



U.S. MAYOR

President Obama Commends Mayoral Leadership	4
Reducing Violence, Police-Community Trust Panel Opens Winter Meeting	6
USCM Releases New Energy Technology Survey	26

84th U.S. Conference of Mayor Winter Meeting - Washington, DC - Special Edition

Rawlings-Blake: Candidates Must Address City Priorities, Invest and Protect



Mayors seek action through Compact for a Better America



President Barack Obama hosts mayors in the White House



First Lady Michelle Obama thanks mayors for leading on ending veteran homelessness



Senate Majority Leader Mitch McConnell meets with USCM Leadership



USCM Officers in the White House



Senate Chairman James Inhofe highlights transportation reauthorization



Our 84th Winter Meeting, in spite of "Snowzilla", the blizzard of 2016, was a huge success. We thank Conference President Stephanie Rawlings-Blake for her helping produce and design a major event that provided meaningful and productive experiences and takeaways for all mayors who came to Washington. Staff has written an account of the many issues that were discussed during our meeting. It is remarkable that my staff - all 32 of us do so much and cover so many issues in one knockout meeting. Thank you for participating and I thank my staff for the hard work that they do to make our meeting relevant and beneficial to our mayors.

We also are appreciative of President Obama and especially our friend Jerry Abramson who is also in his creative way doing his best to represent mayors in the Executive Branch - the White House and the federal agencies. We thank President Obama for his time with us and his statement that our organization must stay strong. He was as relaxed as I have ever seen him with the mayors last month. The dialogue between him and the mayors with no press present was much appreciated by all.

Flint

Flint Mayor Karen Weaver brought the story of how the people in her city have been poisoned by people who have been paid to protect them. Conference President Stephanie Rawlings-Blake promised to Mayor Weaver the total support of The U.S. Conference of Mayors. After the Winter Meeting, Mayor Weaver and I had a telephone conversation and she invited us to bring a team to Flint to determine how we might help her. Following my conversation with Mayor Weaver, Conference President Stephanie Rawlings-Blake asked me to put together a team that would include former Atlanta Mayor Shirley Franklin and Baltimore Public Works Director Rudolph S. Chow. In addition, Mayor Franklin brought Rob Hunter, former Atlanta Water Commissioner, now General Manager of the Municipal Water District of Orange County. From The Conference of Mayors, our team members were Dr. Rich Anderson and Assistant Executive Director Judy Sheahan from our Water Council, as well as Paul Leroux and Gordon Gant. In Flint, we were joined by Rochester Hills Mayor Bryan Barnett, who was asked by Conference President Rawlings-Blake to be a liaison to Mayor Weaver since he is the Trustee of The Conference from Michigan. Also during our meeting, we were joined by Lansing Mayor Virg Bernero who brought a strong team from his city.

Mayor Franklin and Mayor Weaver have something in common because they both

were hit with serious water issues immediately after they were sworn in.

We were most fortunate to have the water experts with us. Rich Anderson and Judy Sheahan along with Rudy Chow of Baltimore and Rob Hunter formerly of Atlanta and now of Orange County, all came together to help diagnose what happened in Flint and more importantly to prescribe what is needed in order to gain the trust of those betrayed and to correct the dangerous situation with lead in the current Flint water system.

What has happened is that the people of Flint were poisoned by the people who were paid to protect them. And since the lead poisoning has produced serious damage to the health and lives of Flint citizens, overall the citizens don't trust the officials responsible for the poisoning. They don't believe the tests for lead that are underway. They don't believe the promises offered to correct the situation. They are outraged.

They do trust Mayor Weaver. She ran for mayor warning all that the water was harmful and she ran vowing to fix the water system.

Mayor Weaver, speaking for the American citizens who are also citizens harmed in the State of Michigan, has one simple request. She wants new pipes, free of lead, for the citizens of Flint who are also Michigan and American citizens. And she wants the money now so she can correct this dangerous situation affecting her citizens.

In our meetings I had raised the questions of additional staff through interns coming from the public policy schools within Michigan universities. I also raised the question of whether the business community could provide funds or staff to help correct and fix the system.

I had consultations with Jerry Abramson in the White House. I appreciate his guidance and advice to our Flint mission.

Former Atlanta Mayor Franklin performed masterfully as we were involved in a very hot political situation where people are angry and outraged. There is no doubt that most of the people we talked to - and we talked to a lot of people - all center on the State of Michigan as the entity who is responsible, and therefore the state should step up and provide the money for new pipes and assistance to individuals harmed. Mayor Franklin was key to the tone of the press conference we held because she has had to work with the Georgia Governor and Legislature to assist her city to modernize her sewer system during the period early after she was elected.

We will follow up with a report to our President, Stephanie Rawlings-Blake. The Leadership of The Conference of Mayors stands strong in supporting our Mayor Weaver of Flint.

Throughout our history, when a disaster hits a city—this time clearly, as we say, a man-made disaster—The Conference is there to help. We did so when Katrina hit, when New York was hit with 9/11, and when Hurricane Hugo hit Charleston and Gustav hit Baton Rouge. That is our heritage and political culture to help a mayor in need.

There is a moral issue here. Flint is a city in the State of Michigan and Michigan is a state in the United States of America. Hence it is a moral issue for our governments to help the people they poisoned. It's that simple.

To correct the betrayal, the funding must be provided. Unfortunately, due to outrage, the matter has been infused with a lot of finger-pointing and, to be quite honest, politics. Mayor Franklin's position is that we must say above the fray and find the money to produce, with experts, safe drinking water so that the people of Flint can have one of the basic services of a city, lead-free

water, so that people can drink and bathe, shave, or shower in their homes.

Mayor Weaver, Mayor Franklin, and Mayor Barnett are on the same page as we go through this process of a solution that will provide the Flint citizens a modernized drinking water system.

On behalf of our President. I have asked our team to produce a report on the Flint matter with recommendations of what must be done. We will report to our Leadership Meeting February 18-20. And we will report also to our members.

No doubt, if we did not have the Presidential election more media would be focused on Flint. No doubt, our efforts will be to bring focus on Flint and will work with Mayor Karen Weaver to help her as she leads her city through a tragedy of a city with people that were poisoned by those paid to protect them.



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Rawlings-Blake Urges Mayors to Help Advance 16-Point Compact for 2016 Elections

By Ed Somers

"More than any national organization, I truly believe, that we, as mayors, best understand the needs and desires of the American people..." This was the message delivered by Conference President Baltimore Mayor Stephanie Rawlings-Blake in opening the 84th Winter Meeting on January 20.

The Mayor urged her colleagues to help advance the organization's 2016 Mayors Compact for a Better America, a 16-point plan developed during the Baltimore Leadership Meeting held in October of 2015.

The major themes of Compact are "Invest and Protect." The bipartisan support for these priorities have been validated by the 2015 Menino Survey of Mayors, conducted under a partnership between the Boston University Initiative on Cities and The U.S. Conference of Mayors (see related story).

The specific 16 points are:

1. Recognize, support, and strengthen the Metro-City Economic Engines that drive our national economy
2. Invest in and modernize our D+ rated transportation system
3. Educate and train a 21st Century USA workforce
4. Protect our streets, neighborhoods, and national borders
5. Fix our broken immigration system
6. Develop healthy, safe, affordable, and modern water and wastewater systems
7. Spark community development – create affordable housing and fully fund the CDBG program
8. Expand clean energy use to grow the economy and protect the climate and

- environment - urbanize the Department of Energy
9. Promote broadband access, technology, and innovation in our cities
 10. Provide access to healthy food, health-care, and mental health services
 11. Enact new tax policy promoting investment to cities and middle class growth - reduce income inequality
 12. Support metro economies through trade and export production
 13. Vigorously promote international travel and tourism to USA cities
 14. Support an expanded National Endowment for the Arts - elevate the Arts and Tourism to Cabinet level
 15. Stop sending unfunded federal mandates to our cities
 16. Recruit and include Mayors and Local Officials to serve in the Federal Executive Departments and The White House

Rawlings-Blake said, "Mayors know that government cannot solve all problems... But when it comes to issues like reducing violence, and creating the infrastructure that businesses, workers and families need to succeed, there simply can be no debate that our federal government has a responsibility to act."

"I am not asking that every mayor here speak to every issue listed when you engage with candidates and the public during the national elections. What I am asking is that we all be willing to talk about real issues like reducing violence, greater investment in transportation and water infrastructure, and limiting unfunded mandates," the Mayor said.



Conference President Baltimore Mayor Stephanie Rawlings-Blake presents Compact for a Better America.

Transportation Win

In addition to highlighting the need to focus on the Presidential election, Mayor Rawlings-Blake reminded the membership that progress was made last year on bipartisan USCM priorities such as reauthorization of the surface transportation act, passage of a budget agreement, and an update of the nation's education laws.

Specifically addressing the long-term transportation authorization, the first in a decade, the Mayor said, "We are turning the corner in getting Congress to understand that transportation is not simply about what State DOTs want."

Rawlings-Blake added that, "Mayors must have more say over how future resources for transit, roads and alternative transportation

are invested. This law starts to move us in that direction."

The Mayor thanked President Barack Obama, former Charlotte mayor and now Transportation Secretary Anthony Foxx, House Chairman Bill Shuster (PA) and Senate Chairman James Inhofe (OK) saying, "these leaders pressed forward on a bipartisan basis to get legislation enacted."

"I also want to thank all the mayors who worked on this legislation, with a special thanks to our outstanding Transportation Committee Chair, Atlanta Mayor Kasim Reed. Vice President Mick Cornett of Oklahoma City, thank you for your many efforts on this legislation, and to both you and New York Mayor Bill de Blasio for leading our Transportation Lobby Day," Mayor Rawling-Blake said.

Menino Survey of Mayors Reveals Top Priorities

By Paul Leroux and Elena Temple-Webb

A new survey shows that America's mayors are on the front lines of promoting prosperous and safe communities, with aging urban infrastructure and policing as top concerns. This data was released last month by the U.S. Conference of Mayors in partnership with The Boston University Initiative on Cities and with the support of Citi as part of the 2015 Menino Survey of Mayors.

When releasing the Survey's results, Conference President Baltimore Mayor Stephanie Rawlings-Blake said, "The Conference provides mayors an arena for like-minds with shared challenges to convene, exchange ideas and debate policy solutions. The data shared here is invaluable and helps

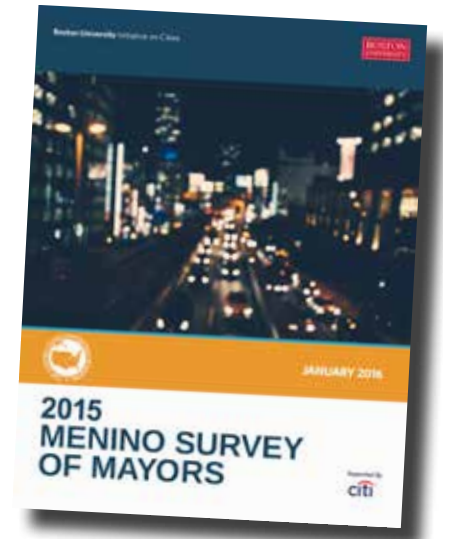
us to advance our policy goals to uplift working families who live in our cities and metropolitan areas."

Published in conjunction with the 2016 Mayors Compact for a Better America, the survey – named in honor of the late former Conference President and Boston Mayor Thomas M. Menino– also underscored the mayors' collective call for the presidential candidates and Congress to focus on issues of importance to cities and their metropolitan areas, urging national leaders to invest in and help protect communities.

Notably, mayors shared common perspectives, despite city size and location or their

party affiliation. Mayors cited the need to fix crumbling roads, grow mass transit, and repair water infrastructure, as well as a desire to improve pedestrian and bike infrastructure while raising concerns about receiving too little financial support from federal and state government. On the issue of policing, mayors overwhelmingly supported efforts such as body cameras, civilian review boards, and data-driven evaluation.

"While the findings of this study are revealing, they are not surprising," said USCM CEO and Executive Director Tom Cochran. "The fact that crumbling infrastructure and policing reforms



see MENINO SURVEY on page 17

President Obama: “Thanks to All of You, America has Made Extraordinary Progress Over the Past Seven Years”

By Paul Leroux

In what will likely be his final time hosting the nation's mayors in the White House, President Barack Obama struck an appreciative tone with the more than 250 mayors gathered in the East Room on January 21. “When I took office, I made it a priority to build a strong partnership with mayors in this room and all across the country,” he said. “And thanks to all of you, America has made extraordinary progress over the past seven years.”

At the beginning of the session with President Obama, Conference President Baltimore Mayor Stephanie Rawlings-Blake referred to him as, “a true partner of America's mayors.” In his remarks and in the question-and-answer session that followed, the President highlighted some key areas of that partnership and emphasized specific local actions that mayors are taking. He noted that 40 cities and counties have raised their minimum wage, 40 have provided some form of family leave or sick leave, 20 are competing to get their residents insured, and that, most recently, 13 city, state, and county governments would be working to build more resilient cities as part of a White House program.

President Obama spoke at length about violence and community policing, issues where the Administration has worked closely with mayors. “One of those areas where we all have concerns is when it comes to violence on our streets and what happens to our young people...we’ve been blessed with outstanding partnerships with so many of you... I still am pushing hard and we have I think a real opportunity to get criminal justice reform done this year. We have

to work together to combat the scourge of opioids and heroin that is spreading through so many of our communities across the country.”

In discussing areas of collaboration, the President also highlighted the Trans-Pacific Partnership, which Conference of Mayors leadership has strongly supported. “The U.S. Conference of Mayors, understanding the importance of a global economy and making sure that U.S. businesses are creating U.S. jobs and that we’re exporting, have been outstanding partners with us on promoting the Trans-Pacific Partnership, which is going to cut 18,000 taxes, tariffs, on American-made goods and products. And that means that we’re going to be able to sell more to other people that are already selling to us.”

The President also expressed his appreciation for the work that mayors have done to collaborate with the White House on the My Brother's Keeper initiative. “[We] are going to have stronger cities, stronger states, and a stronger country if we make sure that every young person, particularly so many of our young men, are steered away from crime and away from prison and are getting the skills they need to live out productive lives,” he said.

President Obama emphasized a few other administration priorities in his speech. “We still have a lot of work we can do to improve our schools. We can work together to break down rules that stand in the way of building new housing and that keep families from moving to growing, dynamic cities. And as I said last week, we need



President Barack Obama speaks to the U.S. Conference of Mayors in the East Room of the White House.

to keep fighting for a political system that reflects our best selves. And that, by the way, includes making it easier for people to vote — not harder.”

The President also tied the current situation in Flint to his message about partnership. “And we’re going to have that funding available to you by the end of next week, and that includes more than \$80 million for the state of Michigan. Our children should not have to be worried about the water that they’re drinking in American cities. That’s not something that we should accept,” he said.

In closing, President Obama reiterated his

message of appreciation for mayors and faith in the work that cities are doing. “I think that we have seen our cities take leadership and we have seen transformations of communities across this country. And when cities are strong, the states that they’re in are strong. And when cities are strong, America is strong. You’re helping to fuel that strength.”

While in the White House, the mayors also engaged with senior officials who appeared on panels about Administration priorities, including Deputy Attorney General Sally Yates. Following the President’s remarks, the mayors and their guests were invited to a reception in the Residence.

Opening Press Conference Underscores Mayors' Collective Message “Invest and Protect,” Flint Mayor Weaver Addresses Lead Poisoning

By Elena Temple-Webb

The nation's mayors opened the 84th Winter Meeting with a press conference unveiling the 2016 Mayors' Compact for a Better America, which encourages Congress and the Presidential Candidates to INVEST in and PROTECT America's cities.

USCM leadership emphasized that cities are the life-blood of the American economy and drive its growth, so the needs of those who live in cities should be at the center of federal policy discussions as well as the Presidential Campaign. As the mayors spoke, protesters with the Black Lives Matter movement stood silently with signs referencing the policing concerns.

Undeterred, the mayors continued to stress the growing needs of cities and urged national attention on those issues.

“Those who wish to lead our nation must understand the importance of our cities and



Flanked by, from left, USCM Vice President Oklahoma City Mayor Mick Cornett, Second Vice President New Orleans Mayor Mitch Landrieu, and Flint Mayor Karen Weaver, USCM President Baltimore Mayor Stephanie Rawlings-Blake leads mayors at the 84th Winter Meeting opening press conference.

their metropolitan areas. We need our next President, as well as Congress, to be our partners ... to work in concert with us so we can pave our streets, build more affordable housing, reform our police departments and create good paying jobs for those who need them,” said USCM President Baltimore Mayor Rawlings-Blake.

“If you really care about the financial health of this country and the well-being of its people, you should care about cities and you should definitely be working with mayors.”

USCM Vice President and Oklahoma City Mayor Mick Cornett urged movement on federal legislation that addresses ills in the criminal justice system. “Our criminal justice system in America is broken. There are bills before both the House of Representatives and the Senate that deal with criminal

see **OPENING PRESS** on page 6

First Lady Michelle Obama Commends Mayoral Leadership on Ending Veteran Homelessness

By Eugene T. Lowe

First Lady Michelle Obama spoke to the mayors attending the 84th Winter Meeting of the Conference of Mayors on

lies ahead for our veterans, particularly on the issue of homelessness."



First Lady Michelle Obama addresses mayors at the 84th Winter Meeting.

one of her major issues – Ending Veteran Homelessness. Her address to the mayors was made at a major plenary session on Thursday, January 21.

The First Lady opened by thanking the mayors for several of her initiatives including Let's Move to address childhood obesity, Reach Higher (the effort to inspire young people to pursue higher education) and Joining Forces (the work to honor service members, veterans, and their families). But her remarks to the mayors on this day were "about the work that you've already done and the work that

First Lady Michelle Obama said "the overwhelming majority of our veterans come home and they pick up right where they left off – as leaders in workplaces, as pillars of their families and communities." This is not true, however, of others. Veterans from other conflicts "have fallen on hard times and wound up with nowhere to call home." The First Lady said "I know we can agree that this is an absolute outrage." She said further in her remarks: "I think we can all agree that if a single veteran returns home and doesn't have a roof over his or her head, that is an affront to everything this country

stands for – because no one who's worn this country's uniform should ever have to spend a single night – even a single hour – on the streets."

Citing the progress of the Mayors Challenge to End Veterans' Homelessness since its start nearly two years ago, the First Lady said "more than 800 leaders have signed up. Through this challenge, we set a clear and incredibly ambitious goal: to end veteran homelessness in your communities by the end of 2015. And once that goal was set, you got to work. And let me just say, I am blown away by what you all have achieved, truly."

First Lady Michelle Obama then gave specific reasons for her excitement:

- Syracuse Mayor Miner built a team that identified and housed homeless vets in 45 days.
- Las Vegas Mayor Goodman pulled together governors and mayors from across the region to participate in the challenge to end veteran homelessness.
- Small cities – Biloxi, Mississippi and Rockford, Illinois – and large cities—Philadelphia, New Orleans, Houston – as well as the entire state of Virginia have met the goal of ending veteran homelessness.
- In just the last year alone more than 157,000 veterans and their families have secured or remain in permanent housing.

The First Lady asked the question: "Now, did we meet the goal to solve this problem by the end of last year?" She answered: "No, we didn't. But do we regret having set that goal? Absolutely not."

First Lady Michelle Obama stated: "I am proud to have stood with you to set the goal. And I am proud that you all took the risk and made yourselves publicly accountable for solving this problem. And I stand here today feeling even more inspired and even more confident in our ability to solve this problem once and for all. See, because when you set ambitious goals, you create a sense of urgency, and then you start taking ambitious action. And even if you fall short at first, you've started to create the momentum you need to ultimately succeed."

Mayors have continued to take up the challenge such as Los Angeles Mayor Garcetti who has the largest homeless population in the country. Los Angeles has found permanent housing for over 5,500 veterans.

The First Lady said: "I'm not here today to celebrate the extraordinary cities and mayors who've met the goal we set nearly two years ago. I'm also here to celebrate every city that still has work to do, but has refused to give up and has committed to trying even harder. Because none of us—even those who have met the goal—none of us are ever really finished with this challenge."

First Lady Michelle Obama emphasized

see **FIRST LADY** on page 15

Los Angeles Mayor Eric Garcetti Makes Huge Strides Towards Ending Veterans Homelessness

By Larry Jones

During the January 21 plenary session, Los Angeles Mayor Eric Garcetti told mayors and delegates in attendance that 18 months ago he accepted the challenge from First Lady Michelle Obama to work with the White House to end veteran homelessness in his city. "I took on this challenge very scared but you don't say no to the First Lady," he said. He went on to say "in Los Angeles we started with 2585 homeless veterans, a number that can be overwhelming, but we knew that you solve this one person and one story at a time."

Since that time the city has made enormous progress. With the number of homeless veterans increasing by four to five every day, he said the city of Los Angeles has placed over 6,000 homeless veterans in housing as of December 31. He further explained that by the first half of this year, the city will not only have placed 7,000 homeless veterans in housing, but the city will have in place a system to house

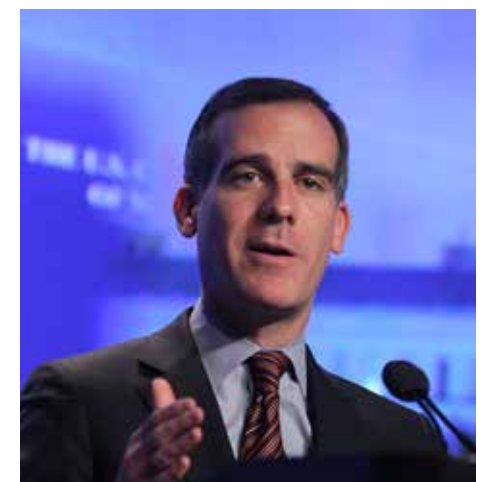
any new homeless veterans.

Mayor Garcetti told mayors this past "Veterans Day was the best Veterans Day of my life." He he had spent the day with a woman named Lakeshia Anthony who was a Navy veteran like himself. She had a distinguished career in the Navy and while there, she put herself through school and earned an MBA. "She has three beautiful daughters but a divorce and loss of job after she finished her service led her to her car, where she was living," he said.

On Veterans Day last year, Mayor Garcetti said Lakeshia was one of the 6,000 homeless veterans that the city was able to provide housing. As he and his staff moved Lakeshia and her daughters into an apartment, it was a joy to watch them move in and take possession of the first bunk beds they ever had. "This isn't about getting the numbers that we want, this is about one family and one life at a time that we transform."

When veterans return home after service, Mayor Garcetti said many have shattered lives in the aftermath of dealing with trauma they sometime experience on the battlefield. They deserve our support in helping them find jobs, housing and the benefits that they need to get back on track. He told mayors that he had set up an office of veterans affairs. This is not something cities normally do because mayors don't think of it as an area they can have an impact on. But Mayor Garcetti encouraged mayors to do the same thing.

He also said the city launched a 10,000 Strong Initiative, to hire 10,000 veterans in the city of Los Angeles over a three year period. After one year, he said more than 5,000 veterans have been hired at places like SpaceX, Starbucks and Time Warner. This is working well with what the city is doing to assist homeless veterans. "We can get them into housing, the services that they



Los Angeles Mayor Eric Garcetti.

need — mental healthcare, regular healthcare — the job training they need and at the same time we can provide them with a pathway to employment," he said.

Mayoral Leadership, Officer Diversity and Training Among the Keys to Strengthening Police-Community Trust, Plenary Panelists Say

By Laura DeKoven Waxman

Conference President and Baltimore Mayor Stephanie Rawlings-Blake led a candid and insightful discussion on reducing violence and strengthening police-community trust in the January 20 opening plenary session of the Conference's 84th Winter Meeting. Participating in the discussion were Chicago Mayor Rahm Emanuel, New Orleans Mayor and Conference Second Vice President Mitch Landrieu, National Urban League President and former New

transparency and the need to earn the community's trust every day.

Key Comments by the Panelists

On the role of mayors:

Morial: "Let me say this to all of you: You've got to own this issue. You've got to own the problem; you've got to own the solution. You can't outsource it to a great police chief,

On the need for federal resources:

Landrieu: "Cities are not special interest groups; we are partners with the federal government. Cities are becoming the tip of the spear not only on national security, but public safety as well. And you have to do it in a way that honors and respects, of course, the constitutional rights of the citizens. There is a lot of stuff happening at one time that all has to be managed with the appropriate manpower and resources that quite frankly the cities of America don't have right now.

"So although crime has generally been going down since 1996, the temperature is much higher, the national security threat around potential terrorism on the streets of America has people at a heightened level of awareness, and we're being forced to confront all of these things. My plea is that mayors share all of the things we're doing on the streets and talk to Congress about the need to understand that on the street where it matters, where things are taking place, whether its federal employees through FBI, DEA, ATF, US Marshalls office, or police officers – they're actually functioning as one unit now – they have to have the resources to make our cities safe."

On reducing gun violence:

Dotson: "The President's action on the executive order is a great first step, but all politics are local so municipalities need to be able to regulate their gun laws at the local level, similar to what Chicago tries to do. Here's the reality in my state, we have incredibly liberal gun laws, they're controlled by people who don't live in urban centers. They make legislation to get reelected. Urban centers, St. Louis, Kansas City Mayor Sly James, are left to deal with the proliferation of guns, you're left to control your budgets, our budgets, we have to be able to control the guns with legislation and meaningful outcomes."

On diversifying, improving police departments:

Dotson: We first started, and Mayor Slay in St. Louis is doing this, a public commitment to diversify the police department. St. Louis is about 56 percent African-American, we're at 36 percent in policing right now. We

have a way to go. That shows a commitment to understanding the problem. We take all of our officers through implicit bias training to understand their differences, and those differences aren't bad. So mayors need to invest in their police departments, make a long term commitment to diversity, and give them the tools and the training because every encounter – we have over 300,000 911 calls we respond to each year – and every one of them has the potential to be a Michael Brown or Eric Garner. We need to make sure we have quality police officers who look like the community and are open and transparent.

