Nutter: “Mayors Don’t Have the Luxury of Endless Debate and Gridlock ... We Are Leaders — Doers.”

Philadelphia Mayor Michael Nutter accepted the Conference of Mayors Presidential gavel at the conclusion of the 80th Annual Meeting. He delivered an inspirational speech focusing on mayors’ ability to work in a bipartisan manner to get things done as well as the collective power of mayors to drive economic growth. Nutter celebrated cities as centers of innovation and encouraged mayors to continue to work in partnership to address local challenges.

Following is the full speech as delivered by Nutter:

First, I’d like to thank Mayor Antonio Villaraigosa for his leadership. He has been an advocate for America’s cities in Washington and internationally. I would like to thank him for his tremendous leadership as the President of The U.S. Conference of Mayors.

In Los Angeles, he has been a champion of innovative efforts such as the half-cent transportation tax, which is strongly supported by voters, and during his presidency of this organization, he has been at the forefront of crucial debates that will shape the future of this country.

I would also like to congratulate Mayor Scott Smith of Mesa who will be the new Vice President of The U.S. Conference of Mayors. I know we can accomplish a lot together, and I am looking forward to working with you to...
One year ago, when Antonio Villaraigosa took the gavel as the 69th President of the Conference of Mayors, he warned that Washington was asleep. For 12 months since he became President, he has done his damnedest to awaken Washington for support for the tough issues mayors and our citizens face each day.

At no time in our history has a President of the Conference been seen more as an American national prior-

ity is an aberration in the midst of the most partisan era of modern history. Mayor Villaraigosa was continuing to

up the gavel in Orlando this month, when he called on Washington, his state government in Sacramento and his sur-

rounding counties to help him improve the transportation needs of our people by reducing “traffic.” When the transpor-

tation bill was stalled in Washington, DC this year, he never let up. Pushing his own “Fast Forward” legislation, with hundreds of mayors supporting him, he created a most unique coalition. At a time in history when there is absolute gridlock, Mayor Villaraigosa brought together the leaders who work against each other, to support bipartisan transpor-

ation legislation. Democratic Chairman Boxer of the Senate joined Repub-

lican Chairman Mica, along with Tom Donahue, CEO of the U.S. Chamber of Commerce, and AFL-CIO President Rich-

ard Trumka, all came together to sup-

port his “Fast Forward” transportation initiative. This kind of unity in Washing-

ton around an American national prior-

ity is an aberration in the midst of the most partisan era of modern history.

Right up to the very minute he gave up the gavel in Orlando this month, Mayor Villaraigosa was continuing to push Washington to get off dead center and give us a bipartisan transportation bill. Since we left Orlando less than two weeks ago, Congress finally relented and have moved forward in a serious move to finish the bill.

Mayor Villaraigosa, in Orlando, thanked our Republican mayors who have stood with him, especially our next

Republican President of the Conference, now Vice President Mesa Mayor Scott Smith. When Mayor Villaraigosa called Mayor Smith to show up and help us, the Mesa Mayor was there echoing the Conference policy and challeng-

ing Washington to produce bipartisan action on priority infrastructure invest-

ments, as Mayor Smith has said, “that we can’t afford not to invest” in if we are to remain competitive in the 2012 global economy.

No doubt, as Mayor Villaraigosa leaves our Presidency, he will continue to be a strong voice for American cities. He is a leader with the fight inside of him in 2012 to continue as he Chairs the Democratic Convention and continues to, for another year in the job that he dearly loves, Mayor of Los Angeles.

While his partisan action now must take center stage, he is without a doubt the most charismatic Latino elected offi-


cial in the USA. His experience as your President, your giving him the opportu-


ty has no doubt helped him grow. Today, his national understanding has been strengthened. And the exposure he has given The US Confer-

ence of Mayors with his drive and zest on national TV has lifted us up for us to stand much higher.

He has been there for twelve months, every day, every week, and every month on National TV talking about our issues — jobs, immigration, education reform, marriage equality, the success of the CDBG program, healthcare, tourism, the arts, exports, ports, foreign investments, climate protection, bicycling, alternatives to gang violence, and yes, transporta-

tion. Washington may have been asleep on these issues but Antonio Villaraigosa did his part for all of us in keeping our issues alive, very alive. He has made a difference and without his ever presence on national TV, many of these issues would have died. And for that Mayor Villaraigosa, we thank you for your pas-

sion, the fight you gave and the fight you will continue to give for our cities.

When the gavel was passed by Mayor Villaraigosa to make Michael A. Nutter our 70th President in Orlando, our members knew that the national energy and passion for cities would continue. Since 2008, when Mayor Nutter was elected his participation and support of the Conference of Mayors has been appreciated and recognized by our members as he was moved and voted to quickly become our President. Mayor Nutter now leads us through a national presidential election as mayor of Philadelphia, the largest city of a major swing/battleground state. Next month he has called for a Special Leadership Session in Philadelphia. In Philadelphia, Democratic and Repub-

lican mayors will come together with substance and strategy and develop a bipartisan action agenda as we contin-

ue to bring Washington back to reality in recognizing that it is in our cities, our metro areas, where the future growth is now and will continue to increase.

As President, Philadelphia Mayor Nutter and all mayors of American cities through our organization will continue to stand with 85 percent of Americans who, when polled, have faith and trust in their mayors and cities to get things done, to make things happen for a better America.

Philadelphia is America, red, yellow, black and white and a city that is on the rise with now, the President of the Con-

ference of Mayors, Michael A. Nutter. One year from now, many people will see and hear about a Philadelphia that has emerged to be a world-class city.

And so we celebrate our new Presi-
dent, our friend, Mayor Nutter and we all know that this will be a dynamic and turbulent year. As President, he wants to hear from mayors and he wants all mayors to be involved in a consensus bipartisan plan of action as he as our President, backed up by Mesa Mayor Scott Smith our new Vice President and Second Vice President Sacramento Mayor Kevin Johnson.

In Philadelphia, and beyond, during the coming year we pledge our support to Mayor Nutter, to the City of Phila-
delphia, our new officers and to all our members. Together we work to keep our country strong. Clouds and storms hover over our Federal City and Washing-
ton wallows in its nothingness process — but our cities teem with energy and eagerness to be better, stronger, hap-

pi er, and more compassionate with a decent job and a decent place to live. It’s that simple. We know how to do it. We are doing it, every day. And with Mayor Nutter of Philadelphia and the nation’s mayors we will continue to make the USA a nation of metro, human, and economic engines, the best place to live, work, play, pray, laugh and cry on our planet Earth.
I want each trip, each conference call, each press conference you participate in with The U.S. Conference of Mayors to be a value added, an indispensable contribution to how you successfully govern and do your jobs at home.

Thank you for taking the time to be here because this doesn’t work without you.

Lastly, how did we get to this day? How did we arrive at this moment? I could never have imagined as a boy growing up in West Philly that I would be with all of you today in this capacity. This is the highest honor for any mayor. I will be your servant and leader, but I do plan to lead.

I am honored and humbled to be named the 70th President of the U.S. Conference of Mayors, and I am confident—if we work together—that we can accomplish great things over the next year.


Mayors are leaders, doers. We get things done, and we are moving America’s cities forward. That can be a jarring idea in today’s America when some of our national leaders can’t seem to agree on anything. Mayors don’t have the luxury of endless debate and gridlock. We respond, every day, to the needs of our cities. We pick up the trash. We balance our budget balances. Have police officers patrol the streets. Put out fires. Fix potholes.

Mayors get the job done every day. Our constituents would and should accept no less. I don’t know about you, but I only have to step outside city hall for an instant tracking poll on how good of a job I’m doing that day. Philadelphia’s are certainly not shy in sharing their opinions. I’m sure it’s the same in your cities too.

Despite a sluggish economy and devastating recession, America’s cities have continued to grow, innovate and inspire. America’s metropolitan areas are responsible for nearly 90 percent of the nation’s GDP and 85 percent of jobs. Metropolitan areas are driving job growth. And there’s one simple reason: cities are where the talent is.

When company executives are looking to relocate or expand, they, increasingly, ask themselves where they can find talent. The answer is America’s talented incubators—our cities.

Just a few weeks ago, I opened a new downtown Philadelphia ‘Gateway Office’ for Bentley Technology Partners—headquartered in the suburbs—who came to tell us they were having trouble attracting young talent to move out of Philadelphia.

Left to right, USCM Immediate Past President Los Angeles Mayor Antonio R. Villaraigosa, USCM CEO and Executive Director Tom Cochran, and USCM President Philadelphia Mayor Michael A. Nutter.

This has been an exciting conference, thank you for your continued support of the mission and vision of The U.S. Conference of Mayors.

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Just a few weeks ago, I opened a new downtown Philadelphia ‘Gateway Office’ for Bentley Technology Partners—headquartered in the suburbs—who came to tell us they were having trouble attracting young talent to move out of Philadelphia.
And Mayor Bloomberg has proposed to outlaw large serving size sodas. This initiative could transform public health. I understand firsthand the influence Big Soda has on this debate, and I applaud him for putting the health and well-being of New Yorkers first.

Finally, in Philadelphia, we are investing in cities and providing essential services to our constituents in some new ways as well. For example, cities across the country are facing with the complex challenge of providing a safe, affordable and clean environment that complies with Fed- eral clean water regulations.

In Philly, we recently launched Green City, Clean Waters—our 25 year, $2 billion plan to protect our watershed by remaking the city’s stormwater infrastructure through green, sustainable solutions. This plan has led to our city signing a historic “cooperation agreement” with the EPA that could change the relationship between cities and the EPA in the future.

Instead of ripping up streets across the country and installing larger pipes and holding tanks—which would have been prohibitively expensive and not actually address the long-term problems—we’re rethinking the way that we use our water resources. We’re installing rain gardens, stormwater trenches and green roofs throughout Philadelphia. Stormwat-er management seems workable. However, this plan makes Philadelphia greener, transforms the urban landscape, and improves the quality of life for our citizens. These changes will help us to attract new residents who want to live and work in a vibrant, 21st Century city, and companies will follow them to access their talent.

There are hundreds of innovative, creative ideas like these being enacted throughout the nation. It is because of you, America’s mayors, that things done. By working together, we’re getting help from anywhere else.

And while we set goals for innovation and new agendas, there are old issues, old troubles that continue to plague many American cities. Issues that will require us to challenge our assumptions, speak uncomfortable truths and shun political correctness.

One such issue is the scourge of vio- lence, which is wiping out a generation of young, African-American men.

Each year in the United States, thou- sands of people are killed on city streets. But since we lose seemingly one person at a time, we can forget how common place it is.

Let me talk about the devastating impact that occurs in one segment of the community. In 2011, 75 percent of Phila- delphia’s homicide victims were African American men—that’s 230 people.

If 230 people were killed by tainted spinach in Philadelphia, the USDA would issue a national recall immediately. If 230 people were killed in an air- plane crash, there would be Congressio- nal hearings on air travel.

If 230 people were killed a fire, there would be a national investigation and review of fire safety.

However, 230 African American men are killed in one city, and nothing. Noth- ing.

This is not just Philadelphia, many of mayors in this room face this same ep- idemic of violence in their cities as well.

If our country’s response to domestic terrorism was on the scale of our response to international terrorism, we could over- come enormously devastating violence, health dis- parities and educational gaps in a gen- eration. There must be a national conver- sation on the impact of this violence on our families, our communities and our country. We know that violence breeds upon itself, and the longer we wait to act, the more intractable these problems become.

This is our problem; it’s America’s problem, because we created it through disinvestment, indifference and neglect. It is in cities where America must con- front this challenge. This isn’t just a black problem. It’s all ours. If Martin Luther King, Jr. wrote from his Birmingham- ham jail cell, we are all “tied together in a single garment of destiny. Whatever affects one directly, affects all indirectly.”

I would like to thank Mayor Mitch Landrieu and the more than 20 mayors from across the country who are join- ing me—through the Cities United initia- tive—to tackle, head on, black on black violence in our nation.

I’d also like to especially thank The U.S. Conference of Mayors, National League of Cities, Casey Family Programs, Open Society Institute, Knight Foundation and countless others for their commitment to addressing this challenge.

If we do not have the will to act, then who? If cities do not lead the effort to confront our own obstacles, then what? If cities do not support each other, then what?

Through Cities United, we are going to take this issue on. To raise awareness, look at the root causes, and ultimately, to work with anyone who will come to the table with real solutions to this vio- lence. Although this conversation will be started and driven by cities, we must bring in more partners. Violence affects our country’s economic competitiveness, health, educational attainment, incor- poration rates and so many aspects of our society that it must be addressed nationally.

We need to leverage the power of advocacy and partnership to push this to the forefront of the American conver- sation. And I need your help. This is our responsibility, our promise to our cit- izens, our hope for our cities.

So, today in June 2012, we are look- ing toward the future of American cities and of our nation. There are many chal- lenges ahead, but I also see great poten- tial. We are currently in an election year, which means there will be more partisan bickering.

In July, we will come together in Phil- adelphia during the annual Leadership Meeting to plan, and in November, we will have our moment.

A chance that we need to seize between the election and the inaugura- tion of our president.

This brief window of time—once the partisan atmosphere has cooled—is when Washington can get work done. As The U.S. Conference of Mayors, we need to be at the forefront of that work, advocating for what our cities need, let- ting Washington know that we mean business, and they cannot ignore the 80 percent of America that we represent.

Cities need to continue to create jobs, support small businesses, and drive the economy. We cannot compete in the global economy if we are not training our workforce, and education is critical to our economic competitiveness today and tomorrow. As the U.S. continues to transform into a knowledge-driven econ- omy, we need an educated workforce that can take these jobs. A high school dropout earns seven dollars less a lifetime than a college graduate. And I promise you, we know that gap will only get bigger in the years to come.

In Philadelphia, I’ve often said that edu- cation is our public safety strategy. Educa- tion is our health strategy. Education is our poverty reduction strategy. Education is our economic development strategy. Education is central to everything we are working to accomplish. It’s true in Philly, and it’s true in every city in America.

Congress and the White House must understand that educating our young people is how we build a strong Amer- ica with cutting-edge industries whose products are in demand the world over.

Cities need support to grow our economies.

The tagline, Made In America, means quality everywhere. America is known for its high-quality manufacturing. Consumers will seek out “Made in America;” it’s one of our coun- try’s greatest assets. Congress needs to support the manufacturing sector, which is a crucial industry for cities across the nation and creates good, family-sustain- ing jobs for Americans.

Cities need Congress to pass a Trans- portation Bill that is long-term. Stop- gap funding measures and kicking the can down the road just won’t work. Our country’s transportation infrastruc- ture was once the envy of the world. It needs to be again. Today, we confront crumbling bridges, slow railways and inadequate street repair. We can create shovel-ready jobs today if we invest in our infrastructure. Congress needs to rally around measures that have received broad bipartisan support in the past and pass a long-term transporta- tion blue print for the country.

When we move America’s cities for- ward, we know there are enthusiastic,

See NUTTER on page 11
Los Angeles Mayor Villaraigosa Delivers President’s Report: “America’s Mayors Are Leading the Way”

By Evangelina Garcia

During a speech to hundreds of mayors attending the annual meeting in Orlando, outgoing Conference of Mayors President Antonio R. Villaraigosa made the case that while Washington remains ineffective, mayors are leading the way.

He began by praising incoming Conference of Mayors President Philadelphia Mayor Michael A. Nutter, a rising star on the national stage and said that, “He is passing the torch from West to East.”

“From the city of Angels to the city of Brotherly Love, The U.S. Conference of Mayors will remain the voice of intellectual and moral authority when it comes to the nation’s cities and metro regions. And we will not waver in our fundamental commitment to the jobs our people and our cities desperately need,” he said.

“Colleagues, I can think of no better leader, no more effective fighter with a bigger heart than our incoming president, Michael Nutter. He has demonstrated leadership, vision and imagination. I have no doubt that he will bring this same style to the helm of The U.S. Conference [of Mayors],” he added.

The mayor emphasized that our economic recovery is still fragile and we need a concerted and comprehensive effort to get Americans back to work.

“One thing is clear. We won’t achieve prosperity through austerity. We need to remember how we achieved our greatness. By making the strategic long-term investments in our infrastructure and in our people,” he said.

He added that if Congress cannot propose a commonsense balance of revenue increases and spending cuts, we face one trillion dollars in across-the-board cuts that will devastate jobs and wreck the American economy. “These are cuts that threaten to erase programs like CDBG, cops on the street, neighborhood schools, you name it,” he said.

The mayor continued by stating that it’s cities, not states where the real work and solutions are taking place. “When it comes to finding imaginative solutions to our most pressing problems, it’s our mayors who are doing the heavy lifting!”

Highlighting specific example of cities where true and innovative action is taking place, Villaraigosa said that in Jacksonville, Mayor Alvin Brown is charting the economic future of his region by spearheading an impressive expansion of the Port of Jacksonville and growing the local export sector.

And in New Orleans, where Mayor Mitch Landrieu has recognized that cultural tourism is one of the most dynamic industries and an important source of jobs, he is making strategic investments to reestablish his city as a premier destination.

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He also pointed to Sacramento Mayor Kevin Johnson for raising millions of dollars and working in partnership with the national non-profit City Year, to place tutors in Sacramento schools.

Villaraigosa added that in Beaverton (OR), Mayor Denny Doyle is pushing the envelope of sustainability with his Solar Beaverton program.

The mayor also praised Chicago Mayor Rahm Emmanuel where — without raising taxes — has created a $7 billion fund that will fill potholes, build new parks, repair aging sewer pipes, pay for a host of other community improvement projects and put 30,000 Chicagoans to work in the process.

Speaking to the unique spirit of bipartisanship found among mayors, Villaraigosa pointed to the U.S. Conference of Mayors annual meeting in Baltimore last year, where mayors stood together, spoke up and called for an end to the war in Afghanistan.

“We did so because we wanted our troops — after building nations overseas — to come home to a prosperous America full of opportunity for them and their families. Now Congress should invest those war savings in rebuilding our infrastructure and paying down our national debt. We’ve built bridges in Kandahar, it’s time to build them in Kansas City.”

And speaking for the need to strengthen our nation’s infrastructure, Villaraigosa said, “We can’t keep pace in the coming decades with the new economic of China, Brazil and India if our bridges are crumbling and our rails are rusty.

Political Strategists Discuss Campaign 2012

By Eugene T. Low

A second discussion of political strategists was held June 14, during the luncheon plenary honoring City Livability award winners, to discuss today’s hot political issues. Roll Call Editor and Chief Scott Montgomery served as moderator and was joined by two panelists: Political Strategist Donna Brazile and Romney for President Campaign Senior Advisor Kevin Madden.

Montgomery’s questions were wide ranging as he sought to draw clear distinctions in the presidential campaigns in 2012. His first question centered around President Obama’s recent statement: “The private sector is doing fine.”

Madden said, “People don’t feel the private sector is doing fine.” He said further that if more government jobs were created, we would still be in trouble because the problem is that we need fundamental systemic growth. Brazile said that the President gave the Republicans a talking point for a weekend. The truth, she said, some things are working and jobs are coming back. Brazile said there is nothing wrong with trying to create a brighter outlook.

As for the low approval rating of President Obama, there is $23 billion in deficit reduction. But because of its importance, the bulk of congressional focus should be on the transportation bill. With only 40 legislative days left from now to November, Congress needs to get these bills done and focus on jobs.

Left to right, Romney for President Campaign Senior Advisor Kevin Madden, Political Strategist Donna Brazile, and Roll Call Editor in Chief Scott Montgomery.
Former Treasury Secretary Paulson Sees Mayors as Critical to Economic Recovery

By Paul Leroux

Former Treasury Secretary Henry Paulson told the nation’s mayors that the economy was slowly recovering from 2008 financial crisis and subsequent recession. Paulson applauded the ongoing work of local leaders to speed their cities’ recoveries, and called upon mayors to push for national economic reform.

