



CITY OF BEND

MEMO

To: LCDC Citizen Involvement Advisory Committee

From: City of Bend

Date: 5/20/2024

Re: ACE Award Nomination

Project Background

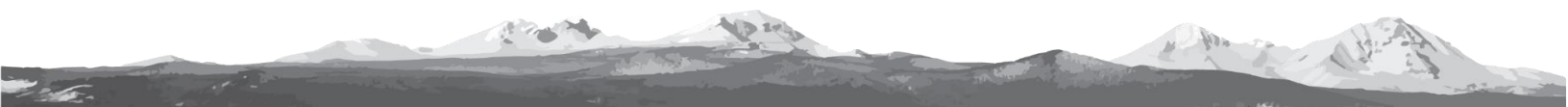
The Oregon Land Conservation and Development Commission adopted the Climate-Friendly and Equitable Communities (CFEC) rules on July 21, 2022. As part of these new rules, local governments are required to study, identify, and designate Climate-Friendly Areas (CFAs).

CFAs are intended to be walkable areas that provide jobs, housing and amenities such as parks and schools. During the study of the project, City staff completed a mapping methodology, an anti-displacement analysis, a capacity analysis and more in conjunction with developing a robust **community engagement plan** focused on equity. With our community becoming increasingly less financially accessible to many residents, our team decided it was important to go beyond the minimum. Due to the impacts that potential redevelopment may have on gentrification and displacement in certain areas, the project included a strong focus on ensuring the voices of historically underserved communities are centered in the engagement process.

Equitable access to government and engagement is a Council priority. We received a DLCD grant early in the process to help with the very hands-on, one-on-one outreach required to build capacity and trust in underserved communities. The big-picture goal of the project between January 2023 and March 2024 was to complete **the study** and establish the groundwork for the outreach which will extend into the designation and adoption phase.

The overall intent of the community engagement is to focus on equity while offering plenty of opportunities and formats for the community to provide feedback. Some highlights from last year include:

- **One-on-one** interviews with equity leaders
- Collaboration with COCC Latinx Avanza program for youth leaders
- **Equity focus group** (with online and in-person options)
- Presentations to eight boards, committees & commissions
- Eight summer pop-up events in the parks throughout Bend
- Bend LaPine Schools Latino Family Night
- Three meetings of a CFA Work Group (CAWVG)



- Presentations to community partners
- Neighborhood Association Newsletters
- Community Open House
- Online tools including, **website** resources, **FAQs**, social media posts, an **online open house**, newsletters, a **questionnaire**, open comment opportunity, **media articles** and **interviews**.

Outreach and Themes

Through this work staff has learned new things, met new people and developed relationships and connections with groups and community members that haven't participated in the past. City of Bend Mayor Keebler, Claudia Bizzo-Fetzer from Central Oregon Community College Latino Leadership Program and Corie Harlan from Central Oregon LandWatch participated, partnered and lend **their support** to this nomination. Photos of our events are available at the bottom of the **project website**.

The equity engagement helped develop key themes that have guided the project and established a vision for CFAs in our community. These include:

- Housing affordability is critical in ensuring Climate Friendly Areas are equitable.
- Transportation options and accessibility should be prioritized when designating a Climate Friendly Area.
- Groceries, medical services, and daycare facilities for lower income households would best serve the community in these designated areas.
- Designating these areas could provide the community opportunities to connect with one another, and potentially create more inclusive options including higher density affordable housing alongside market-rate.

These themes informed our outreach and technical work including choosing candidate areas. As a result of the community-based input received during this phase of engagement, there has been interest in increasing access, amenities and potentially incentives in areas that are perceived (or actually) getting less attention from the city.

Conclusion

The CFA project is ongoing and is now moving from the study phase to designation and adoption. We have heard loud and clear that the community wants walkable areas that are equitability assessable. We will build on our successes including partnerships, Latino and youth engagement and innovative outreach games. We will continue to look for creative tools to engage the broadest number of voices with our small staff. As a City we will continue to remove systemic barriers to participation.

#4

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Monday, May 20, 2024 11:35:47 AM
Last Modified: Monday, May 20, 2024 12:19:41 PM
Time Spent: 00:43:54
IP Address: 98.142.36.35

Page 2: ACE Award Application

Q1

Name of Project:

Climate Friendly Areas Study

Q2

Jurisdiction or Local Government:

City of Bend

Q3

Applicant name:

Jennifer Knapp

Q4

Contact email:

jknapp@bendoregon.gov

Q5

Contact phone number:

541-317-3029

Q6

Name of organization or agency:

City of Bend - Growth Management

Q7

Optional: Upload a cover letter or memo describing your project. Please limit document length to less than one two-sided page.