On strengthening police-community trust:

Morial: "You've got to embrace and understand that the philosophy of, the tactics and the strategies of community policing are not a cliché. It's about commanders having relationships with community leaders; it's about officers understanding that they're not evaluated on simply racking up arrest numbers, that what we want to focus on is overall reduction in violence. And that means understanding that the police department is just one part of the system and that there are other parts of the system, like prosecutors and courts. To build trust, I also think, the mayors, again, must use their leadership to indicate that they're going to put their credibility on the line to build that trust between officers, the police department and institutions in the community. It isn't an easy challenge, but if you don't own the problem, you cannot own the solution."

Emanuel: "I have always believed in community policing that every encounter between law enforcement and a resident is a teachable moment. And if they walk away positive you have something to draw on when you need it, which is essential to safety. The trust factor is not just a goal, it's a key ingredient to effective community policing, which is what you need for safety."

In conclusion:

Stephanie Rawlings-Blake: What I've tried to do as President is tackle tough issues head on and we have done that today.

A video of the session is available at usmayors.org.



In plenary discussion on reducing violence and strengthening police/community trust, from left, Baltimore Mayor and Conference President Stephanie Rawlings-Blake, Chicago Mayor Rahm Emanuel, New Orleans Mayor and Conference Second Vice President Mitch Landrieu, National Urban League President and former New Orleans Mayor and USCM President Marc Morial, and St. Louis Police Chief Sam Dotson.

Orleans Mayor and USCM President Marc Morial, and St. Louis Police Chief Sam Dotson.

The panelists agreed that guns, gangs, and drugs are fueling violence in U.S. cities. They talked about the importance of mayoral involvement to police department reform and strengthening police-community relationships. They talked about the need for sensible national and state gun laws since cities are not islands and cannot reduce the proliferation of guns and the violence that results from them alone. They talked about the need to diversify police departments so that officers reflect the communities they serve and the need to provide officers with training, such as implicit bias training, which helps them to better interact with community residents. They talked about the importance of taking personal responsibility, both by police officers and community members. Finally they discussed the importance of

although that police chief is key and is a part. You've got to own the details."

On reducing youth gangs and violence:

Emanuel: "You can't allow gangs to become an alternative family structure for kids where those values are basically transferred to children. Which is why we have put in place the largest, most comprehensive after-school summer jobs program. We now have 26,000 kids in summer jobs and close to 25,000 in after-school programs. Even last year while overall crime over the four years was down about 35 percent, we had an increase in shootings, increase in homicides, adolescents as victims of shootings declined in City of Chicago, providing what we all know, that alternatives for kids with a mentor, an adult in a safe place in a supervised activity, a positive activity can have an impact on their safety.

our cities better because cities are where people live. They are where government hits the streets, so we must find ways to solve the problems where it matters most. We are calling on the Presidential Candidates to help us address these issues to make the lives of our citizens better."

USCM Transportation Committee Chair Atlanta Mayor Kasim Reed acknowledged Congress for its bipartisan passage of the FAST Act. "Mayors believe the passage of a transportation bill is an

opportunity for a real breakthrough for job creation across the country. Cities are where hope meets the street and mayors are at the center of action for that. We thank Congress for its action on the transportation bill and we encourage them to direct more local funding to mayors because we have the ability to fund projects where people live."

Flint Mayor Karen Weaver closed the press conference with comments and questions from reporters regarding the

water crisis in her city. "I am glad that the city is finally getting the attention that it deserves, but Flint and its people need more help. It is ironic that we live in the Great Lakes state, but do not have access to clean water. This is something that no one should have to deal with; everybody deserves clean water. I have felt the support and encouragement of my fellow mayors from across the country, and I hope other mayors here take note – do not let this happen in your community."

OPENING PRESS

from page 4

justice and we as mayors largely urge the passage of these bills. We need reform in our criminal justice system and it starts at the top."

USCM Second Vice President Mitch Landrieu spoke to the broader issue of why mayors were gathered in Washington. "The mayors of this country have joined together this week to find ways to make

Senator Inhofe Challenges Mayors to be Ready to Press for Timely Renewal of the Transportation Law

By Kevin McCarty

Senate Environment and Public Works Committee Chairman James M. Inhofe (OK) addressed Winter Meeting participants at the January 21 Mayors and Business Leaders Plenary Breakfast, focusing his remarks on Congressional efforts to raise

investment in the nation's transportation infrastructure.

Senator Inhofe used the occasion to thank mayors for their work on the new long-term surface transportation renewal law (FAST

Act) and challenged them to be ready to engage early on as Congress works to enact the next law before it expires in five years.

He began his remarks by reminiscing about his service as Mayor of Tulsa, stating, "I tell all of my friends in the Senate that if you want a hard job, be a mayor of a major city. There is no hiding place."

As chair of the key Senate transportation panel, Inhofe shared his perspectives on key challenges in getting long-term transportation renewal legislation enacted, noting that the FAST Act was the "largest bill and longest term since 1998." If you keep doing short-term extensions, Inhofe said that "you don't do any reforms" and "you can't plan ahead." He then added, "I think one of the most significant things for you and your cities was to pass this bill."

"Our top priority, a year ago today when the Republicans became a majority, was to do a transportation reauthorization bill, a very ambitious one," Inhofe said. "We came

out with a good product, and we were talking to mayors all of the time."

Looking to the future and the next reauthorization, Inhofe said, "I want to give you a challenge," explaining that the new law is a five-year bill and there is a need to get started early on the next renewal. "So what we are going to be doing is starting in a couple of years planning when the period is up so we have a reauthorization bill ready to go, with the money in place, and we go right into another one," Inhofe said.

"This is where you mayors come in. If you wait around for five years, you aren't going to be much help. But, if you start talking about it in your communities, in your cities, and start planning, we can actually get this done and be ready to do that," he said.

Inhofe concluded his remarks by urging mayors to be engaged in the next renewal effort, stating, "It's going to take a lot of cooperation from you folks to do that, and we will do that together. And, we couldn't have done this (FAST Act) without you."



Senate Environment and Public Works Committee Chairman James M. Inhofe (OK) addresses mayors and other Winter Meeting participants on Congressional efforts to invest in the nation's transportation infrastructure.

Mayors Focus on Creating Career Pathways to the Middle Class

By Megan Cardiff

"We're in the middle of a dramatic infrastructure project that we are all working on together and that is we are building the skills super highway of the 21st century," said U.S. Secretary of Labor Thomas E. Perez when he addressed mayors, Business Council members and Workforce Development Council members at the Mayors and Business Leaders Plenary Breakfast. The Secretary spoke about his experiences working in local, state and federal government and stressed that "we have to build this infrastructure, we have to modernize our skills super highway. The destination for workers

of our workforce system since 1998 and it's all about partnerships." Too many employers face challenges finding workers who possess the skills necessary to compete for available jobs – hindering business growth as well as economic growth. Secretary Perez emphasized that WIOA is key to boosting promising sector strategies that promotes growth and encourages shared prosperity.

"Apprenticeship is a tried and true successful model of workforce innovation," said Perez. The Secretary also talked about apprenticeships and how they allow job-seekers to develop the skills for a career not just in skilled trades but in IT, cyber security, healthcare, technology and other various fields as well. "Investments in apprenticeships will help lead more people to the middle class and has applications in many sectors. Apprenticeship is the other college – except without the debt," said Perez.

Following the Secretary's remarks, USCM Jobs, Education and the Workforce Committee Chair West Sacramento Mayor Christopher Cabaldon moderated a panel that discussed the increased need for talent development, access to post-secondary education and student preparedness for careers. Included on this panel was Albuquerque Mayor Richard Berry, Vice President of Corporate Responsibility – Environmental Sustainability & Public Affairs for InterContinental Hotels Group Paul Snyder, and Executive Vice President of National Engagement and Philanthropy at USA Funds Carol D'Amico.



U.S. Secretary of Labor Thomas E. Perez.

is the middle class and the destination for employers is that growth they are seeking."

Secretary Perez pointed out that the Workforce Innovation and Opportunity Act (WIOA) is a great blueprint to help cities successfully build this skills super highway. "[WIOA] is the most significant restructuring



From left, West Sacramento Mayor Christopher Cabaldon; Albuquerque Mayor Richard Berry; Vice President of Corporate Responsibility, Environmental Sustainability & Public Affairs for InterContinental Hotels Group Paul Snyder; Executive Vice President of National Engagement and Philanthropy at USA Funds Carol D'Amico.

Cabaldon emphasized how crucial it is for mayors to ensure the workforce and education systems in our nation's cities adapt to the changing economic climate of the digital age and help America's youth complete some sort of education and training beyond high school. "The issue of talent development becomes critical both to support our local business community but also to deal with the dislocating effects of technology, of the digital economy, the globalization of trade – all of which we have embraced as mayors but also that create a different kind of workforce for today," said Cabaldon.

Albuquerque Mayor Richard Berry talked about his city's program Running Start for Careers, a public-private effort that began in 2007 and focuses on industry taught curriculum, vocational education in high school. The program was developed to reduce the city's drop-out rate and integrate technical education programs into area high schools. Students can participate in these programs, earn credits toward an industry certificate or pre-apprenticeship, and learn

valuable skills for in-demand industries that leads to a career post high school graduation. Mayor Berry spoke of the program's incredible results, saying "We have a 98 percent on-time graduation rate from the students who go through Running Start for Careers. 85 percent of these students are students of opportunity. Compare that to a 63 percent graduation for our school district and you can see the results."

Turning to the employer perspective on this work, members heard next from Paul Snyder from IHG who talked about the IHG Academy Program, which creates a partnership between a local entity and one of their hotels. The goal of the partnership is to train individuals to get them ready for employment in the hotel business. "The challenge isn't actually getting the partnership up, it's identifying the partners and you, as mayors, know the hotels and the non-profit partners that are trying to get people ready for the workforce. You can be the

see CAREER PATHWAYS on page 17



Dear U.S. Conference of Mayors Members,

It was my great pleasure to speak with you at the USCM Winter Meeting. Many of you were kind enough to stop by our booth and chat with our team about home sharing and how Airbnb makes cities stronger.

As I said to all of you from the stage at the conference, we want to work with you!

A commitment to partnering with your city

In 2015, Airbnb launched the Community Compact, a commitment based on our core principles and informed by lessons we've learned about how best to partner with cities. In it, we pledge to:

- Treat every city personally and help ensure our community pays its fair share of hotel and tourist taxes.
- Build an open and transparent community.
- Promote responsible home sharing to make cities stronger.

We understand that cities have unique policy needs. We want to work with you on smart partnerships and assist your efforts to establish fair, balanced rules for home sharing.

Tax dollars for your city

Airbnb could be contributing \$2 billion in tax revenue to America's fifty largest cities over the next ten years. Airbnb has already collected and remitted more than \$40 million in tourist and occupancy taxes, and we want to expand this initiative. We have a dedicated team eager to work with you to ensure your city can collect more revenue from our community.

Transparency

At the USCM Winter Meeting, many of you had the chance to review real, insightful information about what the Airbnb community looks like in your city. This kind of information is crucial to crafting thoughtful, localized regulations and we look forward to sharing more information about Airbnb in your community as we move ahead.

Please reach out to us at uscm2016@airbnb.com with any questions or concerns. We are excited to work with you to spread the benefits of home sharing within your community.

Sincerely,

Chris Lehane
Global Head of Policy and Public Affairs, Airbnb

Orientation for New Mayors, First Time Attendees



Membership Committee Chair Piscataway Mayor Brian C. Wahler, with USCM CEO and Executive Director Tom Cochran, welcomes newly elected mayors and first-time attendees to the 84th Winter Meeting.



More than 65 new mayors and first-time attendees gathered at the January 20 Orientation Session at Conference of Mayors 84th Winter Meeting to learn about the organization from Membership Committee Chair Piscataway Mayor Brian C. Wahler and USCM CEO and Executive Director Tom Cochran.

Hogsett Invites Mayors to Indianapolis



Indianapolis Mayor Joe Hogsett will host the 84th Annual Conference of Mayors in Indianapolis on June 24-27, 2016. Registration will open in March.

Bowser Welcomes All to Washington, DC



District of Columbia Mayor Muriel E. Bowser (at right) hosted a special Welcome Reception for all Winter Meeting participants. From left, His Excellency Mohammed Jaham Al Kuwari, Ambassador of the State of Qatar, USCM CEO and Executive Director Tom Cochran, and USCM President Baltimore Mayor Stephanie Rawlings-Blake.

Rawlings-Blake Honors Past USCM Officers



During the Winter Meeting Opening Reception, USCM President Baltimore Mayor Stephanie Rawlings-Blake took time to honor mayors who had previously served as President or Trustee of the organization. Left to right, USCM CEO and Executive Director Tom Cochran, former Trenton Mayor Douglas H. Palmer (President), former Denver Mayor Wellington E. Webb (President), Burnsville Mayor Elizabeth B. Kautz (President), former Los Angeles Mayor Antonio R. Villaraigosa (President), Mayor Rawlings-Blake, former Philadelphia Mayor Michael A. Nutter (President), Sacramento Mayor Kevin Johnson (President), USCM Second Vice President New Orleans Mayor Mitchell J. Landrieu, former Albuquerque Mayor Martin Chávez (Trustee), and former Akron Mayor Donald L. Plusquellic (President).

Mayors Urge Passage of Bipartisan Criminal Justice Reform Legislation

By Laura DeKoven Waxman

At the January 20 opening press conference during the Conference of Mayors Winter Meeting, Conference Vice President and Oklahoma City Mayor Mick Cornett urged passage of bipartisan criminal justice reform legislation. “Our criminal justice system is broken,” Cornett said. He talked about the problems at the state and local levels, including the lack of sufficient efforts to reduce recidivism, and said, “we need reform in criminal justice and it starts at the top.”

That same day the Conference released a January 13 open letter to Congress signed by 86 mayors that urged Congress to quickly pass the legislation that would bring needed reforms to the criminal justice system. “This sorely needed legislation has broad support and is important to our cities, our residents, and our nation,” the mayors wrote to all members of the House and Senate. “The U.S. Conference of Mayors is a bipartisan organization and we are especially pleased to be urging support of bipartisan legislation that addresses a critical problem in this country,” the mayors commented. The

mayors come from 34 states, the District of Columbia, and Puerto Rico.

“Bills pending in both the House and the Senate would address decades of serious inequities in federal sentencing for certain drug offenders, target violent criminals, and grant judges greater discretion at sentencing for lower-level drug crimes,” the mayors’ letter said. “They would provide for enhanced mandatory minimums and sentences for certain firearm offenses and apply the Fair Sentencing Act of 2010 retroactively. The Senate bill also contains provisions intended to reduce recidivism by helping federal prisoners successfully re-enter society – provisions that we believe are essential to meaningful justice reform,” the letter continued.

Senate Bill

On October 22 the Senate Judiciary Committee reported out S. 2123, the Sentencing Reform and Corrections Act of 2015. Among its specific provisions, S. 2123 would:

- Reform and target enhanced man-

datory minimums for prior drug felons;

- Broaden the existing safety valve and create a second safety valve;
- Reform enhanced mandatory minimums and sentences for firearm offenses;
- Create new mandatory minimums for interstate domestic violence and certain export control violations;
- Apply retroactively the Fair Sentencing Act of 2010 and certain other sentencing reforms;
- Provide for prison reform based on the pending legislation that would require the Department of Justice to conduct risk assessments to classify all federal inmates and to use the results to assign inmates to appropriate recidivism reduction programs, including work and education programs, drug rehabilitation, job training, and faith-based programs;

- Limit solitary confinement for juveniles in federal custody and improve the accuracy of federal criminal records; and
- Provide for a report and inventory of all federal criminal offenses.

The bill currently has 28 co-sponsors — 15 Democrats and 13 Republicans. The full Senate may take up the bill in the next few weeks.

House Bill

Representatives Bob Goodlatte (VA) and John Conyers (MI), the Chair and Ranking Member of the House Judiciary Committee, have introduced a bill that mirrors the federal sentencing provisions in the Senate bill. That bill, H.R. 3713, the Sentencing Reform Act of 2015, currently has 49 co-sponsors, 34 Democrats and 15 Republicans, and has been reported out of the House Judiciary Committee. In addition, Chairman Goodlatte has indicated the Committee will be working on additional bills that will deal with other aspects of federal criminal justice reform.



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January 13, 2016

AN OPEN LETTER TO CONGRESS FROM THE NATION'S MAYORS ON CRIMINAL JUSTICE REFORM

Dear Members of the U.S. House of Representatives and U.S. Senate:

We write to register the strong support of the nation's mayors for quick passage of bipartisan legislation under consideration in Congress that would bring needed reforms to the criminal justice system.

Bills pending in both the House and the Senate would address decades of serious inequities in federal sentencing for certain drug offenders, target violent criminals, and grant judges greater discretion at sentencing for lower-level drug crimes. They would provide for enhanced mandatory minimums and sentences for certain firearm offenses and apply the Fair Sentencing Act of 2010 retroactively. The Senate bill also contains provisions intended to reduce recidivism by helping federal prisoners successfully re-enter society – provisions that we believe are essential to meaningful justice reform.

The U.S. Conference of Mayors is a bipartisan organization and we are especially pleased to be urging support of bipartisan legislation that addresses a critical problem in this country. In November, the leadership of the U.S. Conference of Mayors approved an emergency policy resolution offered by Conference President and Baltimore Mayor Stephanie Rawlings-Blake that calls for reform of the criminal justice system consistent with bipartisan legislation (S. 2123) that had been reported out of the Senate Judiciary Committee. It is unusual for our Executive Committee to take such action and the fact it did speaks to the importance that mayors place on passage of such legislation.

This sorely needed legislation has broad support and is important to our cities, our residents, and our nation. We are committed to seeing such criminal justice reform legislation enacted into law as early as possible this year. We urge Congress to move quickly to consider it, and we urge you to support it when it comes up for a vote.

Sincerely,

Stephanie Rawlings-Blake, Mayor of Baltimore, President
Mick Cornett, Mayor of Oklahoma City, OK, Vice President
Mitchell J. Landrieu, Mayor of New Orleans, LA, Second Vice President
Kevin Johnson, Mayor of Sacramento, CA, Past President
Elizabeth B. Kautz, Mayor of Burnsville, MN, Past President

Daniel Horrigan, Mayor of Akron, OH
Allison Silberberg, Mayor of Alexandria, VA
Ed Pawlowski, Mayor of Allentown, PA
Hardie Davis Jr., Mayor of Augusta, GA
Steve Adler, Mayor of Austin, TX
Kathleen Newsham, Mayor of Bay City, MI
Becky Ames, Mayor of Beaumont, TX
William Bell, Mayor of Birmingham, AL
David Bieter, Mayor of Boise, ID
Martin J. Walsh, Mayor of Boston, MA
William Moehle, Mayor of Brighton, NY
Tim Willson, Mayor of Brooklyn Center, MN
Edwin Garcia-Feliciano, Mayor of Camuy, PR
James Brainard, Mayor of Carmel, IN
Jennifer Roberts, Mayor of Charlotte, NC
Rahm Emanuel, Mayor of Chicago, IL
Stephen Benjamin, Mayor of Columbia, SC
Andrew Ginther, Mayor of Columbus, OH
Nelda Martinez, Mayor of Corpus Christi, TX
Peggy Bell, Mayor of Cutler Bay, FL
Mike Rawlings, Mayor of Dallas, TX
William Bell, Mayor of Durham, NC
Marcia Leclerc, Mayor of East Hartford, CT
Lester E. Taylor III, Mayor of East Orange, NJ
Carlo DeMaria, Mayor of Everett, MA
Timothy Mahoney, Mayor of Fargo, ND
Karen Freeman-Wilson, Mayor of Gary, IN
Thomas Norton, Mayor of Greeley, CO
Shane Bemis, Mayor of Gresham, OR
Joy Cooper, Mayor of Hallandale Beach, FL
Wayne Hall, Mayor of Hempstead, NY
Alex Morse, Mayor of Holyoke, MA
Jim Throgmorton, Mayor of Iowa City, IA
Sylvester James, Mayor of Kansas City, MO
Adam Paul, Mayor of Lakewood, CO
J. Richard Gray, Mayor of Lancaster, PA
Pete Saenz, Mayor of Laredo, TX
Steven Collier, Mayor of Lawrence, IN
David Berger, Mayor of Lima, OH
Mark Stodola, Mayor of Little Rock, AR
Eric Garcetti, Mayor of Los Angeles, CA

Greg Fischer, Mayor of Louisville, KY
Paul Soglin, Mayor of Madison, WI
Wayne Messam, Mayor of Miramar, FL
Toni Harp, Mayor of New Haven, CT
Bill de Blasio, Mayor of New York, NY
Paul Dyster, Mayor of Niagara Falls, NY
Libby Schaaf, Mayor of Oakland, CA
Buddy Dyer, Mayor of Orlando, FL
Frank Ortis, Mayor of Pembroke Pines, FL
Wayne Myers, Mayor of Petersburg, VA
James Kenney, Mayor of Philadelphia, PA
Greg Stanton, Mayor of Phoenix, AZ
William Peduto, Mayor of Pittsburgh, PA
Bill Gillespie, Mayor of Prattville, AL
Jorge Elorza, Mayor of Providence, RI
Ardell Brede, Mayor of Rochester, MN
Lovely Warren, Mayor of Rochester, NY
Bridget Donnell Newton, Mayor of Rockville, MD
Jacqueline Izzo, Mayor of Rome, NY
Jim Ellison, Mayor of Royal Oak, MI
Jackie Biskupski, Mayor of Salt Lake City, UT
Ivy Taylor, Mayor of San Antonio, TX
Ed Lee, Mayor of San Francisco, CA
Sam Liccardo, Mayor of San Jose, CA
Miguel Pulido, Mayor of Santa Ana, CA
Helene Schneider, Mayor of Santa Barbara, CA
Gary McCarthy, Mayor of Schenectady, NY
Edward Murray, Mayor of Seattle, WA
Jeffrey Slavin, Mayor of Somerset, MD
Francis Slay, Mayor of St. Louis, MO
Elizabeth Goreham, Mayor of State College, PA
Marilyn Strickland, Mayor of Tacoma, WA
Paula Hicks-Hudson, Mayor of Toledo, OH
Carol Dutra-Vernaci, Mayor of Union City, CA
Manuel Figueiredo, Mayor of Union Township, NJ
Bradley Sellers, Mayor of Warrensville Heights, OH
Muriel E. Bowser, Mayor of Washington, DC
Christopher Cabaldon, Mayor of West Sacramento, CA
Tom Stallard, Mayor of Woodland, CA
John McNally, Mayor of Youngstown, OH



Wells Fargo and U.S. Conference of Mayors CommunityWINSSM Grant Program

A simple nomination for a **CommunityWINS** grant can help give your city a boost in 2016.

Through an eligible non-profit of your choice, nominate up to three initiatives or programs that address neighborhood stability, economic development, and job creation.

Submit your nominations by March 18, 2016 by going to usmayors.org/communitywins

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Together we'll go far



Mayors Highlight Career and Technical Education to Build Tomorrow's Economy

By Kathy Wiggins

"This is not your grandfather's vocational education," Jobs, Education and the Workforce Standing Committee Chair West Sacramento Mayor Christopher Cabaldon told the mayors and others gathered for a Special Session on National and Career Technical Education, sponsored by JP Morgan Chase, at the 84th Annual Conference of Mayors Winter Meeting.

Featuring a panel moderated by Mayor Cabaldon and including former Kentucky Governor Steve Beshear, Fort Worth Mayor Betsy Price, Boston Mayor Martin Walsh and JP Morgan Chase Head of Workforce Initiatives Chauncy Lennon, the session focused on how governors and mayors are working to change the face of career and technical education, or CTE, to meet the high demands of business and put young people on a path to high quality careers.

"In Kentucky today we have an economy that is booming," said Beshear, "but we've got Kentuckians who are still unemployed. The problem is those Kentuckians aren't trained for the 21st Century jobs out there today — jobs that require advanced skills but not necessarily a four-year degree. The jobs out there today, many of them require a one or two year certificate in higher skills and pay \$90,000-\$100,000 a year, which in Kentucky you can raise a family on and

have a great life with. That's where our problem is today...and the solution starts with youth in high school and moves on to adults in the workforce."

Describing the work of The Kentucky Federation for Advanced Manufacturing Education (FAME) School, Governor Beshear touted the company-sponsored partnership of regional employers who share the goal of creating a pipeline of highly skilled workers. Through FAME, employers actually start training students while they are still in school. Students receive hands-on and classroom training that gives them access to high-paying advanced manufacturing jobs. "After the training, students have a two-year certificate, graduate with no debt, and they have a job," said Beshear.

Mayor Price outlined the Tarrant County Workforce Development Board's work to map Career Pathways through Industry Focus Groups and standing Industry Consortia. As an example, the Aerospace Industry Consortium, anchored by Lockheed Martin and Bell Helicopter, is developing an aerospace/aviation gaming application to introduce educational and employment opportunities to students. This consortium is involved in a number of other initiatives including providing industry input to the local Career and Technology Education directors of area

Independent School Districts and seeking their advice on marketing that would appeal to their students.

"We as mayors need to use our bully pulpits to partner with our business community to start looking at and talking to our schools to

away because then everyone is on a pathway to success." Walsh touted the creation of the Dearborn STEM Academy, the first STEM school for grades 6-12 in Boston preparing students for early college access, and the continued expansion of Boston's Summer Youth Employment program as



From left, West Sacramento Mayor Christopher Cabaldon, Fort Worth Mayor Betsy Price, Boston Mayor Martin Walsh, and JP Morgan Chase Head of Workforce Initiatives Chauncy Lennon.

see how we can start offering options to our kids," said Price.

Mayor Walsh stressed the need to continue to build support for young people who are out of school and not connected to work. "How do we incentivize these young people to stay in school and put them on a pathway to success?" asked Walsh. "The best way to solve our crime problem is by providing education. That problem goes

models for this effort.

