

**Mayor Christine Lundberg**  
**2011 State of the City Address**  
**January 13 at 11 a.m.**  
**Wildish Theater – Downtown Springfield**  
**2,600 words (about 20 minutes)**

Introduction by Council President Dave Ralston:

Welcome and thank you for being part of my first State of the City Address.

Thank you to Bailee Jordyn for the wonderful music.

As a native of Springfield and a long-time volunteer I am humbled to serve and represent the City I have always loved. I have become mayor at a time that comes with challenges. A time when many people are frustrated, a time when some may question our “bright future” and whether or not we can make it a reality. But, challenges are just opportunities in disguise.

Opportunities that I believe we will take advantage of. Springfield has never shied away from a test and I expect us to take advantage of this chance to show who we are, what we are made of and realize our dreams.

In 2011 the State of the City of Springfield is **Resilient**. We are resilient because of the people that live and work in this community we call home. I’d first like to introduce a group of people that exemplify Springfield, my partners on the City Council. I am proud to serve with Councilors Joe Pishioneri, Dave Ralston, Hillary Wylie, Sheri Moore, and Marilee Woodrow. I want to thank Terri Leezer, who had to resign in September and Fred Simmons who recently stepped down from the council. *Please stand and be recognized.*

Thank you to our federal delegation for your work on behalf of our community. Congressman Peter Defazio, Senator Ron Wyden and Senator Jeff Merkely – thank you for your hard work on behalf of our community.

In the Oregon legislature, our newly retired senator Bill Morrisette and representative Terry Beyer thank you. And to newly elected Lee Beyer, we look forward to working with you.

I want to say a special thank you to Sid Leiken who served as mayor for 10 years. We appreciate your long standing service for Springfield and all that we accomplished during your years as mayor. I look forward to working with you in your new role as Vice Chair of the Lane County Commission. Congratulations and good luck. Sid, *please stand*.

Mayor of Eugene, Kitty Piercy. You and I have always had a great relationship and I look forward to a continued partnership and a future of working to help both of our communities thrive. Thank you Kitty.

*– And to all of our elected officials, thank you for your support and partnerships. Please stand and be recognized.*

Thank you.

I want to say thank you to the City's executive team, who have also dedicated their careers to serving the public – Gino Grimaldi, Jeff Towery, Rod Lathrop, Jerry Smith, Bill Grile, Bob Duey, Rob Everett, Susie Smith, Greta Utecht, Niel Laudati, and our new Fire Chief Randy Groves. Thank you for your dedication. And a thank you to our former fire chief - Dennis Murphy, who retired over the summer, *please all stand and be recognized*.

In the City Manager's office, Julie, Amy, John, Courtney and Jim – I look forward to working with you for a better Springfield. Please stand – and *if all city staff in attendance could please stand to be recognized.*

Finally to my family, my four children, although not at home any more, I thank them for the many years that they shared me and my time with the community and hope that they will choose to live here as they finish school, begin their careers and start families of their own.

A new mayor brings a new perspective. There is a fresh coat of paint on the walls of the mayor's office reflecting a new start, but also I recognize the history in those walls and those that served before me, Sid Leiken, Bill Morrisette, Sandra Rennie, John Lively and Maureen Weathers, to name a few. Thank you for the solid foundation on which to take a fresh look with a new perspective.

I know many of you in this room, but for those who don't yet know me, let me introduce myself. I grew up in Springfield; this is my community – my home. As a child I rode my bike to pick beans where Peace Health at Riverbend now sits. I had my hair cut at my grandpa's barber shop in Glenwood. In my early teens I went to movies right here at the Wildish Theatre. My sense of service comes from my mother. She had polio as a child and as a result lost the use of her legs. It was her determination that taught me *anything* is possible. **I am passionate about what I believe in. I believe in Springfield.** Springfield is part of who I am.

I've learned how to build a community by bringing very divergent groups together to reach consensus for a common cause. I am pragmatic and objective. I prefer finding the common ground in any decision that needs to be made, but am not afraid to make tough decisions that are in the best interest of the community.

I am a staunch advocate for business because bringing jobs into this community helps families succeed. I have a good working relationship with small business owners and all businesses that have made and will continue to make substantial investments in Springfield.

