



Community Conversation Kit

A Meeting-in-a-Box for Community-Led Conversations | 2026–2027



**A PLAN FOR TOMORROW,
CRAFTED TODAY.**

WELCOME, DISCUSSION LEADER

You're Holding a Conversation Starter.

This kit lets your group — a club, committee, congregation, workplace, classroom, or a few neighbors around a table — host its own conversation about Bend's future and send what you hear straight to the people shaping **Bend Made**, the City of Bend's Growth Plan.

About the project. Bend Made will guide how the city grows with intention and purpose. Community involvement is built into every step. The plan coordinates housing, infrastructure, and jobs as one system, so where we live, how we get around, and how we make a living all grow together. Oregon requires cities to plan for future growth. Bend Made is how our community chooses to do it — shaped by the people who live here, now and for decades to come. It's our time to connect, imagine, and decide who Bend becomes — together.

You don't need to be a planner or an expert on anything — just gather a few people, ask the questions inside, and jot down what they say. A community conversation is one tool in a bigger outreach effort, and anyone can run one, anywhere.

Your Tools

1	Preparation Checklist	p. 3
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5	Discussion Notes Pages	p. 9
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The short version: Pages 3–11 and 25 are the core kit — all you need to run a great conversation. Pages 13–24 are optional topic modules for groups that want to go deeper.



Learn more about Bend Made
Visit bendoregon.gov/bendmade
for background, timeline, and
ways to get involved.

BEFORE YOUR CONVERSATION

Preparation Checklist

Skim this kit so you know the flow. Pick a time and place (or a video call), and decide roughly how long you have. If you can, print fresh copies of the pages your group will use.

In Person

- ☐ Sign-In & Project Updates Sheet (p. 25)
- ☐ The three Community Visioning Questions (p. 8)
- ☐ Discussion Notes pages (p. 9–11)
- ☐ This kit, as your quick reference
- ☐ Optional: a topic module (p. 13–24)

Virtual

- ☐ Notes page open on your screen (or paper)
- ☐ The three Visioning Questions on hand
- ☐ Invite people to drop their name & email in the chat to join project updates
- ☐ This kit, as your quick reference

Ask Yourself Before You Start

1. Have you confirmed the location, or the video-call link?
2. If this is part of another meeting, do you have a spot on the agenda — and how much time?
3. Are you printing copies for everyone — and do you have enough?

Time needed: plan for a minimum of 20 minutes; about 45 minutes is ideal.

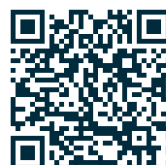
After Your Conversation — Two Ways to Share What You Heard

Pick whichever is easiest. Please share within a week of your conversation.

Drop It Off

Bring your completed handout — the notes pages and sign-in sheet — to the permit counter at Bend City Hall, 710 NW Wall Street Bend, OR 97701.

Do It Online



Scan the QR code to conduct this Community Conversation online or submit your handwritten notes from this handout.

Discussion Leader's Guide

Read this before you lead. Your job isn't to have the answers — it's to make room for everyone else's.

Remember: it's okay if people disagree. You're not looking for consensus — just honest input.

Guiding Principles

- **Keep it moving.** Follow the flow and watch the clock so you hear from everyone.
- **Everyone in, no one over.** Encourage quieter voices; don't let one person dominate.
- **Park the tangents.** If a point goes off-topic, write it down and steer back — "Good one, let me note that."
- **You're not the expert.** Resist giving your own opinions or answering as an authority.
- **It's fine not to know.** Note the question, say you'll pass it along, and move on.
- Have fun with it. A relaxed group says more.

Conversations are meant to flex. Most run **20–40 minutes**, but a tight 15 or a leisurely 60 both work. Use the guide below to pace yourself.

A Community Conversation

Introductions

5–10 min

Conversation

15–45 min

Next Steps

5 mins

One simple rule of thumb. Ask a question, let people talk, and write down what you hear. Repeat for all questions. That's the whole method.