To close the session, Chauncy Lennon unveiled JP Morgan Chase's New Skills For Youth Initiative — a new \$75 million investment to expand high-quality career-focused education programs that lead to well-paying jobs and long-term careers. For more information on the initiative go to www.jpmorganchase.com/corporate/news/stories/newskillsforyouth.htm

VSP Global® and U.S. Conference of Mayors Partner to Provide Free Vision Care

By Crystal Swann

During the Winter Meeting, the Conference announced a yearlong partnership with VSP Global, the largest health care company by membership, to increase access and provide free vision care to thousands of adults and children in need across the country. As part of the "Eyes of Hope: A Million More" initiative, the Conference of Mayors and VSP Global will co-host multi-day events in ten cities across the country. At each event, VSP will provide no-cost eye exams and glasses for adults and children in need. And throughout 2016, VSP Global will continue to work with each city to expand access to eye care services to those in need, with the goal of ultimately improving care and increasing access.

Both VSP Global and the Conference hope that the campaign will provide not only an immediate but also a long-term impact. "Vision care is one of those so-important aspects of our health that too often isn't affordable or fully covered by insurance, and therefore out of reach for many of our most vulnerable communities," said Tom Cochran, CEO and Executive Director. "Through our partnership with VSP Global, we're responding to this challenge on a national level — one community at a time. At the end of the day, our nation's mayors want to ensure

that not one child or adult is hampered in their ability to learn, to be safe, or to benefit in the many ways they can from comprehensive full vision care."

VSP Global currently serves adults and children through various corporate citizenship initiatives, including the VSP Mobile Eyes® program, featuring three mobile clinics that travel the country to provide free eye care and eyewear to those in need. The program developed from relief efforts in response to Hurricanes Katrina and Rita in 2005. Today, when not helping in times of disaster, the mobile clinics travel the country, partnering with VSP eye doctors and charitable organizations to provide people in need with no-cost eye exams and glasses. VSP Mobile Eyes will support the "Eyes of Hope: A Million More" initiative.

"A partnership with the U.S. Conference of Mayors provides an opportunity for delivering education and access to eye care and eyewear where they're needed most," said VSP Global President and CEO Jim McGrann. "VSP is resolute in its desire to provide affordable, accessible, high-quality eye care to the world and this multi-city campaign is a terrific start toward achieving our broader goal of providing access to vision care for 1 mil-



lion people by 2020."

The Conference and VSP hope to announce event dates and locations in the coming weeks. For more information about the "Eyes of Hope: A Million More" initiative, visit www.vspglobal.com/millionmore, or contact Crystal Swann at (202) 861-6707 or cswann@usmayors.org



Walmart, Conference of Mayors Award \$2.8 Million for Manufacturing Research

By Paul Leroux

Five universities and their mayors received honors and substantial grant funding for their work to bring textile manufacturing back to the United States last month. As winners in Second Awards Cycle of the U.S. Manufacturing Innovation Fund, a five-year partnership between the Conference of Mayors, Walmart, and the Walmart Foundation, these universities received a total \$2.8 million in grants. Over the next several years, these schools will develop technologies to reduce the cost of manufacturing textiles in the United States.

The five grants awarded this Winter come on the heels of \$4 million in grants that were awarded to universities as part of the First Awards Cycle in 2014. In total, the Walmart Foundation plans to award roughly \$10 million by 2019. Through this fund, universities and other nonprofits present their best ideas for integrating new technologies into manufacturing, ranging from automation to 3-D printing, helping to modernize both products and processes. Many of the projects also focus on sustainability and public-private partnerships, both of which are significant goals of the Conference of Mayors and Walmart. The Second Awards Cycle specifically focused on textiles, an area where many regions of the United States were once more competitive than they are today.

Amy Hill, Walmart's Senior Director of Government Affairs and Public Relations, travelled to Washington, D.C. to present these awards at the 84th Winter Meeting of the Conference of Mayors. She was joined onstage in presenting awards by Conference President Baltimore Mayor Stephanie Rawlings-Blake. "By helping to bring production closer to consumption, and working with state and—most importantly—local governments, we are helping to bring manufacturing jobs back to the U.S., back to your communities," Hill said.

Mayors have the opportunity to participate in the U.S. Manufacturing Innovation fund by reaching out to potential candidates, endorsing proposals, and helping them to implement winning projects. "America's mayors work every day to create good jobs for the people who live in our cities and metro areas. The five projects we've recognized today will lead to manufacturing jobs in their respective cities and eventually, across the country," said Conference of Mayors CEO and Executive Director Tom Cochran. "We are proud to partner with Walmart and the Walmart Foundation to support these important efforts."

Winning Projects

The winning projects addressed a wide range of textile production technologies, including weaving, fabric dyeing, and cut and sew processes. They came from the cities of Austin, Corvallis, Greenville, Ithaca, and Raleigh.

Austin: The University of Texas at Austin received a grant for \$345,000 to develop a system that inspects fabrics while they are still on the loom using contact image sensors. The proposal was endorsed by Mayor Steve Adler, who said in a statement, "With this award for innovation, the University of Texas can develop a new on-loom fabric defect detection system that, if adopted by U.S. textile manufacturers, will boost America's manufacturing Renaissance. I want Austin to be the city where good ideas become real, and this is yet another way we are achieving that."

Corvallis: Oregon State University received its second U.S. Manufacturing Innovation Fund grant, this one for \$810,000 to develop an environmentally conscious method of dyeing textiles. Corvallis Mayor Biff Traber said of the project, "The Walmart Foundation, U.S.



From left, Walmart Senior Director of Public Affairs and Government Relations Amy Hill, Raleigh Mayor Nancy McFarlane, Ithaca Mayor Svante L. Myrick, and Conference of Mayors President Baltimore Mayor Stephanie Rawlings-Blake.

Conference of Mayors, and Oregon State University build on the steps taken in recent years to closely align the economic development strategy of Corvallis and Benton County with the growing success of Oregon State University and other local employers in fostering innovation, technology business start-ups, and job creation."

Greenville: Clemson University was awarded \$964,000 to create an energy-efficient system for dyeing polyester fabric. Greenville Mayor Knox H. White, who endorsed the proposal, spoke of the significance it will have for his region's economy. "Now home to large global manufacturing and advanced industry firms, Greenville has carved out a competitive position in the global economy and, through our relationship with Clemson University, the Walmart Foundation and the U.S. Conference of Mayors, Greenville continues to deploy effective economic and community development strategies that facilitate investment and job growth from both new and existing companies," White said.

Ithaca: Cornell University received

\$148,000 to continue developing and implementing a no-waste apparel design and production process that utilizes post-consumer textile waste in new textile materials. Ithaca Mayor Svante L. Myrick said of the project, "I am fully supportive of advancing this research with funding and support from the Walmart Foundation and the U.S. Conference of Mayors, and I look forward to the new sustainable solutions that will result from this project."

Raleigh: North Carolina State University also received its second U.S. Manufacturing Innovation Fund grant, this one for \$573,999 to improve textile weaving efficiency. Raleigh Mayor Nancy McFarlane endorsed the proposal and said, "This grant will foster new team efforts to bring manufacturing jobs to Raleigh and provide practical academic experiences for the future employers of the students involved. This is an exciting opportunity to partner with NC State, the Walmart Foundation and the U.S. Conference of Mayors to make Raleigh an even more attractive place to live, work, and study."

DollarWise Supports Financial Education and Summer Youth Programs

By James Kirby

The United States Conference of Mayors DollarWise Campaign has awarded 2016 Innovation Grants to Atlanta, GA to incorporate financial education into English as a Second Language programming, and to Schenectady, NY to provide financial education to residents in Public and Assisted Housing. DollarWise awarded both cities a \$15,000 grant to expand their initiatives.

DollarWise has also awarded its annual Summer Youth Campaign (SYC) Grants to Albuquerque, NM; Charlotte, NC; East Orange, NJ; Memphis, TN; and Tallahassee, FL to integrate financial education into their summer youth programs. DollarWise has awarded each of these cities a grant for \$4,000.00

"When youth learn how to demonstrate responsible money habits while earning a



DollarWise presents 2016 Summer Youth Campaign Grant Award to Albuquerque Mayor Richard J. Berry. From left, USCM Staff Dave Gatton, Albuquerque Mayor Richard J. Berry, Bank of America Senior Vice President & National Director of Alliances & Initiatives Jacqueline O'Garra, DollarWise Manager James Kirby.

paycheck, they begin to invest in their own financial and professional future," said U.S. Conference of Mayors President Stephanie Rawlings-Blake. "In 2015, Baltimore YouthWorks provided 8,137 youth with public, private, and nonprofit job opportunities while having access to financial education."

These awards were made possible in part through the generous support of the Bank of America Charitable Foundation.

"As a financial institution, we understand the importance of helping individuals, including young people, gain access to resources that help them learn better money habits," said Kerry Sullivan, President of the Bank of America Charitable Foundation. "When we

see DOLLARWISE on page 15

Mayors Invited to Compete for Most Livable City Honor

By Jocelyn Bogen

The Conference's oldest awards program kicked off the 37th Annual City Livability Awards Program. This prestigious awards program, sponsored by Waste Management for over the past 27 years, celebrates the creativity of mayors and their city governments in improving the quality of life for city residents.

This program is a great way to promote local best practices and challenges mayors to pursue recognition for innovation in cities.

Participating cities will submit an initial application of 500 words, due on Friday, March 4th which briefly describes their program, and indicates when and why it was created, how it has improved the quality of life of the community, and why it is outstanding or innovative.

From these initial applications, about 20 second round cities in each of two population categories will be selected. These second round cities will then submit a more detailed application, due on May 2nd. An independent panel of judges will select the winners in May. Award winners will be announced in June at the 84th Annual Conference of Mayors in Indianapolis.

The 20 City Livability Awards are presented in two population categories – ten awards to cities of less than 100,000 people, ten for cities of 100,000 or more.

Every municipality in the United States is eligible to nominate one or more city government programs in any policy area, regardless of whether the municipality has applied for or received a City Livability Award in previous years. All programs initiated by the city government are eligible, including those developed and implemented in cooperation with private sector and/or community group participation.



2016 CITY LIVABILITY IMPORTANT DATES

March 4, 2016: Initial Applications Due

March 25, 2016: Announcement of Second Round Cities

May 2, 2016: Second Round Applications Due

June, 2016: City Livability Awards Announced in Indianapolis at The 84th Annual Meeting

National Conference of Democratic Mayors



Newly elected President of the the National Conference of Democratic Mayors, Kansas City Sly James is shown addressing Democratic mayors at their January 20 meeting. Also shown are Denver Mayor and Vice President Michael Hancock, former President and former Houston Mayor Annise Parker, West Sacramento Mayor and Vice President Christopher Calbaldon and Newton Mayor and Treasurer Setti Warren.

Community Leaders of America: Republican Mayors



Rochester Hills Mayor Bryan Barnett welcomes mayors to the Community Leaders of America reception on behalf of CLA President Fort Worth Mayor Betsy Price.

2016 CommunityWINS Grants Launched to Help Local Municipalities with Neighborhood Revitalization, Economic Development and Job Creation

By Jocelyn Bogen and Gene Lowe

On Jan. 20, The U.S. Conference of Mayors and Wells Fargo announced a call for nominations for the 2016 CommunityWINS grant program, aimed at accelerating neighborhood revitalization, economic development, and job creation in municipalities across the country.

Launched in 2015, The U.S. Conference of Mayors and Wells Fargo CommunityWINS grant program includes a \$3 million investment by the Wells Fargo Foundation over three years. CommunityWINS grant program is administered by The U.S. Conference of Mayors and funded by the Wells Fargo Foundation.

"We are pleased to continue this great program in 2016 after a successful launch last year," said U.S. Conference of Mayors CEO and Executive Director Tom Cochran. "The CommunityWINS program demonstrates how private and public sectors can work together to address local economic challenges and create positive change. Our organization and Wells Fargo share similar goals and commitments to help communities across the country succeed, and we look forward to teaming with additional cities and nonprofits to spur economic recovery in 2016."

Through a competitive application process, the USCM will determine eligibility and administer grant funds to eligible nonprofits

in six cities to support neighborhood revitalization, economic development and job creation initiatives.

"We found great success collaborating with the U.S. Conference of Mayors to help local communities succeed," said Martin Sundquist, executive director, Wells Fargo Housing Foundation. "Wells Fargo believes it is important to help people succeed financially. By joining efforts with community organizations and nonprofits, we are able to support initiatives that accelerate local economic recovery, which in turn strengthens the communities in which we live and work."

USCM member cities can nominate up to three eligible nonprofit initiatives or programs that address one of the following categories:

- Neighborhood stabilization – projects designed to stimulate growth and stability while assisting in the removal of blight and the rebuilding of neighborhoods.
- Economic development – projects designed to promote business development.
- Job creation – projects designed to aid in local job creation or assist in job training.



Wells Fargo Housing Foundation Executive Director, Martin Sundquist announced the call for nominations for the 2016 CommunityWINS grant program.

Grant requirements, application details, application checklists, and the online application forms are available now at usmayors.org/communitywins. Applications must be submitted by March 18, 2016.

With the inaugural CommunityWINS grant program in 2015, grants were presented to six nonprofits including Civic Works, Inc. (Baltimore), Arkansas Lighthouse for the Blind (Little Rock, Ark.), West Sacramento Foundation (West Sacramento, Calif.), Newark Community Economic Development Corporation (Newark,

N.J.), NeighborWorks Green Bay (Green Bay, Wisc.), and Lima-Allen County Neighborhoods in Partnership (Lima, Ohio).

The CommunityWINS grant program collaboration between the USCM and Wells Fargo follows a national alliance formed in 2011 to address foreclosure prevention, property disposition, homeownership promotion and community development. The three-year alliance was forged to address housing challenges through strategies developed by Wells Fargo.

DOLLARWISE

from page 13

connect young adults receiving their first paycheck to tools to help them manage their finances, we are helping them chart a path for success, and we're honored to partner with the U.S. Conference of Mayors - and cities across the country - in this effort."

The following descriptions highlight each program and explain how the DollarWise grants will be used:

Innovation Grant Award Recipients:

The City of Atlanta has been awarded an Innovation Grant to create a campaign that will integrate relevant financial education training into the city's existing English as a Second Language initiative. Participating students will work through financial education modules that focus on household, shopping, budgeting, banking, goal setting, credit and debit, loans, saving, and fraud.

The City of Schenectady has been awarded an Innovation Grant to develop a financial education curriculum that will help families in Assisted Housing escape from long-term debt, and allow them to become financially self-sufficient.

Summer Youth Campaign (SYC) Grant Award Recipients:

The City of Albuquerque has been awarded a Summer Youth Campaign Grant to help its "Learn to Earn" program develop an interactive badge system that will incentivize youth to hone their money management skills during the summer.

The City of Charlotte's "Mayor's Youth Employment Program" will use a grant to provide year-round financial education and career readiness training to over 3,600 youth.

The City of East Orange's "Summer Work Experience Program" will develop an entrepreneur camp for youth to help them learn successful business and money management skills.

The City of Memphis will use a DollarWise grant to provide year-round financial education and work-readiness training to 1,200 youth in 2016.

The City of Tallahassee's "Future Leaders Academy" will create an online financial education module system that will help teens develop their personal finance skills during the summer.

Financial Education and Summer Youth Programs Publication

In partnership with The U.S. Conference of Mayors' Workforce Development Council, DollarWise has released a publication that highlights the success of USCM in supporting financial education and summer youth jobs, and showcases some of the country's most innovative and successful summer youth initiatives. Forty cities total are featured in the publication, including the winners of the 2015 DollarWise Summer Youth Campaign Grants. The publication also provides a summary of the 2015 DollarWise Summer Youth Contest, which offers online financial education to youth in summer programs, as well as the findings of a 2015 national review of summer youth initiatives. The Financial Education and Summer Youth Programs publication can be found on the DollarWise website at: www.bedollarwise.org.

The DollarWise Campaign is the official financial education initiative of The United States Conference of Mayors and its Council on Metro Economies and the New American City. DollarWise is made possible through funding from the Bank of America Charitable Foundation. For more information on DollarWise, please contact James Kirby at: jkirby@usmayors.org

FIRST LADY

from page 5

that "your work is not finished on the day you have a home for every veteran in your city." As a case in point, she talked about Mayor Landrieu of New Orleans whose city "became the first major city to end veteran homelessness last year. But Mayor Landrieu didn't just declare victory and move on. No, no, he kept his city's rapid response system running at full force. And they continue their nightly homeless veteran searches. And since their announcement, New Orleans has housed an additional 156 veterans."

Ending veteran homelessness cannot be checked off, but must be solved every day. First Lady Michelle Obama commended the President of the Conference of Mayors Baltimore Mayor Stephanie Rawlings-Blake for her leadership in creating a bipartisan task force on the issue co-chaired by Mesa Mayor Giles and New Orleans Mayor Landrieu.



GRO1000 Partnership Transforms Cities Through Garden and Green Space Development

By Crystal Swann

During the 84th Winter Meeting of the United States Conference of Mayors, four cities were awarded the 2016 GRO1000 Garden and Green Spaces grant to support local projects that promote and enhance community garden and green space development. The 2016 GRO1000 Showcase Grant Winners are:

Atlanta, GA:

Atlanta Urban Agriculture Expansion Project
Mayor Kasim Reed

New York, NY:

Pleasant Village Community Garden
Mayor Bill de Blasio

Providence, RI:

General Street Park Community Garden
Mayor Jorge O. Elorza

St. Louis, MO:

St. Louis Riverfront Butterfly Byway Southern Monarch Habitat Area
Mayor Francis G. Slay

Su Lok, Director, Corporate and Community Partnerships, The Scotts Miracle-Gro Company was on hand to present the winning mayors with their awards during the opening plenary session. A panel of former mayors and national garden experts chose the winning cities. GRO1000 grant winners each receive a total of \$40,000 in monetary support and in-kind donations, to develop gardens and green spaces that will



From left, CEO & Executive Director Tom Cochran; Conference 2nd Vice President and New Orleans Mayor Mitch Landrieu; Providence Mayor Jorge O. Elorza, Conference 1st Vice President and Oklahoma City Mayor Mick Cornett, Conference President and Baltimore Mayor Stephanie Rawlings-Blake, Director, Scotts Miracle Gro Company Su Lok; Atlanta Mayor Kaseem Reed; St. Louis Mayor Francis Slay; Vice President, Corporate Affairs, Scotts Miracle Gro Company Ann Aquillo; NYC Director of Federal Affairs, Andrea Zuniga; and Mike Shelton, Sustainability manager for ScottsMiracle-Gro.

help transform their communities. Following are brief descriptions of the winning projects:

The Atlanta Urban Agriculture Expansion Project will connect and expand three successful, but under-resourced, urban agriculture programs across Atlanta, including the city's ten successful fire stations vegetable gardens, which provide fire fighters across the city with fresh, naturally grown vegetables and herbs as a healthy supplement for their fire station meals, and serve as teaching and demonstration gardens for the surrounding communities.

The Pleasant Village Community Garden plays a vital role in providing healthy, affordable produce for residents in the New York City neighborhood of East Harlem. The

garden effectively functions as a non-profit co-operative, providing food for more than 200 community residents. In addition to the edible garden, the property has a chicken coop, which provides the community eggs. The surplus eggs are sold and the revenue poured back into maintaining the garden.

Providence's General Street Park is a neighborhood park completely surrounded by a low-income housing complex, many of which are occupied by families. This project aims to transform General Street Park into a vibrant, creative and safe place for residents and youth, through the installation of a fruit tree grove, which will serve as a natural play/hiding/discovery space for youth as well as a healthy food access and environmental education opportunity.

The St. Louis Riverfront Butterfly Byway will span approximately 31 acres of monarch butterfly habitat along the northern portion of the 19-mile riverfront and consist of native plants that will also attract pollinators and serve as urban prairie patches for other species. GRO1000 grant funds will establish a prominent southern terminus for the byway. The proposed southern monarch garden areas will be located within close proximity to two city parks, and the anticipated result will be two large monarch/pollinator gardens that will also provide additional acreage of monarch habitat and serve as an extension of the St. Louis Riverfront Butterfly Byway pollinator pathway.

American Management Services/Partner America Receives USCM Small Business Leadership Award

By Kathryn Kretschmer-Weyland

American Management Services was awarded the U.S. Conference of Mayors Small Business Leadership Award at the 84th Winter Meeting for its work on behalf of the nation's small businesses through the Partner America Program. Burnsville Mayor Elizabeth Kautz, Co-Chair of the Small Business and Entrepreneurship Task Force presented the award to George Cloutier, Founder and CEO of American Management Services and Lou Mosca, Executive Vice President and COO.

Mayor Kautz reminded mayors that it was 17 years ago at the 68th Winter meeting that Executive Director and CEO Tom Cochran and George Cloutier from American Management Services created the Partner America Program. Partner America is the US Conference of Mayors small business program designed to assist Mayors in providing the resources and information small businesses need to thrive within their local communities and global economy.

Since its inception Partner America has held approximately 70 small busi-



From left, Tom Cochran, New Orleans Mayor Mitch Landrieu, Oklahoma City Mayor Mick Cornett, George Cloutier, Founder and CEO of American Management Services (AMS), Lou Mosca, Executive Vice President and COO of AMS, USCM President Baltimore Mayor Stephanie Rawlings-Blake.

ness events across the country bringing Mayors and small business owners together to learn about local, state and federal programs that assist small business owners.

The Partner America Program has also conducted numerous small business polls and has bestowed the Small Business Advocate Award to Mayors that have demonstrated outstanding leadership

and support of their small business community.

Kautz stated "Both George and Lou have been speakers at our Small Business Task Force and Small Business Events across the country. They have been a tremendous resource and our expert on small business matters. I would personally like to thank them for being the longest standing Platinum Business Partner with the

U.S. Conference of Mayors and look forward to advancing our work with them to help our small businesses across the country grow and prosper."



Six Cities Win Grants to Support Local Efforts to Prevent Childhood Obesity

By Crystal Swann

During the 84th Winter Meeting of the United States Conference of Mayors, six cities were awarded financial support to address and prevent the advancement of childhood obesity in their communities. The awards went to cities with outstanding programs that encourage healthy weight in children and families, through balanced diet choices and regular physical activity.

During the Thursday plenary luncheon session, Susan Neely, CEO & President, American Beverage Association presented the awards on behalf of the partnership between USCM and the American Beverage Foundation for a Healthy America (ABHFA), to support and/or enhance mayors' ongoing childhood obesity prevention programs in their cities.

The grant awards are divided into small, medium and large city categories, with first place and second place awards given in each category. An independent panel of judges evaluated each application based on innovation, creativity, replicability and potential impact.

A brief description of each winning program appears below. For more information and videos of the top winning programs go to usmayors.org/childhoodobesity.

Large City

1st Place (\$150,000)

New Orleans Mayor Mitchell J. Landrieu

Fit NOLA, the mayor's initiative to reduce obesity and promote healthy lifestyles, is a partnership of over 200 businesses, non-



CEO & Executive Director Tom Cochran; Conference Vice President and Oklahoma City Mayor Mick Cornett; Conference President Stephanie Rawlings-Blake; Conference 2nd Vice President, Award recipient and New Orleans Mayor Mitch Landrieu; and Susan Neely, CEO & President, American Beverage Association.

profit organizations, schools, and community members, with the goal of making New Orleans one of America's top ten fittest cities by 2018, the city's 300th anniversary. The award will specifically support the Fit NOLA Schools component, which aims to improve physical activity and access to healthy foods for children and youth who attend public schools in New Orleans.

2nd Place (\$25,000)

Baltimore Mayor Stephanie Rawlings-Blake

Baltimore's initiative, Learning Journeys: Enhanced Farm and Nutrition Education, aims to more fully incorporate the school district-owned and run Great Kids Farm into curricula, and thereby enhance schools' capacity to address childhood obesity through farm and cooking education and increasing vegetable consumption among their student populations.



CEO & Executive Director Tom Cochran; Conference Vice President and Oklahoma City Mayor Mick Cornett; Conference President Stephanie Rawlings-Blake; Everett Mayor Carlos DeMaria; and Susan Neely, CEO & President, American Beverage Association.



CEO & Executive Director Tom Cochran; Conference Vice President and Oklahoma City Mayor Mick Cornett; Conference President Stephanie Rawlings-Blake; Fontana Mayor Aquanetta Warren; and Susan Neely, CEO & President, American Beverage Association.

Medium City

1st Place (\$120,000)

Fontana Mayor Aquanetta Warren

Healthy Kids for a Healthy Fontana aims to directly benefit the 4,100 elementary and middle school children currently attending the City's after-school programs, by increasing the likelihood that families will purchase and eat fresh fruits and vegetables and provide more opportunities for physical activity.

2nd Place (\$25,000)

Columbia Mayor Stephen K. Benjamin

Project GNF (Gardening, Nutrition & Fitness) is an expansion of the Mayor's Youth Sports Initiative, and aims to make gardening, nutrition, and fitness fun components of the existing program. The new component will be the GNF Club. The GNF

Club will be introduced in recreation centers located in the 29203 and 29204 zip codes of Columbia, SC, where significant health and economic disparities have been identified.

Small City

1st Place (\$100,000)

Everett Mayor Carlo DeMaria, Jr.

Heathy Me is a multi-pronged initiative targeting Everett child and teenagers aged 8-14, though the applicants expect the effects/impacts to reach entire families. The City and Malden YMCA will plan,

execute and evaluate a comprehensive program for Everett students in 2nd through 9th grades. Directly, these activities will reach over 500 students, and will indirectly impact thousands of their peers, siblings and parents.

2nd Place (\$25,000)

Plainfield Mayor Adrian O. Mapp

Color Me Healthy is an evidence-based physical activity and nutrition program developed to reach limited resource children ages four and five. The program teaches children that healthy food and physical activity are fun by using color, music, and exploration of the senses.



MENINO SURVEY

from page 3

top the list of priorities only underscores that the fact that mayors are less focused on ideology, and are more interested in getting things done. Mayors know the needs of their residents and they are committed to responding to those needs."

The Menino Survey of Mayors sought to gain insight into the specific needs of mayors within a broad spectrum of mayoral challenges and contemporary realities. The researchers interviewed mayors in person at the 83rd Annual Meeting in San Francisco, and over the phone or by email in the months that followed.