Working for so long in this community, I've come to understand there is a certain spirit that makes Springfield great. It started with Elias Briggs and it continues with the innovators and community volunteers of today.

To celebrate that Spirit, it is my pleasure to announce the first two of what I hope are many presentations of the Spirit of Springfield Award.

This first award goes to a person who epitomizes the Springfield Spirit and has devoted time and effort to making Springfield a better place to live and work.

This year, I'm honored to present our first Spirit of Springfield Award to a longtime downtown staple who is retiring after many years providing a destination downtown. Ruthie B please come down to the stage. Ruthie, please accept this award on behalf of Springfield. Your work helped put our downtown on the map. I respect you and we will all miss you.

The second award goes to a man who epitomizes the Springfield Spirit that we should all try to achieve. Bill Morrisette please come up here.

- Bill as my Social Studies teacher your energy (at 8 in the morning) inspired me to become involved in my community.
- As mayor you brought a fun and thoughtful style to Springfield
- And as a Senator, you championed the needs of everyday Springfield Residents
- Thank you for your commitment and friendship.

The Springfield Spirit, we are seeing that Spirit and a new buzz downtown as business owners begin to look at new opportunities in our core.

- In 2010, the downtown plan was completed, adopted by Council and implementation is underway.
- A downtown parking plan has also been adopted by Council
- We have a new partnership with NEDCO and a state designation of downtown Springfield as part of the very successful Main Street Program.
- We have a new partnership with the Eugene Storefront Art Project bringing new downtown events - such as - monthly art walks to our community.
- In October we wrapped up another successful year with Springfield's Farmer's Market.
- We see continued growth in attendance and awareness of Springfield Museum and continued success of the Emerald Empire Art Center.
- Two new restaurants and a yogurt shop opened in the downtown core.
- And downtown schools continue to bring life and add to the growing positive cultural influences downtown
- We've completed substantial progress on the Springfield Mill Race Restoration project, including a new inlet channel, re-vegetation and a host of much needed upgrades to this legacy resource.
- We are seeing the Spirit of Springfield in our downtown - and a rebirth of our city's core isn't just a dream anymore...we are working to make it a reality.

We will certainly need that Springfield Spirit to face down the new realities that threaten to hamper our future. I'm ready for the challenges that face our city – starting with our budget.

The budgetary challenges our city faces are not unlike other Oregon cities, or other cities around the country. Values for industrial properties have fallen dramatically. New construction of

commercial and residential properties has come to a standstill. This has impacted our job market and the revenue sources related to property values and new development. We are facing this reality by reducing the current year's operating budget. This will give us a head start on next year's budget, which will require us to reduce the city workforce to reflect this new reality.

As we reduce the city budget it will be important to remain true to Springfield's values and the needs of our citizens. While our budget situation represents a challenge, it is a challenge that we will meet head on and without hesitation. I am confident that we will develop a budget that continues to meet the most important needs of our residents - while maintaining a solid foundation for improving the livability and prosperity of the community.

2010 was financially challenging, yet even through the financial uncertainty and the struggles of our community members; Springfield voters yet *again* stepped up and voted overwhelmingly for our Fire Levy. In 2010, it was a tremendous show of trust for your local government and gives us reason to work even harder to deliver quality services to our community.

You've shown us that trust before, when you voted to build and staff our Springfield Municipal Jail. It has been operating for **11 Months and taken in more than one-thousand six hundred inmates**. No longer do lawbreakers live in a consequence free community. We have seen a **nearly 10-percent** drop in our crime rate and **300,000** – dollar increase in fines collected versus our 2009 statistics. Our partners in Eugene have leased space for **10** inmates. This is a service we are pleased to provide because it strengthens our broader community.

Strengthening our community came into sharper focus this year with the adoption of a new council goal: **Effectively Create a Positive Environment That Values Diversity and**

**Encourages Inclusion.** We are working to do a better job of welcoming people, from many backgrounds that make our community richer and more vibrant. It is vital work, because *exclusion* takes many forms. For me I saw exclusion through my mom’s eyes. I remember the many hurdles in negotiating through a world not set up to accommodate her wheel chair. That included using the freight elevator to get to the second floor to buy my school shoes a few doors down at the old Alexander’s - which is better known now as Springfield City Hall. *Inclusion* also comes in many forms.

