



Newberry Country

STRATEGIC ACTION PLAN 2025-2030

Planning a Bright Future for South Deschutes County

Newberry Regional Partnership
Central Oregon Intergovernmental Council

FEBRUARY 2025

NEWBERRY COUNTRY
STRATEGIC ACTION PLAN 2025-30
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STRATEGIC ACTION PLAN 2025-30
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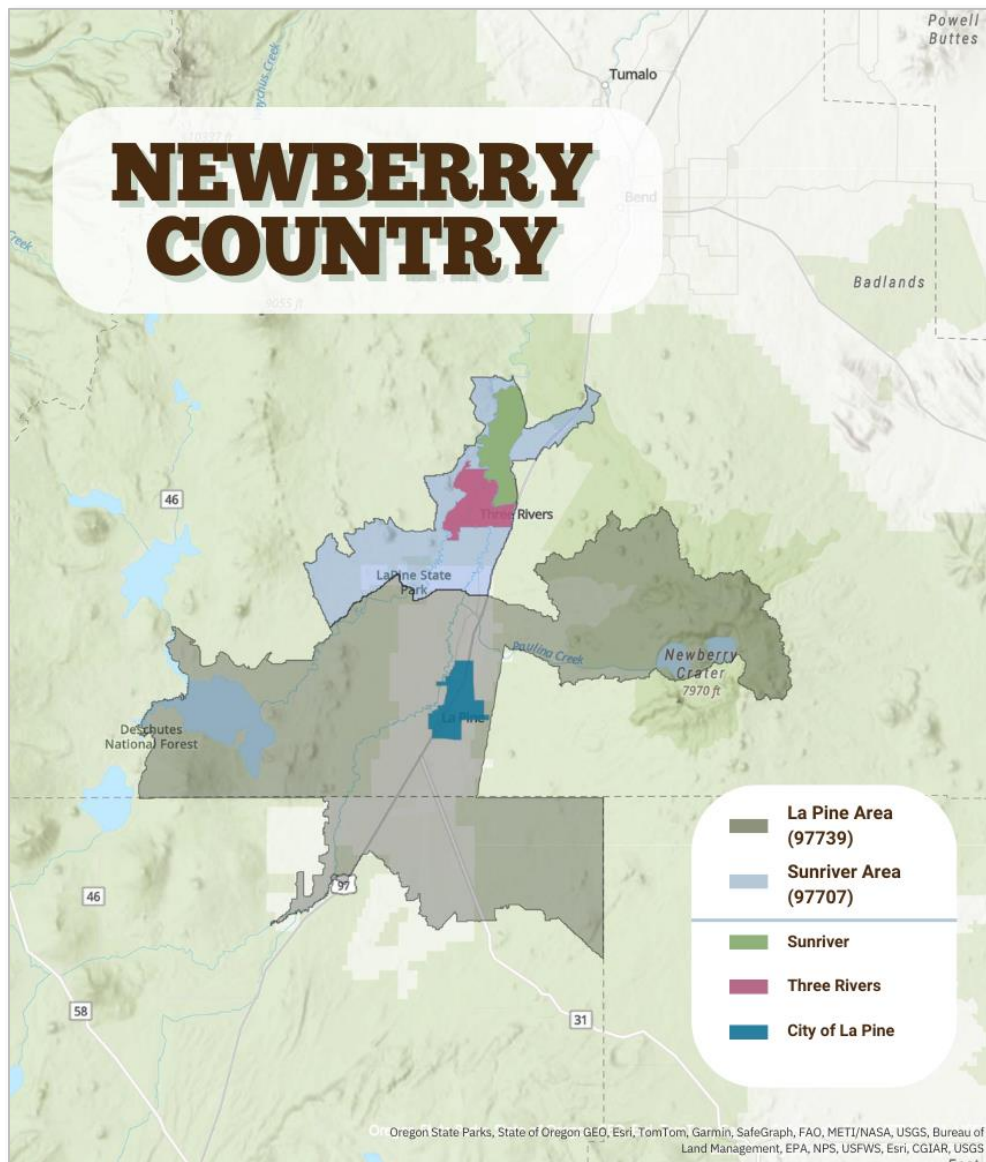
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INTRODUCTION & OVERVIEW

Planning for the Future of Newberry Country

Newberry Regional Partnership (NRP), in collaboration with the Central Oregon Intergovernmental Council (COIC), is proud to present this document, the **Newberry Country Strategic Action Plan (2025-2030)**.

The culmination of more than a year’s worth of community input and a nine-month strategic planning process incorporating additional feedback, this plan presents a series of collaborative, community-based strategies intended to inform and guide the future growth and development of south Deschutes County and north Klamath County, also known as Newberry Country, enhancing and improving the quality of life of all the region’s residents.



About Newberry Country

Newberry Country is a region of approximately 368 square miles, including a diversity of established communities:

- **The City of La Pine, Oregon;**
- **Sunriver, Oregon**, an unincorporated, planned residential and resort community;
- **Three Rivers, Oregon**, an unincorporated community;
- **Surrounding unincorporated areas** of rural residential development in south Deschutes County; and
- **A portion of north Klamath County** that shares a postal code with the City of La Pine.

Newberry Country encompasses two entire postal codes, 97707 and 97739, and according to the U.S. Census, was home to approximately 20,935 permanent residents in 2020. At the time, the population of the 97707 area, which includes Sunriver and Three Rivers, was estimated to be 7,833, while the population of the 97739 area, including the City of La Pine, was 13,102.

Absent the availability of more recent population forecasts and given unofficial or anecdotal reports of population growth in the region, it is likely those numbers increased significantly between 2020 and 2025. It also should be noted that the region’s seasonal population can increase substantially, especially in and around Sunriver.

That tourism is a big draw in Newberry Country is no surprise given the region’s dramatic landscapes and vast natural resources. These include: significant U.S. Forest Service and Bureau of Land Management public lands; the Newberry National Volcanic Monument and Big Obsidian Flow; the Deschutes River and its tributaries, the Little Deschutes and Fall rivers; Sunriver Resort; and numerous other nearby tourist and outdoor recreation destinations, including Mount Bachelor ski resort, the Lava Butte Interpretive Site, and the Oregon Outback Dark Skies Sanctuary in neighboring Lake County, the largest officially-designated dark skies sanctuary in the world.

Newberry Country’s Community Values and Vision

As part of its strategic planning process and based on extensive community input, the Newberry Regional Partnership identified Newberry Country’s core community values and developed an overarching vision for the future of the region. The Newberry Country values and vision statements included in this plan provided background and context for the detailed discussions and decisions that went into shaping its strategies. They are the foundation of the Strategic Action Plan. (See “Newberry Country’s Community Values & Vision,” page 14.)

A Newberry Country Strategic Action Plan

While the Newberry Country vision has a generational timeframe, the strategic plan itself is focused on the next six years (2025-2030). At the same time, it is acknowledged that a number of its strategies likely will take longer than six years to fully implement.

Based on extensive community input and a professionally-facilitated planning process, the Newberry Country Strategic Action Plan includes 27 specific strategies. These strategies are organized into seven focus areas or “dimensions of community vitality” as NRP also calls them, each area containing between three and five strategies. The seven focus areas are:

- **Resilient Newberry**, focusing on wildfire and public safety;
- **Livable Newberry**, focusing on growth, planning and infrastructure;
- **Sustainable Newberry**, focusing on environment, natural resources and outdoor recreation;
- **Thriving Newberry**, focusing on health, wellness and human services;
- **Prosperous Newberry**, focusing on jobs and economic development;
- **Inspired Newberry**, focusing on education, learning and youth activities; and
- **Vibrant Newberry**, focusing on arts, culture and civic life.

Each focus area includes a short vision statement for that area, and all of the strategies incorporate a number of specific elements. These include:

- An **Identification Number** reflecting the strategy’s focus area and ordering within that area. (For example, the identification number “R.1” identifies the first strategy under the Resilient Newberry focus area.)
- A **Strategy Title** along with more detailed **Strategy Language**;
- A short list of **Recommended Lead Partners**, or organizations/groups that may lead the strategy’s implementation;
- A short list of **Potential Supporting Partners**, or organizations/groups that may support the strategy’s implementation;
- A suggested strategy **Implementation Timeline** (i.e., 1-2 years, 3-5 years, or 5+ years/ongoing); and
- Links to other plan strategies that address related or similar topics, where relevant.