"Mayors are innovators, collaborators, and problem solvers by nature, often taking action when other levels of government cannot. The BU Initiative on Cities was co-founded by one of America's greatest mayors, Tom Menino, and we have a profound respect for the job mayors do every day," said Graham Wilson, Director of the BU Initiative on Cities. "We hope that the Menino Survey shines a light on their leadership and helps mayors communicate the needs, challenges, and achievements of cities today."

The 2015 Menino Survey of Mayors and Key Findings can be read in full at:

<http://www.usmayors.org/meninosurvey/2015/2015survey-final-report.pdf>

CAREER PATHWAYS

from page 7

convener of that," said Snyder.

Representing USCM's core partner on the Completion With a Purpose initiative, Carol D'Amico of USA Funds discussed her organization's goals toward completion with a purpose, stating "We at USA Funds are focused on helping citizens of our cities and states get to and through college so that they are able to launch a career, lead a fulfilling life, and be civically engaged." She talked about the struggle mayors face in their cities to not only prepare students for the new economy of the country but also getting

young people through college. "USA Funds supports the best practices of mayors across the country who want to lead the way in this initiative," said D'Amico – in reference to the USCM/USA Funds National Education Pathways with a Purpose Initiative, which is now open for 2016 grant applications.

For more information on how to apply for the 2016 National Education Pathways with a Purpose Grants, please go to www.usmayors.org/pathwayswithapurpose or contact Kathleen Wiggins at kwiggins@usmayors.org.

The Arts Inspire Us - The 2016 National Arts Leadership Awards

By Jocelyn Bogen and Tom McClimon

"The arts inspire us," is how Conference of Mayors Vice President Oklahoma City Mayor Mick Cornett opened up the plenary arts breakfast featuring the national arts awards for leadership in the arts.

Moderated by Mayor Cornett, the breakfast included the arts awards to mayors, an artist, and a performance by spoken word artist Vanessa German.

Conference of Mayors CEO and Executive Director Tom Cochran kicked the session off by stating that the arts are included in the 2016 Mayors Compact for a Better America where the mayors call for the elevation of the arts and tourism to a Cabinet level. "The arts rank up there with transportation, public safety, and the environment,"

Americans for the Arts President and CEO Robert Lynch, co-sponsor with the Conference of Mayors of the National Arts Leadership Awards, talked about the importance of the mayors to the arts world. "You are the hardest working leaders in America," stated Lynch.

Three civic leaders and one artist who have supported and promoted arts and culture were honored.

2016 National Award for State Arts Leadership: California Governor Jerry Brown

Governor Brown has supported the arts and culture over 40 years, including his time as Mayor of Oakland and now in his fourth term as governor. First elected as governor in 1974, Governor Brown advocated for and signed legislation creating the California Arts Council (CAC), the state agency that oversees the state's arts and cultural activities. In fiscal year 2014-2015, Governor Brown signed into law a \$5 million one-time increase for the CAC, its first general fund increase after 13 years of flat general funding at \$1 million annually. The next year, Governor Brown signed a budget with a permanent baseline budget of \$7 million for the CAC. Due in large part to the support of Governor Brown and the state legislature, the CAC jumped from a \$5 million agency to an \$11.8 million agency.

Governor Brown is also a longtime supporter of California's renowned Arts-in-Corrections program, which offers an array of performing, literary, and visual arts disciplines in correctional facilities. Governor Brown's fiscal year 2015-2016 budget included a line item for continued support of this program through the budget of the California Department of Corrections and Rehabilitation.

While mayor of Oakland, Governor Brown founded the Oakland School of the Arts, and continues to be involved in the school's success and fundraising, meeting regularly with the director of the school and highlighting the work of its



USCM CEO and Executive Director Tom Cochran, Americans for the Arts President and CEO Robert Lynch, USCM President Baltimore Mayor Stephanie Rawlings-Blake, 2016 National Award for Local Arts Leadership recipient Santa Barbara Mayor Helene Schneider, and USCM Vice President Oklahoma City Mayor Mick Cornett.

students at public events.

2016 National Award for Local Arts Leadership for cities with a population smaller than 100,000: Santa Barbara Mayor Helene Schneider

Mayor Schneider supported the development of a Funk Zone as a creative community and artisan-defined neighborhood that has now become a popular destination for residents and visitors. The Funk Zone serves as a model case

study on how to develop an arts area, maintain its authenticity, and balance gentrification.

Mayor Schneider has also found opportunities in public buildings and neighborhood centers to improve access to arts and culture. For example, she is a proponent of the Santa Barbara Arts Alliance, an art-based mentoring program for low-income youth, in developing a Youth Mural Program to paint murals in the city's neighborhood community centers that were once frequently vandalized.

2016 National Award for Local Arts Leadership for cities with a population larger than 100,000: Orlando Mayor Buddy Dyer

Since taking office in 2003, Mayor Dyer has worked tirelessly to grow and expand the arts in Orlando. Under Mayor Dyer's leadership, last year Orlando opened its new \$500 million, 330,000-square-foot performing arts center, which had been a dream of the Central Florida community for more than two decades. A private-public partnership in its truest form, the performing arts center was made possible due to approximately two-thirds



USCM CEO and Executive Director Tom Cochran, Americans for the Arts President and CEO Robert Lynch, USCM President Baltimore Mayor Stephanie Rawlings-Blake, 2016 National Award for Local Arts Leadership recipient Orlando Mayor Buddy Dyer, USCM Vice President Oklahoma City Mayor Mick Cornett, and USCM Past President Burnsville Mayor Elizabeth Kautz.

"I'm honored to accept this award on behalf of the City of Santa Barbara's many creative and groundbreaking community leaders and artists. Santa Barbara's vibrant cultural arts economy and public art programs are a result of many years of ingenuity, planning, strategic investments and people who just get things done."

-Santa Barbara Mayor Helene Schneider

The Arts Inspire Us - The 2016 National Arts Leadership Awards

public and one-third private funding. Having recently celebrated its one-year anniversary, the performing arts center welcomed more than 300,000 guests in its first year.

Each year, Mayor Dyer commits more than \$1.8 million of the city's budget to local arts organizations. More recently, he supported the arts by providing a new home for the Orlando Ballet, which now leases the city's Loch Haven Community Center at the rate of \$1 per year for 99 years. Other local arts groups like the Orlando Museum of Art, Orlando Science Center, and Shakespeare Theater benefit from similar partnerships with the city.

Mayor Dyer has also expanded the city's public art program. One percent of the city's capital improvement project budget is spent on public art that is placed throughout the city. From community-branded bus shelters and electrical boxes to garbage dumpsters and bike racks turned into works of art, Mayor Dyer has tasked staff with finding ways to turn all the city's infrastructure into art.

2016 National Award for Artist Advocacy: Ledisi

The Artist Advocacy Award was presented to nine-time Grammy nominated R&B and jazz recording artist, songwriter, Oakland School of the Arts alumna and Presidential Turn Around Artist Ledisi. First



A highlight of the Arts Breakfast was a spoken word performance by award winning multidisciplinary artist Vanessa German's, who is based in Pittsburgh, Pennsylvania's historic Homewood neighborhood. She is also the founder of, "Love Front Porch" and Homewood's Art House, which serves as an artistic alternative to violence in her neighborhood.

"In Orlando we have worked hard to incorporate the arts into everything we do as a community and increase arts and cultural opportunities for everyone, no matter their income or age."

– Orlando Mayor Buddy Dyer

Lady Michelle Obama has invited Ledisi to perform at the White House multiple times. Ledisi first began performing publicly at age eight with the New Orleans Symphony Orchestra. She studied classical music and jazz at New Orleans Center for Creative Arts Riverfront, which is Louisiana's premier arts training center for high school students. Not only is she an accomplished singer and musician, but also she portrayed legendary gospel singer Mahalia Jackson in the 2014 Oscar-nominated film Selma, based on the life of Dr. Martin Luther King, Jr.

Throughout her career, she has never forgotten the Arts or her New Orleans roots. Ledisi took the opportunity to give back to support the re-emergence of that great city after Hurricane Katrina.



Nine-time Grammy nominated R&B and jazz recording artist Ledisi shares how her participation in public Arts programs has contributed to her career as she accepts the 2016 National Award for Artist Advocacy.



Mayors and Business Leaders Plenary Breakfast



Mayors Business Council Chair Las Vegas Mayor Carolyn G. Goodman presides over the Mayors and Business Leaders Plenary Breakfast.



U.S. Conference of Mayors CEO & Executive Director Tom Cochran addresses the mayors and business leaders.



Sponsor Starbucks Coffee Company Chief Community Officer Blair Taylor.



Sponsor Target Corporation Director of State and Local Government Affairs Thad Hellman.



Steering Committee Co-chair Arete Director of Urban Development & Government Affairs Doug Palmer.



Steering Committee Co-chair USCM Platinum Partner Philips North America Vice President- State & Local Government Relations Enterprise & Government Solutions Jean Cantrell.

Play Ball 2016 Announced by MLB Hall of Famer Cal Ripken, Jr.

By Tom McClimon

"We want to expand the Play Ball campaign to more cities this year", was the message conveyed by former Baltimore Orioles star player and Baseball Hall of Famer Cal Ripken, Jr in announcing the launch of Play Ball Summer 2016. Mr. Ripken represented the Commissioner of Baseball in making the announcement.

Play Ball Summer is a program sponsored by Major League Baseball, Minor League Baseball, and the US Conference of Mayors. The goal is to encourage kids of all ages to enjoy and experience the sport in a fun and casual environment. This year's program is summer long – June, July and August – and mayors are encouraged to sponsor an activity during one of those months. Last year, 140 mayors participated in the program.

Conference of Mayors President Baltimore Mayor Stephanie Rawlings Blake joined Cal Ripken in making the announcement. The Mayor also announced that as part of Play Ball Summer, mayors are being encouraged to show support for their favorite baseball team, major or minor, by wearing their team's hat on April 3rd or 4th (MLB Opening Week) and post a picture on social media. Mayors who register will receive a cap of their cities' major or minor league team.

Additional information on Play Ball Summer can be found on the Conference's website: usmayors.org/playball.



USCM Executive Director & Executive Director Tom Cochran; USCM Vice President Oklahoma City Mayor Mick Cornett; USCM President Baltimore Mayor Stephanie Rawlings-Blake; Cal Ripken Jr.; and USCM Second Vice President New Orleans Mayor Mitchell Landrieu.

Winter Meeting Sponsor Speakers



Sponsor Airbnb Head of Global Policy and Public Affairs Chris Lehane speaks to the mayors at the 2016 Winter Meeting.



Sponsor Uber Technologies, Inc. Regional General Manager Rachel Holt greets the mayors at the 2016 Winter Meeting.



Sponsor American Hotel & Lodging Association President and Chief Executive Officer Katherine Lugar addresses the mayors.

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Kansas City Recognized with U.S. Communities Leadership Award

By Kathryn Kretschmer-Weyland

On Thursday, January 21, Kansas City, MO Mayor Sylvester “Sly” James and Kansas City’s Purchasing Manager, Renee Medlin, received the honor of a U.S. Communities leadership award at the U.S. Conference of Mayors Winter Meeting. The award recognizes the city’s excellence in promoting purchasing solutions nationwide and its active role in both utilizing and marketing the program. The award was presented by Columbia, SC Mayor Steve Benjamin, a staunch supporter of U.S. Communities, and was accepted by both Renee and Mayor James’ Chief of Staff, Joni Wickham.

Mayor Benjamin, in presenting the award, applauded Kansas City for serving as the lead public agency for two U.S. Communities contracts that launched this past year: HotelPlanner, which offers travel services and solutions, and ClubCar/Columbia Par Car, which provides utility, transportation, and golf vehicles. This means that Kansas City bid for and evaluated the contracts through a competitive solicitation process, and once the contract was awarded, allows other participating agencies to make purchases on the contracts through U.S. Communities. Additionally, in the first three quarters of 2015, the City purchased almost \$4 million worth of goods and ser-

vices through a variety of U.S. Communities suppliers such as ACRO, Graybar, Hertz Equipment Rental, and DLT Solutions, saving hundreds of thousands of dollars.

Kansas City Mayor James, whose award was accepted by his Chief of Staff, Joni Wickham, has served as Mayor since May 2, 2011. His support of the U.S. Communities program highlights his enthusiasm for streamlining processes at City Hall and encouraging small business development. Mayor James’ platform fits well with U.S. Communities’ dedication to aggregating purchasing power and giving public agencies an opportunity to “do more with less.”

Renee Medlin, Kansas City Purchasing Manager, has been with the City since 2007 and has been in her current position since 2009. She was appointed to the U.S. Communities Advisory Board in 2011 and has subsequently served as both representative of, and an ambassador to, her region for the program. She has also been active with NIGP, the National Institute of Governmental Purchasing, for many years serving on several committees and in various leadership positions. As Purchasing Manager, she has consistently recognized the value of using U.S. Communities to help



Tom Cochran, CEO and Executive Director of the U.S. Conference of Mayors is joined by New Orleans Mayor Mitch Landrieu, Oklahoma City Mayor Mick Cornett, Award Recipient Renee Medlin, Columbia Mayor Steve Benjamin, and Award Recipient Mayor James’ Chief of Staff, Joni Wickham.

her city save money, and this best practice has made her a clear winner of the leadership award.

U.S. Communities is the leading national government purchasing cooperative, providing solutions and savings to members by aggregating the purchasing power of public

agencies nationwide. U.S. Communities provides users with access to a wide variety of competitively solicited contracts with national suppliers, including the U.S. Conference of Mayors, that have committed to providing their lowest overall public agency pricing. For more information, please visit www.uscommunities.org.

The Mayors Business Council The Conference and America’s Mayors Thank You for Supporting The Mayors Business Council for Ten Years or More

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Mayors Address New Georgetown Institute of Politics and Public Service



Conference of Mayors CEO and Executive Director Tom Cochran welcomes the Georgetown community to a panel titled “Building Cities of Opportunity for All: Policy Solutions for Equitable Economic Development.” Cochran said that this was the beginning of a new relationship between USCM and Georgetown's Institute of Politics & Public Service.



In the midst of the 84th Winter Meeting, a group of mayors visited the Georgetown Institute of Politics and Public Service and participated in a panel featuring, from left to right, GU Politics Spring Fellow and Former Jacksonville Mayor Alvin Brown, Dayton Mayor Nan Whaley, Kansas City (MO) Mayor Sly James, District of Columbia Mayor Muriel Bowser, Conference of Mayors Vice President Oklahoma City Mayor Mick Cornett, and Georgetown Public Policy Review Editor-In-Chief Erin Mullally.

City Workforce Leaders Stress Importance of Skills Development, Job Training

By Megan Cardiff

To ensure that a city's economy is thriving, mayors and workforce leaders must come together to provide access to job training and skills education that will lead residents to a successful career. Building a jobs pipeline in America's cities is crucial to the prosperity of not only the city itself, but the nation as a whole. The U.S. Conference of Mayors Workforce Development Council met on Wednesday, January 20 and Thursday, January 21, in conjunction with the USCM 84th Annual Winter Meeting, to discuss how local workforce leaders can help mayors utilize the workforce development system to its fullest extent and provide skills training and jobs to individuals in their communities.

USCM Jobs, Education and the Workforce Chairman West Sacramento Mayor Christopher Cabaldon opened the meeting with welcoming remarks and a thank you to Council members for their dedication and hard-work, saying “Mayors value the hard-work and support you provide to us in the workforce arena and will continue to partner with workforce boards on the serious issues facing our cities today.”

The Council was also joined by White House National Economic Council Policy Advisor Ryan Burke who discussed the White House Tech Hire and Computer Science Initiatives. Burke talked about the

TechHire Initiative, which was launched by President Obama in March 2015 and has since seen 35 cities, states and rural areas with more than 500 employer partners join together to help expand opportunities for youth to get trained and placed in well-paying tech jobs. She also talked about the upcoming investments in computer science training, STEM education, and tech centers being developed in cities. In June, at USCM's Annual Meeting in San Francisco, President Obama set a goal to double the number of TechHire cities and since then, 14 new communities have made commitments. “We've been able to put technology centers in public housing so that low-income children can start learning coding and the skills needed to enter these careers,” said Burke.

Improving the effectiveness and efficiency of job services for veterans and helping combat veteran homelessness were two major issues taken up by the Council at their conference this year. Chris Ford, CEO of the National Association of Veteran Serving Organizations (NAVSO), joined members to highlight the work being done by his organization and discuss ways workforce boards around the country could help improve job services for veterans. “It is hard getting veterans to participate in the workforce mainly because their skills are not properly ‘translated’ on paper. Finding other veterans and hiring them in

job centers to help ‘read’ a fellow veterans’ resume can help place these individuals into jobs and careers,” said Ford. A main focus of NAVSO is to maintain a web platform where like-minded professionals can communicate and share best practices.

Speaking on veteran homelessness, Matthew Doherty, Executive Director for the U.S. Interagency Council on Homelessness (USICH), talked about the agency's work with mayors and organizations across the nation to help communities develop lasting solutions and strategies to address veteran homelessness. Doherty pointed out that veteran homelessness has declined since 2010 and more jobs and opportunities are being created for veterans – putting them on a path to prosperity. He emphasized the continued need for jobs, however, and challenged workforce boards to continue the good work and do more in the fight to end veteran homelessness.

Kirkland Murray, CEO of the Anne Arundel

Workforce Development Corporations, presented a Peer-to-Peer Best Practice on their Workplace Excellence Series – a partnership between the Corporation and WorkNet Solutions that was formed to address the growing concern about employee workplace skills. The Workplace Excellence Series helps workers and job seekers develop both the soft and hard skills employers seek so that businesses can have a strong workforce comprised of people with the skills required for the job. Murray talked about the comprehensive, career-focused approach the Series takes and its successes in bridging the skills gap.

After the passage of the Workforce Innovation and Opportunity Act (WIOA) in July 2014, the country's workforce development boards have been working toward implementation of the legislation. Rochelle Daniels, General Counsel of CareerSource Broward, spoke to Council members on implementation and understanding work based training options under WIOA.

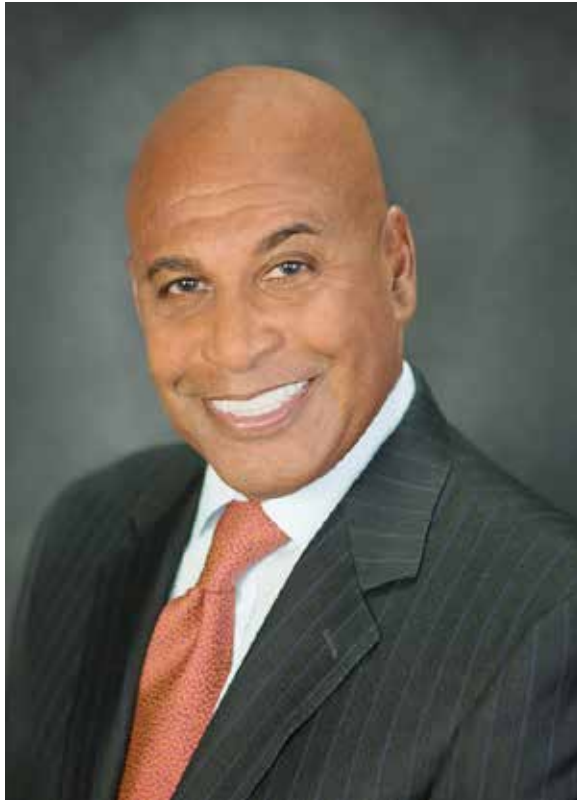


The United States Conference of Mayors Business Council

AARP	Dart Container Corporation	Lyft, Inc.	Thomson Reuters
Accela, Inc.	Digital Sign Services, a division of JCDecaux NA	Major League Baseball	U.S. Cellular
Aetna	Duke Energy	Mayors Against Illegal Guns	U.S. Green Building Council
Airbnb	Duncan Solutions	McDonald's Corporation	<i>U.S. Tennis Association</i>
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Alkermes	Empower Retirement	Mueller Water Products, Inc.	Uber Technologies Inc.
<i>Alliance to Save Energy</i>	<i>Emergent BioSolutions</i>	MuniServices, LLC	United Healthcare
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American Chemistry Council	Enterprise Holdings Inc.	MWH, Inc.	*Veolia North America
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American Management Services, Inc.	Graffiti Resource Council	*Parsons Corporation	*Waste Management, Inc.
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American Water	Health Care Service Corporation	PeopleforBikes Business Network	WeWork
<i>American Water Resources</i>	Holland & Knight LLP	Pepco Holdings, Inc. (PHI)	Zipcar
Arête	Home Away	PGAV	
Arup	Hudson News	Philips	Charter Members (*) Platinum Partners (Bold) <i>New Members (Italicized)</i>
*AT&T	International Council of Shopping Centers	Red Bull North America	
Bank of America	International Franchise Association	Sensus	
Best Buy Co., Inc.	IPS Group, Inc.	Service Employees International Union, CTW, CLC (SEIU)	
Black & Veatch Corporation	<i>It's Time Network</i>	Sodexo, Inc.	
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CH2M

LEDs, Low-energy Buildings and Solar Found Again to be “Most Promising” Technologies to Cut Energy Use, Climate Emissions

By Debra DeHaney-Howard and Kevin McCarty

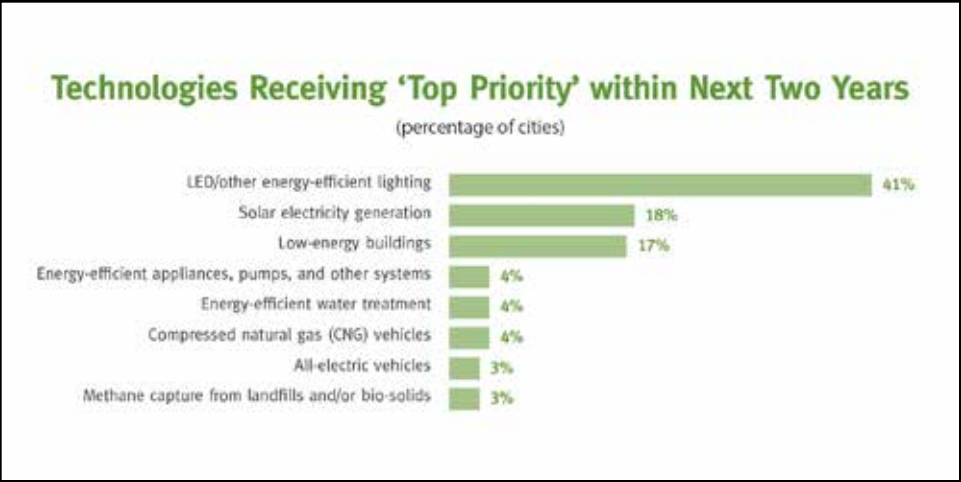
A new Conference of Mayors’ survey, *How Energy Technologies are Reshaping America’s Cities*, was released by the organization’s Mayors Climate Protection Center during the 84th Winter Meeting and found that LED (light-emitting diodes) lighting, low-energy buildings and solar electricity generation are the “most promising” energy technologies for reducing energy use and carbon emissions in cities. In a similar survey conducted two years ago, mayors identified these same three technologies, with the 178 cities responding to this new survey overwhelmingly affirming these choices as the “most promising” energy technologies for achieving their city energy and climate goals.

“With national elections upon us, candidates can learn from the strong leadership of mayors who are offering solutions to our national challenges, such as energy independence and climate protection, in their work to deploy new energy technologies,” said Conference President Baltimore Mayor Stephanie Rawlings-Blake in her comments on the new survey.

“Mayors continue to lead the way on innovation and deploying new technologies in their cities. And, the survey findings show that they could do much more if they had better partners helping cities accelerate the deployment of these technologies which we know as so vital to reducing carbon emissions and energy use throughout the U.S.,” said New Bedford Mayor Jon Mitchell who chairs the Conference’s Energy Committee.