- Our Library has a full time Latino Liaison and provides Spanish language materials, programs and web-based resources.
- The Police Department and Municipal Court provide Spanish language and interpretation services.
- We are in the process of creating and redesigning programs and materials to ensure greater access to public contracts and employment opportunities.
- Employees from several departments will serve on a work group to address a number of diversity related issues including employee education and training, communication and awareness.
- The City has recommitted to its participation in the Lane County Interagency Diversity and Equality Coalition and the City Manager and other leaders at the City have been talking and meeting regularly with community leaders and advocates for diversity, equity and inclusion.
- There is no question in my mind that in the coming years we will be looked at as a city that honors all our community members.

We continue to find ways of doing things differently. Our community told us to update the look and usability of our website, so we did just that. With very little money and the work of numerous staff members we updated our website and gave it a look that is smart, sophisticated and uniquely our own.

2010 was also the year of our 125<sup>th</sup> Anniversary. In that aspect it was a brilliant year. On February 25, we celebrated our City's birthday in typical Springfield fashion by delivering birthday cakes at random to 125 businesses and residences in Springfield.

And there was incredible interest in a slate of celebration events made possible by a wide range of partners.

- There was a sold out golf tournament at the Springfield Country Club;
- colorful banners hung from light poles and welcomed visitors at the Airport,
- there were contests in our schools;
- our local brewery, Hop Valley, crafted a signature ale in honor of the occasion;
- Darth Vader visited our library as part of Star Wars Day, bringing more than 600 people downtown for the event;
- The Eugene Emeralds became the Springfield Emeralds for one night in June and scored a victory during a sellout game;
- Our partners at Willamalane helped us throw the biggest birthday party in our city's history during Summerfest, which brought three days of entertainment fit for the entire family.
- The response from our community and local businesses was phenomenal – we are proud of Springfield and our anniversary was the perfect platform to celebrate who we are.

2010 also brought a dramatic change to Springfield's landscape.

- With our partners in the Springfield Rotaries, we worked with international artist Devin Laurence Field to design and install the most gorgeous, most original welcome sign in Oregon.
- With assistance from our Federal Delegation, a public private partnership between the School District, the City and Siuslaw bank led to the new 125<sup>th</sup> anniversary mural, gracing the Siuslaw building on 6<sup>th</sup> Street.
- Our Firefighters outlined 125 years of their own history during a month-long exhibit in our wonderful Springfield Museum.
- And the Springfield Christmas Parade helped us wrap up the season with a fantastic family gathering.
- Partnerships expanded in 2010 with the city of Eugene as we combined the administrative functions of the two city's fire departments – enhancing emergency medical care and fire suppression in our community.
- With federal stimulus dollars we worked with Lane County to repave the EWEB bike path and significant segments of Pioneer Parkway and Hayden Bridge and Harlow Roads.
- We combined our long planned Gateway Street Beltline Road improvements with Oregon Department of Transportation's second phase of the Interstate 5 Beltline Road improvements that resulted in construction efficiencies and other cost savings.
- Our partners at LTD completed the second route of EM-X with the Gateway EM-X Line connecting downtown to the RiverBend Medical Center, major Gateway area employers, and the Gateway Mall.

**Our TEAM Springfield Partners had another successful year.**

- Willamalane opened Lively Park’s shelters, playground and dog park – a dog park named, very appropriately, in honor of former councilor John Woodrow. They also purchased the regional sports center and made incredible improvements to Clearwater Park.
- Springfield Public School’s Nancy Golden was named Superintendent of the Year and has agreed to serve as our new Governor’s advisor on education. She has made all of us incredibly proud in the process.
- Springfield Utility Board celebrated 60 years of service and once again, provided a wonderful family event with Light of Liberty.

Thank you for your partnerships – we appreciate your tremendous work.

Before you leave I’d like to show you a short video overview of 2010 and then invite you to the stage for refreshments provided by our great sponsor, the Pump Café. I’d also like to thank Mike Dean Photography for his work and partnership on this event.

And -I want to thank you all for coming today. We have so much to be thankful for - and so much to do. It is a time filled with possibilities. It is an exciting time to be in Springfield. We will have plenty of chances to show our mettle and come out on top.

As one friend put it in a New Year’s Eve text, “2011 - bring it on”. And so I say – 2011 bring it on, because Springfield is ready.