Memo%20to%20LCDC%20Advisory%20Committee.pdf (179.6KB)

Page 3: Project Team and Partners

Q8

City government

Who led the community engagement effort for this project?

Q9

Project start date: Generalizations acceptable: e.g. "Spring 2021" or "2019"

January 2023

Q10

Target project completion date:

December 2023

Q11

What organizations participated in the project team and/or as project partners? If a project team or partnership includes a community based organization as a fundamental project team participant, please include them here.

We worked closely with community partners that represent protected classes and other historically underserved community members. Please see the questions for more detailed information.

Q12

If community-based or community-serving organizations were involved in community engagement efforts, please identify the community or communities they represent in your response.

The Climate Friendly and Equitable Communities rules included Federal and State protected classes. Our outreach included more historically underserved communities. We had direct participation from individuals, organizations or through events representing: Black people, Tribes, Latina/o/x, Asian, mixed-race, immigrants, refugees, limited English proficiency, Spanish as a primary language, people with disabilities, people experiencing or providing services for people experiencing homelessness, low-income/wealth community members, renters and homeowners, moderate income renters and homeowners, single parents, LBGTQ+, seniors, healthcare providers for vulnerable populations, Affordable housing providers and developers.

Q13

To what extent were Oregon's tribes or tribal voices engaged in this conversation?

We would like to acknowledge that the beautiful land known as Bend, Oregon north to the Columbia River is the original homelands of the Confederated Tribes of Warm Springs. The Confederated Tribes ceded this land in the Treaty of 1855 while retaining regular and customary hunting, fishing, and gathering rights. Staff reached out to the Confederated Tribes of Warm Springs to let them know the Climate Friendly Areas project was in process and that we were offering one-on-one interviews. We provided updates through our community partner Cascades East Transit who has in-person meetings in Warm Springs. Through this collaboration we were able to provide verbal updates and materials without overburdening the Tribes. Since then the City of Bend has signed a government to government MOU with the Confederated Tribes of Warm Springs. Our intent is that Climate Friendly Areas will be one of the projects that is regularly updated and engagement opportunities will be offered.

Q14

Was a compensation model used for participation? If so, briefly describe.

Yes, we used a compensation model that::
We offered stipends in the form of Visa Gift cards and we provided food at meetings, the focus group and chats. We also offered childcare, interpretation and translation and other need accessibility options.

Q15

Was this project supported through grant funding?

Yes, this project received grant funding from::
The DLCDC provide a outreach grant from Fall 2022 to June 30, 2023

Page 4: Project Description

Q16

Please describe the area affected by this project.

The area within the Bend UGB.

Q17

31

Where is your project in the planning cycle?

Q18

What is the desired outcome of this planning process? What will this land use planning effort accomplish?

The Oregon Land Conservation and Development Commission adopted the Climate-Friendly and Equitable Communities (CFEC) rules on July 21, 2022. As part of these new rules, local governments are required to study, identify, and designate Climate-Friendly Areas (CFAs).

CFAs are intended to be walkable areas that provide jobs, housing and amenities such as parks and schools. During the study for the project, City staff completed a mapping methodology, an anti-displacement analysis, a capacity analysis and more in conjunction with developing a robust community engagement plan focused on equity. With our community becoming increasingly less financially accessible to many residents, our team decided it was important to go beyond the minimum. Due to the impacts that potential redevelopment may have on gentrification and displacement in certain areas, the project included a strong focus on ensuring the voices of historically underserved communities are centered in the engagement process.

Equitable access to government and engagement is a Council priority. We received a DLCDC grant early in the process to help with the very hands-on, one-on-one outreach required to build capacity and trust in underserved communities. The big-picture goal of the project between January 2023 and March 2024 was to complete the study and establish the groundwork for the outreach which will extend into the designation and adoption phase.

The overall intent of the community engagement is to focus on equity while offering plenty of opportunities and formats for the community to provide feedback. Some highlights from last year include:

- One-on-one interviews with equity leaders
- Collaboration with COCC Latinx Avanza program for youth leaders
- Equity focus group (with online and in-person options)
- Presentations to eight boards, committees & commissions
- Eight summer pop-up events in the parks throughout Bend
- Bend LaPine Schools Latino Family Night
- Three meetings of a CFA Work Group (CFAWG)
- Presentations to community partners
- Neighborhood Association Newsletters
- Community Open House
- Online tools including, website resources, social media posts, an online open house, newsletters, questionnaire, open comment opportunity, media articles and interviews

Q19

What are the community engagement objectives for this plan or project?