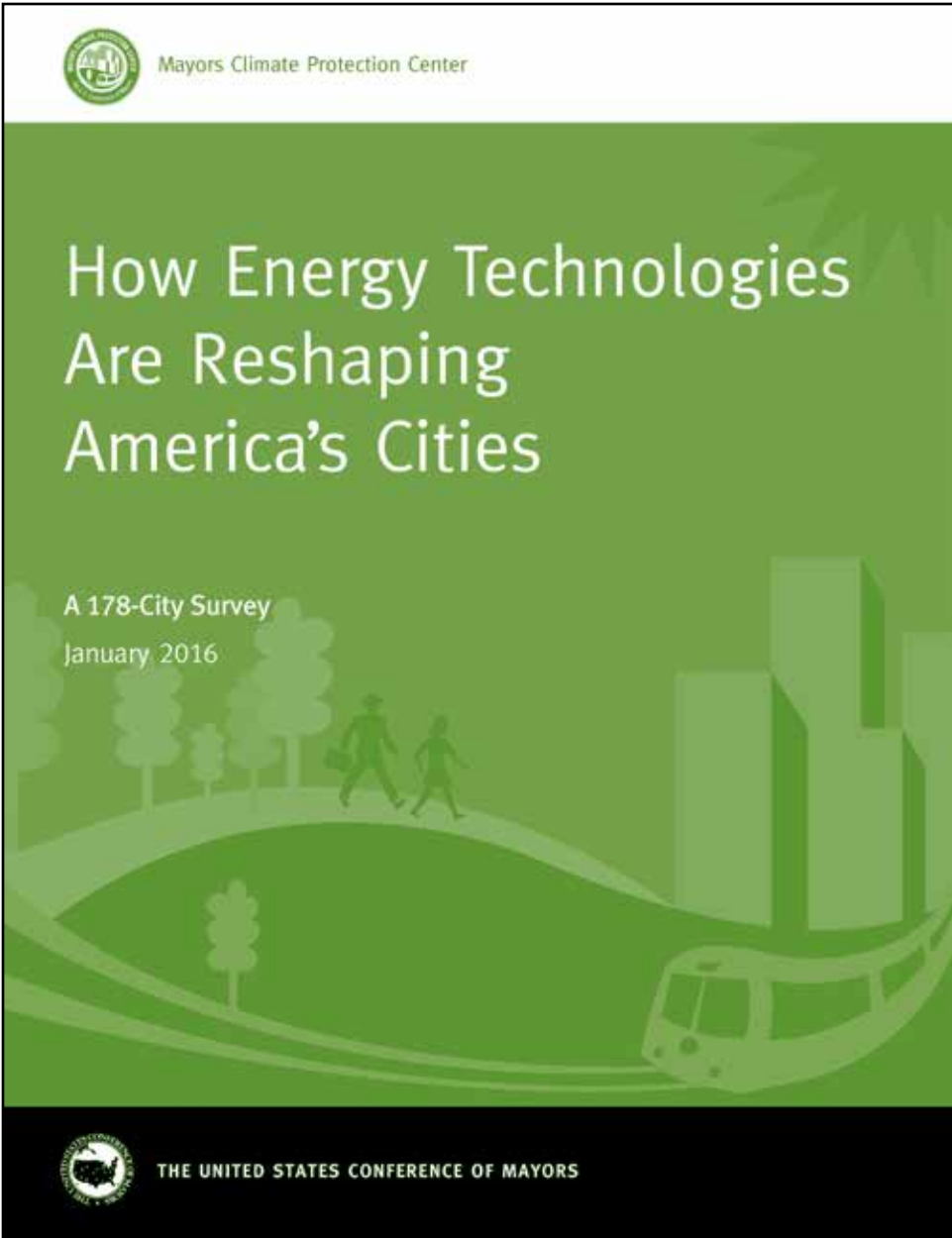
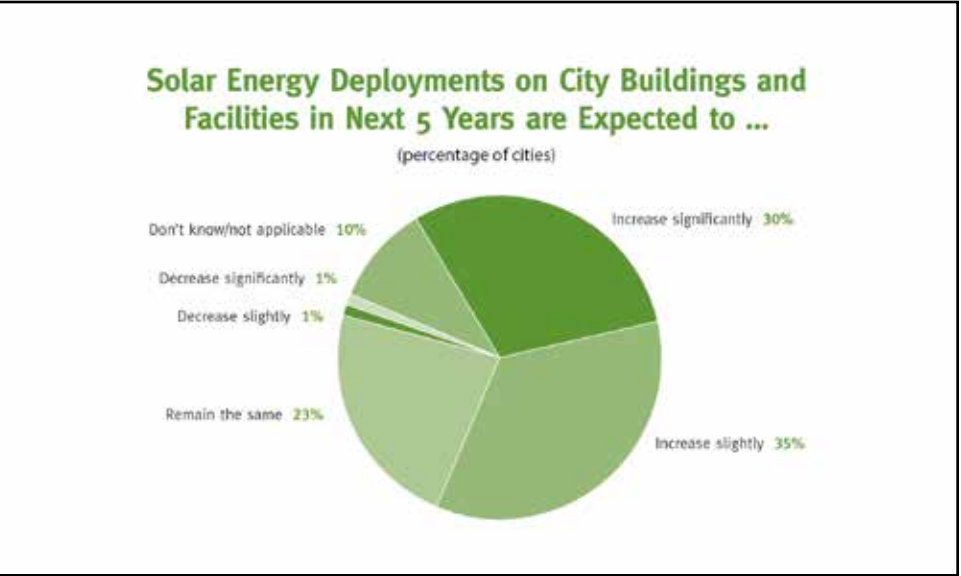
“Mayors have been global leaders on these issues for a more than decade, and recently showcased their mayoral energy and climate efforts in Paris at COP21,” said Conference CEO and Executive Director Tom Cochran. “There are practical solutions to our energy and climate challenges but we don’t see the commitment from others to help our mayors and cities do more.”

When mayors were asked to select among 17 potential technologies, more than three in four cities (76%) expect to make one of these three technologies their top priority over the next 24 months, up from the 66 percent total found in the Conference’s 2104 energy survey. LED/other energy-efficient lighting was identified by more than four in ten cities (41%) as their top priority in this new survey (as shown in the chart below).

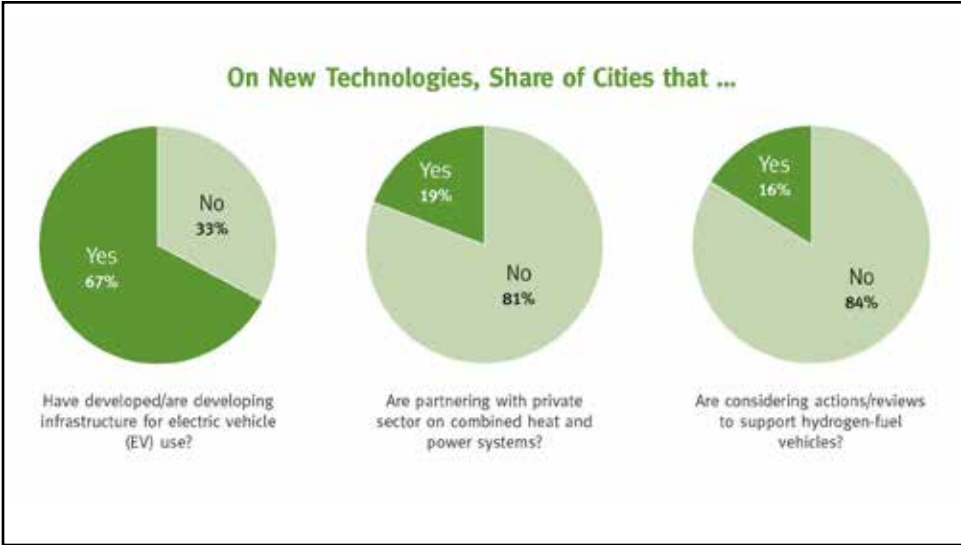


Among other survey findings, nearly two in three cities (65%) expect to increase their deployment of solar energy technologies on city buildings and facilities within the next five years.

Notably, as shown in the chart below, few cities expect to decrease their deployment of solar energy systems on city buildings and at city facilities.



Additionally, cities were queried on selected emerging technologies and energy practices. Sixty-seven percent of cities have developed and/or developing infrastructure for electric vehicle use while 19 percent are partnering with the private sector on combined heat and power systems and 16 percent are considering any actions to support hydrogen-fuel vehicles.



The findings also point to the many actions mayors are taking to accelerate the deployment of these energy technologies, and echo the mayors’ collective call in their plan – *the Mayors’ Compact for a Better America* – that urges Congress and the presidential candidates to INVEST in and PROTECT America’s cities and their metropolitan areas.

The survey, conducted by the Conference of Mayors, targeted mostly cities with a population of 30,000 or more. The complete Conference of Mayors survey, which was sponsored by Philips, is available at: www.usmayors.org/2016energysurvey.

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 **MAYORS AGAINST
ILLEGAL GUNS**

Metro Economies Committee Continues Push on Marketplace Fairness, Highlights Economic Growth

By Larry Jones

Albuquerque Mayor Richard Berry, Chairman of the Metro Economies Standing Committee, welcomed several distinguished speakers to the Committee's January 20 meeting. Mayors and delegates were provided an update on the Marketplace Fairness Act, economic growth and jobs, and the economic impact of the hotel industry on local communities.

Marketplace Fairness Act

In an upbeat speech, Senator Heidi Heitkamp (ND) told mayors they should be optimistic about the final passage of the Marketplace Fairness Act, a high priority of the Conference of Mayors. Once adopted, the legislation will enable state and local governments to collect an estimated \$26 billion in taxes due on remote sales transactions. Although these taxes are owed, the Supreme Court in the 1992 Quill v. North Dakota decision prohibited state and local governments from requiring Internet retailers and other remote sellers to collect their taxes. Heitkamp told mayors she became involved in the Quill case when she became Tax Commissioner of North Dakota. She said wallpaper and furniture companies in the state started complaining about customers coming into their stores only to get products demonstrated to them and then walking out and ordering them online. She pointed out that Main Street businesses were losing a lot of sales, and state and local governments were losing a lot of revenue. As Tax Commissioner she said they decided to go after the Quill Company as a test case to overturn an earlier Supreme Court ruling, National

Senate, Heitkamp worked very closely with Senators Richard Durbin (IL), Lamar Alexander (TN) and Mike Enzi (WY) to craft the Marketplace Fairness Act, which passed the Senate in 2013. She gave mayors three reasons they should be optimistic about its final passage: 1) a great coalition of major retailers are turning up the pressure on Congress and making members aware of the unfairness to Main Street businesses; 2) not only has legislation passed in the Senate but key leaders have signed off on a bipartisan, bicameral piece of legislation; and 3) Associate Justice Anthony Kennedy has stated he believes the Quill decision was wrongly decided and should be reversed. If the right Quill-type case is brought before the Supreme Court, he thinks it will be reversed. If it is reversed, it will give state and local governments much broader powers to collect taxes on remote sales than the Marketplace Fairness Act. All of this is added pressure on Congress to pass a final bill.

Economic Growth and Jobs

Deputy Secretary Bruce Andrews told mayors that the Department of Commerce is working with mayors and local governments across the nation to build stronger communities. "Our partnership is a natural one, because all of us share a common goal: to foster a climate for economic growth and broad-based prosperity in the United States, and to help create jobs for American workers," he said. He discussed three areas in which the Department is working with mayors to benefit Americans. First, in the area of innovation and entrepreneurship, he



Senator Heidi Heitkamp (ND) speaks to mayors and delegates at the Metro Economies Standing Committee's January 20 meeting.

building activities in regions across the nation.

The next area of DOC partnering with mayors is manufacturing. This is being done through programs such as Investing in Manufacturing Communities Partnership, which brings together federal agencies and local communities to make regional manufacturers more globally competitive; and the National Network for Manufacturing Innovation, which promotes collaboration between the private sector and academia to move industry-related technologies from lab to market. The final area he mentioned was helping cities grow through trade and investment. He said the Trans-Pacific Partnership is needed to level the playing field for American workers and businesses, which will lead to more Made-in-America exports, and more higher-paying jobs at home.

Economic Impact of the Hotel Industry on Local Communities

American Hotel and Travel Association Vice President Troy Flanagan first provided background information about his association and then discussed some disturbing findings from new research recently released by the association.

First he told mayors that the hotel and travel industry in general has some 2 million employees working in 53,000 businesses across the country. He said the association is comprised of Real Estate Investment Trusts (REITs), management companies, independent hotels and Bed and Breakfasts (B&Bs), and state lodging associations across the country. Overall, he said every night nearly 5 million people go to sleep in one of their hotels, inns, or B&Bs. Every day these people contribute to the economic vitality of our nation's cities.

In a warning to mayors, he said recent research findings released by Penn State reveal a large gray market of unregulated and untaxed activity facilitated by short term rental website—Airbnb. It reveals that nearly 30 percent of Airbnb's revenue comes from individuals or entities operating illegal hotels. Flanagan told mayors "These are not individuals making extra money on the side. These are really corporate landlords disguising themselves on a sharing platform. These corporate landlords made \$378 million in 13 months and most of it was untaxed," he said.



Albuquerque Mayor Richard Berry (2nd from left), Chair of the Metro Economies Standing Committee, is shown with Racine Mayor John Dickert, Louisville Mayor Greg Fischer, and Department of Commerce Deputy Secretary Bruce Andrews.

Bellas Hess v Department of Revenue, which ruled that a catalogue mail order company cannot be required to collect sales taxes unless it has some physical presence in the state.

Although unsuccessful in overturning National Bellas Hess when she was Tax Commissioner, after her election to the

said the Department of Commerce wants to make it easier and more efficient for any American to build and grow their own company. He said DOC is putting more tools in the hands of businesses through initiatives like Regional Innovation Strategies grants, which are being used to spur innovation capacity-

Ambassador Froman Touts Benefits of Trans Pacific Partnership with Mayors

By Dave Gatton

U.S. Trade Representative Ambassador Michael Froman came to the 84th Conference of Mayors January 20 to lay out the details of the Trans Pacific Partnership (TPP) which mayors endorsed as key to their cities' economic growth.

Speaking before the Council on Metro Economies and the New American City, and later at a press availability, Froman said that he promised the nation's mayors he would "negotiate a trade deal that would bring higher paying jobs, raise trading standards abroad, level the playing field for American workers and businesses, and shape the global economy to reflect U.S. interests and values." He told the mayors that TPP delivers on those promises.

Froman said, "We promised to remove barriers to American exports." "The agreement we brought home cuts more than 18,000 foreign taxes on American exports." He cited 15 percent tariffs on headphones made in California and sold to the Asia-Pacific region that will be cut to zero; and 50 percent tariffs on Made-in-America car engines that will also be eliminated. A broad array of products such as paint, hammers, and optical fiber, will see their tariffs fall to zero under the TPP.

The Ambassador also said that, through increased trade, maritime cities such as Miami, Mobile, Norfolk, San Diego, Seattle and many others would experience new business to ports, and see an increase in demand for skilled blue-collar jobs in warehousing, trucking and transport industries.

Perhaps most telling was Froman's comments on enforceable labor and environ-

mental standards contained in the agreement, key to the mayors' support. TPP "has the highest labor and environmental standards in history," he told the mayors. "It fights abuses like child labor and forced labor, and requires countries to maintain laws on acceptable conditions of work, including minimum wages, working hours, and workplace health and safety." "Among other achievements, it requires countries to eliminate all tariffs on green technologies, prohibits some of the most harmful fishing subsidies, and strengthens our ability to address collective challenges like wildlife trafficking." He affirmed with the mayors that these high standards were subject to the same enforcement procedures as other provisions, including recourse to trade sanctions.

Froman indicated that TPP would incentivize a race to the top, saying these higher standards would reward countries for enhanced labor and environmental standards.

Among other benefits of TPP, Froman highlighted the protection of intellectual property rights and keeping a fair and open internet.

Meeting the Press

Later in the day, the Ambassador was joined by the U.S. Conference of Mayors TPP Task Force Chair Tampa Mayor Bob Buckhorn in a press availability with about twenty members of the press. Joining Mayor Buckhorn and Froman were USCM 2nd Vice President New Orleans Mayor Mitch Landrieu, Transportation and Communications Chair Atlanta Mayor Kasim Reed, Exports and Ports Chair Little Rock Mayor Mark Stodola, and West Sacramento Mayor Chris



From left, West Sacramento Mayor Christopher Cabaldon, Metro Exports and Ports Task Force Chair Little Rock Mayor Mark Stodola, U.S. Trade Representative Ambassador Michael Froman, USCM TPP Task Force Chair Tampa Mayor Bob Buckhorn, and Transportation and Communications Chair Atlanta Mayor Kasim Reed at a press availability in support of the Trans Pacific Partnership. The mayors were joined by USCM Second Vice President New Orleans Mayor Mitch Landrieu.

Cabaldon who testified the previous week on behalf of the U.S. Conference of Mayors in support of TPP before the International Trade Commission.

Buckhorn told the press, "The U.S. Conference of Mayors firmly supports TPP and we call on Congress to pass it as soon as possible." The other mayors addressed the importance of TPP to future growth of their metro economies.

Reed addressed potential critics of the deal by saying, "this is not NAFTA." In fact, by including Mexico and Canada in the TPP, many experts contend that TPP addresses NAFTA's shortfalls.

Mayor Stodola indicated that reduced tariffs would dramatically improve the ability of

U.S. businesses to sell their products to the fastest growing market in the world. And Mayor Cabaldon reiterated that technology was dramatically changing economies around the world. "In such changing times, it is better for us to write the rules of global trade than countries who do not share our values," he said.

The mayors were validated in a Peterson Institute for International Economics report issued on the following Monday which said that real annual wage income would increase \$133 billion by 2030 when the TPP is expected to be fully implemented. Exports are expected to rise annually by 9.1 percent by 2030, according to the report. USCM's Metro Economy Reports say that 89 percent of U.S. exports are generated in U.S. metro economies.

Food Policy Task Force Focuses on Federal Legislation and Local Innovations

By Jubi Arriola-Headley

The Food Policy Task Force began with a local focus, and by the end had expanded to include a discussion of the most significant food policy legislation enacted by Congress in recent memory. Task Force Chair and Madison Mayor Paul Soglin introduced Laine Cidlowski, acting food policy director for the District of Columbia, who provided an overview of Washington, DC food policy initiatives and resources. (Washington, DC Mayor and Food Policy Task Force Co-Chair Muriel Bowser originally intended to present, but was unable to due to leading the city's emergency preparations for the impending blizzard.)

Arguably the centerpiece of Washington, DC's food policy, the Healthy Schools Act, passed in 2010, is designed to improve the health and wellness of students attending DC public schools. Key among the Act's features are:



From left, Laine Cidlowski, acting food policy director for the District of Columbia; Food Policy Task Force Co-Chair Madison Mayor Paul Soglin; Pam Hess, Executive Director of the Arcadia Center for Food and Agriculture; and Jacqlyn Schneider, Senior Professional Staff on the Democratic side for Senate Committee on Agriculture, Nutrition and Forestry.

- the mandatory availability of free breakfast to all public and public charter school students;
- removal of the co-payment for reduced-price lunch for children living in households with incomes up to 185 percent of the federal poverty level;
- provision of funding for schools to meet

the federal school meal nutrition requirements;

- required posting of menus, ingredients, and food origins information in school offices and on school websites; and
- encouraging schools to serve locally-grown, unprocessed foods in school meals whenever possible.

The act also provides reimbursements and financial incentives for schools to implement and achieve these innovations.

Another piece of DC food policy legislation is the FEED DC Act, which provides assistance and incentives for development and renovation of grocery stores in areas of the city that have limited access to healthy food. The act also creates a Healthy Food Retail Program to help small grocers sell fresh pro-

see **FOOD POLICY** on page 32

Immigration Task Force Briefed on Strengths of U.S. Resettlement System

By Laura DeKoven Waxman

The January 22 meeting of the Conference's Immigration Reform Task Force provided mayors a primer on the U.S. refugee resettlement system. In introducing the session, Task Force co-chair and Anaheim Mayor Tom Tait commented that "it became very clear last fall after the tragic events in Paris and then San Bernardino that a lot of people don't know much about our refugee resettlement process – how individuals qualify to become refugees, how they are vetted, and how they get placed in our communities."

The United States "can be a welcoming and secure country at the same time," Special Assistant to the President for Immigration Policy Felicia Escobar told the Task Force. Escobar briefed the mayors on the Administration's Welcoming Cities initiative and commented that these efforts are "more important now given the negative rhetoric... and calls for not accepting refugees." Escobar said that there are currently 48 communities participating in the Welcoming Cities Initiative and that they are striving to include more in the initiative.

The Task Force heard from key officials from the three federal agencies that comprise the refugee resettlement system:

Principal Deputy Assistant Secretary of the Bureau of Population, Refugees, and Migration at the State Department Simon Henshaw told the Task Force that currently there are nearly 20 million refugees in the

world and nearly all stay in the country they have gone to until they can return home. Less than one percent of these refugees settle in a third country, with half coming to the United States. Henshaw said that while the U.S. maintains its leadership role, security is the country's first concern and it is very careful to make sure that any refugees who come to the country pass a rigorous screening process.

Chief of the Refugee Affairs Division in the U.S. Citizenship and Immigration Services in the Department of Homeland Security Barbara Strack reported that the United Nations Refugee Agency identifies the refugees who are most vulnerable and that her agency conducts in-person interviews of these refugees in the countries where they are currently located. She described the rigorous screening process that is used to determine that an individual would be a threat to the United States, and that her agency and the State Department share the responsibility for the security checks.

Office of Refugee Resettlement Director in the Department of Health and Human Services Bob Carey told the mayors that the U.S. refugee resettlement program involves a public-private partnership and wouldn't be possible without the participation of local agencies. He described the state-local consultation process that occurs and said that the receiving community is critical to the success of the effort. Carey said that 85,000 refugees will be admitted to the United States



From left, State Department Principal Deputy Assistant Secretary Simon Henshaw, Special Assistant to the President for Immigration Policy Felicia Escobar, Task Force Co-chair and Anaheim Mayor Tom Tait, Task Force staff and Conference Public Safety Director Laura DeKoven Waxman, Homeland Security Department Refugee Affairs Division Chief Barbara Strack, and Department of Health and Human Services Office of Refugee Resettlement Director Bob Carey.

this year and that they benefit the communities in which they settle by starting businesses, paying taxes, and bringing vitality and renewed ideas.

Among comments from the mayors in the meeting:

- St. Louis Mayor Francis Slay said that his city has had nothing but a positive experience with the people who have come there and that welcoming immigrants and refugees is the right thing to do for the nation and for his city.

- New Haven Mayor Toni Harp mentioned the good relationship her city has with a local immigrant resettlement organization, and raised concerns with the length of time it has taken refugees in her city to become citizens.

- Hanover Park Mayor Rodney Craig discussed the positive impact immigrants and refugees have had on his city, but said that it is difficult if not impossible for a smaller city like Hanover Park to access the funding to support refugees that comes through the State.

Vacant and Abandoned Properties Task Force Highlight Varied Means of Addressing Issue

By Eugene T. Lowe and Jocelyn Bogen

A range of policy solutions for solving the issue of vacant and abandoned properties were presented at the task force meeting moderated by Co-Chairs Dubuque Mayor Roy Buol and Augusta Mayor Hardie Davis, Jr. The Vacant and Abandoned Properties Task Force heard presentations on transforming vacant lots for soccer pitches, property preservation, and the use of federal property as a catalyst for economic development.

Ed Foster-Simeon, President of the U.S. Soccer Foundation explained to the task force how vacant properties could be turned into soccer pitches or mini pitches for underserved urban communities. He described these mini pitches as "acrylic surface pitches, 7200 square feet about the size of a tennis court or a little bit larger than a basketball court." These facilities, Simeon said, "can be put in at a relatively low cost right in the neighborhoods where there are children." There are many benefits to turning vacant properties into soccer pitches. One, Simeon, said is "the effect on the surrounding community." He added: "when you create a beautiful small space in the neighborhood, the community takes great pride in that

space, they feel an investment has been made in the community, and they see a safe place for their children to play."

Russ Cross, Senior Vice President –Regional Director of Wells Fargo briefed the task force on the housing and mortgage market nationally, and what cities can do about vacant properties. Cross said that the "housing recovery is uneven, and it is even uneven within cities." To explain further, Cross noted that "some parts of certain cities are enjoying significant improvement or recovery in home values while some neighborhoods are seeing a decline in home values and some of that is driven by vacant properties." Putting all of this in perspective, Cross said at the height of the mortgage crisis in early 2010, "Wells Fargo had more than fifty thousand REO properties or bank owned properties as a result of foreclosure sales." Today, Cross said Wells Fargo has "just under 10,000 properties and we expect by the end of this year to be down to 5,000." Cross said: "Cities are strategically addressing vacant and abandoned properties by looking at community catalysts, schools, hospitals, churches, as vacant prop-



From left, Russ Cross, Senior Vice President-Regional Director, Wells Fargo; Ed Foster-Simeon, President, US Soccer Foundation, Task Force Co-Chairs Dubuque Mayor Roy Buol and Augusta Mayor Hardie Davis; Denise Turner-Roth, Administrator, General Services Administration.

erties that can be redeveloped and help bring life back to neighborhoods."

Denise Turner-Roth, Administrator, of the General Services Administration (GSA) outlined for the task force how her agency could serve as a catalyst for economic development in cities. She said that the GSA was looking to dispose federal properties and that there are tools mayors can use to receive these properties. One is the exchange authority that allows for GSA to exchange federal assets for either construction services or new construc-

tion. Another tool, Administrator Roth said was public conveyance. "We have the authority," she said, "to directly provide to your communities, access or ownership to assets that we own often times at no cost for public conveyance purposes that run the gambit from educational purposes to public safety to serving our homeless community." Still another tool is the negotiated sale where GSA works "directly with a community to sell a footprint of land for a building as it were directly for market value."

Surgeon General Underscores Importance of Collaboration & Community Resiliency in Building a “Culture of Prevention”

By Jubi Arriola-Headley

The theme of United States Surgeon General Vivek Murthy’s address, delivered during the standing committee on Children, Health and Human Services (CHHS) at the 84th Winter Meeting, was the urgency for collaboration among all community sectors, to “build a culture of prevention” and reinforce community resiliency, as Murthy said. The second presentation of the session highlighted a collaboration between CHHS Chair and Green Bay Mayor James Schmitt and the National Forum for Heart Disease & Stroke Prevention to encourage Green Bay residents to get more physically active in order to prevent heart disease.

The surgeon general opened his remarks with an anecdote about a former patient of his – a woman in her 30’s, who suffered from a multitude of health issues including obesity and Type two diabetes. What struck the surgeon general about her case was the disparity between her needs and the available resources in her community. People would tell her that she needed to eat better, but she lived in a food desert, far from any source of healthy foods; people would tell her to walk to exercise but she lived in a neighborhood where violence was rampant.

“The only way we are going to be able to improve health is to get all community sectors involved,” said Murthy. Beyond this, he said, it’s important for people to understand that public health issues are equity issues as well. For example, the surgeon general and other public health and medical experts have long reinforced the notion of walkable communities, stressing that by walking as little as 22 minutes each day individuals can reduce their risk

of diabetes. But when communities don’t have sidewalks for residents to safely walk, this hinders their ability to take part in an action to improve their health.

Murthy views the culture of prevention as having three critical pillars – nutrition, physical health, and emotional wellbeing. He classified the latter as more than simply the absence of mental illness. “We don’t just want to get to a place where nobody has mental illness; we want to get to a place where everyone is mentally strong and emotionally resilient and able to handle whatever challenge comes along – whether it’s a hurricane or violence,” Murthy said.

In concluding his remarks, Murthy noted that while there are significant health challenges in communities across the nation, it’s been heartening for him to see the enthusiasm with which the Mayors and their communities deal with these issues, and the level of innovation that’s being incubated at the local level to address public health challenges. Murthy pledged that his office will be a conduit for sharing those stories of innovation, to assist in replicating effective public health prevention strategies across the nation.

