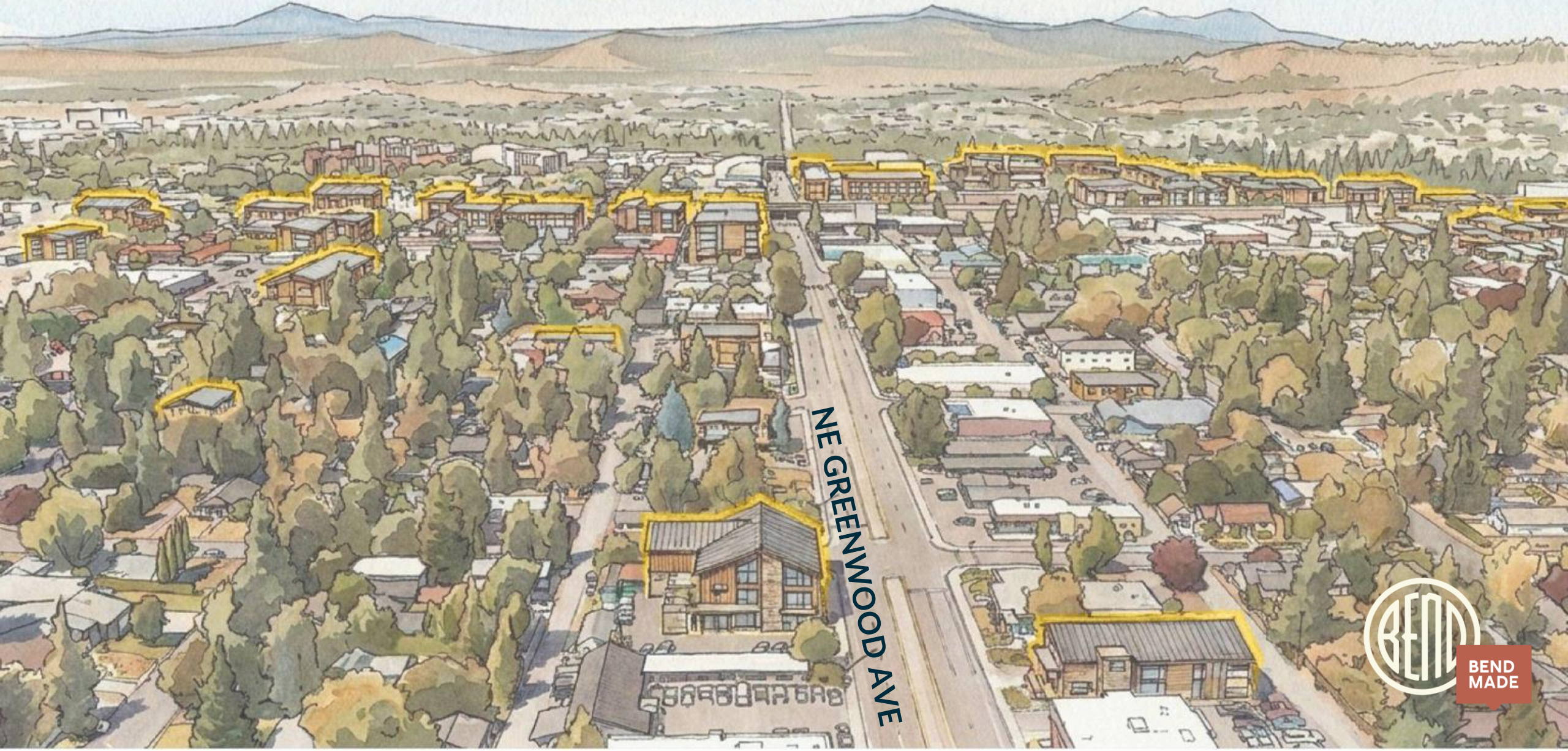


Bend Central District - Existing



Bend Central District – HF1: True Trend

Mixed density infill development closer to downtown



Bend Central District – HF2: High Urbanization

Significant higher density infill development throughout Central District



Bend Central District – HF3: Edge Rebalancing

Dispersed lower density infill development throughout Central District

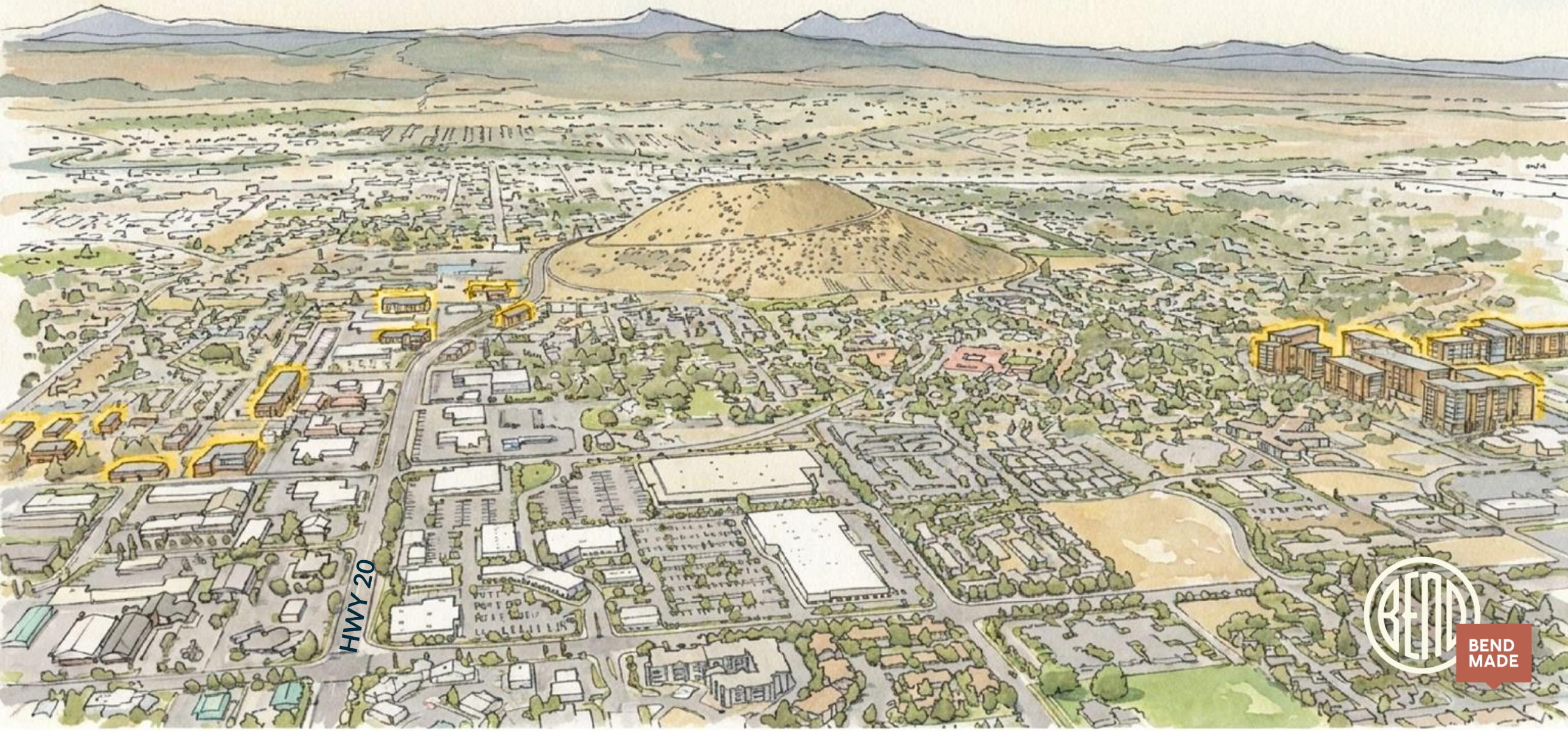


Eastside - Existing



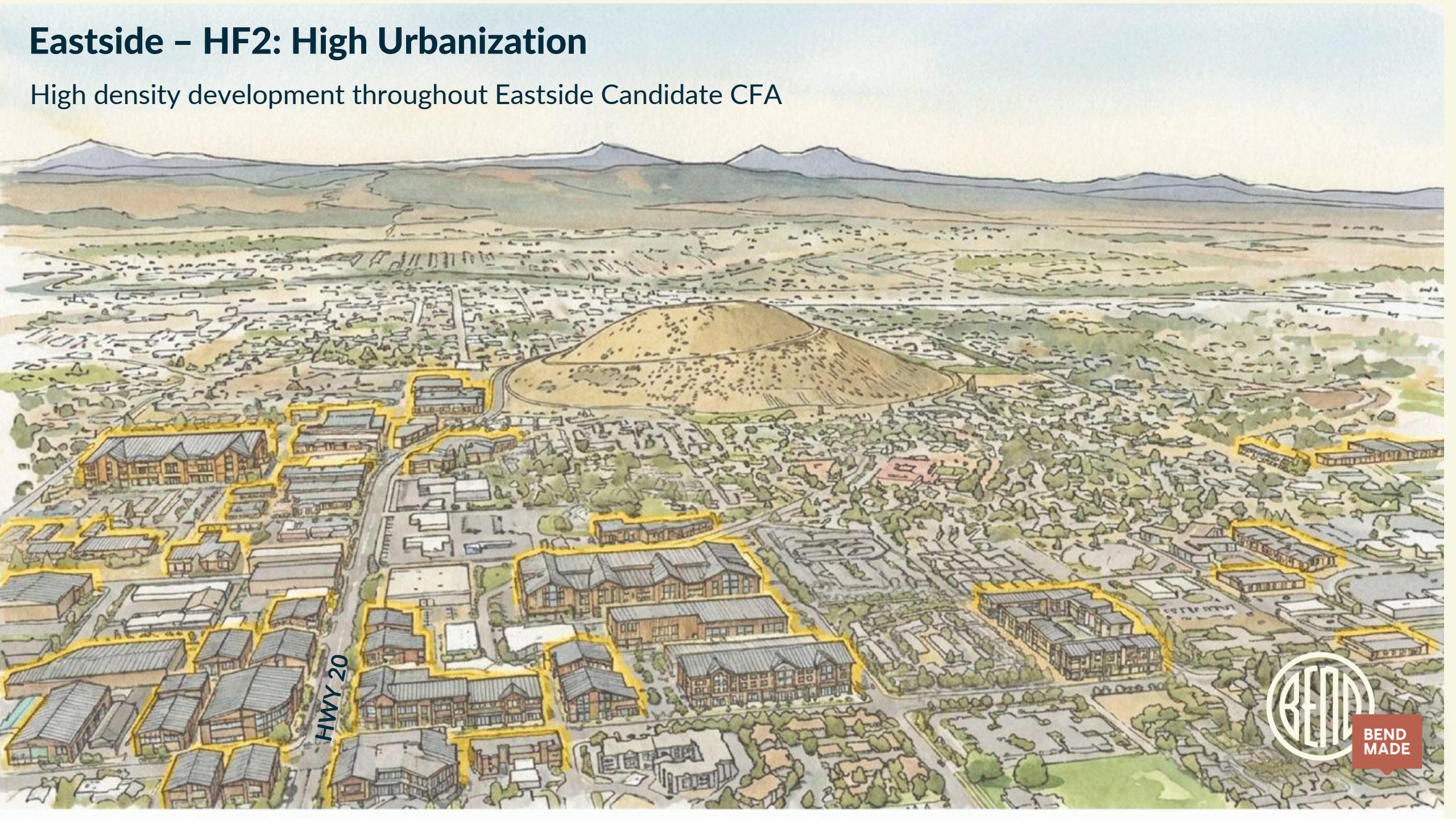
Eastside – HF1: True Trend

Limited middle housing infill south of Hwy 20, higher density infill to the north



