



NEWSLETTER

STRENGTH IN UNITY

Third Quarter 2018

PRESIDENT'S MESSAGE



Where does the time go?

With the summer behind us and Labor Day and back-to-school in front of us, mayors across the state are gearing up for a busy fall schedule that includes

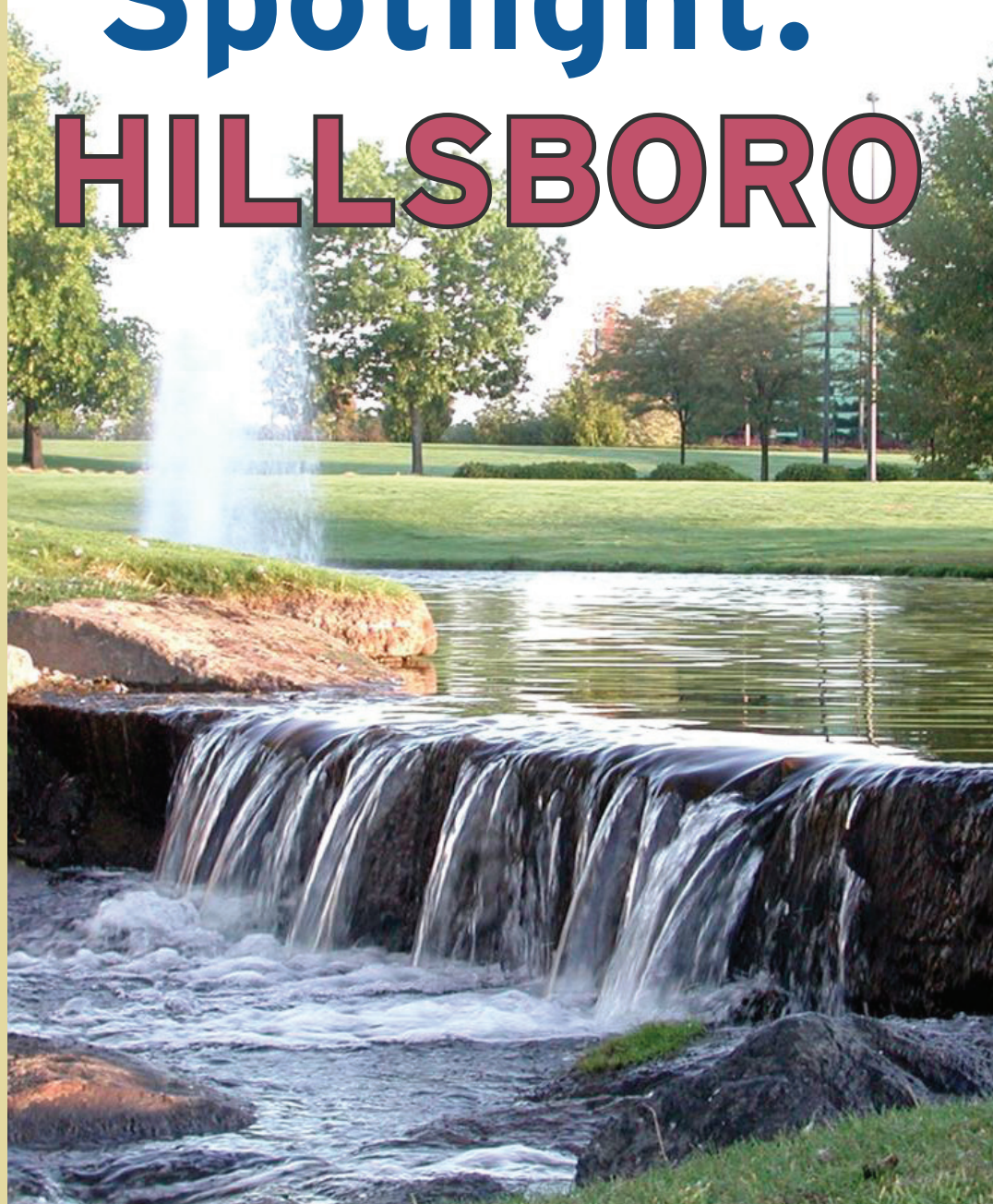
preparing priorities for the next legislative session in Salem, the League of Oregon Cities Annual Conference, and a full calendar of seasonal events unique to each of our cities. There's a lot to stay on top of in 2018!

