

Housing for a More Affordable and Inclusive Bend

A Project of the 1,300 Member Bend Chamber of Commerce

October 2021



EMPLOYERS KNOW WE NEED HOUSING FOR THEIR EMPLOYEES

THE CHAMBER'S GOAL:

Unite private and public sectors with urgency to solve Bend's housing affordability crisis with bold, achievable solutions

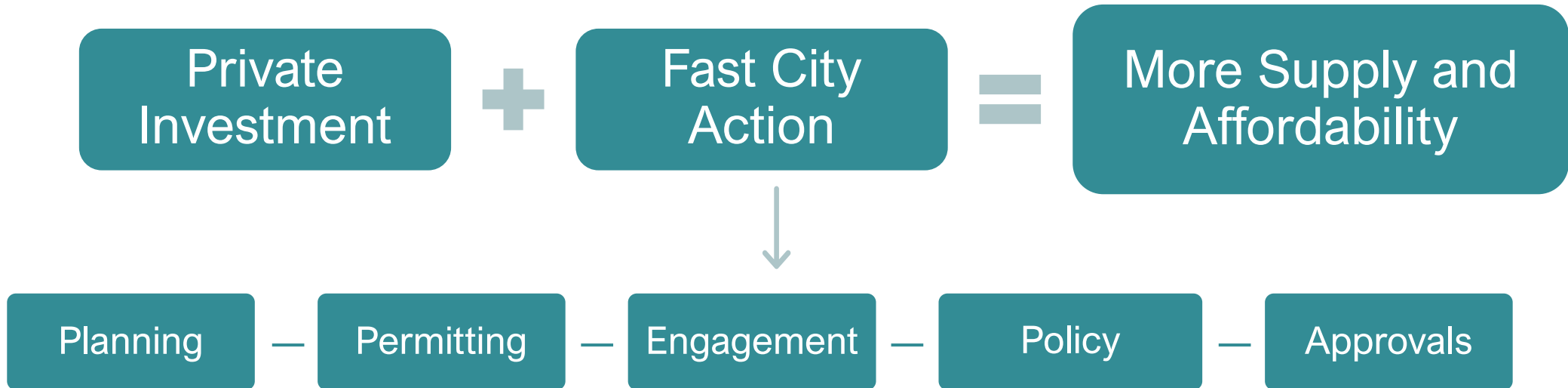
PROBLEM: HIGH COST / SHORTAGE OF HOUSING