Most of the plan’s strategies also include specific ideas that could inform action steps to implement that strategy. This information should prove useful as actual strategy implementation begins. It also should be noted that in a few instances, Lead or Supporting Partners for a given strategy have yet to be identified. Such missing information is called out as “TBD” — or “to be determined.”

For each of the plan’s seven focus area, one of its strategies has been designated as a **Game Changer** strategy, implying a bold or ambitious idea that will almost certainly take more time, effort, resources, and cross-sector collaboration in order to be fully implemented. Game Changer strategies are seen as having a major positive impact on the region, helping to propel it in the direction of its overall vision. The plan’s seven identified Game Changer strategies include the following:

- **Resilient Newberry:** Expand Funding and Education for Wildfire Preparedness and Prevention;
- **Livable Newberry:** Implement Traffic Safety Improvements for Major Roads, Arterials and Access to Highway 97;
- **Sustainable Newberry:** Assist Property Owners in Retrofitting Septic Systems;
- **Thriving Newberry:** Improve Access to Health Care Specialists and Emergency Room Services;
- **Prosperous Newberry:** Create a Defined Downtown Area in La Pine with Small Businesses and Better Traffic Flow;
- **Inspired Newberry:** Support Efforts to Increase Student Graduation Rates; and
- **Vibrant Newberry:** Support an Independent News Organization Based in Newberry Country

Of particular note, six of the seven Game Changers scored as “top pick” strategy ideas when tested with the public as part of NRP’s Community Poll (see “The Strategic Planning Process,” page 11). For

technical reasons during the poll, the seventh Game Changer (“Independent News Organization”) did not receive a top pick score, but is known to have strong support in the community.

Implementing Newberry Country’s Strategic Action Plan

While Newberry Regional Partnership is seen the primary sponsor and steward of Strategic Action Plan implementation, a number of public, private and civic sector organizations were consulted in development of the plan — and many of them are recommended as possible Lead Partners. It also is recognized that engaging specific organizations or groups to step up as Lead Partners will be an important task in moving the plan forward and may involve further discussions or more formal agreements.

The consultants for this plan also developed a separate organizational strategy for the NRP Board and staff, outlining specific steps and actions they may take to help guide facilitation of plan implementation. In general terms, these include:

- **Setting the stage** for the Action Plan’s public release in Spring 2025;
- **Forming the Action Teams** to shepherd implementation of the plan’s seven focus areas and their respective strategies;
- **Assisting Lead Partners** as a source of support, contacts and information during plan implementation; and
- **Ensuring accountability** of the plan to the wider community by monitoring and communicating progress on its strategies over its lifetime.

During year one of plan implementation (2025-2026), much of NRP’s activities are expected to be involved in preparing the organization for plan implementation, forming Action Teams, confirming the plan’s Lead Partners, formally launching the new plan at a major public event planned for the Autumn 2025, releasing a graphical “action plan booklet” intended for the wider public dissemination, and orientating the plan’s Lead Partners to assist in their implementation roles.

The Newberry plan is intended to enhance and improve the quality of life of all the region’s residents.

In the years to follow, NRP is expected to be much more focused on supporting ongoing strategy implementation, monitoring implementation progress, reporting back to the community, and other potential activities yet to be identified.

Over time, this plan is designed to be periodically revised and updated as some strategies are fully implemented and other, newer strategies are proposed and incorporated into the plan. As such, its potential is to continue serving as a “living plan,” guiding the region’s growth, development and livability for years to come.

For more information on Newberry Regional Partnership, its Strategic Action Plan and background reports, or its related activities, please visit NRP at: <https://newberryregionalpartnership.org>.

AN IN-DEPTH COMMUNITY CONVERSATION Learning from Newberry Country's Residents

Between June and December 2023, Newberry Regional Partnership (NRP), working with the City of La Pine, Sunriver Owners Association, COIC, and Habitat for Humanity La Pine Sunriver, retained DCG Research to engage Newberry Country residents in providing input about growth and change in the region through a survey and focus groups. Their research included the communities of Sunriver, Three Rivers, the City of La Pine, and surrounding unincorporated areas, along with the portion of northern Klamath County that shares a postal code with La Pine.

NRP connected with more than 1,500 residents through three main engagement tools:

- **An online community survey;**
- **Nine open community civic engagement sessions;** and
- **Four invitational focus group discussions** on major topics of concern, including education, economic development, public safety and health.

Summaries of these activities can be found at NRP's website: <https://newberryregionalpartnership.org>.

Community Satisfaction, Concerns and Desired Actions

An analysis of data generated by these three tools found that Newberry Country residents shared similar views about many of the challenges facing their community. Across the board, the most commonly expressed desired actions by residents included:

- **Intensified steps taken to prepare for and prevent wildfires;**
- **Improved and expanded infrastructure** (i.e., transportation, water, sewer, broadband service);
- **Improved specialty health care services;** and a
- **More effective education system.**

Additionally, they called for more affordable housing, increased family wage jobs, and a wider choice of public amenities.

Encompassing input from 1,162 residents, the community survey provided the broadest reading of community satisfaction and concerns. In general, while the survey found areas of relatively high satisfaction, there were also significant concerns. In one instance — satisfaction with fire protection services and concerns over wildfire and climate-change impacts — both community satisfaction and concerns were rated equally highly.

Residents were asked how pleased they were with the following:

- **Outdoor recreation opportunities** (72 percent of respondents were pleased)
- **Fire protection services** (69 percent)
- **Law enforcement** (64 percent)
- **Family-friendly things to do** (58 percent)
- **Retail shopping choices** (47 percent)
- **Quality of public education** (44 percent)

At the same time, residents' top five concerns for the future were just as highly rated:

- **Drug-and-crime problems** (71 percent of respondents were concerned)
- **Wildfires and climate-change impacts** (70 percent)
- **Lack of affordable and available housing** (60 percent)
- **Access to local health care** (60 percent)
- **Lack of public transportation** (53 percent)

Community Attitudes on Growth

More generally, DCG's community outreach work found Newberry Country residents citing strong population growth as a threat to the region's rural lifestyles. They said growth was negatively impacting natural resources (including water sources) and access to outdoor recreation, and has led to traffic congestion and higher housing costs.

Additionally, 68 percent of respondents said they wanted the community to gain greater control over the region's growth, while 65 percent said they wanted officials to prevent overbuilding and overdevelopment.

Such concerns are largely supported by available data on recent trends: Between 2010 and 2020, Deschutes County's unincorporated areas grew by 40,520 people, a 25-percent jump, and the City of La Pine's population rose from 1,640 to 2,512, a 53-percent hike, according to the U.S. Census Bureau. In July 2023, La Pine was cited as Oregon's second fastest-growing city, according to Portland State University's Population Estimate Reports. The influx of people has exacerbated an already tight housing market and caused tension between longtime residents and people moving to the region.

While research found many areas of common ground, Newberry residents did not agree on every issue.

While the analysis of DCG Research data found many areas of common ground among Newberry Country residents, participants in the engagement process did not agree on every issue — at least at the same rate, as the following examples reveal:

- Anti-growth sentiments were found to be stronger in the La Pine area than in the Sunriver area — perhaps not surprising given La Pine's history as a rural community. La Pine residents, for example, were more concerned about losing the region's small town atmosphere and rural lifestyles than Sunriver residents.
- The rate of La Pine area residents concerned about wildfires and illegal camping was higher than the rate of Sunriver area residents. (These concerns were supported by subsequent wildfire events, including 2024's Darlene 3 fire east of La Pine.)
- The rate of Sunriver area residents concerned about hunting and shooting near populated areas was five times higher than what was found among La Pine residents.
- Sunriver residents also wanted overcrowding caused by tourists at recreation sites and inside Sunriver itself to be addressed.

- A lower percentage of residents in northern Klamath counties expressed concerns about the impacts of growth than did Deschutes County residents. At the same time, they were more worried about the lack of health care services and harm done to natural resources than those in Deschutes.