I'd like to send my heartfelt thanks to all the mayors that were able to make it to the annual conference in beautiful Florence. Our host city did a great job, and

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City Spotlight: HILLSBORO

O R E G O N M A Y O R S A S S O C I A T I O N

CITY SPOTLIGHT: HILLSBORO

Submitted by Mayor Steve Callaway

Hillsboro city leaders recognize the internet has become an essential utility, much like water and electricity. For a modern community to thrive and grow, high-speed connectivity to the local area, the nation, and the world has become a necessity.

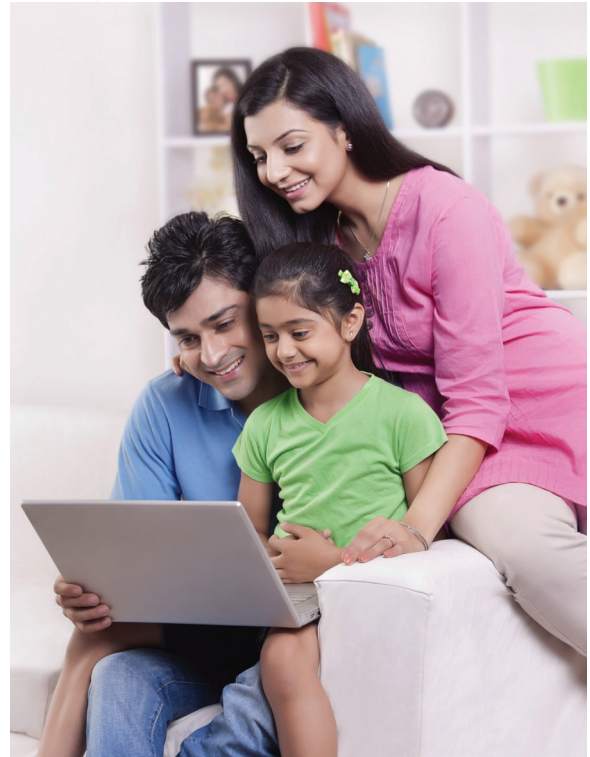
Several years ago, we conducted a feasibility study to examine the possibility of creating a fiber-to-the premises network throughout the Hillsboro community. We envisioned a network that would reach every home, business, and government building in our city.

As we ran the numbers in 2015, it just didn't pencil out. Our study showed the cost recovery for a full deployment would take too long, possibly up to 12 or 13 years. Instead, we made the decision to look at a multi-phase deployment.

We amended our city code so we could coordinate with public utilities and housing developers to install conduit whenever existing roads were dug up or new roads constructed — a “dig once” strategy. We expanded our own fiber network that supported City of Hillsboro services and traffic signals to include all city buildings, several schools, and some Washington County buildings.

Building on this success, we began the next phase. In addition to the new South Hillsboro area currently under development, two neighborhoods in the southwest area of Hillsboro were selected to be the first residential areas to receive service from our expanded fiber network. Census information and other research informed us that the latter two neighborhoods are of lower socioeconomic status and have a lower rate of connectivity. Since equity and access for all Hillsboro residents is a priority, this area was a logical choice.

Recently, the City of Hillsboro agreed to partner with the Hillsboro School District to provide faster, more reliable internet connectivity to schools and classrooms.



Working together, we will improve the network's performance in schools and save millions of dollars by avoiding the need to duplicate fiber network construction.

This is the ultimate community partnership, and it will help us move forward with the long-term buildout of the city's fiber network to serve families throughout the community. Once the expansion of the fiber network is completed, students who currently don't have internet access at home will no longer be at a disadvantage for doing homework and research away from school. (As a retired principal, this is a high priority for me!)

Some have asked whether this puts us in competition with the private sector. In some ways it does, but the competition is good. Upon full build-out, the expanded network



will provide all Hillsboro neighborhoods with an additional choice for broadband connectivity at a speed and cost not currently available.

