



Candidate Questionnaire

2020 Primary Election

The Springfield Area Chamber of Commerce strongly encourages engagement between elected officials and chamber members as a way to inform and to be informed on issues of interest and impact to the chamber community. Local non-partisan elections are a great opportunity to deepen our understanding of each other.

While the Chamber will not be making any candidate endorsements, we seek to inform our members and voters by engaging in dialogue with those interested in serving and representing our community. We'll offer a number of opportunities to do so in the weeks leading up to election day. The first of these is this candidate questionnaire.

We're inviting each candidate running for office on the 2020 primary election ballot (opposed or unopposed) to submit their response to the following questions in writing. These questions have been formed by the Chamber's *Business Advocacy Council*, a diverse group of business and community leaders, through a deliberative process with issues of interest and impact on our business community and our local economy in mind.

Questions and answers will be published unedited on the Springfield Chamber's digital news platforms including the chamber website (www.springfield-chamber.org), the chamber's online news *The Bottom Line* (www.springfieldbottomline.com), and in the *Member Connect* a weekly bulletin distributed via email.

If you wish to participate in this opportunity to inform and engage with the chamber community, please **submit your answers in writing no later than Wednesday, March 18th to max@springfield-chamber.org.**

Candidate Information

Full Name: Christine Lundberg

Position Running for: Springfield Mayor (re-election)

Campaign Email: Christine@christinelundberg.com

Campaign Website (if applicable): www.christinelundberg.com

Endorsements (if applicable):

Springfield Board of REALTORS

Oregonians for Affordable Housing

Greg James (Willamalane Board member)

Sean VanGordon (Springfield City Councilor)

Marilee Woodrow (Springfield City Councilor)

Joe Pishioneri (Springfield City Councilor)

Doug Harclerod (Retired District Attorney)

Personal/Background

- 1. Please provide a brief statement on your personal, professional and service record in service to and support of the business community.**

I would estimate that I have spent at least 80% of my working career in the private sector. Whether as an employee, in management or owning and running my own businesses. One significant exception was my service in the Navy. I understand how important our business community is to Springfield's success. I understand how government can be a help or a hinderance to the business community. I have worked with the timber industry to advocate for fair regulations, increase harvesting and promote timber products. I have worked with Springfield Chamber and Springfield School District to help develop the award winning WorkReady program.

Business, Economic Development, Community

- 1. In your view, what is economic development and why is it important to our community?**

Economic Development is the backbone of our community's continued health, wellbeing, prosperity and progress. I am passionate about helping create an atmosphere where businesses can thrive. Economic development includes job creation and retention. In Springfield's case it has been diversifying our economy from a timber dominant community to one that has a wide variety of industries including healthcare, technology and the myriad of small businesses that employ so many in our community.

The city is also a partner in economic development by investing in projects like infrastructure or providing Enterprise Zone tax incentives. As Mayor, I recognize the importance of fair regulations and reasonable fees that support the success of our business community while encouraging a safe and healthy environment. These efforts are all needed to create the vibrant community we all want to enjoy.

- 2. What is your vision for Springfield, and what do you see as the three most significant challenges, opportunities, and solutions to achieving that vision?**

Springfield was for so many years the little town next to Eugene. A blue-collar town that was crime ridden. We have come a long way from that point, and although I have no problem with our blue-collar heritage, I think we still lack a distinctive image that sets us apart.

For a long time, I have felt strongly that Springfield needs to have a distinctive project that is recognizable by anyone, anywhere. I also feel that a distinctive project should be in Glenwood. Glenwood is centrally located between Springfield and Eugene, is near transportation corridors and is scheduled to be redeveloped with amazing riverfront housing, shops and employment. The indoor track and event center holds the promise to put Glenwood and Springfield on the map and fulfill that vision. We can be a more prominent part of TrackTown and have a legacy project that puts us on the regional, state and national stage. We can promote our emphasis on a promoting a healthy community. The event center will complement the Bob Keefer Center with more and expanding opportunities for sports and events in Springfield.

Of course, there are always challenges to any visionary project. The number one challenge is money. Money is always a challenge, no matter what the project is, private or public. The track and event center group has formed a nonprofit that can raise money and partner with public agencies to put together the funding needed to complete the project. The right combination of partnerships is both an opportunity and a challenge. Our region has had a long history of support for sports and sports facilities. Springfield has an opportunity to take a major role in the sporting community with the number and types of sports that can use the track and event center.

