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**82nd Annual Conference of Mayors • Dallas • Special Edition**

**JOHNSON: "WE ARE ENTERING THE ERA OF CITIES 3.0"**



**USCM Leaders Sign Updated Mayors' Climate Protection Agreement**

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**72nd USCM President Sacramento Mayor Kevin Johnson**



**USCM Officers: left to right, CEO and Executive Director Tom Cochran, President Sacramento Mayor Kevin Johnson, Vice President Baltimore Mayor Stephanie Rawlings-Blake, 2nd Vice President Oklahoma City Mayor Mick Cornett.**



**Maria Shriver: "A Woman's Nation Pushes Back from the Brink"**



**"Sports, Race and Politics" Panel Features Kareem Abdul-Jabbar**





## TO THE MAYOR FROM THE CEO AND EXECUTIVE DIRECTOR



**July 2, 2014  
Washington (DC)**

The 82nd Annual Meeting in Dallas took us to the top! Dallas Mayor Mike Rawlings showed the nation's mayors and the world that Dallas is a world-class city. Mayor Rawlings gave us his all, bringing the resources for our headliner events and showcasing a new American city that has an economic, arts and cultural base that makes the Dallas metro economy even stronger.

Thank you Mayor Rawlings, and thank you Mary Suhm and Brett Wilkinson; your professional work with Ed Somers and Carol Edwards was key to the record-setting Dallas 2014. It's all pretty; all nice when people are enjoying the events and meetings... and it's tough, rough and hard work getting us to the standard that, as professionals, we strive for and achieve. Congratulations to raising the Annual Meetings of the United States Conference of Mayors to a new level. You took us to the mountaintop.

Conference President Mayor Kevin Johnson's inaugural speech, outlining his

Cities 3.0 vision, is a defining moment as we redefine, recognize and act. We must listen to him and open our eyes, hearts and minds to understand that this is, as we call it, the Century for Cities. The nation's mayors and our metro citizens are working together with our business communities to lead the nation and world. It is a new generation and it reminds me of what President Kennedy said to us in his inaugural address. Mayor Johnson is summoning us to look at our future. He continues to say we can't wait for Washington, we are moving forward to meet our challenges with truth and commonsense solutions that are owned and implemented in our cities across the nation.

To find solutions, President Johnson says we must practice "open source leadership". He says, "we don't care if they come from Democrats or Republicans, we don't get caught up in partisan politics." Further he states that business and labor must be at the table. "We're not going to sit on our hands waiting for the feds or someone else to solve our problems."

Mayor Johnson says that a 3.0 city must be an "ultimate service provider" which means that mayors must provide city services on new platforms.

He announced a pro-growth agenda, which has five major pieces: infrastructure, sustainability, income equality, training and education.

No doubt, as we go forward through the coming year, Mayor Johnson's call to action for a pro-growth agenda will be supported by the nation's mayors because so many mayors today are most active in the five priorities he announced this past week in Dallas.

Mayor Johnson also announced an updated United States Conference of Mayors Climate Agreement. We thank Bridgeport Mayor Bill Finch for his work with staff and Mayor Johnson. Mayor Finch and Carmel Mayor Jim Brainard continue providing strong USCM leadership supporting the great work of our USCM Climate Center. Over 100 mayors have already signed the updated agreement and Mayor Johnson is leading the charge along with leadership mayors to get more commitments as we go forward.

Mayor Johnson's interview with Maria Shriver was a hit. While Ms. Shriver advocated for equal pay for women, Mayor Johnson's personal questions and her responses had the audience roaring with laughter.

Mayor Johnson also moderated a historic panel on Race Sports and Politics. While there were serious moments

concerning the recent racist remarks of Mr. Donald Sterling the Clippers owner, the banter between Roland Martin and Michael Irvin of the Dallas Cowboys stole the show. It was a session we will never forget and we thank Mayor Johnson for his vision in scheduling this important panel during our last day plenary session.

Congratulations to Oklahoma City Mayor Mick Cornett on his election to Second Vice President of The United States Conference of Mayors. Congratulations to our three new Trustees, Mayors Alvin Brown of Jacksonville, Greg Ballard of Indianapolis, and Greg Fisher of Louisville. Also congrats to our new Advisory Board Members Mayor Ed Pawlowski of Allentown, Marilyn Strickland of Tacoma, Mary Ann Lutz of Monrovia and Shane Bemis of Gresham.

Thanks to all of our sponsors who supported Mayor Rawlings for the evening events and to all sponsors who supported the many business sessions and forums during our working days.

The Dallas 2014 meeting will go to the top of the list as one of the strongest, most meaningful, productive and fun meetings in our history.



### U.S. MAYOR

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# Johnson Heralds Start of Cities 3.0 Era, Calls for Pro-Growth Agenda

By Paul Leroux

Conference of Mayors President Sacramento Mayor Kevin Johnson declared during his first major speech to the nation's mayors that America's cities have entered the 3.0 era and outlined a Pro-Growth Agenda to them even more efficient and equitable. Delivering his address in Dallas on June 20, Johnson said, "When I take a step back, and look at all the mayors here today, I can't help but be inspired by what is possible."

"Today, we are entering the era of Cities 3.0," Johnson said, unveiling the central concept behind the Conference of Mayors work in the coming year. While Cities 1.0 were built as trade hubs and Cities 2.0 were restructured as industrial centers, the Cities 3.0 that we live in today are much different. Johnson said, "In this era, the city is a hub of innovation, entrepreneurship, and technology. It's paperless, wireless, and cashless."

The transformation to Cities 3.0 also means an evolution in the role of the mayor. Johnson said that mayors of Cities 3.0, "must practice what I call 'open source leadership,'" meaning they embrace solutions from all sources, public or private, Democratic or Republican, business or labor. It means a city government must become, "the ultimate service provider," integrating technology and city services to connect the residents. Finally, mayors must pursue what Johnson referred to as, "Next economies," fostering cultures of innovation and providing the resources for jobs that don't exist yet.

To help facilitate this transformation in city government, Johnson proposed a five-point, Pro-Growth Agenda. "We must be the engines driving the local and national economy. We have to have a resilient economy, able to weather the storms of recessions and depressions. But how do we do that? We accomplish this by adopting an aggressive, Pro-Growth Agenda," said Johnson.

The first item on Johnson's Pro-Growth Agenda is infrastructure investment. "Investing in our infrastructure not only creates construction jobs in the short term—It lays the foundation for sustained economic growth in the long term," said Johnson. He went on to identify transportation—modernizing ports, rail, transit, and airports—as well as water infrastructure as key areas where investments could be made.

"Mayors have been leaders on climate protection, whether it's cutting carbon emissions or preparing their communities for the effects of climate change," Johnson said, identifying sustainability as his next agenda item. Johnson continued to focus on sustainability over the course of the Dallas meeting, hosting the



**USCM President Sacramento Mayor Kevin Johnson delivers his inaugural address on June 20.**

Mayors Climate Protection Award and launching a renewed climate protection agreement.

Johnson's third Pro-Growth Agenda item is income inequality. "The whole purpose of cities is to lift up residents and build a community and economy that works for everyone," Johnson said. Demonstrating his commitment to addressing income equity and job creation, Johnson announced the launch of the Cities of Opportunity Task Force, appointing New York City Mayor Bill de Blasio as Chair and Boston Mayor Martin J. Walsh as Vice Chair. Johnson also created the My Brother's Keeper Task Force, co-chaired by Philadelphia Mayor Michael A. Nutter and Birmingham Mayor William Bell. This task force will, "help provide young men of color with the skills they need to reach their full potential."

The Pro-Growth Agenda also aims to promote trade in a global economy. "...In order to succeed locally, we must engage globally," said Johnson. He predicted that advanced manufacturing would create new products and services that other places could not create, and identified job training as one important way to bolster the manufacturing sector.

Finally, Johnson identified education as the final point in the Pro-Growth Agenda and the "top priority" of his presidency. "We'll look at education across the continuum, from early childhood education,



to K through 12, to college and career pathways," Johnson said, "This is an issue where all mayors can take a leadership role." Johnson called on mayors to help prepare "3.0 kids" to be a "skilled and knowledgeable workforce," in this new era of the city.

In closing his speech, Johnson identified the Cities 3.0 era as, "a great time to be a mayor in America." He encouraged mayors to take bold initiative on the Pro-Growth Agenda, and act where the state and federal government are unwilling or unable. "Cities are now the leaders in this nation: experimenting, taking risks, making hard choices," he said.

## Opening Press Conference



**USCM President Johnson explained to those assembled at the Opening Press Conference during the Annual Meeting that cities and their metro areas are the economic powerhouses of the nation. "Mayors are taking care of potholes and garbage, but they are also taking care of bigger, more global and complex issues like exports, trade, job training, education excellence and affordable housing - all in the context of creating jobs and, more importantly, opening economic doors for all Americans. We are tackling tough issues and with little help from Washington," said Johnson.**



# Newly-Elected Conference Leaders



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### REPORT OF THE NOMINATING COMMITTEE 82<sup>nd</sup> ANNUAL MEETING, DALLAS, TEXAS -- SATURDAY, JUNE 21, 2014

THE NOMINATING COMMITTEE MET ON SATURDAY, JUNE 21, 2014 AND THE FOLLOWING MAYORS WERE APPROVED BY THE MEMBERSHIP OF THE UNITED STATES CONFERENCE OF MAYORS FOR THE FOLLOWING POSITIONS ON MONDAY, JUNE 23, 2014

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**SECOND VICE PRESIDENT:** Mayor Mick Cornett, Oklahoma City, Oklahoma

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Mayor Marilyn Strickland, Tacoma, Washington

Respectfully submitted,

Ashley Swearingin, Chair  
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**MARILYN STRICKLAND**  
Mayor of Tacoma,  
Advisory Board



# Mayors Tackle Education Excellence in Special Plenary

By Kathy Wiggins

"We all agree, you can't have a great city without great schools," U.S. Conference of Mayors President Sacramento Mayor Kevin Johnson told participants at the first special plenary of the 82nd Annual Meeting. "Everything we care about as mayors – public safety, public health, economic vitality – has a foundation in a good public school system."

That mayors can and should take a bold stance in education reform was the theme of the session. According to Johnson, we are losing our competitive edge as a nation, and the intent of the plenary was to feature real examples of the amazing work being done across the country by mayors who are education leaders, and to provide tangible actions that mayors can take to become leaders in education. Featured panel speakers included Oklahoma City Mayor Mick Cornett, Louisville Mayor Greg Fischer, Tacoma Mayor Marilyn Strickland, Indianapolis Mayor Greg Ballard and Cleveland Mayor Frank Jackson. Conference of Mayors Education Excellence Task Force Chair Denver Mayor Michael Hancock moderated the discussion.

The panel remarks focused on the spectrum of mayoral involvement in education as outlined in the latest edition of the Conference of Mayors publication *Mayoral Leadership and Involvement in Education: An Action Guide for Success*. According to the spectrum, mayors can engage in one or more of five levels of involvement in their education systems: alignment, partnership, advocacy, partial control and full control. Cornett provided an example of "alignment" – where mayors can align city



**Left to right, Oklahoma City Mayor Mick Cornett, Louisville Mayor Greg Fischer, USCM President Sacramento Mayor Kevin Johnson, Tacoma Mayor Marilyn Strickland, Denver Mayor Michael Hancock, Indianapolis Mayor Greg Ballard, Cleveland Mayor Frank Jackson, and USCM CEO and Executive Director Tom Cochran.**

services to support district, school and student needs. He described the collaborative effort among Oklahoma City and 24 school districts to develop and pass MAPS for Kids, the \$700 million plan to renovate or rebuild 73 school buildings throughout the city. "The city in a sense lent its political capital to the school district," he said. "It's been transformational."

Fischer outlined mayoral "partnership," achieving one of the strongest citywide education partnerships with the 55,000 Degrees initiative. Louisville lagged in the number of college-educated adults "and so we knew if we were to be a great 21st century city, we needed to change that," said Fischer. So Louisville adopted "55,000 Degrees," an effort to increase the percentage of

adults with a college degree.

Strickland played a courageous "advocacy" role in championing the passage of a ballot initiative to introduce the first charter establishment law in the state of Washington. "I became known as the 'education mayor' after putting my face and office behind a reform initiative to allow, over vehement opposition, charter schools in Washington state," she said.

Ballard exemplified "partial control" and spoke of the city using its authority to sponsor charter schools to remake public education. "I was the first person in Indiana to close a school for academic reasons – a move a judge labeled 'legally permissible and factually reasonable,'" said Ballard.

Jackson, who controls the city's

schools, is in the midst of a "total community effort" to remake schools. "We are shifting focus from institutional self-interest to quality education for children," he said. In 2012, Jackson released his plan for transforming Cleveland's schools, and he was able to get a number of reforms passed by reaching across the aisle, in areas such as teacher personnel policies and school choice.