Access to a net-neutral network with a gigabit speed (1,000 Mbps) and no data cap will make sure businesses can be innovative, creative, and competitive while eliminating a digital divide for our residents.

The City of Hillsboro estimates monthly charges for the network will be around \$10 per month for low-income households, around \$50 per month for other homes, and \$75 per month for businesses. (Remember, these estimates are early figures.) Our study also shows we need a 37 percent subscription rate to break even, and cities across the country have easily met that goal.

Hillsboro is excited for the opportunity to serve our community in this way. If you're interested in more information or have questions, let me know!

Steve Callaway
Mayor, City of Hillsboro

OMA Silent Auction a Success!

The results are in from the silent auction held at the Oregon Mayors Association Summer Conference in Florence. Thank you to all the cities who donated baskets – there were 28 beautifully themed baskets to bid on from cities throughout Oregon.

After the last auction table closed, a total of \$3,485 was raised, exceeding our goal by \$1,085.

Thank you to the generous bidders who purchased baskets. This year, 100 percent of funds went to the OMA Conference Scholarship Fund. The fund helps mayors attend educational events and programs. This year, nine individuals received scholarships to attend the conference. Typically, the board receives more applications for scholarships than they can fund.

The League of Oregon Cities Foundation provides scholarships for elected officials to attend the Oregon Mayors Association and League of Oregon Cities conferences and trainings. For more information and to donate to the Foundation, please contact Megan George at (503) 588-6550 or mgeorge@orcities.org.



FLORENCE HOSTS OMA SUMMER CONFERENCE

This year's OMA Summer Conference was hosted by Mayor Joe Henry and the City of Florence – a city in motion, by anyone's standards. The 74 attendees at the conference had the pleasure of exploring the Ocean Dunes Golf Course, touring recent capital improvements and efforts to improve the livability and quality of life in town and celebrating Florence's 125th birthday at the Historic Old Town Block Party. The city has been hard at work these past few years and it shows!

Throughout the conference, there were also many opportunities to engage with mayors on issues and opportunities throughout the state. Mayors learned from the Office of the State Fire Marshal about hazardous material shipments via rail and highway, heard from the League's Wendy Johnson about what's new in transient lodging taxes, and from Erik Jensen of Jensen Strategies about how to set strategic agendas at the council level. Thank you to the many speakers who made their way to the coast to participate in this year's conference. The old favorites of the state agency director's forum and mayors open forum also returned.

A big thank you goes out to the nine sponsors of this year's conference who combined contributed \$20,000 to



the event, which is approximately \$5,000 more than in the previous year. Without these partners, this event would not look the same.

Mark your calendars now for the 2019 OMA Summer Conference in August 1-3 in Medford.





THANK YOU

2018 OMA SUMMER CONFERENCE

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Mayors Leadership Award Recipients

In 1993, the Oregon Mayors Association Board of Directors created the Mayors Leadership Award to honor mayors that have demonstrated exceptional leadership qualities which have contributed to lasting benefits in their community. This award is presented at the OMA Summer Conference each year.

This year, the selection committee expanded the award to include an award for medium-sized cities in addition to the small and large city awards. Congratulations to 2018's winners, **Mayor John Cook of Tigard**, **Mayor Bob Andrews of Newberg** and **Mayor Pam VanArsdale of Rogue River**. In addition, **Mayor Gary Wheeler of Medford** received the Award of Merit. Each of these mayors have made numerous and extraordinary contributions to local government which have led to positive changes for the future of Oregon.

Information on the 2019 award will be released in April of 2019 on the oregonmayors.org website.



Mayors Leadership Award Recipients from left to right: Newberg Mayor Bob Andrews, Rogue River Mayor Pam VanArsdale, and Tigard Mayor John Cook. Not pictured: Medford Mayor Gary Wheeler, Award of Merit Recipient.