The remarks came in an interview with Conference of Mayors President and Los Angeles Mayor Antonio Villaraigosa, on June 14 in Orlando. Paulson served as U.S. Secretary of the Treasury from 2006 to 2009, and was previously CEO of Goldman Sachs.

“I think we’re on the road to recovery, but it’s a very slow road,” Paulson said. “It’s going to take a considerable amount of time to work through this.” He noted that a speedy recovery would likely not come about until the nation addressed what he called “longer-term structural competitiveness issues.”

Paulson cited the need for a tax overhaul, and reforms of entitlements, healthcare and immigration in order to spur economic growth. He was clear that “We can’t just cut our way out of this. We need pro-growth reforms.”

According to Paulson, such reforms begin with cities. When pressed by Waukegan Mayor Robert Sabonjian as to what cities can do to attract investment, Paulson said, “Everything possible to make your city as competitive as it pos-

DuPont, Conference of Mayors Partnership Focused on Science Education, Public Safety

DuPont Public Relations Manager Mary Kate Campbell spoke to the mayors about DuPont’s Platinum Partnership with The U.S. Conference of Mayors on June 14. For the past 11 years, DuPont has invested more than $5 million and numerous resources to assist mayors in making cities safer, smarter, and healthier. From science education to safety to state of the art turn-out gear for first responders, DuPont has been proud to partner with mayors for the betterment of cities.

With the Science In the School Day program, the Conference of Mayors and DuPont have reached 40,000 students in 175 cities and over 450 schools showing them what it is like to be an “engineer for the day.” Through this program elementary school children are introduced to science and engineering in a fun way with some of DuPont’s most promising engineers. The goal: to get kids interested in science and engineering at an early age.

In 2012, while continuing the Science In the School Day program, the partnership will be expanding its offerings to reach science educators. By broadening its program to include opportunities for middle and high school science teachers, the DuPont/USCM partnership will have an even greater impact on science education.

DuPont will offer science teachers access to national programs that will help them find new and inventive ways to make math and science interesting. They will sponsor teachers to attend exciting events such as the National Science Teachers Association’s National Conference and a new program called Driving Science, a professional development institute sponsored by DuPont Motorsports, Daytona International Speedway, and Clemson University. In these programs, teams of teachers work to strengthen content knowledge in STEM (Science, Technology, Engineering, and Mathematics) disciplines and take them back to their classrooms.

DuPont is also committed to protecting the people who protect us—law enforcement, firefighters, and first responders. Turnout gear and bullet resistant vests made with Kevlar and Nomex provide state of the art protection to help guard those who so bravely put their lives at risk for others. As part of their partnership, DuPont will continue to work with mayors to identify opportunities to bring their Wear Trial program to your city.

If you are interested in any of these programs or would like to schedule a Science in the School Day event, contact us by e-mail at scienceinthescallday@verizon.net.
Louisville, West Palm Beach Named “Most Livable” Cities in America

By Jocelyn Bogen

Louisville Mayor Greg Fischer and West Palm Beach Mayor Geraldine Muoio were awarded first place honors in the 2012 City Livability Awards Program during the U.S. Conference of Mayors’ 80th Annual Meeting in Orlando on June 14.

This is the 33rd year in which cities have competed for the award that is sponsored by the Conference of Mayors and Waste Management, Inc., the nation’s largest environmental solutions provider. The award recognizes mayoral leadership in developing and implementing programs that improve the quality of life in America’s cities, focusing on the leadership, creativity, and innovation demonstrated by the mayors.

This year’s winning cities were selected by former mayors from a pool of over 200 applicants.

“It gives me great pleasure to congratulate Mayors Fischer and Muoio for outstanding programs that will lead to increased community participation and job opportunities in their cities,” said Conference of Mayors President Los Angeles Mayor Antonio Villaraigosa. “Their programs will serve as models for cities around the country.”

Waste Management Senior Vice President for Public Affairs and Communications Barry H. Caldwell added, “We are honored to again partner with the USCM and sponsor the City Livability Award for the 23rd time. As the nation’s leading provider of comprehensive waste management services in North America, Waste Management’s sponsorship of USCM is very important to us and we care passionately about the livability of our cities.”

In addition to the two top awards, Outstanding Achievement Awards were given to five cities with populations of 100,000 or more—San Diego (CA), Boston (MA), Bridgeport (CT), Hartford (CT), and Orlando (FL)—and five cities with populations of less than 100,000—West Hollywood (CA), Lake Oswego (OR), Napa (CA), Schaumburg (IL), and Sumter (SC).

USCM Honors Departing Mayor Bermudez

Honorable Mention citations for cities with populations of 100,000 or more went to Baton Rouge (LA), Jersey City (NJ), Frisco (TX), and St. Louis (MO). Citions for cities with populations of less than 100,000 went to Evanston (IL), Medford (MA), Tamarac (FL), and York (PA).

First Place Program Descriptions

Louisville, KY (Large City): In November 2011, during his first year in office, Mayor Greg Fischer pledged to make Louisville a more caring city and signed a resolution committing to a multi-year Compassionate Louisville campaign. As part of this mission, the mayor’s “Give A Day” week challenged the community to help Louisville set the world’s record for volunteering and public service by having at least 55,000 volunteers and “acts of kindness” in motion during the week of April 15-22. The week coincided with National Volunteer Week and the launch of the Kentucky Derby Festival, which leads up to Louisville’s most exciting event of the year. People of all ages engaged in volunteer actions ranging from writing letters to troops, to reading to homeless children, to donating food and clothing. Louisville’s first Give A Day week of service exceeded its goal with more than 90,000 volunteers and acts of caring. Fischer is incredibly proud of this accomplishment, and says it goes to show that, “There’s a role for all of us in making sure no one is left behind or goes wanting.”

West Palm Beach, FL (Small City): Mandel Public Library of West Palm Beach created a year-long, grant-funded, skills and career motivating program initiative titled Career Catalyst. This was designed to help connect unemployed city residents with a variety of resources and to increase access to Palm Beach County Workforce Alliance, a non-profit that handles employment initiatives. Running from October 2010 to September 2011, the program helped nearly 1,000 people who were unemployed or in need of computer skills improvement. It also created a partnership in which the organization that helps the unemployed could provide better resources to the library and the community it serves. For more information, visit the website usmayors.org/citylivability
School buildings that make a lasting impression.

Siemens answers for building technology provide a brighter future for students and the environment.

At 8:00 a.m. every day, the first period bell rings across a Tennessee school district. As desks fill up and notebooks open, the classrooms look nothing out of the ordinary. But here, teachers and textbooks aren’t the only things that will make an impact on the lives of students far into the future.

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Our technology is working to improve the nation’s schools from the inside out. Because when we create more sustainable buildings, we’re building more sustainable cities.

Somewhere in America, our team of more than 60,000 employees spends every day creating answers that will last for years to come.

siemens.com/answers
Mayors Prepare Future Workforce to Generate Jobs in Energy Industry

By Jenna Chilingerian

The “Preparing the Future Workforce to Generate Jobs and Ensure America’s Energy Independence” forum, moderated by Conference of Mayors Work and Opportunity Task Force Chair Dallas Mayor Mike Rawlings, and sponsored by the America’s Natural Gas Alliance (ANGA), featured a mayors’ panel discussion of job training in natural gas occupations to put city residents to work in high-skill, high-wage jobs in the energy industry. Panel participants Laredo Mayor Raul Salinas, Assistant Vice President of Workforce Development and Special Projects at the Pennsylvania College of Technology Larry Michael, and Manager of External Relations at the Anadarko Petroleum Corporation Matt Carmichael talked about opportunities for connecting the workforce to this industry through education and training programs.

In his opening remarks, Rawlings emphasized the need and want of jobs in America, stressing that the American people “go where the jobs are... go where the money is...and we must drive opportunities where there are jobs.” Additionally, Rawlings argued that the top issue the U.S. faces today is “jobs, jobs, jobs.” At the same time, today an increasing number of people view the energy industry as an answer to the question of jobs in the U.S. The forum focused on the topics of creating jobs, pushing for the U.S. toward energy independence, and promoting education and training.

Starting the discussion, Salinas spoke of the challenge in his city of Laredo. In a state and city equipped with the infrastructure for the energy industry, putting people back to work was a key challenge. Salinas’ answer was to “train [out] people to compete.” He spoke of how the city of Laredo helped to ensure that the community was able to capture the jobs in the energy industry by providing its workforce with education and training through the community college.

Michael relayed the story of the Marcellus Shale Formation and the problems that initially arose in his area. When the Marcellus Shale Formation was discovered in 2008, the region was not equipped to train and educate the workforce- the challenge was to turn the unconventional area into a successful economic opportunity. In just 3 to 4 months, the region went from having very little production to creating thousands of jobs. The immediate success followed a partnership between the Pennsylvania College of Technology and Pennsylvania State known as ShaleNET, which created an oil and gas technology program to educate and train students. In two years, the ShaleNET collaboration educated and trained 3,500 in pre-employment and short-term programs.

Carmichael rounded off the discussion by explaining the role of corporations in connecting the workforce to education and training programs. Jobs exist in the natural gas industry; nearly 2.8 million jobs have been created. This provides an opportunity to train and educate the workforce in this growing industry. Today, Anadarko Petroleum Corporation operates in eight states and twenty countries and works with colleges to put people to work. Additionally, Carmichael characterized the work of the ShaleNET collaboration as a “plug n’ play” program due to the immediate positive results.

Rawlings concluded the forum by driving home the main issue of the day- jobs- and stressed the importance of education and training as solutions. The three main takeaways from this forum are that good jobs exist in the energy industry, the American workforce must be educated and trained in order to enter into these occupations, and the role of cities in this industry’s future will be to lead and create partnerships with colleges, which will boost the pool of workers.

Expanding Local Food Economies, Accessing Resources to Attract Grocers Discussed at Food Forum

By Abigail Lundy

Mayors from around the country gathered June 15 to discuss how to expand local food economies and improve access to healthy foods. Boston Mayor Thomas M. Menino and Baltimore Mayor Stephanie Rawlings-Blake facilitated the conversation in their roles as chair and vice-chair of the U.S. Conference of Mayors Food Policy Task Force.

In his opening remarks, Menino thanked the Leadership for Healthier Communities for sponsoring the session and stressed the importance of the topic saying, “Nothing drives me crazier than seeing a kid waiting for the bus at eight in the morning eating a bag of potato chips. That just doesn’t work.” Rawlings-Blake reiterated the need to address food access and called on mayors to share strategies on what is working in their communities to help all cities tackle the issue.

Several guest speakers discussed with the audience the tools and resources they can use to improve food access for their residents. Deputy Secretary Kathleen Merrigan of the U.S. Department of Agriculture (USDA) thanked Menino and Rawlings-Blake for leading what she called a “long-overdue effort” and stressed that 70 percent of what the USDA does is nutrition based, dispelling the idea that the department is a rural-focused organization. She then walked attendees through the newly released Know Your Farmer, Know Your Food online platform, which highlights the USDA resources available in a community and allows users to facilitate connections between suppliers and programs.

Pat Smith, from The Reinvestment Fund, shared several financial resources that mayors can use to attract or retain healthy food retail in under-served areas of their communities. One example is the Healthy Food Financing Initiative, which has awarded close to $45 million in grants. Smith pointed out that most funds for healthy food retail come through...
Mayors Discuss Innovative Strategies for Social Media in Cities

By David W. Burns

As more and more cities develop a sophisticated Internet presence and others are starting to establish theirs, a panel of mayors and experts shared their thoughts on how cities can embrace social media in their cities. This forum, which took place June 15 during the 80th Annual Meeting, discussed platforms used and ways mayors are using them from Facebook to Twitter to Foursquare.

The panel, hosted by the Membership standing committee, was kicked off by its Chair, Piscataway Mayor Brian Wahler, and moderated by Conference of Mayors CEO and Executive Director Tom Cochran.

The first set of speakers on the panel was comprised of mayors, including Tampa Mayor Bob Buckhorn, Columbia (SC) Mayor Steve Benjamin, and Allentown Mayor Ed Pawlowski. Each took the time to share what they are doing in their cities to connect with constituents.

Buckhorn, referred to as “Mr. Four-square” by Cochran, shared how his city is using the location-based social network Foursquare. The mayor shared what he’s doing not only to engage citizens but to use Foursquare’s platform and data to benefit the community. “I have my own personal tour on Foursquare,” said Buckhorn. “I talk about my favorite restaurants, talk about my favorite rides at Busch Gardens, and places in the community to go to.” In addition to sharing with citizens what he’s up to, Tampa is also using it for urban planning. “We’re in the midst of our master plan for downtown and we setup a [Foursquare] heat map so we can tell where people are logging in on Four-square,” Buckhorn continued. “It shows the movement of downtown patrons so we can tell where people are actually going.”

The check-ins Foursquare users make on the service are turned into data for the city on this map which shows graphically where people are spending their time.

Benjamin followed up by discussing social media penetration in his community and it’s attractiveness to supplement services, such as helping folks find jobs. “Sixty-five percent of adults are online when engaging users. “In essence, content should always have a picture and a ‘cover photo’ on your Facebook Timeline is important when engaging users.”

This forum, sponsored by TweetMyJobs.com, allowed for a question and answer period after the panelists were done that allowed mayors in the audience to engage their fellow mayors along with our experts. A full video recap of the forum is available online at http://www.usmayors.org/80thAnnualMeeting where you can watch the panelists and the post-session Q&A.

Left to right, USCM Director of Internet Strategy David W. Burns, TweetMyJobs VP of Client Care Bo Kemp, TweetMyJobs Senior VP of Strategic Accounts Brendan Cotter, Allentown Mayor Ed Pawlowski, Columbia (SC) Mayor Steve Benjamin, Tampa Mayor Bob Buckhorn, Piscataway Mayor Brian Wahler, Office of Philadelphia Mayor Michael A. Nutter Director of Communications and Strategic Partnership Desiree Peterkin-Bell, TweetMyJobs Chairman and CEO Robin D. Richards, and USCM CEO and Executive Director Tom Cochran.

Mayors Discuss Technology, Innovation in Cities, Announce Open Government Pledge

By David W. Burns

The first-ever in person meeting of The U.S. Conference of Mayors Technology and Innovation Task Force took place during the 80th Annual Meeting in Orlando June 14 to a standing-room only audience of mayors, city officials, business leaders, and other partners. Technology and Innovation Task Force Chair San Francisco Mayor Edwin M. Lee was joined by the White House’s Chris Vein, Code for America Founder and Executive Director Jennifer Pahlka, and former U.S. Chief Technology Officer Aneesh Chopra.

“Our goal in the Task Force is to demonstrate how cities can support the growth of new economy jobs and foster innovation in local governments through technology and transparency,” remarked Lee. “Technology and new economy companies and the people behind them are the engines of innovation and job creation and, as cities, we must support policies that foster their growth and ensure our residents are educated and prepared for the 21st century economy. Cities must be laboratories for innovation across the nation to create new jobs, improve government transparency and efficiency and build new public-private partnerships.”

With that guiding focus behind the forum and task force, Vein then announced with Lee the Open Government Partnership Pledge, in which mayors join the partnership as active and committed partners to help build an ecosystem that will help cities advance and prioritize innovation to improve government.

Vein said, “[We want] to build a national network of cities who are championing innovation in our cities and most importantly, as a way to leverage
Mayors Learn About CeaseFire, an Effective Public Health Approach to Reducing Violence

By Laura DeKoven Waxman

Treating violence as an infectious disease is an approach proving effective in several U.S. cities. It is the basis for the CeaseFire Health model developed by Dr. Gary Slutkin, whose pioneering work in Chicago led to the application of public health principles to reduce shootings and killings. A June 15 forum sponsored by the Robert Wood Johnson Foundation provided an opportunity for mayors in Orlando for the Conference of Mayors annual meeting to learn about the CeaseFire Health model and consider implementing it in their own cities.

In Orlando for the session, Slutkin explained that violence spreads in waves, just as an epidemic does. As a result of social learning and expectations, “violence begets violence,” Slutkin said, and just like an epidemic, it can be reversed if it is detected and identified, transmission is interrupted, and behavior and norms are changed. Key to CeaseFire’s success are “interrupters,” people with street “cred” from target communities who have influence and know who to talk to and how to de-escalate a situation before it results in bloodshed. Critical also are professionally trained outreach workers and community managers who work to change behaviors and community norms.

Safe Streets Baltimore

CeaseFire has been replicated as Safe Streets Baltimore, and that city’s mayor, Stephanie Rawlings-Blake, reported on the effort’s success. She explained that it is overseen by the Health Department, which has created an Office of Youth Violence Prevention and is combating violence using the same approach as with other diseases — identifying effective interventions, working with the community to implement them, and monitoring effectiveness. It is being implemented by a community-based organization in several neighborhoods with high levels of violence. She reported that Baltimore officials believe that the program has been successful because it was implemented consistently with the model, and said further that, “Conflict mediations were key to the reduction of violent incidents,” and “having the right outreach staff with the right skills is the most critical element for conducting high-risk conflict mediations and is essential to the success of the initiative.”

Further discussing the Baltimore replication was Dr. Jennifer Whitehill, who participated in the recently completed evaluation of Baltimore’s CeaseFire replication by the Johns Hopkins Bloomberg School of Public Health. She reported that the evaluation found that homicides or non-fatal shootings were reduced in three out of four of the Safe Streets neighborhoods, and that a survey conducted in one of the neighborhoods showed that young men were four times more likely to express “little or no” support for using a gun to settle a dispute, thus demonstrating a change in norms about violence.

Impact of Violence on City Neighborhoods, Residents

The session was moderated by Conference of Mayors Vice President Philadelphia Mayor Michael A. Nutter, Baltimore Mayor Stephanie Rawlings-Blake, Fresno Mayor Ashley Swearingen, Robert Wood Johnson Team Director of the Vulnerable Populations Portfolio Jane Lowe, and New Orleans Mayor Mitch Landrieu.

More Information on CeaseFire

Nutter from page 4

Dedicated Mayors working together toward a common goal.

Mayors are getting the job done. But we are doing so in a globalized economy with new rules.

We cannot follow the old playbook. Cities must work together, in partnership, to address the extraordinary challenges we are facing. And they’re not simple challenges with easy solutions. But then again, there’s not a mayor in this room who thought this job was going to be easy.

We all know that you’re in the wrong business if that’s your goal.

I am confident that America’s cities have a bright future ahead. People are moving into cities and they are the centers of growth in our country.

Cities are where the innovation is taking place.

Cities are the future of America.

When you come to the US Conference of Mayors, I want you to see and experience that future and appreciate the incredible potential we have when we unite. There is a lot of work ahead, but this is our chance, our opportunity, our time.

The cities of America will be heard and our mayors will lead us to a bright future.

Thank you.
Metro Exports Key to Future Growth

By Kalissa Holcraft

Ports and exports generated $3.2 trillion in economic value in 2011, and supported 16.2 million jobs in America. It is expected that in the next decade, exports will account for nearly 40 percent of real US GDP growth.

Despite the large potential for economic growth, only one percent of American businesses export. At the 80th Annual Conference in Orlando, mayors convened to discuss approaches to promoting exports during the forum on “Growing Exports to Create City/Metro Jobs” on June 14. “Increasing exports and modernizing our ports is vitally important to our economic recovery and our need to create jobs,” stated the forum’s moderator Jacksonville Mayor Alvin Brown, Chair of the Conference of Mayors’ Metro Export and Ports Task Force. Panelists at the forum included mayors, small business owners, private sector representatives, and Under-Secretary of Commerce for International Trade Francisco Sanchez. The forum was sponsored by Siemens.

“Our businesses are missing out on 95 percent of the world’s consumers,” stated Under-Secretary Sanchez. He added that about 85 percent of economic growth through 2015 would occur outside of the U.S. By 2020, India’s GDP is expected to grow by 269 percent and China is expected to see a growth of 255 percent. The U.S. is expected to see a growth of 50 percent increase in that same time frame.