Bend is now too expensive for too many to live near where they work



SOLUTION: MORE HOUSING SUPPLY

THE STRATEGY:
Build in, build up, build out





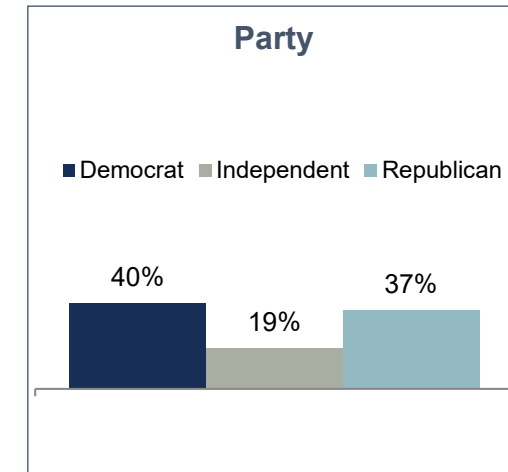
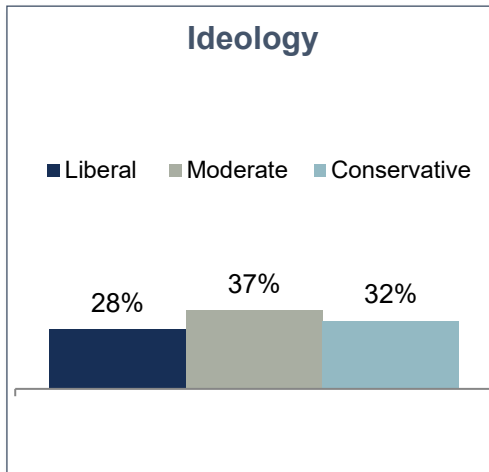
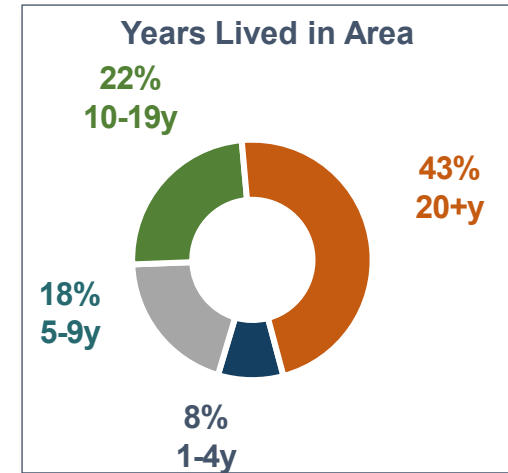
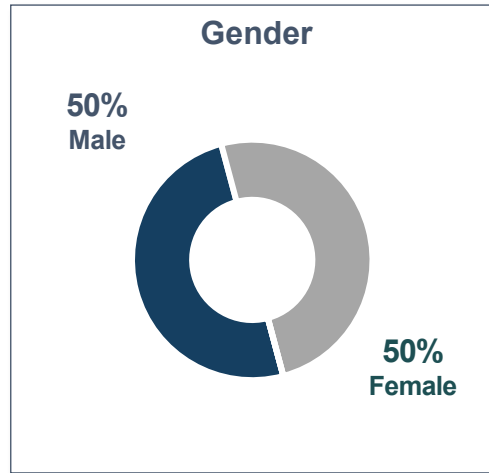
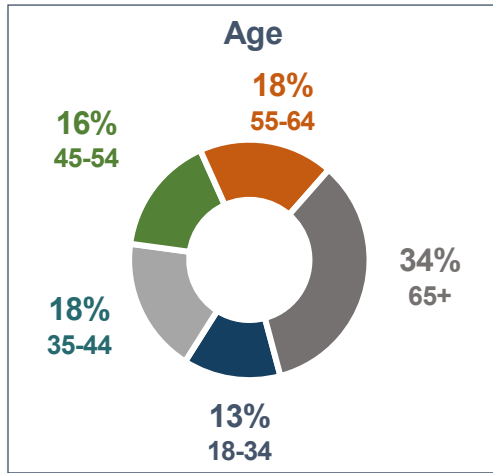
BEND PUBLIC OPINION

GS Strategy Group/Gallatin Public Affairs

250 Likely Voters
August 9-12, 2021
Margin of Error +/- 6.19%

This information will be made publicly available on the Bend Chamber website.