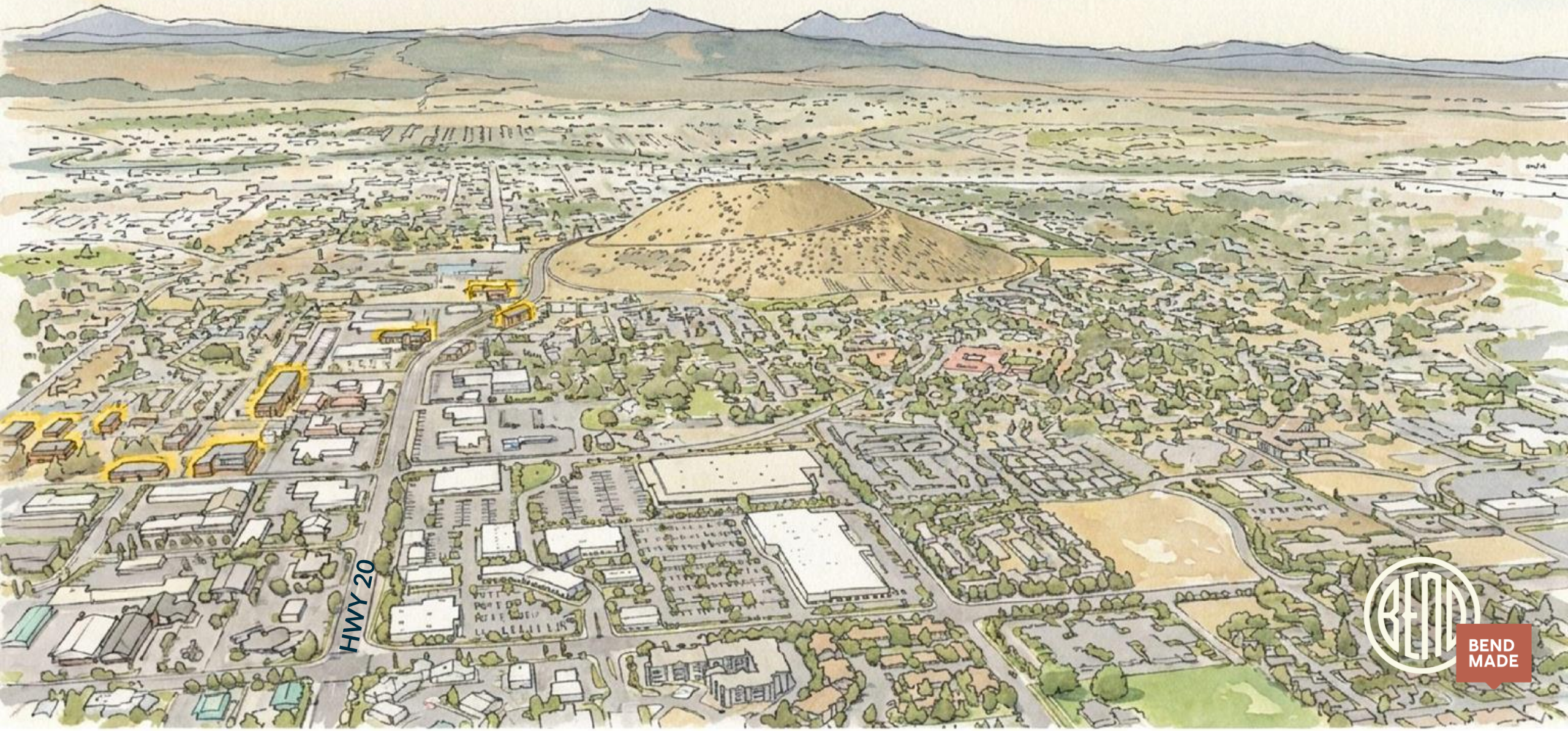
Eastside – HF2: High Urbanization

High density development throughout Eastside Candidate CFA



Eastside – HF3: Edge Rebalancing

Little middle housing infill south of Hwy 20



Westside - Existing



Westside – HF1: True Trend

Significant incremental infill development throughout neighborhoods



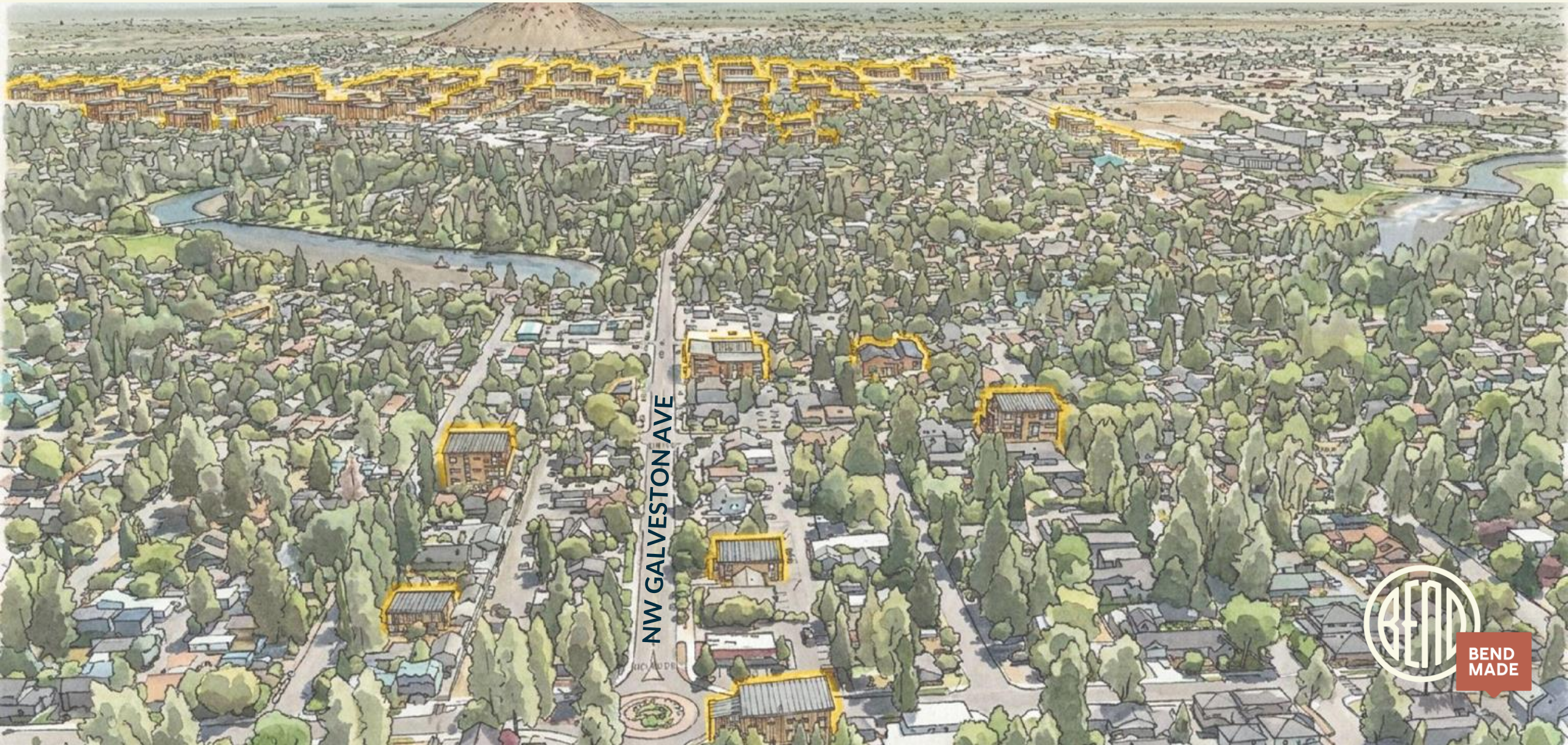
Westside - High Urbanization

Density focused within the central core



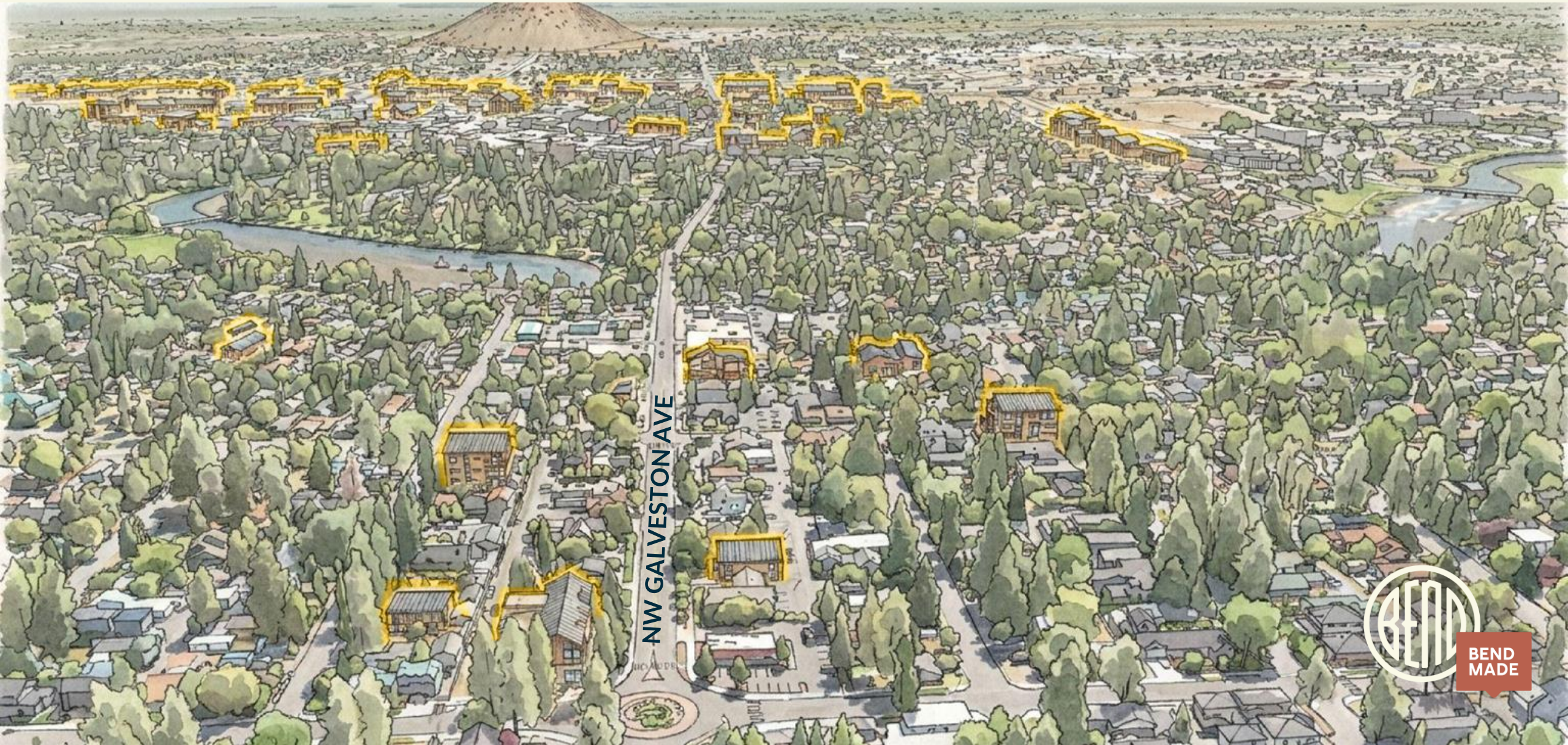
Westside – HF2: High Urbanization

Density focused within the central core



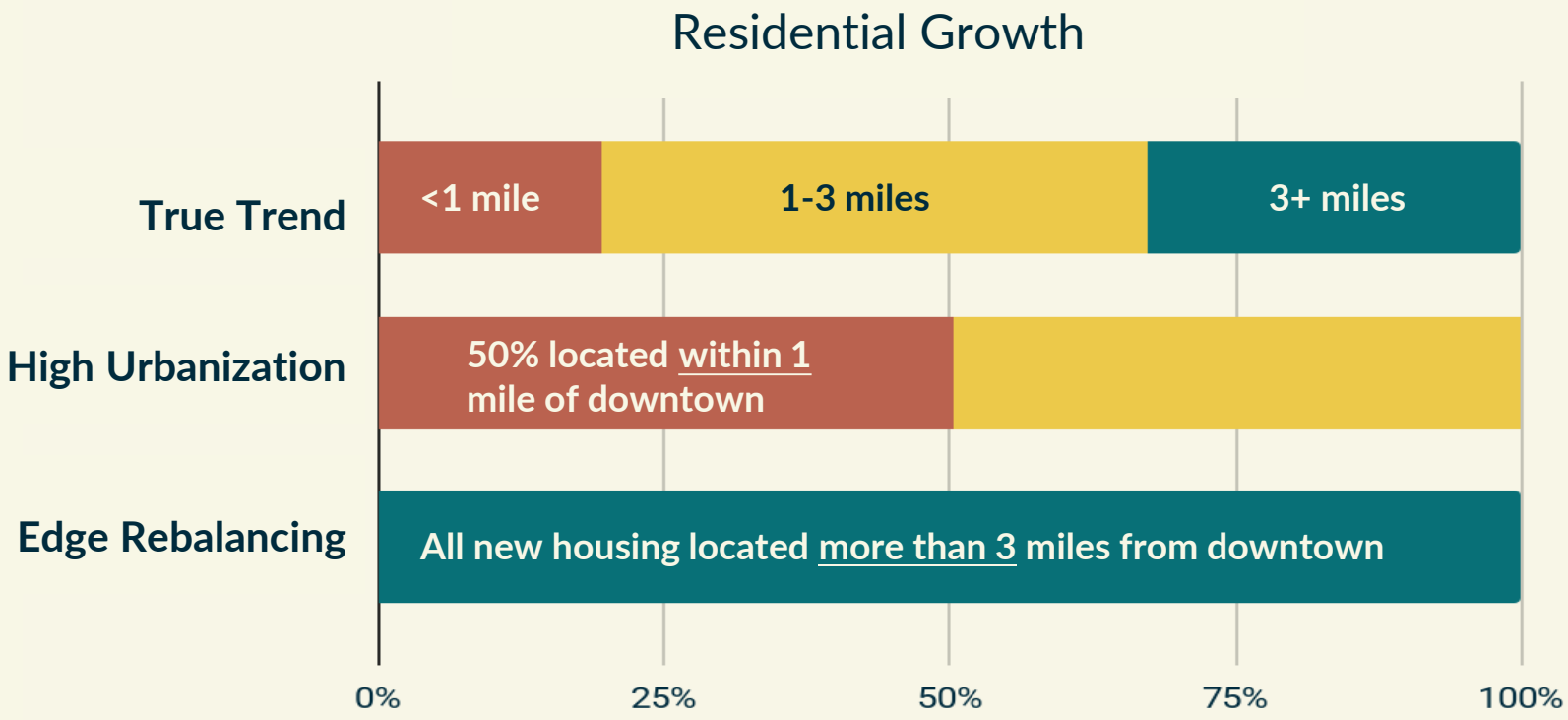
Westside – HF3: Edge Rebalancing

Limited incremental infill development throughout neighborhoods



Hypothetical Futures Pull New Housing to Opposite Ends of the City

Share of Movable Growth by Distance from Downtown (floor area)*



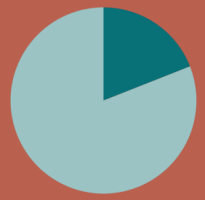
Landed floor area by straight-line distance from Wall St and Franklin Ave.

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High Urbanization is Defined by Residential Growth Exclusively Concentrated In or Near Future CFAs