Sanchez outlined the goals of the federal government for motivating American companies to export. Speaking on President Obama’s goal of double exports by 2014, the Under-Secretary noted that in 2011, the country surpassed the trillion dollar mark in total exports for the first time. Citing the importance of cities as a tool for growth, he called on mayors to localize the national export initiative, and applauded the bipartisan efforts to support export expansion.

Small Business Exporters

In dealing with foreign companies and consumers, Teresa Myers of MPG, a small pump manufacturing company, quickly noticed that American businesses were known internationally for superior products and friendly services. In an era of increasing global competition, Myers stated that this preference puts U.S. firms at an advantage. MPG is currently exporting to three foreign countries, with plans to expand their customer base even further.

As an owner of Stagecoach Sauces, Terry Geck recently recognized exporting is a crucial step to increase profits and improve his company. Currently creating a blueprint for the company’s export strategy, Geck applauded local, state, and federal government entities for their assistance in helping small businesses bridge the gap between domestic and international markets.

The small business owner acknowledged that the road to exporting is not smooth. “The biggest challenge is human capital and market research,” stated Myers. Small companies often do not have the extensive resources to fully understand the foreign markets. This is an area where mayors have the opportunity to step in and invite all parties to the table to assist.

An Export Blueprint

Minneapolis Mayor R.T. Rybak called for creation of an export blueprint. His city has focused on networking and connecting members from across the various business sectors. The informal association among stakeholders has served to enhance the ability to engage in international trade. “Each one of our communities has a story to tell about exports,” said Rybak. He illustrated the need for mayors to engage businesses to discover the best structure for assisting in exports. Rybak urged the Conference of Mayors to create a “toolkit” around key exporting issues. To this end, he highlighted three necessary components: solidifying the export team by convening all stakeholders; mapping the city’s assets; and creating final strategies for selling worldwide. His message is one that speaks to the importance of cooperation and shared knowledge in enabling the Conference of Mayors to equip newly elected mayors with the ability and knowledge to promote exporting in their cities.

Akron, Foreign Direct Investment

“For every dollar I spent traveling to trade fairs and meetings in foreign countries, the city of Akron received $3,833 back in investment,” said Akron Mayor Donald L. Plusquellic. Speaking on the effects of international trade on economic growth, the mayor outlined his city’s successful attempts at attracting foreign direct investment. Akron’s strategic approach includes partnerships with the business community, identification of strengths and market potential, and most importantly, targeted efforts. Akron has prospered by creating relationships with foreign countries through business partnerships. To create buy-in for the initiative, the mayor has insisted on measurable impacts that could serve as a foundation for further educational and promotional efforts.

Looking Ahead

Despite focused efforts by businesses and cities, Homeland Security and visa issues can be challenges to export growth. Rybak explained the need to keep American-educated professionals in America. Citing issues with visas, the U.S. loses many engineers and scientists that would spur economic success.

Plusquellic also lamented the roadblocks that foreign companies experienced in attempting to establish a presence in America. Sanchez made clear that the Department of Commerce is available to work with cities and small businesses dealing with these problems. The Department has a number of robust programs that range from assisting companies with market research to platforms focused on attracting foreign investment to the United States.

Cities can no longer sit back and expect exporting and investment to occur naturally. A focused, strategic approach must be developed for cities to reach their full export and foreign direct investment potential.
Forum Examines Sequestration Threats to Defense Industries, Workers, Local Economies

The looming threat of an arbitrary, across-the-board cut of an additional $492 billion from the Defense Department’s budget over the next ten years was the focus of a June 15 forum in Orlando, which brought mayors together with representatives of Congress, the Pentagon, and defense industries to examine the potential damage that a cut of this magnitude — coming on top of the $487 billion defense cut already imposed by last summer’s Budget Control Act — would do to the nation’s military readiness, to defense-related workforces, and to the economies of cities across the nation.

Held during the Conference of Mayors’ 80th Annual Meeting, the forum on impact of defense transition in cities served as the first meeting of the Conference of Mayors newly-formed Task Force on Defense Transition and was moderated by the chairman of that task force, Phoenix Mayor Greg Stanton. The task force was formed in April in recognition of changes already underway in national defense policy that will produce a smaller, more flexible and mobile military force supported by a significantly smaller defense budget.

“Sequestration was never intended to be public policy,” Stanton explained to forum participants. “Sequestration by its very nature was intended to be chaotic, draconian, and slash and burn, such that it would force members of Congress to be highly motivated to reach consensus on a more orderly process.” Congress has not produced an alternative to the sequestration of funds set to occur on January 2, but regardless of the outcome of the current budget battle, Stanton said, “This nation’s cities will be harmed, directly and indirectly, by the transition that is already occurring in our approach to national defense.”

Cord Sterling, an Aerospace Industries Association Vice President, briefed participants on the results of a George Mason University analysis of the impact of sequestration on defense accounts for research and development and procurement — analysis which points to the loss of one million jobs, a drop of $86 billion in GDP, a 0.6 percent increase in the unemployment rate, and a 25 percent reduction in economic growth. Sterling explained that defense industries are reacting to budget cuts already made by cutting hiring and training and investments in plants and research and development, and by notifying investors of expected impacts on their operations and financial outlook.

Sterling said that, despite extensive analysis of the impacts of sequestration, “…the negative impacts are relatively unknown by policymakers at the federal, state, and local level.” Until these impacts are understood by policymakers, he warned, “It is unlikely that a coalition of members in Congress will be able to reverse the [sequestration] legislation.”

With Sterling on the forum panel was Lucian Niemeyer, a member of the professional staff of the Senate Armed Services Committee, who briefed participants on legislative activity triggered by the sequestration threat, and Patrick O’Brien, Director of the Defense Department’s Office of Economic Adjustment, whose mission is to help state and local governments respond to major defense program changes, including defense industry cutbacks and base closures which, as discussed in the forum, are not expected before 2017.

The panelists agreed that advocacy of an alternative to sequestration was needed sooner than later: Unless an alternative plan can be produced in Congress prior to the elections, the problem, and the uncertainty surrounding it, will be carried over to the brief lame duck session which follows. Under the Worker Adjustment and Retraining Notification (WARN) Act, companies are required to notify employees in October that they may lose their jobs on January 2.

Opening Press Conference

Then USCM Vice President Philadelphia Mayor Michael A. Nutter leads the opening press conference, joined by dozens of U.S. mayors, to address the media and discuss meeting highlights including sessions on helping returning U.S. veterans to find jobs, mayors and social media, curbing violence in U.S. cities and broadening access to healthy, fresh food in urban communities.
Novelis, Conference of Mayors Announce Winners of 2012 Cans for Cash™ City Recycling Challenge

By Jubi Headley

The winners of the 2012 Cans for Cash™ City Recycling Challenge were announced during the Environment Committee meeting on June 13 by the Conference of Mayors and Novelis Inc., the global leader in rolled aluminum products and aluminum can recycling. Established in 2004, Cans for Cash™ is a national contest that rewards U.S. cities for recycling aluminum beverage cans.

Grants were made in two categories: Most Cans Collected and Most Innovative Ideas. First place winners in each category were awarded $25,000 grants and second and third place winners were awarded $15,000 and $5,000 grants respectively. Novelis Senior Manager or North America Communications and Government Affairs was on hand to make the presentations.

“Most Cans Collected” recognized the cities that collected the most aluminum beverage cans per capita during the Challenge period. In this category the winners were:

• First Place ($25,000 grant): Milwaukee (WI) — Mayor Tom Barrett, Num-
  ber of Cans Collected: 39,393,259; Cans Collected per capita: 66.2
• Second Place ($15,000 grant): Richmond (IN) — Mayor Sally Hutton, Number of Cans Collected: 2,258,852; Cans Collected per capita: 61.4
• Third Place ($5,000 grant): University City (MO) — Mayor Shelley Welsh, Number of Cans Collected: 1,627,438; Cans Collected per capita: 46.0

2012 marked the first year in the history of the Challenge that cities with single stream recycling could participate. Combined, cities that participated in the 2012 Challenge collected more than 114 million aluminum beverage cans during the Challenge period. The energy saved by recycling this amount of cans could

See CASH on page 26

As Mayors Call for Granting Provisional Status to DREAMERS, President Announces New Policy

By Laura DeKoven Waxman

In Orlando, 32 mayors, including many Conference of Mayors leaders, co-sponsored a policy resolution calling on the Department of Homeland Security to create a program allowing DREAM Act eligible youth to apply for provisional status on a case-by-case basis, thus removing their fear of deportation and allowing them to remain in the United States to pursue further education, work, or serve in the military. North Miami Mayor André Pierre introduced the resolution in the Criminal and Social Justice Committee, which reported it out on June 13. It was discussed further by the Immigration Reform Task Force the next day. The effort was orchestrated by former Conference of Mayors President Miami Mayor Manny Diaz.

On the morning of June 15, Secretary of Homeland Security Janet Napolitano announced that “Effective immediately, certain young people who were brought to the United States as young children, do not present a risk to national security or public safety, and meet several key criteria will be considered for relief from removal from the country or from entering into removal proceedings.” She explained further that, “Those who demonstrate that they meet the criteria will be eligible to receive deferred action for a period of two years, subject to renewal, and will be eligible to apply for work authorization.”

A few hours later, President Obama discussed the new policy in the White House Rose Garden. “Now, let’s be clear — this is not amnesty, this is not immunity. This is not a path to citizenship. It’s not a permanent fix,” the President said. “This is a temporary stopgap measure that lets us focus our resources wisely while giving a degree of relief and hope to talented, driven, patriotic young people.” And because this is a temporary measure, the President called on Congress to pass the DREAM Act this year and to pass comprehensive immigration reform. “As long as I’m President, I will not give up on this issue, not only because it’s the right thing to do for our economy — and CEOs agree with me — not just because it’s the right thing to do for our security, but because it’s the right thing to do, period,” Obama continued.

Reacting to the President’s announcement, Conference of Mayors President Los Angeles Mayor Antonio R. Villaraigosa said, “By ending the deportation of certain young immigrants and making them eligible to work in this country, President Obama has taken a bold step in the direction of a more humane and more sensible immigration policy.... The President has also protected young immigrants, many of whom have been here since they were infants and have spent their whole lives in this country. Instead of fearing deportation, instead of facing the prospect of being separated from their loved ones, hundreds of thousands of young people can now do what generations of their predecessors have done. They can contribute their energy and enthusiasm and their dreams and determination to their new home and help drive the future prosperity and growth of the United States.” Villaraigosa went on to say, “This is only a first step and much still needs to be done,” and called on Congress to pass the DREAM Act and comprehensive immigration reform.

Also reacting to the announcement was Laredo Mayor Raul Salinas, Chair of the Conference of Mayors Task Force on Comprehensive Immigration Reform, thanked President Obama and Napolitano for their leadership and said that he has “...been deeply troubled that these young men and women, that are here illegally through no fault of their own, and who we have allowed to serve and die for this county in the armed forces have had no path to being considered for citizenship. While the Administration feels that legislation is required to create the path to citizenship, I am happy that these young men and woman can now come out of the shadows and pursue their dreams of success without fear of deportation.”

The resolution was unanimously adopted by the full Conference of Mayors during the June 16 business session. When she presented the Criminal and Social Justice Committee’s resolutions to the body, Acting Chair Arlington Heights Mayor Arline Mulder said, “As you know, yesterday the President announced that the Administration will allow DREAM Act eligible students to apply for deferred action, granting them protection against deportation and the ability to get work authorization. I am pleased to report today that this is exactly what one of our resolutions calls for.”
Women Mayors Hold Special Leadership Session

By Joan Crigger

Prior to the opening of the 80th Annual Conference of Mayors in Orlando, the Women Mayors held their first Special Session on June 12. This session was initiated by the Chair of the Women Mayors’ Group Miramar Mayor Lori Moseley to provide time for women mayors to get together for an extended amount of time.

The Women Mayors spent the first part of their Special Session viewing the documentary Miss Representation, which explores how the media’s misrepresentations of women have led to the under-representation of women in positions of power and influence. The film first premiered in the documentary competition at the Sundance Film Festival. It includes stories from teenage girls and provocative interviews with politicians, journalists, entertainers, activists and academics. The film was followed by extensive discussion. The discussion was positive and the Women Mayors indicated that it reminded them that they have a role to play in promoting women.

Following the film, the Women Mayors held a Leadership Session sponsored by the Institute of Politics of the John F. Kennedy School of Government at Harvard University. The session highlighted leadership issues of women mayors. Representing the Institute were: Professor Linda Kaboolian, Lecturer in Public Policy at the Harvard Kennedy School; Kathy Taylor, former Mayor of Tulsa and a Fellow during Spring 2012 at the Institute of Politics; Linda Moore Forbes, former Deputy Assistant to President Clinton and Deputy Political Director, who was a Fellow during Fall 2011 at the Institute of Politics, and Catherine McLaughlin, Executive Director of the Institute at Harvard.

The session included a case study exercise conducted by Kaboolian and extensive discussion led by Taylor. Moseley closed the session saying she was extremely pleased with the Special Session and hoped to have similar sessions in the future.
Newly-Elected Conference Leaders
Bridgeport Mayor Finch Welcomes DollarWISE, $15,000 Innovation Grant

Bridgeport Mayor Bill Finch accepted a $15,000 Innovation Grant from The U.S. Conference of Mayors’ DollarWISE Campaign. The funds will be used to expand the city’s high school financial literacy program to include all middle school students in Bridgeport. DollarWISE visited Bridgeport to see first-hand its Financial Reality Fair, which hosts over 700 high school students from the city and surrounding communities in Fairfield County. High schools participate in mock sessions that seek to improve awareness of financial literacy and its importance.

During the Fair, Finch—flanked by President & CEO of the Credit Union League of Connecticut (CULCT) Dr. Anthony Emerson, President & CEO of the Personal Care America Federal Credit Union (PCAFCU) John Keet, and Bank of America Senior Vice-President Carol J. Heller—accepted a ceremonial check from DollarWISE.

Bridgeport is an Innovation Grant 2012 winner. With Finch’s strong support, and the city’s many partnerships, the city seeks to expand the Financial Reality Fair to all middle- and high school students within the borders of Fairfield County. The Fair’s focus is on low-income students in Bridgeport.

“Our plan to implement financial education strategies in the classroom will provide young people with a better understanding of how to properly manage their money. Grasping the importance of saving and making financially responsible decisions is especially critical to the young people of an urban population like Bridgeport,” said Finch. “We are grateful to the U.S. Conference of Mayors and the Bank of America Charitable Foundation for their support as we move forward with this initiative and continue our partnership with Personal Care America Federal Credit Union and the Credit Union League of Connecticut.”

The city has committed to increasing the number of low-income students from the community who are served by the Financial Reality Fair. The DollarWISE Innovation Grant will help reach that goal and The United States Conference of Mayors will spread the word to other mayors around the country about this innovative program in Bridgeport.

During the event, the area’s high school students arrive in big waves of hundreds to play a very serious game of numbers and consequences. The whole project begins in the classrooms, where teachers assign their students the task of finding a career for themselves along with the yearly income for the job. Then, teachers share the information with the CULCT and the PCAFCU to draw up a personalized form for each student. At the Financial Reality Fair, students are welcomed by a 15-minute orientation on the basics of their paychecks and credit score and then they spend the next two hours jumping among 14 booths representing major life expenses (i.e., housing, electronics, bank- and payday-lending, food, and part-time jobs among many others). There are also two “reality wheels,” which can bless a student’s budget with an overtime check or bust his or her bottom line with a crashed computer. The point is to teach students how to manage their earnings to pay for life’s necessities while achieving their personal financial goals.

After two hours of painful decision-making and practical number crunching, the students move to a final table where the “game” is over and reality kicks in. At the final table, students meet a new set of volunteers who happen to be financial advisors in real life. These financial advisors take each student back through their choices and the costs associated with those choices.

Finch proclaimed the Financial Reality Fair a total success. In addition, while attending The United States Conference of Mayors’ 80th Annual Meeting in Orlando, Finch got a chance to speak about Bridgeport’s Financial Reality Fair to other mayors from around the nation, and encouraged all of them to take a closer look at what the Fair can do in their own communities. Finch also thanked Bank of America and its Charitable Foundation for the generous support it has given DollarWISE since 2004 and for underwriting his City’s $15,000 Innovation Grant.

Summer Jobs, Flat Health Care Costs, Virtual Shopping to Shape New American City

By Dave Gatton

The Council on Metro Economies and the New American City met during the 80th Annual Conference of Mayors in Orlando on June 13 to address a series of issues ranging from the state of the economy, summer jobs, controlling health care costs, and sustainable development. The Council is Chaired by Columbus (OH) Mayor Michael Coleman.

IHS Global Insight Senior Director James Diffley told the mayors that the U.S. economy was slated for real growth of 2.1 percent in both 2012 and 2013, which he characterized as modest, but steady. He predicted the economy would create 150,000 jobs per month for the second half of the year and that consumers would see a 0.5 percent increase in disposable income due to falling gas prices. He said that falling natural gas prices also helped metro economies by providing cheaper energy to both residences and companies.

When asked by Coleman on the impact of the Eurozone crisis, Diffley responded that he expected the Euro region to stay in recession, but that global markets were not projecting the European crisis would spread globally. Julian Malasi, of the American Chemistry Council, indicated that the chemical sector was slated to add significant jobs over the course of the coming years and that several chemical companies were moving operations back to the U.S. due to the availability of cheaper natural gas.

Summer Jobs, DollarWISE

Bridgeport Mayor Bill Finch described how Bridgeport used its 2012 DollarWISE Innovations grant to support a financial education “Reality Fair” for inner-city youth to prepare them for real life financial decisions. The fairs replicate “real” budgeting decisions based on salary levels and transportation, housing, and entertainment expenses. The fairs will be supplemented by financial education offerings in the city’s middle and high schools. “Educating our kids on the reality of personal finances is key to their future success,” Finch said. “It’s not enough to receive a paycheck, one has to know how to manage it wisely.”

San Francisco Mayor Ed Lee described how his office had launched a major program to ask local corporations and businesses to sponsor 5,000 summer youth jobs in 2012. Called San Francisco Summer Jobs +, the initiative is a partnership with the United Way of the Bay Area and Bay Area companies. Some of these companies will hire youth directly, while others will provide funds for youth to be placed in summer internships in non-profits. Participating companies range from Jamba Juice, UPS, salesforce.com and Bank of America.

Lee said that mayors could no lon-
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Sustainable Development, Health Care, New Cities

Des Moines Mayor Frank Cownie discussed his city’s process for promoting sustainable development policies, including adoption of a Conservation and Environmental Enhancement Policy, which has led to a nine percent reduction of carbon dioxide emissions and an anticipated 15 percent reduction by 2015. The city has received several LEED certifications on public buildings since 2008, including Platinum status for the Franklin Avenue Library in 2011. These public examples have helped spur several private LEED certifications such as the Wellmark Corporate Campus, one of the largest in the nation. “The public sector must lead by example so that the community understands that green buildings can be built economically throughout the entire city,” he told his colleagues.

In a remarkable presentation, Chattanooga Mayor Ron Littlefield described how his city had kept health care costs for employees, retirees and their families essentially flat over the last five years. Through self-insurance and an aggressive wellness program which includes an on-site pharmacy, a fitness center, lifestyle management programs, and employee incentives, the city has been able to keep premiums low and stable while providing value based benefits. Through the program’s savings, the city is constructing a new on-site health center for acute and chronic care. “Chattanooga has found a way to control health care costs while improving health care itself. This is an area where cities have the opportunity to lead,” he said.

Norm Jacknis, of Cisco, presented to the mayors how technology changes in the workplace were changing the landscape of cities and their future economic competitiveness. He referenced the exploding number of home offices as a “communications revolution in the home,” and told the mayors that office space per employee was slated to shrink from 200 sq. ft. to just 30 sq. ft. by 2015. Office tenants renewing their lease often cut their total space by around ten percent to 30 percent. He said the new trend would be the installation of work stations throughout the city, giving city residents the flexibility to work or shop anywhere, not just in an office. Similarly, Jacknis predicted that retailers will expand the definition of a storefront, using virtual shopping stores around the city, adding excitement to the city and the opportunity for additional revenue. “Augmented reality” will bring virtual experience into the physical interior, allowing virtual shopping for shoes, glasses, beauty products, jewellery and clothing. The bottom line: try on a suit or dress anywhere, using a kiosk in a transit station or public space.