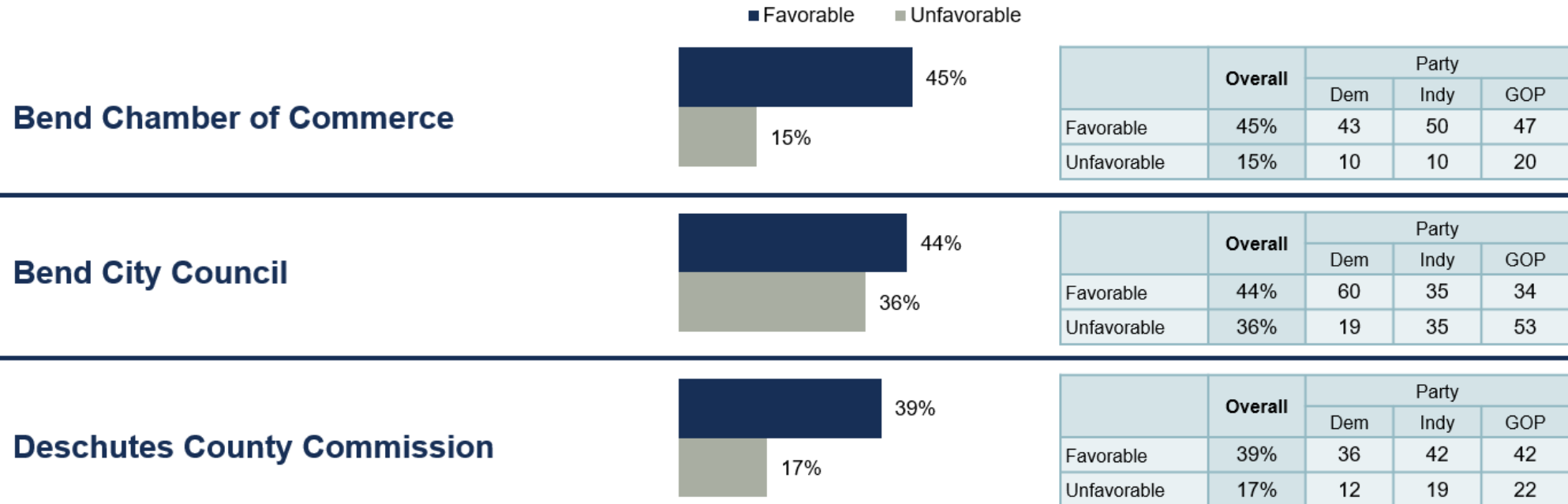
SURVEY PROFILE



TRUSTED TO LEAD

Chamber, City and County in a Good Position to Lead

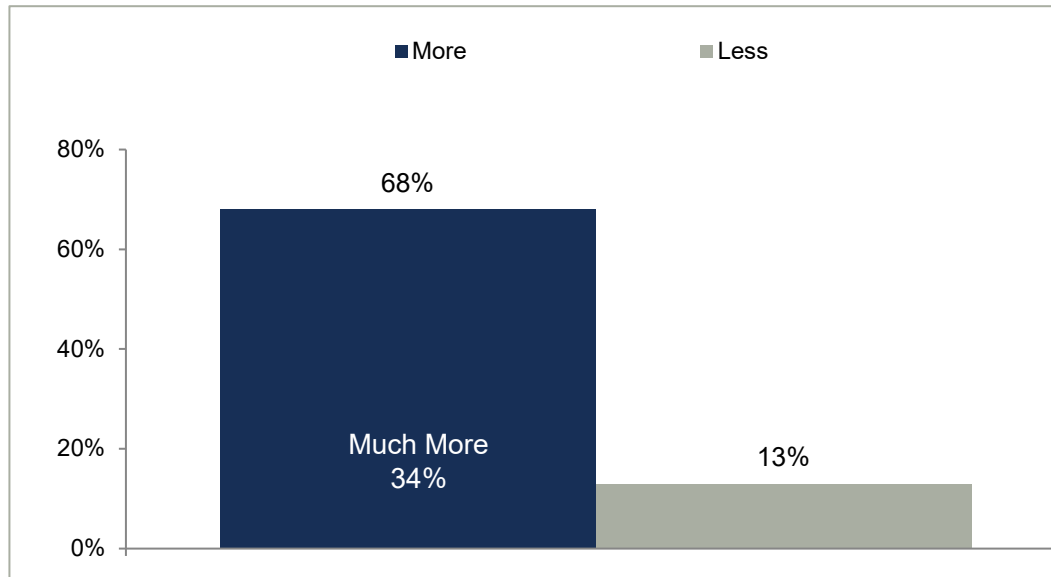
Please tell me whether you have a favorable or unfavorable opinion of each of the following people or groups.



TRUSTED TO LEAD

68% Welcome Chamber Leadership on Housing

The Bend Chamber of Commerce represents 1,300 businesses in Bend. Its mission is to advocate for the interests of local small and large businesses, jobs, and workers. If the Bend Chamber made advocating for policies to encourage and allow the zoning and building of more affordable housing in Bend, would you have a more favorable or less favorable view of the Bend Chamber?