Share of Movable Growth in a CFA (floor area)*

Combined Movable Growth



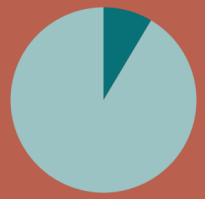
TRUE TREND

19% of movable growth falls in a CFA



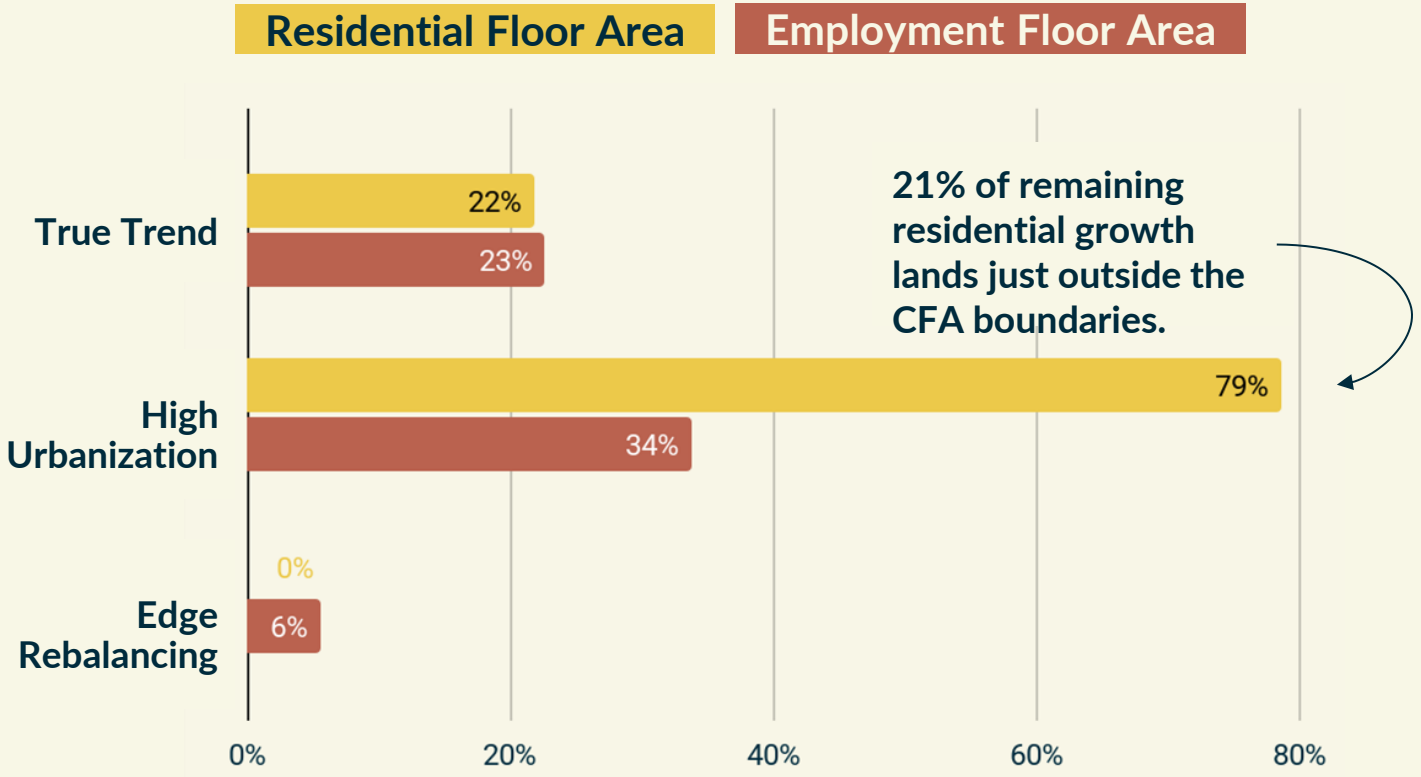
HIGH URBANIZATION

37% of movable growth falls in a CFA



EDGE REBALANCING

9% of movable growth falls in a CFA



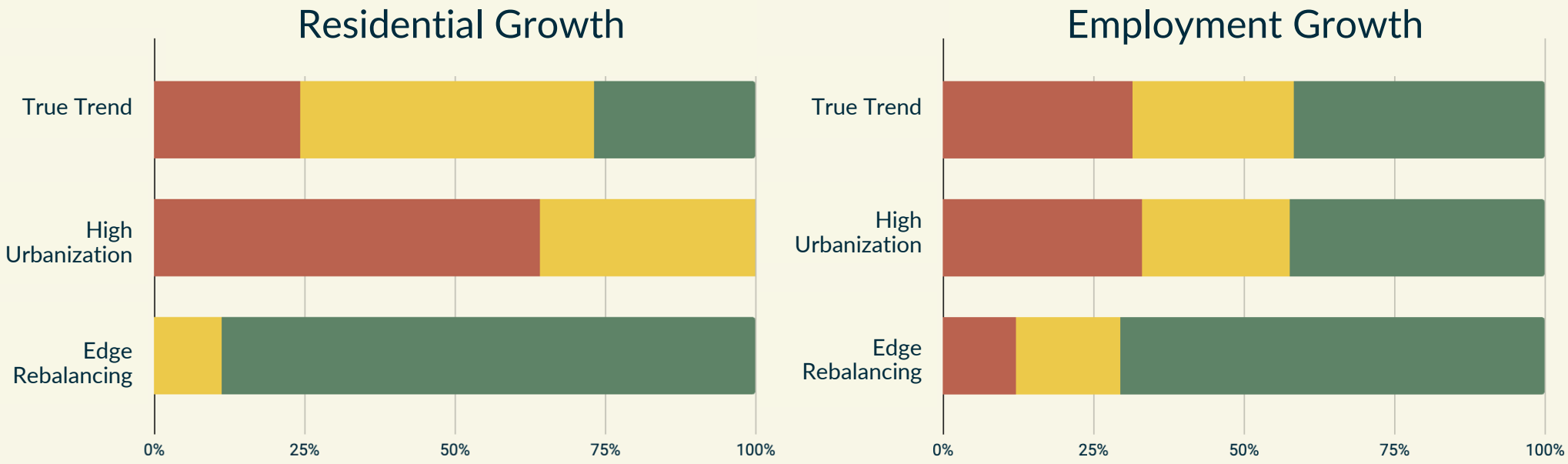
**Landed floor area, parcel centroid within CFA boundary. Restricted to Central Westside, Eastside, Bend Central District, and North Downtown CFA Study Areas*

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True Trend Adds to Existing Neighborhoods, High Urbanization Intensively Redevelops Close-in Land, Edge Rebalancing Builds on 2016 UGB Expansions

Share of Movable Growth by Land Character (floor area)*

Close-in Redevelopment | **Established Neighborhoods** | **Peripheral Greenfield**



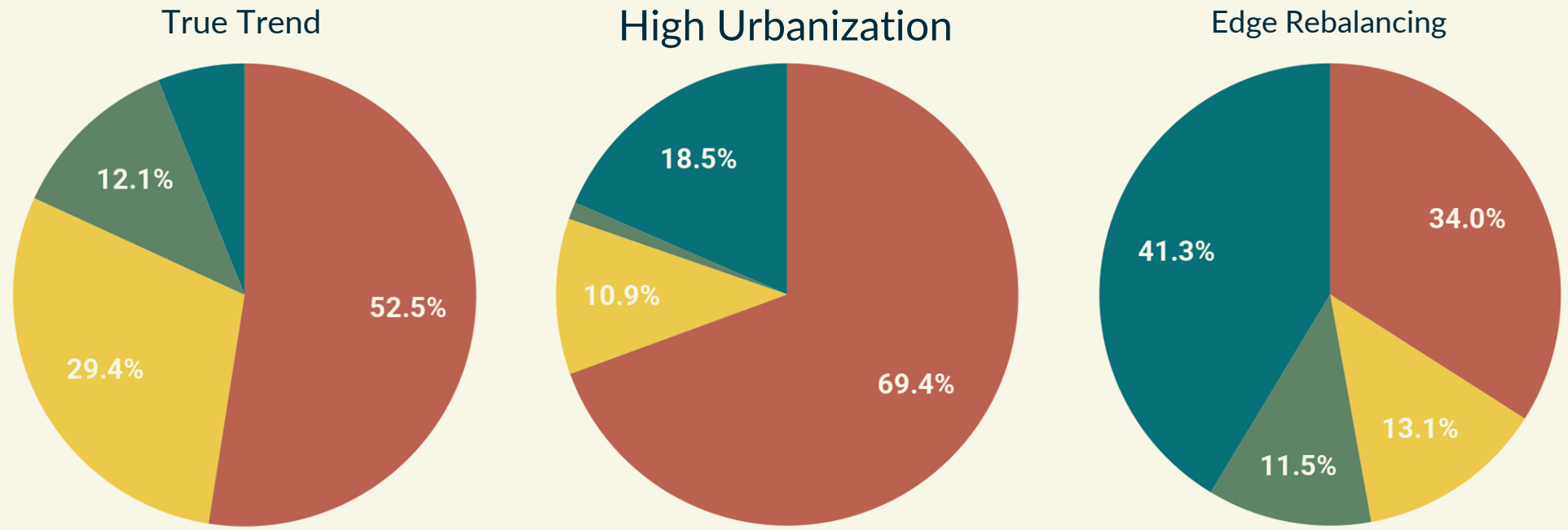
**Shares of landed floor area. Land character classified by the receiving TAZ: peripheral greenfield (fewer than 50 households in 2019, 3+ miles from downtown), close-in redevelopment (fewer than 50 households, within 3 miles), established neighborhoods (50+ households).*

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Mixed-Use and Commercial Plan Areas Make Up a Small Share of Bend's Land but Absorb One- to Two-Thirds the Movable Growth in Every Future

Movable Growth by Comprehensive Plan Category (floor area)*

Mixed Use & Commercial | Residential Use (Only) | Employment Use (Only) | Expansion Areas



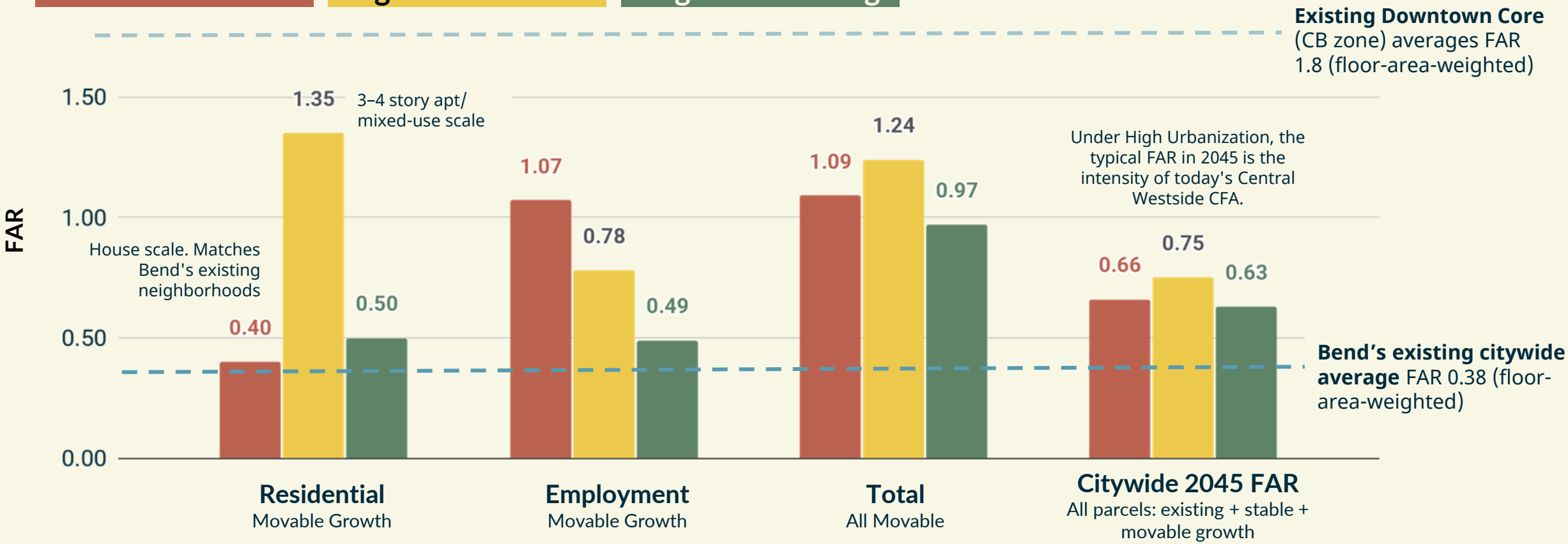
Shares of landed floor area. Mixed-Use & Commercial = Comprehensive Plan Designated CL/CC/CG/CB/ME/MU/MR/MN/PO-RM-RS. Residential (only) = RS/RM/RH/RL. Employment (only) = IL/IG/PO. Expansion = Parcels Zoned urbanizable/reserve (UA/UAR10/UR/URH) or synthetic UGB-expansion lots, regardless of plan designation.

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Growth in Every Future is 2 to 3 times Bend's Average Intensity, yet Still Averages Below the Downtown Core

Built Intensity of Movable Growth (Floor Area Ratio, or FAR)*

True Trend | **High Urbanization** | **Edge Rebalancing**

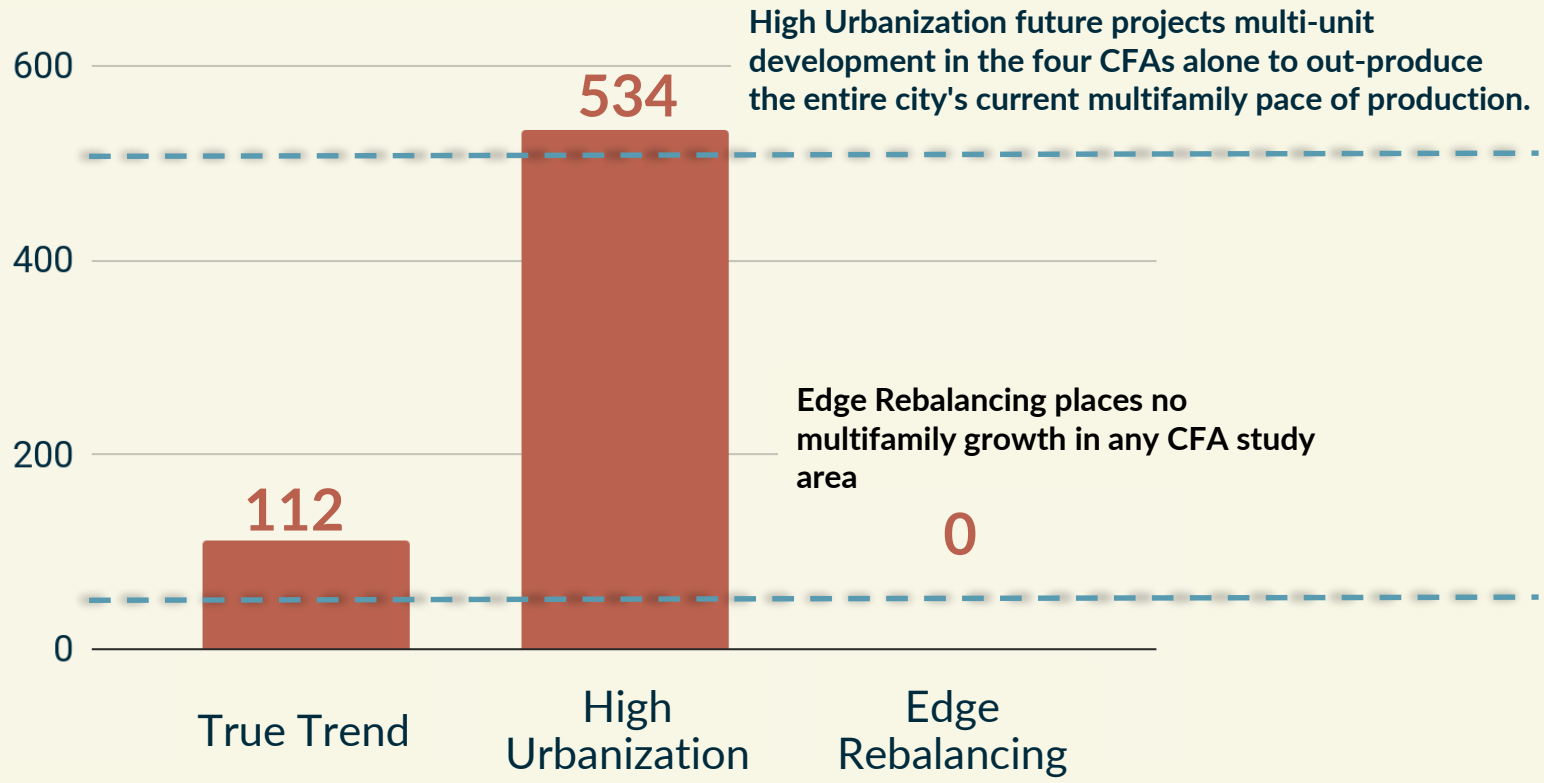


FAR = building floor area divided by lot area. Values are averages across the parcels receiving that growth, weighted by the floor area each receives. Global FAR cap of 3.0 applies. Benchmark weights existing building averages by their floor area.