Running the Conversation

Introductions • 5–10 min

1. **Pass around the Sign-In Sheet** (p. 25). Invite people to add their email if they'd like project updates. On a video call, ask them to drop their name and email in the chat.
2. **Introduce yourself** and say why you're hosting.
3. **Give a quick overview.** Read the box below — that's all the background anyone needs.

Bend in Two Minutes

Bend is growing. Bend Made is the City's plan for managing that growth over the next 20 years — coordinating housing, jobs, and transportation as one system, so where we live, how we get around, and how we make a living all grow together. Bend's population reached about 107,342 residents in 2025 (US Census estimate), up from roughly 99,000 in 2020 — and more growth is coming. What your group shares today is submitted to City staff as feedback. Your input here will help shape Bend's new Community Vision and feed into the policies that determine where and how we grow. The community input period runs through March 2027.

Conversation • 15–45 min

1. **Work through the three Visioning Questions** (p. 8). There are no right or wrong answers — every view counts.
2. **Reflect back what you hear.** Summarize as you go: "So what I'm hearing is..." and check that you got it right.
3. **Mark the repeats.** Put a check (✓) next to a theme each time it comes up again — it's a quick way to show what matters most.

Wrapping Up & Sharing

Keeping It on Track

- Running low on time? Move the group along kindly but firmly: "A few minutes left — let's make sure everyone's heard."
- Give everyone a chance: "Who else has something to add?"
- Five minutes before the end, summarize and ask: "Anything we missed?"

Next Steps • 5 min

1. **Thank everyone** for showing up and sharing.
2. **Point people to the Bend Made site** to explore topics on their own and add more input — including interactive maps you can't do on paper.
3. **Invite them to sign up for updates** and to share the project with their own networks.

After the Meeting — Two Ways to Share

Drop It Off

Send us your physical notes (within a week)

Drop off your notes and the sign-in sheet at Bend City Hall, 710 NW Wall Street.

Do It Online



Scan the code to type up your notes, or run the whole conversation online next time.

Questions You Might Get

You don't need to be an expert. Still, a few questions tend to come up. Here's how the City would answer them — and if something else stumps you, just note it and say you'll pass it along.

Why do we have to grow?

Oregon has laws that require all cities in the state to plan for growth. The City of Bend cannot stop people from moving here or being born here. As a City we are required to look towards the future and plan for housing, employment, transportation, and water and sewer for the population we are expected to have. As a City, we don't have complete control over where this growth takes place. Each Oregon city is surrounded by an urban growth boundary, which is a line on a map that dictates where urban growth can take place. Outside of this boundary, land needs to remain rural. Inside the boundary, we need to plan for enough housing and jobs to support our future population.

How much is Bend expected to grow in the next 20 years?

Bend's current population is 107,342 (US Census 2025 estimate). Bend is expected to reach a population of 154,493 by 2050. The state of Oregon requires that Bend plan for approximately 34,000 additional homes by 2050.

How does the City plan for housing and how does it get built?

As part of Bend Made, the City will be looking at where future housing can be built based on things like available land and development codes (City policy that dictates what can be built where). The City of Bend does not build housing. Private developers buy land and build housing according to our development codes.

How does the City plan for transportation?

The City has a **20-year transportation plan** listing Bend's top travel concerns: safety, choices and congestion. To address these concerns, the City created a list of projects for all types of travel: driving, walking, biking and transit. Many projects have been funded by the **2020 Transportation GO Bond**. As part of Bend Made, this transportation plan will be updated. Oregon state law requires that we plan in a way that reduces a reliance on driving for every trip. This is to meet state climate goals to reduce greenhouse gas emissions — fewer cars driving shorter distances helps achieve this.

Who gets to make decisions and how are decisions made?