My overarching vision for Springfield is to create a city that is a city of choice. A city that grows, residents can live a safe and healthy lifestyle, everyone feels welcome and valued. Whether it is in Glenwood and our distinctive track and event center, Gateway and our growth opportunities, or our most established neighborhoods along Main Street and in Mohawk our businesses are thriving and our residents successful.

3. What role does/could the Chamber of Commerce play in implementing that vision?

There are so many ways the Chamber can and has stepped up to implement this vision. The Chamber launched two new signature events in 2019 bringing together hundreds of business, civic, and public sector leaders and influencers around current topics of regional economic and community development: The State of Business Breakfast in May and The Leadership Summit in September. The Chamber also expanded on small business education programs like Business Boot Camp and launched a digital news platform.

My favorite though has been the WorkReady program. WorkReady has become a model program inspiring scale-to-fit initiatives and programs in peer communities across the state; WorkReady business and community partner leaders are advising four of these communities on how to plan, design, and implement their own WorkReady programs.

I am so proud that you have developed a resource toolkit for communities statewide interested in launching their own WorkReady program. To date more than 350 businesses have offered their expertise, knowledge, and resources to strengthening our Springfield students' educational path to successful careers; nearly 3,800 students have participated in WorkReady. Congratulations!

4. How do you plan to engage the business community in the city's priority-setting and decision-making process?

As Mayor, it's my assignment to lead this priority-setting charge and ensure it reflects the entire community. As part of this effort, the City is rolling out a community survey to check in with residents. This process will help formalize the words we use to form the City's identity and lay the foundation for future strategic planning efforts. It will also help us as we update Springfield's visual representation, its logo and other communications elements.

We will also be inviting business community members to join in mission and vision sessions with us. When we're done, everyone will have had an opportunity to participate, to share opinions, and help us define our future.

We have counted on the business community to help us rewrite our development code. The code was long overdue for a brand-new version. The business community has been invaluable in writing a development code that should be easy to read, reflective of our community values and not cause undo restrictions.

As always, my office is open, and you know my cell number. I welcome all feedback from the business community about our visioning process as well as any decisions that are coming up at council.

Public Policy for Investment, Spending, Taxes, and Fees

5. What is your affordable housing strategy or policy proposal?

Housing is a complex issue with many solutions being needed in many different areas. Beginning in 2018 and extending through 2019, the City offered Systems Development Charge payments on behalf of developers building the newly permitted Accessory Dwelling Units (ADUs).

We are also actively working to revise and amend the Springfield Development Code to make it easier and more affordable to develop housing in Springfield. We started the process with updating the housing code portion, but with the passage of HB 2001 the Council decided to slow the work down to incorporate the changes for higher density housing the bill envisions.

As usual, Springfield sees the opportunities and possibilities to embrace change to make our city better. We will truly be a city that is an example of what innovative, future focused housing could and should look like.

I'm very happy to share that Marcola Meadows Phase 1 is in process. I have been asked many times what is going with the property on Marcola Road. I'm happy to say that the City rolled up our sleeves, modified our master plan for Marcola Meadows and can now announce the first phase of a 170 residential home subdivision that will begin construction this year. An additional, 205 residential lots across the city are in the pipeline and due for construction in 2020.

In addition to market rate housing, Hayden Bridge Meadows on 5th Street is 70-unit apartment complex being developed by Homes for Good. Construction is already underway.

With the passage of state HB 2896, the City realized its top priority for the 2019 session and secured \$3 million in funding for the development of a new manufactured dwelling park in Springfield. The bill passed largely due to the leadership and efforts of Rep. John Lively and Senator Lee Beyer. We have partnered with Saint Vincent DePaul to find a site for the new manufactured home park using the \$3 million in state funds for this important pilot project.

Using our federal Community Development Block Grant funds, the City assisted 75 very-low-income homeowners with repairs and improvements to keep their homes safe and accessible and to be able to stay in their homes.

6. How would you evaluate the effectiveness of any proposed public infrastructure investment? Feel free to offer an example.