Different Demographic Profiles

Part of the reason for differing opinions in Newberry Country may lie in the socioeconomic diversity of the region. While area residents overall are older and less diverse than Oregon residents as a whole, the Sunriver, Three Rivers and La Pine communities in particular are demographically quite different from one another in several ways, according to the following data from the 2020 U.S. Census and the 2022 American Community Survey:

- Annual median household income is substantially higher in the Sunriver area (\$78,508) and in the Three Rivers area (\$75,313) than in the La Pine area (\$56,318).
- Those holding at least a bachelor’s degree is significantly higher in the Sunriver area (50.5 percent) and Three Rivers area (40.4 percent) than in the La Pine area (15.6 percent).
- The median age of residents in the Sunriver area is 60.2 years versus 47.9 years for residents in the City of La Pine.
- The percentage of veterans living in the La Pine area (16.3 percent) is notably higher than in the Sunriver area (9.3 percent) and the Three Rivers area (9.9 percent).
- The percentage of people with disabilities living in the La Pine area (21.6 percent) is dramatically higher than in the Sunriver area (10.3 percent) and the Three Rivers area (13.9 percent).
- The home ownership rate is substantially lower within the City of La Pine (57.0 percent) than it is in the Sunriver area (88.1 percent) and in the Three Rivers area (87.8 percent).

These distinctions seemed clearly evident in DCG’s research and findings.

A Foundation for the Strategic Action Plan

Overall, NRP’s 2023 community engagement activities provided a solid foundation for the next phase of activity undertaken by NRP: conducting a comprehensive, community-based strategic planning process engaging key stakeholders and resulting in this Strategic Action Plan (See “The Strategic Planning Process,” page 11).

During the planning process, community concerns originally identified by DCG and NRP’s engagement activities, were explored in greater depth by NRP’s planning consultants, including the use of qualitative data analysis (QDA) software. The result was an in depth *Summary of Community Input* (July 2024). (This report can be found at the NRP website: <https://newberryregionalpartnership.org>.)

This detailed analysis of community engagement assisted the Partnership in developing an initial list of 92 specific ideas for possible action that were subsequently condensed and refined into 64 draft strategy ideas, tested with the community through online polling, discussed and prioritized by key regional stakeholders, ultimately resulting in 27 final strategies. These strategies were firmly grounded in input gathered from across the Newberry Country region.

THE PLANNING PROCESS

Engaging Citizens, Community Leaders & Stakeholders

Following its extensive process for soliciting community input (see “An In-Depth Community Conversation,” page 8), Newberry Regional Partnership (NRP), working in collaboration with Central Oregon Intergovernmental Council (COIC), and with funding from The Ford Family Foundation, retained consultants Steven Ames of Steven Ames Planning and Steve Maher of Steve Maher New Media, to begin development of the Strategic Action Plan. Work on the plan commenced in May 2024 and concluded in February 2025.

As a result of NRP’s previous community outreach and engagement, the consultants had a large quantity of information on community perceptions of regional challenges and opportunities. This helped condense the timeline of the planning process. What remained was a series of tasks designed to merge public aspirations with stakeholder input into a targeted list of actionable strategies for inclusion in a final strategic plan. Major tasks included:

- **Developing a community input database and undertaking an analysis** to identify ideas for actionable strategies;
- **Conducting an on-site visit to meet with key stakeholders** and develop a better understanding of the region, its decision-makers and key stakeholders;
- **Preparing a summary of community input;**
- **Identifying potential strategy ideas** by merging community input with key stakeholder feedback on local opportunities and constraints;
- **Refining and testing draft strategy ideas** with the community at large via an online poll;
- **Developing statements of community values and vision** based on community input
- **Preparing final draft strategy ideas** for testing with key stakeholders
- **Presenting top-scoring strategy ideas to key stakeholders** for review, comment and prioritization at a regional Action Summit;
- **Refining and testing draft strategies with key stakeholders** at the Action Summit and developing supplemental strategy information for inclusion in the plan;
- **Developing the strategic action plan** for publication.

What remained was merging public aspirations with stakeholder input into a list of actionable strategies.

Completing all these tasks took approximately nine months. Below is a detailed look at these tasks undertaken by the consultants, working in close collaboration with the NRP/COIC Project Team:

- **Community Input Database & Analysis.** In May and June 2024, the consulting team compiled and organized all previously gathered community input into a unified database, encompassing 2023’s Community Survey, Focus Group Report, and Community Civic Engagement Sessions (see “An In-Depth Community Conversation,” page 8). Next, they utilized special software to conduct a qualitative data analysis of all community input, organizing key findings by NRP’s identified

strategic plan focus areas and newly identified subtopics, and developing a preliminary slate of potential strategy ideas for each area.

- **On-Site Consultants Visit.** In June, the consulting team conducted an extensive, two-day site visit to Newberry Country, visiting La Pine, Sunriver, Three Rivers and other unincorporated residential areas to develop a better understanding of the community, its decision-makers, and key stakeholders. During this visit, the team met with NRP Working Group and Advisory Committee members, City of La Pine officials, Deschutes County planners, La Pine and Sunriver public safety officers, Sunriver/La Pine Economic Development (SLED), Sunriver Area Chamber of Commerce, Sunriver Owners Association, Habitat for Humanity, a local bank, private business owners and operators, education activists, and others. They also toured local housing developments, business parks, community health and recreation facilities, other public facilities and commercial areas. Information from this tour was compiled, beginning a transition from high-level community input to more focused stakeholder input from local decision-makers and potential plan partners.
- **Summary of Community Input.** In July, the consultants completed a comprehensive summary of all community input to date. (The *Summary of Community Input* can be found at the NRP website: <https://newberryregionalpartnership.org>.) The report included an analysis of the 2023 community survey, focus groups, and community civic engagement sessions. It also incorporated a comparative analysis of census data for the region's two postal codes along with appendices containing additional analytical details. This compendium became the source document for potential strategy ideas.
- **Draft Strategy Ideas.** In July and August the consultants readied a list of draft strategy ideas based on all community input to date for an online community poll. Each draft strategy idea included a title for potential testing in the poll and more in-depth strategy language for further development upon completion of polling. Out of 92 ideas originally gleaned from community input, 64 draft strategies ideas were earmarked for testing based on perceived community priorities. These ideas were reviewed and refined by the Project Team for inclusion in the polling instrument.
- **Community Poll.** In August, the online community poll was developed and administered by the consultants over a period of three weeks. Ultimately, some 350 community members participated in the poll and the results were finalized in a document released in early September. (The *Community Poll Report* can be found at the NRP website: <https://newberryregionalpartnership.org>.)

Subsequently, the consultants developed a detailed matrix of poll results comparing ratings for specific strategy ideas from different geographic areas of the region. (Entitled "A Closer Look at Poll Rankings and Gaps," this matrix can also be found at the NRP website.) While this analysis revealed significant areas of agreement on priority strategy ideas, there were also divergent priorities. Both proved to be critical in developing final strategies that reflected the region's diverse communities. (See *Community Poll Report* Appendix, page 11.)

- **Community Values & Vision Statements.** In August, the consultants also revisited community input and site visit information to glean high-level concepts for development of draft regional values and vision statements for inclusion in the final strategic plan. These statements were reviewed and refined by the Project Team and revealed at a fall Action Summit for key stakeholders.

- **Final Draft Strategies.** In September-October, the consultants and Project Team began an in-depth process of reviewing polling results and input from key stakeholders to develop a final slate of draft strategies for the Action Summit in November. Several iterations of the draft strategies were developed and revised before the Project Team landed on a final draft slate to submit to Summit participants.
- **Newberry Country Action Summit.** In mid-November, the full-day Newberry Country Action Summit was conducted at the Sunriver Homeowners Aquatic & Recreation Center. Some 75 stakeholders from public, private, civic and community based-organizations from all corners of the region participated in this hands-on workshop. The Summit program included briefings on NRP’s strategic planning process, what the project had learned from the community, and an overview of the proposed Strategic Action Plan. For the rest of the day, participants broke out into the plan’s seven focus areas, reviewing and commenting on their respective draft strategies, proposing implementation timelines, and identifying recommended implementation partners. They also voted on a “Game Changer” strategy for every area of the plan. Participants were also invited to sign up for NRP’s proposed focus area Action Teams to be formed after release of the plan. Detailed results of the Summit were compiled by COIC staff before finalizing the strategies and commencing plan development.
- **Final Strategic Action Plan.** From November 2024 to February 2025, the consultants and Project Team worked to pull together the final NRP Strategic Action Plan. As outlined in “Planning for the Future of Newberry County,” (page 4), additional details were developed for each of 27 strategies, including implementation timelines, Recommended Lead Partners, and Potential Supporting Partners. In addition, a “Game Changer” project was selected for each focus area, along with a statement on its rationale and potential community benefit. After a final review by the NRP Working Group and selected key stakeholders, the plan was completed in early February 2025 and adopted by the NRP Board on February 20, 2025.

