CITY OF BEND

City Hall
710 NW Wall Street
Bend, OR 97703

MEETING MINUTES

Bend Made Council Workshop #2

Location: Prowell Springs Conference Room, Floor 3, Public Works Campus Headquarters, 21051 NE Talus Place, Bend, OR 97701
Date: September 23, 2026
Time: 2:00 p.m.

In Attendance

Bend City Council: Mayor Melanie Kebler, Mayor Pro Tem Megan Perkins, Councilor Gina Franzosa, Councilor Ariel Méndez, Councilor Megan Norris, Councilor Steve Platt, and Councilor Mike Riley

Bend City Staff: Senior Strategist Brian Rankin, City Manager Eric King, and Chief Operations Officer Russ Grayson

External Partners: Alex Joyce - Cascadia Partners, Matt Kittleson – Kittleson & Associates, Chris Maciejewski – DKS Associates, and Anais Mathez - Cascadia Partners

2:00 p.m. Bend Made Workshop (Day 2 of 2)

1. **Welcome & Orientation**
   Called to order at 2:05 p.m. Participants provided self-introductions.

2. **Hypothetical Futures & Implications Presentation & Q+A**
   Senior Strategist Brian Rankin introduced the workshop, with a stated purpose of receiving input from Council on hypothetical futures and values related to the Bend Made growth plan.

   Consultant Alex Joyce, Cascadia Partners, recapped the Bend Made project timeline, noting that the Bend Made engagement website is now live. Joyce provided a brief recap of the September 14, 2026, Bend Made Workshop.

   Joyce outlined hypothetical futures and explained that they are intended to test different policy options against state goals. In this process, futures are analyzed in reverse, based on a desired outcome.

Rankin provided details on the state's new mandate on vehicle miles per capita - that the City cannot raise its vehicle miles traveled (VMT) per capita when it adopts its transportation system plan and that cities must target a VMT reduction of 11% (from the 2019 base year) by 2050. Rankin explained that these mandates must be considered when developing land use patterns.

Chris Maciejewski of DKS Associates shared that VMT per capita is calculated as the total miles driven by households divided by the resident population.

Maciejewski shared that the number one indicator of VMT reduction success is the location of land use.

Joyce presented Bend's defined growth areas as a framework to test in:

1. Grow Up: 2016 Opportunity areas and candidate climate friendly areas (CFAs)
2. Grow Out as mixed-use communities: Expansion areas, including Stevens Ranch and North Triangle
3. Integrated Land Use & Transportation Planning: Mixing housing and employment in accessible locations was tested within both frameworks

Joyce presented variables to apply to the futures: location, mix and density.

Joyce presented three hypothetical futures:

1. True Trend: Business as usual
2. High Urbanization: more dense and mixed communities in the central core (three primary CFA study areas)
3. Edge Rebalancing: more mixed communities at the edge

Joyce clarified that hypothetical futures consider the available growth that isn't already built, entitled or approved, which is about 6-10% of households and 17% of jobs, by 2045.

Joyce shared three scenarios of growth concentrates based on true trend, high urbanization and edge rebalancing and shared key themes, conceptual images of housing density and graphs concerning growth for each.

Joyce presented on Market, Land Use and Placemaking, discussing how the market would respond to these scenarios. Joyce explained that zoning is one element of development feasibility, and the market responds to people's preferences. Joyce observed that Central Westside is the only CFA attracting high infill density, which he attributed to placemaking components such as open space and access to jobs and amenities.

Joyce shared key takeaways:

- 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
- Two of the three infill growth locations aren't seeing substantial infill
- Sizable retail is not materializing in edge areas
- True Trend is achieving these outcomes in areas where zoning, placemaking, streetscape and incentives align

Kittleson presented on Transportation and Mobility, comparing transportation themes across the futures and providing transportation summaries for each.

Maciejewski shared a VMT analysis for the three future scenarios, the lowest of which was under the High Urbanization scenario, which projected a 5.7% VMT reduction from the 2019 baseline. Councilor Platt noted that none of the scenarios would achieve the -11% VMT reduction target. Maciejewski presented other options to reduce VMT, such as increasing river crossing capacity, which has minimal impact, and reducing speeds citywide, which could reduce VMT by 1.03%. Maciejewski noted that location matters most, and that edge growth can be done in a way to reduce VMT under the right mix of land use types and investment in transportation.

Joyce presented work of peer cities Bellingham, WA (infill case study) and Boulder, CO (mode shift to walking and biking case study) and lessons to apply to Bend. Key lessons included: direct density to centers, stack incentives so it is financially feasible, and fund alternatives to driving. Infill lessons for Bend included: Site climate friendly areas selectively and focus efforts on a few areas rather than many, auto-oriented transportation is hard, and by-right incentives move investment.