Jacknis also told the mayors they could literally change the image of their city by creating destinations that blend physical and virtual space. For example, an old building in London, becomes a projection canvass for Vienna. In response to this and other illustrations of this point, Finch said, “I want that. How do I get that?” Jacknis responded that it is surprisingly inexpensive and can be done with existing technology. “The key is creating vitality and excitement so that people, who can choose to live anywhere in the world, choose your city,” he said.

Chicago Building Commissioner Michael Merchant concluded the session by describing how the city developed a streamlined method for managing vacant and abandoned buildings, many of which were the result of the ongoing housing foreclosure crisis.
Mayors Encouraged by EPA’s Recently Released Integrated Planning Framework

By Rich Anderson

Pleasanton (CA) Mayor Jennifer Hosterman and Indianapolis (IN) Mayor Greg Ballard Co-Chaired the Mayors Water Council Meeting on June 13 in Orlando in conjunction with the 80th Annual Meeting of the Conference of Mayors. The meeting covered two topics: the National Press Club Forum on the Clean Water Act (CWA) hosted by the Conference of Mayors, and a discussion of water quality protection.

National Press Club Forum on Sewer Overflow Policy and Integrated Planning

The Conference of Mayors hosted a National Press Club Forum (NPC) on May 31 to celebrate the 40th anniversary of the Clean Water Act. Ballard called on participating mayors to comment.

Hallandale Beach (FL) Mayor Joy Cooper, Chair of the Environment Committee, said “We came there [NPC] to celebrate the Clean Water Act, and that has been our message all along, that we are partners in this process. We [mayors] represent municipalities, we represent the same individuals as the State and National government, so we want to work in collaboration.” Cooper expressed the frustration that mayors have been experiencing over the CSO/SSO issue, as well as nutrient management regulations that cost so much to comply with, and stated that mayors “Didn’t want to feel like criminals anymore…and we really need to look at what we were doing and what financial burdens we were placing on our ratepayers, our residents.” Cooper’s quick read of the IP3 Framework document, released by EPA days before the Orlando meeting led her to speak favorably of EPA’s efforts. She mentioned that it contained agreement reiterations, promotion of green infrastructure, and several other new avenues of flexibility. She stated that the IP3 regulatory model does not currently incorporate drinking water regulations in the Integrated Planning review process but should do so.

Lima (OH) Mayor Dave Berger commended Conference of Mayors CEO and Executive Director Tom Cochran for press that the mayors were representing their communities. Berger welcomed the release of the IP3 Framework document but maintained that it has some flaws. He stated, “Affordability remains the most critical concern, and the IP3 Framework does not adequately address this issue.” He called for Congress to set limits on the enforcement activities of the EPA.

Chattanooga (TN) Mayor Ron Littlefield stated, “I think they [EPA] are beginning to understand that we are all about achieving water quality.” He also stated that there is a “…wish by all mayors that EPA will move away from the heavy-handed way they have been pursuing water quality.” Littlefield said he received an encouraging call from the Region 4 EPA Administrator to address his concerns.

Chicopee (MA) Mayor Michael Bissonnette said, “When I took office this litigation [EPA enforcement action on sewer overflows] had been going on for 6 years previous, and there was about $7.7 million in fines levied against the city.” He welcomed the IP3 Framework release, but also said, “We need a limit.

We need a moratorium on these kinds of enforcement activities, and a limit on how much of a community’s income has to be spent on these consent decrees.”

Developing Best Practices to Protect Water Quality

Racine (WI) Mayor John Dickert asserted, “Instead of simply telling people what they can’t do, it’s much easier to work with them to make sure that what you are doing is working for your community, especially when it comes to fertilizing.” He remarked that the 2010 resolution adopted last year directly addressing the need for local government to promote best application practices rather than invoke outright bans makes sense. Working in conjunction with Barrington Lake (IL) Mayor Kevin Richardson, the duo crafted a model ordinance that, in Dickert’s words “…can serve our cities and protect our water quality. Sometimes water quality can be protected just by getting everyone to recognize how good practices can help.”

Richardson stated, “I worked in Illinois with the Sierra Club and the lawn care/landscape community. In looking at the Chesapeake Bay, it is clear that the problem comes from a lot of different people. We got everyone engaged at the table by not pointing to any one group as the ‘fall guy,’ and came up with a plan that Illinois adopted and is a preemptive law.” Richardson warned against adopting a patchwork of local ordinances when we have a model ordinance that directly addresses the water quality problem and creates certainty for all parties. He stated that his work with Sierra Club scientists revealed a consensus on the need to avoid overapplication, and, if applied correctly [fertilizer] adheres to the grass and doesn’t run-off.

Conference of Mayors Announces New Benefits, Cost Savings Partnership with Colonial Life

By Jeannie Fanning

With the help of a rousing introduction by Columbia (SC) Mayor Steve Benjamin, The U.S. Conference of Mayors and Colonial Life announced their new partnership to mayors and other attendees at the plenary luncheon on June 15. Colonial Life President and CEO Randy Horn presented an outline of the partnership.

As Horn explained, “This partnership brings together mayors and other key leaders with specially trained Colonial Life benefits counselors. Working together, we can implement a cost-containment benefits program that combines value-added services and supplemental insurance benefits. The program focuses on effective cost-saving strategies while preserving the value of your employees’ benefits.” Mayors and their cities can choose from a suite of cost saving services and voluntary benefits, offered at no charge, and can implement the strategies that make the most sense for their city and employees.

Based in Columbia, Colonial Life has worked with the city for a number of years. Over the last few years, Colonial has worked with the mayor and his staff to implement many of the cost containment strategies now offered through the joint partnership, resulting in hard dollar savings for both the city and for individual employees.

With a vast array of services and products available to cities, Horn encouraged the mayors to reach out to the staff at Colonial Life to not only learn more about the partnership, but to share their benefit success stories as well. Mayors and cities can know that they have a benefits and education partner in Colonial Life.
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Vice President Biden Praises Mayors, Touts Infrastructure Needs, Other Local Priorities

By Kevin McCarthy

Vice President Joe Biden touted his record in working with mayors and the Administration’s commitment to infrastructure and other local priorities, recit- ing often that these investments are “not a luxury but a necessity.” Biden deliv- ered his remarks at a June 15 morning session during the Conference’s 80th Annual Meeting in Orlando.

Often referencing his working rela- tionship with mayors in recovering from the recession, Biden discussed the need to address economic challenges with targeted investments that are respon- sive to the priorities of mayors and cit- ies. “You, more than any other group of elected officials, have seen us close and personal the incredible negative impact of this God awful recession we inherit- ed, all of us inherited — Democrats and Republicans, President, Congress, gover- nors and mayors,” Biden said.

Economic conditions in early 2009, he said, were like “…walking into a meat grinder. It was the most devastating eco- nomic impact, short of a depression.” He told the mayors that, “With nine million jobs lost, you see firsthand the job loss.”

Local Priorities a Necessity, Not a Luxury

“You knew what we knew in January 2009, and we have to act. You know we have to act. Having cops and fire- man on the streets is not a luxury, it is a necessity. For all of you, having a busi- ness base is not a luxury, it is a necessity. For all of you, repairing infrastructure is not a luxury. It is the stuff that makes business competitive,” Biden said.

Biden also used his remarks to reflect on how the political discourse has changed since he first came to Congress. “Over the past 40 years, it was not about whether we do these things, but it has been about how we do them. We used to debate the means by which the aid would be provided, not if it should be.”

Recovery Act, Mayors

“Democrats and Republicans, may- ors, governors and county executives, would call me because I was the one you called. And, we acted to help you grow your economies,” Biden said in talking about the American Recovery and Reinvestment Act. “The vast majority of economists acknowledge the Recov- ery Act kept us from going off the cliff, saving or creating 3,600,000 jobs,” he said, as he explained his role in imple- menting this economic program.

Biden discussed his record in being responsive to mayors and their recom- mendations throughout the recovery process, adding that, “One place where we agreed is we should have had a lot of this money go directly to cities.”

Looking forward, Biden thanked Republican mayors especially for their work with the Administration. “You put aside partisanship and we acted together. This is how we used to do it for most of my career. And, we have to get back to that.”

Talking about the need for Congress to give more emphasis to the priorities of mayors and cities, he said, “We have got to get both parties in Congress to pay closer attention to your needs. You can not have a healthy country without healthy, thriving cities.”

Pundits Discuss What Congress Is Likely to Do to Address Pending Fiscal Crisis

By Larry Jones

During the June 13 luncheon session, Conference of Mayors Vice President Philadelphia Mayor Michael A. Nutter reminded delegates that since Congress failed to reach agreement on a deficit reduction plan last year many federally funded programs important to state and local governments face the real possibil- ity of a budget sequestration that could include a series of devastating budget cuts starting in January 2013. He further pointed out that despite strong bipar- tisan support, Congress has not been able to pass a transportation reautho- rization bill or get very much else done this year. To help delegates understand what Congress is likely to do in the com- ing months, Nutter introduced a panel of political pundits who shared their views what’s causing problems and what are some of the possible solutions.

Ron Brownstein, Atlantic Media Com- pany Political Director, served as modera- tor of the panel and opened the discussion by telling delegates that the last time the Republican leadership in the House, the Democratic leaders in the Senate and the President tried to reach agreement on rais- ing the debt ceiling, it ended in a deadlock that shook the confidence in the public and the financial markets. “We have an even larger series of challenges that are coming together after the election. Is there any reason for optimism, that the two sides can more effectively bridge their differenc- es and reach an agreement this time than they did on the debt ceiling?” he asked.

In response the first panelist, Heritage Foundation Vice President of Government Studies Mike Franc, reminded delegates that a recent Gallup poll found Congress’ approval rating in the single digits, which is a reflection of just how dysfunctional Congress has become as an institution. He pointed out that with only 18 legisla- tive days remaining before the Labor Day recess and 28 legislative days remaining before Congress plans to adjourn, not a lot is expected to get done. Commenting on two important pieces of legislation for cities, Franc said, “I think the odds of a farm bill being resolved are higher than a highway bill. I think the highway bill will get punted into next year.”

Franc also spoke about a number of tax provisions that are set to expire at the end of the year, including the so called “doc fix” (physician’s Medicare reimbursement rates), unemployment insurance coverage, the Bush era tax cuts and the payroll tax cuts. If these provisions are allowed to expire and the sequestration takes effect as sched-uled on January 2, 2013 with automatic across the board cuts in defense and domestic programs, they are expected to have a devastating impact on the economy and state and local budgets. With all of the pending bills set to expire, Franc believes Congress will be forced to deal with all of these issues in one big package most likely after the November elections. He said the challenge “will be can you simultaneously satisfy Repub- licans who want to see changes in the tax code lead to more economic growth or at least have the tax code not be an impediment to growth and job creation;
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Dr. Frank Luntz, a Washington consultant who specializes in message creation and image management, addressed the U.S. Conference of Mayors in Orlando on June 15. He provided a 40-minute workshop on how mayors can best connect with their citizens.

Conference of Mayors President Los Angeles Mayor Antonio R. Villaraigosa noted that Luntz had worked with mayors before, particularly helping them to craft a unified message on infrastructure and investment. According to Villaraigosa, “Frank was so well received in our leadership sessions that I asked him to speak to all of us at our annual meeting.”

Luntz began his presentation by screening six short videos of mayors successfully communicating with their constituents, and explaining what they did well. The series included Atlanta Mayor Kasim Reed, New Orleans Mayor Mitch Landrieu, Jacksonville Mayor Alvin Brown, Conference of Mayors Second Vice President Mesa Mayor Scott Smith, Conference of Mayors Vice President Philadelphia Mayor Michael Nutter, and Villaraigosa.

Luntz commended the mayors for the urgency of the messages they projected, the ways in which they challenged the status quo, and their willingness to put themselves on the record with certain commitments. “You in this room have more support and more credibility than any other elected official of any level,” he told the group. “But that also means you have greater responsibility. The public is watching what you do, skeptical if not cynical, and that’s why language matters.”

After the series of videos, Luntz stepped off the dais so that he could engage better with the crowd, challenging mayors to do the same. “If you do another speech from behind a podium, you deserve a 30 percent approval rating,” he said.

Along a similar vein, he challenged mayors to be “personal not ideological,” and noted how powerful it is when Villaraigosa “differentiates what you have to do every day from what Washington fails to do every day.” Luntz then explained that the two most important questions mayors had to answer in everything they said were: “Can we afford the path we’re on?” and “Can we be great again?” According to a variety of statistics that Luntz produced, constituents care about these questions much more than traditional political differences.

Specifically, he implied the mayors to use phrases like “open for business” and “healthy economy” when addressing these questions, citing how important word choice can be. Luntz addressed this theme throughout his lesson, saying that the phrase “public safety” is much better than “crime” and that “infrastructure” should be replaced in the political discourse by “quality of life.” According to Luntz’s firm’s slogan, “It’s not what you say, it’s what people hear,” that matters.

Luntz, as he insisted mayors do, finished with a few “calls to action.” He asked mayors to remember to be “real, authentic, genuine” in their words and actions, since that is the best way to avoid language manipulations. He also told mayors to pursue action imagery. “If you put on a tie and stand by a flag, you’re a politician,” he said. “If you’re actually doing, if you’re listening, if you’re engaging, then you’re a leader, you’re a mayor, you’re a real human being.”

Mayors dove head first into politics during the Opening Plenary session of the 80th Annual Meeting, as Yahoo! News’ Washington Bureau Chief David Chalian and ABC News Political Analyst Matthew Dowd discussed the promise and pitfalls of politics in 2012 from the national perspective, painting a grim future.

Chalian, acting as a moderator for the session, posed a question to Dowd, setting a table for an overview of politics in 2012, remarking, “I don’t remember a time when there was so much consensus across the aisle over the problems, even a consensus over the solutions… yet we are locked in a status political?”

“We have lost faith and trust with every major institution in this country simultaneously… We’ve lost faith in churches, the media, our governmental institutions and our corporate institutions,” said Dowd. “We are in a spiritual crisis in our country, not a moral crisis as some may say. There is an unbelievable poverty of the soul that exists in this country. People are looking for leaders to fulfill that.” He continued, “[Leaders] keep arguing over the ends and nobody is doing anything about the means…” referring to, for instance, transportation where Republicans and Democrats agree that it needs to be improved but they won’t talk to each other or work together to figure out how they can actually pass a bill.

Dowd then brought up a research project, which concluded that the American public sees themselves as “an orphan,” as having to do things on their own. Dowd said of politics today, “Citizens are like kids in a family going through a bad divorce.” Continuing, “…citizens want the two people who have disagreements [the parents, or in this case, politicians] not use the kids to accomplish whatever specific means they have.”

With that grim outlook, Chalian proposed the question, “What kind of hope do you have that the 2012 presidential election can restore that trust?”

Dowd replied, “We are going to have an election, people are going to make a decision. 48 percent of the country going one way, 48 percent of the country going the other way and 4 percent will decide the election.” He continued, “We’re going to have a [more] divided congress. The House of Representatives will be closer than it is now… we’re going to have a United States Senate that is closer. “The Aftermath of that will be the public throwing up their hands.”

Dowd concluded, “Ultimately, the leaders that’ll fix this problem are not in Washington (D.C.), Washington (D.C.) will, for the forcible future, be in the way.”

This entire session is available for viewing on demand at the 80th Annual Meeting web site: usmayors.org/80thAnnualMeeting.
**Senator Coleman Returns Home, Touts Romney as “The Right Man for the Job”**

*By Paul Leroux*

Speaking as an official surrogate of the Mitt Romney presidential campaign, Former Minnesota Senator and St. Paul Mayor Norm Coleman joined mayors and business leaders on June 15 in Orlando. Coleman addressed the challenges facing mayors today, the economy, and the reasons he supports Romney’s presidential bid.

Coleman was warmly introduced at the Mayors and Business Leaders Breakfast by Conference of Mayors Second Vice President Mesa Mayor Scott Smith, who called him a “longtime friend of this organization,” and addressed him as “Mayor Coleman.” During his eight years as mayor of St. Paul, Coleman served on the Conference of Mayors Advisory Board and on a variety of committees and task forces. Smith noted that in 2005, he was awarded the Conference of Mayors National Legislative Leadership Award for his work on behalf of mayors in the U.S. Senate to save CDBG.

Answering this praise, Coleman told the group, “It’s good to be back with a lot of friends.” He spent much of his speech discussing the dedication of mayors and contrasting their actions with recent stalemates in Washington. “My fellow mayors have important jobs, you have a lot of people counting on you, and you always seem to find a solution to the problems you encounter,” he said, “And I think that’s what public service is all about.”

Transcending to the economy, Coleman built on the role of mayors, saying, “You, better than anyone, know the concerns of your constituents and you better than anyone know that these are tough times. Because the nation’s mayors are on the front lines in these very, very tough economic times.”

Coleman then used statistics to illustrate the current economic climate. “Twenty-three million of our fellow Americans are still out of work, struggling to find work, or out of the labor force entirely. Half of our new college graduates either can’t find a job or can’t find a job that matches their job skills. The median income has dropped ten percent in the last four years,” he said.

Drawing on his own experience as a mayor, Coleman talked about an economic turnaround that he and business leaders spearheaded in St. Paul in the 1990s. “Today our country needs that kind of turnaround,” he said, “I have to say based on my experience as a mayor, I’m convinced that Mitt Romney is the right man for the job.”

Coleman cited Romney’s 25 years in the private sector, his leadership of the 2002 Salt Lake City Olympic Games, and his tenure as Massachusetts governor as examples of the economic leadership he promised Romney would bring. Answering his own question of what a Romney administration would mean for mayors, Coleman said, “Two things: more jobs and local control.”

He went on to talk about Romney’s proposed initiatives to shrink the federal government, promote entitlement reform, and promote school choice. He then summed all of this up, saying, “Governor Romney is ready to take our country in a new direction. One that will create jobs, reign in debt, and provide our kids with a quality education. Those things can be our future, and they start with a choice that we will make in November.”

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**Beaverton, Grand Rapids Win Top Climate Protection Awards**

*By Kevin McCarty*

Beaverton Mayor Denny Doyle and Grand Rapids Mayor George K. Heartwell were honored June 13 during the opening plenary session of the Conference’s 80th Annual Meeting in Orlando, winning top honors in the 2012 Mayors Climate Protection Awards for their respective population categories.

In opening the special awards luncheon, Conference of Mayors Vice President Philadelphia Mayor Michael A. Nutter said, “Climate change is here to stay. That is what all of the science tells us. If you want to discover path-breaking initiatives to confronting climate change, look no further than our cities.”

In commending this year’s top winners, Conference President Los Angeles Mayor Antonio R. Villaraigosa said, “Mayor Heartwell and Mayor Doyle have done an outstanding job developing climate protection programs that will serve as models for the rest of the country. These awards prove that cities large and small are making extra efforts to launch innovative programs to protect our environment.”

Beaverton Mayor Responds to Public

Beaverton Mayor Denny Doyle

“Beaverton Mayor Responds to Public

This award demonstrates how seriously Beaverton takes its responsibility in the world,” Doyle said. “In my first two years as mayor, we talked with more than 5,000 of our city’s 91,000 residents. Of the top three issues to come up was sustainability, and they expected us to be a leader. We stepped up with solar projects, CO2 projects, and lighting projects, and it was relentless,” he said in accepting the first place award for cities under 100,000 in population.

In concluding his remarks, he thanked his staff “because you make it happen” and praised Walmart “for helping this program and keeping it in front of us. This wouldn’t happen without your support.”