Engage Your Students in your Community! Participate in the 2018-2019 “If I Were Mayor...” Student Contest

The “If I Were Mayor...” Student Contest has started! Each mayor is encouraged to promote a local contest by the same name over the course of the school year so that local entries can be submitted to the statewide competition in May. The OMA Board of Directors encourages you to speak with your local school district and youth to encourage students to submit entries in three different categories:

- **Elementary School** (grades 4-5). Students in these grades are encouraged to submit posters detailing what they would do as mayor.
- **Middle School** (grades 6-8). Students in these grades are encouraged to submit essays detailing what they would do as mayor.
- **High School** (grades 9-12). Students in these grades are encouraged to submit a digital media presentation (video, PowerPoint, Prezi, etc.) detailing what they would do as mayor.

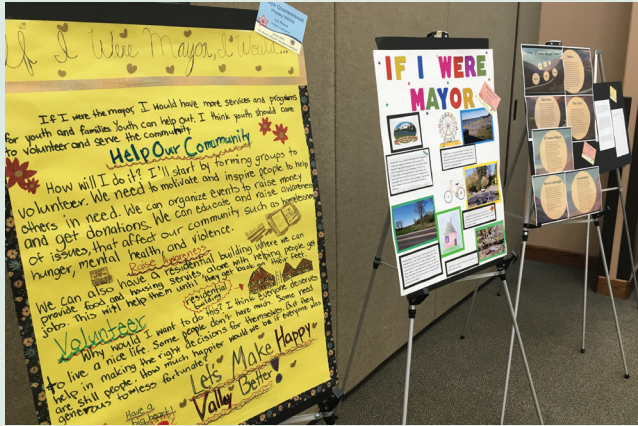
Submissions to the statewide competition are due **May 10, 2019**. Only one submission in each of the three categories is allowed per city.

Mayors should have received a packet of information on how to participate via email. To assist students in creating their entries, the OMA Board of Directors created educational materials outlining the role of a mayor and listing the services typically provided by cities in Oregon. These materials, along with an entry form for use in local contest, can be found on the OMA website at www.oregonmayors.org.

Judging for the statewide competition will take place in June. First-place winners will be invited to attend the awards luncheon held during the OMA Annual Conference in Medford, August 1-3, 2019, where they will receive their prizes – an iPad.

For more information and examples of previous entries, please visit www.oregonmayors.org. Questions about the contest can be directed to Debi Higgins at (503)588-6550 or dhiggins@orcities.org.

2018 Student Contest Winners Recognized



Eighteen cities conducted local “If I Were Mayor...” student contests during the 2017-2018 school year. In total, the OMA received thirty-four total submissions to the statewide competition. The selection committee met in May and chose first and second place winners in each of the three categories as follows:

Category	Winner	City	Place
Poster	Araya Ouanesisouk	Happy Valley	First
	Madeline Clark	St. Helens	Second
Essay	Riley Latta	Redmond	First
	Anna Hansen	Forest Grove	Second
Digital Presentation	John Baldwin	Silverton	First
	Charles Joseph Monger	Elgin	Second

First place winners were invited to the awards ceremony during the OMA Conference in Florence to receive their prizes – an iPad tablet. Second place winners received a Kindle.



Left, essay contest winner Riley Latta with Redmond Mayor George Endicott and OMA President John Cook. Above, poster contest winner Araya Ouanesisouk presents her winning poster.

Announcing RFP To Host 2020 OMA Summer Conference

The OMA Board of Directors invites you to submit your city as the location for the 2020 OMA Summer Conference. This is an exciting opportunity to showcase your community to mayors and guests from around the state.

Approximately 125 people attend this three-day annual conference including mayors, partners, guests, speakers, sponsors, state agency directors and staff. The conference typically includes a silent auction, golf tournament and educational tours. There are certain things the board of directors look for when considering applications, which are detailed in the RFP available at www.oregonmayors.org.

If you have interest in submitting your city as the location, please first contact Jenni Kistler, program manager at the League of Oregon Cities. Jenni will walk you through the RFP and will help you to talk with possible venues for the conference. Jenni can be reached at (503) 588-6550 or jkistler@orcities.org. Applications are due by **Friday, November 2**.



