



Downtown Bend Livability (Safety & Hospitality)

Goal: To increase safety and hospitality in Downtown Bend

STRATEGY 1: Work with stakeholders to increase safety and hospitality in Downtown Bend.

- **Action:** Continue to work with Downtown building owners and Bend PD to establish trespass documentation
- **Action:** Explore if DBBA can legally have permission to trespass via EID or privately signed document with building owners
- **Action:** Strengthen the relationships and communication between various agencies on the street (DBBA, Diamond Parking, Bend PD, Security)
- **Action:** Explore a Downtown Bend Ambassador Program with key stakeholders (see attached proposal)

STRATEGY 2: Expand the Bend Cares Program

- **Action:** New Bend Cares posters in Downtown stores and directory kiosks
- **Action:** Roll-out the Bend Cares Signature Business program
- **Action:** Create new Bend Cares informational countertop cards that will be displayed at Bend Cares Signatures businesses
- **Action:** Develop a collaborative group social media plan, including developing new Bend Cares social media graphics, and pilot with Bend Cares Signature Businesses

STRATEGY 3: Redefine and reinvigorate the DBBA's Livability Committee

- **Action:** Select Committee Chair
- **Action:** Create mission statement
- **Action:** Identify stakeholders, and invite them to participate
- **Action:** Create goals & metrics