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CFAs Would Have to Produce More than 5x the Amount of Multi-Unit Housing they Have Been

Projected Multi-Unit Housing* Permitted Annually 2026–2045 in CFAs**, by Hypothetical Future (Units per Year)



High Urbanization future projects multi-unit development in the four CFAs alone to out-produce the entire city's current multifamily pace of production.

Edge Rebalancing places no multifamily growth in any CFA study area

Citywide Baseline

About **495 units** of multi-unit housing (5+ unit) were permitted annually from 2014 to 2025 across the entire city.

CFA Baseline

About **75 units** of multifamily housing (5+ unit) were permitted annually from 2014 to 2025 across candidate CFAs*

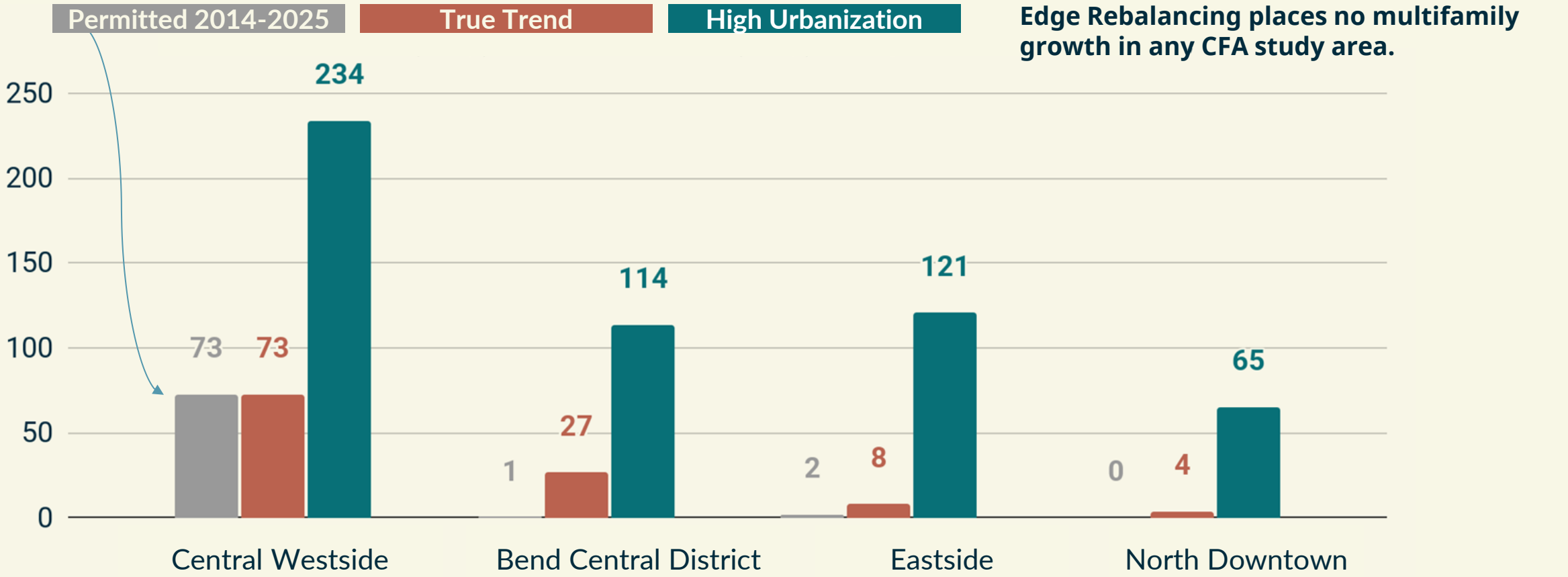
**Multi-unit = 5+ unit residential buildings and units in mixed-use buildings; excludes middle housing (duplex–quadplex, cottage, townhome, ADU).*
***Restricted to Central Westside, Eastside, Bend Central District, and North Downtown CFA Study Areas*

Sources: City of Bend permit data as classified in the Bend Growth Plan Historical Density Analysis (multi-unit residential development: 5+ unit and mixed-use buildings; issued 2014–2025); Bend Growth Plan parcel allocation model, hypothetical futures 2026–2045. CFA study area boundaries per the 2023 Bend CFA Study.

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Only Central Westside has ever built at the pace the Futures assume; the other 3 Candidate CFAs start from near zero

Observed Multi-Unit Housing Permitted 2014–2025 vs. Projected Multi-Unit Housing 2026–2045, by CFA (Units per Year)



Sources: City of Bend permit data as classified in the Bend Growth Plan Historical Density Analysis (multi-unit residential development: 5+ unit and mixed-use buildings; issued 2014–2025); Bend Growth Plan parcel allocation model, hypothetical futures 2026–2045. CFA study area boundaries per the 2023 Bend CFA Study.

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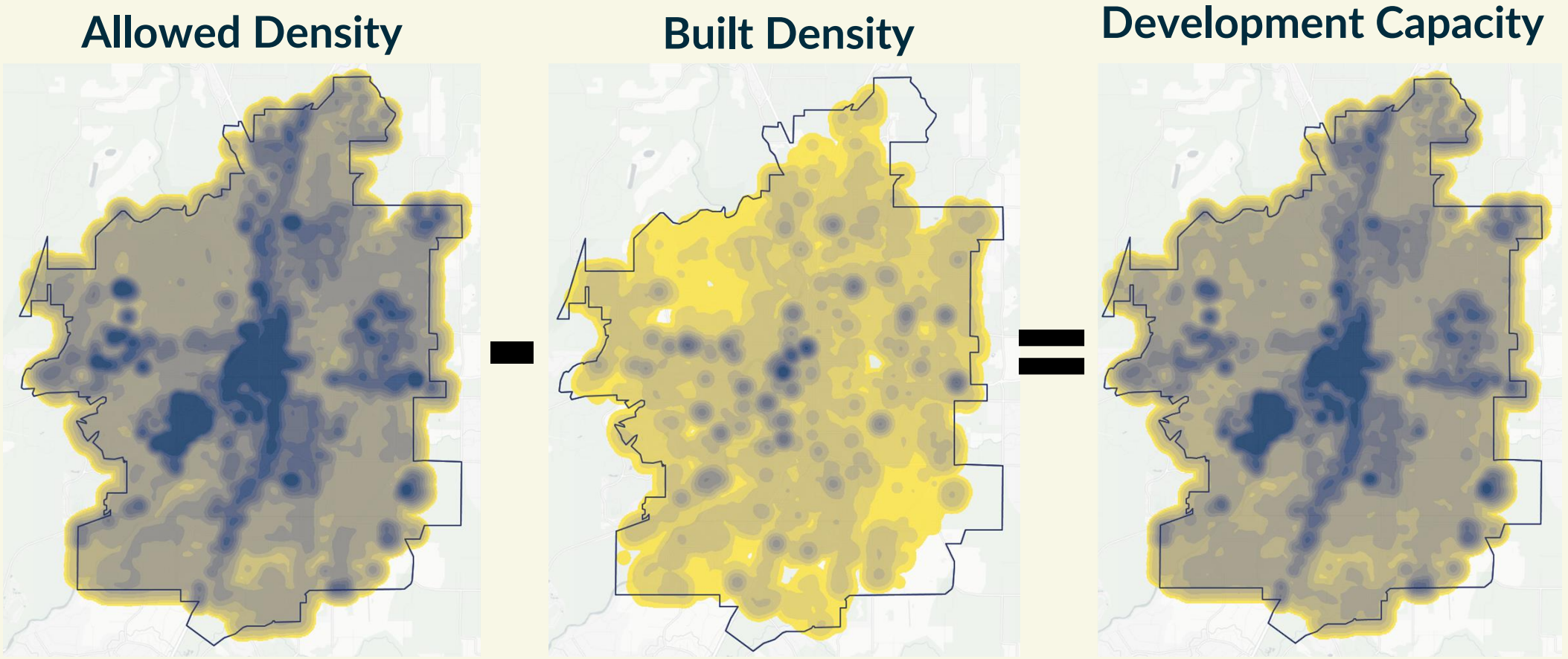
Market, Land Use & Placemaking

Market and placemaking considerations for each future



Zoning is Only One Element of Development Feasibility

Bend has added capacity, but that does not mean the market will follow…



**FAR is how big buildings are compared to the lot they are on.*

The Development "Market" Follows *People*

Changing zoning is not enough to drive market change *alone*.

Amenities need to be in place to increase desirability, and *only then* will the market respond.

Desirability -> Demand -> Feasibility

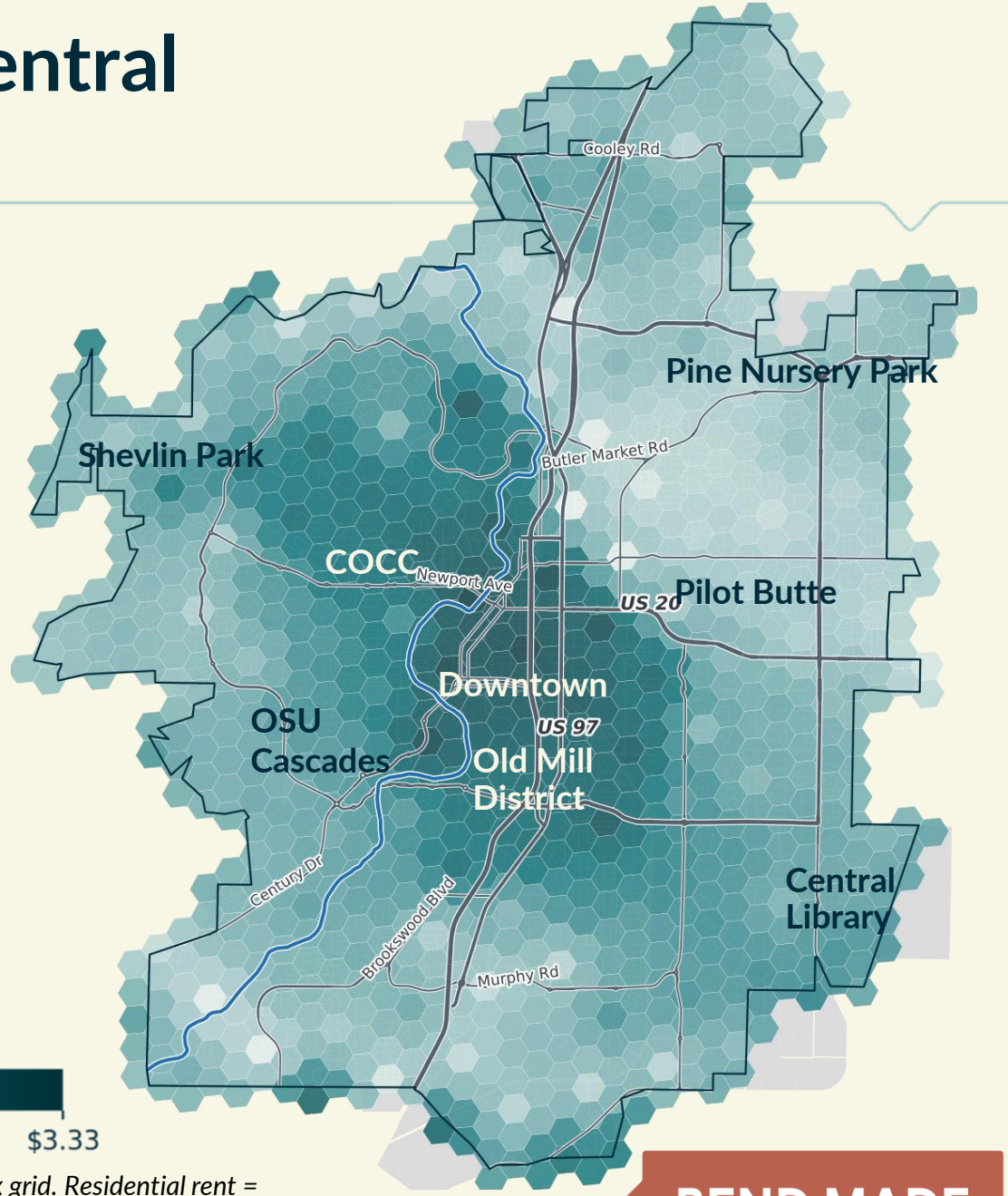
Public investments that make people *want* to be there are what shape demand – and are key tools for Bend to realize its mixed-use community and VMT goals.



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Residential Rents Highest in Central & Northwest Bend

- Residential demand is strongest in Bend's central core and (north)west
- Demand is lower on Bend's east side and edges



Residential Rent per Square Foot

$2.42 — $3.33

Source: Cascadia Partners/Rentometer, August 2026. Market-surface export converted to a hex grid. Residential rent = smoothed 75th-percentile asking rent, 1BR apartments, trailing 12 months; converted to $/sq. ft. using an assumed 700-sq. ft. unit.

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If desirability drives markets, what do people want?