Calendar of Events

November 7-10
NLC City Summit Conference
Los Angeles, CA

January 24, 2019
City Day at the Capitol
Salem

April 12, 2019
LOC Spring Conference
Ashland

2018 USCM Summer Conference

By OMA President John Cook, Mayor, Tigard

This year's United States Conference of Mayors was held in Boston, Massachusetts June 8-11. There were almost 300 mayors in attendance, and seven from Oregon: Portland, Eugene, Gresham, Hillsboro, Beaverton, Tigard, and Tualatin. Topics ranged from housing affordability, infrastructure financing, autonomous vehicles, opioid addiction, and youth involvement in our communities. Guest speakers included students from Stoneman Douglas HS in Parkland Florida, former NBA player Chris Herren, Hiroshima Mayor Kazumi Matsui, Senator Elizabeth Warren, Facebook COO Sheryl Sandberg, and former NFL player Emmitt Smith.

Events included over 500,000 attendees for Boston's Pride parade including about 70 mayors, tours of famous Fenway Park (and a few of us took in a game also), JFK Presidential Library, Museum of Fine Arts, Seaport World Trade Center, and the Boston Public Library.

Like the Oregon Mayors Conference, this allows us to meet, discuss best practices, new ideas, and just see how others solve the same issues we have here. Mayors from the largest and some very small cities across the nation from Alaska to Hawaii to Puerto Rico and most of the other states in-between. Conference President Steve Benjamin from Columbia, SC and Host Mayor Marty Walsh of Boston, MA did a great job of providing invaluable content and educational history.

This year's theme was Infrastructure, Innovation, and Inclusion. If you ever get the chance to attend one in the future, please don't miss it.



OMA President and Tigard Mayor John Cook and Tualatin Mayor Lou Ogden at the USCM Summer Conference.



Gresham Mayor Shane Bemis speaks at the U.S. Conference of Mayors Summer Conference in Boston.

Focusing on the Future at U.S. Conference of Mayors Conference

By Steve Callaway, Mayor, Hillsboro

The first time I visited Boston was over 35 years ago when I was a teacher. To personally see and experience all of the history and sites that I had read about and taught my students was amazing. It remains one of my favorite vacations of all times. In June I visited Boston again. But this time it was with the U.S. Conference of Mayors summer conference and instead of focusing on the past it was all about the future.

There were sessions and conversations on housing affordability that opened my eyes to a problem in other cities and regions, namely a surplus of housing due to shrinking populations and the absence of economic recovery for the middle class. It leads to a smaller tax base and financial constraints for cities. Where housing shortages are common it was interesting to learn that employment taxes or taxes on short term rentals may be used to help fund affordable housing. I will be interested to see how far those approaches move toward full implementation.

A session on wireless infrastructure with a FCC Commissioner was of particular interest to me due to Hillsboro's plan to provide broadband service to our residents. His remarks and the Q&A portion confirmed Hillsboro is on the right track.

One of the evening visits took us to Boston's "Innovation District" where we witnessed the positive results of providing creative minds and entrepreneurs opportunities to work and collaborate on their projects together. This visit helped me understand that while most of our cities can't match the population of Boston and resources of Boston we can still provide opportunities, albeit on a much smaller scale, for this to occur in our communities.



Eugene Mayor Lucy Vinis, Hillsboro Mayor Steve Callaway, Beaverton Mayor Denny Doyle, and Tigard Mayor John Cook take part in Boston's Pride Parade.

Many of us participated with fellow mayors from around Oregon and the U.S. in Boston's Sunday Pride Parade. I was profoundly moved by the "thank you" and support from parade spectators as we collectively and individually affirmed the dignity of all people.

A game at Fenway and an event at Fenway Park (including a game of catch in left field in the shadows of the Green Monster) will be memories treasured by this lifelong baseball fan forever.

If you've never attended a U.S. Conference of Mayors' conference I would highly recommend it. My time in Boston reminded me that while I wouldn't trade problems with any other mayor in the U.S., I'll gladly steal their solutions and ideas!

President's Message

(continued from page 1)

everyone left with good memories and an urge to plan their next family vacation in Florence...I'm sure I'm not alone in that wish! A special shout-out to our major sponsors: Comcast, PGE, Walmart, Sanipac and Facebook for their generous support. They helped us put on a great conference and made it possible to honor our "If I Were Mayor" student contest winners. Again, a huge THANK YOU to Megan George and Lisa Trevino for all of their organization and hard work in making the conference a huge success.