In accepting the large city award, Grand Rapids Energy and Sustainability Director Haris Alibasic said, “Mayor Heartwell has been a true leader and visionary, and has been working on sustainability-related efforts since 2004, which is a long time to be in the sustainability field.”

We are working to leverage sustainability efforts across different sectors,” Alibasic said, “so our residents and our businesses ‘really stand behind us.’ As set forth in the video, he emphasized, “Our efforts are making a real difference in protecting the climate and improving the quality of life in our community.”

During the session, Nutter also praised Walmart for its sponsorship of the annual awards program, which is now in its sixth year.

Amy Hill, Walmart’s Senior Director of Public Affairs and Government Relations, cited her company’s strong support of the mayors’ work on climate protection. “On behalf of Walmart, we are so proud of our partnership with the Conference, and look forward to driving even more progress together.”

“One question we are asked is how do you keep sustainability on the front burner during tough economic times? There is no better time to have sustainability front and center,” she said.

In addition to the first place winners, Honorable Mention Awards were presented to mayors of five large cities and five small cities.

Large cities (with a population of 100,000 or more) receiving these awards were: Charlotte (NC) Mayor Anthony Fox, Denton (TX) Mayor Mark Burroughs, Indianapolis (IN) Mayor Gregory A. Ballard, Los Angeles (CA) Mayor Antonio R. Villaraigosa, and Oakland (CA) Mayor Jean Quan.

Small city (below 100,000 population) award winners were: Manhattan Beach (CA) Mayor Wayne Powell, Newton (MA) Mayor Seth D. Warren, Pleasanton (CA) Mayor Gary Phillips, and Palm Desert (CA) Mayor John D. Matheson.

Beaverton Mayor Denny Doyle

See CLIMATE on page 26
American Veterans Are an Economic Development Asset to Local Communities

By Larry Jones and Katie Pirolt

Conference of Mayors Second Vice President Mesa Mayor Scott Smith served as moderator of a panel discussion on Serving America’s Veterans during the June 16 morning plenary session. He told delegates he appreciates the sacrifice that our men and women in uniform make every day to secure our nation’s freedom. Acknowledging the fact that our armed forces have already begun downsizing and our troops are coming home from the wars in Iraq and Afghanistan, Smith said, “They deserve our support, and actually it is in our best interest to give them our support because what we have is a group of men and women who are committed, passionate, well trained and disciplined.”

Auburn (WA) Mayor Peter B. Lewis provided mayors a different perspective on how cities should view veterans. As a mayor who has worked on veteran issues for many years, he said he has talked to many people about how to address the various needs of veterans. Over the years, his city has done a lot to assist veterans—named a veterans park, dedicated a building for veterans use, co-sponsored a veteran levy bill in the county that raises $13 million a year to assist veterans. After his many discussions with local people and federal officials Lewis said his perspective has changed. “Veterans are an economic development asset. They are not a problem to be solved but an asset in revitalizing your communities.” He cited several examples of benefits that veterans are entitled to when they return to local communities. After being discharged from military service, veterans are entitled to $30,000 in school benefits, housing allowances, and home loan benefits that can be used to rehabilitate vacant and abandon houses. When these dollars are spent in local communities there is multiplier effect. For every dollar a veteran spends on college, he said seven is returned into the community.

Hallandale Beach Mayor Joy Cooper told mayors that the assistance of veterans is an issue that all mayors should be involved in. She mentioned that this year Holandale Beach is sponsoring a bipartisan event in the city’s Culture Center. “We’ve invited Senator Marco Rubio (FL), Representative Debbie Wasserman Shultz (FL) and a litany of groups that are going to bring resources together to help engage and re-engage our veterans in understanding what services are available to them.” She also mentioned her continued support for Employer Support of the Guard and Reserve (ESGR), a Department of Defense National Committee for Employer Support of the Guard and Reserve; and Veterans Courts, which assist veterans with drugs and mental health problems.

Sumter (SC) Mayor Joe McElveen told mayors that 11,500 veterans are receiving some form benefits in his city and that veterans make up an estimated 20 percent of the city’s population. The city is also home to Shaw Air Force base, which accounts for one third of the city’s economy. Although the city has suffered from the recession, McElveen said veterans continue to find jobs because employers value their commitment and service. Caterpillar has built two plants there and Continental Tire is building a plant that will create thousands of jobs. The pool of veteran workers was one of the reasons for their decision.

Deputy Assistant Secretary for Veterans Affairs John Garcia told mayors that the Department of Veterans Affairs is the largest integrated healthcare system in the country, serving 8.4 million veterans nationwide with 152 medical centers and over 800 community-based outpatient clinics, nearly 300 vet centers and mobile outreach that are in local communities. The VA also provides compensation and pension benefits for nearly 4.2 million veterans and about ten percent of them are 100 percent disabled. He told mayors that “It’s in your interest to help find those veterans and get them to file for their benefits. There are 24 million veterans in the nation and 65 percent of them have not filed for their benefits.” He mentioned many other available benefits: life insurance covering 7.1 million active duty service members and enroll veterans at a 95 percent customer satisfaction rating; home mortgages that guarantee 1.5 million service members and veterans loans with the nation’s lowest foreclosure rate of 2.25 percent; burial honors for nearly 120,000 heroes and eligible family members in 131 of our national cemeteries.

See VETERANS on page 27
NEW: 2013 Annual Meeting
— Las Vegas, June 21-24

It was announced in Orlando that the next Annual Meeting will be held in Las Vegas. Las Vegas Mayor Carolyn Goodman had expressed her strong desire to host an annual meeting. In that the Annual Meetings were booked through 2015, Chicago agreed to swap dates.

In addressing the mayors on Saturday, June 16, Goodman said that her city is rebounding from the recession that hit so many American cities, and is on track to surpass a record level of 40 million visitors this year. She also said that she has already begun to plan events, including an evening at the new $480 million performing arts center.

“We want you to come to Las Vegas... We are so delighted to be doing this. It was the first thing when I took office, I said I wanted to bring the U.S. Conference of Mayors back to Las Vegas.”

Las Vegas Mayor Carolyn Goodman, center

Harvard Survey Details Youth Political Engagement

By Paul Leroux

Harvard Institute of Politics Director Trey Grayson provided the Conference of Mayors with a report on the political attitudes of young people on June 13. Grayson drew conclusions from the Institute’s 21st biannual survey of over 3,000 “Millenials,” Americans aged 18-29. The survey included participants from around the country and was notably diverse.

Overall, Grayson said, Millennials are dissatisfied, but their outlook is improving. “The right-track/wrong-track, which we ask in every survey, is still negative—it’s still underwater—but it’s only two to one underwater instead of four to one underwater, as it was in the fall.”

Despite dissatisfaction, Millennials still had faith in local government. In terms of trustworthiness, Grayson said, “Local government fared better—significantly better, actually—than both state government and federal government...so give yourselves a round of applause.”

For Millennials, the economy is still the top political issue, but its importance is declining, Grayson said. “When we asked an open-ended question about what’s the biggest issue, the economy got 75 percent of all responses in the fall.” In the spring, “It was down to only 58 percent.”

The survey found that President Obama leads this generation by 17 points over Mitt Romney. But, Grayson cautioned, in terms of engagement, “We’re not seeing the kind of ramp-up you would expect as you lead up to a presidential election.”

The Institute of Politics is a longtime partner of the Conference of Mayors, co-hosting a seminar for new mayors every two years. Grayson lauded this partnership, saying, “Many people that I’ve seen since we got here yesterday have either been participants in the seminar or have helped instruct us at our seminar.”

Mayors Adopt Resolution Urging Congress, President to Reach Comprehensive, Balanced Deficit Reduction Plan

By Larry Jones

Conference President Los Angeles Mayor Antonio R. Villaraigosa led mayors in a discussion during the June 16 Business Meeting on how the nation’s fiscal crisis is affecting the economy. It was pointed out that the $1.3 trillion annual federal deficit and the $15.7 trillion national debt will continue to worsen until a deficit reduction agreement.

Mayors were reminded that partisan disagreement have prevented Congressional leaders and the President from reaching agreement on a deficit reduction plan. Instead, a debt ceiling deal was reached last year that includes an arbitrary budget sequestration that would devastate both domestic investment and national defense programs. One of the main issues dividing the two sides is whether or not the deficit reduction plan should include just spending cuts or both spending cuts and revenues.

After some debate, a compromise between Villaraigosa, Conference Vice President Philadelphia Mayor Michel A. Nutter and Conference Second Vice President Mesa Mayor Scott Smith — the Conference of Mayors adopted a resolution calling on leaders in Washington to return immediately to the negotiating table in order to reach a comprehensive, balanced deficit reduction agreement, in the spirit of the Simpson-Bowles Commission, that will foster long-term economic growth and prevent the implementation of a draconian budget sequestration that ignores the nation’s priorities.

VETERANS

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Employment and Training, told mayors that his role at the Department of Labor is to assist veterans in preparing for employment. He said when a people leave the military they are given a workshop that helps them put together a resume and information on how to search for a job. They also receive a gold card that entitles him to six months of intensive help in finding a job. He also mentioned they are given support in identifying civilian jobs they are qualified for based on their military training and experience. Ortiz urged mayors to get to know the veterans organizations in their area so they can partner with them in helping veterans get the help they deserve.
The Mayors Business Council Members

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- Service Employees International Union (SEIU)
- Shaw Environmental & Infrastructure Inc.
- Siemens
- Sodexo
- Solutions 4 Cities
- Sprint
- Starbucks Coffee Company
- Target
- The Plastics Pipe Institute
- The Scotts Miracle-Gro Company
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- United Utilities Corporation
- United Healthcare
- United Water*
- Urban Air Initiative
- USG
- Vacant Property Security
- Veolia Water North America*
- Visa
- Walgreens
- Walmart
- Waste Management*
- Wells Fargo
- XtraLight & Affiliates

* Charter Members
Platinum Partners (bold)
New Members (italicized)
Mayors Learn Strategies for Assisting Small Businesses

By Tom McClimon

Tools that mayors can use to help small businesses were discussed at the meeting of the Small Business and Franchising Task Force. Led by the Task Force’s co-chairs, Charlotte Mayor Anthony Foxx and Past Conference President Burnsville Mayor Elizabeth Kautz, participants discussed ways to assist small businesses access capital, and to participate in small business Saturdays, and a Mayors Franchise Small Business Initiative developed by the International Franchise Association (IFA).

Foxx released “The Mayors Access to Capital Resource Guide,” a publication designed to give mayors an overview of federal programs that facilitate small business lending. The Guide also includes initiatives by lenders large and small to make capital more readily available for small businesses, and best practices by cities to assist small businesses. Bank of America sponsored the publication. Senior Vice President Small Business Banking Steve Turner, International Franchise Association Director of State Government Relations Public Policy and Tax Counsel Dean Heyl, International Franchise Association Senior Director of Education and Diversity Miriam Brewer, and Chairman, Partnership America™ and Chairman and CEO American Management Services, Inc. George A. Clautier.

Left to right, American Express OPEN Senior Vice President of Customer Marketing and Engagement Mary Ann Fitzmaurice Reilly, Task Force Co-Chair Charlotte Mayor Anthony Foxx, Task Force Co-Chair USCM Past President Burnsville Mayor Elizabeth B. Kautz, Bank of America Senior Vice President Small Business Banking Steve Turner, International Franchise Association Director of State Government Relations Public Policy and Tax Counsel Dean Heyl, International Franchise Association Senior Director of Education and Diversity Miriam Brewer, and Chairman, Partnership America™ and Chairman and CEO American Management Services, Inc. George A. Clautier.

The Membership Standing Committee met on June 13 during The U.S. Conference of Mayors 80th Annual Meeting. Conference of Mayors Membership Committee Chair Piscataway Mayor Brian Wahler provided an overview of the 50-State Membership Campaign reporting that there has been an increase in new members since our 80th Winter Meeting. Wahler said, “New members from January to June of this year were twice greater than the total number of new mayors in all of 2011.” He added, “These new member mayors represent over 2.5 million citizens and offer to the organization a wide area of expertise such as law enforcement, medicine, marketing, infrastructure maintenance, and environmental engineering.”

Wahler thanked the Membership Committee saying, “Everyone’s outreach on this committee over the past year is greatly appreciated and the hard-work is starting to pay off.”

Wahler also gave a brief update of the grant programs offered to member mayors, including “the new GRO1000 Gardens and Green Spaces Grant that will award five cities with $25,000 each to expand and develop their ‘greenscapes’.” For more information about all Conference of Mayors award programs, visit our website at usmayors.org.

The Membership Committee meeting concluded with further discussion on ways to increase outreach to new mayors, first-time attendees, and mayors of a rotating city council.

Piscataway Mayor Wahler Leads Discussion on Membership Outreach Campaign

By Katie Pirolt

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Criminal, Social Justice Committee Topics Range from Preventing Violence to Marriage Equality

By Laura DeKoven Waxman

With Arlington Heights Mayor Arlene Mulder serving as Acting Chair, the Criminal and Social Justice Committee met June 13 to consider 23 policy resolutions and discuss public safety issues. In addition, Des Moines Mayor Frank Cownie and Chapel Hill Mayor Mark Kleinschmidt provided a progress report on Mayors for the Freedom to Marry, which was launched at the Conference’s Winter Meeting and now includes nearly 240 mayors.

Deputy Attorney General James Cole assured the mayors that the Justice Department is their partner in protecting their communities and that it joins with them “in taking a comprehensive and collaborative approach to finding solutions and supporting the many approaches to addressing violent crime.” Cole stressed the importance of preventing crime from occurring in the first place, supporting intervention programs, and providing individuals returning to communities from jails and prisons “with the tools they need to succeed and turn away from crime.” He described several Department initiatives aimed reducing violent crime, including its comprehensive anti-violence strategy for U.S. Attorneys, the National Forum on Youth Violence Prevention, the COPS program, and reentry strategies and programs.

Dan Phythyon, on detail from Homeland Security to the National Telecommunications and Information Administration, briefed the mayors on implementation of the public safety broadband network provided for in the middle class tax relief act. He discussed the interoperability board charged with developing minimum technical requirements and ensuring a nationwide level of network interoperability and the soon-to-be established FirstNet Board which will hold the single public safety 700 MHz wireless broadband license and be responsible for ensuring the design, construction, deployment, and operations of the nationwide network.

UCLA Professor Dr. Jeffrey Brantingham briefed the mayors on a predictive policing model which is being used effectively in Los Angeles and several other cities through computer analysis of information about previous crimes to predict where and when crimes will occur.

**Adopted Resolutions**
- Public Safety First
- Adequate Support for Second Chance Programs
- Reducing and Responding to Domestic Violence and Sexual Assault
- Regarding the Trafficking of Minors
- Opposing Stand Your Ground Laws and Federal Legislation That Would Force Reciprocity for Concealed Carry Handgun Permits
- In Support of the Fix Gun Checks Act of 2012
- Reducing Violent Deaths Among African American Men and Boys
- Violence Prevention
- In Support of Inspiring Youth That Have Been Affected by Drugs and Alcohol Reclassification of Medical Cannabis to Schedule II of the CSA
- Homeland Security Grant Programs
- Regarding the National Preparedness Grant Program
- Earthquake Preparedness
- Improving Emergency Preparedness and Response
- Resolution In Support Of TSA’s Trust-Ed Traveler Program, Pre-✓ and the Blue Ribbon Panel
- Improved Staffing and Accountability at Airport Customs Facilities
- Building a Public Safety Communications Broadband Network
- Guidance for Mobile Services Interception
- Comprehensive Immigration Reform as a Means to Strengthen Our Economy, Global Competitiveness, and Security
- Supporting and Urging the Passage of the Development Relief And Education For Alien Minors (DREAM) Act
- Urging the President to Immediately Instruct the U.S. Department of Homeland Security to Initiate a Haitian Family Reunification Parole Program
- A National New Americans Initiative to Promote U.S. Citizenship at the Federal, State, Municipal, and Community Level
- Providing Provisional Status on a Case-by-Case Basis to Dream Act-Eligible Young People.

Vacant Lot Revitalization, Property Disposition, Federal Tools Highlighted by Vacant and Abandoned Properties Task Force

By Jocelyn Bogen and Gene Lowe

Vacant and Abandoned Properties Task Force Co-Chair Columbia Mayor Steven Benjamin led an engaging session on June 15 in Orlando on how mayors are implementing vacant lot revitalization efforts and utilizing tools and federal resources to manage abandoned properties in cities. The task force members met to continue their work on an issue which many mayors still consider very important to cities across the nation. The past work of the task force includes four reports and surveys. In each, mayors have shared best practices to address particular problems with vacant and abandoned properties.

The first Best Practice highlighted was from Baltimore Mayor Stephanie Rawlings-Blake, who discussed her recently launched “Power in Dirt” initiative. “Power in Dirt” is the city’s comprehensive plan to specifically address vacant lots by engaging residents and organizations in sustainable revitalization. “Power in Dirt” recognizes and builds from existing, successful efforts in the city to revitalize vacant lots. Currently, there are over 150 registered community-managed open spaces in Baltimore. After speaking with people frustrated with the bureaucracy...
Women Mayors Discuss Human Trafficking

By Joan Crigger

The Women Mayors held their regular meeting during the Annual Conference in Orlando on June 13. Miramar Mayor Lori Moseley, Chair of the Women Mayors’ Caucus, opened the meeting and indicated that the focus of the meeting would be human trafficking.

The keynote address was given by U.S. Department of Justice Deputy Attorney General James Cole. Also speaking to the Women Mayors about human trafficking was Seattle Mayor Mike McGinn.

Cole opened his remarks describing human trafficking as “modern day slavery” — often the immigrant who comes to the United States for a new life, a child who grew up here and ran away, or the migrant worker who depends totally on his or her employer. One thing they all have in common, according to Cole, is that “it is hidden from plain sight.” The Deputy Attorney General said these individuals are a “commodity, bought and sold or simply taken.” Different than selling drugs, which are only sold once, these human beings “are sold over and over” leaving them “in a state of bondage.” Cole said that human trafficking is a low risk crime providing a steady stream of cash.

The Deputy Attorney General indicated that the FBI, the U.S Attorneys’ Office, the Civil Rights Division, the Criminal Division’s Child Exploitation Section, and the COPs office, as well as the Attorney General, are fully committed to fighting human trafficking. He stated that a record number of defendants were charged with human trafficking last year and that the Department of Justice has not done it alone. He said that local, state, federal, and other non-governmental law enforcement have partnered to yield concrete results. He cited several cases including ones in Virginia, Fort Lauderdale, and Washington State, where arrests and convictions have been successful.

Cole cited a new initiative, the Human Trafficking Enhanced Enforcement Initiative, which involves the Department of Justice, the Department of Homeland Security and the Department of Labor to streamline federal investigations and prosecutions for human trafficking offenses. He also mentioned the expanded Project Safe Childhood initiative to combat technology-related crimes.

He closed by saying it is hard to believe that although 150 years ago President Lincoln signed the Emancipation Proclamation, human trafficking still exists in the United States and around the world.

Following the Deputy Attorney General, McGinn brought mayors up to date on an issue in Seattle with Backpage.com, run by Village Voice Media. A letter signed by mayors was sent to them asking them to take steps to prevent Backpage.com from underage sex trafficking by requiring in-person verification of any prospective escort.

Finally, Hallandale Beach Mayor Joy Cooper brought mayors up to date on the Mayors for Freedom to Marry letter indicating that 235 mayors have now signed onto the letter.

Moseley closed the meeting with a reminder about the Nominating Committee meeting the following day.

