

CORE AREA ORIGINAL METRICS		
Guiding Principal	Performance Metric	Target
Create a place where you can live, work, and play	Number of residential units	607 by 2028; 1,819 by 2040
	Number of businesses and employees within the Core	8,282 employees by 2028; 9,451 employees by 2040
	Percentage of Core Area residential units that are within a 1/2 mile walk shed of a public accessible park, plaza, open space, or natural area.	100% by 2051
This place is a walkable area with balanced transportation systems	Transit ridership	Increase transit ridership by 3% every 5 years
	Percent of complete critical Core Area capital projects	
This area removes barriers and connects East and West sides of Bend	Transportation mode split based on count data	8% non-motorized trips by 2030
	Number of Core Area Project Report actions are implemented by the end of the year	
This plan leads to direct outcomes	Project spending by category	
	Number of dwelling units deed restricted to affordable levels	
Affordability is preserved	Assessed value growth	5% or more annual growth rate
	Development activity	Number of pulled permits each year
	Amount of funding leveraged with tax increment	10:01
This process is transparent and open to ensure that those affected by the decisions are involved in the process	Qualitative descriptions of public outreach activities	
This area incorporates sustainable and low impact development principles and practices.	Qualitative descriptions of investments that incorporate sustainable low impact development	

PROPOSED NEW METRICS

Guiding Principal	Desired Outcome	Metrics	Original Targets	New Targets
Create a place where you can live, work, and play; Affordability is preserved	Where more people choose to live (LIVE)	Number of housing units	607 by 2028; 1,819 by 2040	250 (2030), 1,000 (2040)
		Number of affordable housing units	Number of deed restrict units	50 (2030), 250 (2040)
	Where more people are opening businesses and working (WORK)	Number of net new businesses	8,282 employees by 2028	5% Growth
		Number of employees	9,451 employees by 2040	5% Growth
		Number Lifestyle and Retail Sector businesses		5% Growth
		Number Lifestyle and Retail Sector employees		5% Growth
		Consumer Spending		Annual Increase
		Hotel Occupancy		Increase in occupancy
		Number of Events		Increase in number of events
	An emerging safe and welcoming arts, entertainment, and business district (PLAY)	Park and Open Space Access	100% of Core Area residential units that are within a 1/2 mile walk shed of a public accessible park, plaza, open space, or natural area.	100% of Core Area residential units that are within a 1/2 mile walk shed of a public accessible park, plaza, open space, or natural area.
		Crime Rate		Reduction in crime
This place is a walkable area with balanced transportation systems; This area removes barriers and connects East and West sides of Bend	More people are walking (CONNECTED)	Miles of sidewalk		Total Miles Increased
	More people are biking (CONNECTED)	Veo Bike Usage		Trip Generation/Destination Increases
		Miles of bikepaths/lanes		Total Miles Increased
Public investments incentivize and catalyze private investments	A place that generates future returns for future projects (RETURNS)	Assessed Value Growth	5% Growth	3% Growth
		Return on Investments		2:01
		Development Activity	Permits	Increase in permits pulled, completed, and value.