



FOR IMMEDIATE RELEASE

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~ MEDIA ADVISORY ~

Community Imaging Survey now Online

In preparation for our 125th anniversary (Feb. 25, 2010), the City of Springfield has begun a Community Imaging Project to better understand who we are and the community we want to become. The focus of this project is not a logo redesign or slogan development effort. Instead, it is process to engage the community and help our City reach its full potential.

The first phase of this work includes a series of focus group sessions to gather current perceptions of Springfield residents and employees of Springfield businesses. Since it is not feasible to interview all residents and employees in person, we are offering an online survey using the same questions that will be used in focus group sessions.

A link to the survey is available on our website at www.ci.springfield.or.us and will be available until January 25.