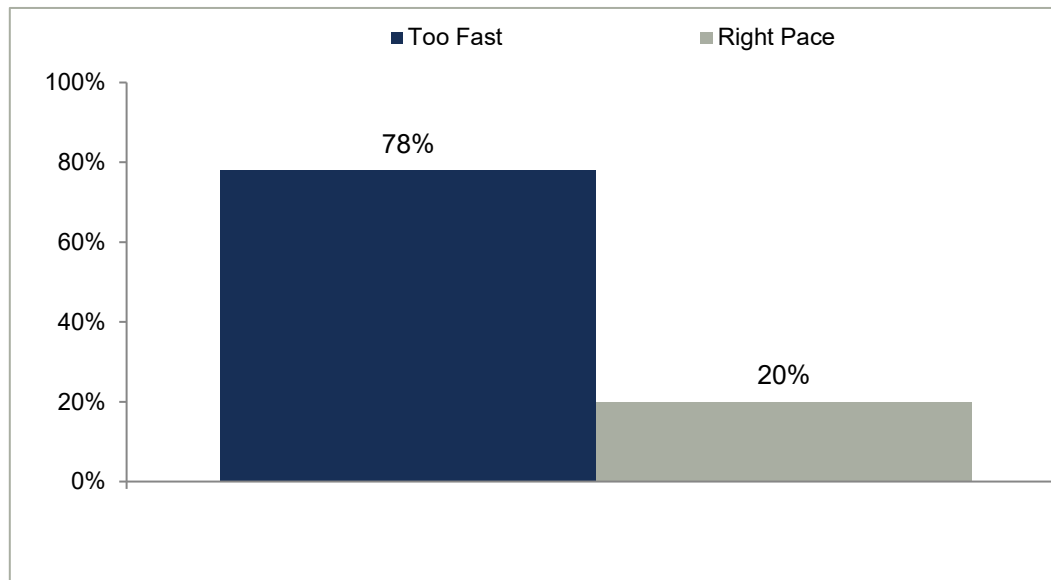
	Overall	Party		
		Dem	Indy	GOP
More	68%	78	71	58
Less	13%	5	10	24
No Difference	13%	11	15	14
Net	+55%	+73	+60	+34



GROWTH

No Surprise: Voters Think Bend Is Growing Too Fast

In general, would you say the Bend area is growing too fast or about the right pace?



	Overall	Party		
		Dem	Indy	GOP
Too fast	78%	81	68	78
Much too fast	59%	58	60	61
A little too fast	19%	23	8	17
About the right pace	19%	19	16	27
Too slow	1.6%	1	4	1

GROWTH

POSITIVES: VIBRANCY + JOBS

Regardless of whether you think Bend is growing too fast or about right, what would you say is the one, biggest benefit of Bend's recent growth?

	Overall	Party		
		Dem	Indy	GOP
More diversity and cultural vibrancy	23%	32	21	16
Jobs and economic growth	19%	13	21	22
Rising property values	18%	15	17	24
New businesses and social opportunities	14%	14	13	15
More tax revenue for public services	9%	9	13	8

NEGATIVES: HOUSING + TRAFFIC

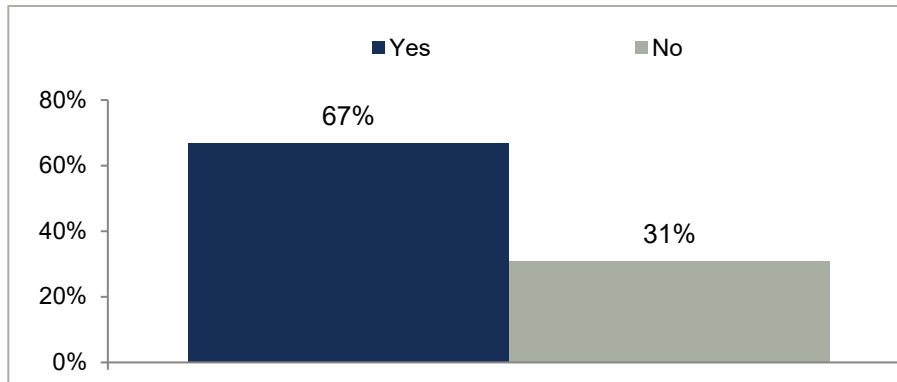
Regardless of whether you think Bend is growing too fast or about right, what would you say is the one, biggest problem as a result of Bend's recent growth?

	Overall	Party		
		Dem	Indy	GOP
Rising housing costs	37%	35	35	38
Traffic and congestion	30%	21	29	41
Rising economic inequality	14%	19	10	10
Labor and workforce problems and shortages	8%	10	10	6
Lack of affordable childcare	4%	6	6	0

GROWTH: WHAT YOU'RE HEARING IS TRUE

“Unaffordable Bend” Pushing People Out and Away

Do you know anyone who has had to leave Bend or couldn't move to Bend because they could not find affordable housing in the area?



What word best describes the housing situation in Bend?