Next up were Mayor Schmitt and John Clymer, Executive Director of the National Forum for Heart Disease & Stroke Prevention. Schmitt spoke about his city’s partnership with the National Forum to host the first-ever World Heart Day Move with the Mayor Challenge in 2015. Given that heart disease is the leading cause of death in the United States, prevention efforts are a high priority for Green Bay



From left, U.S. Surgeon General Vivek H. Murthy; Green Bay Mayor and Standing Committee Chair James J. Schmitt; National Forum for Heart Disease & Stroke Prevention Executive Director John Clymer; and VSP Global’s Cecil Swamidoss, Director of Government Affairs and Senior Counsel.

and other cities across the country. The Challenge encouraged Green Bay residents to walk with Mayor Schmitt at noon every Tuesday in September 2015 (leading up to World Heart Day on September 29th) for 30 minutes – rain or shine. Local celebrities – including other city officials or star athletes (Green Bay is, after all, home to the storied Packers football franchise) – joined the walks, which took place during the typical lunch hour. This was deliberate – a survey of city employees found that their greatest barrier to engaging in physical activity or exercise is time.

The foundation of the challenge echoes a sentiment expressed by the surgeon general in his remarks: walking as little as 20-30 minutes a day is a simple and effective

way to reduce one’s risk for heart disease. The tragedy, as Mayor Schmitt noted, is that a full half of all deaths related to heart disease could have been prevented through making healthier lifestyle choices – such as walking more and/or engaging in other forms of exercise, and quitting smoking.

The National Forum is committed to continuing to spread this message to other cities across the country. To learn more about how you can launch a similar initiative in your city, or in general how you can help raise awareness about heart disease and strategies for prevention, contact Erica Ballard with the National Forum at erica.ballard@nationalforum.org.

Mayors Raise Awareness to Challenges Facing Working Families

By Megan Cardiff

On Friday, January 22, the U.S. Conference of Mayors Cities of Opportunity Task Force met to discuss issues facing working families today – such as raising the minimum wage and income inequality. The meeting was led by Minneapolis Mayor Betsy Hodges and Task Force members had a roundtable discussion on various programs in their respective cities and efforts to expand policies that support working families.

“There is a moral component that needs to be talked about when it comes to income inequality. This Task Force’s aim is to find ways in which we can work together on a national agenda to combat the retarding effect on growth that income inequality has,” said Hodges.

Members were joined by Neera Tanden, President of the Center for American Progress, who talked about the clear divide between the people on the top and those on the bottom, the declining middle class and wage stagnation. “We are continually working with community colleges and higher education groups to help ensure there is access to the jobs and training needed to obtain the necessary skills that will bring low-income individuals into the middle class,” said Tanden.

Closing out the meeting, Mayor Hodges emphasized the ability of the Task Force to bring forth key issues and put them on a national stage. “The Cities of Opportunity Task Force has the opportunity to raise an idea and elevate an issue as the President now forms a budget and during a critical campaign year.”



From left, President of the Center for American Progress Neera Tanden and Minneapolis Mayor Betsy Hodges.

Boston Mayor Martin Walsh Chairs Substance Abuse Task Force Meeting

Opioid Abuse and Recovery Services Lead Topics

By Crystal Swann

On January 20, Boston Mayor Martin Walsh convened the first meeting of the United States Conference of Mayors Substance Abuse Prevention, Treatment and Recovery Task Force. Mayor Walsh, who was appointed task force chair by Conference President Stephanie Rawlings-Blake, opened the session by stating that substance abuse is an issue that cycles through all cities and is a crisis that all mayors will have to address. The task force, he outlined, aims to tackle the national epidemic of substance abuse, while also improving treatment and recovery plans for individuals currently affected by addiction.

Mayor Walsh highlighted that the issue of substance abuse is national issue and will be an issue addressed in the upcoming 2016 Presidential elections noting the candidates Hillary Clinton; Carly Fiorina; Chris Christie; and Jeb Bush all have made public statements about the urgent need to address the issue of substance abuse prevention and treatment. The Centers for Disease Control and Prevention reported that the rate of death by drug overdose has increased at a rate of 137 percent between 2000 and 2014. Mayor Walsh predicted that the results would be even more startling for 2015.

Prior to the task force meeting, the Conference of Mayors conducted an informal insta-poll among mayors to understand the priority areas of most interest to mayors. The results yielded that "increased resources for treatment and prevention services" and "increased educational awareness on the dangers of opioid and substance abuse" were the top two issues for mayors. "In Boston, we've been working to address this crisis for years on many levels both on the city level and also at the state level. One of my

first acts as mayor was to make sure that all of our first responders were carrying Narcan (overdose prevention drug)," stated Walsh.

Walsh also noted that through his local partnerships, his city was able to inventory all of the local resource and infrastructure available to address substance abuse issues in Boston. The Boston city government will, for the first time, make all of their data live and available to the public. Mayor Walsh pointed out that substance abuse also includes alcohol abuse particularly underage drinking, stating "alcohol abuse remains an issue for the city of Boston and alcohol related illness accounts for more hospital visits than any other substance. Increased access to education and treatment options is one of the best things we can do to combat the stigma and give people a fighting chance," Walsh said.

The task force also heard from representatives from the Obama Administration who addressed their respective agency's substance abuse priorities. Mary Lou Leary, Deputy Director, Office of National Drug Control Policy (ONDCP) addressed the task force on her agency's four top priorities including promoting evidenced-based prevention; increasing access to treatment, specially medicated assisted treatment; preventing overdoses and prioritizing effect enforcement approaches. On behalf of ONDCP Director Michael Botticelli, pledged their continued support to Mayor Walsh and the new task force as its move forward.

The task force also heard from Tom Coderre, Chief of Staff, Substance Abuse and Mental Health Services Administration (SAMHSA) who described SAMHSA's role in supporting substance abuse prevention and treatment



Task Force Chair and Boston Mayor Martin Walsh, ONDCP Deputy Director Mary Lou Leary; and SAMHSA Chief of Staff Tom Coderre.

activities in communities. Coderre outlined the Health and Humans Services Secretary Sylvia Burwell's top priorities for address the nation's opioid issuing including changing prescribing behavior among medical professionals; increasing access to naloxone; and expanding the use of medically assisted treatments. Mr. Coderre announced that the U.S. Surgeon General's Office will issue a first of it's kind, ground breaking report on substance use, addiction and health in September 2016 and outlined a toolkit of resources and technical assistance for local communities working to address substance abuse.

At the conclusion of the session, mayors were asked to bring their concerns and thoughts to the forefront. Chicago Mayor Rahm Emanuel expressed his grave concern with the 'finger pointing' going on between the Food and

Drug Administration, the American Medical Association and Big Pharma on who's responsible for the astronomical increase in opioid abuse in cities across the country. "This is different... opioid. In the past, one illegal drug has been a gateway to ever increasingly more dangerous substances. But, this is the first time in the history of this country that you have a legal drug being prescribed through the medical system and leading to not only major deaths but also illegal use... heroin," stated Emanuel. He highlighted his concern of the recent decision by the "FDA to develop a protocol for prescribing opioids to teenagers when there isn't even a protocol for adults." He closed by saying "I'm suing, the City of Chicago, Purdue and other pharmaceutical companies... because I believe it will be just like we found with big tobacco, they knew beforehand what the problem was and weren't upfront with anybody about it."

FOOD POLICY

from page 29

duce and other healthy foods.

These two pieces of legislation are two of a broad portfolio of food policy legislation enacted within the District of Columbia, with broad aims and goals including expanding access to healthy foods (through the expansion of farmers markets, urban farming, and other like initiatives) and improving overall health for District residents, especially children. These efforts have produced tangible results – today Washington, DC is home to 50 farmers' markets, five of which are open year-round; over 50 full-scale grocery stores and nearly 70 healthy corner stores; hundreds of school and community gardens; and three commercial farms (especially noteworthy considering the size and population density of the District).

Moving forward the District wants to ensure that at least 75 percent of its residents live

within ¼ mile of a healthy produce source – supermarkets, community gardens, farmers' markets and/or healthy corner stores. Moreover, the District aims to put 20 additional acres of land under cultivation for growing food, and to source 25 percent of food within a 100-mile radius of the city borders.

Pam Hess, Executive Director of the Arcadia Center for Food and Agriculture, spoke about another DC signature program, Produce Plus, created in 2014 to expand low-income residents' access to fresh produce. This farmers market nutrition incentive program allows DC residents who receive federal benefits such as Medicaid, SNAP, WIC, and/or SSI Disability, among others, to visit any of the city's farmers' markets and receive up to \$10 per week to spend on fresh produce. By any number of metrics, the program is a success – people who take advantage of the program will sometimes stand in line for 90 minutes or more to get produce at a farmers' market, Hess noted. While it's heartbreaking to see that, Hess said, it's also in a sense really inspiring,

in that it reaffirms the vital need for programs like Produce Plus.

Hess also quantified Produce Plus's tangible return on investment; prior to the program's launch, people who used SNAP at DC farmers' markets typically spent around \$40,000 per year in aggregate. With the advent of the Produce Plus voucher program, that number has grown profoundly; SNAP use doubled when DC increased the Produce Plus program from \$150,000 to \$400,000 (it will increase again to \$450,000 for 2016). In addition, Arcadia studied 5,400 Produce Plus transactions – they were able to identify how much people who redeemed the vouchers spent above and beyond what the vouchers allowed them to buy. The results are impressive – the Produce Plus investment in vouchers yielded an additional 20 percent in purchases – significant for an income-challenged population.

What this demonstrates, according to Hess, is that when you put the resources in the hands

of people who need it, behavior change follows. But people can only change the way they eat if they have the resources to do so, Hess cautioned. "We need to flood the zone – if you want to change how people eat you have to change their food environment," Hess concluded.

The meeting concluded with an update on the recently passed Child Nutrition Reauthorization, a key policy priority for Mayors for the past several years. Jacquelyn Schneider, Senior Professional Staff on the Democratic side for Senate Committee on Agriculture, Nutrition and Forestry, noted that, led by ranking committee member Sen. Debbie Stabenow, were able to make significant improvements in key areas such as WIC, the Child and Adult Care Food Program, the Child Nutrition Act, and the National School Lunch Act. In particular, in many cases administrative burdens were reduced or revamped to minimize the barriers between food and the people who need it – especially children.

DOT Secretary Foxx Touts “FAST” Transportation Law Before Transportation and Communications Committee

By Kevin McCarty

Transportation Secretary Anthony Foxx joined mayors attending the January 21 session of the Transportation and Communications Committee to discuss the new federal surface transportation renewal law (FAST Act) and key provisions of interest to cities.

Committee Vice Chair Portland Mayor Charlie Hales, who presided at the session, thanked mayors for their efforts in Congress to press for a long-term renewal law and praised Secretary Foxx for his leadership in building public support for action on the legislation. “He travelled everywhere, reminding the public and businesses why increased transportation investment is so important,” Hales said.

“FAST Act implementation is going to be a big part of the work we will do, but as you know through the President’s State of the Union we are also focused on making sure the U.S. transportation system is the safest, cleanest and most efficient in the world,” said Foxx in his opening comments.

In discussing its emphasis on freight movement, Foxx said, “Don’t waste any time if you have ideas on how to move freight,” noting that funding notices to distribute freight program funds are now being developed at his department.

Foxx talked about the restoration of the Federal Transit Administration’s bus discretionary program as an opportunity to grow public transit and reminded mayors that another \$500 million in TIGER grants will be allocated this year.

Citing his own challenges as Secretary in moving forward without a long-term authorization, he said, “We now have a 5-year transportation bill. That bill is not everything we wanted but it provides a floor and we can work for something good in our communities.”

Speaking to key challenges before mayors, Foxx acknowledged that existing investment practices have led to problems for cities, such as the growing gap between the wealthy and the poor that his Ladders of Opportunity initiative seeks to address. “The transportation funding model is broken. It’s not always about how much money but it is about how we direct that money. We need to come together to rework that model. The current distribution of transportation funds prevents local governments from effectively addressing the issues of their cities. My team will be working with cities to find steps to make it more accommodating. I was a mayor too and I saw a lot of money go into my state and watched it go around like a pinball,” Foxx said.



Transportation Secretary Anthony Foxx, at right, responds to a question during the Transportation and Communications Committee meeting, with Committee Vice Chair Portland Mayor Charlie Hales.

He also told the mayors to “incorporate multi-modalism into your frame of mind” and to work to bring more technology into transportation. “There is no more urgent of a time for America to have a variety of modes of transportation,” he said. Talking about his Smart City Challenge, he said, “This is the first of its kind challenge to use data, technology, and creativity to help move people.” During his remarks, the Secretary also discussed the linkage between transportation emissions and global climate challenges, and he conveyed the Administration’s appreciation to the mayors for their support of the Trans-Pacific Partnership.

More Transit Investment, Local Highway Funding Needed

Public Transit Vice Chair Minneapolis Mayor Betsy Hodges called attention to the need for more investment in public transit, especially as cities and their regions prepare for future U.S. population growth. “Delivering better public transit services will be key to absorbing more people in our cities and regions,” she said.

Hodges praised Foxx’s leadership and his Administration’s “GROW Act” proposal to raise transit funding, explaining that the FAST Act in the end moved

toward more public transit investment.

In discussing mayoral efforts to push more federal highway resources to local decision-makers, Highways Vice Chair Austin Mayor Steve Adler said, “We certainly have more work to do to convince Congress to do more in this regard, but the new FAST Act moves the dial back in our direction.” He noted how the new law shifts more Surface Transportation Program funds to local areas.

In responding to mayors, Foxx said, “Our transportation system can’t be a one-trick pony. Roads are critical. You can’t even have an effective transportation system without that. The problem is we lack the flexibility to determine how much and how it is used.” He then talked about how young people are forgoing drivers licenses and using shared economy services, among other options.

Amtrak CEO Touts Progress, Cites Challenges

In the FAST Act, Congress included a new title renewing funding authorizations for the nation’s intercity passenger rail corporation or Amtrak and for programs to expand intercity passenger rail services.

Passenger Rail Vice Chair Wilmington

Mayor Dennis Williams introduced Amtrak CEO and President Joseph Boardman, who joined the committee’s session to talk with the mayors about key issues before Amtrak.

Boardman first talked about the challenges in moving the nation’s passenger rail infrastructure forward. He emphasized the need to rebuild and expand critical facilities using the multi-billion dollar Gateway Program, a series of strategic improvements that includes doubling the number of passenger trains running under the Hudson River, as an example.

Discussing how the corporation has reduced its debt and improved its financials, Boardman explained that over time Amtrak’s debt been reduced by two-thirds and its revenues are up almost 60 percent.

“We are doing a good job but we are not going to make money,” he said, calling Amtrak an essential service. “Today is it an essential service or something that needs to be profitable?” Boardman emphasized how Amtrak is an essential service, providing important connectivity for the nation, especially as air and intercity bus services have contracted.

Hanover Park Mayor Rodney Craig urged that more attention be given to improvements for other parts of the nation, such as the rehabilitation of Chicago’s Union Station. Boardman assured Craig that Amtrak is focused on making improvements outside the Northeast Corridor and Chicago’s Union Station was but one example.

Preemption of Local Zoning/Police Powers

Panel members also heard from Communications Vice Chair Columbia Mayor Stephen Benjamin who talked about a communications bill before the Senate Commerce, Science and Transportation Committee that threatens existing local zoning and police powers over the siting of wireless facilities.

The legislation, called the *Mobile Now Act*, he noted, would overturn the very local authorities that have guided mayors and their private sector partners in developing four generations of wireless services. A mayors’ sign-on letter urging the Senate Committee to reject these proposals is to be circulated to mayors represented by Senators on that panel.



Environment Committee Explores Climate Change Solutions

By Judy Sheahan

The Environmental Committee, Chaired by Phoenix Mayor Greg Stanton, featured leading experts on climate change solutions including Environmental Protection Agency (EPA) Administrator Gina McCarthy, Center for Climate and Energy Solutions President Bob Perciasepe, C40 Regional Director for North America Brendan Shane, and St. Louis Mayor Francis Slay.

Both McCarthy and Perciasepe discussed the cornerstone of the Administration's cli-

mate change mitigation efforts, the Clean Power Plan (CPP). EPA, in August of last year, released the final CPP, which aims to cut carbon pollution from new and existing power plants. By September of 2016, every state has to submit a State Implementation Plan (SIP), which outlines how they will each be reaching their greenhouse gas reduction goals.

"The Clean Power Plan will impact cities and our citizens in a variety of ways," said

Stanton, "however, with the way it was designed, it could also provide opportunities to assist us (Mayors) in our efforts to reduce greenhouse gas emissions and promote renewable energy and energy conservation."

McCarthy thanked the Conference of Mayors and its members for all of their leadership on climate change issues saying that local governments are driving the discussion. She urged the Mayors to get engaged and "run towards" the Clean Power Plan and to see it as an opportunity.

"This is the time for Mayors to get engaged at the state level and start talking to state folks," McCarthy said, "you also should talk to the utilities because this can mean economic development, jobs, and can keep energy costs low."

Perciasepe echoed these comments saying that cities were in a position to leverage opportunities within the CPP and needed to be part of the discussion. "Mayors need to inform the states of what you are doing in the areas of energy efficiency, building codes, renewable energy, land use, and looking at the water and energy nexus," Perciasepe said. "You have a tremendous opportunity to play a pivotal role."

Shane also discussed the key role cities play on the issue of climate change. He discussed that megacities that participate in the C40 represent just 11 percent of the

population but 25 percent of the Gross Domestic Product. He also stated that while cities are the problem with over 50 percent of the population living in urban areas, he also said, "We won't solve the problem without cities." He outlined some of their major initiatives including their Compact of Mayors, Clean Bus Declaration, Renewable Power Purchase Agreement, a City Solutions Platform, and Finance Facility. He encouraged nonC40 Mayors to explore these initiatives.

Slay outlined a best practice in his community to help save the monarch butterfly whose numbers have gone down by 970 million since 1990 due to the elimination of their milkweed habitat. St. Louis launched their "Milkweeds for Monarchs" program on Earth Day in 2014. The Mayor led the effort by having the City create 50 monarch gardens in 2014 with most of these gardens located at firehouses and City parks across the City. The Mayor then challenged the community to plant an additional 200 monarch gardens to celebrate the City's 250th birthday.

Mayor Slay outlined that in addition to saving the monarch butterfly, there are additional benefits to be gained. "Studies have shown that by increasing green spaces, you reduce stress, increase happiness, decrease attention deficit disorder, and increase academic achievement," Slay said. Mayor Slay encouraged all the Mayors to do something similar in their own communities.



Speaking at the Environment Committee about the Administration's Clean Power Plan were a delegation of EPA Speakers including, from left, Deputy Associate Administrator for Intergovernmental Relations Mark Rupp, Acting Assistant Administrator for the Office of Air and Radiation Janet McCabe, Administrator Gina McCarthy. At the podium is Chair of the Environment Committee Phoenix Mayor Greg Stanton.

Women Mayors Meet with Head of Joining Forces Veterans Initiative

By Joan Crigger

The Women Mayors gathered during the 84th Winter Meeting of the United States Conference of Mayors on the opening day of the meeting. Over 50 women mayors were in attendance.

Following introductions where new mayors and others introduced themselves, the Women Mayors heard from Colonel Nicole Malachowski, Executive Director of Joining Forces in the Office of the First Lady in the White House. She is the first woman

to serve as Executive Director of Joining Forces. Colonel Malachowski gave a brief overview of Joining Forces and what she is doing there.

Malachowski then transitioned her remarks to discuss women in leadership positions. Her background in the Air Force demonstrates her leadership capabilities. During her two decades of service, she has served as an operational F-15E pilot in three fighter squadrons, and has flown nearly 200 com-



Clarksville Mayor Kim McMillan, Chairman of the Women Mayors, and Col. Nicole Malachowski United States Air Force and Executive Director, Joining Forces, The White House, Office of the First Lady.



From left, York, PA Mayor C. Kim Brace, Col Nicole Malachowski and Douglasville, GA Mayor Rochelle Robinson. Both mayors are veterans.

bat hours in Operation Deliberate Forge, Operation Iraqi Freedom, and homeland defense missions in support of Operation Noble Eagle. Nicole served as the first woman pilot to be part of the United States Air Force Air Demonstrations, also known as the Thunderbirds. While at Seymour Johnson Air Force Base, she served as a commander of the 333rd Fighter Squadron.

She told the Women Mayors that becoming a leader in such a male-dominated world

was not easy. But, she said, she continually told herself that "she belonged there." She told the Women Mayors that they also belong where they are. She said that as women mayors they are committed to public service and believe in what they do.

Following her remarks, the Women Mayors gave Colonel Malachowski a standing ovation and said that she was the best speaker they had ever had.

Stronger, Safer Cities Focus of Criminal and Social Justice Committee

By Laura DeKoven Waxman

At its January 20 session during the Conference's Washington Winter Meeting, the Criminal and Social Justice Committee focused on resources available to build stronger, safer neighborhoods – resources that may be financial, may involve technical assistance, or may be exemplary practices or approaches that mayors and police chiefs can emulate.

Karol Mason, Assistant Attorney General for the Office of Justice Programs, described the assistance her agency provides cities. In addition to grant funding, OJP has undertaken a number of efforts, such as the Violence Reduction Network and the Diagnostic Center that provide help and advice at no cost to local officials. Through the Diagnostic Center, local officials invite the agency to send experts to help them deal with systemic problems. Ten cities are currently in the Violence Reduction Network, which leverages existing DOJ resources to deliver strategic, intensive training and technical assistance in an "all-hands" approach to reduce violence. Mason stressed the importance of evaluating efforts to make sure they work and commented that often the technical assistance her agency provides can be more valuable than grant funding.

John Jay College of Criminal Justice Professor and National Network for Safe Communities Director David Kennedy commented that safety is essential to a healthy functioning community and told the mayors their communities are dramatically healthier than they

think. He described efforts undertaken in New York City by Police Commissioner Bill Bratton through which crime has declined while at the same time there have been significantly fewer law enforcement contacts between the police and citizens. He cited two fundamental empirical facts that are driving this: Very few people are at any kind of risk of shooting another person, and those who are also are at greater risk of being shot.

"Every step toward building trust is a step toward safety," COPS Office Director Ron Davis told the mayors. He discussed the importance of not choosing between reducing crime and building trust, saying that the two cannot be separated. He discussed the technical assistance his agency provides in addition to police officer hiring grants, but told the mayors that the good practices come from them and their cities, not from Washington.

Among the issues brought up by the mayors:

- The importance of considering national security a part of local policing, by New Orleans Mayor Mitch Landrieu
- Domestic violence as a driver of violence in cities, by Albany (NY) Mayor Kathy Sheehan;
- The impact of interstate drug trafficking on local crime, by Salisbury, NC Mayor Karen Alexander.



Before Criminal and Social Justice Committee Meeting, (left to right) COPS Office Director Ronald Davis, John Jay College Professor David Kennedy, Assistant Attorney General Karol Mason, Boston University Assistant Professor David Glick, Gary Mayor and Committee Chair Karen Freeman-Wilson, and Des Moines Mayor and Committee Vice Chair Frank Cownie.

Boston University Assistant Professor David Glick briefed the Committee on the 2015 Menino Survey of Mayors, in particular the findings relating to policing reforms.

Kicking off the session, Committee Chair and Gary Mayor Karen Freeman-Wilson briefed the mayors on Conference efforts relating to implementation of the recommendations of the President's Task Force on 21st Century Policing, announcing that the Conference now has a dedicated page

on its Website that provides information on exemplary efforts in cities, and on resources available to help cities implement the Task Force recommendations. She also discussed the recommendations for quick action relating to the spike in homicides and other violent crimes that Conference leaders presented to U.S. Attorney General Loretta Lynch, and the organization's efforts to achieve passage of bipartisan criminal justice reform legislation.

Training, Protocols Key to Deescalating Police Encounters with People in Crisis, Murray Tells Mayors-Chiefs Task Force

By Laura DeKoven Waxman

It is the police who must deal with the nation's failed systems – particularly mental health and substance abuse treatment systems – and to do so effectively they must have training and protocols in place, Seattle Mayor Ed Murray commented during the January 20 meeting of the Conference's Task Force of Mayors and Police Chiefs during the organization's Washington Winter Meeting. Murray chairs the Task Force and said that he hopes it will provide a way for mayors to share best practices on effective ways in which the police can respond to people in crisis.

Joining Murray at the session was Seattle Police Chief Kathleen O'Toole, who detailed some of the reforms her Department has put in place to build public trust, reduce crime and disorder, improve management practices, and increase the pride and professionalism of police officers. To address the complicated issues associated with people in crisis, the police work closely with other organizations and have established a collaborative and multi-disciplinary approach that involves various local government

agencies, social workers, mental health professionals, advocates, academics and others. The Department now has both a full-time crisis response team and a full-time crisis follow-up team. Robust training of the officers has been a critical element, the Chief said.

O'Toole said the Seattle Police Department handles over 10,000 crisis calls per year, that most of these are routed to mental health service providers, that arrests are made in less than 10 percent of the calls, and less than two percent of cases involved use of force.

COPS Office Director Ron Davis commented on the evolution that has occurred in police officer training, which was militaristic and about controlling space when he was first trained 30 years ago, and decried the criminalization of mental illness. Davis said that the report of the President's Task Force on 21st Century Policing discusses how officer training affects outcomes and that officers need to be trained in understanding mental illness and substance abuse,

deescalating situations, and dealing with people in crisis.

Davis urged the mayors to "own this issue" and commented that it's an embarrassing failure for the nation that these needed services are not provided to this population.

Dr. Antonio M. Oftelie, Executive Director of Leadership for a Networked World and a fellow at Harvard's Technology and Entrepreneurship Center, discussed the stress between making policing more efficient (such as using cars to patrol) and increasing police engagement with the community. He cited effective use of technology as a way to relieve that stress and improve police department outcomes and urged the sharing of best practices.

Comments and questions from the mayors focused on their efforts to embrace reform and increase police accountability and transparency. They discussed, however, how one bad incident, such as a death in custody, can undo a lot of good work. In response, O'Toole discussed the need



Mayors and Police Chiefs Task Force Chair Ed Murray addresses mayors.

to build up as much trust as possible and to cement police-community relationships before an incident occurs. Commenting on the value of dash cameras, she said, "Transparency trumps anything else."