The ultimate "decision-maker" will be the Bend City Council. Once the Council has voted, that Bend Made plan will be sent to the state Department of Land Conservation and Development, who will either give the final approval or denial of the plan. The Bend City Council's decision will be heavily influenced by feedback gathered during widespread community engagement (like participating in a community conversation!). The Council will also consider recommendations from a Joint Working Group Committee, which will be made up of representatives from a diverse group of city committees that work on climate, housing, equity, transportation and other subject areas.

Community Visioning Questions

These are the same three questions Bend Made asks everyone online — so your table and the website are answering as one. Read each one aloud, then listen. Use the Notes pages that follow to capture what you hear.

Question 1

What do you love most about living in Bend?

Question 2

What would it take for you, or people you care about, to be able to stay in Bend long-term?

Question 3

Imagine it's 2050 and Bend turned out the way you'd hoped. What do you see?

Want to Go Further?

If your group has the time and interest, pick a topic module from the Go Deeper section (p. 12–24) — Homes, Jobs, Getting Around, and more — and use its questions after the three above. Not required. When you're done, point everyone to the Bend Made site to explore all six topics on their own.

Facilitator tip. If a question doesn't land, try rephrasing: "What first brought you here — or keeps you here?" "What worries you about the next 20 years?" "What's one thing you hope never changes?"

What do you love most about living in Bend?

Jot down what you hear. Put a check (✓) next to a theme each time it comes up again.

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Question 2

What would it take for you, or people you care about, to be able to stay in Bend long-term?

Jot down what you hear. Put a check (✓) next to a theme each time it comes up again.

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Question 3

Imagine it's 2050 and Bend turned out the way you'd hoped. What do you see?

Jot down what you hear. Put a check (✓) next to a theme each time it comes up again.

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Optional

Go Deeper

The three visioning questions are the heart of every conversation. If your group wants to spend more time on one subject, choose **any** of the six topic modules on the next pages and use its questions after the core three.

Each module mirrors a topic on the Bend Made website, so going deeper here is the same as going deeper online.

Explore the topics: pages 13–24

Our People & Belonging

p. 13

Homes & Neighborhoods

p. 15

Jobs & the Economy

p. 17

Growth & Urbanization

p. 19

Climate & Nature

p. 21

Getting Around

p. 23

Our People & Belonging

This module is about who feels welcome in Bend, who can take part, and how the choices ahead can widen access. Use these after the three core visioning questions. Answer what fits your group — no need to cover them all.

- 1 Share a place or moment in Bend where you've felt that people from all walks of life are welcome and belong.
- 2 Are there places, services, or programs that feel hard to access, unwelcoming, or out of reach? (Think across parks & trails, public transit, City services & permits, public meetings & civic events, healthcare, housing assistance.) Who might feel left out?
- 3 Which are the biggest barriers to living well in Bend — finding a home you can afford, getting to jobs and daily needs, finding work, or having a say in civic life? What gets in the way?
- 4 Are there needs unique to the communities you're part of, or work with, that Bend could do more to support?

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Our People & Belonging

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Homes & Neighborhoods

This module is about what kinds of homes Bend needs, where they go, and how more people can put down roots. Use these after the three core visioning questions. Answer what fits your group — no need to cover them all.

- 1 What matters most to you about your neighborhood? (for example: walkability, access to parks & trails, low traffic, a variety of housing types, nearby schools, community connections, access to jobs & services)
- 2 Which kinds of housing does Bend need more of? (for example: ADUs, cottage clusters, townhomes, duplexes/plexes, small apartment buildings, single-family homes)
- 3 Does your current housing meet your household's needs? If not, what would?
- 4 What part of town would you like to live in but can't find or afford housing?

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Homes & Neighborhoods

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Jobs & the Economy

This module is about the kinds of work Bend has, what it's missing, and how the economy can support the people who make Bend what it is. Use these after the three core visioning questions. Answer what fits your group — no need to cover them all.