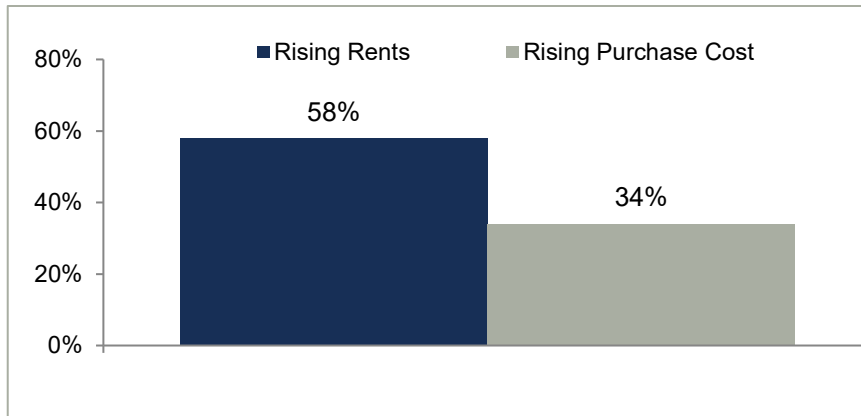
	Overall	Party			Know Someone Couldn't Live Bend	
		Dem	Indy	GOP	Yes	No
Unaffordable	41%	33	42	51	44	38
Inequitable	16%	25	17	6	20	9
Crisis	14%	16	6	15	16	10
Problem	11%	9	10	11	9	16
Disaster	6%	5	8	5	5	8
Emergency	3%	5	4	1	4	1
None of these	5%	2	10	6	1	13

HOUSING SOLUTIONS

Big News: Rising Rents Bigger Concern Than Home Ownership

Which is the bigger housing problem facing the Bend area?

- Rising rents that make apartments and rental houses unaffordable for those who need them
- Rising cost of purchasing a home that makes ownership all but impossible except for the wealthy

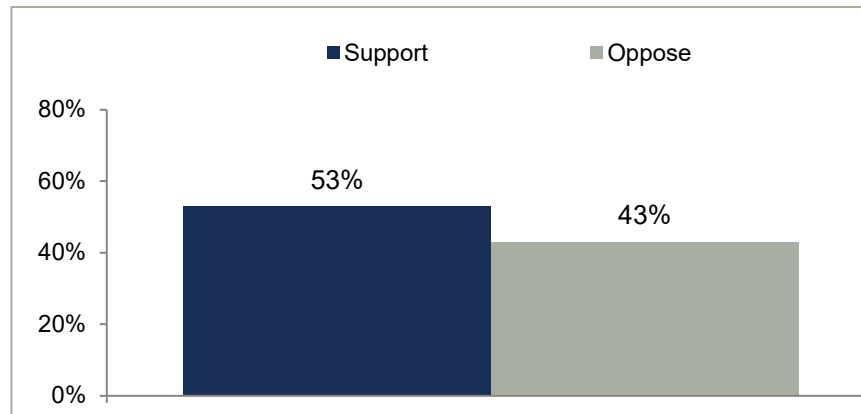


	Overall	Party			Employment		Years in Bend		
		Dem	Indy	GOP	Empl.	Retired	<10	10-19	20+
Rentals	58%	63	56	55	55	65	52	56	61
Ownership	34%	32	31	33	36	27	39	37	31
Net	+24%	+30	+25	+22	+18	+38	+12	+19	+30

SOLUTIONS: BUILD IN, BUILD UP, BUILD OUT

53% Support “Building Up”

To create more housing supply and choices, particularly for those who have jobs and work in Bend, would you support or oppose increasing the height of buildings to six stories specifically in areas designated for affordable apartments and condos?