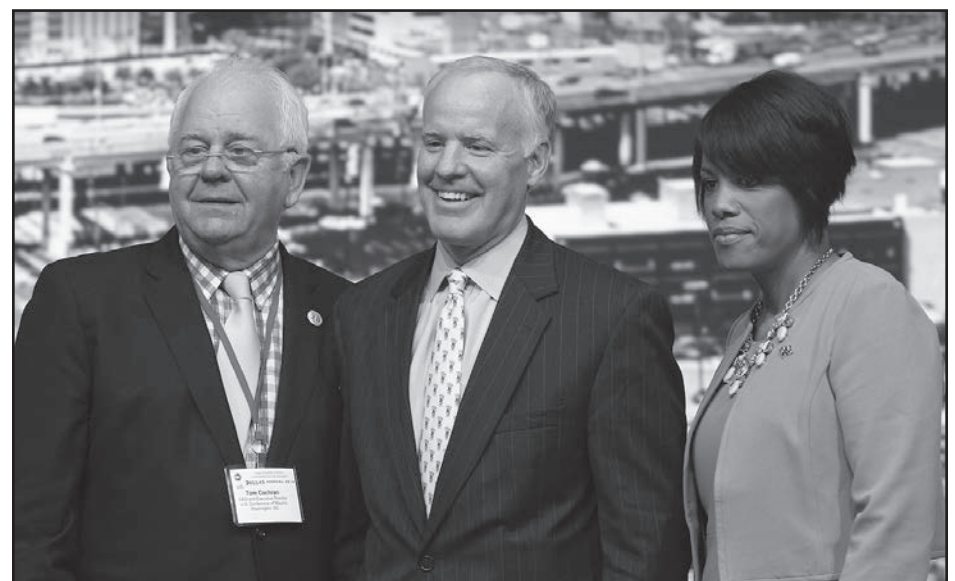


## Wells Fargo, Conference of Mayors Announce New Partnership

Wells Fargo announced a new partnership with The U.S. Conference of Mayors during the 82nd Annual Meeting in Dallas. Wells Fargo Community Relations Executive Vice President and Director Mike Rizer said the three year and three million-dollar partnership, which will be rolled out at the January, 2015 Winter Meeting of the Conference of Mayors, will pursue neighborhood revitalization and stabilization projects with mayors. Wells Fargo has been



working with the Conference of Mayors on mortgage foreclosure prevention and property disposition over the last several years.



**Left to right, USCM CEO and Executive Director Tom Cochran, Wells Fargo Community Relations Executive Vice President and Director Mike Rizer, and USCM Vice President Baltimore Mayor Stephanie Rawlings-Blake.**



# Mayors Build Momentum on Early Learning

By Kathy Wiggins

Building an “early learning nation” took center stage when the nation’s mayors gathered at the 82nd Annual Conference of Mayors in Dallas. U.S. Education Secretary Arne Duncan joined Conference of Mayors President Sacramento Mayor Kevin Johnson, Conference of Mayors Education Excellence Task Force Chair Denver Mayor Michael Hancock, Seattle Mayor Ed Murray, Patricia Kuhl, Co-Director of the Institute for Learning and Brain Science at the University of Washington, and Jackie Bezos, President of the Bezos Family Foundation, for a panel discussion on early learning. The discussion highlighted how parents, community partners, business, non-government organizations and leaders at every level of government are working together to ensure that children from birth to age five have the opportunity to fulfill their potential. Award-winning National Public Radio journalist and commentator John Hockenberry moderated the panel.

“There is little doubt the primary issue of our time is ensuring all children are provided with a world-class education that equips them to meet the challenges and opportunities of the 21st Century,” said Johnson, kicking off the panel. “Now, recent scientific research demands we direct our focus and attention to the years before Pre-K – the vital developmental years from birth to five.”

“Like most of you, I struggled with



**Left to Right: USCM President Sacramento Mayor Kevin Johnson; Dr. Patricia K. Kuhl; Jackie Bezos; Denver Mayor Michael Hancock; John Hockenberry; Department of Education Secretary Arne Duncan; and USCM CEO and Executive Director Tom Cochran.**

the issue of education...Our graduation rates are stuck, particularly for those who are economically disadvantaged; for those who are children of color,” said Murray, as he introduced Bezos. “There is a way to actually start changing that curve, and that curve starts before Kindergarten. The work of this Foundation, the research they have invested in – we now know if we follow the lead that Jackie has been blazing, that we can change those graduation outcomes.”

“We are here this morning to talk about our nation’s most valuable asset – young children,” said Bezos. “Babies

are born swaddled in potential. There is strong and powerful evidence that the foundation for lifelong success is built during the first five years of life.... Advances in neuroscience and imaging technology allow us to see how the developing brain is shaped in real time.”

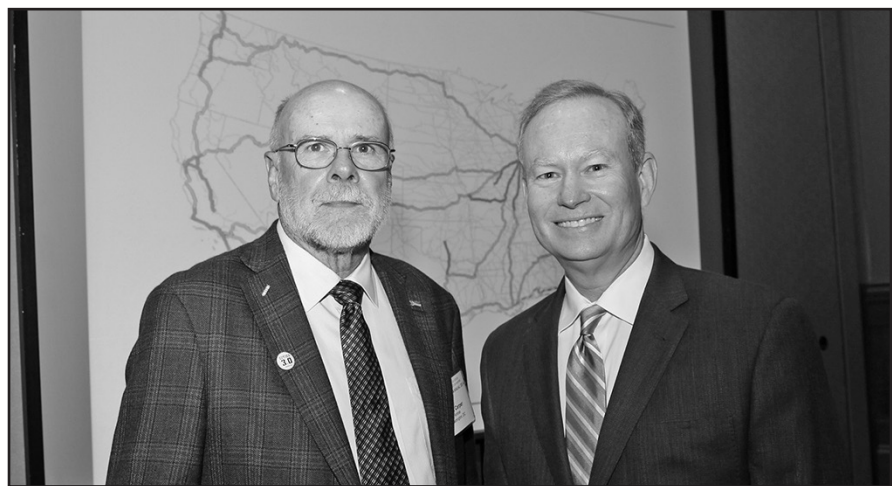
The nation’s mayors then received a crash course in neuroscience as Kuhl showed them how much early childhood education makes a difference. “The interesting thing for us – and for you as community leaders – is to understand that you have to build a brain,” she said. “Brains come ready to learn,

but it is we who have to supply the information.” Poor children hear about 30 million fewer words than their peers by the time they are four years old, according to Kuhl.

“On average a child from a poor community starts kindergarten about a year to 16 months behind peers,” Duncan told the mayors. “And as a nation, we do not do a great job of catching them up.” Mayors are the key to expanding access to quality preschool to those students most in need, and Duncan praised the mayors of Boston, Dallas, Denver and San Antonio as being leaders on this issue. “What we need is for political leaders to have courage in both their heart and their head. ... It has to be an outside-in strategy because Washington right now is too broken,” he said, urging the mayors to put pressure on elected officials to do more for early childhood education.

Hancock said mayors need to take bold steps to improve early childhood education access within their cities. Denver voters approved a city tax to help increase access to preschool programs for about 50,000 children. Hancock said the first students to benefit from that are now third graders, and about 70 percent of them are outpacing their peers. “There hasn’t been a more powerful, more audacious initiative that I can be involved in than to make sure that every child starting at a very early age gets a head start and enters kindergarten ready to learn,” he said.

## Mayor Cornett Convenes Amtrak Mayors’ Advisory Council



**At left, former Chairman and current Amtrak Board Member Tom Carper with Amtrak Mayors’ Advisory Council Chair and Oklahoma City Mayor Mick Cornett, just before convening nearly two dozen mayors for a meeting of the Amtrak Mayors’ Advisory Council held June 23 during the Conference’s 82nd Annual Meeting.**

## Manufacturing Fund Finalists Selected

**Walmart U.S. Manufacturing Vice President Cindi Marsiglio speaks during a plenary session at the 82nd Annual Conference of Mayors in Dallas on June 20. Marsiglio announced that 17 universities and research institutions had been selected as finalists in first round of the Walmart U.S. Manufacturing Innovation Fund. This \$10 million, five-year partnership supports research and development that will ultimately reduce the barriers to manufacturing in the United States. Winners will be announced on August 14-15 at the Walmart U.S. Manufacturing Summit in Denver.**





# NBC Journalist, Acclaimed Author Maria Shriver Highlights Findings of *The Shriver Report: A Woman's Nation Pushes Back from the Brink*

By Crystal D. Swann

Emmy winning journalist and acclaimed author Maria Shriver was on hand at Sunday's luncheon event June 22 to discuss findings from the just-released third edition of *The Shriver Report: A Woman's Nation Pushes Back from the Brink*. The talk show style format, where Conference of Mayors President Sacramento Mayor Kevin Johnson interviewed Shriver, provided many opportunities for serious discussion, as well as some lighthearted banter. The conversation highlighted ways in which mayors can help bring more focus to the concerns and challenges of women, particularly those who are working heads of households but nevertheless struggling to make ends meet.

out of poverty, living one incident away from economic ruin.

Shriver, whose father, Sargent Shriver, was charged by then-President Lyndon B. Johnson to lead the national "War on Poverty," reminded the audience that during her father's time most families had a male breadwinner and a female homemaker. Today, she said, less than one fifth of families have that structure, and many of the federal programs established by the senior Shriver as part of the War on Poverty have not kept up with the changing family structure. According to Shriver, a fundamental goal of the report was to change this old image of what it means to be poor in this country.

Interestingly, Shriver asserted that the single policy action that could have



Left to right, USCM CEO and Executive Director Tom Cochran, USCM Vice President Baltimore Mayor Stephanie Rawlings-Blake, Maria Shriver, and USCM President Sacramento Mayor Kevin Johnson.



At left, USCM President Sacramento Mayor Kevin Johnson during the "lightening round" portion of his interview with Maria Shriver.

*The Shriver Report* combines rigorous academic research, national polling information, and original photo-journalism, stories from the front lines and the trenches, and essays from a group of diverse women including box-office celebrities, issue experts, and political and other thought-leaders. The report reveals that while women have solidified their position as half of the U.S. workforce, and a full two-thirds are the primary or co-breadwinners in American families, a full third of all American women are living at or near a space the report calls the "the brink of poverty." The report defines this as less than 200 percent of the federal poverty line, or about \$47,000 per year for a family of four. The report focuses on the 42 million women, and the 28 million children, who are churning in and

the biggest impact in the lives of these women would be more paid sick leave. The women surveyed for the report believe no other single policy would do more to help protect women's jobs and income while also helping to improve the health and the lives of their families.

Shriver thanked Johnson and more broadly the nation's mayors for their willingness to highlight how important women are to the dialogue on poverty and income inequality in this country. "Mayors are on the frontline of humanity," Shriver noted, "...some of the most interesting and innovative things I've seen on my travels [around the country] have been inaugurated, inspired, imagined by mayors." Shriver in particular commended the mayors for the establishment of the Conference of Mayors Cities of Opportunity Task

***Shriver, whose father, Sargent Shriver, was charged by then-President Lyndon B. Johnson to lead the national "War on Poverty," reminded the audience that during her father's time most families had a male breadwinner and a female homemaker. Today, she said, less than one fifth of families have that structure, and many of the federal programs established by the senior Shriver as part of the War on Poverty have not kept up with the changing family structure.***

Force. Chaired by New York Mayor Bill de Blasio, with Boston Mayor Martin J. Walsh serving as Vice Chair, the Cities of Opportunity Task Force will bring together mayors from across the nation to develop an action plan to address the growing inequality crisis in America.

Shriver also pointed to her "City-Festo" document, which outlines ten things that mayors can do to help move their city toward the implementation of "smart policies that support the modern family and lift men and women off the brink."

During the lighter, so-called "lightning" round of questions, Shriver revealed her "true" reason for hosting soccer-watch parties for the 2014 FIFA World Cup – the men. The non-living person she would like to get advice from? Jesus Christ – and his mother. Her most challenging interview? Ted Turner.

More information on *The Shriver Report* can be found online at [www.shriverreport.org](http://www.shriverreport.org). To watch Johnson's full interview with Shriver, go to the website <http://usmayors.org/82ndAnnualMeeting>.





# New Mayors' Climate Protection Agreement Unveiled at Special Session

## Administration Leaders Discuss Key Federal Climate Initiatives

By Conference of Mayors Staff

Conference of Mayors President Sacramento Mayor Kevin Johnson convened "A National Discussion on Climate Protection," a special plenary session held June 22 that featured the unveiling of an updated Mayors' Climate Protection Agreement, which is now before all mayors for their review to join on as signatories.

The session also featured presentations on the now decade-long climate protection campaign by the nation's mayors as well as a panel discussion by senior Administration officials on President Obama's climate priorities.

Conference of Mayors Energy Independence and Climate Protection Co-Chair Bridgeport Mayor Bill Finch spoke broadly to the climate protection efforts to mayors over the last decade, amplified by a video presentation featuring two top Mayors Climate Protection Award winners and historical reflections on the mayors' climate movement by Conference of Mayors CEO and Executive Director Tom Cochran.

Later in the session, White House Intergovernmental Affairs Director David Agnew led a panel discussion with U.S. Department of Energy Secretary Ernest Moniz and U.S. Environmental Protection Administrator Gina McCarthy on President Obama's Climate Action Plan.

### Updated Mayors' Climate Protection Agreement

"As we prepare for the next decade and more, I am pleased to announce that I am launching a reaffirmation of our commitment as mayors to do our

part to reduce emissions and adapt our cities to changing climatic conditions," Johnson said. "With this new agreement we will add to the more than 1,060 mayors who have previously pledged to take action in the original Climate Protection Agreement."

"As you will see in the Agreement that I sent to all mayors last night, and that is on your tables, we are calling for the federal government and our state governments to enact bipartisan policies and programs that support mayors and their local energy and climate initiatives. These include local efforts to reduce U.S. dependence on fossil fuels, accelerate the development of clean energy, and deploy energy efficient technologies," Johnson said.