Senator Markey Pledges Support for Energy Block Grant Renewal

By Debra DeHaney-Howard

Members of the Energy Committee discussed their top energy priorities with U.S. Senator Ed Markey (MA) at the January 20 meeting of the Conference of Mayors Energy Committee, where he told mayors that “this year there is going to be an energy bill that makes it onto the floor and we’ll have a big debate about energy policies. Start making the pitch about what a good job cities are doing.”

Markey told panel members that mayors are the leaders in innovation, they understand the problem, and urged them to contact their representatives about what initiatives should be included in the energy bill to help their cities conserve energy and promote sustainable energy.

Markey said, “If you want energy block grants for cities, get in the game now, make a case for what you are already doing, how much you need, you’ll probably get a pretty good result,” he said. “It’s going to be a tremendous opportunity for mayors to tell their story and build on what already is a huge success.”

America’s Cities that was released during the Winter Meeting, noting that LED lighting, low-energy buildings, and solar energy were cited most often by mayors as the most promising technologies for reducing energy use and carbon emissions in cities.

“More than four in ten cities are making LED/energy-efficient lighting technology their top priority over the next 24 months and 82 percent identified the energy retrofit of city-owned buildings as their highest priority for improving the energy efficiency of their city’s building stock,” Mitchell said.

“Nearly two in three cities over the next five years expect to increase deployment of solar energy technologies on city buildings and facilities,” Mitchell added.

Alaska’s Arctic Energy Opportunities

Anchorage Mayor Ethan Berkowitz told participants that the United States is now head of the Arctic Council – the leading



From left, Anchorage Mayor Ethan Berkowitz, U.S. Senator Ed Markey (MA), USCM Energy Chair New Bedford Mayor Jonathan F. Mitchell, Denton Mayor Chris Watts, Philips Lighting Solutions VP for Systems and Service Sales Stacy Gillen, and Energy Efficient Codes Coalition Executive Director William D. Fay.

At the conclusion of the his remarks Markey told mayors that it is important for mayors to attend national conferences where they can exchange ideas. “It’s totally worth it for new mayors and old mayors to be here to be able to hear what can be done in energy, with efficiency, with LED lighting, with new building standards. All of that leads to mayors that can go home with new ideas,” he said.

Before introducing other speakers, Energy Committee Chair New Bedford Mayor Jon Mitchell discussed the energy progress in New Bedford. “New Bedford has been a leader in green energy. He noted that “the city has been retrofitting dozens of city buildings with LED lighting, modernizing 10,000 street lights and positioning itself as the leading port in the Northeast to serve the off-shore wind industry.”

Mitchell also highlighted findings from the Conference of Mayor’s survey How Energy Technologies are Reshaping

intergovernmental forum promoting cooperation and coordination among Arctic states. Berkowitz noted that historically Alaska has been a resource development state and peaking at 2m barrels a day. “We are now at .5m barrels a day,” Berkowitz said. He urged his colleagues to look a development in a balanced way, stating that it will take combination of resources to power our communities.

Connected Lighting Systems

Philips Lighting Solutions Vice President for Systems and Service Sales Stacy Gillen praised mayors for the progress cities are making on energy efficiency, telling the mayors that the Conference’s energy survey results showed that “over eighty-three percent of you have already adopted some level of LED lighting in your cities and ninety-two percent rank LEDs as one of the “most promising technologies” for reducing energy consumption and carbon emissions.” Gillen high-



U.S. Senator Ed Markey (MA), at podium, with, from left, Denton Mayor Chris Watts and USCM Energy Chair New Bedford Mayor Jonathan F. Mitchell.

lighted the benefits of connected lighting, noting that an “additional 30 percent energy savings by enabling light to be used only when it’s needed.”

Gillen said, “sixty-seven percent of respondents recognized the value of connected lighting systems that can be monitored and managed using software and sixty-one percent of you are considering deploying these types of systems in the future.”

Energy Building Codes

Energy Efficient Codes Coalition Executive Director Bill Fay briefed mayors on the status of the International Energy Conservation Code (IECC). Fay stated that the IECC is a model code adopted by many states and municipal governments and is supported by the Energy Department. Fay added that the IECC renewal process is underway and urged mayors to register to participate in the process since its local building officials that cast the votes for these codes.



USCM Energy Chair New Bedford Mayor Jonathan F. Mitchell, at podium, with, from left, Anchorage Mayor Ethan Berkowitz, Denton Mayor Chris Watts, Philips Lighting Solutions VP for Systems and Service Sales Stacy Gillen, and Energy Efficient Codes Coalition Executive Director William D. Fay.

HUD Secretary Castro Calls Attention To Rental Housing Affordability Challenge

By Eugene T. Lowe

The Chair of the Standing Committee on Community Development and Housing Newton Mayor Setti Warren opened the committee meeting with an introduction of the Vice Chairs Providence Mayor Jorge O. Elorza and Allentown Mayor Ed Pawlowski. Mayor Warren thanked those mayors who attended the special committee meeting in Boston and Newton in October on the issue of economic mobility. He announced that there would be additional special committee meetings in the future.

During the 60-minute meeting, mayors heard from four outstanding speakers including the HUD Secretary, EDA Administrator, Wells Fargo, and a prominent national advocate on homelessness.

HUD Secretary Julian Castro told the mayors that the department had just completed celebrating its 50th year Anniversary. These days, Secretary Castro said "HUD calls itself the Department of Opportunity because we believe that housing is a powerful platform to spark opportunities in people's lives."

While the nation has made tremendous progress over the last several years with respect to job growth, a lower unemployment rate, and a dramatically improved housing market, there are "significant headwinds," the Secretary said. One of these, Secretary Castro said, is housing rental affordability. This problem is not just in large cities like Boston, San Francisco, New York, and Honolulu, but the problem of rental affordability also exists in small cities. The Secretary asked the mayors to develop innovative approaches and "to look at ways to increase the availability of affordable housing." One way, the Secretary said, is through HOME and CDBG funding, both of which fared fairly well in the last appropriation funding. He challenged the mayors to "figure out ways to use CDBG in a way that more directly impacts the availability of affordable housing." He stated further: "only about 29 percent of CDBG money goes directly into housing affordability." He announced a new tool – the National Housing Trust Fund

see CASTRO on page 43



From left, Commerce Assistant Secretary for Economic Development Jay Williams; Committee Chair Newton Mayor Setti Warren; HUD Secretary Julian Castro; Vice Chair Allentown Mayor Ed Pawlowski; Vice Chair Providence Mayor Jorge O. Elorza.

Hunger and Homelessness Task Force Briefed On Call For Emergency Housing and An Exemplary Food Program

By Eugene T. Lowe

Santa Barbara Mayor Helene Schneider, Chair of the Hunger and Homelessness Task Force, opened the meeting of the task force with an overview of the findings of the 2015 Conference of Mayors Hunger and Homelessness Survey released in December. She said that requests for food assistance and the requests for emergency shelter were up in the most of the twenty-two survey cities.

Following Mayor Schneider's presentation, the task force was briefed on a request for emergency action on homelessness, a plan proposed by the federal government to end homelessness, and an exemplary program addressing hunger.

Portland Mayor Charlie Hales briefed the task force on an emergency resolution being proposed by West Coast mayors. In general, Mayor Hales said that West Coast mayors have found "a rising homeless population even though homelessness nationally may not be rising as fast as it is in our part of the country." The West Coast mayors that include Seattle and San Francisco would like to get together with other mayors at the U.S. Conference of Mayors to discuss how to address the issue of homelessness and housing. Mayor Hales noted the Conference of Mayors' focus on income equality. He said: "if we

don't focus on housing, I don't think we do much about income equality." Mayor Hales added: "if we want to deal with national issues that affect our citizens we have to put housing on the table."

Matthew Doherty, Executive Director, of the U.S. Interagency Council on Homelessness gave an overview of the progress made as mayors have worked with the federal government to address the issue of homelessness. Doherty said: "we are making strong progress." Citing the annual point in time counts that are performed in communities across the country, Doherty said that we have seen an 11 percent decrease in homelessness since 2010. Doherty said: "we use 2010 as the benchmark for our measures because 2010 is when the Administration launched Opening Doors which is the federal strategic plan for preventing and ending homelessness that was updated and amended last year." Other notable data include a 19 percent overall reduction in homeless families with children; a 64 percent reduction in the number of families with children experiencing unsheltered homelessness; and a 36 percent reduction in veterans homelessness nationally and a 47 percent reduction in the number of veterans experiencing unsheltered homelessness.



From left, Matthew Doherty, Executive Director, U.S. Interagency Council on Homelessness; Santa Barbara Mayor Helene Schneider, Task Force Chair; Nancy E. Roman, President and CEO of the Capital Area Food Bank; and Portland (OR) Mayor Charlie Hales.

Nancy E. Roman, President and CEO, of the Capital Area Food Bank, serving the District of Columbia, Maryland, and Virginia described a transformational program to address hunger by using elementary schools as hubs to provide children and their families access to food as well as knowledge about food and how to prepare it. This exemplary program is called

the Joyful Food Market. Roman said "it is a school based fruit and vegetable market centered around the bold and audacious goal to put a sort of open air fun market in every single elementary school in two wards of the city for starters. Roman calls the Joyful Food Program 'the next generation in food banking.'"

Council on Metro Economies and New American City Sets 2016 Agenda

By Dave Gatton

The Council on Metro Economies and the New American City met during the 84th Winter Meeting of The U.S. Conference of Mayors, January 20, in Washington D.C. to set its 2016 agenda.

Under leadership of its new chair, Louisville Mayor Greg Fischer, the Council will develop new tax reform proposals to spur investment in cities; focus on the role of innovation centers and networks in economic development; expand financial education to English as a Second Language (ESL) classes and public housing residents; encourage the

the Council's report released at the meeting and presented by IHS. Ninety-six, or 25 percent, will see real growth of 3.0 percent or higher in 2016; 233 metros, or 61 percent will experience growth of 2.0 percent or higher. While most metros will see job growth in 2016, by the end of this year 128, or one-third, will still not have regained their lost jobs from the recession.

Pittsburgh Mayor Bill Peduto briefed the mayors on his city's rebirth through its transition to an innovation economy. He cited a new memorandum of understand-

ment and career development.

Bank of American Charitable Foundation Director Steve Fitzgerald praised the work of Lansing and other cities working to develop new models for reaching residents who are in need of financial help. "In addition to public housing residents, we want to expand DollarWise to the thousands of people who weekly attend ESL classes," he said. "We think this represents an incredible opportunity to educate people on principles of financial management."

Fitzgerald also encouraged the mayors to continue their work to incorporate financial education into Summer Youth programs. The DollarWise Campaign released its report on Summer Youth Programs at the meeting (see related story), including information on 40 programs across the country.

Herb Tyson, Vice President of the International Council of Shopping Centers announced that ICSC was launching a new initiative to link its member developers with opportunities to invest in underserved communities. "We stand ready to work with Mayors in creating closer ties with the development community," he said.

Jean Horstman, President of Interise, talked about her organization's unique model for bringing together small businesses to chart growth strategies. "We're looking for those

small businesses that are poised to grow, but need help in developing a strategy to actually achieve it," she said.

The featured speaker for the session was Brookings Centennial Scholar Bruce Katz, who updated the mayors on city efforts to develop innovation centers and new forms of networks to encourage economic activity. Katz told the mayors that the new economic development model was focused not as much on physical infrastructure, but on networks of entrepreneurs and intellectual capital residing within and outside of research, health and academic institutions, including federal laboratories. But ironically, in this context, the "place" of innovation takes on added value because networks rely on the interaction of experts who achieve a kind of critical mass of interconnectivity.

"Large market and demographic forces are revaluing proximity, density and authenticity—in a word, cities", Katz said. "Given the drift of the federal government, the challenge for mayors and other urban leaders is to create new norms of governance and finance from the bottom up and spur a new kind of innovative, sustainable and inclusive growth."

Mayor Fischer said the Council would continue its dialogue with Katz to further explore these new economic dynamics.



From left, Alexandria Mayor Allison Silberberg, Des Moines Mayor Frank Cownie, Council on Metro Economies and the New American City Chair Louisville Mayor Greg Fischer, Pittsburgh Mayor William Peduto, Lansing Mayor Virg Bernero, and Tampa Mayor Bob Buckhorn.

developers to invest in underserved neighborhoods; and promote small business networks to grow jobs. Mayor Fischer invited the mayors to participate in any or all of these issues.

First and foremost, though, the Council will continue its U.S. Metro Economies report series, which provides mayors with economic and job growth numbers for their cities and metro regions.

Dave Iaia of IHS provided the mayors with the Council's 2016 Gross Metropolitan Product (GMP) and job growth forecast. Nearly all (363) of the nation's 381 metro areas are projected to experience real (inflation adjusted) economic growth in 2016, up from 331 in 2015, according to

ing with Carnegie Mellon University which will develop joint projects with the city to improve city services through big data analysis and technology innovation. He described how networks of young entrepreneurs and innovative partnerships were turning the city to projects focusing on the information, services, and innovation economy.

Lansing Mayor Virg Bernero talked about how his city was working with the Conference's DollarWise campaign to expand financial education to public housing residents, by using incentives to participate in financial planning classes. When residents fall behind in rental payments, they can avoid fines and back payments by taking classes that address money manage-



From left, Bank of America Charitable Foundation Director Steve Fitzgerald, IHS Regional Service Director Dave Iaia, Interise President Jean Horstman, Lansing Mayor Virg Bernero, Council Chair Louisville Mayor Greg Fischer, and International Council of Shopping Centers Vice President Herb Tyson.

Forty Percent of Metros Still Have Not Regained Lost Jobs from Recession

By Dave Gatton

By the end of 2015, nearly 40 percent of metros (149) had not yet regained the jobs they lost during the Great Recession, according to a report released by the U.S. Conference of Mayors at its 84th Winter Meeting in Washington, D.C., January 20, 2016. The report, prepared by Dave Iaia of IHS and presented during the Conference, underscores why so many cities and regions do not feel that the recovery has found them.

Yet the report also shows that the economic recovery, in its sixth year, continues to make progress. Nearly all (363) metros are projected to experience real (inflation adjusted) economic growth in 2016, up from 331 in 2015.

In some of those metros, growth will be strong with 25 percent (96) seeing growth of 3.0 percent or higher in 2016;

233 metros (61%) are expected to see have real GMP growth of 2.0 percent or higher; 337 metros (88%) will have growth of 1.0 percent or higher.

Nearly all metros (344) are expected to have positive job growth in 2016. But only 17 will see job growth higher than 3.0 percent and 87 are forecast to have job growth of 2.0 percent or higher.

At the end of 2016, 21 metros are expected to return to their pre-recession job levels, leaving 128 (33%) still below their pre-recession peak.



Technology and Innovation Task Force Focuses on Smarter, Safer Communities

By David W. Burns

During the first day of the 84th Winter Meeting, the Technology and Innovation Task Force, Chaired by San Francisco Mayor Edwin M. Lee met to learn about how the internet and technology and helping to make communities safer by reducing gun violence.

"No city can be successful if we aren't safe cities", said Lee. "The role of technology and innovation in reducing gun violence is important and it's timely."

The first panelist was Chelsea Parsons, Vice President of Guns and Crime Policy at the Center for American Progress where she discussed the high-level issues around reducing gun violence and application of technology for problem solving. Areas such as connecting data systems and digitizing records.

"Many of the gaps in the current background check system related to deficiencies at the local level lay with upgrading technology and digitizing criminal records", said Parsons.

Following Parsons was Margot Hirsch, the President of Smart Tech Foundation. The Smart Tech Foundation has challenged innovators to develop a gun that uses some sort of verification to work, such as radio frequency identification (RFID) technology or biometrics.

"There are 1.7 million unlocked guns in homes today, and while many guns are locked up, often times there's one that isn't — and that gun needs to be a smart gun", said Hirsch. "We need to make sure that everyone, from our citizens to our police officers, are using the safest guns possible."

Ian Johnstone, the Co-founder of Gun by Guy, concluded the discussion by sharing how crowdsourcing, a strategy made popular on the web by letting many people participate collectively to accomplish a goal, could be applied to removing guns from the streets through crowdsourced gun buyback programs. The program launched in December 2013 and has nearly removed 2,000 guns



Technology and Innovation Task Force speakers from left, Chelsea Parson of Center for American Progress, Ian Johnstone of Gun by Guy, Task Force Chair San Francisco Mayor Edwin M. Lee, and Margo Hirsch of Smart Tech Foundation.

from the city.

"We want to give individuals an outlet outside of the political discussion where they can take tangible action", said Johnstone. "Secondly,

we want to help local governments another tool they can use to end gun violence."

The task force plans to meet again this June in Indianapolis.

Veterans Affairs Task Force Highlights Commitments to Improved Services

By Larry Jones

Auburn Mayor Nancy Backus welcomed mayors and delegates to the Veterans Affairs Task Force January 20 meeting. A distinguished group of speakers discussed improving health care and other services at the United States Department of Veterans Affairs, spreading awareness about military and veterans caregivers, and honoring Vietnam War Era veterans.

Improving Health Care and Other Services at the Department of Veterans Affairs

Department of Veterans Affairs Deputy Secretary Sloan Gibson started the discussion by providing mayors and delegates some background information on the VA. He told mayors it is the second largest federal agency with over 360,000 employees with a \$169 billion budget. Of the 22 million veterans living today, 11 million of them are enrolled in health care or use at least one VA benefit or service. In summary, he said the VA:

- Provided \$75.4 billion in compensation benefits to nearly 5 million veterans and their survivors last year.
- Supported 100,000 disabled veterans with \$1.2 billion in vocational rehabilitation and employment benefits.
- Paid \$59 billion in post 9/11 GI Bill education benefits since 2009 to more than 1.5 million veterans and their family members.

- Guaranteed a record number of home loans in 2015—631,000 valued at \$153 billion, for a total of 2.4 million home loans.
- Operated the nation's 11th largest insurance enterprise with nearly \$1.2 trillion in coverage for 6.5 million policies for veterans, service members, and their families.
- Operates 134 national cemeteries, maintains 3.4 million gravesites, and performs over 130,000 interments each year.

Deputy Secretary Gibson told mayors the backlog of disability claims pending for more than 125 days are down nearly 90 percent, from 611,000 in 2013 to 80,000 today. Through the partnership with the Department of Housing and Urban Development, and state and local governments, he said there has been a 36 percent decline in the estimated number of homeless veterans.

Elizabeth Dole Foundation: Military and Veterans Caregivers

Steven Schwab, the Executive Director of the Elizabeth Dole Foundation, told mayors five years ago after tending to the wounds of her husband Bob Dole (former Senator from Kansas), Elizabeth Dole (former Senator from North Carolina) was inspired to launch the Elizabeth Dole Foundation after experiencing first-hand the struggles of spouses, parents and other loved ones caring for wounded, ill and



From left, Auburn Mayor Nancy Backus, Department of Veterans Affairs Deputy Secretary Sloan Gibson, Department of Defense Director of Administration Michael Rhodes, and Elizabeth Dole Foundation Executive Director Steven Schwab.

injured warriors at Walter Reed National Military Medical Center. The Foundation's work is focused on five areas: to conduct evidence-based research on the needs of military and veteran caregivers; empower caregivers; promote collaboration; drive innovation; and raise awareness. He said 5 and a half million people serve as military and veteran caregivers and caregivers provide nearly \$14 billion worth of voluntary care each year; military caregivers experience more health problems, face greater strains in family relationships, and have more workplace problems than civilian caregivers; post-9/11 caregivers are four times more likely to suffer depression than civilian caregivers; and because 37 percent of post 9/11 caregivers are under the age 30, long-term financial and legal planning is critical.

Honoring Vietnam War Veterans

Director of Administration Michael Rhodes, in the Office of the Deputy Chief Management Officer at the Department of Defense, told mayors that one of his duties is to serve as the Executive Agent for the United State of America Vietnam War Commemoration. He said the Commemoration's primary mission is to thank and honor Vietnam veterans and their families for their service and sacrifice, and do so in their hometown where they live and work. Veterans who served between November 1, 1955 and May 15, 1975 are those the Commemoration would like to thank and honor. There are 7 million veterans who served during that time and there are 9 million families involved. Rhodes said the Commemoration is pleased to report that they have thanked a little over 600,000 of those veterans and a little over 400,000 of

see VETERANS on page 41

MBK Efforts Underway in 200 Communities Across the Nation

by Laura DeKoven Waxman

Nearly two years after President Barack Obama announced the My Brother's Keeper Initiative, more than 200 cities across the nation have become MBK communities, Assistant to the President, Cabinet Secretary, and Chair of the Administration's My Brother's Keeper Task Force Broderick Johnson told the Conference's MBK Task Force during its January 22 meeting. "We've been pleasantly surprised by the work being done. There are incredible stories about communities and cities stepping up," he commented. He also said there has been great support from the private sector, which is providing half a billion dollars in grants. Johnson stressed the President's life-long commitment to the effort.

Johnson urged the mayors to focus on three things: evidence-based approaches, being serious about data and metrics, and recognizing this must be a long-term, sustainable enterprise.

Special Assistant to the President and Senior Director of Cabinet Affairs for My Brother's Keeper Michael Smith described some of the Administration's recent efforts relating to MBK, including:

- MBK days at national laboratories, which will take place in 80 labs across the country during the last week in February;

- A national mentoring partnership with the NBA; and
- HUD's expungement program, which assists public housing residents under 25 to expunge or seal their records.

Turning to specific city efforts, MBK Task Force co-chair Birmingham Mayor William Bell, Sr., who led the session, briefed the mayors on Birmingham's MBK efforts, highlighting the MBK Take Your Child to Work Day, which involved more than 500 children and provided an opportunity to show kids "what the work ethic is all about."

New Haven Mayor Toni Harp described her city's MBK efforts, particularly the response to a high number of shooting deaths of young people that was occurring about the time that the MBK initiative was launched. Harp worked with the police chief and school superintendent to identify kids disengaged from school and involved in the justice system whom they felt were at risk of being either a shooter or a shooting victim. They identified 220 such young people and recruited volunteers to go to their homes to talk with their parents to figure out how they could help their children and develop "success plans" for them. Harp also discussed her concerns with the way schools handle



Before start of MBK Task Force Meeting, from left, Columbia Mayor Stephen Benjamin, New Haven Mayor Toni Harp, White House Assistant to the President and MBK Task Force Chair Broderick Johnson, Special Assistant to the President and Senior Director of Cabinet Affairs for My Brother's Keeper Michael Smith, and Task Force Co-chair and Birmingham Mayor William Bell, Sr.

kids with behavioral problems, which usually involves suspension, and their efforts to employ restorative justice practices which can result in more beneficial outcomes for these kids.

Encouraged by the President's clarion call, Columbia Mayor Stephen Benjamin said that his city was an early MBK adopter and that their efforts "recognize that kids have gifts and we need to help them identify them." He urged the mayors

to start by recognizing what is going well in their communities and how to scale up programs. He also stressed the importance of having good data, and said they have involved university research resources in Columbia's efforts. He described his city's "aggressive" use of parks and recreational facilities aggressively, making program participation free for young people, and efforts to increase the number of summer jobs available by cutting the local jail budget.

Exports and Ports Task Force Agenda: TPP, Ex-Im Bank, Port Modernization

By Dave Gatton

Citing progress on a variety of trade issues, Metro Exports and Ports Chair Little Rock Mayor Mark Stodola told mayors that important work still needs to be done to meet the challenges of navigation infrastructure and export expansion.

Speaking to mayors at a task force meeting at the 84th Winter Meeting of The U.S. Conference of Mayors, January 22 in Washington, D.C., Stodola said that while gains were made in the recent reauthorization of the Water Resources Act, "we still have a \$7 billion surplus in the Harbor Maintenance Trust Fund and insufficient funding of the Inland Waterways Trust Fund." "These are vital transportation networks that must be modernized if the U.S. is to remain globally competitive," he said, "and now is the time to make this infrastructure investment."

Stodola's point was underscored by Jeff McKee, Chief of Navigation for the U.S. Army Corps of Engineers, who pointed to an additional \$677 million of spending in FY 2016 for the Corps' navigation budget, but indicated that 11 percent of the nation's locks were unusable and funding for the Corps remained low in



Findlay Mayor Lydia Manalik, Torrance Mayor Patrick Furey, Metro Exports and Ports Task Force Chair Little Rock Mayor Mark Stodola, Mountain View Mayor Patricia Showalter, Task Force Vice-chair Long Beach Mayor Robert Garcia, Export Import Bank Senior Vice President Erin Gulick, Army Corps of Engineers Chief of Navigation Jeff McKee, and USCM TPP Task Force Chair Tampa Mayor Bob Buckhorn following the Exports and Ports Task Force meeting in Washington, D.C.

historical terms.

According to McKee, 60 percent of farm exports move on inland waterways to downstream ports and nearly 80 million tons of grain move by barge annually. In addition, U.S. seaports must be dredged to a depth of 45-50 feet in order to remain competitive with foreign ports for much larger ships as a result of the widening and deepening of the new Panama Canal, scheduled to open later this year.

Many experts have characterized U.S. ports to be in a global race to keep and expand port business as a result of the Panama Canal expansion. McKee reviewed for the mayors the status of U.S. port modernization.

Long Beach Mayor Robert Garcia, Vice-chair of the task force, reviewed the role of the Port of Long Beach in the city's economy. The Port supports one in eight jobs in the city and 30,000 jobs

in Southern California; it generates more than \$47 billion in business sales, nearly \$14.5 billion in related wages, \$5 billion in Customs revenues, and \$4.9 billion a year in local, state, and federal taxes. One in five loaded containers moving through all U.S. ports is handled by the Port of Long Beach. East Asian trade accounts for 90 percent of the port's activities.

Mayor Garcia touted the port as on the cutting edge of environmental improvement. Since 2005, the Port has cut diesel particulates by 85 percent, nitrogen oxides by 50 percent and sulfur oxides by 97 percent—surpassing every air pollution milestone set for 2014. The Port has also provided over \$50 million for Bolsa Chica wetlands restoration in one of the last Southern California coastal salt marshes.