Left to right, Harvard University Institute of Politics Executive Director Cathy McLaughlin, Pleasanton Mayor Jennifer Hosterman, Harvard University Institute of Politics Director Trey Grayson, Arlington Heights Mayor Arlene Mulder, Gary Mayor Karen Freeman-Wilson, Irving Mayor Beth Van Duyne, Chair of the Women Mayors Miramar Mayor Lori Moseley, West Palm Beach Mayor Geraldine Muoio, Vice Chair of the Women Mayors Monrovia Mayor Mary Ann Lutz, Urbana Mayor Laurel Prussing, Harvard University Institute of Politics Spring 2012 Fellow; former Tulsa Mayor Kathy Taylor, Harvard Kennedy School Lecturer in Public Policy Professor Linda Kaboolian, Clinton and Deputy Political Director Harvard University Institute of Politics Fall 2011 Fellow Linda Moore Forbes, and Former Deputy Assistant to President Harvard University Institute of Politics Christian Flynn.

Seattle Mayor Mike McGinn updates Women Mayors about Backpage.com’s exploitation of young women in Seattle during the Women Mayors’ Meeting on Human Trafficking.

Left to right, Deputy Attorney General of the United States James Cole, Women Mayors Chair Miramar Mayor Lori Moseley, Women Mayors Vice Chair Moravia Mayor Mary Ann Lutz, and Seattle Mayor Mike McGinn.

Deputy Attorney General James Cole, center, responds to questions on Human Trafficking with Women Mayors Vice Chair Moravia Mayor Mary Ann Lutz, left, and Women Mayors Chair Miramar Mayor Lori Moseley, right.
STANDING COMMITTEES / TASK FORCES

Mayors, Secretary Duncan Tout Education Reform Efforts

By Jenna Chilingerian

Conference of Mayors Education Reform Task Force Chair Sacramento Mayor Kevin Johnson led a discussion between U.S. Department of Education Secretary Arne Duncan and over 50 mayors at an Education Reform Task Force Meeting in Orlando. Johnson kicked off the meeting by describing the amazing work this task force has completed within the last year, emphasizing the bipartisan nature of the task force because “education is bipartisan,” and stressed the need for mayors from both sides of the aisle to partake in education reform because “we can’t have a great city without great schools.”

Duncan was introduced by Conference of Mayors Vice President Philadelphia Mayor Michael Nutter who presented Duncan with a plaque on behalf of the Conference of Mayors in recognition of his substantial work in support of the nation’s mayors, citing his over 200 trips to cities, his over 75 meetings with city leaders, and his commitment to education reform and receiving feedback from mayors. Accepting the award, Duncan stated, “My job is to try to be a good partner with you.”

In his remarks, Duncan’s highlighted where America is today with education, the challenges the country faces, where the country is positioned itself to go, and how the country will get there. He stressed the need to invest in early childhood education, to continue to make K-12 reforms, and to strengthen the role of community colleges in training students for the careers of tomorrow.

Duncan also discussed the need for more financial aid and scholarships, for training community college students for real jobs, for taking politics and ideology out of education, and for attracting and retaining talent. In terms of what is happening today, Duncan spoke highly of the local efforts to increase grade level reading, partnerships between public and charter schools, and the push to increase FAFSA completion rates. Additionally, he highlighted the success of Race to the Top efforts and further detailed the Race to the Top — District Competition that allows local districts to submit proposals for innovative educational programs this year to compete for federal grants of up to $25 million under the new national contest.

The Education Reform Task Force touched on key points including teacher performance and evaluation, accountability, engagement between states and districts, and reforming the “teach to the test” mentality. In his closing remarks, Johnson suggested regional meetings with Duncan and stressed the need for leadership from the local level to engage with businesses, nonprofits, and parents to promote education reform.

Mayors Tackle School Bullying, the Long-Term Unemployed

By Kathy Wiggins

“I was bullied,” said Lee Hirsch, Director of the acclaimed documentary Bully, at the Jobs, Education and the Workforce Standing Committee meeting in Orlando, presided over by West Sacramento Mayor Christopher Cabaldon, Vice Chair for Education. Hirsch outlined his efforts to inspire mayors and other to bring an end to bullying in the nation’s schools. Bridgeport Mayor Bill Finch and Joe Carbone, President and CEO of The Workplace, also addressed the group, detailing his best practice to get the long-term unemployed, or 99ers, back to work.

“Bully ends with the idea that ‘it all starts with one,’” said Hirsch. “Change starts with one, and builds. When we reach one million kids with this project, we will have built a powerful movement that marks the beginning of the end of bullying. We’d like to invite all the mayors to include their school districts in our 1 Million Kid program and learn more at TheBullyproject.com.”

Hirsch’s “The Bully Project” includes partnerships designed to engage young people and to help inspire change in schools by providing free access to the movie in theaters within an educational framework via its 1 Million Kids program. The program offers schools the opportunity to show the film “Bully,” to public students nationwide in a supportive, communal environment, by providing a safe space to experience and reflect on the stories the film. Through 1 Million Kids, educators receive free materials and training focused on preventing bullying and promoting empathy and free tickets to see the movie in theaters. Their goal is for one million kids to stop bullying by spreading empathy through their own, youth-led ideas and initiatives.

“Economists informed us the recent recession ended in 2009,” Finch said. “Yet all of us know that the impact has lingered longer than any other since the Great Depression, and millions of folks across this nation are expected to have exhausted their unemployment benefits and remain unemployed. Our program, Platform to Employment (P2E) was created to put these 99ers back to work, and it has a 70 percent success rate.”

P2E brings the long-term unemployed to a platform of readiness, emotionally and professionally, and employs a unique mix of supports to sharpen their technical skills, provide hope to increase their motivation and prepare their minds for a globally competitive marketplace. “The program helps 99ers take action and fully realize their personal and professional potential. They develop new strategies for solving problems and create a positive change in themselves,” said Carbone.

If your city is interested in participating in 1 Million Kids, contact Houston King at houstonking@gmail.com or 213-925-7535. For more information on P2E, contact Joe Carbone at 203-610-8500.

Adopted Resolutions

- Support Of District Level Race to the Top
- Supporting NCLB Flexibility; Differentiated Teacher and Principal Evaluations
- Creating Collaborative Partnerships Between District and Charter Schools
- Empowering Parents To Transform Failing Schools
- Attracting and Retaining Top Talent into the Teaching Profession
- Reducing Chronic Absenteeism
- Reducing Student Loan Interest
- Science Centers and STEM Education
- Supporting a Strong Technology and Innovation Agenda
- Arts Education
- Reauthorization and Funding of the Workforce Investment Act
- U.S. Constitution and Citizenship Day Constitution Project
- Supporting the Peace Corps.
Youth Mentorship, Obesity Prevention Lead Topics at
Children, Health and Human Service Committee Meeting

By Abigail Lundy

The Standing Committee on Children, Health and Human Services convened June 14 to consider 15 resolutions and to hear from several speakers on issues such as youth mentorship and obesity prevention.

Youth Mentorship, Obesity Prevention

Leaders in the field of mentorship and childhood obesity met with the Conference of Mayors Standing Committee on Children, Health, and Human Services in Orlando to talk about recent programs and research and how mayors can engage with these important issues.

Committee Chair Green Bay Mayor Jim Schmitt introduced Representative Chaka Fattah (PA), former Nashville Mayor Bill Purcell, and Dr. Pattie Tucker from the CDC to share their work with the audience. Fattah with mayors about a new partnership he forged between the Boys & Girls Clubs of America and First Robotics to establish a nationwide afterschool program that arms today’s youth with the problem solving, creative thinking, and technology skills they need to innovate for our future.

Purcell highlighted the key findings of an Institute of Medicine report he helped research on the state and impact of childhood obesity. Specifically, he called upon mayors to enhance their city’s built environment in ways that promote physical activity; ensure that healthy food and beverage options are available on government grounds; and use financial and zoning strategies to improve local food environments.

Tucker discussed resources available to cities to support cities in addressing obesity. The CDC launched numerous programs and funding opportunities to support the local governments and non-profits. The focus of these programs ranges from launching farmers markets in low-income neighborhoods to improving school nutrition to creating smoke-free establishments.

Adopted Resolutions

• Mayors Support for Food Day
• Older Americans Act Reauthorization
• Urging the Passage of a Farm Bill that Supports Healthy, Local, and Regional Food Systems
• In Support of President Obama’s 2012 Prescription Drug Abuse Prevention Plan

Youth Mentorship

• Regarding Temporary Assistance for Needy Families Funding of TANF Supplemental Grants
• Support Women’s Reproductive Rights
• In Support of Inspiring Youth That Have Been Affected by Drugs and Alcohol
• Violence Prevention
• In Support of the Prevention and Public Health Fund
• Support Cancer Prevention Treatment
• Support for the Green and Healthy Homes Initiative and Efforts to Expand the Nation’s Stock of Affordable, Green, Healthy, and Sustainable Housing
• Reclassification of Medical Cannabis to Schedule II of the CSA
• A Resolution in Support of School Bus Stop Arm Enforcement Cameras
• Supporting the CDC Healthy Homes and Lead Poisoning Prevention Program
• Endorsing Efforts to Replicate in Other Cities Initiatives Modeled After the Let’s Get Healthy California Task Force, which will develop a 10-year plan for improving the health of Californians through a sustained effort to promote prevention and wellness strategies and reduce the burden of chronic disease that is crippling local and state healthcare systems.

Census Official Tells Mayors Census Programs at Risk in House Budget

By Larry Jones

Cincinnati Mayor Mark Mallory welcomed U.S. Census Bureau Deputy Director Thomas Messenbourg to the June 13 meeting of the Census Task Force. Mallory told mayors that the Census Bureau is challenged due to the funding situation in Washington and he invited Messenbourg to provide mayors an update on the activities of the Bureau.

Messenbourg told mayors that the 2010 Census was a huge success. The undercount for 2010 was 0.01 percent compared 0.49 percent in 2000. This is the lowest rate on record. He said at the national level, the Bureau estimates there were 16 million omissions; six million of these could be attributed to census imputations. These omissions were offset by ten million (3.3 percent) erroneous enumerations (mostly duplicates) and six million imputations. As a whole he said the erroneous enumerations and imputations were lower among people who mailed back the census form.

He warned mayors that the proposed House budget would put a number of census program at risk. The American Community Survey, which replaces the long form and is done on an annual basis to provide current data for planning, was one of the programs that would suffer if the House budget is finally approved. He also said the 2012 Economic Census and the 2020 Census would suffer. The problem is the House budget for 2013 would provide $357 million less than the amount requested by the Administration and the amount in the Senate’s budget. This drastic reduction could eliminate all of these vital programs that provide important information for planning and allocation of federal funds.

Akron Mayor Donald L. Plusquellic commented that while the census has improved over the years, there is still concern that in certain central cities the undercount may be higher than it should be. He stressed concern that some of the census offices were not located in the best places and were not as accessible as they could have been.

On a positive note, Rochester Hills Mayor Bryan Barnett told mayors that in the 2000 Census his city was in the bottom five percent of census in Oakland County. The city experienced a 72 percent response rate form residents returning the census form. As a result, he said the city left 28 percent of its potential funding in Washington (DC). With a much better organized outreach effort to all sections of the community in 2010, he reported that the city experienced the fifth highest rate of response in the nation and increased its funding by $140,000 per year.
Immigration Task Force Discusses Expected Aftermath of Supreme Court Decision in Arizona Immigration Case

By Laura DeKoven Waxman

Commenting that this is a time of great uncertainty regarding the nation’s immigration laws and efforts to reform them, Laredo Mayor Raul Salinas, Chair of the Conference of Mayors Immigration Reform Task Force, identified as the biggest uncertainty the upcoming Supreme Court decision in the case involving Arizona’s immigration law and what portions, if any, of it the Court upholds. “Regardless of that decision, we’re likely to see a lot of continued activities in the states,” Salinas said. His comments came during the Task Force June 14 meeting in Orlando.

Briefing the Task Force on current immigration issues, Center for American Progress Director of Immigration Policy Marshall Fitz told the mayors that the Conference of Mayors immigration policy resolutions adopted over the last five years represent the “best, smartest thinking on immigration.” He commented that two critical immigration issues are poised to converge: the Supreme Court decision in Arizona v. United States and the increasing pressure to stop deportations of those in the country illegally, may be upheld. He commented that in addition to Arizona, South Carolina, Georgia, and Alabama have passed similar provisions and that immigrant communities, especially in those states, are in a “panic mode.” He discussed the negative implications said that while he hopes all four provisions under review will be struck down, it’s likely that the “papers please” provision, which requires police officers to request immigration papers from anyone they think may be in the country illegally, may be upheld. He commented that in addition to Arizona, South Carolina, Georgia, and Alabama have passed similar provisions and that immigrant communities, especially in those states, are in a “panic mode.” He discussed the negative implications which this requirement would have for community policing and urged the mayors to assure their communities that their police departments will reject racial and ethnic profiling.

Fitz called on the Obama Administration, in the event that the “papers please provision is upheld, to send civil rights monitors to the states, make good on its promise one year ago to exercise prosecutorial discretion and prioritize deportations of those in the country illegally to those who have committed serious crimes, shut down the Secure Communities Program (through which the FBI shares any fingerprints sent in by local police with Homeland Security to check against immigration databases) in the states affected by the Supreme Court decision, and protect DREAMERS from being caught in the backfire of the decision.

Task Force Vice Chair André Pierre commented that Republican and Democratic mayors had come together the day before in calling for deferred action for DREAMERS and wondered why officials in Congress cannot similarly come together around immigration reform. Hanover Park Mayor Rodney Craig said that he did not want his community to fear arrest and discussed the problem for police caused by undocumented immigrants often being afraid to come forward to report serious crimes to the police.

Salinas and Las Cruces Mayor Ken Miyagishima shared personal experiences they had including being stopped by law enforcement officers for no other reason than they “looked Mexican.” Toward the end of the session, Salinas commented that it’s “…important to know where you’re headed, but don’t ever forget where you come from.”

Arts Support for Youth, Jobs Focus of TAPES Meeting

Under the leadership of New Orleans Mayor Mitchell Landrieu, Chair of the Tourism, Arts, Parks, Entertainment and Sports Committee, the Committee reported out the following resolutions:
- In Support of a National Women’s History Museum
- Arts Education
- National Arts and Humanities Month
- Boosting Cultural Tourism
- Economic Impact Study of The Non-profit Arts & Culture
- Encouraging Business Partnerships with the Arts
- Federal Funding for the Arts, Humanities and Museums
- International Jazz Day and Jazz Appreciation Month
- In Support Of TSA’s Trusted Traveler Program, Pre™ and The Blue Ribbon Panel
- Supporting Enhanced U.S. Mayors-International Partnerships on Major Sporting Events
- In Support of The National September 11 Memorial And Museum
- Improved Staffing and Accountability at Airport Customs Facilities
- In Support of the Creating American Prosperity Through Preservation Act

Landrieu began the presentation part of the committee meeting, by reviewing the World Cultural Economic Forum that was held in New Orleans last May. Next year’s WCEF will be held April 24-27, 2013 in New Orleans.

Rachel Goslin, Executive Director of the President’s Committee on the Arts and Humanities, reviewed the work of the Committee including the Turnaround Arts program, a new arts education program to help turn around low-performing schools.

Nina Tunceli, Chief Counsel for Americans for the Arts discussed the release of their new report, Arts and Economic Prosperity: The Economic Impact of Non-profit Arts and Culture Organizations and Their Audiences. This is their fourth economic impact report, which shows a $135 billion expenditures in the arts by nonprofit arts organizations which has resulted in over four million jobs. Copies of the full report can be obtained from the website: www.AmericansForTheArts.org/EconomicImpact.
Metro Economies Committee Told About New, Existing Incentives Helping to Promote Job Growth, Community Development

By Larry Jones

Racine Mayor John Dickert, Vice Chair of the Metro Economies Committee, served as Chair of the June 14 meeting. He reminded mayors that our nation is still recovering from the Great Recession and that many local communities are still facing high unemployment and stagnant job growth. To put America back to work, he said, “We need the federal, state, and local governments to work together to ensure maximum job growth in local communities.” To shed light on several federal initiatives that are making a difference in local communities, Dickert introduced a panel of four speakers who discussed what’s being done to increase the number of high-growth firms, expand small business access to credit, promote new market tax credits, and protect municipal bonds.

Strong Cities, Strong Communities Initiatives

Matthew Erskine, Acting Assistant Secretary for Economic Development at the U.S. Department of Commerce, told mayors about a new initiative—Strong Cities, Strong Communities (SC2) that was announced by President Barack Obama last year to connect federal government resources directly with communities to create jobs, improve the business climate and address local and regional challenges. The goal of the program is to strengthen neighborhoods, towns, cities and regions across the country by enhancing the capacity of local government to develop and execute their economic vision. Currently he said six mayors are participating in the program from New Orleans, Memphis, Detroit, Chester (PA), Fresno and Cleveland. These mayors are working closely with federal teams to help spend resources they already have, smarter and more catalytically. During his presentation, Erskine announced the launching of the $6 million Strong Cities, Strong Communities visioning challenge that will help six new cities (one in each of EDA’s six regions) leverage innovative strategies to spur local economic and job growth.

New Markets Tax Credits Program

Bob Ibanez, Manager of the New Markets Tax Credit program at the U.S. Treasury Department’s Community Development Financial Institutions Fund (CDFI), explained that the main mission of the CDFI is to promote community development investments for underserved populations and in distressed communities. The New Market Tax Credit Program permits individual and corporate investors to receive a federal income tax credit for investing in Community Development Entities set up to spur investment in distressed neighborhoods. For 2011, he said $4.6 billion was made available in lending and investing activities and a total of 30,075 jobs have been created in low income communities across the nation.

Left to right, U.S. Department of Commerce Acting Assistant Secretary Matthew Erskine, Securities Industry Financial Market Association Managing Director Michael Decker, Racine Mayor John Dickert, State Small Business Credit Initiative Program Director Cliff Kellogg, New Markets Tax Credits program Director Bob Ibanez, and USCM Assistant Executive Director Larry Jones.

State Small Business Credit Initiative

The State Small Business Credit Initiative Program was created in 2010 under the Small business jobs Act of 2010 to increase the availability of credit to small businesses, and generate jobs and other economic development benefits in every state. Cliff Kellogg, Director of the program at the U.S. Treasury Department, explained that the program provides $1.5 billion to strengthen state programs that support lending and investing to small businesses and small manufacturers. Funds are used to support two components: the Capital Access Programs (CAPs) and Other Credit Support Programs (OCSPs). The program allows states to build on successful models for state small business programs or launch new ones. In order to be eligible for funds, each state must demonstrate that it will be able to leverage each $1 of federal funds ten times by the end of the program in December 2016. It is estimated that loans and investments supported by the program would create 3,510 new jobs within two years and retain an additional 7,634 jobs at risk of loss.

Tax Exempt Municipal Bonds, Volcker Rule

Michael Decker, Managing Director of the Securities Industry Financial Market Association, provided an update on an issue that could drive up the borrowing costs for cities on municipal bonds. He told mayors that the Volcker Rule, which was approved as part of the Dodd Frank Act, generally prohibits banks from two kinds of activities: proprietary trading—the goal of which was to increase political support for the rule and to curtail and eliminate respectively the tax exemption on municipal bonds.

Adopted Resolutions

After Dickert explained the rules for the resolution process, he briefly reviewed each resolution submitted to the Committee for consideration and members voted to adopt the following resolutions:

- Support for the Marketplace Fairness Act
- Supporting a Change in the Definition of Municipal Securities in the Volcker Rule
- Opposing Changes in the Net Asset Value (NAV) Rules for Money Market Mutual Funds
- Standardization, Transparency and Accountability in Federally Funded Grants
- Support for Comprehensive Regulatory Streamlining and Reform
- Support for Local Infrastructure Banks
- Enabling Public Employees to Adopt Pension Benefit Alternatives That Reduce Cost to Public Employers
- Urging Support for EB5 Immigrant Investor Pilot Program
- Support for Emerging Energy Technologies by “Greening” the Tax Code
- Support for Strong Cities, Strong Communities
- Support for Credit Union Small Business Jobs Bill
- Support for Defense Transition and U.S. Cities
- Mayoral Support for Consumer Financial Protection Through the DollarWise and Summer Youth Campaigns
- Endorsing Offices That Facilitate Close Collaboration between Local Governments, foundations, and Non-profits
- Support for the Economic Census
- Support for the Census of Governments
- Support of the American Community Survey
- Support of Amendments to Permit Municipalities to Register Their Flags, Coats of Arms, and Other Official Insignia
- Establish as a Position of The U.S. Conference of Mayors That: Corporations Should Not Receive the Same Legal Rights as Natural Persons, Money is Not Speech, and Independent Expenditures Should Be Regulated

By Debra DeHaney-Howard

Gresham Mayor Shane Bemis directed members of the Conference of Mayors Energy Policy Standing Committee through several policy debates on energy issues ranging from 1) calling for a federal renewable energy portfolio standard; 2) to fully funding the energy efficiency block grant; and 3) to addressing the urgency of climate change.