NEWBERRY COUNTRY'S VALUES & VISION

Our Shared Beliefs & Aspirations for the Future

Values and vision statements provide a foundation for the discussions and decisions that go into creating a strategic plan. For such a plan to connect with the community it should be consistent with its shared values and add specificity to its vision for the future.

Community values can be defined as those deeply held beliefs about a place that are widely shared by its residents. Typically, a community's values reflect those qualities it prizes most — and does not wish to lose going forward.

A community's vision reflects its aspirations for the future, a preferred scenario of what the community could be 10, 20 or 25 years into the future. A vision's timeframe can be thought of as generational — planning for the lives of the next generation and beyond. Based on input from the community, below are Newberry Country's community values and vision.

WE VALUE...

- Our region's rural history and independent spirit
- Our broad diversity of communities and lifestyles
- Our small-town atmosphere and family-friendly amenities and activities
- Our easy access to Central Oregon's forests, rivers and volcanic wonders
- Our regional economy that provides family-wage jobs and builds prosperity
- Our expanding health care facilities and new educational opportunities
- Our diverse options for more affordable living
- Our police, emergency responders and firefighters who keep us safe and secure

OUR VISION...

Our vision for Newberry Country is to be Central Oregon's most livable place, known for its dramatic natural landscapes, awesome recreational opportunities, and diverse mix of rural, small-town and resort lifestyles.

We are a network of communities, each offering a distinct way of life that helps make us complete:

- La Pine has a lively downtown, affordable housing, and is a center for employment and retail services, excellent healthcare, and quality education.
- Sunriver is a vacation and retirement mecca, arts and culture magnet, and an economic engine in its own right.
- Our rural areas offer high-amenity and backcountry living that is safe, tranquil and fire-wise.

In our vision, Newberry Country connects its distinct communities in a mutually beneficial way, fostering a unique regional identity, a culture of engagement and belonging, and a future that is healthy, prosperous, sustainable and resilient.

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NEWBERRY COUNTRY'S STRATEGIES How We Will Work to Achieve Our Vision



Newberry Country Action Summit Participants, November 14, 2024, Sunriver, Oregon

RESILIENT NEWBERRY COUNTRY
Our Plan for Wildfire & Public Safety
(★ = Top-Scoring Strategies in NRP Community Poll)

OUR VISION FOR A RESILIENT NEWBERRY

We envision a Resilient Newberry Country, where we develop information and resources to prepare for, prevent and respond to wildfire and other adverse events that threaten our community's health, safety, and well-being.

OUR GAME CHANGER STRATEGY

R.1 Expand Funding and Education for Wildfire Preparedness and Prevention. ★

Establish local government and community-based support for fire-safe education and funding for property owners' wildfire safety improvements. Conduct regular community-based meetings with fire officials to educate residents about wildfire preparedness and prevention steps. Identify resources to help property owners create defensible space, install fire-safe landscaping, and undertake fire-safe building retrofits. Create a community-based Fire Prevention and Protection Coordinator position that serves Newberry Country.

Rationale / Community Benefit: In a Central Oregon of warmer temperatures and more frequent drought, much of Newberry Country is increasingly at risk for destructive wildfires that threaten lives, property, and livelihoods. The Darlene 3 fire of 2024 demonstrated just how endangered our communities can be. The NRP public survey found 73 percent of the nearly 1,000 respondents requesting more steps be taken in the community to prepare for and prevent wildfires. By expanding fire-wise education and funding for local property owners, informing area residents on wildfire preparedness and prevention, and promoting greater coordination among these and other efforts, we can greatly reduce the risk of catastrophic wildfires in our future. The time to strengthen those efforts is now.

Implementation Timeline: 5 years/ongoing

Recommended Lead Partners: Oregon State Fire Marshal, Newberry Regional Partnership, La Pine Rural Fire Protection District, Deschutes County Forester, Sunriver Fire Department

Potential Supporting Partners: Team Rubicon, Central Oregon Intergovernmental Council, Upper Deschutes River Communities, Midstate Electric Cooperative, Oregon Department of Forestry, OSU Extension Service, Central Oregon Fire Prevention Cooperative

Related Strategies: See also Resilient Newberry R.3, Livable Newberry L.4

ADDITIONAL STRATEGIES FOR A RESILIENT NEWBERRY

▪ R.2 Coordinate Efforts to Address Illegal Camping on Public Lands. ★

Promote a coordinated effort by the Bureau of Land Management, U.S. Forest Service, Deschutes County Sheriff's Office and other public and private sector partners to address the public health and safety impacts of illegal camping on Public Lands in Newberry Country through increased funding, intervention and enforcements tools and options.

Implementation Timeline: 5 years/ongoing

Recommended Lead Partners: Newberry Regional Partnership, Deschutes County Sheriff's Office, City of La Pine, Bureau of Land Management

Potential Supporting Partners: United States Forest Service, St. Vincent De Paul, Deschutes County Behavioral Health, Central Oregon Intergovernmental Council

Related: See also Sustainable Newberry S.2, Thriving Newberry T.3 & T.5

▪ **R.3 Investigate Improvement to Wildfire Evacuation Routes and Signage.**

Investigate improvements to evacuation signage on designated and alternate wildfire evacuation routes for Newberry Country residents and visitors. Address the evacuation challenges associated with Sunriver's complicated road system and large numbers of visitors during summer months.

Implementation Timeline: 1-2 years

Recommended Lead Partners: Sunriver Police Department, Deschutes County Sheriff's Office, Deschutes County Emergency Services, Deschutes County Road Department, Sunriver Resort, Sunriver Owners Association

Potential Supporting Partners: Project Wildfire, Firewise Communities

Related: See also Resilient Newberry R.1, Livable Newberry L.1

Other Strategy Ideas Tested in the Community Poll for Future Consideration

- Construct Pedestrian and Bicyclist Mobility Amenities and Safety Enhancements.
- Provide Visitor Information and Promote Digital Literacy on Wildfire Safety.
- Expand and Improve 'Safe Routes to School'.
- Establish and Enforce Restrictions on Hunting in Residential and Recreational Areas.

LIVABLE NEWBERRY COUNTRY
Our Plan for Growth, Planning & Infrastructure
(★ = Top-Scoring Strategies in NRP Community Poll)

OUR VISION

We envision a Livable Newberry Country, where we manage growth and development to enhance our quality of life, improve public amenities and services, and preserve our sense of place and community feel.

OUR GAME CHANGER STRATEGY

L.1. Implement Traffic Safety Improvements for Major Roads, Arterials, and Access to Highway 97. ★
Implement new traffic safety improvements on major roads and arterials in Newberry Country, calming traffic and strengthening public safety by adding stop lights, roundabouts and related roadway enhancements, including Burgess Road and Huntington Road. Improve safe and convenient access onto and off Highway 97.

Rationale / Community Benefit: Newberry Country has numerous challenges in its local and regional transportation network, including roadway and arterial conditions, traffic connectivity, highway access, and public safety. The NRP public survey found the transportation system among the top concerns of Newberry residents — notably a lack of infrastructure to accommodate increasing traffic and the safety of roads for motorists, pedestrians and bicyclists. While expensive, improvements to our local roadways and arterials would make a vital contribution to our region’s traffic flow, not only supporting safe and convenient mobility, but also promoting local commerce and economic development, safer evacuation routes and emergency traffic, and better public transportation.