Trans-Pacific Partnership

Tampa Mayor Bob Buckhorn, who chairs a newly formed Task for Force on the Trans-Pacific Partnership trade agreement, told the mayors that the TPP would

see EXPORTS on page 41

Membership Committee Highlights Award-Winning Best Practices and Local Mayoral Priorities

By Katie Pirolt

With over 65 newly elected and first-time attendee mayors at The U.S. Conference of Mayors 84th Winter Meeting in Washington, DC, Membership Chair Piscataway Mayor Brian C. Wahler led a panel discussion featuring some of the Conference's award-winning best practices. Conference "veteran" mayors and previous USCM award winners, Gresham Mayor Shane T. Bemis, Green Bay Mayor James Schmitt, Beaverton Mayor Denny Doyle, and Rochester Hills Mayor Bryan K. Barnett each shared their best practice program to the new mayors.

Barnett began the panel by saying "going into my 10th year as mayor of a city of about 75,000 people, one of the most important things I have found valuable with my involvement in the Conference is the relationships I've developed with my fellow mayors." In 2007, Barnett created his own Mayor's Business Council, modeled after ideas he received from the Conference, to address the need to create a forum that allows the business community to gather and share their private sector insights and best practices. In 2015, Barnett's Business Council was recognized for innovation and received a City Livability Award from the Conference. Barnett stated, "through the

Mayor's Business Council we have advocates that work for the city and are intimately involved in the city's progress; our vacancy rates are at historical lows and we are now recognized as being small business friendly."

Sharing his city's success in promoting renewable energy use, Doyle reported that in his first year in office, he encouraged solar in residential homes with the goal of 50 homes. As Beaverton continued to exceed their goals, the city was awarded the 2012 Mayors' Climate Protection Award. Doyle said, "this award helped solidify our city's commitment to climate protection and since then our city has doubled its renewable energy use." Beaverton is now five years ahead of its 2020 goals and was one of the first communities in the U.S. to become STAR certified.

Bemis also highlighted his city's 2014 Mayors' Climate Protection Award, saying "shortly after I became mayor ten years ago, I signed the climate protection agreement to reduce our carbon footprint." His city first looked at their wastewater treatment plant, which was once the top electricity consumer, and now produces 100 percent of its electricity needs from an onsite

renewable power. Bemis said, "We also put in the largest ground mounted solar power system in the Pacific Northwest through a power purchase agreement that required no upfront capital from the city and now saves us close to \$500,000 a year; it makes sense."

Schmitt discussed the transformation of a 20,000 sq. ft. armory building into a "Farmory," with the \$50,000 award earned through the USCM/Wells Fargo CommunityWINS program. Schmitt explained, "the Farmory will include aqua-

tax last November which will now raise \$50 million a year for roads."

Newly elected Douglasville Mayor Rochelle Robinson, who is the first African American and first female mayor of her city, discussed her vision to rebrand the city and re-identify with the charm of Atlanta. Findlay Mayor Lydia Mihalik highlighted her priorities on workforce development stating, "we have a great resurgence of jobs happening and are struggling to find people to fill jobs." Mihalik also discussed the growing heroin epidemic in her community. Hanover Park Mayor



From left, Rochester Hills Mayor Bryan K. Barnett, Beaverton Mayor Denny Doyle, Green Bay Mayor James Schmitt, Membership Chair Piscataway Mayor Brian Wahler, and Gresham Mayor Shane T. Bemis.



Membership Chair Piscataway Mayor Brian Wahler, at podium, welcomes newly elected mayors at the January 20 Membership Committee. From left, Gresham Mayor Shane T. Bemis, Beaverton Mayor Denny Doyle, Rochester Hills Mayor Bryan K. Barnett, and Green Bay Mayor James Schmitt.

ponics and will help to train people, including our large monk community, on how to raise plants and fish and how to cook." He continued, "this attracts talent to your community as we are also training veterans and a diverse population."

A number of new mayors in attendance also shared their local mayoral priorities and initiatives, many citing the need for infrastructure investment and the struggle with heroin use in their cities. Newly elected Colorado City Mayor John Suthers expressed the need for infrastructure, especially on roads, stating that his city residents "stepped up and voted in November to increase sales

Rodney Craig added to the topic of heroin use in his community stating that "we need to start addressing it as an epidemic" and highlighting that his community was the first in the state to train all officers on narcotics.

Wahler concluded the meeting by thanking participants and encouraging everyone to take part in as many of the offered sessions as possible, stating "There is great value to this organization, please take advantage of all the tools offered here – the opportunity to come here and share best practices, learn, and see what other cities have done, please take full advantage."

EXPORTS

from page 40

bring higher paying jobs and expanded exports to the U.S. economy. The trade deal, he said, "includes enforceable labor and environmental standards, protection of intellectual property rights, the reduction and elimination of 18,000 tariffs on U.S. made products, and will ensure U.S. businesses have a level playing field in the fastest growing markets in the world." "We will be pushing Congress, as we did with fast track legislation earlier this year, to pass TPP as soon as possible," he said.

Omar Khan, Assistant U.S. Trade Representative, provided additional information on the positive economic impact of TPP on specific metro economies in the nation. He thanked The U.S. Conference of Mayors for its support of TPP and encouraged them to contact the U.S. Trade Representative's office if they needed more information on such impacts.

Export Import Bank

Export-Import Bank Senior Vice President Erin Gulick thanked the mayors for their support of the reauthorization of the bank

at the end of last year. Congress had let the bank's charter expire in June of 2015, even though it had strong bi-partisan support in both the House and the Senate. With the bank's reauthorization, it is now able to enter into new export support agreements to assist U.S. businesses, but is limited to transactions below \$10 million. The bank is awaiting Senate confirmation of a third board member to give it a quorum to conduct business, which is required for larger transactions. Mayor Stodola indicated the Conference would encourage the Senate to move forward with the confirmation process as soon as possible.

VETERANS

from page 39

those families.

They have launched the Commemorative Partners program in an effort to reach more veterans and families. The Department of Defense is teaming up with thousands of partners, including more than 40 cities to help reach and honor these veterans. Partners are asked to undertake two events a year from now through 2018 to thank and honor Vietnam veterans and their families. For more information go online to: VietnamWar50th.com.

Census Director Updates Mayors on Plans for the 2020 Census

By Larry Jones

During the first meeting of the Conference of Mayors 2020 Census Task Force, San Antonio Mayor Ivy Taylor told mayors and delegates attending the January 21 meeting that she was pleased to be asked by Conference President Stephanie Rawlings-Blake to serve as Chair of the Task Force. She said the importance of the census to local communities is enormous. "This data is used to distribute over \$400 billion in federal aid to state and local governments, and to apportion the 435 House seats among the several states." She welcomed John Thompson, Director of the United States Census Bureau who provided a progress report on the Bureau's plans for the 2020 Census; and Terri Ann Lowenthal, Co-Director of the Census Project, who discussed some of the key challenges facing mayors as we draw closer to the 2020 Census.

Plans for the 2020 Census

Census Director John Thompson told mayors the Bureau has developed a plan for conducting the 2020 Census. It is designed for the 21st century, no longer dependent on paper-based processes but takes advantage of technology and the vast amount of data already available to help conduct an efficient census that produces high-quality results. Innovations are focused in four areas: reengineering address canvassing, which involves using imagery and other data sources to validate and improve the quality of the address list; optimizing self-

response by using multiple methods including targeted advertising, extensive use of partnerships, effective contact strategies, encouraging people to respond via the Internet; utilizing administrative records and third party data to increase the efficiency and effectiveness of the data collection operations; and reengineering field operations to reduce staffing, infrastructure, and brick-and mortar footprint required for 2020 Census field operations. Thompson said these innovations are expected to reduce the cost of the 2020 Census \$5.2 billion lower than the 2010 Census. The aim is to make the 2020 Census more accurate and less expensive.

Thompson told mayors they could help prepare for the census by taking a number of steps including establishing Complete Count Committees that involve key people who represent the broad diversity and background of people from all sectors of the city; and by making sure the address list for their city is complete.

Challenges Ahead for Mayors

Census Project Co-Director Terri Ann Lowenthal discussed some of key challenges facing mayors as we approach the 2020 Census. First she sounded the alarm by telling mayors "The Census really matters. You need to pay attention now. In three years it will be too late." She explained that important deci-



San Antonio Mayor Ivy Taylor (center), Chair of the Conference of Mayors 2020 Census Task Force, is shown with United States Census Bureau Director John Thompson (left of Mayor) and Census Project Co-Director Terri Ann Lowenthal (right), who spoke at the Task Force January 21 meeting. Lisa Blumeman and William Bostic from the Census Bureau are also shown.

sions are being made now and will continue to be made as we approach the April 1, 2020 Census count and beyond. Mayors need to make sure their address list is complete and reflects all the people residing in their communities. Mayors need to pay attention to Congressional efforts to change the census and reduce funding which could undermine the effectiveness of the census. She said there are annual fights for sufficient funding of the census; there is insufficient funding for research and testing, which leads to higher risk of undercount; and legislation has been introduced to make response to the American

Community Survey Optional. This information is vital to cities and the private sector for planning for the future. Mayors should be aware that minorities and economically disadvantaged individuals, who mostly live in cities and urban areas, have traditionally made up a larger share of the undercount in past census counts. In contrast, non-Hispanic Whites make up a larger share of the over counted people in past census counts. If people are not counted, it will affect a city's funds for education, housing, transportation and many other programs for a ten year period.

Acting Education Secretary King Stresses Expanding Opportunity for All Students

By Kathy Wiggins

Mayors are helping to lead the charge for educational equity in this country, according to acting U.S. Secretary of Education John B. King, Jr. "Mayors have been tremendous partners with the U.S. Department of Education. I know how much Secretary Duncan appreciated your commitment to improving student outcomes and advocating for equity and excellence, and I look forward to continuing and expanding that partnership," King said to members of The U.S. Conference of Mayors Jobs, Education and the Workforce Standing Committee gathered for the Annual Winter Meeting on January 21.

Touting the highest high school graduation rate ever in the country at 82 percent, King said it was in no small part thanks to mayoral efforts, "This is change that you helped to lead, in your schools and your districts, with the help of educators, leaders, and community members who know what is best for your students," he said.

Still, despite the progress, well known challenges remain. The U.S. still faces 20-30 point achievement gaps. Low-income students lack of access to early learning opportunities put them behind their peers. "The answer lies with schools engaged in

support of families and communities," King told the mayors.

The Every Student Succeeds Act (ESSA), the latest iteration of the Elementary and Secondary Education Act, continues investments in high quality pre-school and Promise Neighborhoods in an effort to bridge that gap.

"It is built on flexibility for states to identify performance measures. Accountability standards are equity advancing, but we want to make sure standards are moving students forward and that states are aggressive in helping failing schools in a meaningful way. This will require mayoral leadership and advocacy," he said.

Other opportunities to collaborate include summer opportunities – with King urging mayors to work with him to ensure teens have access to quality summer employment. K-12 partnerships with employers are also critical. Touting Pathways in Technology Early College High School (PTECH) in New York, King stressed the need to work together to ensure schools reflect the diversity we all hope to promote. Mayors need to think about smart ways to increase diversity through career and technical pro-



From left, Walton Family Foundation K-12 Education Program Director Marc Sternberg, Jobs Committee Vice Chair Tacoma Mayor Marilyn Strickland, acting Secretary of Education John B. King, Jr., Jobs Committee Chair West Sacramento Mayor Christopher Cabaldon, and USA Funds Senior Director, Metro Engagement and Relations, Stephanie Nellons-Paige.

grams across districts and communities with language immersion and dual language learning opportunities. "America's College Promise has the potential to advance that conversation. It is intensely focused on issues of excellence and equity," King said.

"We also have to rethink discipline. There are national toolkits around discipline and training around restorative justice. We need to be thinking about young people who got off track," King continued. Touting the

Second Chance Pell Pilot Program, the acting Secretary is hopeful we will see progress in criminal justice reform, but with education and training as a critical component.

"I hope you will join in advocating for a strong implementation of the ESSA," King said in closing, "to continue to advocate for the needs of underserved kids in states and communities. You are leaders in this area – I hope you will continue to show others the way in the weeks and months ahead."

Mayors Promote Water Investment, Green Infrastructure and Integrated Planning

By Rich Anderson

Joy Cooper, Mayor of Hallandale Beach, and Co-Chair of the Mayors Water Council (MWC) led a meeting of MWC in Washington, DC on January 20, to discuss water supply development, green infrastructure and continued concern over costly water mandates. The meeting, in conjunction with the Winter Meeting of the U.S. Conference of Mayors, began with comments from each mayor about the major water issues facing their cities. The concerns were similar to previous meetings; drought, floods, nutrient runoff, unfunded mandates, and financing facility construction and collection/distribution pipes were at the top of the list.

New Water Projects

Turlock Mayor Gary Soiseth briefed mayors on a major water investment to support agricultural activities "...in the Central Valley of California with an estimated \$17 billion value per year", he said. Soiseth stated that residential water consumption is "low", but the agricultural and processing plants in the region generate a high volume of wastewater. Turlock is one key partner in the North Valley Regional Recycled Water Project, along with the cities of Ceres and Modesto, and Stanislaus County, and with help from the federal Bureau of Reclamation: their purpose is to "Provide a regional solution for a local water supply crisis.", stated Soiseth. The cities can avoid discharge of up to 35 million gallons per day (MGD) of treated wastewater into the San Joaquin River.

Soiseth also commented on the Stanislaus



From left, Turlock Mayor Gary Soiseth, Lake Barrington Mayor Kevin Richardson, Mayors Water Council Co-Chair Hallandale Beach Mayor Joy Cooper, and Racine Mayor John Dickert.

Regional Water Authority Surface Water Project, another effort to reduce reliance on over used ground water aquifers. "In this case, the Tuolumne River will be used as a surface water supplement to well water", he stated. This project is estimated to cost as much as \$151 million, and provide 27,000 acre feet of treated water annually.

Green Infrastructure

John Dickert, Mayor of Racine - Winner of the Best Tasting City Water in America competition - and Lake Barrington Mayor Kevin Richardson remarked on how green infrastructure supports clean water goals. Richardson stated the importance of building "...on past resolutions and [USCM]

leadership" in the green infrastructure space. He stated that green infrastructure supports two key water management objectives: enhance soil stability as part of overall efforts to reduce sedimentation and nutrient overloading; and, enhance permeability to address flood potential. Dickert stated that it is time to take science seriously, and there is a growing body of research "...that confirms the water, air and human health benefits associated with properly maintained green infrastructure." Both mayors indicated that they will put forth a resolution later this year to build on existing USCM green infrastructure policy.

Integrated Planning Framework Developments

Conference of Mayors Assistant Executive Director Judy Sheahan and Barnes & Thornburg attorney Fred Andes conveyed a message from Lima Mayor David Berger, Vice Chair of the Conference's Environment Committee. Berger is informing the Mayors about the importance of pushing legislation that would codify Integrated Planning, Financial Capability and Green Infrastructure. Attorney Andes provided a summary of the legislative proposal that is now under consideration by potential Congressional sponsors.

Sheahan said, "Mayor Berger wants to stress that hard won flexibility could be lost when the current Administration changes in 2017. We need to make these more fair and flexible policies permanent. He wants all mayors to reach out to their Congressional delegations and support the Conference's legislation.

Remarks from the Chair

Mayor Cooper welcomed Bill Malarkey of Severn Trent Services, a water service provider that works with many US cities. Malarkey said that Severn Trent Services is a leading water utility service provider with operations in 22 states with 1,400 employees. He said that Severn Trent is looking forward to working with the Mayors Water Council and the USCM.

Mayor Cooper also announced that the MWC is planning a Spring meeting in Florida, and a meeting at the USCM Annual Meeting in Indianapolis in June.

CASTRO

from page 37

– that will provide additional funding for "greater housing opportunity for extremely low- income individuals."

Secretary Castro thanked the mayors for their commitment and work in ending veteran homelessness. From 2010 to 2015, the nation saw a 36 percent drop in veteran homelessness. As for overall homelessness, the Secretary noted that there has been an "uptick in the number of individuals who are sleeping on the street." He said that those mayors seeing this problem should work with HUD this address the issue.

Finally, Secretary Castro announced the Connect Home initiative that will connect the residents of public housing in 27 cities and one tribal community to broadband. The Secretary said that his "personal goal is to see every single resident of public housing connected to the internet."

Assistant Secretary for Economic Development of the U.S. Department of Commerce Jay Williams based his remarks

around the theme that "community development and economic development are inextricably linked." He said that the Obama administration is committed to this policy. Like HUD, the Economic Development Administration (EDA) celebrated its 50th anniversary in August 2015. According to Assistant Secretary Williams, the goal of EDA is to "help facilitate robust economic environments in urban and rural communities across the country." Assistant Secretary Williams said that "while every federal agency is involved in some degree with economic development only EDA has the sole mission to focus on facilitating economic opportunity." He talked about the comprehensive development strategy (CEDs) document "which is a road map that helps a community to either become more economically diverse, to expand economic opportunities or simply to figure out how to play a greater or more effective role in creating an economic environment conducive to job creation."

Karen Lee, Senior Vice President, Community Outreach, of Wells Fargo announced the 2016 Wells Fargo and USCM CommunityWINS Grant Program.

This collaborative effort between USCM, Wells Fargo Bank, and the Wells Fargo Foundation for the second straight year will award nearly one million dollars to six cities to invest, strengthen, and promote long-term economic prosperity. Lee told the mayors that USCM and Wells Fargo are committed to providing the opportunity for cities across the United States, through local non-profits, to invest in and promote the long-term economic prosperity and quality of life for their communities."

Nan Roman, President of the National Alliance to End Homelessness said that "homelessness is becoming a significant contributor to housing, even as other housing resources go down." She added: "The homeless account is a relatively healthy one with an unusual level of bipartisan support. And more and more of the HUD, and even the Department of Veterans Affairs (VA), homeless money is going to housing as we shift the focus away from longer term, expensive crisis interventions." Roman said that 180,000 people are being housed through VA and HUD rapid re-housing subsidies this year. She said that rapid re-housing necessitates employment. Some

cities are doing this such as San Francisco and Los Angeles where both have reserved TANF-subsidized jobs for homeless families that get TANF-subsidized rapid re-housing.



Campus Unrest Discussed by University Mayors

By Tom McClimon

There was no shortage of issues when the mayors of the Mayors and Metro Universities Task Force got together to discuss dealing with campus unrest and violence. Led by its Chair, Orlando Mayor Buddy Dyer, the task force covered such issues as active shooters, sexual assaults, guns on campus, and mental health issues. Richard Beary, Chief of Police for the University of Central Florida and Immediate Past President of the International Association of Chiefs of Police helped to lead the discussions.

Chief Beary explained how many of the disputes between local police and university police are due to the different reporting requirements required by both. Such as the Department of Education reporting requirements are different from the Department of Justice. It's important to establish early and maintained joint coordination programs between the two departments. The issues of allowing guns on campus, as some states are now approving, and the use of drones surrounding sporting events are two of the new concerns for university law enforcement officers.



Richard Beary, Chief of Police for the University of Central Florida and Orlando Mayor Buddy Dyer.

Sports Security and Tennis Programs Focus of MPSA

By Tom McClimon

Two new issues were the focus of the meeting of the Mayors Professional Sports Alliance (MPSA). The discussions were led by MPSA Chair, Conference of Mayors Vice President Oklahoma Mayor Mick Cornett and Vice Chair Frisco Mayor Maher Maso.

Virgil Christian, Jr., Senior Director, Market Development and Collegiate Tennis for the US Tennis Association (USTA) and Daniel Faber, Executive Director of the US Tennis Association Foundation gave an overview of various programs USTA has to assist cities. To date, the USTA has assisted in over 6,500 community projects and has provided over \$12 million in assistance which has leveraged over \$300 million in improvements to tennis facilities. Seventy percent of tennis played on public courts. USTA has a number of programs, ranging from community partnerships, legacy and disaster relief. The USTA Foundation focuses its efforts on programs to help children and adults learn the game of tennis. The Foundation operates



Virgil Christian, Jr., US Tennis Association; USCM Vice President and Oklahoma City Mayor Mick Cornett; and Daniel Faber, US Tennis Association Foundation.

through its National Junior Tennis Leagues which has 500 chapters in 4,500 locations nationwide. Programs are available to assist in player and coach development.

The Foundation is also engaged in promoting the STEAM (Science, Technology, Engineering, Arts and Mathematics) curriculum.

Dr. Shaun McCarthy, Executive Director of the International Centre for Sports Security discussed some of the trending issues in sports security. He explained that since sports is a very lucrative business that it attracts sports betting – both legal and illegal in which the integrity of the sport can be at risk. Unlike most countries, the United States does not have a Sports Ministry or Department to promote and safeguard sport and the industry. Thus, there is no organized effort to protect sports. Recent events in Paris, and FIFA leadership, and the new use of drones highlight the need to give greater attention to security at sporting events, but in a way that doesn't make it obtrusive to fans.

Lee Igle, clinical professor at the Tisch Institute of Sports Management, Media and Business discussed some of the programs the Institute offers to cities.

Google and Partner America Present to Small Business and Entrepreneurship Task Force

By Tom McClimon

"Mayors are the 'boots on the ground' when it comes to helping small businesses," was a message repeated by Louis Mosca, Executive Vice president and Chief Operating Officer of the American Management Services as he addressed the members of the Small Business and Entrepreneurship Task Force. Led by its two co-chairs, Burnsville Mayor and Past Conference of Mayors President Mayor Elizabeth Kautz and Kansas City (MO) Mayor Sylvester "Sly" James, the mayors discussed ways to help small businesses in their cities.

Mr. Mosca pointed out that according to recent survey most small business own-



John Burchett, Google, Inc; Kansas City (MO) Mayor Sylvester "Sly" James; Burnsville Mayor Elizabeth B. Kautz; and Louis Mosca, American Management Services.

ers knew who their mayor was (unlike federal and state representatives) and are looking for mayors to help them with their challenges. John Burchett, State Policy Counsel for Google, Inc. discussed their "Put Your City on the Map" program which encourages small businesses to advertise online and to update their information yearly. Mayor Kautz pointed out that her city was one of the first cities to participate in this program. Mayor James spoke on the need to work with minority communities on efforts to digitally map their small businesses and to do it face-to-face as not everyone has readily available internet and social media tools.

Mayors Hear About New Arts and Sports Programs

By Tom McClimon

While the weather elements grew worse outside, the Tourism, Arts, Parks, Entertainment and Sports Committee (TAPES) met to hear about new programs their cities can take advantage of. Led by Acting Chair, Frisco Mayor Maher Maso, the mayors heard presentations from representatives of the arts, sports and hotel and lodging industries.

Douglas Palmer, representing Major League Baseball, gave mayors an overview of Play Ball 2016, the Conference of Mayors and Major League Baseball program to encourage children to play the game of baseball. Mayors are being asked to sponsor a Play Ball activity during the months of June, July, and August. (Additional information can be found on the Conference of Mayors'

website: usmayors.org/playball. Virgil Christian, Jr., Senior Director of Market Development and Collegiate Tennis for the US Tennis Association and Daniel Faber, Executive Director of the US Tennis Association Foundation discussed their programs ranging from disaster relief, legacy, and facilities improvements. Jason Schupbach, Director of Design for the National Endowment for the Arts discussed ways his agency can assist mayors ranging from the Mayors Institute on City Design to its Our Town program which provides funding for creative placemaking in cities. Troy Flanagan, Vice president for State and Local Government Affairs for the American Hotel and Lodging Association presented ways on which the hotel and lodging businesses works with cities on promoting travel and tourism.



From right, Virgil Christian, Jr., US Tennis Association; Daniel Faber, US Tennis Association Foundation; Jason Schupbach, National Endowment for the Arts; Tom McClimon, USCM staff; Frisco Mayor Maher Maso; Douglas Palmer, Major League Baseball; and Troy Flanagan, American Hotel and Lodging Association.



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Thursday, February 18 - Saturday, February 20

USCM Winter Leadership Meeting

(Executive Committee, Advisory Board, Committee and Task Force Chairs Only)

Miami Beach, FL

Contact: Carol Edwards cedwards@usmayors.org / 202-293-7330

Sponsorship: Geri Powell gpowell@usmayors.org / 202-861-6774

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Friday, June 24 - Monday, June 27

USCM 84th Annual Conference of Mayors

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Friday, June 24 - Saturday, June 25

USCM Workforce Development Council (WDC)

Board/Annual Conference

Indianapolis, IN

Contact: Ida Mukendi imukendi@usmayors.org / 202-861-6724

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A CALL TO ACTION

16 POINTS FOR THE 2016 MAYORS COMPACT

1. Recognize, support, and strengthen the Metro-City Economic Engines that drive our national economy
2. Invest in and modernize our D+ rated transportation system
3. Educate and train a 21st Century USA workforce
4. Protect our streets, neighborhoods, and national borders
5. Fix our broken immigration system
6. Develop healthy, safe, affordable, and modern water and wastewater systems
7. Spark community development - create affordable housing and fully fund the CDBG program
8. Expand clean energy use to grow the economy and protect the climate and environment - urbanize the Department of Energy
9. Promote broadband access, technology, and innovation in our cities
10. Provide access to healthy food, healthcare, and mental health services
11. Enact new tax policy promoting investment to cities and middle class growth - reduce income inequality
12. Support metro economies through trade and export production
13. Vigorously promote international travel and tourism to USA cities
14. Support an expanded National Endowment for the Arts - elevate the Arts and Tourism to Cabinet level
15. Stop sending unfunded federal mandates to our cities
16. Recruit and include Mayors and Local Officials to serve in the Federal Executive Departments and The White House

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- ★ **84th Winter Meeting**
Washington DC - January 20-22
- ★ **84th Annual Meeting**
Indianapolis - June 24-27
- ★ **Republican National Convention**
Cleveland - July 18-21
- ★ **Democratic National Convention**
Philadelphia - July 25-28

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- ★ **February 1 Iowa Caucuses through June 28 Utah Primary**
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