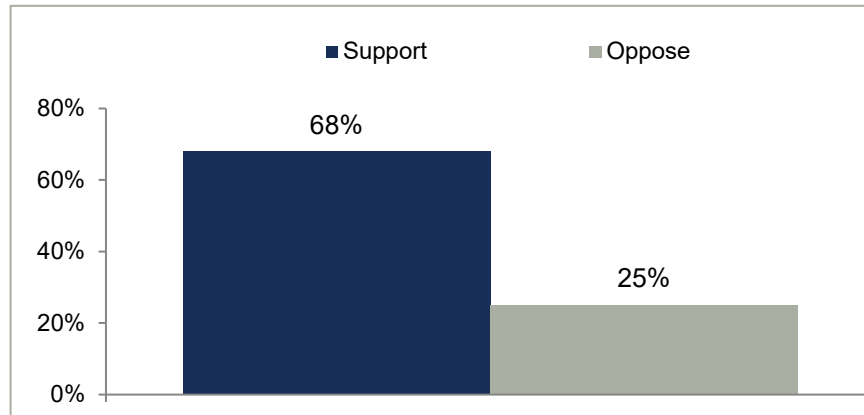


	Overall	Party			Years in Bend		
		Dem	Indy	GOP	<10	10-19	20+
Support	53%	65	54	41	65	57	45
Oppose	43%	31	40	57	26	43	53
Net	+10%	+33	+15	-16	+39	+15	-8

SOLUTIONS: BUILD IN, BUILD UP, BUILD OUT

68% Support “Building In” – Urban Areas

There is a plan for Bend’s Central District located east of the 97 Parkway that would revitalize the area and provide higher density housing, mixed use buildings and better bike, pedestrian, and transit options. It will be a vibrant job center located within a bustling neighborhood where people will live, work, shop and play. The zoning for the area includes up to six story mixed-use buildings, parks, and walkable neighborhoods. Hearing this, would you support or oppose this plan?



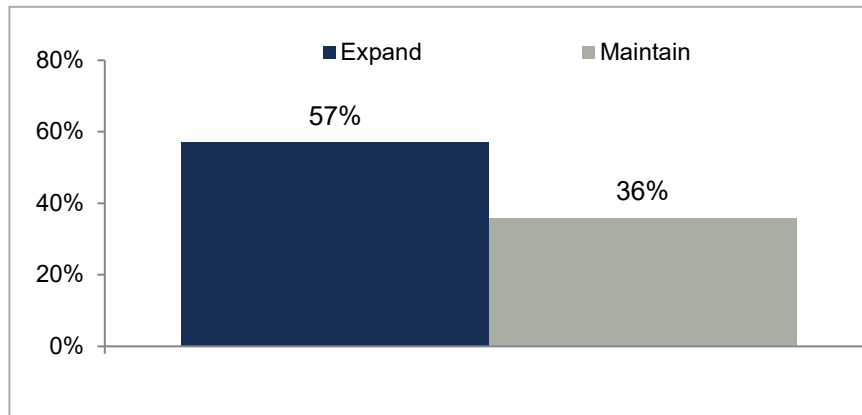
	Overall	Party			Years in Bend		
		Dem	Indy	GOP	<10	10-19	20+
Support	68%	77	63	60	74	70	60
Oppose	25%	15	29	33	17	15	36
Net	+43%	+62	+33	+27	+58	+56	+23

SOLUTIONS: BUILD IN, BUILD UP, BUILD OUT

57% Support “Building Out”

About 40 years ago, an urban growth boundary was established around the city of Bend area to limit the spread of suburban development, encourage greater density inside the city and to protect farmland and open spaces outside the city. Knowing this, which of the following comes closest to your own opinion regarding the urban growth boundary?

- The urban growth boundary has achieved its goals. But now, given Bend’s growing population and housing needs, it is **time to expand** it more quickly.
- The urban growth boundary must be **strictly maintained** and rarely if ever expanded to meet the growing population and housing needs.

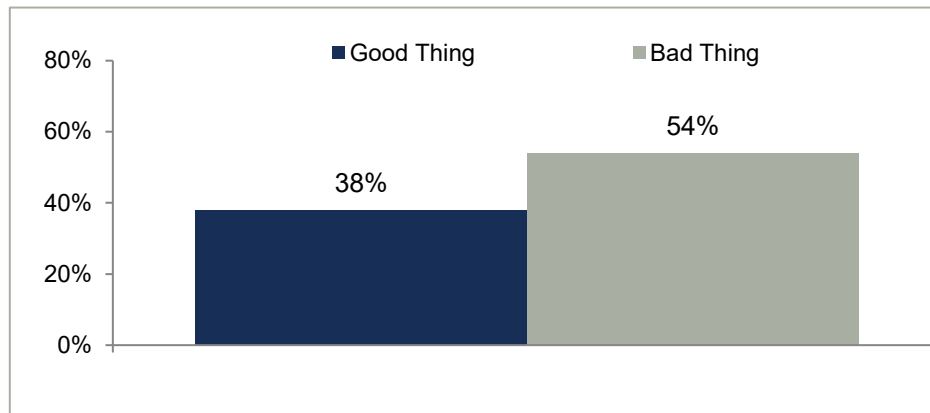


	Overall	Party			Years in Bend		
		Dem	Indy	GOP	<10	10-19	20+
Expand	57%	59	56	57	62	63	51
Maintain	36%	35	29	38	30	31	40
Net	+21%	+23	+27	+19	+32	+31	+11