Joyce identified key takeaways from growth dials: Location matters most, edge growth can work but only if truly balanced, and significant multi-unit development in central, job-rich areas like CFA's reduces VMT.

3. Futures Discussion

Joyce asked Council to 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?

Councilor Norris

- Found True Trend appealing, but noted it won't meet certain targets
- Appreciated High Urbanization's "hearts" in Bend Central District (BDC) and eastside and that it creates a sense of place.

- Expressed concern around having a good market analysis that feeds high urbanization and would like an analysis on whether people would want to live in a highly urbanized area
- Expressed need for balance and flexibility in edge rebalancing
- Supported creation of mixed-use communities in edge rebalancing

Councilor Platt

- Most supportive of high urbanization, but expressed concern about placemaking and noted placemaking's importance in making highly urbanized areas desirable
- Found High Urbanization reduces VMTs most and would result in less change to existing neighborhoods, which is a prevalent concern among the community

Mayor Pro Tem Perkins

- Found True Trend appealing because growth is spread out and more balanced, but expressed concern over True Trend increasing VMTs and not reaching CFA targets
- Found High Urbanization appealing because it aligns with state priorities and builds a strong core, but expressed concern over whether it would create desirable places to live
- Supported consideration of Edge Rebalancing because the edges are areas of high growth in the future, but expressed concern that it increases VMTs
- Would like to understand what we can tweak about each scenario to avoid an increase in VMTs
- Would like to understand how these scenarios impact current residents and those disproportionally affected or underrepresented

Councilor Riley

- Found True Trend doesn't achieve desired neighborhood character or complete communities, puts too much density everywhere rather than concentrating it, doesn't provide as much variety across the community, and doesn't meet VMT or planning goals
- Found High Urbanization has the highest potential to develop character of place and complete communities, better meets CFA and VMT state goals, better supports City climate goals, but may not produce job growth needed
- Found Edge Rebalancing provides more opportunities for employment growth and a range of good-paying jobs
- Supported a mix of High Urbanization and Edge Rebalancing

Councilor Franzosa

- Found True Trend appealing because it continues current infill trends, leverages existing infrastructure, is faster to deploy, involves small-scale developers and has a pre-existing sense of community, but expressed concern about transit

- Asked if VMT reduction could be modeled for True Trend, and would like more information on transit options for each scenario
- Supported the idea of urbanizing central east side and core area
- Felt Edge Rebalancing should be pursued in certain areas because it can reduce VMT and entitled housing is already there, but expressed need to develop these as complete communities
- Would like to explore micro-commercial in True Trend, and how it would impact VMT reduction and placemaking

Mayor Kebler
- Felt a combination of the three scenarios will be needed
- Found that True Trend follows current momentum and allows some policies to come to fruition
- Found High Urbanization algins with goals, but expressed concern over feasibility and wondered if developers would take this risk
- Noted Edge Rebalancing doesn't help reduce VMT
- Would like to see sub-scenarios that focus on VMT and are clear on how much expansion is required
- Would like a specific transit analysis
- Would like analysis that includes greenhouse gas impacts of buildings and VMT

Mayor Kebler reiterated that these are practice scenarios, not policies the Council is adopting, and that the community is invited to weigh in.

4. Break 3:39 p.m. – 3:55 p.m.

5. The Bend We Are Making – Council Visioning

Anais Mathez, Cascadia Partners, presented the visioning section, which was explained as the "bigger picture" or "the 'why' behind decisions", including shared values. Mathez stated that this visioning exercise was a preview of the community engagement that will occur and will help direct policy and evaluation criteria used to stress-test future scenarios.

Mathez shared six key themes that will drive the organization of the vision and comprehensive plan: Our People & Belonging, Homes & Neighborhoods, Jobs & Economy, Growth & Urbanization, Climate & Nature, and Getting Around.

Mathez led Council through thought exercises, asking Councilors to reflect on the prior discussion and answer the following two questions. Summaries of Council's responses are listed below the questions.