The CFA process requires centering voices of historically underserved populations and working towards equitable outcomes. Additionally, city staff intended to exceed the minimums required by the rules. While some may see Climate Friendly Area designation as a benefit, others may fear gentrification-caused displacement.

The objectives of the study's community engagement program were to:

- Identify preferred location(s) of climate-friendly areas through community involvement.
- Center the voices of historically underserved populations, particularly those disproportionately harmed by past land use and transportation decisions and engage with those populations to develop key community outcomes.
- Give all potentially affected interests an opportunity for input.
- Actively seek participation of potentially affected and/or interested individuals, agencies, businesses, and organizations.
- Provide meaningful community engagement opportunities and demonstrate through a reporting back process how their input has influenced the decisions.
- Clearly articulate the process for decision-making and opportunities for input.
- Explore partnerships between the city, county, and other agencies and organizations for overcoming potential barriers to plan implementation.
- Develop communication tools to increase public understanding of how the CFA study and designation fit into other planning processes the city is undertaking.
- The outreach process will promote the fair and meaningful involvement of all people regardless of race, color, national origin, disability, gender, sexual orientation, housing status, primary language, immigration status, age, or income. No person shall be excluded from participation or subjected to discrimination.
- Ensure the community engagement process is consistent with applicable state and federal laws and requirements, and is sensitive to local policies, goals, and objectives.

Q20

How did decision-makers use or consider this information in the decision-making process? (if applicable)

The Bend City Council developed new goals in 2022. Goal 1 addressed equity and access by stating "Meet the diverse and changing needs of the community and build connection between community members and City government by providing services in ways that work for everyone, build public trust, and promote civic engagement."

Action items included: Establishing the Equity and Inclusion program, developing a Spanish language prioritization plan, staffing an accessibility program and to establish a Memorandum of Understanding with the Confederated Tribes of Warm Springs. The engagement intent of the CFA project aligned well with these priorities and the Council's hands-on approach of getting out in the community and listening.

The Mayor and some Councilors enthusiastically participated in many of our outreach efforts including Juneteenth, Pride and our partnership with COCC Avanza Latino Leadership program.

The Council embraced the methods of engagement and heard staff present the feedback from the study over two work sessions and a Council Community Building sub-committee meeting. Informed decision-making that accounts for a broad spectrum of community voices improves trust in decision-making, leads to more equitable outcomes, and meets Council's high expectations for involvement.

Q21

What tools did you use for communication and community engagement? Refer to Putting the People in Planning for descriptions of the tools below.

Project website,
Email updates,
Newsletter or newsletter articles,
Translation Services,
Advisory Committee or Group,
Focus Groups,
Traditional Open Houses,
Online Open Houses,
Fact Sheets, Brochures or Flyers,
Fact Sheets, Brochures or Flyers (translated),
Online survey,
Online survey (translated),
Other,
FAQs,
Infographics,
Media Packet or Media Kit,
TV, Radio or Newspaper Interviews,
In person presentations,
Stakeholder Interviews,
Social Media

Q22

If you answered "other" to the previous question, please describe what additional communication and community engagement tools were or are used.

Pop-up engagement and games in the Parks, Farmers Markets, and Library events. A collaborative curriculum with COCC Avanza Latino leadership program, and Spanish as-a-primary-language events.

Q23

Please describe the commitment to Diversity, Equity and Inclusion and how it influenced or is influencing this work.

The initial round of equity-focused engagement offered input that helped inform the 2023 community-wide pop-up outreach. The interviewees and the focus group were asked two categories of questions: how best to engage historically underserved residents and Climate Friendly Area specific discussion. This work informed where CFAs might be located and what actions should be prioritized and incentivized within CFAs to make them equitably accessible. The following highlights some key findings from these conversations:

- Housing affordability is critical in ensuring Climate Friendly Areas are equitable.
- Transportation options and accessibility should be prioritized when designating a Climate Friendly Area.
- Groceries, medical services, and daycare facilities for lower income households would best serve the community in these designated areas.
- Designating these areas could provide the community opportunities to connect with one another, and potentially create more inclusive options including higher density affordable housing alongside market-rate.

These themes informed our outreach and technical work including choosing candidate areas. As a result of the community-based input received during this phase of engagement, there has been interest in increasing access, amenities and potentially incentives in areas that are perceived (or actually) getting less attention from the city.