Implementation Timeline: 5 years/ongoing

Recommended Lead Partners: Deschutes County Road Department, Oregon Department of Transportation, City of La Pine

Potential Supporting Partners: Oregon Transportation Commission, Oregon State Senators and Representatives, Local Road Districts

Related Strategies: See also Resilient Newberry R.3, Prosperous Newberry P.2

ADDITIONAL STRATEGIES FOR A LIVABLE NEWBERRY

- **L.2 Improve Public Transportation in Newberry Country.**
Work with Cascade East Transit and other stakeholders to improve public transportation service within Newberry Country and to the Bend area with a focus on creating convenient and accessible routes for commuters, seniors, people with disabilities, and youth.

Implementation Timeline: 5 years/ongoing

Recommended Lead Partners: Cascades East Transit, Newberry Regional Partnership

Potential Supporting Partners: Central Oregon Intergovernmental Council, City of La Pine, Oregon Disabilities Commission, La Pine Activity Center, La Pine Community Health Center

Related: See also Prosperous Newberry P.2, Thriving Newberry T.1

- **L.3 Implement Solutions for Long-Term Water Quality, Supply and Conservation. ★**
Secure funding to identify and implement solutions for long-term water quality and supply for Newberry Country. Develop and implement new, more effective water conservation measures, reducing unnecessary water consumption by homes, businesses and public buildings.

Implementation Timeline: 5 years/ongoing

Recommended Lead Partners: Deschutes Soil and Water Conservation District, Oregon Water Resources Department

Potential Supporting Partners: Central Oregon Intergovernmental Council, City of La Pine, Oregon Department of Environmental Quality, Deschutes Land Trust, Deschutes County Community Development

Related: See also Sustainable Newberry S.1

- **L.4 Improve Cell Tower Capacity and Internet Access across Newberry Country. ★**
Expand and improve cell tower capacity across rural Newberry Country to enhance reception and prevent overloads in the event of an emergency that could interfere with alert systems or other ways of notifying residents. Explore partnerships with internet service providers to expand broadband to unserved or underserved households in Newberry Country. Educate residents in areas with no Internet access about the availability of satellite services.

Implementation Timeline: 5 years/ongoing

Recommended Lead Partners: Internet Service Providers, City of La Pine, Deschutes County

Potential Supporting Partners: Sunriver/La Pine Economic Development, Deschutes Public Library, Central Oregon Intergovernmental Council

Related: See also Resilient Newberry R.1

Other Strategy Ideas Tested in the Community Poll for Future Consideration

- Explore Stronger Regulations to Control Short-Term Rentals in Rural Areas.
- Expand Habitat for Humanity's Critical Home Repair Program.
- Develop Protected Urban Bikeways and Pedestrian Pathways.
- Support Improvements to Aging Manufactured or Prefabricated Dwellings.
- Develop a Collaborative Work Space to House Local Nonprofit Organizations.

SUSTAINABLE NEWBERRY COUNTRY

Our Plan for Environment, Natural Resources & Outdoor Recreation

(★ = Top-Scoring Strategies in NRP Community Poll)

OUR VISION

We envision a Sustainable Newberry Country, where we conserve and protect the environment, steward our natural resources, and promote public access and enjoyment of our region's many natural wonders.

OUR GAME CHANGER STRATEGY

S.1 Assist Property Owners in Retrofitting Septic Systems. ★

Pursue additional funding opportunities to retrofit conventional, substandard, and failing septic systems, mitigating the impacts on water quality and the environment in Newberry Country. Explore opportunities to educate and assist property owners in improving their septic systems and reducing costs for new systems. Consider alternatives for long-term wastewater management, which include sewer systems or clustered systems in unincorporated areas of the region.

Rationale/Community Benefit: Newberry Country is blessed with its own distinctive natural features, including extensive riparian areas along the Deschutes, Little Deschutes, and Fall rivers. Residents and visitors alike rely on these assets for clean drinking water, safe recreation, and economic opportunities. However, conventional, substandard, and failing residential and commercial septic systems threaten to pollute nearby surface water and groundwater resources, posing serious public health and environmental safety concerns. In community input received by NRP, Newberry Country residents expressed concerns about environmental protections and said they want water and sewer infrastructure to be significantly upgraded. Assisting area property owners in retrofitting septic systems, including help in defraying the cost of such repairs, will help them secure their own housing investments, improve public health, and protect our environment. It's a win-win for everyone.

Implementation Timeline: 5 years/ongoing

Recommended Lead Partners: Central Oregon Intergovernmental Council, Deschutes County, Oregon Department of Environmental Quality, NeighborImpact

Potential Supporting Partners: Septic Contractors, Property Owners

Related: See also Livable Newberry L.3

ADDITIONAL STRATEGIES FOR A SUSTAINABLE NEWBERRY

▪ S.2 Clean Up Trash and Garbage from Forested Areas. ★

Working with the U.S. Forest Service, Bureau of Land Management and other federal, State and local government agencies, clean up trash and garbage from Newberry Country forested areas, including areas where homeless camps are located.

Implementation Timeline: 1-2 years

Recommended Lead Partners: Newberry Regional Partnership, Republic Services, Public Land Stewards

Potential Supporting Partners: Bureau of Land Management, US Forest Service, Deschutes County Sheriff's Office, Construction Companies, Homeowner Associations, Individual Volunteers

Related: See also Resilient R.2

- **S.3 Support the Revitalization of La Pine Park and Recreation District.**
Preserve and strengthen recreational opportunities and programming in La Pine, including support for the revitalization of La Pine Park & Recreation District, with a focus on organizational governance, management and sustainability.

Implementation Timeline: 3-5 years

Recommended Lead Partners: La Pine Parks and Recreation District, La Pine Park and Recreation Foundation

Potential Supporting Partners: Central Oregon Intergovernmental Council, Special Districts Association of Oregon, Parent Associations

Related Strategies: See also Prosperous Newberry P.2

- **S.4 Expand Curbside and Drop-Off Recycling Services in Sunriver, Three Rivers and La Pine Areas. ★**

Work with Deschutes County and private waste management companies in Newberry Country to offer affordable options for curbside recycling and open drop-off recycling centers where such services are not currently available. Couple expansion efforts with public education to ensure residents are recycling properly.

Implementation Timeline: 1-2 years

Recommended Lead Partners: Republic Services, Deschutes County Solid Waste

Potential Supporting Partners: Deschutes Board of County Commissioners

Related: N/A

Other Strategy Ideas Tested in the Community Poll for Future Consideration

- Expand and Develop Multi-Use Parks and Recreational Facilities to Accommodate a Wider Range of Interests.
- Promote Renewable Energy Use by Residences, Businesses and Public Buildings, and Construction of Large-Scale Alternative Energy Installations.
- Build More Pedestrian and Bike Paths in Sunriver, Three Rivers, and Oregon Water Wonderland.

THRIVING NEWBERRY COUNTRY
Our Plan for Health, Wellness & Human Services
(★ = Top-Scoring Strategies in NRP Community Poll)

OUR VISION

We envision a Thriving Newberry Country, where we support community health and wellness, ensure convenient access to comprehensive healthcare, and address the urgent health and services needs of our entire community.

OUR GAME CHANGER STRATEGY

T.1 Improve Access to Health Care Specialists and Emergency Room Services. ★

Continue to improve access to health care services for Newberry Country residents by increasing the number of specialists, opening a 24-hour emergency room, establishing a trauma-informed practitioner network, adding infusion therapies, expanding telehealth options, and providing transportation for residents who have medical appointments and other health-related needs in Bend.

Rationale / Community Benefit: For many residents of Newberry Country, staying healthy involves long drives north for medical services in Bend, often in dangerous winter driving conditions or relying on infrequent public transportation. This puts a tremendous burden on our lower income residents, the elderly, families with children, and unhoused community members. Responding to acute health emergencies that require immediate attention adds another layer of risk. Sixty percent of NRP survey respondents cited access to health care as a major community concern. In particular, residents mentioned the lack of 24/7 emergency care and specialty care. In the last few years, the region has made significant strides in healthcare services, especially with the new La Pine Community Health Center facility. However, significant gaps in services remain, including a 24-hour emergency room. Addressing these gaps will help complete the system, greatly improving the health of all our residents.