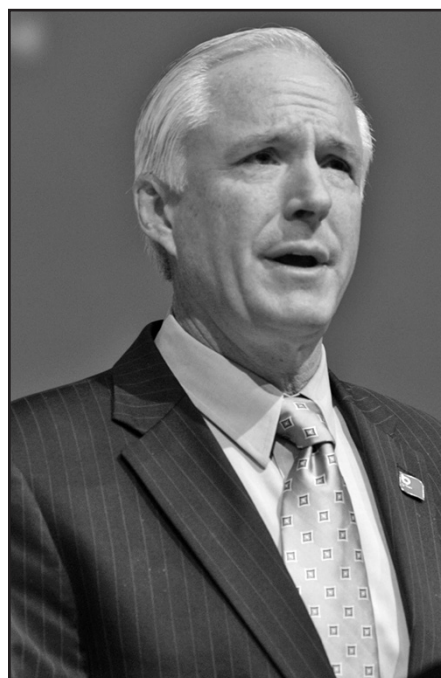
In describing key elements of the Agreement, Johnson said, "We also reaffirm our commitment to meet locally established targets, and we pledge to support a grassroots movement on conservation initiatives, such as Arbor Day and Earth Day."

After "we get home from Dallas," Johnson said, "I will be asking all mayors who have not yet signed the Agreement to renew their commitment to climate protection."

At the session, Johnson asked Conference of Mayors Vice President Baltimore Mayor Stephanie Rawlings-Blake, the two Climate Task Force Co-Chairs Finch and Brainard, and Conference of Mayors CEO and Executive Director Tom Cochran to join him in a special ceremony where they all signed the updated Agreement. (To view the updated Agreement, visit the website [usmayors.org/2014climateprotection](http://usmayors.org/2014climateprotection).)

### Finch Cites Importance of Signing New Agreement

"You just heard their stories [Houston Mayor Anise Parker and Gresham Mayor Shane Bemis], but there are thousands more: stories of sustainability from mayors, from big cities and small cities, mayors from the East, the West, the



**USCM Climate Protection Task Force Co-Chair Bridgeport Mayor Bill Finch.**

North and the South, and mayors who are Democrats, Republicans, Independents and Nonpartisan officeholders," Finch said.

"In Bridgeport, we are in the midst of building the green future. It looks a bit like this in every city. In every city, it is about the same things – clean air, energy independence, new jobs and businesses, and getting rid of waste. In fact, one of my top business leaders told me: 'I want Bridgeport to win the Race to Zero Waste,'" he said.

Citing a recent Conference of Mayors mayoral climate survey, Climate Mitigation and Adaptation Actions in America's Cities, Finch said, "This climate survey, and our two earlier ones on energy block grants and energy technologies, shows how mayors are leading on climate. We learned what we knew from our own experience – mayors who signed the original Mayors' Climate Protection Agreement, as a group, are doing more than others." Explaining further how signing the Agreement made

a difference, Finch added, "Because we have held ourselves accountable, it helps motivate us to innovate and invest in solutions. Since our first Agreement was initiated, we have been acting locally, and affecting carbon globally."

Placing the new Agreement in context, Finch told his colleagues, "Mayors came together in February 2005 to confront one of the defining issues of our lifetime. The Agreement then was only about climate mitigation – cutting carbon. At the request of President Johnson, we have updated this climate protection commitment. Importantly, it builds on the original Agreement, and now speaks to adaptation and resiliency. It ramps up local, grassroots action. We must build on our earlier successes, and move forward to the next decade – and beyond."

### Administration Leaders Discuss Climate Efforts

Agnew then led a panel discussion with Moniz and McCarthy on the status of the President's State, Local and Tribal Leaders Task Force on Climate Preparedness and Resilience as well as other elements of the President's Climate Action Plan.

"So many others around the country are looking to mayors to solve national problems. That phenomenon is certainly appropriate on the issue of climate change, and it is the best example of thinking globally and acting locally that I know of," Agnew said.

"Mayors realized there was a vacuum in national leadership and they stepped up to fill that void. You had over 1,000 mayors sign the agreement and, more importantly, you have been taking action in your communities, changing the way we use and produce energy and the way we build communities," he said.

### Secretary Moniz Praises Mayors for Climate Leadership

In his comments to the mayors, Moniz said, "The Department of Energy, along with our partners in the federal government like EPA, are committed to continuing our work with The U.S. Conference of Mayors and other state and local officials to address our critical energy needs and confront the challenges of climate change."

"Mayors are on the front lines of these issues and are taking action today. Mayors are reasserting and upping their game and their dedication to climate within their communities. If we don't manage our climate challenges at the level of cities, we just have no way of reaching the goals we established," Moniz added.

In discussing resiliency, he said, "We are looking at building and rebuilding energy infrastructure smarter, not just replicating what we had, but smarter to be more resilient and to be economic drivers for the 21st century."



**Left to right, USCM CEO and Executive Director Tom Cochran, USCM Climate Protection Task Force Co-Chair Bridgeport Mayor Bill Finch, USCM President Sacramento Mayor Kevin Johnson, USCM Vice President Baltimore Mayor Stephanie Rawlings-Blake, and USCM Climate Protection Task Force Co-Chair Carmel Mayor James Brainard.**

See CLIMATE on page 9



With his department working now to implement the first-ever Quadrennial Energy Review (QER) – announced as a part of the President Obama’s Climate Action Plan – Moniz told participants that, “Our goal with this review is to develop a roadmap to address the nation’s energy goals. We are early in the process now and plan to have many regional meetings in cities across the country to get input. We want the mayors to take part in all of these meetings.” Moniz also noted several programs at his department that support local governments in their energy efforts.

## EPA Administrator Touts Administration’s Climate Actions

McCarthy talked about her agency’s role in the President’s Climate Action Plan and outlined the agency’s proposal to reduce greenhouse gas emissions from existing utilities. She explained that

when EPA officials crafted the proposed plan, they looked to mayors to do it the “smartest way possible.”

“One of the reasons we engaged with so many mayors is that we recognize your leadership on the issue of climate change,” McCarthy said. “You have been on the front lines seeing the impacts of climate change actually creating risks for your communities and you are taking actions to address it.”

McCarthy continued to talk about the role of mayors in this process. “We wanted to learn from you and what actions you have been taking that are not only beneficial to reduce those risks but to turn those risks into opportunities for your community.” She added further “that is where we need to go, that is where U.S. leadership will begin to shine.”

Explaining elements of the proposed rule, she said, “We put out a rule that just talked about the reductions we think were practical and affordable... so flexible that all it does is set the goal from where communities are now and leaves it up to the states to design.”

She reminded mayors to engage



Left to right, U.S. EPA Administrator Gina McCarthy, White House Intergovernmental Affairs Director David Agnew, and U.S. Energy Secretary Ernest Moniz.

their states on what local action means. “If your states are worried, tell them they shouldn’t be because you have already shown what leadership in this area can bring—safer communities, more jobs, better economic growth, more parks,

more bikes, sustainable development—the kind of Cities 3.0 that your Conference is talking about,” she said.



## The U.S. Mayors Climate Protection Agreement

(As presented to the 82<sup>nd</sup> Annual U.S. Conference of Mayors Meeting, Dallas, 2014)

- I. **National Action:** As leaders of the nation’s cities, we continue to urge the federal and state governments to enact bipartisan legislation, policies and programs to assist mayors in their efforts to lead the nation toward energy independence, create American jobs that can’t be shipped overseas, and protect our environment, eliminate waste, and fight climate change. Such efforts will help achieve the national target of reducing greenhouse gas emissions in the range of 17 percent by 2020 and urge the United States to adopt an ambitious post 2020 target. We urge congress to enact policies and programs that:
  - a. Promote greater energy independence and reduce the United States’ dependence on fossil fuels;
  - b. Accelerate energy efficiency and the development of clean, economical and renewable energy technologies such as cogeneration, LED/other energy-efficient lighting, methane recovery for energy generation, waste to energy, wind and solar energy, fuel cells, efficient motor vehicles, and biofuels; and
  - c. Adapt city buildings, homes, facilities and infrastructures to address changing climatic conditions.

We urge the federal government to reduce carbon pollution through existing authorities such as the Clean Air Act, Appliance Efficiency Standards, Federal Transportation Investments, and Renewable Energy and Energy Efficiency loan and grant programs, including refunding of energy block grant program, and by proposing new legislative initiatives.

### II. Local Action:

- a. **Mitigation:** We will strive to establish and meet or exceed locally-established targets for reducing energy use, especially fossil fuels, by taking actions in our own operations and throughout our communities, placing particular emphasis on engaging the community – citizens, businesses, schools and organizations – in a concerted campaign to set and achieve such targets through actions such as:
  - i. Develop an energy plan that addresses and includes water, wastewater and stormwater runoff, heat island effects, preservation of open space and an inventory of emissions from fossil fuels for city operations and for the community using established metrics, set reduction targets and adopt elements that address how to harden and adapt city systems and infrastructures to climatic events;
  - ii. Adopt and enforce land-use policies that reduce sprawl, preserve open space, and create compact, walkable urban communities;
  - iii. Promote transportation options such as bicycle trails, commute trip reduction programs, incentives for car pooling and public transit;

- iv. Increase the use of clean, alternative energy by supporting the development of renewable energy resources, building the renewable energy technology manufacturing capacity of cities, recovering landfill methane for energy production, and supporting the use of waste to energy technology;
- v. Make energy efficiency and resilience a priority through building code improvements, retrofitting city facilities with energy efficient lighting, urging employees to conserve energy and save money and other actions to maximize the performance of the city buildings;
- vi. Increase the average fuel efficiency of municipal fleet vehicles, reduce the number of vehicles, launch an employee education program including anti-idling messages, and convert diesel vehicles to bio-diesel;
- vii. Evaluate opportunities to increase energy efficiency in water and wastewater systems, recover wastewater treatment methane for energy production, and harden these systems to respond to sea level rise and other climatic events threatening the delivery of these services;
- viii. Increase recycling rates in city operations and in the community;
- ix. Maintain healthy urban forests; promote tree planting to increase shading and to absorb CO<sub>2</sub>; and
- x. Help educate the public, schools, other jurisdictions, professional associations, business and industry about the importance of energy efficiency and renewable energy development in reducing carbon and actions necessary to adapt buildings, systems, and infrastructures to respond to changing climate conditions.

- b. **Resilience:** We support investment in climate preparedness strategies that implement the use of green infrastructure to increase resilience of city water systems, encourage preparedness policies that take into account a city’s most vulnerable populations and disproportionately affected citizens, and work with state and federal officials to have disaster response systems in place to deal with acute stresses to a city or region. We pledge further to increase community preparedness by assessing and addressing projected impacts such as sea level rise, increased storm surge, extreme heat, drought, floods, and wildfires.

- III. **Advocacy:** We pledge to support a grassroots movement, engaging young people especially, in support of conservation initiatives, such as Arbor Day, Earth Day, community events, locally-established conservation corps and other activities, and to recognize “conservationists” in our city as part of a systematic campaign over time to renew and reaffirm public commitments to long-established conservation values in our city, state and nation. We further pledge to work as global ambassadors to share best practices with mayors everywhere.



# Mayors Johnson, de Blasio Announce Mayoral Task Force to Tackle Inequality in America's Cities

## de Blasio to Chair Task Force, Develop Action Plan to Challenge America's Growing Inequality Crisis

By Elena Temple Webb

Conference of Mayors President Sacramento Mayor Kevin Johnson and New York City Mayor Bill de Blasio announced at the Annual Meeting that the Cities of Opportunity Task Force will be chaired by de Blasio with the goal of bringing together mayors from across the nation to leverage the power of municipal governments to advance a national, common equity agenda.

"The purpose of cities is to lift up residents and build a community and economy that works for everyone," said Johnson. "That means having a higher minimum wage, expanding the supply of affordable housing and ensuring every child has access to Pre-K. I'm pleased the Conference of Mayors is tackling these issues head-on by forming a task force called 'Cities of Opportunity,' chaired by New York City Mayor Bill de Blasio."

Flanked by mayors from across the country, de Blasio said, "We are living in a time of rising inequality and declining opportunity – this is a threat to our fundamental values and an obstacle to the nation's economic growth."

"Mayors are starting to respond to this crisis, and this task force is going to organize and focus the progressive ideas coming out of cities across the U.S., and put city issues back on the national agenda. Cities are the problem solvers and the centers of innovation. As Mayors, we are on the front lines. It is our responsibility to create more opportunities for our citizens and more equitable cities."

The task force Vice Chair will be Boston Mayor Martin J. Walsh. Walsh said, "This is a national problem, but we feel the impact of income inequality particularly in Boston's neighborhoods. Some areas have seen a development boom, significant drops in crime statistics, strong advances in our education system; and yet, we struggle with concentrations of real poverty and unemployment in other neighborhoods. This inequality makes it



**Left to right, USCM President Johnson, USCM CEO and Executive Director Tom Cochran, USCM Cities of Opportunity Task Force Chair New York City Mayor Bill de Blasio, Houston Mayor Annise Parker, journalist Maria Shriver, Task Force Vice Chair Boston Mayor Martin J. Walsh and host Dallas Mayor Mike Rawlings.**

difficult to sustain the strong workforce, active consumer base, and vibrant civic life that every city needs for lasting growth. We need solutions to bridge this growing divide, and I applaud mayors Johnson and de Blasio for their work. I'm proud to participate in this task force."

The task force will develop and share governing methodologies to empower cities to make equity a central governing principle; explore how municipal powers are best used to advance an equity agenda and how cities can work together to produce the most meaningful impact; and catalogue potential tools—such as overall budget decisions, purchasing power, regulatory controls, and procurement policies – and offer a set of best practices for using these levers of municipal government to drive greater equality and opportunity.

The task force will develop an action plan for cities to take action in developing aggressive equity agendas and implement real change. This plan will include real, practical tools and best practices – both previously executed and newly developed by the task force – which cities can use to make the most equitable decisions that they can, with the powers that they have, to create more equitable cities.