Streets for People



Local Public Spaces



Places for Social Gathering



Walkable Mix of Uses



Housing Options & Affordability



Age-Friendly Environments



Local Identity & Sense of Community

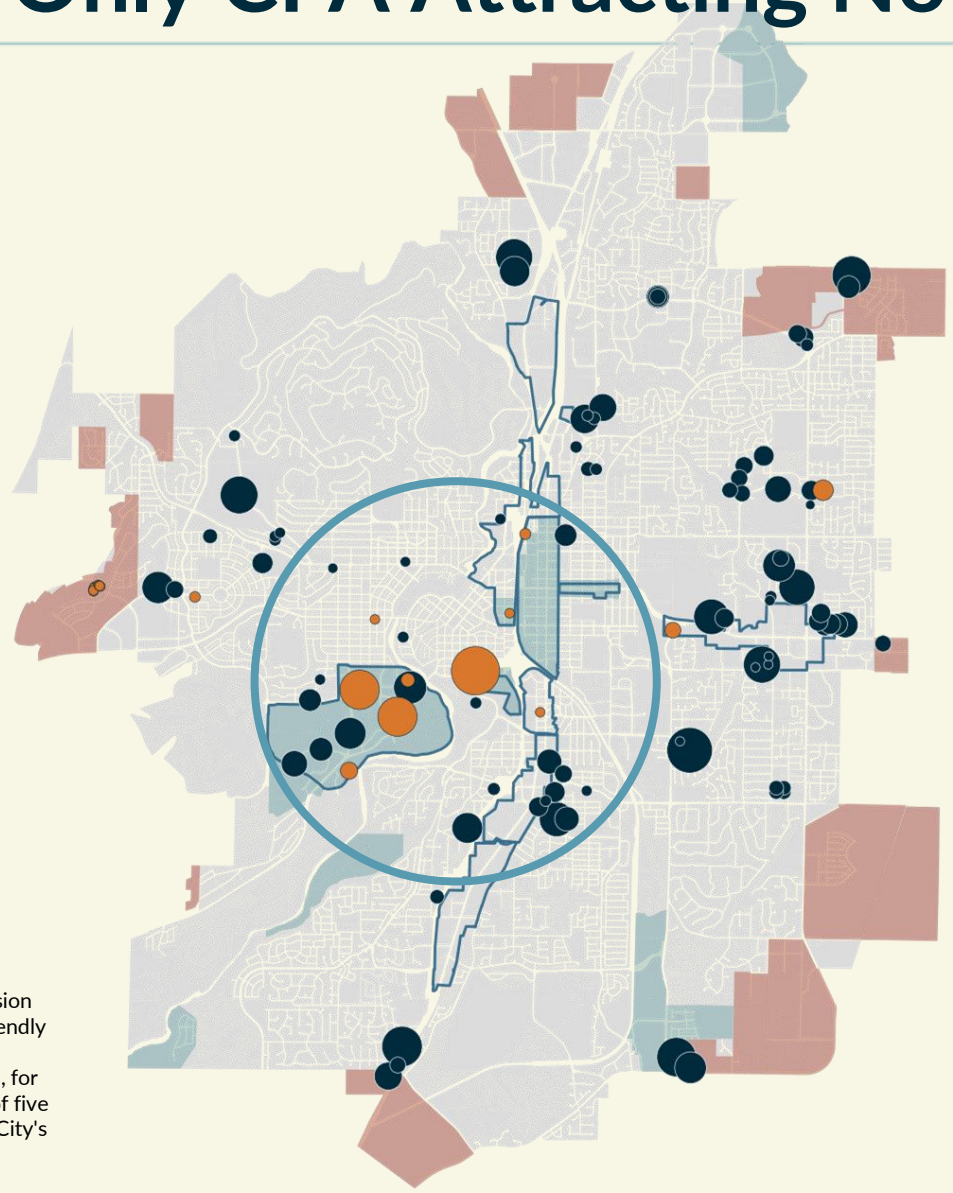


Connections to Context

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Where We See This Today: Central Westside as Only CFA Attracting Notable Density

- Central Westside is attracting both multi-unit and mixed-use developments
- BCD has seen little multi-unit and mixed use development to date
- The Eastside CFA is attracting multi-unit at its periphery in existing high density residential zones



Tax lots with multi-unit residential (5+ units, mixed-use buildings) building permits for new construction issued from Aug. 2014 through Dec. 2025

- UGB Expansion Areas
- Opportunity Areas
- Candidate CFAs
- Multi-Unit Residential (5+ units)
- Mixed-Use Residential
- 10 units
- 100 units
- 300 units

Map Source: Bend Land Information System (BLIS) parcels (Aug 2026); UGB Expansion Area Boundaries (Aug 2026); Opportunity Areas (Aug 2026); Candidate Climate Friendly Areas (2024); City of Bend Historical Density Analysis, draft v. 7/29/2026: new-construction residential building permits by permit issue date, Aug 2014–Dec 2025, for the City's Multi-Unit Residential Dwellings housing mix category (all development of five or more units), mapped by tax lot; mixed-use buildings shown separately using the City's housing type classification.

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Placemaking Investments Attract Infill Development in Bend's Central Westside Candidate CFA



Limited Placemaking Investment in Bend's Eastside Candidate CFA Curbs Market Demand



Placemaking Considerations for Each Future

True Trend



- Infill continues within existing, high amenity areas
- **As public investments come online, the BCD becomes more desirable, attracting modest development by 2050**
- Edge growth continues as primarily single-use residential or employment areas

High Urbanization



- Multiple, new dense districts emerge - including on the eastside
- **The BCD & Eastside CFAs are transformed through investments in placemaking, streetscapes, and gathering places**

Edge Rebalancing



- All new edge growth includes a mix of uses
- **Every edge neighborhood has a center that includes a sizable retail and services component that integrates placemaking and walkable streets**

True Trend is achieving infill in existing high amenity locations

- **Improved bicycle and pedestrian networks** and **neighborhood-serving public spaces** is making close-in neighborhoods desirable and attracting middle housing infill development
- **Walkable commercial areas and services** are attracting new vertical mixed-use and higher density multifamily investments





BEND MADE

High Urbanization focuses on fostering a district “heart”

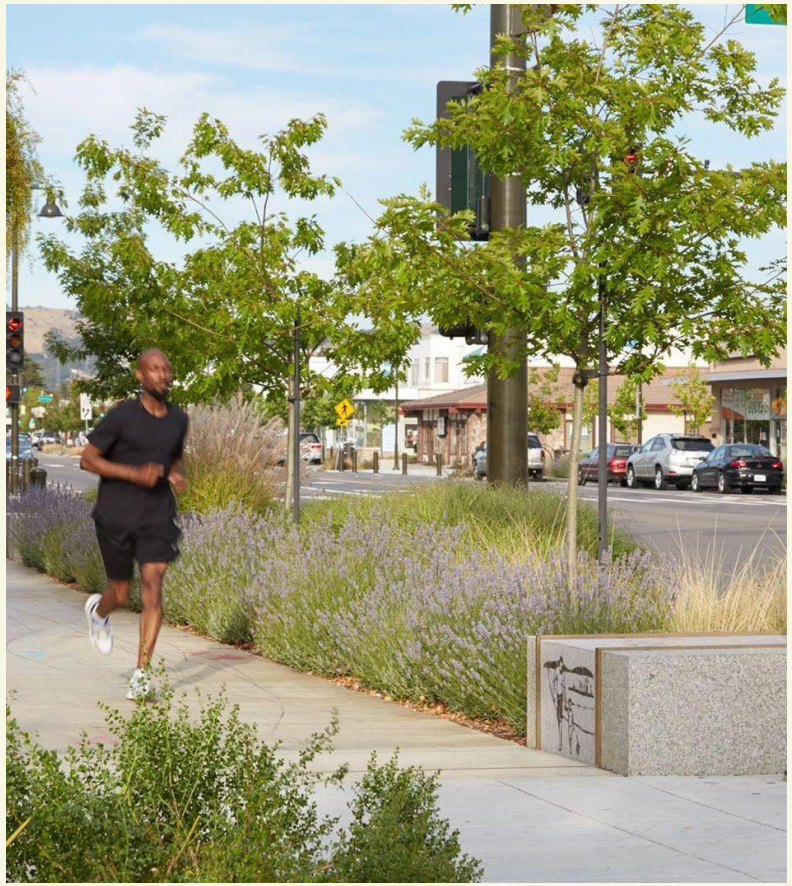
- Achieving significant density in new areas will require **central public spaces and amenities as focal points**
- New public gathering spaces **integrated with retail create a sense of place**
- **Walkable, bikeable routes** connect densely populated areas to **citywide destinations**



BEND MADE

Edge Rebalancing uses placemaking investments and other incentives to attract a mix of uses for mixed-use communities

- Growth is organized around **walkable, bikeable, and transit-supportive neighborhood centers** that serve residents' daily needs
- Public realm is designed to **support and attract commercial and employment development**





BEND MADE

Growth, Land Use, Market Key Takeaways

2016 was a turning point in City growth policy – and we're seeing real results

- Infill is happening in *some* amenitized "Opportunity Areas" and most close-in neighborhoods
- New housing construction is diversifying and smaller unit types are coming to market at historic numbers

The **True Trend** Hypothetical Future reflects these achievements – but also highlight key gaps in the current trajectory...

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Growth, Land Use, Market Key Takeaways

2 of 3

new walkable districts in **High Urbanization** future aren't capturing substantial infill today



sizable retail components that make the expansion areas in **Edge Rebalancing** "mixed" are not getting built today



Where **True Trend** is achieving these outcomes, the zoning, placemaking and streetscape investments, and incentives have created **desirable places -** and the market *is* responding today

BEND MADE

Transportation & Mobility

Comparing transportation themes across the futures



Key Transportation Similarities Between Futures

Transportation need	Condition consistent across futures
East-West Corridors	These corridors remain limited and congested *(Reed Market, Wilson, US 20 / Greenwood / Newport, Portland, and Neff)*
River Crossings	All crossings are expected to exceed capacity in all futures
North-South Corridors in East Bend	These corridors remain important as east-side development grows
Parkway	Safety and capacity needs continue across futures
Active Transportation Network	A low-stress network remains a shared need
Investment in VMT Reduction Strategies	High investment in active transportation, mobility hub network, TDM programs, etc.

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Transportation Differentiators Between Futures

The team has used these indicators to compare how transportation investments may change by type, timing, or magnitude across futures

Investment indicator	Geographic focus	How the indicator may vary across futures
Capital Investments	• North Bend • South Bend • Core (Central areas)	New infrastructure could be needed sooner or later based on changes in development intensity
Multimodal Infrastructure	• Walking and biking network	Walking and biking facilities may become more or less supportive of mode choices depending on future development patterns
Transit Compatibility	• Transit network and service areas	Transit service may become more or less compatible with future development patterns

The question: How does each future shift the location, timing, or scale of investment?

True Trend Transportation Summary

Capital Investment Areas

North Bend	**Higher demand** **Earlier capacity needs**	Employment growth raises demand and may accelerate the need for the North Interchange
South Bend	**Lower demand** **Reduced priority**	Lower employment may limit need for added investment beyond projects already underway
Core	**Stable** **Similar needs**	Demand and infrastructure expectations remain broadly similar
Multimodal infrastructure	**North/south split** **Mode shift moves north**	Mode-shift potential increases in north Bend and decreases in south Bend
Transit compatibility	**More challenging** **Harder to serve south**	Lower density and a weaker land use mix may make south Bend transit harder to serve

High Urbanization Transportation Summary

Capital Investment Areas

↓	**North Bend**	**Lower demand** **Investment may be delayed**	Less housing and employment may delay new infrastructure needs
↓	**South Bend**	**Lower demand** **Investment may be delayed**	Less housing and employment may delay new infrastructure needs
↑	**Core**	**Higher density** **Core needs increase**	Growth raises needs along US 20 and Colorado Avenue
↑	**Multimodal infrastructure**	**Stronger mode choice** **Network need rises**	Higher density strengthens the case for core walking and biking networks
↑	**Transit compatibility**	**Greater viability** **Core transit improves**	Core growth supports mobility hubs and transit-oriented development

Key Finding: High Urbanization Reduces Parkway Demand

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Edge Rebalancing Transportation Summary

Capital Investment Areas

↑ **North Bend**	**Higher demand** **Priority corridors**	Higher demand raises investment priority along US 97 and US 20
↑ **South Bend**	**Higher demand** **Earlier major needs**	Growth may accelerate Murphy, China Hat, and Baker investments needs
↓ **Core**	**Lower demand** **Less corridor pressure**	Demand decreases along Colorado Avenue, US 20, and 15th Street
↓ **Multimodal infrastructure**	**Lower effectiveness** **Longer trips limit mode choice**	Longer trips reduce walking and biking effectiveness and may increase grade-separation needs
↔ **Transit compatibility**	**Similar to today** **Broadly similar**	Transit remains similar, with possible city-edge hubs

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What the Possible Futures Tell Us About Demand & Investment Needs

- True Trend ***increases*** travel demand (i.e., investment needs) to the North, ***decreases*** it to the South, and is ***stable*** for the Core

- High Urbanization ***decreases*** demand to the North and South, while ***increasing*** it in the Core (especially for multi-modal infrastructure); Parkway demand ***decreases***

- Edge Rebalancing ***increases*** demand to the North and South, while ***decreasing*** demand in the Core

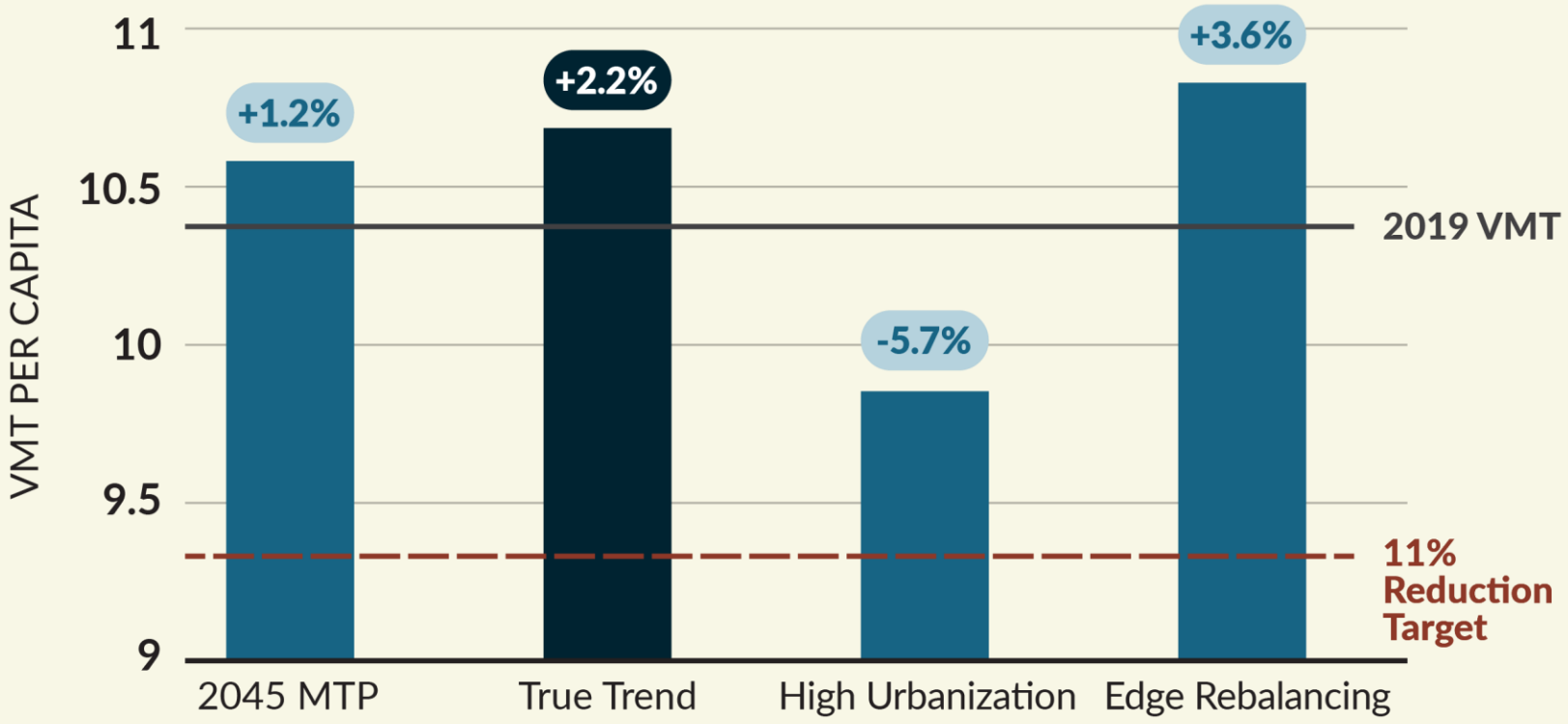
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Climate & VMT