With a busy back-to-school season in full swing, it seems like a good time to focus on what lies ahead for our cities. Of course, we can't foresee every challenge headed our way, but you can't go wrong if there's a commitment to communicating with your council, taking advantage of training from the League and consulting with your fellow mayors. Mayors are a valuable source of wisdom and experience and I would encourage you to reach out to one another. Collaboration brings us together on a common goal, so we can achieve more and sometimes, it's just helpful to hear a new perspective.

The second half of the year is likely to call upon all the communication and leadership skills we possess. If I had one wish, it's that more residents would add their voices to the dialogue by getting educated about the issues and getting involved in public service—or, at the very least, VOTE! Democracy is strengthened by community involvement and creates a shared sense of purpose that enriches the place we call home.

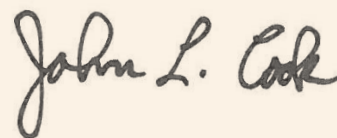
Elected leaders will have an opportunity to gather in Eugene from September 27 – 29, 2018 for the League of Oregon Cities Annual Conference and Mayors Fall

Workshop, and I hope you'll make the trip. This conference gives us a chance to discuss legislative priorities for the next session in Salem, and the networking and idea-sharing that takes place at these gatherings may help us find ways to address pressing community challenges of homelessness, affordable housing, transportation and infrastructure funding and more.

The challenges ahead are many, but I believe that together, mayors will take the lead on finding solutions that support the needs of residents and businesses. With so many issues dividing the nation, residents continue to look closer to home for answers to their economic and social concerns.

Being the mayor of your city means dealing with many people on a daily basis. Some people become your friends, some further city partnerships, and some of them just make you grow as a leader. Every day I'm gratified by the ways Oregon Mayors demonstrate the dignity and care that is at the heart of public service—and I'm in awe of your commitment to the residents you serve.

Best Regards,



John L. Cook
OMA President
Mayor, Tigard

Keep Up-to-Date with the OMA Website

www.oregonmayors.org

- Conference Info
- OMA Newsletter
- Board of Directors
- Upcoming Events
- Student Contest Information
- And more!



LEAGUE ANNOUNCES 2019 LEGISLATIVE PRIORITIES

By Craig Honeyman, LOC Legislative Director

The League of Oregon Cities' Board of Directors has established six priorities for the 2019 legislative session under the banner, "Let Cities Work." These priorities resulted from a process involving eight policy committees, which identified 30 legislative proposals for review and recommended prioritization by Oregon's 241 cities. Largely based on that input, the LOC Board decided that the priorities for the League's advocacy efforts in 2019 should be:

1. Mental Health Investment
2. Revenue Reform/Cost Containment
3. Housing/Homelessness Improvement
4. Infrastructure Finance and Resilience Investment
5. Right-of-Way and Franchise Fee Authority Preservation/Broadband Investment
6. Third-Party Building Inspection Preservation

In addition, the board adopted the slogan "Let Cities Work," to emphasize that these legislative priorities are about seeking state investment in city solutions for systemic problems, while allowing cities to address the needs and goals of their communities with the necessary authority and tools.

"The focus that this member-driven process provides to the League's advocacy efforts gives clarity to our message and benchmarks by which to measure our efforts in Salem," said LOC President Timm Slater, a member of the North Bend City Council, expressing his satisfaction with both the process and the outcome.

Executive Director Mike Cully added, "Our theme of 'Let Cities Work' is intended to let the Legislature know that

we are intent on working with them as a full partner in solving the municipal challenges within the state."

The League's legislative priorities will be the subject of further discussion at the LOC Annual Conference in Eugene later this month, as well as with cities and individual legislators in the days preceding the opening of the 2019 legislative session on January 22, 2019. In addition, all member cities are invited to mark their calendars to participate in City Day at the Capitol on January 24 in Salem.

Read the September *Local Focus* magazine, available at www.oregocities.org, for a deeper dive into the background, current issues and desired outcomes related to each priority.





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