The Cities of Opportunities Task Force will conduct its kickoff meeting in New York City, August 10-11, where mayors will develop the groundwork for the scope and direction of the task force's work.

Philadelphia Mayor Michael A. Nutter said, "I am pleased to join mayors de Blasio and Johnson and a host of other mayors from across the country to tackle inequality in America's cities. Cities are incubators of change and innovation, and mayors are at the forefront of it all—we get things done. Providing equitable opportunity directly correlates to the success of our cities, our regions and our country. As Rev. Dr. Martin Luther King, Jr. wrote, 'We are all tied together in the single garment of destiny, caught in an inescapable network of mutuality. And whatever affects one directly, affects all indirectly.' The time to act and address issues of inequality in our cities is now."

Los Angeles Mayor Eric Garcetti said, "I look forward to partnering with Mayor de Blasio on this transformative task force that will look to develop policies aimed at addressing the needs of our historically underserved and disenfranchised communities."

Host Dallas Mayor Mike Rawlings said, "We as a nation will only succeed

when our cities succeed together. The gap between those of means and those that are not as fortunate will only be closed with new, long-term, non-partisan and pragmatic solutions."

Houston Mayor Annise Parker said, "Even in cities with robust economies like Houston, too many are locked outside looking in on opportunity. We are pleased that the Conference of Mayors is focused on this issue to ensure that all residents of every city can have equal opportunities to thrive. This is our call to action."

The mayors were joined by journalist Maria Shriver, who spoke at the conference about the recent Shriver report and what mayors can do to address the one in three American women on the brink of poverty. The Shriver Report is a study that reports on the seismic shifts on the American culture and society affecting women and their families.

Shriver fittingly had the last word saying, "I was invited here to talk about this very subject. I am thrilled that mayors are going to convene a task force to come up with innovative ideas to help women and men in their communities. I'm here to unveil my City-Festo, which I hope will be used as a tool to move cities forward."



# New York City Mayor Bill de Blasio Calls for “Urban Agenda” to Combat Inequality

By Paul Leroux

New York City Mayor Bill de Blasio asked every mayor to acknowledge the “tale of two cities” in his or her community and collaborate to address growing inequality in America. This call to action came during a speech to a June 22 plenary session of the 82nd Annual Conference of Mayors in Dallas. Before the speech, Conference of Mayors President Sacramento Mayor Kevin Johnson introduced de Blasio as Chair of the new Cities of Opportunity Task Force, which strives to promote job growth and income equity.

In his remarks, de Blasio reminded mayors of the inequality that exists across the United States in the context of his “tale of two cities” terminology. “Every one of us understands that phrase from our own perspective, because we can see every neighborhood, every block in our cities, and we know where people are blessed to be doing well, and we know where people have been hurting,” de Blasio said. He also presented

statistics on growing inequality, noting that the top one percent of Americans received nearly 24 percent of all pre-tax income in the country, while the bottom 90 percent received 49.6 percent, the first time the bottom 90 percent has made less than half of national pre-tax income.

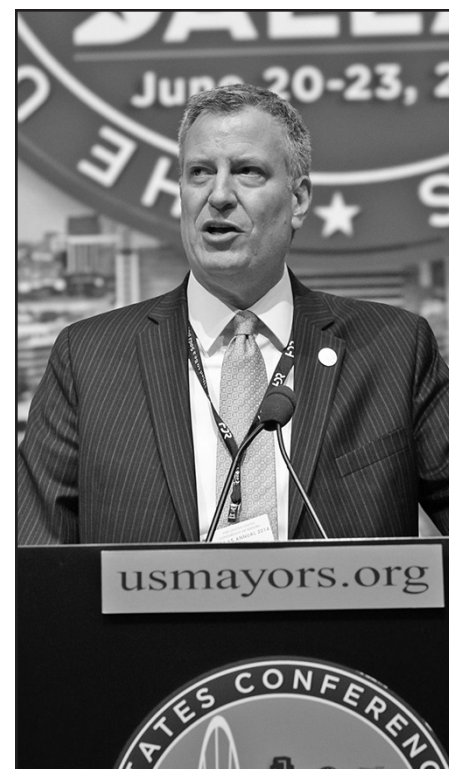
After describing the problem, de Blasio made the case for mayoral action. “We’re not asking for help in fighting inequality out of some sense of local privilege. We’re doing it because not only do we have to solve the problems of our people, we have to help this nation avert the crisis,” he said. Referencing years of data, de Blasio called cities, “the economic engines and core of this country.” But he also stressed, “We can’t be that economic core for our country if the federal government and state governments don’t participate actively and aggressively with us.”

Laying out ways to combat inequality, de Blasio began with raising awareness. “We need to start by convincing some folks out there who don’t see the depth of the crisis,” de Blasio said.

He went on to list different policy measures that New York City has taken, which de Blasio described as, “things that we think will make a tangible impact and show people there is some hope again and they will be included.” These measures have included passing a paid sick leave law, launching an affordable housing plan, guaranteeing full day pre-K, and pursuing municipal IDs. Policies like these will be examined further in the Cities of Opportunity Task Force.

Speaking to the collaborative energy of the Conference of Mayors, de Blasio called on mayors to share best practices with each other. “Look at what’s happening around the country and look at how each one of our successes builds the other,” he said.

Taking this collaboration further, de Blasio said that these actions could collectively mean the renewal of an “urban agenda” for the country. “Together, we can reframe the national debate, we can reset the assumptions, and we can help our country aim higher,” he said.



New York City Mayor Bill de Blasio

## Cities to See Faster Economic Growth Next Year

By Dave Gatton

Real economic growth (GMP) will accelerate to 3.2 percent in 2015 for the nation’s metro areas—a rate not seen since 2004 – according to a report released by The U.S. Conference of Mayors at its 82nd annual meeting in Dallas, June 20-23.

Prepared by IHS Global Insight, the report projects that all U.S. metros will see growth of one percent or better next year, with nearly half (172) experiencing growth in excess of three percent and only 32 (9 percent) with growth of less than two percent.

The report also calculated that in 2013 cities and their metros were home to 84 percent of the nation’s population, 86 percent of total employment, 87 percent of real income, and 90 percent of the nation’s Gross Domestic Product (GDP). Those numbers are slated to increase over the next decade.

“This report confirms what mayors have been saying for years: that the economic prosperity of the U.S. economy is directly linked to the economic growth and job producing power of our nation’s 363 metro areas,” said Conference of Mayors President Sacramento

(CA) Mayor Kevin Johnson. “Mayors are optimistic that after years of struggling through the recession, we have turned the corner,” he told reporters at the opening press conference.

Longer term, through 2020, U.S. metros will play an even larger role in the economy and continue to be the crux of the economic growth, supplying 89 percent of the nation’s employment and real income growth, 92 percent of real GDP growth, and 94 percent of population growth, according to the report.

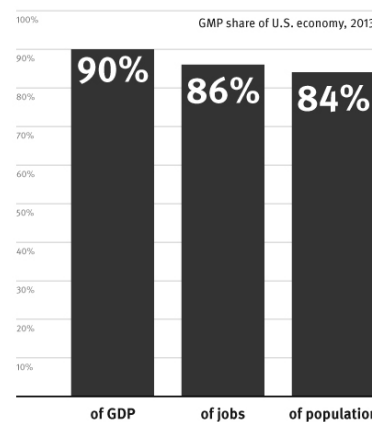
“We need to invest in, not hinder, our metro areas because most of our future economic growth and the vast majority of our GDP will come from them,” said Conference of Mayors Chair of the Council on Metro economies and the New American City Columbus (OH) Mayor Michael Coleman, whose council issued the report.

The full report, which can be viewed online at usmayors.org, also said that by the end of 2013, 123 metros (34 percent) had returned to their pre-recession employment levels. That number will grow to 175 (48 percent) by the end of 2014, and to 219 (60 percent) by the end of 2015.

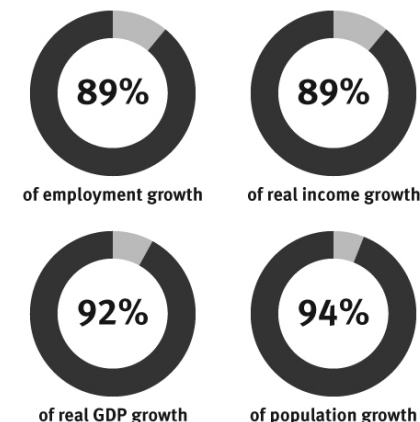
### Metro Areas: Engines of the Nation’s Economy

METRO ECONOMIES REPORT  
JUNE 2014

U.S. metros account for



Through 2020 U.S. metros will account for



### GMP vs. GSP

Gross metropolitan product of U.S. metro areas and gross state product of U.S. states, 2013

The gross metropolitan product of the top 10 metro areas in 2013 exceeded the combined output of the following 37 states.

Total GMP \$5.54 trillion

New York, NY-NJ-PA  
Los Angeles, CA  
Chicago, IL-IN-WI  
Houston, TX  
Washington, DC-VA-MD-WV  
Dallas-Fort Worth, TX  
San Francisco, CA  
Philadelphia, PA-NJ-DE-MD  
Boston, MA-NH  
Atlanta, GA



Total GSP \$5.51 trillion

Vermont  
Wyoming  
Montana  
South Dakota  
North Dakota  
Alaska  
Rhode Island  
Maine  
Idaho  
New Hampshire  
Delaware  
West Virginia  
Hawaii  
New Mexico  
Nebraska  
Mississippi  
District of Columbia  
Arkansas  
Utah  
Nevada  
Kansas  
Iowa  
Oklahoma  
Kentucky  
South Carolina  
Alabama  
Oregon  
Connecticut  
Louisiana  
Missouri  
Wisconsin  
Arizona  
Colorado  
Tennessee  
Minnesota  
Indiana  
Maryland



THE UNITED STATES CONFERENCE OF MAYORS  
COUNCIL ON METRO ECONOMIES AND THE NEW AMERICAN CITY



# Mayors Tackle Sports, Race and Politics

## Kareem Abdul-Jabbar Receives USCM President's Award

By Kevin Hornbeck

In the wake of Donald Sterling's remarks and banishment from the NBA and the ongoing discussion about the name of the Washington football team, Conference of Mayors President Sacramento Mayor Kevin Johnson convened a special panel to examine sports, race, and politics on June 23.

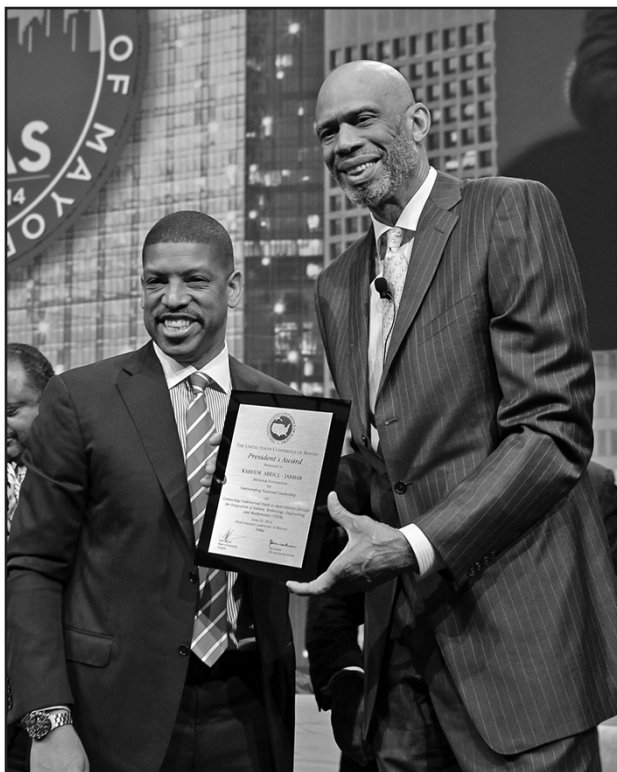
The discussion featured NBA champion and historian Kareem Abdul-Jabbar, ESPN analyst and former Dallas Cowboy Michael Irvin, syndicated journalist Roland Martin, and Philadelphia Mayor Michael A. Nutter, who debated how sports serve as a forum for discussing larger societal issues such as racism.

All four panelists agreed that sports have taken large strides toward combatting racism—from Jackie Robinson integrating baseball to John Carlos in the 1968 Olympics. Martin, however, stated that, "If you think we've gotten over the issue of race, [then you] have to be delusion-

al." Further, Abdul-Jabbar noted, "We have a long way to go because a lot of people don't understand their own bigotry. Too many people don't get it. They are not even aware of it."

Beginning with Sterling's remarks, the panelists quickly condemned such racism, but as the commentary moved to a larger discussion about race in society, they found it more difficult to quantify something as objectively racist. When words are used as "a systematic way to break down another man—now that is what I call racism," Irvin said.

In order for mentalities to change and



**Kareem Abdul-Jabbar, right, receives the President's Award for Outstanding National Achievement from USCM President Sacramento Mayor Kevin Johnson.**



**Left to right, USCM President Sacramento Mayor Kevin Johnson, Michael Irvin, Roland Martin, Philadelphia Mayor Michael A. Nutter, and Kareem Abdul-Jabbar dissect the intersection between sports and society.**

for societal progress to occur, Irvin and Martin suggested that sports ought to serve a purpose greater than just entertainment. Nutter described that sports can serve this purpose because they are the conduit through which race can gain global attention. Martin said an "equal for everybody" attitude surfaces in sports just like it should in business and everywhere else. Sports are unique because every player—regardless of race, creed, or orientation—must follow the same rules and guidelines.