Comparing vehicle miles traveled per capita (VMT) performance across futures



True Trend Results in Increased VMT

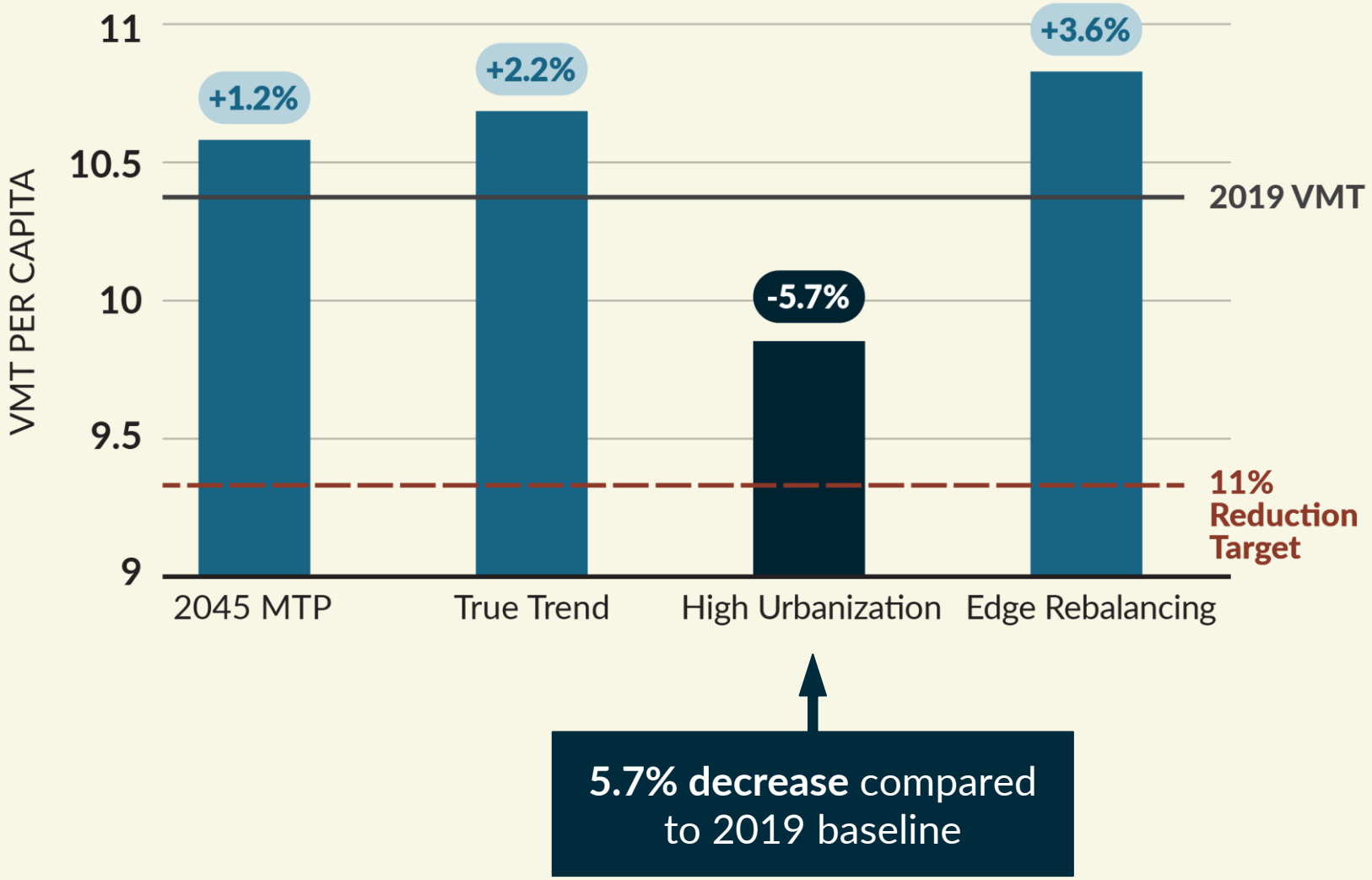


2.2% increase compared to 2019 baseline

If Bend development trends remain unchanged, **VMT is expected to increase** due to less employment and commercial in edge to balance residential growth areas.

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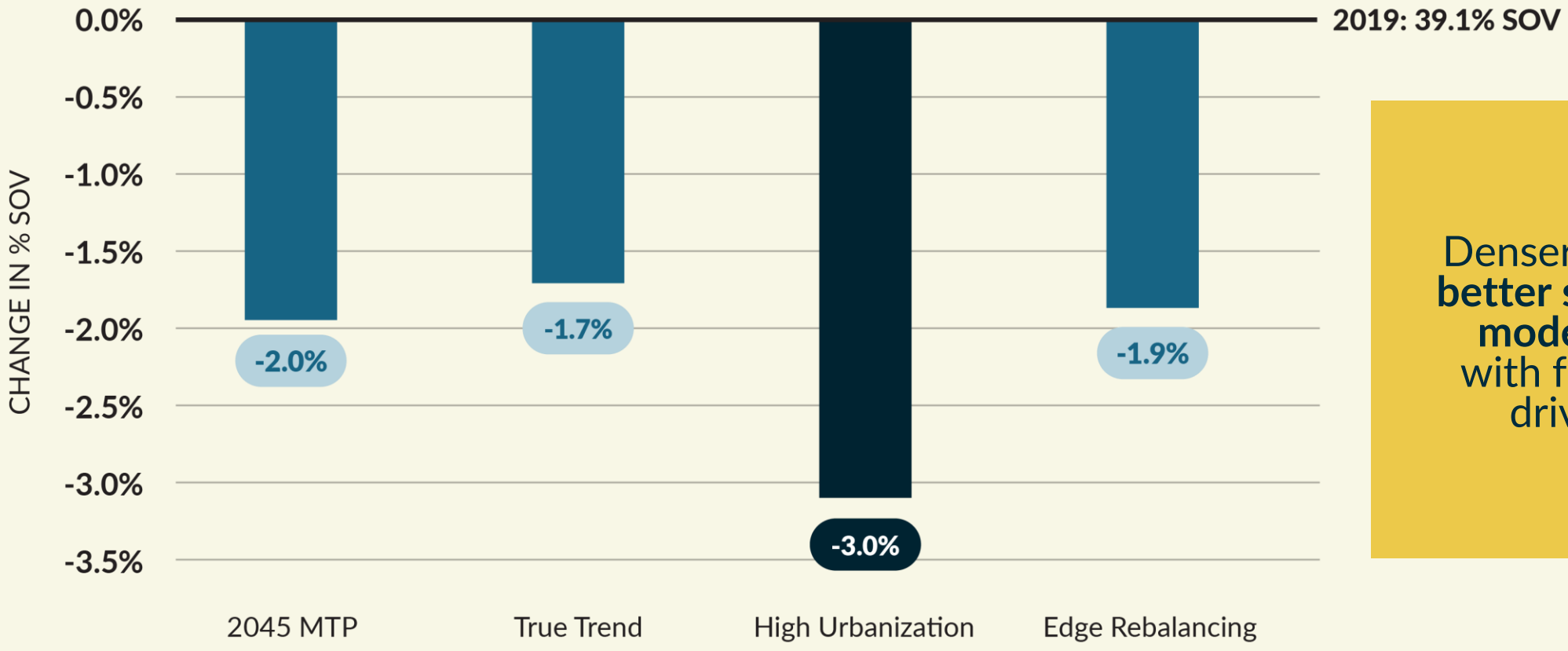
High Urbanization Can Substantially Narrow the VMT Gap



Increasing household and job density in the core of Bend can significantly reduce VMT, narrowing the gap between the future and the target.

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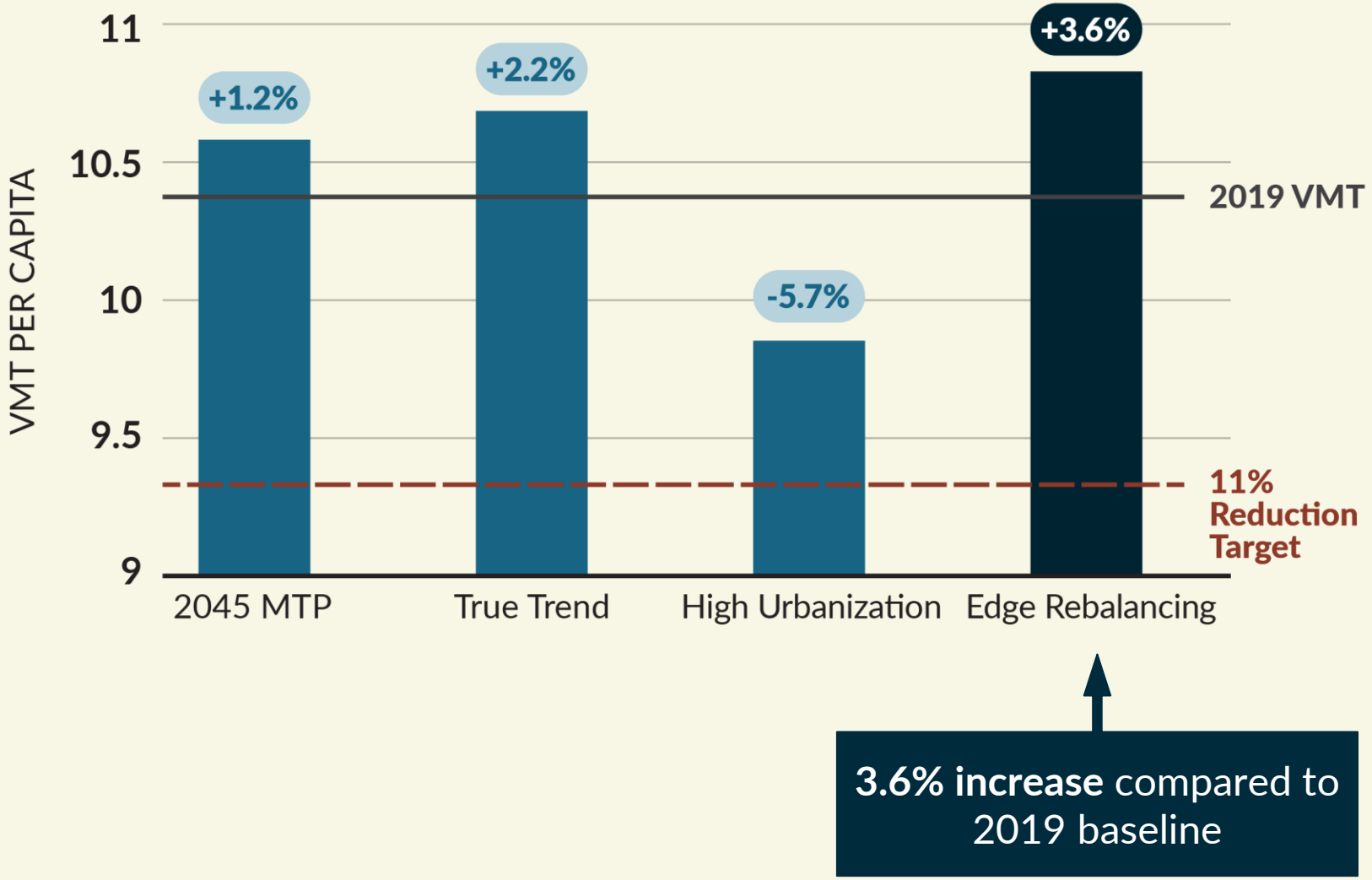
High Urbanization Reduces Single Occupancy Vehicle (SOV) Trips the Most



Denser land use can **better support other modes of travel**, with fewer people driving alone

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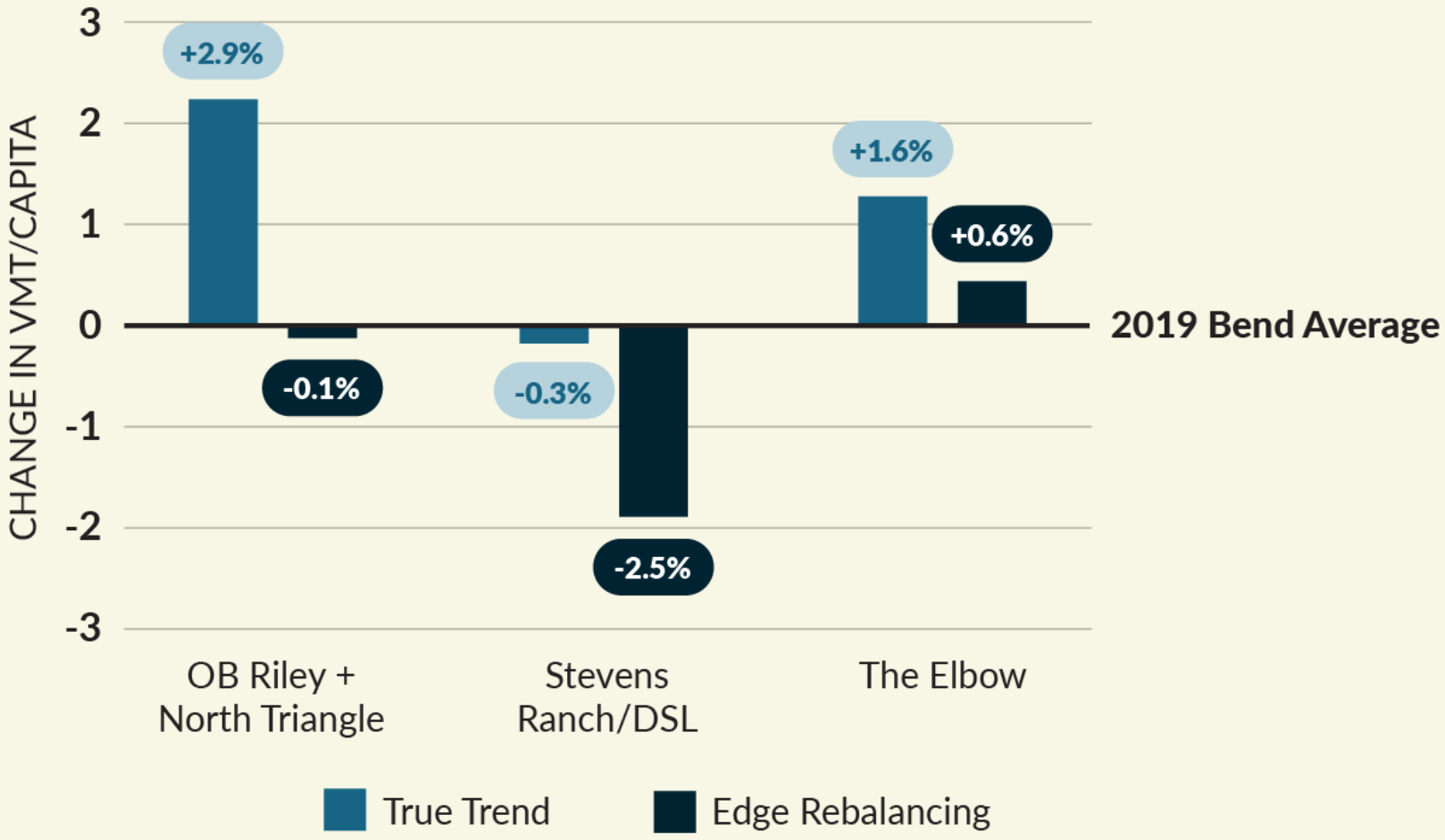
Edge-Focused Growth Results in the Largest VMT Increase, but…