The Energy Standing Committee, on which Bemis serves as Vice Chair, met in Orlando on June 14 to review financing options and challenges for energy efficient projects and to consider fifteen proposed resolutions on various policy matters, including supporting the deployment of electric vehicles, developing financial solutions for energy efficiency retrofits, and promoting the use of energy efficient light-emitting diode (LED) street lighting. Committee members recommended fifteen resolutions that were subsequently adopted by the Conference of Mayors membership at the June 16 Annual Business Meeting.


Kaufman discussed the economics of renewable energy and energy technology. “We have tended to fund Research & Development projects — but have not adequately sponsored market development. We keep waiting for breakthrough technology that will achieve cost parity with conventional sources of energy, which is a tall order in an industry where scale of production matters,” said Kaufman. “Without financial mechanisms to encourage creation of a domestic market, there’s no domestic demand for developing these products in the United States. And this means, we’re not just missing out on our domestic potential, but we’re losing out on a global scale,” added Kaufman.

Diamond briefed panel members on the need to reduce the United States oil dependence through the deployment of electric vehicles on a mass scale. “This is a potentially transformational development that will build out the infrastructure to support the deployment of electric vehicles. “Electric vehicle charging infrastructure is a key component to help the U.S. move away from its oil dependence. Electrification is critical to improve the nation’s energy security because it can break oil’s stranglehold on the transportation sector,” said Diamond.

Following the presentations, members questioned the energy experts on a number of issues regarding energy technology, energy infrastructure, and financial options for retrofitting municipal and commercial buildings.

Adopted Resolutions

- Supporting full and dedicated funding of the Energy Efficiency and Conservation Block Grants
- Supporting Electric Vehicles
- Calling on Congress and the Administration to Support Residential/Commercial Property Assessed Clean Energy (PACE) Programs
- Supporting the Green and Healthy Homes Initiative and Efforts to Expand the Nation’s Stock of Affordable Green, Healthy, and Sustainable Housing
- Resolution to Promote the Greening of the Retail Community
- Calling on Congress and the Administration to Provide Funding for the EPA Climate Showcase Grants for Local Governments
- In Support of the Better Building Initiative

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Amtrak Mayors Advisory Council Considers Passenger Rail Successes, Challenges

Left to right, Amtrak Board of Directors Chairman Thomas C. Carper, Acting Council Chair Davis Mayor Joe Krovaza, and Federal Railroad Administrator Joseph C. Szabo.

Mayors at the June 16 session of the Amtrak Mayors Advisory Council.
Transportation and Communications Committee Considers Broadband, Amtrak, Pending Transportation Legislation

By Kevin McCarty

Transportation and Communications Committee Chair Atlanta Mayor Kasim Reed convened his mayoral colleagues for a June 13 committee session during the Conference’s 80th Annual Meeting in Orlando. Committee members approved new resolutions, reviewed the status of pending transportation legislation, and were briefed on efforts by the National Telecommunications and Information Administration (NTIA) to advance broadband deployment and the build-out of a new public safety broadband network.

In his remarks, Reed praised Conference of Mayors President Los Angeles Mayor Antonio Villaraigosa for his leadership on transportation issues, specifically renewal of the surface transportation bill. “His many efforts raised the visibility of transportation issues within this Conference, and before the nation. He championed innovative financing through his America Fast Forward initiative to provide us with more options for moving critical infrastructure projects forward,” Reed said.

Commenting on the pending legislation, Reed said, “Clearly, we will be back at this issue in the next Congress. We have more work ahead of us.”

Amtrak Sets Ridership Records

Committee Vice Chair Oak Park Mayor David Pope provided an update on Amtrak, reporting that “Amtrak ridership continues to grow, setting ridership records eight of the last nine years. Amtrak is on pace to set another record for ridership in 2012.”

Pope told the panel members that Congress is now working on Fiscal Year 2013 appropriations, reminding mayors to keep in touch with Members of Congress to urge a strong commitment to Amtrak.

North Little Rock Mayor Recognized

Reed in his remarks praised North Little Rock Mayor Patrick Henry Hays, the panel’s long-serving Vice Chair for Railroads and Passenger Rail. “Mayor Hays is retiring at the end of this year, after serving 24 years as mayor,” Reed said. “I would like our record today to show our appreciation for his many contributions to this Committee’s work.”

“As our Vice Chair for rail issues, he [Hays] was always outspoken on the need for more rail investment” Pope said. “I know we will all miss Mayor Hays and his leadership on these important issues.”

Broadband, Public Safety Network

Speaking on behalf of NTIA, Dan Phythyon, Chief of the Policy, Planning, and Analysis Division in the Office of Emergency Communications at the U.S. Department of Homeland Security, provided the mayors with an overview of federal efforts to support broadband deployment as well as more recent efforts to deploy a new public safety broadband network. Phythyon cited data compiled by NTIA on its Broadband Technology Opportunities Program (BTOP) grants supporting local efforts to expand broadband capacity, with 56,000 miles of fiber and connecting up 8,000 institutions and more than 30,000 workstations. Despite this progress, he emphasized there is much more to be done to ensure broader broadband penetration, stating, “NTIA’s research shows that there are still too many people who are not connected.”

He also reported briefly on the start-up of the new public safety broadband network, known as FirstNet, which was made possible by legislation reallocating 10 MHz “D Block” to public safety. He noted that the board of FirstNet would be appointed by August, and that rules were now being developed on the allocation of funding resources to support network deployment efforts.

Adopted Resolutions

• Local Government Authority over Satellite Dish Installation Locations
• Federal Funding for Pedestrian and Bicycle Programs
• In Support of Alternative Modes of Transportation, such as Bikesharing Programs, as a Means to Increase Transportation Mobility and Mode Choice
• State Substitution for NEPA
• Capital Investment Grant Program
• America Fast Forward: Rebuilding Our Infrastructure and Generating Jobs
• In Support of High-Speed Rail
• National Exports and Ports Policy
• Require that the U.S. Department of Energy Focus on the Treatment and Storage of Radioactive Waste On-Site Where Appropriate to Mitigate Health and Environmental Risks of Transporting Low, High and Mixed Level Waste to Offsite Treatment Facilities
• Supporting Electric Vehicles

Left to right, U.S. Department of Homeland Security’s Office of Emergency Communications Policy, Planning, and Analysis Division Chief Dan Phythyon, Transportation and Communications Committee Chair Atlanta Mayor Kasim Reed, and Committee Vice Chair Oak Park Mayor David Pope.

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where Appropriate to Mitigate Health and Environmental Risks of Transporting Low, High and Mixed Level Waste

to Offsite Treatment Facilities
• Calls on Congress to Enact Comprehensive Energy Efficiency Legislation
• Supporting Efforts to Educate Consumers about their Energy Usage

House Passes Comprehensive Energy Bill

By a vote of 248-163, the U.S. House of Representatives June 21 passed H.R. 4480, The Domestic Energy and Jobs Act. The legislation, which passed along party lines, covers a number of energy-related issues, including streamlining the energy drilling permit process, establishing a review process to evaluate the costs of the Environmental Protection Agency rules and actions on energy prices, and advancing offshore wind production. The bill also requires the president to increase U.S. drilling if oil is released from the Strategic Petroleum Reserve.

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that impeded their efforts to revitalize blighted vacant lots through the Vacants to Value program. Rawlings-Blake made a series of changes as part of the Power in Dirt initiative, which include making a comprehensive inventory list, streamlining and simplifying the application process, and creating comprehensive and coherent policy and procedures to help people access water more easily and more cheaply. In addition the city has employed four full-time AmeriCorps VISTA members to help residents and organizations in the community to identify lots they want to commit to revitalize, adopt the lot, access water, connect to city and other existing resources available to them, and help them plan and implement their revitalization.

Wells Fargo REO Community Development for Premier Asset Services Vice President Tyler Smith briefed mayors on the issue of property disposition in the Housing Forums that the Conference of Mayors and Wells Fargo are holding in cities across the nation, and gave an overview on how they manage property preservation through default and REO.

The final speaker was Gary Causey, HUD Director of Community Planning and Development in the Jacksonville office. He discussed the impact of the Neighborhood Stabilization Program (NSP) and some of the ways cities have used technical assistance which has led to successful implementation for NSP grantees.

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**International Affairs Committee Discusses Metro Exports, Ports, U.S.-China Dialogue, International City-To-City Ties**

By Kay Scrimger

Led by Acting Chair Doral FL Mayor Juan Carlos Bermudez, the International Affairs Committee met June 13 at the 80th Annual Conference of Mayors in Orlando.

The committee first considered policy resolutions and then heard from Conference of Mayors Metro Exports and Ports Task Force Chair Jacksonville Mayor Alvin Brown on metro exports and ports, U.S. Treasury Policy Advisor Brendan Kelly on the U.S.-China strategic and economic dialogue, Jackie Cabasso on elimination of nuclear weapons, and Gainesville Mayor Craig Lowe on a partnership between his city and two others—one in Palestine, the other in Israel.

**Nation-Building through Expanded Exports, Job Creation, Increased Growth in Intermodal Transportation System**

Brown, host of the Conference of Mayors National Leadership Meeting on Metro Exports and Ports, February 23-25, highlighted the need for cities to become more competitive globally.

Although exports will account for nearly 40 percent of U.S. future economic growth over the coming decades, increased growth in the nation’s intermodal transportation system is critical to the nation’s ability to take full advantage of expanding markets overseas.

Local areas are developing their transportation systems, but overall intermodal transportation systems are desperately in need of federal investment. Railways are essentially maxed out, the lack of elevated crossings slows movement and ties up traffic, most ports remain too shallow for the new megaships, intermodal connections are inadequate, and trucks remain stalled in urban congestion. The U.S. is lagging while foreign governments such as India and China are making dramatic investments in their infrastructure.

The opening of new Panama Canal locks in late 2014 will have a huge impact on expanding markets for U.S. goods. Brown encouraged mayors to continue to speak out strongly about exports and trade.

**U.S.-China Strategic, Economic Dialogue: Encouraging Subnational Cooperation**

Kelly briefed mayors on efforts to strengthen the bilateral relationship between China and the U.S., both at the national and the sub-national level. The fourth round of Secretary Timothy Geitner’s efforts on the U.S.-China bilateral relationship focuses on increasing economic access. The potential for investment is vast—29 of China’s top cities have a population of five million or more.

Kelly pointed out that an excellent example of the continuing U.S.-China dialogue would be a conference on investment and trade, June 22-23, in Nanjing, China, developed by the U.S. Treasury and China’s Ministry of Finance to encourage investment deals.

**Mayors for Peace: Goal to Eliminate Nuclear Weapons by Year 2020**

Mayors for Peace North American Representative Jackie Cabasso discussed the continuing growth in the number of members of the organization—5,276 member cities from 153 countries and regions. The U.S. has 191 member cities. She thanked the Conference of Mayors for its more than three decades of support for nuclear disarmament and stressed the imperative for the world to move toward complete elimination of nuclear weapons by 2020.

**Overcoming Political, Cultural, and Religious: Tale of Three Cities**

Lowe described a fifteen-year collaboration between Gainesville, the Israeli city of Kfar Saba, and the Palestinian city of Qalqilya, the first trilateral sister city relationship of its kind. Generations initially by a request for assistance on building a water treatment plant, the relationship between the two cities has led to development of trusting relationships that continue to strengthen, despite political and physical barriers.

Lowe described his opportunity to visit the two cities and his sense of accomplishment and pride in his city’s contribution to bringing Kfar Saba and Qalqilya closer together.

**Adopted International Affairs Committee Policy Resolutions**

The committee passed eight resolutions:

- Supporting the Peace Corps
- National Exports and Ports Policy
- Support of Rio+20, The U.N. Conference on Sustainable Development
- Support of the Trans-Pacific Partnership
- Supporting Enhanced U.S. Mayors-International Partnerships on Major Sporting Events
- Commemorating the 200th Anniversary of the War of 1812
- Urgency to Address Climate Protection; and
- Calling for U.S. Leadership in Global Elimination of Nuclear Weapons and Direction of Nuclear Weapons Spending to Meet the Urgent Needs of Cities.

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**Business of Sports Is Center Stage at Meeting of Major League Sports Mayors**

By Tom McClain

The mayors from cities with major league sports franchises (National Football League, National Basketball League, National Hockey League, Major League Baseball, and Major League Soccer) met to continue their discussions of ways they can share best practices and information on working with the major sports leagues.

Under the leadership of Indianapolis Mayor Gregory Ballard and Orlando Mayor Buddy Dyer, the mayors heard from Lee Igel, Associate Professor at the Tisch Center for Hospitality, Tourism, and Sports Management at New York University; and Allen Johnson, Director, of Orlando’s Amway Center. It was announced that New York University’s Tisch Center will be partnering with the Mayors Professional Sports Alliance on research and projects to assist mayors with their work with the major sports leagues. Igel discussed with the mayors some of their work in the future including an analysis of arena and stadium lease agreements.

Johnson discussed how the public-private partnership agreement was reached to develop the Amway Center.
Energy Independence Task Force Considers Measures to Reduce Energy Use, Climate Emissions

By Kevin McCarty

Carmel (IN) Mayor Jim Brainard and Bridgeport Mayor Bill Finch convened members of the Energy Independence and Jobs Task Force to review key energy initiatives at a June 13 session during the Conference’s 80th Annual Meeting in Orlando.

Task force co-chair Brainard reminded mayors that tough economic conditions persist, making progress on energy and climate protection more challenging for local leaders. “As I and others have said, the climate protection movement has been all about local action. It was never about ideology, and it was never about the heavy hand of federal dictates.”

Touting the value of funds to cities under the Energy Efficiency and Conservation Block Grant (EECBG) program, Brainard said, “Thanks to the energy block grant program, many of us have built a stronger foundation. This was an initiative of the Conference of Mayors. Yet, until the federal government commits to helping us — with more energy block grant funds and the like — we are largely on our own, trying to solve a pressing global problem with local resources.”

Citing “freakish” weather events, task force co-chair Finch reported to his colleagues that the U.S. Navy is telling him that three to six-foot sea level rise is on the horizon, threatening his coastal city. “In this red meat environment, we must find ways to calm the voters and get people to figure out how to act.”

Finch explained that his analysis of city emissions indicated that city operations represented a relatively small share of all emissions, explaining why he has worked to engage his entire community in taking actions to reduce energy use in homes, buildings, highways and power plants, among other emitters.

Benefits of LED Streetlights Touted

Seattle Mayor Mike McGinn led a special panel presentation on the benefits of LED streetlights, telling task force members that “you don’t have to care about climate but this is about an efficient city.” In shifting to LEDs, he cited cost savings and the public safety implications of improved lighting.


Cownie cited the many economic benefits, in addition to better-understood environmental outcomes, of investing in urban trees and green infrastructure. Speaking also as the local representative on the National Urban and Community Forestry Advisory Council to the Secretary of Agriculture, Cownie urged his colleagues to review “i-Tree,” a state-of-the-art, peer-reviewed software suite from the U.S. Department of Agriculture’s Forest Service providing urban forestry analysis and benefits assessment tools.

The U.S. Department of Energy’s Better Buildings Challenge Director Maria Vargas provided an overview of Administration initiatives to increase building energy efficiency, citing the vast potential to reduce energy use in the nation’s building stock. Among these, Vargas explained, is DOE’s Better Buildings Challenge whereby partners pledge to achieve energy savings of 20 percent in participating buildings by 2020. Private sector companies and cities, including the cities of Atlanta, Houston, Los Angeles, Sacramento, Seattle and Washington, DC, have already made commitments to achieve these reductions. Vargas emphasized that DOE and others in the Administration are working to develop replicable models as well as better tools and information to further local efforts to improve the energy efficiency of buildings.

Mayors Exchange Ideas on City Efforts to Promote Bicycling

Madison Mayor Paul Soglin, Transportation and Communications Committee Vice Chair for City Livability/Bicycling, convenes mayors to review ongoing local efforts to promote bicycling in cities.

Environment Committee Considers Resolutions, Best Practices

By Jubi Headley

In addition to the awards presentation for the 2012 Cans for Cash™ City Recycling Challenge, the meeting of the Environment Committee featured presentations on cost-saving solid waste management solutions and rehabilitating vacant and abandoned properties, as well as lively discussion on resolutions.

determine the best course of action that best protects the health of our citizens, our environment, and our economy. EPA unveiled a new Integrated Planning and Permitting Policy (IPP) on June 12 that is intended to provide a framework for sewer overflows and stormwater management, which would allow federal, state and municipal governments to collaborate more effectively and cost-efficiently.

specifically mentioning increasing recycling and composting rates, as well as looking at waste-to-energy (WTE). Because sorting can be automated, this can lead to huge savings in processing costs (read: less labor and injuries) as well as an opportunity to increase the types of material accepted. Single stream recycling can lead to a 40 percent increase in diversion over a two-bin system, according to Carroll. Increasing recycling can lead to savings of up to $80 in disposal. Likewise, increasing composting can lead to savings of up to 20 percent on disposal fees. And exploring gasification methods can not only increase these savings even further, but generate energy (and corresponding savings/revenue) from waste.

Other cost-saving solutions suggested by Carroll included:

• Converting to compressed natural gas (CNG) and/or other alternative fuel vehicles for collection,
• Using GPS, route optimization and other technology; and
• Covering the costs of solid waste collection through enterprise (rather than general) funds — essentially a pay-as-you-throw service for residents — as well as refining the bid or RFP process for greater cost savings.

Carroll noted these all of these topics and will be covered in detail at the upcoming Municipal Waste Management Association Fall Summit, scheduled for September 11 – 13 in Lexington (KY). Carroll encouraged mayors to send their solid waste directors and other staff to learn more about these cost-saving measures.

For more information on Carroll’s presentation or about the MWMA Fall Summit, visit the website www.usmayors.org/mwma.

Improving Communities by Reclaiming Distressed Properties, Stabilizing Neighborhoods

The next presentation focused on strategies for reclaiming and rehabilitating the more than 1.4 million homes in foreclosure in the United States. According to presenter Jonathan Philips, Managing Director of Anka Funds, some policymakers believe that the best way to deal with these abandoned and vacant properties is to demolish them, which would then, the reasoning goes, help to combat the value drain these properties represent in neighborhoods and cities. Anka (a fund that invests in programs that rehabilitate housing and helps revitalize neighborhoods) believes there’s a better way. Phillips noted that each demolished home represents about 35,000 pounds of construction and demolition debris — which would then have to be disposed of, at a significant cost to cities. Anka’s strategy of rehabilitating or renovating these homes, on the other hand, keeps nearly 99 percent of that debris out of the waste stream and the landfill.

Philips detailed a number of additional advantages of adopting a rehab versus teardown strategy for these vacant and abandoned properties:

• Rehabilitation could create opportunities for millions of Americans to rent long-term so that they can restore their credit ratings, become comfortable with the idea of owning a home again and possibly purchase the home when market conditions stabilize.
• Cities would benefit by creating opportunities for residents to repopulate neighborhoods and renew the sense of community, as well as increase neighborhood safety, halt further property value decline and stabilizing home prices, attract additional investors to neighborhoods, re-employ thousands of construction professionals and increase the property tax base.
• Environmental benefits would be significant as well. The rehab process would allow for energy-efficient upgrades such as more efficient HVAC systems, Energy Star appliances, and increased insulation, among others, as well as renovations that improve indoor air quality. Furthermore, the climate change impacts of rehabbing versus new construction are significantly decreased.