Nutter addressed the conference by accentuating the important role that mayors, especially ones in cities with high rates of "black on black" crime, play in the effort to curb race-related violence. He encouraged cities to create "...a safe and comfortable space for people to be able to talk about real issues."

For Irvin, it is unfortunate that "we have to focus on the ones, the Sterlings and all of those guys, but we do need to have these conversations." Ultimately, Abdul-Jabbar said these conversations about real issues can take place because, "Sports have the potential to be a great area where people can bridge to one another. [They] enable people, who would not necessarily have the opportunity, to get to know each other. [They] have the potential to overcome a lot of ignorance."

At the conclusion of the panel, Abdul-Jabbar, founder of the Skyhook Foundation, was awarded the President's Award for his Outstanding National Leadership on connecting underserved youth to their history through the integration of science, technology, and mathematics.

## Former USCM President Smith Recognized for Leadership

By David W. Burns and Paul Leroux

Former Conference of Mayors President and former Mesa Mayor Scott Smith gave brief remarks during the plenary session June 21 in front of the very group he presided over for much of the past year.

"After six years as mayor and almost one glorious year as president, I count my blessings to be a part of an organization such as this," said Smith. "When I woke up this morning, I was at home; among my colleagues, my mentors, and my friends."

Smith spent much of his speech reflecting on the contrasts in life on the campaign compared to life in the Conference of Mayors. "In this room, you're among people who are honest who care about real solutions to real problems, putting aside their differences for common goals. That's what it's like to be mayor," said Smith.

Smith was first elected mayor of Mesa in 2008 and reelected in 2012. He served as the 71st President of the Conference of Mayors from June 2013 to April of this year.

As President, Smith focused on "Building a Better America," through

local infrastructure investment and best practice sharing. He also significantly expanded the Conference of Mayors efforts on trade in the Americas, signing agreements with the mayors organizations in Brazil and Mexico.

Smith resigned from office on April 15 in order to compete for the Republican nomination for Governor of Arizona. The primary election will be held on August 26.

Prior to Smith's remarks, a tribute video was shown. You can watch that video online at [usmayors.org](http://usmayors.org).



**Former USCM President and former Mesa Mayor Scott Smith delivers remarks June 21 at the 82nd Annual Conference in Dallas.**



# Lee Plans Spectacular Annual Meeting in San Francisco: June 2015

By Ed Somers

San Francisco will host the 83rd Annual Conference of Mayors June 19-22, 2015. Mayor Ed Lee told the mayors gathered in Dallas, "San Francisco will be a conference that you will never forget!"

Lee said that the meeting will feature:

- Walking tours of San Francisco's unique and diverse neighborhoods;
- Exciting evening events at some of the city's most iconic landmarks; and
- A host of activities for families and children.

Being a city of innovation, Lee said that the meeting is going paperless in 2015, with every attending mayor receiving an iPad preloaded with the conference schedule and packets. Lee added that the mayors will be asked to donate the iPad to a child in their community through the Make-A-Wish Foundation when they get back home.

So save the date! June 19-22, 2015 in San Francisco.



**At left, San Francisco Mayor Ed Lee and USCM President Sacramento Mayor Kevin Johnson.**

## Conference of Mayors, Starbucks Launch "Solution Cities"

Starbucks Coffee Company and the Conference of Mayors announced an innovative partnership at the Annual Meeting to be launched in five U.S. cities. This one-year pilot initiative will identify a Starbucks store in Sacramento, Baltimore, Columbus, Phoenix, and Orlando to be used as a community resource venue for activating dialogue

between mayors and their residents. Mayors in each city will host town hall meetings with local stakeholders in their Starbucks community store to identify and tackle civic challenges in three key areas: access to quality education, support for veterans, and empowering opportunity youth.



**Left to right, USCM CEO & Executive Director Tom Cochran, Columbus (OH) Mayor Michael Coleman, Orlando Mayor Buddy Dyer, Starbucks Executive Vice President and Chief Community Officer Blair Taylor, USCM President Sacramento Mayor Kevin Johnson, USCM Vice President Baltimore Mayor Stephanie Rawlings Blake and Phoenix Mayor Greg Stanton at the announcement of "Solution Cities."**

## Coleman Addresses Conference of Mayors



**National League of Cities President Saint Paul Mayor Christopher B. Coleman told the mayors in Dallas that the lack of Congressional action on issues such as transportation infrastructure and education does not mean that the problems go away. "Instead, it means local leaders must harness local creativity and leadership to find solutions to these challenges," Coleman said.**

## Boston Mayor Walsh Delivers Greetings

**Boston Mayor Martin J. Walsh brought greetings to the Annual Meeting as a new mayor. "Mayors make history when we work together," Walsh said, adding that he plans to make collaboration through The U.S. Conference of Mayors and regionally a top priority for his Administration on issues such as job creation, public safety, and climate protection.**





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# Murder Reduction, Universal Preschool Programs Win First Place in 2014 City Livability Awards

By Jocelyn Bogen

New Orleans Mayor Mitch Landrieu and West Sacramento Mayor Christopher Cabaldon were awarded first place honors in the 2014 City Livability Awards Program during The U.S. Conference of Mayors' 82nd Annual Meeting in Dallas.

This is the 35th year in which cities have competed for the award, which 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.

Waste Management Public Affairs and Communications Senior Vice President Barry Caldwell presented the awards during the annual luncheon in Dallas. "It remains a joy for Waste Management to partner with the Conference of Mayors to honor mayors who are enhancing their cities' quality of life, which the City Livability Award represents," said Caldwell. "For more than 25 years, Waste Management has sponsored the Award because as the leading provider of comprehensive waste and environmental solutions in North America, our services are vital to the quality of life of cities and communities across the nation."

"Our City Livability Awards Program gives us the opportunity to highlight mayoral leadership in making urban areas cleaner, safer, and more livable," said Conference of Mayors CEO and Executive Director Tom Cochran. "We are grateful to Waste Management for its many years of support for the City Livability Awards Program, and for the opportunity to showcase the innovation and commitment of mayors and city governments across the country."

In addition to the two top awards, Outstanding Achievement Awards were given to five cities with populations of 100,000 or more—Arlington (TX), Philadelphia, Phoenix, Mesa (AZ), Providence — and five cities with populations of less than 100,000—Beverly Hills (CA), Braintree (MA), Roanoke (VA) Tamarac

(FL) and York (PA).

Honorable Mention citations for cities with populations of 100,000 or more went to Aurora, (CO) Gresham (OR), Little Rock, (AR), and Orlando, (FL). Citations for cities with populations of less than 100,000 went to Brick (NJ), Cathedral City (CA), Newton (MA), and Wauwatosa (WI).

## New Orleans (Large City): NOLA FOR LIFE

New Orleans Mayor Mitch Landrieu comprehensive murder reduction, NOLA FOR LIFE, was created in 2012 as a response to the city's historically high murder rate. Mayor Landrieu mobilized city government, non-profit organiza-

See CLA on page 16



Left to right, USCM CEO and Executive Director Tom Cochran, USCM President Sacramento Mayor Kevin Johnson, Waste Management Senior Vice President for Public Affairs and Communications Barry Caldwell, 2014 City Livability Small City First Place winner West Sacramento Mayor Chris Cabaldon, and USCM Vice President Baltimore Mayor Stephanie Rawlings-Blake.

**"West Sacramento has rapidly transformed from a neglected industrial town to a thriving, livable city, and Universal Preschool for West Sacramento (UP4WS) gives our youngest residents and their parents to create a future full of educational success and economic prosperity. I'm honored to accept this award on behalf of UP4WS and all of our partners who put kids first and turf aside to achieve the impossible."**

**– West Sacramento Mayor  
Christopher Cabaldon**

**"I am proud to accept this year's City Livability Award on behalf of the citizens of New Orleans who have come together as a community to build safer neighborhoods and connect young men with the resources they need to thrive. NOLA FOR LIFE is our comprehensive murder reduction strategy that gives everyone a stake in creating a safer city. Today; the number of murders in the city is at a 30-year historic low and we are continuing to do what's hard for the sake of doing what's right."**

**–New Orleans Mayor Mitch Landrieu**



Left to right, USCM CEO and Executive Director Tom Cochran, Waste Management Senior Vice President for Public Affairs and Communications Barry Caldwell, 2014 City Livability Large City First Place winner New Orleans Mayor Mitchell Landrieu and USCM Vice President Baltimore Mayor Stephanie Rawlings-Blake.



# Outstanding Achievement, Honorable Mention Program Descriptions

## Outstanding Achievement Awards - Population Over 100,000

**Arlington (TX):** In January 2009, a new, state-of-the-art Animal Services Center Opened its doors to provide an enhanced environment for sheltered pets and visiting guests. The new facility attracts new opportunities to promote responsible pet ownership. The Arlington Animal Services (AAS) division of Code Compliance Services has educated over 33,000 citizens in health and safety through Responsible Pet Ownership Program. AAS works tirelessly to ensure responsible pet ownership in Arlington, with the scope of the program dramatically growing and evolving over the past several years. Since January 2012, over 2,500 veterinarian services have been provided to pets that may not have otherwise received care or a city license. The essential services and education provided will help reduce pet overpopulation and make the community safer for years to come.

**Mesa:** iMesa is an ongoing, grassroots resident brainstorming project to develop transformative community projects. iMesa uses crowdsourcing technology, a type of mass online collaboration to collect fresh ideas, stimulate discussions and engage residents like never before. Resident's submit, vote and comment on ideas via web, social media, and mobile apps. <http://imesa.mesaz.gov> The ideas are vetted by the resident iMesa Steering Committee who then submits recommendations to the city for action. The city can act on ideas or outsource the community or private groups. iMesa is true citizen engagement with real-time, measurable results creating a new culture of transparency, action and creativity. Residents are given the opportunity to tell their leaders what



they want, decide how to make it happen and see their ideas come to life.

**Philadelphia:** The city's anti-blight initiative is a program administered by the Department of Licenses and Inspections (L&I). The initiative makes strategic use of the new powers afforded to municipalities by the Neighborhood Blight Reclamation Revitalization Law, which was passed by the Pennsylvania state legislature in 2010. The program leverages vacant property data and targeted enforcement of existing city ordinances and state laws to increase property values and quicken the pace of redevelopment in transitional neighborhoods across the

city. This strategy directs the program's staff and resources to fight the battle against blight on two fronts; by stopping the spread of blight from isolated properties into other wise stable and marketable neighborhoods, as well as targeting those property owners with a significant share of blighted property throughout the city. L&I launched this effort with a focus on identifying approximately 25,000 vacant structures in Philadelphia. In partnership with the city's law department, L&I developed an innovative "Blight Court" where property owners are brought before a judge and threatened with fines. It also works with community groups, non-prof-

its, and private developers to find creative ways to rehabilitate vacant parcels.

**Phoenix:** Phoenix Veterans Court is a problem-solving court with a focus on evidence-based best practices and treatments to provide long-term solutions to resolve issues facing justice-involved veterans. Through a streamlined court process that brings together partners from the U.S. Department of Veterans Affairs (VA), mental health providers, the Arizona Department of Veteran Services, prosecution, defense and various social-service programs, veterans are connected to specialized treatment programs to help solve their underlying issues with the goal of reintegrating successfully back into their communities by addressing the root cause of their behavior while also reducing recidivism. Veterans facing misdemeanor charges are connected to the appropriate programs and monitored through the process. The Phoenix Veterans Court recognizes veterans during court sessions in front of their peers for their service to their country and success in their treatment programs. This non-adversarial setting provides a safe environment for veterans to openly assess their needs and work with their fellow veterans toward success. Since August 2012, more than 600 veterans have participated in treatment; over 200 have already successfully completed their programs. Thirty veterans have completed in-patient treatment; over 120 have addressed post-traumatic stress; 230 have participated in substance abuse treatment; and another 100 have engaged in mental health treatment.

**Providence:** PopUp Providence is an urban place-making program that introduces interactive, artistic and cultural displays and interventions throughout the city's 25 neighborhoods. This initiative supports quick, temporary and inexpensive interventions that engage residents, workers and visitors, and enliven the city. Projects are created for the use and

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tions and the business community to commit to reducing murder and changing New Orleans' culture of violence. Under the mayor's leadership, NOLA FOR LIFE was developed with an emphasis on evidence-based practices and data-driven accountability to drive large-scale change in a short period of time. Over 60 percent of the funding for NOLA FOR LIFE has come from non-public sources, including donations from national corporations, local businesses and citizens as well as significant investments from local businesses and citizens

as well as significant investments from local and national foundations. In 2013, murders were down 19 percent compared to 2012, down 22 percent compared to 2011. Through the first quarter of 2014, New Orleans has the lowest number of murders since 1970 and the lowest murder rate since 1985, excluding the year after Hurricane Katrina. Although there is no single answer to reducing murder, leadership from the mayor has been essential to mobilizing a diverse set of stakeholders to be a part of the solution. Across Prevention, intervention, enforcement and rehabilitation, NOLA FOR LIFE is improving the quality of life by changing the culture of violence in New Orleans.

## West Sacramento, CA (Small City): Universal Preschool for West Sacramento (UP4WS)

Universal Preschool for West Sacramento (UP4WS), is a collaborative partnership between West Sacramento, the local school district, the County Office of Education and First 5, both at the county and state levels. The Goal of UP4WS is to provide high quality preschool and childcare for all children ages 0-5 in West Sacramento at little cost to residents through significant subsidies. West Sacramento has enabled children ages 0-5 to optimize their natural capacities for learning, social interaction and creative expression, preparing them for successful participation in the educational system.