Growth focused on the edges of Bend **further increases overall VMT,** but…

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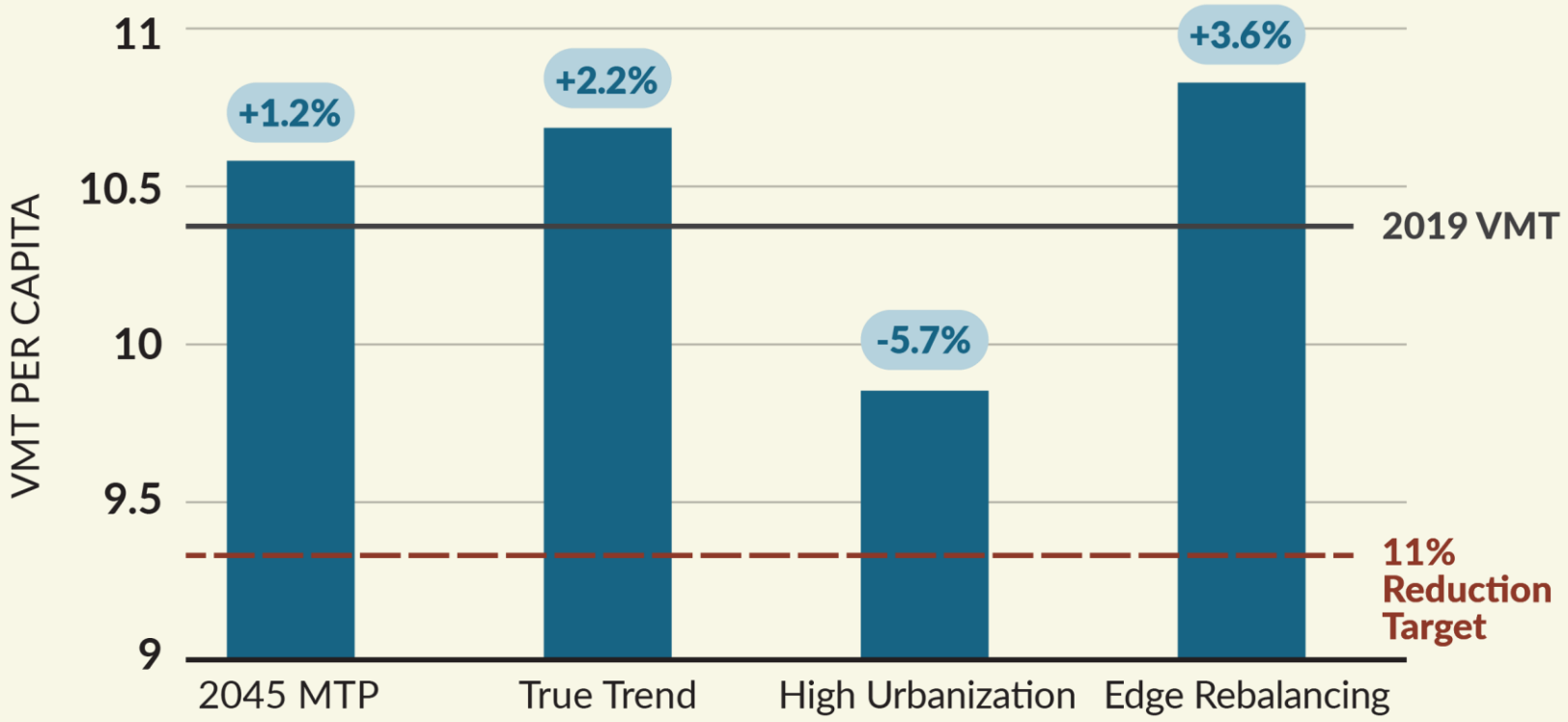
Improved Household/Jobs Balance Can Support VMT Reduction Compared to True Trend Patterns, Even in Edge Areas



... improving household/jobs balance in those areas can **help offset the VMT impact** and may provide a method for edge growth that reduces citywide VMT.

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VMT Reduction Appears to be Possible, but There is a Gap Projected Towards Meeting the -11% Target



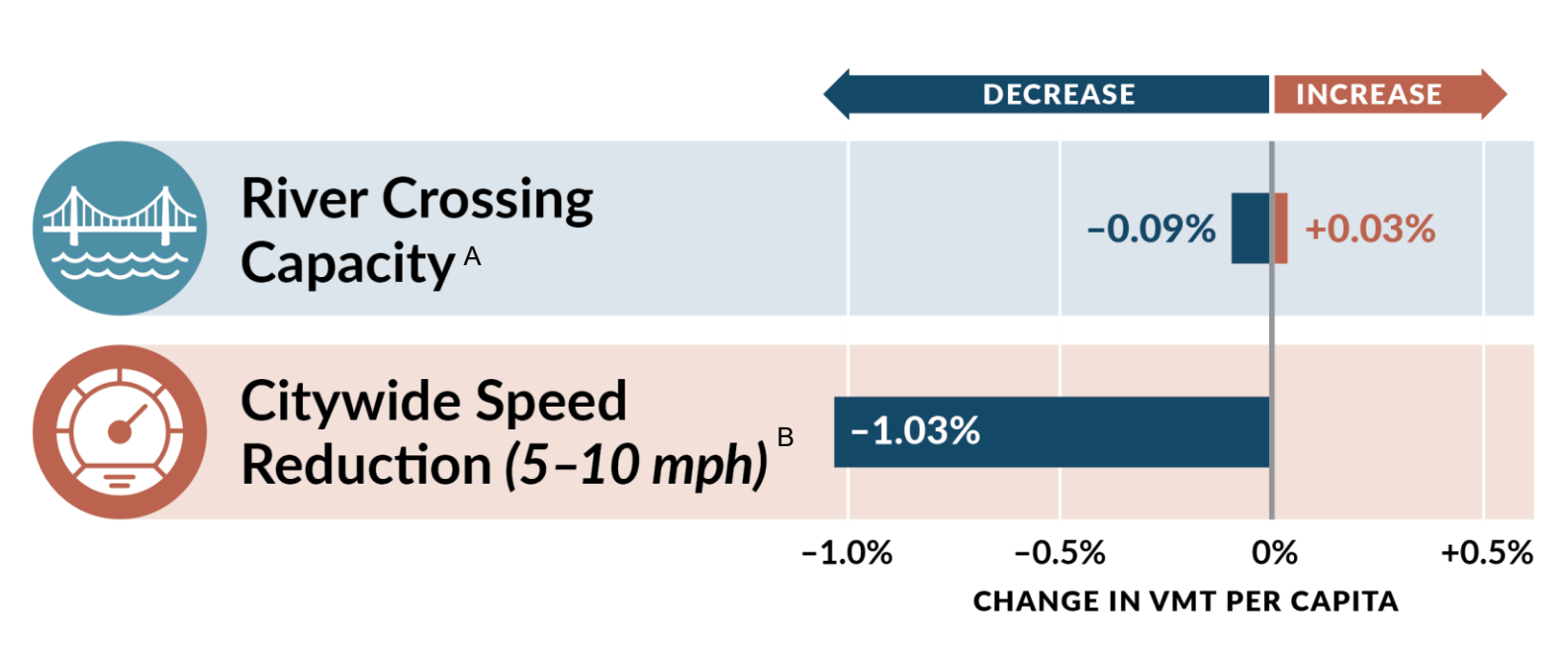
High Urbanization performs best, but Bend is still not projected to meet initial VMT reduction targets

Additional transportation and demand management strategies can be supportive to further improve VMT performance

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Network Options: System-Wide Speed Reductions Show Potential to Reduce VMT

Results show how each network sensitivity test affects citywide household VMT per capita compared to the 2045 MTP baseline



A Evaluated increased river crossing capacity via options for widening an existing connection or adding a new connection.

B Oregon law limits a city's ability to implement a citywide speed limit reduction. Speed limit reductions must follow ODOT's speed zone setting process and typically require an engineering investigation.

KEY TAKEAWAYS

River crossing capacity has a minimal effect on citywide VMT (-0.09 to +0.03%)

Speed reductions can move the VMT needle more (-1.03%)

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Keys to Meeting VMT Requirements

Build from prior planning efforts

- Bend's integrated land use + transportation approach supports VMT reduction, especially when compact/mixed land use, transit, walking/biking investments, and travel demand management are linked together

Location matters most

- Bend will need more growth in central, mixed-use areas with strong transportation choices

Edge growth can work, but only if balanced

- Edge/expansion areas can help reduce VMT when they include households with enough nearby jobs, retail, services, and mobility options

Network matters, but land use leads

- Network strategies can further reduce VMT, particularly speed management, but the sensitivity testing shows smaller citywide effects than changing where and how Bend grows

BEND MADE

Case Studies & Lessons Learned from Peer Cities

Learning from other communities to inform Bend's next steps



Oregon's Climate Rules require Bend to do two hard things — grow inward, and drive less

These case studies document two peer cities that have made meaningful progress addressing two state goals: (1) Realizing Infill and (2) Mode Shift and Vehicle Miles Traveled (VMT) reductions

Infill Case Study: Bellingham

Climate Friendly and Equitable Communities rules prioritize infill and Climate-Friendly Areas

Bellingham channeled growth into compact, by-right districts — a notable peer for the land-use side

grow inward

Mode Shift Case Study: Boulder

Oregon requires Bend to plan for reduced per-capita Vehicle Miles Traveled

Boulder set a numeric target and built a funded system to hit it — the clearest peer for mode shift and VMT reductions

drive less

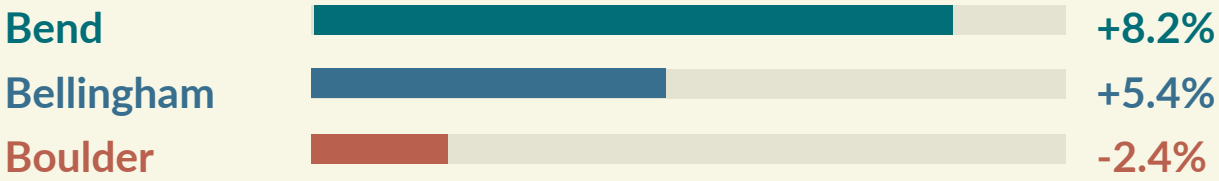
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Comparable in size — but very different in character

TOTAL POPULATION



POPULATION GROWTH SINCE 2020



POPULATION DENSITY (PERSONS / SQ MI)



27%

Bend is 27% less dense than Boulder

$96.4k

Bend's median household income — highest of the three

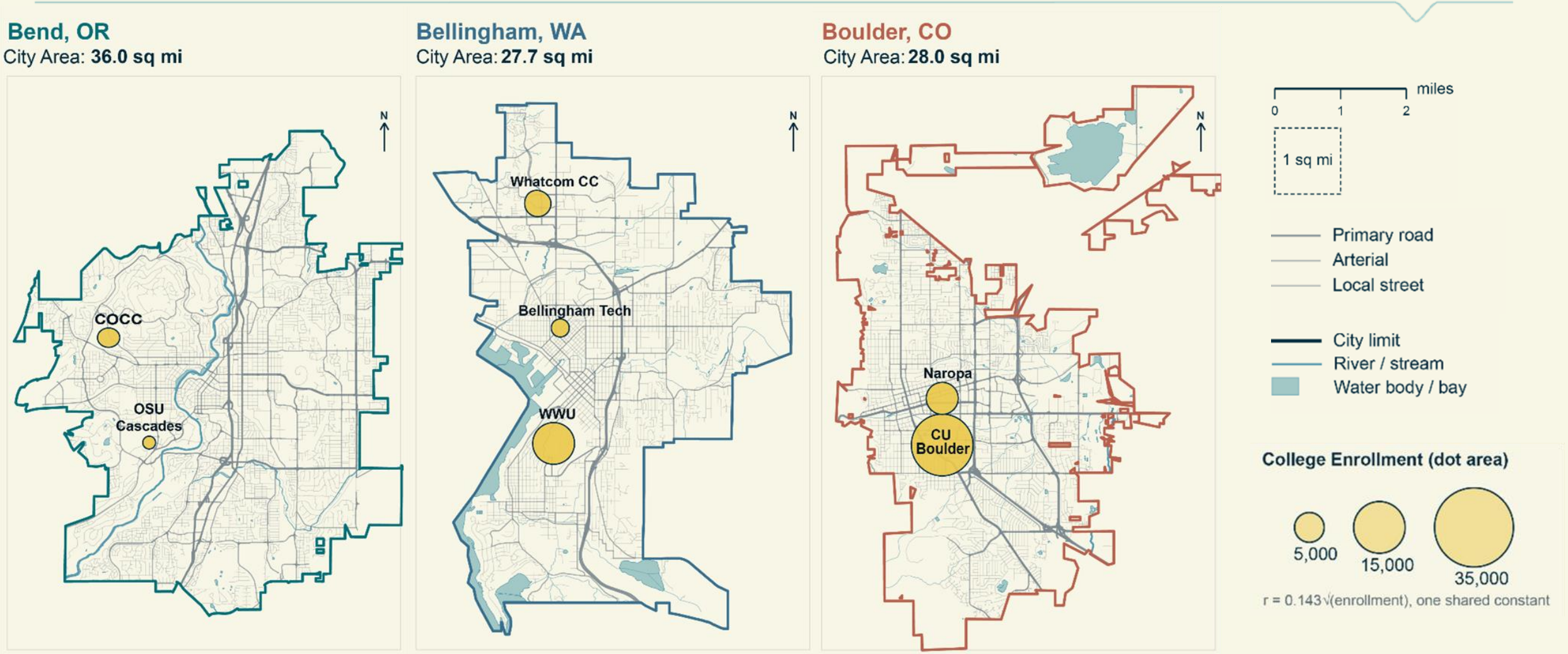
8.8%

Bend's poverty rate — lowest of the three

Source: US Census QuickFacts PEP, 2025. Census Decennial 2020. Legal City Limits (as of August 2026).

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Bend is the largest in size with the fewest students



Sources: © OpenStreetMap contributors (ODbL); Boundaries are legal city limits (U.S. CensusBureau TIGER/Line 2019; and annexation updates as of August 2026). Campus enrollments approximate, institution figures.