Where analytics might have indicated choosing a larger CFA near the center of town, outreach clearly indicated that more people want access to walkable neighborhoods. The Eastside candidate area is an example of this – an area that is auto-centric and further from the center of town but with high community support.

Staff will continue technical analysis as well as gathering community input to determine how to use CFA designation as a tool to further community goals related to equity, housing and transportation. For the potential Climate Friendly Areas with less infrastructure, additional studies will be conducted to assess additional tools most appropriate to location and context.

Most candidate areas indicate low displacement risk because they are commercial areas that would lend themselves to mixed-use zoning and have transportation options. However, some surrounding residential areas do indicate vulnerability and require mitigation strategies and targeted outreach going forward.

To add dimension to our engagement process, we assembled a Climate Friendly Areas Work Group to provide feedback and input to staff on the CFA Study. The group was comprised of members of different City commissions and boards, representing a wide range of interests like equity, economic development, and environment and climate. The group met three times, and received detailed presentations on the intricacies of CFEC that were harder to communicate to a wider audience. They also completed a mapping exercise where they shared with city staff where they would like to see CFAs designated. Our final discussion included brainstorming on policy that can create walkable neighborhoods citywide instead of just within CFAs. Though this was not required by the rules, we incorporated it into the CFA Study and will integrate it into our larger workplan.

Q24

What process did you use to identify priority populations/underserved communities affected by this work?

Long-range planning staff worked closely with our Equity and Inclusion staff and other divisions that have done equity-based engagement including the Housing Department, Communications and the Metropolitan Planning Organization (MPO). The State provided a list of Federal and State protected classes to which we added Local protected classes. During our initial interviews with stakeholders, we asked about who else might have interest in the project. We continued to add to our list based on City of Bend demographics, candidate area demographics and community suggestion and interest.

We also reached out to non-profit organizations that work with protected classes and other vulnerable groups. We presented to our Boards, Committees and Commissions including the Human Rights and Equity Commission, Accessibility Advisory Committee, and Affordable Housing Advisory Committee and asked for their insight on our engagement plan and offered participation opportunities. This work has pushed staff to try new things, meet new people and develop relationships and connections with groups and community members that haven't participated in the past.

Representatives that took part in the equity engagement included: Embrace Bend, Council on Aging, Habitat for Humanity, Out in Central Oregon, Latino Community Association, COCC Avanza Latino Leadership Program, Bethlehem Inn, Shepards House, Family Access Network, Mosaic Medical, Mecca Bend, Abilitree, and Thrive.

We also worked closely with our partner organizations: Cascades East Transit, Bend MPO, Bend Parks and Recreation District, Central Oregon LandWatch, Bend Bikes, COCC Avanza with Bend LaPine Schools, Bend High School, Mountain View High School and Caldera High School and Deschutes County Library.

Q25

What intentional efforts did you make to include priority populations/underserved communities?

Staff tried to make the process accessible by removing as many barriers to participation as possible. We offered stipends (Visa gift cards), childcare, translation/interpretation services and lunch to equity participants. If we were not seeing participation from a certain group, we asked to come to them and present at existing meetings and in classrooms. We also offered personalized opportunities with more casual ways to connect and chat over coffee.

Our outreach materials are distributed in English and Spanish. We created games and interactive event materials in both Spanish and English. We attend at least three Spanish-as-a-primary-language focused events where we had Spanish-language staff and games.

Q26

What assessments/evaluations have you conducted of the community engagement work to date?

Tracking public meeting attendance,
Tracking website traffic,
Tracking social media impressions,
Tracking newsletter or email engagement,
Project team debrief after events,
Updating or changing plans based on evaluation,
Multiple opportunities for communities, individuals, or organization to express concerns about engagement
,
Open log of public comments available to the public,
Synthesis of public comments and feedback,
Other (please specify):
We offered meeting and interview notes to our equity participants so we made sure staff was capturing the conversation, not reflecting implicit bias or putting words in people's mouths.

Q27

If the project is ongoing, describe assessments or evaluations planned as the project moves forward.

Staff has created a strong circling-back approach with our equity participants and through our Interested parties list. For our equity participants we provided notes from the meetings and interviews to comment on before publishing reports. This provided an opportunity for them to offer feedback and make sure the conversations were reflected accurately. We incorporated these comments in the work. We also made real time changes during the focus group. One example was the mapping - participants voiced the concern that the demographic mapping could direct harm to specific locations. They also felt that the anti-displacement labeling from the State could be offensive. We relabeled the maps and aggregated the categories to provide more protection and a more generalized result that didn't unfairly categorize residents by their data.