Public Infrastructure is a core responsibility of local governments. I am an advocate for transportation and infrastructure issues at the city, state, and local level. Since projects come in all shapes and sizes, I approach them by asking a series of questions: What is the type of investment? What solution does it offer? Are we being good stewards of the public resources? Can we sustain and keep it up?

The Main Street Safety Project is one of the most complex infrastructure projects that is underway. It involves business, ODOT, LTD, and the public. Any improvement that we make needs to lower the number and severity of accidents along the roadway. I am interested in improvements like lowering speed limits that are proven to reduce accidents. Furthermore, I've been a voice for LTD and ODOT to work closer together on the project to present a united front for the community to ensure everyone knows the plan and impact to their business.

7. How would you balance new construction with rehabbing, expanding, and better utilizing our existing residential and commercial spaces?

I will discuss housing first. I believe we need housing at all price points. The focus is on affordable housing, but I know there is a need for higher end homes, condos and simply a wide variety of housing. We still have some areas that are available for new housing. We are in the process of updating the development to allow for as much flexibility as possible. This should allow for as much variety as possible and housing that fits a neighborhood whether it is in an affordable neighborhood or higher end. I have been told that we need more senior housing. Not necessarily low-income housing, but housing for retired folks that can afford a higher priced home in a 55+ development. To truly provide new housing we will have to expand our urban growth boundary (UGB). Our last attempt to increase the residential land available was successfully challenged. We are discussing conducting new housing needs inventory.

As for affordable housing, I am in favor of using tools like SDC waivers or charging SDCs at the time of occupancy. I am interested in discussing any tax or fee incentives that would allow housing to pencil out in Springfield. I would consider using these tools to rehab units also. Our HOME funds allow us to rehab multifamily units and I agree with that if we create additional units.

Commercially, we have more opportunities for both new construction and rehab. We recently expanded our commercial industrial land supply. The newly added property in Gateway allows for a variety of new businesses to locate in Springfield along the I-5 corridor. There are still other properties that are vacant throughout Springfield, both large and small. And, we have many sites that available that are underdeveloped, or need redevelopment. Glenwood has a number of these sites. I think we have always tried very hard to work with a developer or business owner to find the right site and figure out the best way we can help a business locate and/or grow in Springfield. It's not so much balancing as it is how can we get to yes, no matter what the circumstances. Rewriting our development code should help.

8. **Do you believe major tax and fee increases should be referred to the voters? (some recent examples: safety, payroll, carbon or other emissions/climate tax, corporate activities tax, etc.) Please explain why or why not.**

Sometimes yes, sometimes no. The voters of Springfield elect leaders to deliberate, educate themselves and make the best decisions that they can. But I firmly believe that for large or potentially contentious issues, it is important for the community to vote. For the most part, Springfield has referred new large tax increases to the voters. I have made it clear I am very unhappy about the Eugene payroll tax. Citizens of Springfield are paying for services in another city without any representation. I believe the issues around carbon and emissions need to be discussed more broadly. It is obvious there are huge differences of opinions. I believe there are solutions that will both protect the environment and protect businesses and individuals.

9. **What strategies or policies would you support to control government spending that effectively lessens the need to increase taxes, fees, or other charges.**

We must focus on our core services. The city can't do everything, but what the voters have asked us to do we can do well. When other ideas come up that may be wonderful ideas, just not within our mission, we can partner with the community, like the Chamber or other nonprofits to accomplish those great ideas at lower cost to taxpayers.

No discussion of controlling our costs would be complete without talking about PERS, the public employee retirement system. PERS alone is causing not just the city, but schools, county and state government millions of dollars in unfunded liability. It will be years before we can level out the costs of PERS. Decisions about PERS are out of our direct control, but we lobby on a regular basis for even small changes to the system.

10. **What would you do with an unexpected \$1m budget windfall, and why?**

In government terms \$1 million can get gobbled up easily. I would look first to what the money could be spent on that wouldn't have to be sustained after the money is gone. I would look to the most bang for a buck. Since I spend a fair amount of time on transportation projects street and sidewalk repairs come to mind. More pedestrian level lighting would be a worthwhile investment. Our city facilities are always in need of repairs and I consider caring for our public facilities our responsibility. Our facilities belong to the public. We need to care for our buildings. I could name off a long list, but I think my theme would be maintenance of our existing public infrastructure.