Implementation Timeline: 5 years/ongoing

Recommended Lead Partners: La Pine Community Health Center, St. Charles Health Systems, La Pine Rural Fire Protection District

Potential Supporting Partners: Deschutes County Health Services, Cascades East Transit

Related Strategies: See also Livable Newberry L.2, Prosperous Newberry P.2

ADDITIONAL STRATEGIES FOR A THRIVING NEWBERRY

- **T.2 Promote Access to Affordable Fresh, Nutritious and Locally Produced Foods. ★**
Promote greater access to affordable, fresh, nutritious, and locally produced foods in Newberry Country, including exploring opportunities to recruit a new competitively priced grocery store. Work to alleviate food desert status in applicable communities.

Implementation Timeline: 3-5 years

Recommended Lead Partners: Living Well La Pine, OSU Extension Service, High Desert Food and Farm Alliance, La Pine Community Health Center, Deschutes Public Library, Oregon Department of Human Services

Potential Supporting Partners: NeighborImpact, Sunriver/La Pine Economic Development, St. Vincent De Paul, La Pine Community Kitchen, Little Deschutes Grange, North Klamath County Farmers Market
Related: N/A

▪ **T.3 Expand Behavioral Health Services throughout Newberry County. ★**

Working with Deschutes County and healthcare providers, expand the availability of behavioral health services throughout Newberry Country, assisting all area residents experiencing mental health issues, substance use disorders, and developmental disabilities. Increase coordination and collaboration among behavioral health providers and mental health crisis first responders.

Implementation Timeline: 3-5 years

Recommended Lead Partners: La Pine Community Health Center, Deschutes County Behavioral Health

Potential Supporting Partners: St. Charles Health Systems, La Pine Rural Fire Protection District, Deschutes County Sheriff's Office, National Alliance on Mental Illness

Related: See also Resilient Newberry R.2, Thriving Newberry T.4 & T.5

▪ **T.4 Establish a Nonprofit Comprehensive Alcohol and Drug Treatment Center.**

Establish an alcohol-and-drug treatment nonprofit based in La Pine and serving all of Newberry Country with inpatient and outpatient care, including stabilization services and substance-use disorder programs.

Implementation Timeline: 3-5 years

Recommended Lead Partners: TBD

Potential Supporting Partners: TBD

Related: See also Thriving Newberry T.3

▪ **T.5 Coordinate with Regional Partners to Stabilize Unhoused Populations. ★**

Coordinate with local and regional partners to plan for and improve access to services that help stabilize unhoused populations in Newberry Country, including food and medical care, job training, and other wraparound services. Explore longer term options for regional partners to develop transitional housing and emergency shelter facilities in Newberry Country.

Implementation Timeline: 5 years/ongoing

Recommended Lead Partners: Deschutes County Behavioral Health, NeighborImpact, The Door, La Pine Community Health Center, Deschutes County Sheriff's Office

Potential Supporting Partners: St. Vincent De Paul, La Pine Community Kitchen, Home More Network, Faith Based Organizations, REACH, Homeless Leadership Coalition, Multi-Agency Coordinating Group

Related: See also Resilient Newberry R.2, Thriving Newberry T.3

Other Strategy Ideas Tested in the Community Poll for Future Consideration

- Mitigate Impacts of Wildfire Smoke on Residents, Children and Outdoor Workers.
- Provide Home Health Care and Infusion Therapies in Newberry Country.
- Increase Organized Activities for Community Members with Disabilities.
- Promote Community Education on the Impacts of Poverty and Trauma.
- Open a Community Pharmacy Facility in Sunriver.

PROSPEROUS NEWBERRY COUNTRY
Our Plan for Jobs & Economic Development
(★ = Top-Scoring Strategies in NRP Community Poll)

OUR VISION

We envision a Prosperous Newberry Country, where we support small businesses, create family-wage jobs, provide training for the local workforce, and develop housing so that residents can afford to both live and work in the region.

OUR GAME CHANGER STRATEGY

P.1 Create a Defined Downtown Area in La Pine with Small Businesses and Better Traffic Flow. ★
Create a better-defined downtown area in La Pine that is more walkable with shops and small, locally owned businesses. Develop unique “placemaking” elements such as a “Welcome to La Pine” archway, streetscaping, and signage, creating an integrated theme that attracts both residents and visitors.

Rationale / Community Benefit: Unofficially, La Pine is 115 years old; at the same time it is Oregon’s newest incorporated city and, by some measures, one of its fastest growing. Despite its rich past, La Pine has lost some of its historic character over the years — even while the desire to retain its small-town feel is strong. During NRP’s outreach work, residents expressed the need for a greater variety of places to shop and eat in downtown La Pine that would, in turn, generate more foot traffic and give a boost to small businesses. A concentrated effort to create a more defined downtown area will help La Pine shape a more dynamic economy, attracting businesses and providing jobs while making downtown more welcoming for residents and visitors alike.

Implementation Timeline: 5 years/ongoing

Recommended Lead Partners: City of La Pine, La Pine Urban Renewal

Potential Supporting Partners: La Pine Chamber of Commerce, Visit Central Oregon, Oregon Department of Transportation, Oregon Main Street, Deschutes County Road Department

Related Strategies: N/A

ADDITIONAL STRATEGIES FOR A PROSPEROUS NEWBERRY

▪ **P.2 Develop Affordable and Workforce Housing and Supportive Infrastructure for Working Families. ★**
Develop affordable and workforce housing for families and individuals in Newberry Country, including social and physical infrastructure to support and accommodate future housing growth.

Implementation Timeline: 5 years/ongoing

Recommended Lead Partners: Habitat for Humanity La Pine Sunriver, City of La Pine, Deschutes County

Potential Supporting Partners: La Pine Park and Recreation District, Central Oregon Intergovernmental Council, NeighborImpact, La Pine Chamber of Commerce, Sunriver Area Chamber of Commerce

Related: See also Livable Newberry L.1 & L.2, Sustainable Newberry S.3, Thriving Newberry T.1, Inspired Newberry I.2

- **P.3 Collaborate on Workforce Development Opportunities for South Deschutes County. ★**
Collaborate with Central Oregon Community College (COCC) and Sunriver/La Pine Economic Development (SLED) to increase and enhance workforce development opportunities, including support for the new La Pine Small Business Incubator facility, the recruitment of businesses to and the development of “spec-space” in the La Pine Industrial Park, apprenticeships, industry-specific certifications and credentials, for-credit job-shadowing opportunities for local high-school students, and other career training.

Implementation Timeline: 5 years/ongoing

Recommended Lead Partners: Central Oregon Community College, Sunriver/La Pine Economic Development, City of La Pine

Potential Supporting Partners: Small Business Development Center, East Cascade Works, La Pine High School, Central Oregon Intergovernmental Council, La Pine Chamber of Commerce, Sunriver Area Chamber of Commerce

Related: See also Inspired Newberry I.1 & I.3

- **P.4 Upgrade Sunriver Business Park as a Multi-Service Community Center.**
Upgrade the Sunriver Business Park to reflect its status as a functioning, multi-service community center, with sidewalks, crosswalks, and additional parking. Explore rebranding the business park to better reflect its mix of businesses, public facilities and community amenities and location outside Sunriver. Form a business park business association.

Implementation Timeline: 5 years/ongoing

Recommended Lead Partners: Sunriver Area Chamber of Commerce, Sunriver Owner’s Association

Potential Supporting Partners: Sunriver Resort, Three Rivers School, Deschutes Public Library, Sunriver/La Pine Economic Development, Deschutes County Road Department

Related: N/A

Other Strategy Ideas Tested in the Community Poll for Future Consideration

- Promote Newberry Country’s Outdoor Recreational Assets to Attract Tourists, Businesses and Young Families.
- Support Development of New Retail on Existing Rural Commercial Lots in Three Rivers.
- Recruit a Large Animal Veterinary Practice to Locate in La Pine.
- Develop Signage and Improvements to Promote Alternate Routes to Mt. Bachelor.
- Explore Options for a Competitively Priced Grocery Store.

INSPIRED NEWBERRY COUNTRY
Our Plan for Education, Learning & Youth Activities
(★ = Top-Scoring Strategies in NRP Community Poll)

OUR VISION

We envision an Inspired Newberry Country, where we expand access to quality education from childcare to community college, grow educational attainment levels, promote career development, and support lifelong learning.

OUR GAME CHANGER STRATEGY

I.1 Support Efforts to Increase Student Graduation Rates. ★

Support the newly formed South County Collaborative in its mission to keep Newberry Country students on track for graduation and success in life. Foster strategic collaboration between public and private stakeholders and advocate for the enhancement and growth of career and technical education (CTE) programs and facilities for youth, bridging careers and education.