We will continue to return to our equity participants throughout the project and keep them informed on its status, while continuing to ask for feedback.

Throughout the process we have used web analytics including website traffic and questionnaire responses. We tracked social media interaction and traditional media news articles/announcements and corresponding activity on our other platforms.

These assessment tools have worked well and will continue in the next phase of the project.

We have also debriefed as staff to determine more qualitatively what is working and what isn't and where we can improve. This is covered further in the next question.

Q28

What did you learn through the assessment and evaluation of the community engagement process?

Bend is 84% white (non-Hispanic) due in part to Oregon's history of exclusionary policies. Vulnerable populations are stressed and spread incredibly thin in our community. It is difficult for individuals to spend time on topics that are not directly related to daily issues. Though long-range planning has a history of racist policy and disproportionately affecting communities of color, it is not a daily issue for most individuals. Outcomes can be far in the future and difficult for individuals to relate to their everyday lives. We received input from our participants that future outreach should focus on groups and not individuals. Offering stipends and removing barriers is not enough. This year we will continue to incorporate best practices and explore new tools. We will continue to involve our core equity participants and add participants to the group when interest is voiced. We will lean more on groups such as non-profits, partners, and committees and commissions while moving the equity themes from last year forward. There is a legacy of lateral harm between underserved groups in Central Oregon. To address this friction, staff offered multiple days for focus groups and a variety of formats online and in-person or individualized. People were also able to sign-up via Doodle poll to self-select groups that wouldn't prove additionally traumatizing. Although the spontaneous discussion and learning within a focus group is informative for staff and the project - this type of engagement is challenging in Bend at this time. Staff may revisit focus groups in the future if that format would be an effective tool for the community in the future. Meeting people where they are was a good approach for both community and equity outreach. We will continue this approach moving forward. We are adding more Spanish speakers to staff and are working on a toolkit of Spanish-language specific engagement games. The next phase will be focused on the specific the locations of CFAs. This will provide staff with more connection to residents of the CFA candidates and the surrounding neighborhoods. We will continue pop-ups in the parks and presentations to community groups.

Q29

Do any lessons learned have the potential to inform other, future phases, or new community engagement efforts? If so, please explain.

We learned that conducting engagement one-on-one supports our vulnerable populations the best. The CFA Work Group was a successful component of our engagement. The group represents many of our underserved communities (advising Council on housing, human rights and accessibility, etc.) and is a good way to dig into complex material. Social media/surveys, open houses and pop-up events worked best to engage a broad audience. Our social media posts had some of the highest engagement of the year across all City departments. We will continue to partner with other divisions such as Housing, Communications and the Bend MPO to coordinate outreach efforts and not overburden underserved community members. We will do this by meeting people where they are. The second phase of the Community Engagement Plan in our CFA Study works off of the previous year and lessons learned. We recently kicked off the new phase by partnering with COCC's Avanza program by presenting CFA topics to their classes, then having the students present their ideas to staff and the Mayor at City Hall. We have had a high level of involvement from many underserved groups. However, we need to make targeted efforts with communities of color outside the Latino population specifically Black and Pacific Islanders. Staff has met with the COCC Afrocentric Program coordinator and COCC Native American coordinator, but those partnerships need to be better established. City Council recently entered into an MOU with the Confederated Tribes of Warm Springs. We hope that this will increase opportunities to present projects and feedback to the Tribes of Warm Springs.

Q30

How does the community engagement for this project align with overall community engagement efforts for this organization?

This engagement effort and the upcoming plan set a bar for excellence that other city staff can and are using as an example. We will continue to learn and do better. It will be a challenge to mitigate gentrification in Bend. It will also be a challenge to ensure housing for all income levels is available in CFAs. These challenges need to be addressed by decision-makers and involve collaboration across the city. Keeping the key equity themes at the forefront during decision-making is important.

There are still policies in place that make equity engagement difficult. Paying stipends without a consultant is difficult. Interacting with Spanish Facebook through the City's Facebook page is not allowed. There are many hurdles that are just now being evaluated and addressed. Progress is being made but the system has been established to be inequitable, and we have long way to go.

Equity and Inclusion staff are in the process of adopting an equity framework based on Government Alliance on Race and Equity (Gare) resources. The CFA project will coordinate and align with this framework in the coming years.