BEND: MIXED FEELINGS ABOUT CHANGE

Gentrification describes when an influx of more affluent people moves into an older, historically lower-income area of the city. When it comes to gentrification in the Bend area, which comes closest to your opinion?

- It's a **good thing** because older neighborhoods are improved with updated homes, improved shopping and restaurants, and rising property values for both new and longtime residents
- It's a **bad thing** because it drives up the cost of living, eliminates housing for entry level and lower income workers and changes the character of older, existing neighborhoods.

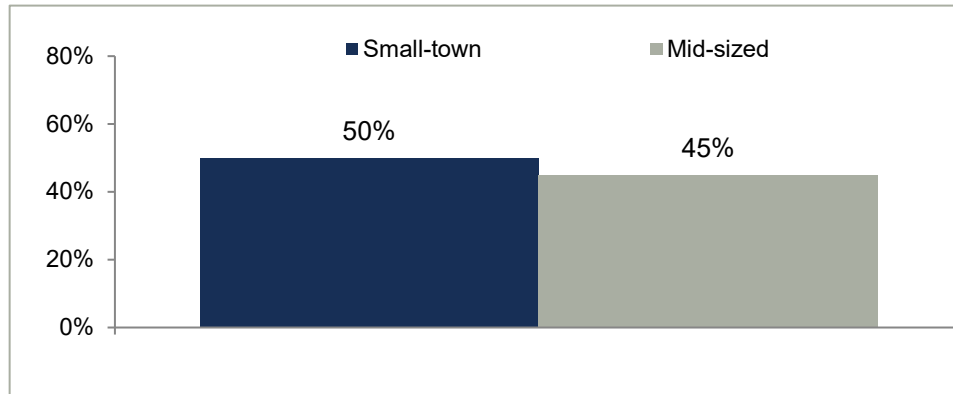


	Overall	Party			Housing	
		Dem	Indy	GOP	Rent	Own
Good Thing	38%	29	44	46	24	44
Bad Thing	54%	63	52	44	69	49
Net	-17%	-33	-8	+2	-46	-5

BEND: MIXED FEELINGS ABOUT CHANGE

Which of the following comes closer to your opinion?

- Bend should hold-on to its **small-town character** and resist changes like allowing taller multi-story buildings in the downtown area for apartments and offices
- Bend is already a growing **medium size city** that should embrace changes like taller multi-story buildings and greater downtown density for more housing and offices



	Overall	Party			Age			Years in Bend		
		Dem	Indy	GOP	18-39	40-64	65+	<10	10-19	20+
Small-town	50%	44	44	59	33	51	61	42	46	58
Mid-sized	45%	52	54	34	62	43	36	50	52	38
Net	+5%	-7	-10	+25	-29	+9	+25	-8	-6	+20

PUBLIC OPINION: WHAT IT MEANS

- 1 Business and local governments enjoy credibility to lead on housing
- 2 Depth of growth concerns create need and opportunity for urgent action
- 3 Housing costs top barrier to keeping and attracting employers and employees
- 4 Rising rents more urgent concern than purchasing homes
- 5 Broad voter support for building in, building up and building out

NEXT STEPS:

The Chamber/Business Community

- Build and fund a coalition for action
- Be a catalyst for smart development, housing and transportation
- Convene and activate employers, investors and developers to identify and fund fast track projects
- Advocate and support for needed city and county actions

City of Bend/Deschutes County

- Accelerate construction within the Central District
- Adopt HB 2001 to expand housing supply and choice
- Build new mixed-use areas in town
- Begin the process of expanding the UGB
- Explore border areas for future mixed-use development
- Build ADUs in rural areas

Thank you!

Are you an employer interested in workforce housing?
Contact the Bend Chamber at info@bendchamber.org