Children who attend UP4WS preschools show consistent growth in all domains assessed, and in particular, have progressed in the areas of pre-literacy and language. Most impressive are the gains shown in English language learners, whose growth in language and literacy mirrors that of their native English speaking peers. UP4WS, which was originally created through a Universal Preschool Task Force initiated by Mayor Christopher Cabaldon in 2003, has served between 450 and 600 0-5 year old children yearly and has served over 3,500 children in its eight years of existence.



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enjoyment of all members of the public, and fall within one of the following categories: PopUp Playspace, which are indoor or outdoor, recreation or activity-based, projects that promote physical interaction; PopUp Parklet, which are on-street parking spaces repurposed for public space; PopUp Art, which include a diversity of mediums such as sculpture, mural, lighting, performance, etc; PopUp Shop, which are vacant storefronts repurposed for community, retail or commercial purposes; and PopUp Amenities such as seating, landscaping, bicycle parking, lighting, etc.

### Outstanding Achievement Awards - Population under 100,000

**Beverly Hills:** Beverly Hills Embrace Civility program addresses a common problem faced by cities across the nation – how to foster positive human relations in all aspects of community life. The program was originally established to address divisive behavior during campaigns for civic leadership positions, but blossomed into a program that encompasses all community members. This three phase program is affordable and easily replicable by other cities looking to increase awareness and change attitudes, behavior, and culture in their city government and community at large. The program creatively combines policy development, community engagement, and grassroots promotion strategies to establish civility as a core valued shared by elected officials and community members.

**Braintree:** Braintree High School Dual Enrollment Program (DEP) is designed to help students in our Alternatives Program. Alternatives students face severe obstacles to high school graduation. Instead of lowering expectations for these students, we have raised them, and the participants have enthusiastically embraced the challenge. DEP allows students to take online college courses for simultaneous high school and college credit. The students use computers in the high school (largely funded by grants) and are supervised by Special Education teachers. Instead of barely passing high school courses, students are actually succeeding at the college level. Upon high school graduation, students already have college credits and one "foot in the door" to all of the economic, social, and personal benefits that advanced education implies.

**Roanoke:** Roanoke is one of only two cities in the U.S. to launch a Parks & Arts Program. A grant from the National Endowment for the Arts funded the city's program, an initiative to bring artist performances as well as arts and cultural organizations into city parks. Seven park locations and dates for the

events (between April and October) were established. Each event lasted four hours, with at least three performances and two visual art activities; a hands-on component was also required. The program accomplished the goals outlined in the city's Arts and Cultural Plan. The planning and execution of these events fostered interaction among the community. A core committee oversaw the development and implementation of the project; a community panel consisting of arts professionals and neighborhood representatives made recommendations for artists and locations; neighborhood groups were asked for input on the types of artists desired; and artists and or arts organizations were engaged in the presentations, but also in the planning.

**Tamarac:** The city's Let's Move and Play together Program was implemented to teach elementary age children the importance of being physically active, eating healthy and taking a pledge to a healthy lifestyle. The program is a partnership between the Parks and Recreation Department and the Center for Hearing and Communication. It is offered for children with special needs and hearing disabilities, as well as children from the Parks and Recreation afterschool program. The program is led by staff from the city in conjunction with teachers from the Center for Hearing and Communication who translate activity and fitness instruction to the children through sign language. The program is held once a week for one hour at a local park. The goal is to teach children the physical skills to enable them to be active for a minimum of twenty minutes a day to educate them on the importance of nutrition and healthy eating. Following the My Plate principles, children are instructed on the five food groups which are the building blocks for a healthy diet.

**York:** In September 2013, Mayor C. Kim Bracey launched "Teen's Fourth Friday" a program designed to address the needs of teenagers, while providing them with a safe and nurturing environment to receive access to community programs and services. The program occurs every fourth Friday of the month at different community organization or location within York. Teen's Fourth Friday provides youth with the opportunity to be exposed to invaluable information on college preparation, healthy lifestyles, positive behavior, self-esteem, afterschool programming, family resources, a free meal and much more. Youth receive positive encouragement and aspiration from Teen's Fourth Friday committee members, which include community volunteers, school officials, and community organization representatives. A hallmark of Teen's Fourth Friday is to engage our youth with positive role models, educate them on the resources available in the community, and provide a sense of belonging and a level of commitment to their lives.

### Honorable Mention Awards - Population Over 100,000

**Aurora:** Aurora's Gang Reduction Impact Program (A-GRIP), part of a multi-faceted approach to addressing the issue of youth gang and juvenile crime activities in northern Aurora, became fully operational in 2012 utilizing grants from the Colorado Division of Criminal Justice (DCJ) and other funding. After showing promise during the first years of operation, Aurora Mayor Steve Hogan and city council enthusiastically supported modifying a municipal ordinance in mid-2013 to allocate a portion of surcharge revenues from municipal traffic tickets to A-GRIP to allow it to expand programming and enhance its long-term sustainability. The A-GRIP project has made steady progress in advancing its goal of reducing youth gang membership and juvenile crime. Making gang activity an important issue for the community to address has helped foster a stronger and more supportive environment for A-GRIP and its associated Aurora for Youth programs to excel.

**Gresham:** The Garage to Storefront Program is a small business incentive program that the city implemented at the height of the Great Recession in 2010 to combat the growing blight of vacant storefronts in the city's key commercial areas and revitalize the local economy from the ground up. The program waived or paid all city-related fees and charges for new qualifying businesses opening storefronts in one of three designated town centers. The success of the program in its first year encouraged Mayor Bemis and the city council to extend its operation for two additional years. Its overall success led to its eventual sunset at the end of 2012 having added 144 new small businesses and 313 new jobs that collectively filled over 226,000 square feet of previously empty or blighted storefronts in Gresham's key commercial centers. As a result of the Garage to Storefront program, Gresham's commercial economy has rebounded significantly and the town centers identified in the program are now experiencing low vacancy rates and enhanced vibrancy.

**Little Rock:** As the largest city in Arkansas, Little Rock is often the destination for ex-offenders when they are released from the Arkansas Department of Corrections and other correctional institutions. The city addressed the problem of recidivism by creating The Re-Entry Sidewalk Program, which provides a job to newly released ex-offenders to improve their transition from prison to being a productive member of society. Little Rock's bold and innovative program gives ex offenders the opportunity to learn construction trades while building sidewalks funded through a new city sales tax. The pilot program provided jobs to ten ex-offenders who became proficient in new job skills and have become strong candidates to be hired

by local construction companies. Hiring ex-offenders to construct the sidewalks has allowed the city to not only build infrastructure to connect neighborhoods, it allows the ex-offenders to build new skills as they connect to their new lives outside of prison.

**Orlando:** Supported by private philanthropy, See Art Orlando is the permanent installation of eight contemporary public-art sculptures in Downtown Orlando. After more than 180 submissions from 16 countries and 36 states, eight internationally-renowned artists were selected to create works of art inspired by elements that embodied the diverse fabric of Orlando. Thought to be the largest permanent sculpture collection of different artists under construction at one time, the See Art Orlando collection was publically unveiled on November 18, 2013. Pieces in the collection are of all different sizes and are crafted from a variety of mediums ranging from stainless steel to limestone with features including kinetic energy and LED lights. These new additions to the landscape will forever sculpt the future of Downtown Orlando, and continue building on the area's strong arts community.

### Honorable Mention Awards - Population Under 100,000

**Brick (NJ):** Brownfield to Greenfield is a program that transformed a forty-acre contaminated landfill to a 6.103 megawatt solar field that generates discounted green energy electricity and revenue for Brick. Since 1973, Brick has spent millions of tax payer dollars monitoring ground water contamination at the landfill that is included on the U.S. EPA National Priorities list as a Superfund site. In 2010, Brick developed a plan for the adaptive reuse of this Brownfield by planning for the remediated landfill to be reused as a solar farm. This redevelopment project created a sustainable solution that improved the quality of life in the community by redeveloping a hazardous Brownfield that was a cost to the taxpayers for over forty years into a revenue generator. It has stopped further contamination of groundwater from the landfill and increased the green infrastructure capacity in the Township, reducing their carbon footprint. Since the execution of the redeveloper agreement, Brick has earned \$3,399,200 in revenue to date and will earn more each year from reduced energy costs through the redeveloper agreement.

**Cathedral City (CA):** The Kids and Community Program partners environmentalists, artists, businesses, local government with city youth to design and implement hands-on enhancement and beautification projects that contribute to the greening of the community. This innovative approach integrates art with the environment by using recycled materials and discarded trash to create

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# Mayor Garcetti Delivers "Back to Basics" Address

By Lina Garcia

Los Angeles Mayor Eric Garcetti delivered a strong address to his peers about the need to return "Back to Basics," a case for why this nation must focus on solving problems with practical solutions. He said that after decades of inaction, mayors have started to act and not wait.

"We've been working together with the federal government but where there is immediate action needed and mayors can't wait, we just have to get the job done. This is why in Los Angeles I've decided to go Back to Basics." Garcetti says he has taken his city back to basics by taking actions needed including: increasing trade, education and opportunities for all of his citizens without waiting for action from Washington. But he also talked about a need for federal and local coordination.

In referencing the recent popular book by Benjamin Barber, *If Mayors Ruled the World*, Garcetti said, "It is we, mayors who are called upon to be the leaders of today."

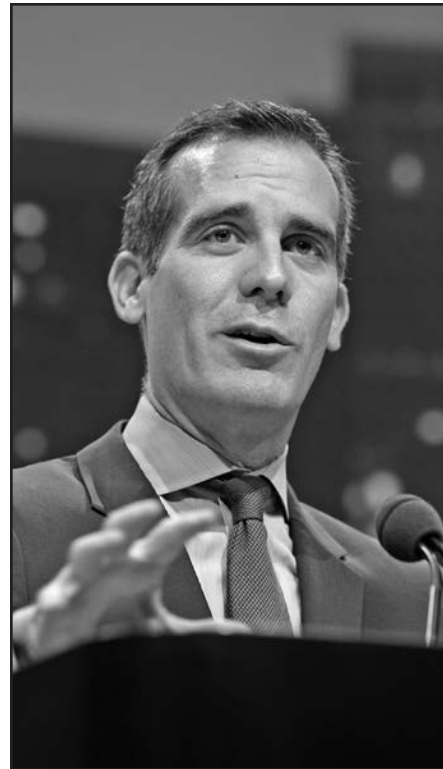
He said mayors are the ones who are being called upon to be the leaders of today. "Today, America's heartland is

a city park; it's a library; it's a coffee house where America gathers to meet one another, where we come together and where we dream the next chapter of our nation."

Garcetti continued by saying that the challenges they only talk about in Washington are real on the ground in our cities and on our streets. "Gridlock in Washington doesn't solve any of the gridlock on our streets. We hear a lot in Washington about stimulating our economy and creating jobs but we know that 80 percent of this nation's GDP runs through our cities," he said.

The mayor said that because there are so many basic needs in cities, he is already taking action in Los Angeles to address these challenges. On climate change, the mayor said, "In Los Angeles we're taking the lead on tackling climate change by getting rid of coal in the nation's largest municipally-owned utility. We have also set up our own renewable portfolio standard and created a green jobs capital on the west coast of this country."

The mayor also talked about a recent trip to Mexico where he met with the President and governors to promote trade, by also holding high-level discus-



Los Angeles Mayor Eric Garcetti.

sions with leaders in the aviation industry and promoted Los Angeles restaurants and universities. "Increasingly, the world looks to mayors to get things done."

Garcetti said that Los Angeles owns the world's largest seaport and busiest destination airport in the world. The airport creates jobs in every corner of the U.S. and they are investing \$7 billion in their airports and more than \$1 million in

their ports. "Our port serves as an entryway to Latin America and Asia, it is a great trading hub and one of the greatest sharing hubs in the world," he said.

Touching on immigration, Garcetti said that he recently created an office of immigrant affairs in Los Angeles to "fully integrate immigrants into daily life." But he said that mayors must still push for good comprehensive immigration reform at the federal level, while also making sure that at the local level people have their rights protected, and make sure there's not a "shadow economy."

Garcetti also touted that his city just launched a "10,000 Strong" initiative to hire 10,000 veterans in the next three years. "We shouldn't just greet veterans with a smile and a hug when they return from war, but also with a job." He said that recently in Los Angeles, 40 percent of veterans returning from overseas or war in his community were homeless.

In closing, Garcetti said, "If mayors did rule the world, the world might be more focused on practical challenges instead of ideology and politics. Cities will continue and that's why Washington needs to find more opportunities to work with us and we're still counting on them to help us move forward. This nation relies on our cities because they are the best platform of innovation and the best chance for survival and our best hope for renewal."

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unique design projects that transform the landscape while diverting tons of waste from local landfills. Since the program's beginning, youth have replaced unsightly graffiti on the Dinah Shore Bridge with a stunning mural, created sculptures from trash, planted school gardens, launched anti-litter campaigns and even started their own in-school recycling programs. Through collaboration, children and youth learn that compromise and unity are the keys to developing workable solutions to complex environmental and community issues.

**Newton (MA):** Newton has adopted an innovative wellness program for residents and city employees by partnering with Wellcoin, Inc., a business founded by a Newton resident and entrepreneur, Glenn Laffel, MD PhD. Newton became the first "Model City" for Wellcoin, which provides a free and enjoyable way for individuals to earn Wellcoins- a virtual currency - by making a range of healthy choices daily. Wellcoins can then be redeemed for rewards offered by local businesses and national brands who also partner in this

effort. The city promotes wellness; users engage in healthy activities, which are very broadly defined to apply to adults of all ages; and local businesses promote their businesses by offering opportunities both to earn Wellcoins and receive rewards. Users join Wellcoin for free and earn Wellcoins for doing hundreds of healthy activities from walking or eating a healthy meal, to visiting a doctor, getting enough sleep and donating blood. Each activity receives a Wellcoin value using a proprietary scoring system established after consultation with experts/ Users receive Wellcoins for reporting healthy activity and substantial bonuses for having their claim verified. Since the programs launch in Newton less than a year ago, approximately 1,000 residents have earned more than 1,250,000 Wellcoins.