- 1 What businesses, services, or amenities do you wish Bend had more of?
- 2 Which parts of Bend feel economically healthy — and which could use more investment? (e.g., Downtown, East Bend, West Bend, North Bend, South Bend, Old Mill/Central)
- 3 What do you currently leave Bend to find? (for example: specialty retail, dining & nightlife, entertainment & arts, healthcare specialties, higher education, professional services, air travel)

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Jobs & the Economy

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Growth & Urbanization

This module is about where Bend's next homes, jobs, and services go — and how the city grows while keeping its character. Use these after the three core visioning questions. Answer what fits your group — no need to cover them all.

1 Bend has to plan for a set amount of new homes and jobs over the next 20 years, and that growth has to go somewhere. It can go up — more homes and jobs within areas Bend has already built — or out, by expanding the city's boundary into new land. Building up makes more of the streets and services already in place but changes the feel of established areas; building out adds new infrastructure costs and is limited by state rules on boundary expansion. What balance feels right for Bend, and why?

2 As Bend grows, what should be protected — and where would you most like to see new homes and jobs go?

Best explored on a map. Go online and visit the Bend Made webpage. Through the online engagement tool, visit the map under this topic area to drop pins for what to protect, where there's room for new homes, and where there's room for new jobs.

Notes

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Growth & Urbanization

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Climate & Nature

This module is about keeping Bend's natural systems healthy — water, wildfire and climate resilience, open space, and the outdoors — as the city grows. Use these after the three core visioning questions. Answer what fits your group — no need to cover them all.

1 Thinking about the next 20 years, how much do you worry about each of these hazards — wildfire, wildfire smoke, drought and water supply, reduced snowpack, extreme heat, and extreme weather events (flooding, wind, lightning)? What would help you or your neighborhood feel more prepared?

2 Which parts of Bend's outdoors matter most to your daily life — the Deschutes River, trails, parks, Cascades views, winter recreation, or open space? Why?

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Climate & Nature

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Getting Around

This module is about connecting places and people, and having safe options — whether you drive, ride the bus, bike, roll, or walk. Use these after the three core visioning questions. Answer what fits your group — no need to cover them all.

1 The City's current Transportation System Plan (TSP) advances the following goals for guiding Bend's transportation investments. Which goals are the most important to you?

- Increase system capacity, quality, and connectivity for all users
- Ensure safety for all users
- Facilitate housing supply, job creation, and economic development to meet growth
- Protect livability and ensure equity and access
- Steward the environment
- Have a regional outlook and future focus
- Implement a comprehensive funding and implementation plan

2 Are there goals you'd add, rephrase, or remove?

Notes

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Getting Around

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Sign-In & Project Updates

Pass this around. Sharing an email is optional — check the box to join the Bend Made mailing list. We'll only use emails for project updates.

Group/organization: _____ Date: _____

Location: _____ Discussion leader: _____

of people today: _____

Name	Email address (optional)	Add me to updates ✓

Privacy: emails are used only for Bend Made project updates and are never shared publicly or posted with your group's notes.

**710 NW Wall Street
Bend, OR 97703**

541-388-5505

bendoregon.gov



Accommodation Information for People with Disabilities & Language Assistance Services

You can obtain this information in alternate formats such as Braille, electronic format, etc. Free language assistance services are also available. Please email accessibility@bendoregon.gov or call 541-693-2198. Relay Users Dial 7-1-1. All requests are subject to vendor processing times and should be submitted 48-72 hours in advance of events.

Servicios de asistencia lingüística e información sobre alojamiento para personas con discapacidad

Puede obtener esta información en formatos alternativos como Braille, formato electrónico, etc. También disponemos de servicios gratuitos de asistencia lingüística. Póngase en contacto en correo electrónico accessibility@bendoregon.gov o número de teléfono 541-693-2198. Los usuarios del servicio de retransmisión deben marcar el 7-1-1. Por favor, envíe sus solicitudes con 48-72 horas de antelación al evento; todas las solicitudes están sujetas a los tiempos de procesamiento del proveedor.



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