Rationale / Community Benefit: It is well-known that Newberry Country students lag behind the rest of Bend-La Pine schools in terms their educational attainment, including graduation rates of at-risk students. There are a number of contributing factors, including a larger percentage of lower income households and more frequent student absenteeism. There is also a perception that rural students simply do not receive the attention of those in urban areas. During an education focus group held by NRP in 2023, a major discussion theme was the lack of educational resources and financial support for students and teachers. South County Collaborative has made great strides in addressing these shortcomings. From its initial emphasis on actions to boost attainment, it has broadened its vision to include the social-emotional well-being of students and pathways to post-secondary opportunities. Increasing support and funding for the Collaborative promises a brighter future for Newberry Country’s most precious resource — its young people.

Implementation Timeline: 3-5 years

Recommended Lead Partners: South County Collaborative, La Pine High School, Newberry Regional Partnership

Potential Supporting Partners: Sunriver Women’s Club, La Pine Chamber of Commerce, Sunriver Area Chamber of Commerce, Central Oregon Community College, Central Oregon Intergovernmental Council Youth Education

Related Strategies: See also Prosperous Newberry P.3

ADDITIONAL STRATEGIES FOR AN INSPIRED NEWBERRY

- **I.2 Conduct a Needs Assessment for Comprehensive Childcare and Preschool Facilities.**
Conduct a childcare needs assessment in Newberry Country to better understand the regional variance in childcare availability and cost. Determine the barriers families face in accessing preschool and early childhood education.

Implementation Timeline: 1-2 years

Recommended Lead Partners: Newberry Regional Partnership, Central Oregon Intergovernmental Council, Sunriver/La Pine Economic Development, South County Collaborative

Potential Supporting Partners: La Pine Chamber of Commerce, Sunriver Area Chamber of Commerce, NeighborImpact, Oregon State University

Related Strategies: See also Prosperous Newberry P.2

▪ **I.3 Engage with COCC to Develop a Satellite Program and Facility in La Pine. ★**

Engage with Central Oregon Community College in a dialogue on developing a satellite COCC program and facility in La Pine. Explore a bond measure on a future ballot to expand COCC facilities and programs in South Deschutes County. Encourage large employers to sponsor higher education classes. Expand options for adult education and lifelong learning classes that meet the various needs and interests of residents.

Implementation Timeline: 3-5 years

Recommended Lead Partners: Central Oregon Community College, Sunriver/La Pine Economic Development

Potential Supporting Partners: South County Collaborative, La Pine High School, Local Employers

Related Strategies: See also Prosperous Newberry P.3

▪ **I.4 Expand After-School, STEAM and Summer Activities to Keep Students Engaged and Learning. ★**

Expand the availability and accessibility of after-school programs and activities designed to keep Newberry Country youth active, socially engaged and learning outside of traditional classrooms. Help to advance STEAM (Science, Technology, Engineering, Art, Math) programs, enhancing student learning experiences and success in life. Keep youth active year-round by providing summer activities.

Implementation Timeline: 1-2 years

Recommended Lead Partners: South County Collaborative, Bend-La Pine School District, Camp Fire Central Oregon

Potential Supporting Partners: La Pine Park and Recreation District, Sunriver Music Festival, Sunriver Stars

Related Strategies: N/A

Other Strategy Ideas Tested in the Community Poll for Future Consideration

- Expand Music Education in all Newberry Country Schools to Improve Student Outcomes.
- Recruit Business Owners and Senior Volunteers for In-School Programs.
- Establish a Business/Foundation Supported Scholarship Fund for Area Students.
- Expand and Support Active Parent-Teacher Organizations in Newberry Country Schools.

VIBRANT NEWBERRY COUNTRY
Our Plan for Arts, Culture & Civic Life
(★ = Top-Scoring Strategies in NRP Community Poll)

OUR VISION

We envision a Vibrant Newberry Country, where we foster local arts and artists, celebrate our region’s history and culture, and ensure access to independent, reliable information that deepens community connections and engagement.

OUR GAME CHANGER STRATEGY

V.1 Support an Independent News Organization Based in Newberry Country.

Work with the Fund for Oregon Rural Journalism and other partners to support a Newberry Country-based independent news organization and independent journalists serving Newberry Country, providing residents with balanced, objective news and information on key community issues, events and activities. Explore newer approaches to local news dissemination, including nonprofit models, community-centered journalism, local podcasts, and direct digital engagement.

Rationale / Community Benefit: Currently, there is no independent news outlet exclusively focused on Newberry Country as a whole, nor is there any formal news reporting in the La Pine area. Many area Newberry residents rely on social media platforms, news sources based outside the region, or word-of-mouth for their information. In the absence of formal news reporting, inaccurate information or hear-say can sometimes prevail. During the community input phase of the strategic planning process, many participants said they relied on Facebook or Nextdoor to stay informed, even though they believe such platforms often contain misinformation. They described a lack of available information on critical community concerns such as wildfire. They also suggested that inconsistent communication has contributed to community divisiveness. Establishing an independent news organization that supports local reporting could make reliable information on important issues more available. While the most effective, accessible approach for local news would need to be determined, community-based news and reporting could help fill the large information gap that currently exists.

Implementation Timeline: 3-5 years

Recommended Lead Partners: Connect Central Oregon, KNCP Radio (Newberry Mix)

Potential Supporting Partners: Fund for Oregon Rural Journalism, South County Shopper, La Pine High School, Sunriver Area Chamber of Commerce, La Pine Chamber of Commerce, Sunriver Scene

Related: N/A

ADDITIONAL STRATEGIES FOR A VIBRANT NEWBERRY

▪ **V.2 Form a Newberry Country Arts & Culture Alliance.**

Form a Newberry Country Arts & Culture Alliance to foster collaboration between organizations and support local artists, festivals and other cultural events. Inform community members and visitors alike of the region’s extensive events calendars, bridging the gap between Newberry Country’s small town and resort events—from the La Pine Rodeo and Frontier Days to the Sunriver Music Festival and Sunriver Stars.

Implementation Timeline: 1-2 years

Recommended Lead Partners: Artists Gallery Sunriver, La Pine Chamber of Commerce Sunriver Area Chamber of Commerce

Potential Supporting Partners: La Pine Rodeo, Frontier Days, Sunriver Stars, Visit Central Oregon, Sunriver Music Festival, Deschutes Cultural Coalition

Related Strategies: N/A

- **V.3 Establish a Storefront Museum in La Pine for Newberry Country History and Heritage.** Work with Deschutes Historical Museum to establish a storefront museum in Downtown La Pine featuring Newberry Country history and heritage. Provide a permanent repository for documents, displays and oral histories from the region, including Indigenous peoples.

Implementation Timeline: 5 years/ongoing

Recommended Lead Partners: La Pine Historical Society & Museum, Deschutes Historical Museum, La Pine Urban Renewal

Potential Supporting Partners: Deschutes Land Trust, La Pine Park and Recreation, Little Deschutes Grange, La Pine Frontier Days, City of La Pine, Sunriver Owners Association

Related: N/A

Other Strategy Ideas Tested in the Community Poll for Future Consideration

- Foster Collaboration Between Arts Groups and State and Local Parks in Newberry Country.
- Develop a Permanent Home and Performance Space for Sunriver Stars Community Theater.

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APPENDIX 1. NRP Advisory Team, Funders, Acknowledgements & Special Assistance

OUR ADVISORY TEAM

City of La Pine
Central Oregon Intergovernmental Council
Deschutes County Community Development
Deschutes County Sheriff's Office
First Interstate Bank
Habitat for Humanity La Pine Sunriver
La Pine Chamber of Commerce
La Pine Community Health Center
La Pine Rural Fire Protection District
Little River Strategies, Inc.
Midstate Electric Co-op

Oregon Community Foundation
South County Collaborative
St. Charles Health System
Sunriver Area Chamber of Commerce
Sunriver Homeowners Association
Sunriver La Pine Economic Development
Sunriver Resort
Sunriver Women's Club
Vic Russell Construction, LLC

OUR FUNDERS

City of La Pine
Central Oregon Intergovernmental Council
Deschutes County
The Ford Family Foundation

Habitat for Humanity of La Pine Sunriver
Oregon Community Foundation
Roundhouse Foundation
St. Charles Health System

ACKNOWLEDGEMENTS

Dwane Krumme, Habitat for Humanity La Pine Sunriver, *In Memoriam*
Scott Aycok, Central Oregon Intergovernmental Council, Community & Economic Development
Mark Dennett, DCG Research
James Lewis, Sunriver Homeowners Association
Geoff Wullschlager, City of La Pine

SPECIAL ASSISTANCE

Central Oregon Intergovernmental Council
Books, Boxes and Business Services
Josie K's Deli and Kitchen
La Pine Senior Activity Center
Oregon State University - Cascades
Sunriver Homeowners Association

APPENDIX 2.