**Wauwatosa (WI):** In 2004, Wauwatosa adopted a master plan for a prime, underutilized 89-acre parcel of land known as the Milwaukee County Grounds with an emphasis on sustainable development practices, green building design and preservation of historical buildings. Ten years later, a unique public-private partnership with the city and the University of Wisconsin-Milwaukee (UWM) real Estate Foundation trans-

formed this site into a green campus and research park called UWM Innovation Campus. It will include a new graduate school of Engineering, a cutting edge business incubator and research lab, private businesses, preservation and repurposing of 100-year old buildings, a residence hotel, new upscale residences, a new roadway, a 55-acre county park and a monarch butterfly trail habitat with hiking and biking trails. The success

of UWM Innovation Campus supports Mayor Katy Ehley's vision to find balance in economic development, quality of life and the environment and serves as a sustainable model for future growth in Wauwatosa as a place for future generations to live, learn, work and play.

For more information about the City Livability Awards Program, contact Jocelyn Bogen at [jbogen@usmayors.org](mailto:jbogen@usmayors.org)

**In appreciation for your sponsorship of the  
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# Gresham, Las Vegas Win Mayors' Top Climate Protection Awards

By Kevin McCarty

Gresham Mayor Shane Bemis and Las Vegas Mayor Carolyn Goodman were recognized June 20 at the opening plenary session of the Conference of Mayors' 82nd Annual Meeting in Dallas, winning first place honors in the 2014 Mayors' Climate Protection Awards.

In remarks at the annual awards luncheon session, Conference President Sacramento Mayor Kevin Johnson said, "If you want to learn about what can be done to fight climate change, look no further than our cities. Today, for the eighth year, we gather to recognize the efforts of mayors who are at the forefront of climate protection. The Mayors' Climate Protection Awards are given to those mayors who have demonstrated significant leadership and innovation, and are designed to honor the best and brightest practices for fighting climate change."

In a public statement on the awards, Johnson specifically praised the first place winners and the work of U.S. mayors broadly. "Mayor Goodman and Mayor Bemis are changing the energy future of their cities and the nation, showing how local innovation can offer solutions to our growing climate challenges. Mayoral leadership and successful local initiatives are a crucial part of our nation's arsenal in combating climate-harming emissions," he said.

## Gresham's Targets Top Energy Users

"We have ambitious goals and will continue to make big strides to achieve them because, for Gresham, saving energy ultimately means saving money. This work has been a win-win for Gresham and I am excited to continue that trend both for our environment and for our ratepayers," Bemis said in winning the top award in the small-city category.

At the awards luncheon, Bemis recognized his colleagues for their leadership. "I am truly humbled to have our city up here and be a winner when all of you are doing such great work." Praising Johnson for his leadership on climate and citing a recent Conference of Mayors' survey on city energy initiatives, he said, "These give us the ability to talk about climate without partisan sound bites" and allow us to "talk about it [climate] in pragmatic terms and real terms for what it means for the economy."

Bemis was honored for Gresham's energy management program, which aggressively targeted the city's top two energy users – its wastewater treatment plant and its streetlights. The city's wastewater plant will soon generate all of its energy needs from onsite renew-



**Las Vegas Mayor Carolyn Goodman addresses her colleagues during the 2014 Mayors' Climate Protection Awards luncheon.**



**Left to right, USCM CEO and Executive Director Tom Cochran, Walmart U.S. Manufacturing and Sourcing Vice President Cindi Marsiglio, Gresham Mayor Shane Bemis, and USCM President Sacramento Mayor Kevin Johnson.**

able power; all of the city's 8,000+ streetlights are being converted to LED fixtures.

## Las Vegas Net-Zero Energy Initiative

"We are proud of our net-zero initiative and the progress we are making," said Las Vegas Carolyn Goodman in her comments on winning the top award in the large-city category. "What is happening here in Las Vegas on energy innovation shouldn't just stay here. All cities, as well as the nation, can benefit from net-zero initiatives."

"It was simply amazing to me that in 2005 on the Mayors' Climate Protection Agreement, there were 141 mayors signed up. Today, there are well over one thousand. To have this collaboration with what you are all doing is simply fabulous for this generation, for all your cities and for all your communities,

and for your children, their children and their grandchildren," Goodman said in receiving her award.

Goodman was recognized for the city's many efforts to become the nation's first net-zero energy, water, and waste municipality. Among its actions, the city has already upgraded most of the city's 50,000 streetlights to LEDs, installed more than 5.25 Megawatts of solar photovoltaic at 30 facilities, and nearly tripled its recycling rates from just five years ago.

Johnson praised Walmart for its sponsorship of the Conference of Mayors' annual awards program, stating, "Walmart has been great partner with us on so many levels." He then recognized Walmart U.S. Manufacturing and Sourcing Vice President Cindi Marsiglio for this partnership and the company's ongoing climate and sustainability efforts. "At Walmart, we really love to



work with mayors. You clearly know how to get things done," Marsiglio said.

Marsiglio talked about the company's efforts to promote solar energy use at stores, its "Acres for America" program, and its upcoming announcement of a new initiative to help cities improve their recycling rates, called the "Closed Loop Fund," to be unveiled at the Conference's Municipal Waste Management's Association Fall Summit.

In discussing the company's solar deployment efforts, Marsiglio noted that a Mountain View (CA) store recently hosted President Barack Obama to showcase the use of renewable energy, where solar panels had been installed on the roof. With solar systems already in place at 130 locations in California alone, she added, "Our goal is to double onsite solar power by 2020."

"Since 1970 when the mayors of this nation supported the first Earth Day, mayors have been leading the world in showing how to confront our climate challenges," said Conference of Mayors CEO and Executive Director Tom Cochran. "Our nation's cities could do so much more if other governmental leaders could simply agree that supporting mayors and their efforts is a bipartisan option for addressing the energy and climate challenges before all of us."

## Honorable Mention Winners

In addition to the two first place winners, Honorable Mention Awards were presented to mayors of five large cities and four small cities. The large city (with a population of 100,000 or more) awardees were Columbus (OH) Mayor Michael B. Coleman, Milwaukee Mayor Tom Barrett, New York City Mayor Bill de Blasio, Pittsburgh Mayor William Peduto, and Washington (DC) Mayor Vincent C. Gray.

The small city (below 100,000 population) awardees were Camuy (PR) Mayor Edwin García Feliciano, Napa Mayor Jill Techel, North Miami Mayor Philippe Bien-Aime, and Santa Barbara Mayor Helene Schneider.

Brief descriptions of 2014 award winning programs can be found online at [usmayors.org/climateprotection/2014awardees](http://usmayors.org/climateprotection/2014awardees).



# Navigating the Quicksand of Entitlements – Pension, Healthcare Reform

By Kathryn Kretschmer-Weyland

Mayors joined with industry experts to tackle issues related to pensions and health care during the 82nd Annual Meeting of The U.S. Conference of Mayors. Columbia (SC) Mayor Stephen K. Benjamin moderated this session titled “Navigating the Quicksand of Entitlements.”

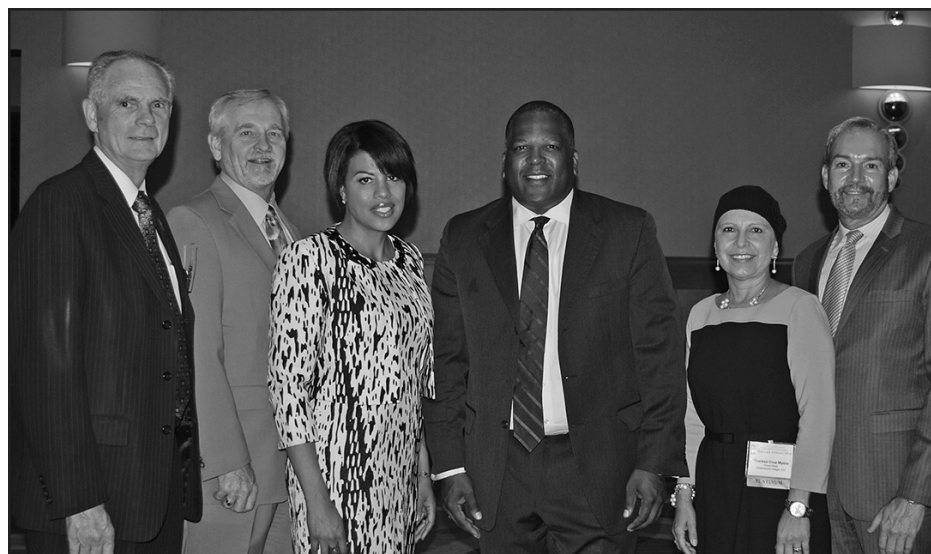
Kicking the session off was public pension expert Gregory Seller Consulting LLC Principal Gregory Seller. He stated, “There are three major reasons why there is turmoil in the public defined benefit world: GASB Reporting Standards, Unfunded Liabilities, and Cost.” For cities that determine defined benefit plans are not sustainable, Seller stated mayors should consider options of “creating a Hybrid Plan (combination DB and DC), Cash Balance Plan, or DC Only Plan.” Finally, Seller says, “Pension reform of some type is affecting all cities. The important thing is to take action while you have many options available – waiting too long reduces your option.”

San Jose (CA) Mayor Chuck Reed highlighted litigation taking place and California Rule for public employee pensions. Reed said, “Cities spend about 25 percent of its general fund on retirement benefits.” Something has to happen to avoid getting into the Quicksand. A key point made by Reed is cities have to make the tough choices sooner rather than later. His city is out of the red and into the black now by making those tough choices during the past ten years.

Conference of Mayors Vice President Baltimore Mayor Stephanie Rawlings-Blake has embarked upon major pension reform in Baltimore. Rawlings-Blake said, “What we found is that by doing nothing, we were facing a cumulative \$745 million projected aggregate shortfall over those ten years.” The mayor continued, saying, “In order to get the city on the road to fiscal stability, we developed the Ten-Year Financial Plan which contains a number of initiatives that address the tough issues. Pension reform has a real impact on our cities.”

Pension and OPEB unfunded liabilities became a focal point of reform. “We need to build plans that help mitigate the risk so that we don’t face runaway pension costs in the future,” said Rawlings-Blake. The mayor and city council made tough choices. Rawlings-Blake said, “The Administration’s goals were to reduce risk and achieve savings to alleviate negative pressure on services for citizens. We believe we’ve accomplished that.”

Great West Financial Vice Presi-



**Left to right, San Jose Mayor Chuck Reed, Colonial Life Public Sector Vice President Carey Adamson, USCM Vice President Baltimore Mayor Stephanie Rawlings-Blake, Columbia (SC) Mayor Steve Benjamin, Great West Financial Vice President Theresa Cruz-Meyers, and Gregory Seller Consulting LLC Principal Gregory Seller.**

dent Theresa Cruz-Meyers highlighted retirement solutions tailored to meet the needs of cities through The U.S. Conference of Mayors Retirement Savings Program. “The goals of the new program are improved services, education and training, fiduciary education, fee transparency, lower fees, and improved fund line-up,” she said.

Cruz-Meyers continued, saying, “There are many significant issues within the deferred compensation community. Being a fiduciary can be made simple. We are committed to keeping fiduciaries like you well informed by offering informative and valuable Plan Level fiduciary education.”

Give your deferred compensation plan an overhaul. Take the time to review and compare your current program with the Conference of Mayors Retirement Savings Program. “Our partnership is making a difference,” said Cruz-Meyers.

Irving Mayor Beth Van Duyne is leading the way on Health and Wellness reform. “Irving was faced with rising healthcare cost, needed ways to mitigate post-retirement healthcare cost following GASB 45 requirements, aging workforce, near retirement, and knowing the city’s cost will continue to grow faster if not contained,” said Van Duyne.

The city set out to develop a culture that rewards personal responsibility. A solution that combines not only personal responsibility but also cost fairness. The result of their efforts is a program called “I Win,” which stands for Irving Wellness Incentive Now. Results: “In 2007, the city’s retiree health insurance liability was estimated at more than \$52 million over 25 years. The city’s wellness program and other changes the

city implemented in 2009 have helped reduce city’s retiree health insurance liability by more than \$26.5 million – a 50 percent reduction,” said Van Duyne.

Van Duyne said, “Results that the city of Irving has seen are attributable to the support of our city council, the city manager and senior staff in cultivating a culture that supports wellness, and also the willingness of city employees to stay engaged.”

Colonial Life Public Sector Vice President Carey Adamson concluded the discussion with solutions on Employee Benefit Solutions from a study conducted by Government Finance Officers Association (GFOA). In 2011, Colonial Life funded a grant for GFOA to conduct independent research to identify the most innovative and effective strategies local governments can employ to meet the dual goals of containing costs and managing the quality of employee health-care benefits.

Adamson stated, “Through the research, we found that public employers have a range of potential strategies available, each of which relies on different underlying approaches to containing costs and preserving benefit quality. Independent research of finance officer peers found 17 best practices proven to contain healthcare and benefits costs.... Colonial Life can help with 11 at little or no cost to the organization.”

The success of public sector value proposition relies on our cost-savings strategies. With the rising cost of healthcare, Adamson says, “It’s all about wellness in the workplace. A growing number of employers realize that a healthy workforce results in happier, more productive employees.”