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

- Access to transit services, jobs, nature, livability and a high quality of life
- Walking and biking
- Impact to climate and human health
- Development within the Urban Growth Boundary (UGB)
- More transportation options and lower VMT
- Better for mixed income, integrated communities, and complete neighborhoods
- Better for economic mobility and opportunities
- Community belonging
- Potential for placemaking

- When something concerned you, which of your values felt at risk?
  - Trust and confidence, resourcefulness
  - Climate change, risk and community climate resiliency
  - Planning - adopted growth plan policy choices can set us back if we are not very careful
  - May not find the right balance to meet public desire
  - Segregation and disproportionate opportunities lead to lack of belonging
  - Sprawl and increased VMT impact on climate health
  - True Trend perpetuating or worsening inequity
  - Increasing VMT impact on health and safety
  - Mix of ownership, rental opportunities and affordability
  - How to deliver on plans and promises (community trust)
  - Isolation and displacement
  - Ignoring who is already here
  - Belonging
  - Planning for the near future
  - Including Bend workers who drive in

Mathez provides a summary of major themes: climate health, inequity, disproportionate access and opportunity, public trust and confidence.

Mathez asked Councilors to describe plan outcomes by responding to this prompt: "In 2050, Bend is a place where _____," and framing answers around the six topic areas.

Our People & Belonging
In 2025, Bend is a place where:

- If you work in Bend, you can find a place to live in Bend if you'd like.
- All our neighbors feel safe.
- We are an example that other communities look to and want to follow.
- My kids and future generations can afford to live and work.

- Future residents can walk, bike, and have access to public transit within one mile of amenities.
- Diverse communities come together in communal gathering places, civic areas, and neighborhood meeting spaces.

Home & Neighborhoods
In 2025, Bend is a place where:

- We have a mix of housing types, affordability levels, and owner-rental model.
- We find it easy, safe and enjoyable to travel around our town via a variety of modes to most interests and amenities.
- Workers, elders and families of all income levels can find an affordable home.
- Neighborhoods have distinct identities.
- Every neighborhood has an identity and a diverse mix of housing types and commercial uses.

Jobs & the Economy
In 2025, Bend is a place where:

- Our city supports a thriving workforce in every neighborhood.
- Family wage jobs support families who have access to nature and can afford to enjoy all that Bend has to offer.
- There is a wide range of job opportunities, entry level to career level.

Nature & Climate
In 2025, Bend is a place where:

- Availability of dispersed parks and open spaces help people connect to nature in daily life.
- Other cities look toward to model resiliency, livability and equity.

Getting Around
In 2025, Bend is a place where:

- Travel times around our city are reliable and safe for every mode of travel.
- Residents don't have to travel far to get to work, services, school or to recreate.
- A radically high percentage of the population and tourists use transit, bike or walk for a high percentage of their trips.
- A well-developed system of trails, sidewalks, bike lanes and transit services connect all parts of the city to key destinations.

Mathez asked Council to reflect on each other's ideas and begin to prioritize. Key priorities included housing, placemaking, job opportunities, safety, and transportation options and Mathez noted that these mirrored key themes present in community online engagement.

6. Final Plan Outcomes Round-Robin Discussion

Consultants asked Council to consider "what kind of Bend do you want to leave for the next generation?"

Councilors responded:

- A model of resiliency, mobility and equity (Councilor Franzosa)
- Wants Bend's youth to be able to live and work here as adults, and envision themselves here with an exciting future (Councilor Platt)
- A place where today's youth can live and raise families as adults with affordable homes, job opportunities and public and recreational places to enjoy (Councilor Norris)
- A place that remains a great place to live, play, work, start a business, raise a family and age in place (Councilor Riley)
- A place where young adults can afford to work (Mayor Pro Tem Perkins)
- Take this great city and continue to make it better, harness forces of change to be as good as possible for as many people as possible (Mayor Kebler)

7. Closing – Next Steps & Public Launch of "The Bend We Are Making"

Joyce shared that the Bend Made online engagement platform is live and active and shared that there will be a lot of promotion to drive engagement, plus in-person engagement.

Rankin shared that the October Bend Made meeting with Council will include contextualizing the housing needs analysis and will resemble a traditional work session. Staff will weave Bend Made touchpoints into upcoming Council meetings and are working on forming a joint committee working group.

Rankin shared that staff are scheduling visioning roadshows, coming up on October 27, 2026, at Hollinshead Park and October 29, 2026, at Westside Church, as well as an event at the Central Library in January 2027. Staff are also attending and tabling at various external events and spaces to engage with the public about Bend Made.

Councilor Riley asked for details on involvement and engagement with other jurisdictions, such as Bend Park and Recreation District and the Library.

Rankin responded that a "lesson learned" from the 2016 Urban Growth Boundary expansion was that what comes out of the plan has a big effect on other taxing districts and staff across agencies have been coordinating regularly since then. Rankin formed an agency sounding board so other agencies are aware of what is happening and what is going before Council.

Joyce asked Council to share the online engagement tool, and Mathez announced the availability of a community conversations kit, intended for community groups to use to engage in this discussion.

Adjourned at 4:57 pm

Respectfully submitted,

Ashley Bontje, City Recorder

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