NRP Action Summit Participants & Affiliations • November 14, 2024

INSPIRED NEWBERRY COUNTRY

Valerie Stensland	Sunriver Women's Club; South County Collaborative, NRP
Andromeda Rojo	Better Together; South County Collaborative
Sarah Cochran	Youth Career Connect
Kristine Thomas	Sunriver Area Chamber; Newberry Regional Partnership
Rachel Cardwell	Central Oregon Friends of the Children
Bruce Abernethy	Bend-La Pine School District, South County Collaborative
Erin Foote-Morgan	Central Oregon Community College Board of Directors Zone 7
Alice Ivey	Boys and Girls Club of Central Oregon
Scott Olszewski	La Pine High School Principal

LIVABLE NEWBERRY COUNTRY

Maddie Sparrow	La Pine High School Student
Geoff Wullschlager	La Pine City Manager
Brent Bybee	La Pine City Planner
Wes Elliott	La Pine Tax Service - Owner
Chris Doty	Deschutes County Road Department Director
Jeff Poteet	Windermere Broker, City of La Pine Planning Commissioner
Sean Creighton	Three Rivers Resident
Christie Rudder	Oregon Disabilities Commissioner
Nicole Mardell	Deschutes County - Senior Planner

PROSPEROUS NEWBERRY COUNTRY

Janis Curtis	La Pine City Councilor - Elect
Nick Tierney	Program Coordinator Central Oregon Intergovernmental Council
Kim Gammond	Habitat for Humanity La Pine Sunriver - Executive Director
Victoria D'Auteuil	Business Owner Sunriver, Physical Therapist
Tom O'Shea	Managing Director of Sunriver Resort
Katie Gilbert	Marketing Specialist, Visit Central Oregon
Yumi Oakes	Operations Manager, Visit Central Oregon
Nate Wyeth	Visit Bend - SVP/Newberry Country Resident
Cindy Lenhart	Central Oregon Community College - Instructional Outreach Dean
Gracie Looney	LPHS Student

RESILIENT NEWBERRY COUNTRY

Megan Tuck	Central Oregon Intergovernmental Council
Helen Marston	Keller Williams - Broker, UDRC Board Member
Kevin Moriarty	Deschutes County Forester/Project Wildfire
Stu Martinez	Former Mayor of La Pine
Sgt Kyle Kalmbach	Deschutes County Sheriff's Office Sergeant
Josh Willis	Director of Operations - Sunriver Resort
Nathan Garibay	Deschutes County Sheriff's Office Emergency Manager
Jerry Chinn	Team Rubicon - Team Leader
E. Werner Reschke	Oregon State Representative - 55th District

SUSTAINABLE NEWBERRY COUNTRY

Julia Baumgartner	Central Oregon Intergovernmental Council, NRP
Aaron Schofield	First Interstate Bank, Branch Manager
Deputy Jon Ebner	Deschutes County Sheriff's Office - Deputy
Courtney Voss	Republic Services - Municipal Manager
Daren Vom Steeg	Community Member
Jeremy Evans	Public Land Stewards
Erin Kilcullen	Deschutes Soil Water and Conservation District - District Manager
Rachel Alm	Oregon Community Foundation - Program Officer
Colin Fogarty	Oregon Community Foundation - Director of Communications
Shara Bauman	La Pine Park and Recreation District - Board Member

THRIVING NEWBERRY COUNTRY

Courtney Ignazitto	La Pine Community Health Center, La Pine City Councilor
Erin Heyl	Deschutes Public Library
Becca Rohleder	St. Vincent de Paul La Pine - Social Services Director
Jessica Gamble	Home More Network
Brooks Eilertson	Community Member
Amanda Singh	High Desert Food and Farm Alliance
Brandi Borton	OSU Extension - SNAP- Ed Education Program Assistant
Dayna Underwood	La Pine Community Health Center

VIBRANT NEWBERRY COUNTRY

Ann Gawith	La Pine Chamber of Commerce/La Pine Frontier Days
Jim Fister	Sunriver Service District - Board Chair
Adam Burr	La Pine Rodeo Association - Secretary
Jeannine Earls	City of La Pine Mayor - Elect

ACTION SUMMIT STAFF

Steven Ames	Principal, Steven Ames Planning, Program Facilitator
Kathy DeBone	Newberry Regional Partnership Community Coordinator, Presenter
Julia Baumgartner	Central Oregon Intergovernmental Council, Presenter
Kerry Prosser	City of Sisters, Program Speaker
Nicole Mardell	Deschutes County Community Development, Program Speaker
Megan Tuck	Central Oregon Intergovernmental Council, Organizer
Nick Tierney	Central Oregon Intergovernmental Council, Organizer
Grace Lee	Central Oregon Intergovernmental Council/RARE, Organizer & Photographer

APPENDIX 3.

NRP Community Civic Engagement Session Participants • October-November 2023

Bruce Abernethy	Wes Elliot	Larry Marston	Carlos Salcedo
Patti Adair	Clyde Evans	Diane McClelland	Nicole Scott
Katie Ahern	Jeremy Evans	Jess McIntyre	Judy Selsor
Jim Anderson	Gray Evans	Jacob McIntyre	Kelsey Seymour
Scott Asla	Julia Farman	Robert Metcalf	David Sneed
Martha Bauman	Bruce Farman	Larry Miller	Rick Staaterman
Linda Bauman	Mary Fister	Cindy Miller	Val Stensland
Julia Baumgartner	Gwen Gamble	Bridget	Pat Stone
Carol Bennett	Jackie Gandetto	Montgomery	Jim Stone
Ernest Bethe	Kaylyn Grammater	Terry Mowry	James Stroschein
Carla Borovicka	Angela Groves	Teresa Mowry	Marv Taylor
Jamie Bovik	Bea Hatler	Kristin Mozzochi	Hayden Taylor
Rachell Cardwell	Don Hatler	Teri Myers	Tracey Taylor
Phil Chang	James Hayes	Carolyn Nesbitt	Wendy Teters
Lessa Cicirello	Darwin	Kelli Neuman	John Teters
Jamie Cordell	Hemmingson	Brandy Odekirk	Kristine Thomas
Carla Cornelius	Erin Heyl	Shirley Olsen	Mike Thorne
Lee Courtney	Erick Holsey	Scott Olszewski	Kristin Thorne
Roy Crafts	Meagan Iverson	Dave Ott	Erin Trapp
Sean Creighton	George Jacob	Sharon Peetz	Megan Tuck
Kim Crew	Carl Jansen	Pamela Perrine	Susan Turner
Lois Cross	Teri Jo Baker	Debi Persons	Terry Van Oss
Kathy DeBone	Katie Kaiser	Kris Potter	Daren Vom Steeg
Tony DeBone	Melinda Kufeld	Pam Price	Steve Wagner
Joe Deluca	Jess Lawrence	Karen Prow	Fern Webb
Karen Demaris	Jen Lawrence	Briana Richter	Jeff Weiland
Trent Demaris	NaDyne Lewis	Ellen Ritsema	Miranda Wells
Jamie Donahue	Ron Lewis	Max Ritsema	Patti Wieland
Dan Dougherty	Duane Liebell	Becca Rohleder	James Wilson
Ethel Dumon	Carol Lockhart	Gina Rosbrook	Avery Witty
Dan Ebert	JR Lorimor	Vicki Russell	Melinda Young
Mike Edson	Sarah Mahaffy	Vic Russell	
Leroy Elan	Helen Marston	Keighla Russell	