According to Phillips, these energy efficient home rehabilitations can be covered by volume purchasing with significant cost savings achieved. This strategy provides a strong tool to approach banks about participating in a larger-scale community preservation plan that they can work together on with the city. As he noted, this strategy is already funded and working in a number of communities across the country — the city and banks help determine what properties are important for community impact; and Anka provides funds for rehabilitation. “Then the banks and cities together can say, we restored this many homes in this area to make sure this neighborhood didn’t pass the tipping point,” Anka concluded.

In addition to their work on rehabilitating blighted/vacant and abandoned property, Anka has programs to provide more responsible and green rehabilita-

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HUD Secretary Donovan Tells Housing Committee Progress Made in Housing Market

By Eugene T. Lowe

HUD Secretary Shaun Donovan spoke to the Community Development and Housing Committee, chaired by Newton Mayor Setti Warren on June 14 during the Conference of Mayors Annual Meeting in Orlando. The Committee also heard from Barbara Poppe, Executive Director of the United States Interagency Council on Homelessness, and Ed Kleiman, Chief Executive Officer of Concord Management, Ltd. of Orlando, who represented the National Apartment Association. Before hearing the speakers, the Committee adopted nine resolutions.

Donovan said that real progress has been made in the housing market during a challenging financial crisis. “We have had the best winter and spring in the housing market since the crisis began,” he said. But we must do more. The Secretary asked the mayors’ help on two issues: 1) the $25 billion mortgage settlement agreement, and 2) families underwater with their housing mortgages who are not able to take advantage of the historic low mortgage interest rates.

Debates are still going on in the states about how to use the money from the $25 billion mortgage settlement. Donovan said, “We don’t know where the money is going to go.” He added, “Some of the money should be put into counseling. Otherwise, the money may go to neighboring states.” Donovan asked the mayors to become engage with this issue in their states.

As for low interest mortgages, we need to do more refinancing, according to the Secretary. He said that barriers have been removed from Fannie Mae and Freddie Mac. This policy change is having an impact on the housing market.

In addition the Federal Housing Administration (FHA) has dramatically cut fees. But, Donovan said, “This is not enough. We need universal refinancing. This is critically important.” There are three bills in the Senate that mayors should support including a bill introduced by Senators Robert Menendez (NJ) and Barbara Boxer (CA) to help responsible homeowners. Passage of Project Rebuild would also be a plus and in addition help create 200,000 jobs. The Secretary said, “We know this because Project Rebuild is modeled after NSF. And we know NSF works.” Donovan urged the mayors to host roundtables to get the bills passed by July 4.

The Secretary expressed strong support for CDBG and the HOME Investment Partnerships program. The House is approving CDBG at $3.34 billion in FY13, which is $400 million above current funding. HOME is being approved at $1.2 billion, $200 million above its present funding level. The Secretary also asked the mayors to support funding for the Sustainable Communities Initiative.

Poppe described a broad range of programs and policies that the U.S. Interagency Council is pursing to eliminate homelessness. Specifically, she talked about the success in the reduction of veterans’ homelessness; the nation has had a 12 percent reduction. Poppe encouraged mayors to get involved and sign onto the federal plan — Opening Doors — that has as its goal the elimination of homelessness in the nation.

Finally, she talked about a new effort of the National Alliance of Homelessness. There are two reasons to stop the criminalization of homeless people: it doesn’t work and it costs the cities a lot of money. Three basic approaches are used to reduce criminalization: a comprehensive approach, working with law enforcement, and working with the criminal court system. Poppe asked mayors to make use of the Interagency Council through online media, webinars, and staff assistance.

Kleiman spoke on the emerging trends in the apartment industry and the benefits that multifamily housing can provide communities. He said that renters make up one-half of the housing market. “More Americans are choosing to rent,” he added. Demographics are changing: young adults and baby boomers are finding that renting is a better fit. More work force housing is also needed. Rental housing, Kleiman said results in direct economic benefits both during the time of the construction of the apartments and after when people reside in them.

Adopted Resolutions

• Support for CDBG and Home Funding
• In Support of the HUD Sustainable Communities Initiative
• Supporting Municipal Ordinances Confronting Vacancies and Nuisance Houses Due to the Foreclosure Crisis
• In Support of Project Rebuild
• Calling on Congress and the Administration to Support Residential/Commercial Property Assessed Clean Energy (PACE) Programs
• Support for the Green and Healthy Homes Initiative and Efforts to Expand the Nation’s Stock of Affordable, Green, Healthy, and Sustainable Housing
• Resolution to Promote the Greening of the Retail Community
• Promotion of Economic Development through the Visitors Industry
• Supporting Searching Out Solutions: Constructive Alternatives to the Criminalization of Homelessness

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more information visit Anka’s website at www.ankafunds.com.

Adopted Resolutions

• Supporting Full and Dedicated Funding of the Energy Efficiency and Conservation Block Grants
• Resolution to Promote the Greening of the Retail Community
• Calling on Congress and The Administration to Provide Funding for the EPA Climate Showcase Grants for Local Governments
• Urgency to Address Climate Protection
• State Substitution for NEPA Resolution
• City Investment Priorities for Water and Wastewater Infrastructure and Services
• Supporting EPA’s Integrated Planning and Permitting Policy
• Supporting a Water Infrastructure Finance and Innovation Act (WIFIA) to Enable Low-Cost Mechanisms to Leverage Funding for Drinking Water, Wastewater, Flood Control, and Storm Water Infrastructure
• Urging the Passage of a Farm Bill That Supports Healthy, Local, and Regional Food Systems
• Resolution to Expedite Flood Risk Reduction Projects
• Supporting the Continued Maintenance of Small and Medium Sized Harbors by the U.S. Army Corps
• Resolution to Restore to Strengthen U.S. Exports and the Integrity of the Harbor Maintenance Trust Fund
• Supporting the Reinstatement of the Superfund Tax
• Supporting Extended Producer Responsibility for Mattresses
• In Support of EPA Mercury and Air Toxics Standards for Power Plants
The last resolution was utilized during a Senate debate on Senator James Inhofe’s (OK) efforts to prohibit EPA from implementing new air regulations on coal-fired utilities. The measure was defeated.
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Piscataway Mayor Wahler, Cochran Welcome New Mayors

by Javier Arvelo-Cruz-Santana

Mesa Mayor Scott Smith gave the nation’s mayors an update on their DollarWISE Campaign during the closing Plenary Session of The U.S. Conference of Mayors’ 80th Annual Meeting in Orlando. Smith began by applauding DollarWISE for awarding over three dozen Innovation and Summer Youth Campaign Grants since its inception in 2004. DollarWISE has helped cities like San Francisco and Denver establish successful Bank-On programs, which seek to help citizens become “banked.” And in Hartford, DollarWISE is supporting Mayor Segarra’s effort to integrate financial education into “community schools” through a network of parents, teachers, community leaders, and young people.

In Milwaukee, Mayor Tom Barrett has instituted a program of financial literacy education into his city’s Housing Authority and through DollarWISE’s Innovation Grant, will be able to expand the program to Section 8 voucher recipients. Additionally, Smith spoke of the DollarWISE Summer Youth Campaign, which has a goal of incorporating financial education into every summer youth job by 2015. This summer, DollarWISE has launched a Summer Youth Contest that asks youth from around the country who are participating in a summer jobs program to enroll with DollarWISE, complete financial education modules online, and win weekly prizes—including iPads, Kindles, and iPods. The contest managed to bring on board the commitment of over 60 mayors, their cities, and their workforce development agencies. “We all agree, it’s not just earning your first paycheck that’s important,” said Smith, “It’s understanding what’s in it and how to manage it.”

Smith also took the opportunity on behalf of all member mayors of the Conference of Mayors to give thanks to Bank of America for its generous funding of DollarWISE, and encouraged the membership to participate in the DollarWISE Campaign by supporting local financial education programs, and building local partnerships to expand such programs. He encouraged mayors to begin planning now for DollarWISE Month in October.

CONGRESS

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and satisfy on the revenue side the sense that we need changes that would not deprive the Treasury of enough revenues.” He believes that can be achieved through a combination of lower rates and a broaden tax base.

The second panelist, Center for American Progress President Neera Tanden, reminded delegates that the 2008 and 2010 national elections pointed in the opposite directions and have “brought together majorities, policies and philosophies around governing that are really at odds.” She pointed out that much of the bipartisan support that existed in the past during the presidency of George Bush on key issues like education funding, transportation, community development block grants, Medicare and Medicaid has disappeared. “That’s why Congress has grind to a halt,” she said. However, Tanden believes that a four percent shock in the GDP (the Congressional Budget Office estimates that eliminating the Bush era tax cuts would cause a two-quarter recession in 2013 and reduce the nation’s GDP by four percent) may be enough to force Congress and the President to agree on a deal. She believes the key to Congressional leaders and the President being able to reach a deal will be a balanced approach to dealing with the deficit and national debt that include revenues and spending reductions. “There is bipartisan support for that in the country and there is bipartisan support for that amongst the parties. There has not been in the Congress because of the base of the Republican Party. But I do think you already are seeing a recognition that the Republican Party will have to position itself in a different way,” she said.

Tanden thinks the most likely possible optimistic resolution will be for Congressional leaders and the President to reach agreement on a framework during the lame duck session that calls for some additional revenue and spending targets that will give them more time, maybe 6 months, to address the issues that are due to expire at the end of the year.

Franc said he believes initially there will be a lot of talk about trying to get something permanent done but at the end of the day “it will be a time sensitive resolution—a kick the can down the road solution, maybe it’s six months or maybe it’s a year. It will depend on how the Presidential and Congressional elections turn out. But I don’t see them solving the world’s problem in one fell swoop.”
2013
Prescription Drug Abuse Recognition Program

The United States Conference of Mayors (USCM) and pharmaceutical company Purdue Pharma LP have partnered to sponsor the “2013 Prescription Drug Abuse Recognition Program,” to honor outstanding educational, public awareness and other initiatives that address the issue of prescription drug misuse and abuse in America’s cities.

Learn more about the 2013 Drug Abuse Recognition Program at www.usmayors.org/drugawareness

MONETARY AWARDS WILL BE MADE IN TWO CATEGORIES:

Large City
Population of 100,000 or greater
First Place - $10,000
Second Place - $5,000

Small City
Population of 100,000 or smaller
First Place - $10,000
Second Place - $5,000

IMPORTANT DATES:
Launch of Online Application: July 2012
Application Deadline: September 14th, 2012
Announcement of Winners: January 2013
WASHINGTON OUTLOOK

Senate Passes 2012 Farm Bill Containing Many Conference of Mayors Priorities

By Crystal Swann

The United States Senate passed the Agriculture Reform, Food, and Jobs Act, better known as the Farm Bill, on June 21 with a bipartisan vote of 64-35. The legislation authorizes programs for five years and totals nearly a trillion dollars.

Earlier this year, the Conference of Mayors expressed to Chairwoman Debbie Stabenow and Ranking Member Pat Roberts of the Senate Committee on Agriculture, Nutrition, and Forestry, in a letter, the priorities of cities around the country. During the Orlando Annual Meeting of the Conference of Mayors, the mayors unanimously adopted policy calling for key priorities in the Farm Bill including maintaining Supplemental Nutrition Assistance Program (SNAP) funding; strengthening the Emergencies Food Assistance Program (TEFAP); assuring full funding for the Commodity Supplemental Food Program; increasing healthy food choices for vulnerable populations, strengthening agriculture conservation programs, and supporting local, and regional food systems.

The Senate’s Farm Bill cut SNAP funding by $4.5 billion over the next ten years and rejected an amendment that would have redirected some crop insurance funds to compensate for this cut. However, the Senate bill provides $100 million to fund Hunger-Free Community Incentive Grants, a new program that encourages the use of SNAP benefits to purchase local fruit and vegetable at farmers markets and $147 million increase for TEFAP. In conjunction, the bill provides the framework necessary to continue making it easier to use SNAP benefits at farmers markets and mobile markets or for Community Supported Agriculture (CSA) packages. The Senior Farmers Market Nutrition Program was maintained at $20 million.

A critical strategy to improve food access in underserved neighborhoods is increasing healthy food retail. The Senate bill sets aside $125 million in Healthy Food Financing Initiatives to attract and support these new retailers. The bill also encourages local food production by through the Community Food Projects Program and supports food hubs through the Farmers Market Promotion Program; funding for both of these initiatives was doubled. In addition, the bill provides funding for two demonstration projects to test new electronic benefits transfer (EBT) technologies. One project would allow retailers to redeem SNAP EBT through mobile devices or other means other than wired point of sales devices. The other would allow the use of SNAP EBT for online transactions such as grocery store delivery services.

Additionally, the bill introduces a five-state Farm-to-School pilot program that allows schools to purchase locally sourced food in place of USDA commodities and funds the Department of Defense Fresh program at 2008 Farm Bill levels. Lastly, the Senate Farm bill requires conservation compliance for crop insurance recipients.

The Conference of Mayors issued a press release commending the Senate leadership including Chairwoman Stabenow, Ranking Member Roberts and Majority Leader Harry Reid for their leadership in moving the legislation through the Senate.

“We see hunger and poverty in our cities every day and we know that without a plan to revitalize our economy, our families and children will continue to need this safety net program. At the same time, we mayors also see the ‘food revolution’ that is occurring in our cities — more farmers markets, more urban farms, more small and growing food ventures that create jobs and better meals in our schools. We are pleased to see several initiatives in this legislation that will support these creative local efforts, and commend the US Department of Agriculture and a growing number of Senators and Representatives for their support. Now it is time for action in the House, and America’s Mayors will continue the fight for a healthier food and stronger local food economies,” remarked Conference of Mayors Food Policy Task Force Chair Boston Mayor Thomas Menino and Vice Chair Baltimore Mayor Stephanie Rawlings-Blake.

The House of Representatives plan to take up their Farm Bill on July 11. Once approved the two bills will have to be reconciled in conference.

FROM THE BENCH

In Wake of Supreme Court Decision, Nutter Calls for Comprehensive Immigration Reform; Expresses Concern “Papers Please” Provision Upheld

By Laura DeKoven Waxman

Reacting to the Supreme Court’s June 25 decision in Arizona v. United States, Conference of Mayors President Philadelphia Mayor Michael A. Nutter said that it “…provides yet another reason why Congress should quickly pass comprehensive immigration reform. It demonstrates that we cannot fix our broken immigration system on a state-by-state basis.”

In his statement following the Court’s announcement of its decision, Nutter said that, while the Conference of Mayors is pleased that the Court struck down three troubling provisions in the Arizona law, “We are concerned...that the Supreme Court upheld the so-called ‘papers please’ provision, which will have far-reaching consequences for cities.” “It will compromise the ability of our local police departments to maintain public safety and jeopardize the relationship, which they have carefully built with immigrant communities. It will require police officers to spend more time and resources investigating immigration status, leaving them less time and fewer resources to investigate serious crimes,” he continued. “The challenge for mayors and their police departments is to minimize harm and assure immigrant communities that they will not engage in racial or ethnic profiling.”

Struck down were the provisions that made it a state misdemeanor for an undocumented person to fail to complete or carry a registration document and to apply for or perform work. Also struck down was a provision which allowed law enforcement officers to make warrantless arrests of individuals they suspect of being subject to deportation. All three, the Court said, were trumped by federal immigration law.

Upheld was what many consider to be the most troubling provision of the Arizona law, the one which requires law enforcement officers to determine the immigration status of any person they stop, detain, or arrest if they have a reasonable suspicion that the person is unlawfully present in the United States. The Court, however, said that it would be premature to strike down this provision because it has not yet taken effect and “there is a basic uncertainty about what the law means and how it will be enforced.” The Court went on to say, however, that its “opinion does not foreclose other preemption and constitutional challenges to the law as interpreted and applied after it goes into effect.”

The Conference of Mayors joined with 43 cities and counties and the National League of Cities in filing an amicus brief which urged the Court to uphold the lower courts’ injunction of certain portions of the law from taking effect.

July 2, 2012
The Complete Public Agency Toolkit

Quality Brands by Trusted Supplier Partners

Leaders in Providing World Class Procurement Resources and Solutions
Workforce Directors Across Nation Consider Ways to Cultivate 21st Century Workforce

By Megan Cardiff

City workforce directors from across the nation gathered in Orlando June 13-14 for The U.S. Conference of Mayors Workforce Development Council (WDC) Annual Meeting, held in conjunction with the 80th Annual Conference of Mayors Meeting. WDC President and CEO of the Full Employment Council, Inc. in Kansas City (MO) Clyde McQueen presided over the two-day conference, which focused on job creation, developing and implementing successful Summer Jobs programs for youth, and Department of Labor initiatives focused on returning veterans and youth, and Department of Labor initiatives focused on returning veterans and the workforce.

With an increased focus on job creation during this election year, the federal government and its agencies have a renewed focus on developing federal legislation and initiatives that will help generate jobs. Mayors and local city workforce development officials will see the impact first-hand of any FY13 funding cuts and federal legislation such as the 2012 Workforce Investment Improvement Act. At the Orlando conference, WDC members talked about the importance of Congress passing federal legislation that supports and improves upon the nation’s workforce system. The members heard from keynote speaker Congresswoman Corrine Brown (FL), and Full Employment Council, Inc. CEO and WDC President Clyde McQueen.

“We owe a great debt of gratitude to all the people who have served. We need to retrain our veterans to make sure they have the skills to return to the civilian workforce” said Brown. She also urged the members to ask their congressional representatives to support workforce legislation saying, “You need to go back to your members and tell them how important it is to put politics aside and put people back to work.”

Department of Labor Regional Administrator Helen Parker addressed Department’s collaboration with the Veteran’s Administration to serve the returning soldiers, such as the Vow to Higher Heroes Act, and discussed its new American Job Center network. She outlined important legislation such as the Veterans Retraining Assistance Program, which targets vulnerable populations between the ages of 35-60 that are hard to serve, and the ways to credential military coming out with clear civilian credit.

Parker also discussed branding and the Department’s newly released American Job Center network. “One of the biggest problems we have always had has been the system that we have a network that has 3,352 identities. The premise behind the voluntary branding initiative is to identify One-Stop career centers as American Job Centers and brand them with something that is consistent.” Parker continued, “The time has never been better to move in this direction. We are asking you to step out with your govenor, mayor, workforce board, and say this is who we are, this is what we’re doing, this is important and we’re committed to making it work.”

Deputy Mayor of Miami-Dade County Russell Benford, joined by Executive Director of the South Florida Workforce Investment Board and Chair of the WDC Policy/Advocacy Committee Rick Beasley and CEO of the Workforce Development Council of Seattle-King County and WDC Vice President Marlena Sessions, discussed the 2012 Summer Jobs programs in his area. “For a lot of politicians our focus is jobs,” said Benford. “We recently went through a process with CDBG funding where we have to consolidate community workshops. The number one request by far we got was jobs — job training, businesses, resources. We need to have our workforce trained and ready to go and investing in the youth is how we ensure a future trained workforce.”

Benford specifically highlighted the success of Miami-Dade county’s “earn while you learn” Career Pathway Compact Summer Employment program, developed in conjunction with the South Florida Investment Workforce Board. The eight to ten week program focuses on 18-24 year olds, who apply online and are chosen by lottery, and provides participants with entry-level positions in government agencies, local businesses and community-based organizations.

Republican Mayors and Local Officials

At left, Republican Mayors and Local Officials President Oklahoma City Mayor Mick Cornett and National Association of Home Builders Chairman of the Board Barry Rutenberg.

National Conference of Democratic Mayors

National Conference of Democratic Mayors President Minneapolis Mayor R.T. Rybak addresses Democratic Mayors during their June 13 reception.
Thank You Mayor Buddy Dyer

... and Orlando for hosting the 80th Annual Conference of Mayors