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Bellingham Urban Villages

The details behind Bellingham's infill successes and layered infill incentive toolbox



Image: Artist rendering of 35th Street (Samish Way Urban Village Plan 2019)

Facing the same “grow-in-not-out” pressure, Bellingham made infill its growth engine

1 Urban Villages

- 7 designated, compact, mixed-use areas to serve as community nodes near high transit corridors
- Higher density allowed by right, backed by targeted infrastructure investment
- Achieving ~30% housing within Urban Villages

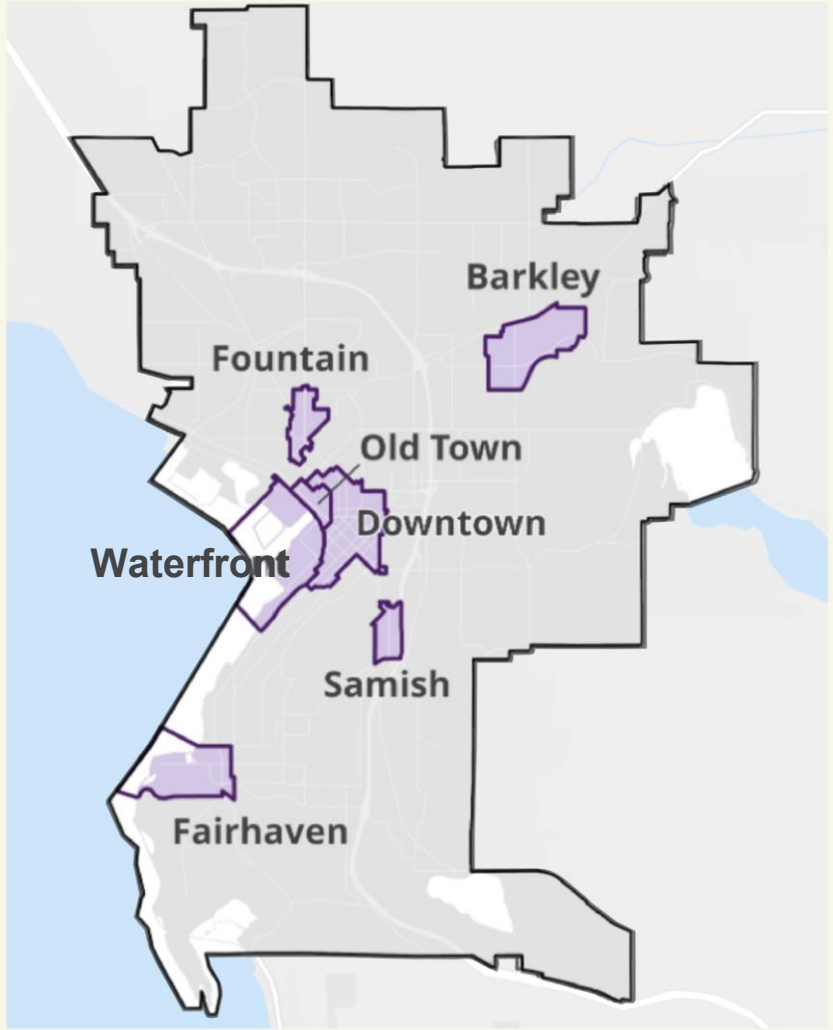
2 Infill Toolkit

- **2009**: Toolkit adopted in Urban Villages and Multi-Family Zones, making small-lot infill legal and feasible
- **2021**: Toolkit updated to increase Accessory-Dwelling Unit height and allow two per lot
- **2024-2025**: Executive order and interim ordinance expands toolkit to all residential zones citywide. Draft Comprehensive Plan proposes permanently embedding toolkit

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Bellingham's Urban Villages: How they sited them

Be opportunistic and realistic about what you can execute. Each village requires careful planning & investment.



- **Most villages were already in motion.** Several of the villages (Downtown, Fairhaven) had clear momentum before the 2006 comprehensive plan formalized the Urban Village concept
- **Timing and political context shaped village selection.** Community concerns around density led to regulatory complexity. The city is now working to simplify regulations across Urban Villages
- **Fountain and Samish were selected based on community interest.** Neighborhood willingness to accept density was limited in 2006; the City prioritized neighborhoods that had interest
- **Siting criteria: underutilized land, transit access, and feasibility/timeline of change** were prioritized. Car dealerships were an explicit counterexample — if the use isn't likely to turn over, don't designate it
- **The city started with ~15 potential sites across three tiers and designated 7.** Implementation capacity, not site quality, determined what moved forward

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Boulder Mode Shift

Transformational moves that the City of Boulder made to get people to drive less



Image from CommutingSolutions.org

They funded the alternative to driving — Boulder's funded transportation network

Boulder's mode shift relies on strategic partnerships and robust transportation programs

EcoPass

Deeply subsidized transit passes bought by employers, universities, districts, and neighborhoods — the ridership backbone.

Infrastructure development

300+ mile network, 96 miles of bike lanes, 84 miles of multi-use paths, 80 pedestrian & bicycle undercrossings, 50 miles of “GreenStreets”.

Shared mobility

BCycle e-bike share citywide and on University of Colorado Boulder campus.

Transportation Demand Management (TDM) access districts

Boulder Junction caps parking & Single Occupancy Vehicle mode share at 45%; district taxes fund the EcoPass.

Parking pricing

Demand-based pricing for downtown parking that funds transit.

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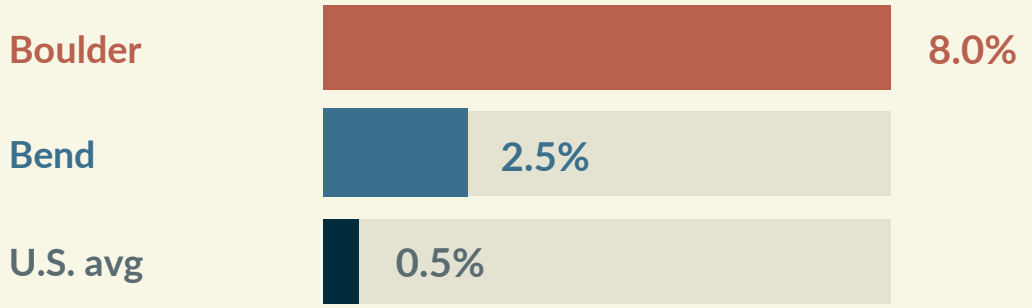
Mode split happened over decades — not overnight

In 1989 Boulder began investing in bike/pedestrian infrastructure & Vehicle-Miles-Traveled reduction with the first Transportation Master Plan, but efforts to reduce Vehicle-Miles-Traveled date back to 1967 when the City passed a sales tax for transportation.

- Boulder began monitoring Vehicle-Miles-Traveled in the 1990s
- Boulder had a 9% reduction in Single- Occupancy-Vehicle Trips from 1990-2023(1)
- Despite Boulder's robust off-street bicycle & pedestrian network, recent capital investments are focused on arterials and roadways to meet Vision Zero safety goals

> **Over 40% of our riders said bike share replaced what would have been a single-occupancy car trip.**
>
> — *Kevin Crouse, Boulder BCycle GM*

BICYCLE COMMUTE SHARE IS 16 TIMES THE U.S. AVG(2)



Sources: (1) City of Boulder 2025 Transportation Report
(2) ACS 2024 5-Year Estimates

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Lessons for Bend

Building more, driving less, funding both



image from City of Bend

The playbook transfers even when the tools don't

INFILL

Direct density to centers

Channel growth to designated, transit-served nodes — Bend's planned Climate Friendly Areas.

INFILL

Stack incentives so it is financially feasible

No single lever will achieve desired outcomes — make density legal, feasible, cheaper, and unconstrained, together.

VEHICLE MILES TRAVELED

Fund alternatives to driving

Treat non-auto access as infrastructure with an operating budget and strategic partnerships.

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Infill Lessons for Bend

Site Climate Friendly Areas (CFAs) selectively

Focus efforts on a few areas, rather than many.

Community sentiment, site ownership, and existing energy and urban form all shape where transformation succeeds.

Auto-oriented transformation is hard

Converting auto-oriented areas takes multi-pronged approach in order to drive desirability and market response.

Bend may need more examples of how peer communities have approached this shift.

By-right incentives move investment

Multi-Family Tax Exemptions (MFTE), System Development Charge (SDC) reductions, and permit fee reductions (available only within Urban Villages) were critical to directing investment there.

BEND MADE

Mode Shift Lessons for Bend

Boulder & Bellingham's mode shift is anchored by transit and university enrollment — Bend won't reach the same enrollment levels, but the lessons still apply.

1. Transit passes & Transportation Demand Management (TDM) work

Boulder's neighborhood/employer transit pass programs paired with TDM strategies are successful.

2. Bend's transit gap

Bend has the lowest transit ridership of the three peer cities — funding needs deserve added attention.

3. Funding sources vary

Bellingham and Boulder use a variety of creative transportation fundings tools to fund mode shift investments.

4. Affordability matters

Boulder's significant commuter population poses real challenges to meeting VMT goals.

5. Change takes decades

Boulder's mode shift didn't happen overnight — it reflects decades of sustained investment.

6. Parking pricing matters

Demand-based parking pricing is part of the toolkit that shifts travel behavior.

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Key Takeaways & Discussion

Understanding Council's initial reactions to the three hypothetical futures



Back to the “Growth Dials”: Lessons Learned

Location

Location matters most

Growth near the center and major job clusters is key to VMT reduction. The transportation network matters but land use leads.

Use stacked incentives to drive investment to a select few CFA areas.

Mix

Edge growth can work, but only if truly balanced

For mixed-use communities at the edge to reduce VMT requires a balance of housing with a retail service component. Placemaking investments can help ensure this mix is realized.

Intensity

Significant multi-unit development in central, job-rich areas like CFAs reduces VMT

Market demand for intensity requires full set of urban amenities in a walkable package: shopping, gathering, recreating, services.

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Thinking of the three hypothetical futures, consider the following questions:

- **What appeals to you about each future?**
- **What concerns you about each future?**
- **What do you want the team to explore further in future project phases?**

True Trend

+2.2% VMT/ capita

Business as usual

No major policy intervention beyond what is already in place.

Travel demand: Increases in North Bend, decreases in South, stable in Core.

Existing infill and density will continue to occur in amenitized locations; assumes public investments in the BCD.

High Urbanization

-5.7% VMT/ capita

Mixed-use communities in the central core concentrated in Bend Central District, Eastside, and Central Westside.

Travel demand: Decreases on parkway & North/South. Increases Core and multi-modal demands.

Requires new district "hearts" in BCD and Eastside.

Edge Rebalancing

+3.6% VMT/ capita

More mixed-use communities at the edge

Balanced jobs-to-housing districts at UGB edges (the Thumb, Juniper Ridge, and the North Triangle).

Travel demand: Decreases in the Core; increases in North & South.

Requires placemaking investments to attract mix of uses.

15-Minute Break

Switching Gears

Zooming out from the data

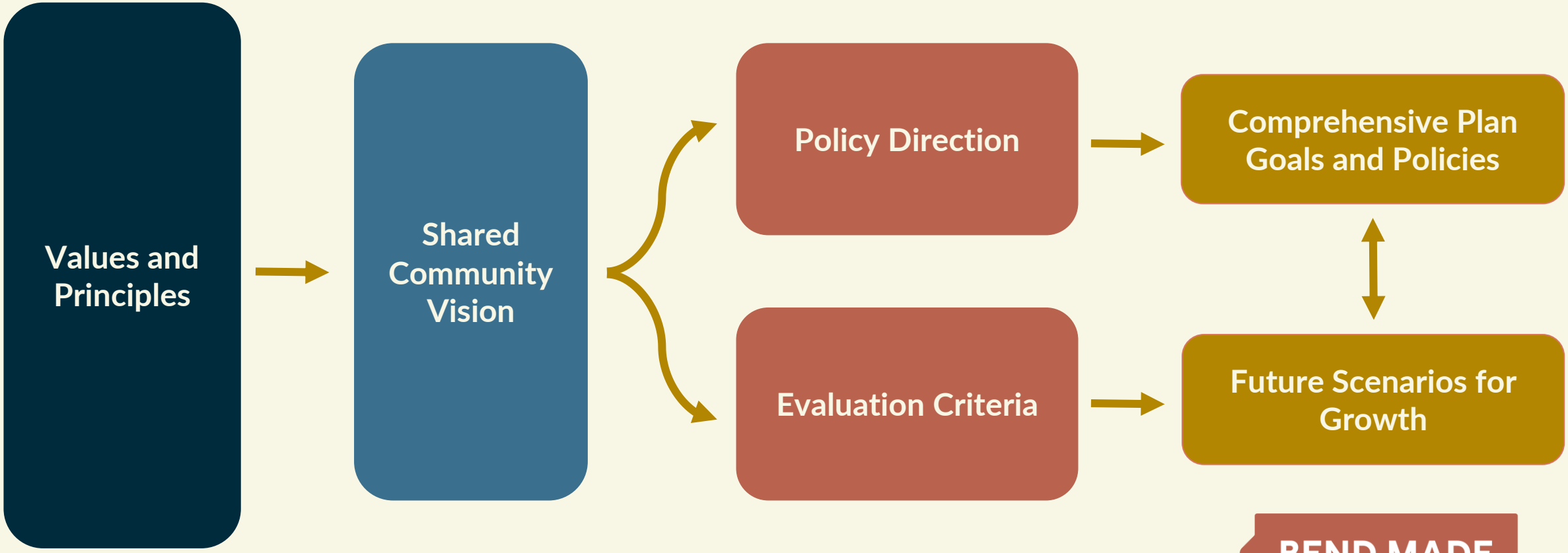
Zooming into the why



Why Visioning?

Naming what we want to be true about Bend — for the people who live here 20 years from now.

The shared values and principles behind how our community grows.



Organizing Framework

- Our People & Belonging
- Homes & Neighborhoods
- Jobs & Economy
- Growth & Urbanization
- Climate & Nature
- Getting Around

When something appealed to you, which of your values did it support?

When something concerned you, which of your values felt at risk?

In 2050, Bend is a place where _____.

Each Councilor gets 3 cards to write on.
Use each card to draft 2-3 plan outcome statements (fill in the blank) and place your plan outcome card on the plan theme board that is most relevant to that plan outcome.

Prioritization Exercise

Each Councilor gets 5 dots, place dots next to the plan outcome cards you want the plan to prioritize.



What kind of Bend do you want to leave for the next generation?

Councilor round-robin (~2 min per Councilor)

What's Next for Bend Made

- Bend Made online engagement platform live
- Council workshop questions reflected in online engagement
- Scheduling and organizing community visioning events in coming months
- Continue targeted outreach for Contextualized Housing Needs Analysis and Employment Opportunities Analysis
- Form the Joint Committee Working Group with Neighborhood District representatives in coming months
- Convene Agency Sounding Board
- City Council work sessions in October and beyond



Ready to shape Bend's future?

Community Visioning – a six to eight month community visioning process is officially launching on September 23.

Visit **bendoregon.gov/bendmade**

Sign up for project updates.

Check the website for details on events, project materials, and ways to get involved.

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A PLAN FOR TOMORROW, CRAFTED TODAY. BEND MADE

CITY OF BEND

BEND MADE