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82nd Annual  
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**Thank  
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# Council on Metro Economies and New American City Meets in Dallas

By Dave Gatton

Mayors attending the Council on Metro Economies and the New American City heard upbeat economic forecasts from three economists who said that the remainder of 2014 and next year would see increased economic growth. The Council met during The U.S. Conference of Mayors 82nd annual meeting in Dallas, June 20-23.

Jim Diffley, regional economist for IHS Global Insight, forecast that the national economy would see real GDP growth of 3.2 percent next year, led by robust growth in the nation's cities and regions.

Steve Gallagher, from the National Association of Homebuilders, told the mayors that the housing consumer is back and that builders are beginning to see growing need for new construction as distressed sales from the recession diminish and pent up demand takes hold.

He said that motor vehicle and home furnishing sales were rising steadily and that by the fourth quarter of 2015 housing starts would return to 93 percent of normal.

Julian Malasi, of the American Chemistry Council, indicated that the revolution in shale gas extraction continued the renaissance in U.S.-based manufacturing. He told the mayors that the chemistry sector accounted for 12 percent of all U.S. exports in 2013 and reached nearly \$35 billion of capital investment last year.

## Sustainable Redevelopment

Tacoma Mayor Marilyn Strickland presented the sustainable renaissance of her city's business district. Spurred by the location of a second University of Washington



Left to right, USCM staff Dave Gatton, Des Moines Mayor Frank Cownie, Jacksonville Mayor Alvin Brown, Tacoma Mayor Marilyn Strickland, Felicia Mowll of American Express, Council Chair Columbus Mayor Michael Coleman and Angie Garcia Lathrop of Bank of America.

campus with 5,000 students, the Tacoma district has combined light rail, environmental restoration, downtown housing and street friendly retail development to create a vibrant community which before was a desolate downtown center.

The mayor outlined the key ingredients for a sustainable, broad based redevelopment of an urban district. "It has an anchor institution (The University of Washington—Tacoma Campus); it embraces historic preservation (Pacific Grill restoration); it respects the environment (rain gardens coupled with public art); it has a public transportation hub (light rail); it promotes density and walkability (people-oriented public spaces); and it is inclusive and focuses on how people interact with the built environment," she told the mayors.

## Financial Inclusion

Jacksonville Mayor Alvin Brown pre-

sented his city's Wise Money Week, a focused period where volunteers from non-profits, companies and city government hold a variety of financial education events citywide for ages ranging from four-year olds to senior citizens. Activities were so diverse it stretched the imagination – with 1,000 pre-k children receiving piggy banks and lessons on how to save and at the same time financial education classes for veterans who are readjusting after tours overseas.

Bank of America Executive Angie Garcia Lathrop reported on Bank of America's announcement of a new checking account product called "SafeBalance Banking" which is designed to help customers avoid overdraft fees by only allowing transactions to be approved when one's account has sufficient funds. The flat \$4.95 monthly fee provides many of the same features of a checking account (without paper

checks), including a debit card, ATM Banking, online banking, mobile banking, and unlimited access to tellers.

After holding focus groups nationally, the bank learned that customers, especially those of modest income, wanted and needed a "no bank overdraft or insufficient funds fees" account. The bank is piloting the accounts in Oregon, Michigan, Virginia, Maryland and Rhode Island.

Felicia Mowll, of American Express, unveiled a new initiative to provide assistance to the 70 million Americans who are not served or underserved by traditional financial institutions. To launch the initiative, American Express sponsored a documentary produced by Davis Guggenheim called *Spent: Looking for Change*. The film, available on YouTube, documents how low and moderate income families are just one illness, job loss, or unexpected expense away from having to resort to check cashing establishments or pawn shops to make ends meet. Yet, having to rely on such establishments can often lead to even more expenses and a downward financial spiral.

The film was inspired by the challenges many families and individuals have in managing their finances without a credit card or a checking account. They found that paying bills, sending money to family or cashing checks was practically a "part time job." American Express is making the film available to cities to use in their financial education and inclusion programs.

Mowll's presentation sparked a spirited discussion within the council, led by its Chair Columbus Mayor Michael Coleman, on financial inclusion and the growing problem of income inequality. Coleman told the mayors that the Council would continue to provide more research to the Conference on this issue and he welcomed both Bank of America and American Express's participation in that effort.



South 15<sup>th</sup> and Pacific Avenue—Downtown Tacoma in the 1970s

Photo: Stephen Cysewski



The Pacific Grill Restaurant—South 15<sup>th</sup> and Pacific Avenue in Downtown Tacoma



## Mayors Discuss Immigrant Children Border Crisis

By Laura DeKoven Waxman

The record number of unaccompanied minors from Central America currently crossing the southern border dominated the discussions in the Immigration Reform Task Force, which is co-chaired by Laredo Mayor Raul Salinas and Anaheim Mayor Tom Tait. The Task Force met June 22 during the Dallas meeting.

Salinas referred to the situation as out of control, a crisis. He said the coyotes, who coerce people and bring them to the border in exchange for large sums of money, are telling them that if they get to the border they will not be deported. He commented that the Border Patrol is doing an outstanding job under very difficult conditions.

Customs and Border Protection Commissioner Gil Kerlikowske reflected Salinas's comment when he said he "...could not be more proud of the Border Patrol agents." He told the mayors that the agents have brought the children clothing from home and one brought a birthday cake for one of the children in the detention facility – the first birthday cake that child ever had. He mentioned that apprehension has not been a problem; that the kids generally give themselves up when they cross the border.

"How we're going to deal with this in a safe and humane way is a key

issue," Kerlikowske said, commenting that passage of comprehensive immigration reform would be helpful in dealing with this current situation, which he described as fast moving and fast evolving. Although he told the mayors that his agency hasn't been as good as possible at keeping them informed and in the loop, the response from several mayors at the session was to ask what they and their cities could do to help.

On comprehensive immigration reform, two representatives of the business community, Texas Association of Business President Chris Wallace and U.S. Chamber of Commerce Congressional Public Affairs Director Allison Dembeck, discussed how mayors and business leaders could work together to achieve passage of reform legislation. Wallace told the mayors that businesses need a workforce, and a high percentage in several categories rely on workers who do not currently have status. He urged the mayors to work with their local chambers in support of immigration reform.

Dembeck acknowledged that both the unaccompanied minors coming into the country and former House Majority Leader Eric Cantor's primary loss have "taken the air out" of the effort to pass immigration reform in the House and that the small number of legislative days left this year further compounds the



Left to right, Customs and Border Protection Commissioner Gil Kerlikowske, Laredo Mayor Raul Salinas, Arlington (TX) Mayor Robert Cluck, Anaheim Mayor Tom Tait, and Arlington Police Chief Will Johnson.

problem. She said Congress needs to hear how important this is to people and told the mayors: "We need your help." The Task Force decided to resend the Conference of Mayors letter co-signed by more than 150 mayors to all members of the House with a note that the current situation on the border makes it all the more important to act on immigration legislation this year.

Arlington (TX) Police Chief Will Johnson brought the discussion back to what's happening in cities and commented, "Regardless of immigration status, we have to provide services to our people under the constitution." The challenge, he said, is to achieve a balance between the crime threat and isolating people in the community. He also discussed the importance of community trust, that the com-

munity gives officers the right to police it, and the effort his department makes to build trust with all communities, but especially those of color. He talked about the efforts that start in the police academy, including instruction in Spanish, to improve officers' ability to relate to these communities. He also acknowledged the efforts of Arlington Mayor Robert Cluck, who was present and introduced him, to build the professionalism in the department by requiring that all recruits have a bachelor's degree.

Tait recognized Salinas's leadership of the task force for the last several years and his many years in public service. The mayors and others present gave Salinas, who is term-limited and must leave office at the end of the year, a standing ovation.

## Blackout Rule Change Topic of Conversation Among Sports Mayors

By Tom McClimon

The Federal Communications Commission's proposed rule to repeal the Sports Blackout Rule was discussed at the meeting of the Mayors Professional Sports Alliance. Led by Indianapolis Mayor Gregory Ballard, Chair of the Mayors Professional Sports Alliance, the pros and cons of the issue was discussed by the mayors. National Football League Public Affairs Vice President Rory Verrett explained why the NFL is opposed to the change, something that they believe has worked effectively for the past 20 years.

Bloomberg's TV program "Sportsfolio" host Rick Horrow shared with the mayors the last ways to maximize stadium revenues through sponsorships. He cited

examples with Citi Field in New York City and the Pepsi Tennis Center in New Orleans as ways major corporations have teamed with cities to provide sponsorship funds as well as help the city meet some of its needs.

Ballard gave an update on some of the projects undertaken with the Tisch Center for Hospitality, Tourism, and Sports Management at New York University including the release of a new database of cities' lease agreements with their local major league teams and venues. This information is now available on the Conference of Mayors website [usmayors.org](http://usmayors.org). Green Bay Mayor James Schmitt discussed how a recent NYU student project was helpful to his city's efforts to decide on building a new minor league stadium.



Mayors Professional Sports Alliance Chair Indianapolis Mayor Gregory Ballard, center, National Football League official Rory Verrett, right, with Bloomberg Television host Rick Horrow, left.



## Mayors Pursue Water Mandate Affordability Relief, Stormwater Compliance in Dallas

By Rich Anderson

Conference of Mayors Vice President Baltimore Mayor Stephanie Rawlings-Blake and Indianapolis Mayor Gregory A. Ballard co-chaired a meeting of the Mayors Water Council at the 82nd Annual Conference of Mayors in Dallas on June 20. The agenda included: a briefing on water affordability and integrated planning; two best practices addressing stormwater management and long term control plans; and consideration of resolutions (available online at [usmayors.org](http://usmayors.org)).

### EPA Affordability Dialogue and Integrated Planning

Ballard reported to the council on progress with EPA regarding integrated planning and water mandates affordability. He said that the Affordability Dialogue pursued over the last four years is close to concluding efforts to modify how the EPA assesses community affordability related to water regulations. He said that an April meeting with EPA Deputy Administrator Bob Perciasepe resulted in an agreement to designate a drafting committee comprised of senior EPA staff and staff from the Conference of Mayors, NACo and NLC. EPA produced a March 4 initial draft of clarifications to the Financial Capability Assessment Guidance (1997 Guidance), and local government organizations responded on June 6. The drafting committee plans to meet in the next few weeks to finalize their work. EPA will have the final word on the text of changes, and all involved expect the changes to be finalized this summer.



Left to right, Monrovia Mayor Mary Ann Lutz, Lima Mayor David Berger, Lake Barrington (IL) Mayor Kevin Richardson, and Livermore Mayor John Marchand.

Lima Mayor David Berger briefed mayors on a May meeting with Administration officials in Washington (DC) that focused on affordability and water regulations. He stated that information describing financial impacts on lower median income households related to sewer overflows and long term control plans for Lima, Baltimore and New York City was presented to senior White House and EPA officials. He also remarked that legislation would soon be introduced that would ensure local government access to the integrated planning framework to match true priorities with local resources.

### Progress Reported on Stormwater Management, Long Term Control Plans

Spokane (WA) Mayor David Condon stated that when he entered office he chose to challenge conventional think-

ing on a consent decree waiting for his approval, and instead chose to pursue an integrated planning approach. His strategy was to compare alternative long term control plan options, but add two additional considerations. One was to identify opportunities to solve multiple problems with the same money that would ordinarily go to a single purpose outcome; and, prioritize what plan alternatives have a superior cost/benefit basis for the community and the environment.

The city was able to identify how to spend less money than the \$460 million consent decree called for, but achieve a cleaner river faster. The city began the process by calculating the limit of local affordability (estimated at \$250 million). An integrated plan approach would integrate green infrastructure, re-sizing existing projects, and improve water mains, etc. That plan will cost \$310 million, a savings of \$150 million over the consent

decree price tag. The city proposed that a combination of federal and state aid make up the \$60 million dollar difference between the cost of the aggressive plan and the limit of local affordability.

Columbus (OH) Mayor Michael B. Coleman was joined by Columbus Sustainability Director Susan Ashbrook in describing "Blueprint Columbus-Clean Streams, Strong Communities." Coleman said that Columbus is involved in two consent orders with Ohio EPA; one addresses combined sewer overflows (CSOs), the other Sanitary Sewer Overflows (SSOs). The city's Wet Weather Management Plan submitted July 1, 2005, is a 40-year plan involving traditional gray infrastructure. The wastewater treatment plants increased their peak capacities by 50 percent. A 20-foot CSO tunnel is under construction to manage a significant volume of overflows. 2007 overflow volume is estimated at 3.5 billion gallons, and after several CSO improvements overflow volume was reduced to 0.7 billion gallons in 2013. The city invested \$1 billion to achieve the controls and volume reductions.

Ashbrook commented on the SSO plan Columbus established, and how it will incorporate green infrastructure and create local jobs. Ashbrook described the planned green workforce development program expected to create over 600 jobs in the next ten years in conjunction with public investment in SSO solutions. The city will partner with engineering firms, the Columbus Urban League and the local community college to train a new workforce by recruiting training candidates and providing job readiness skills. Ashbrook also said that special consideration will be given to Small Business Enterprises (SBE) to promote green workforce development in Columbus.

## Community Development and Housing Committee Adopts Resolution to Protect Section 108 Loan Guarantees

By Eugene T. Lowe

Newton Mayor Setti Warren convened the Conference of Mayors Community Development and Housing Committee that he chaired June 21 to consider several policy resolutions and to engage in discussion with four speakers on national policy issues and programs. After approving seven resolutions, including a new resolution on "In Support of the Section 108 and Other HUD Loan Guarantee Programs," which had as its resolved to prevent communities from losing one of the most successful sources of gap financing, Warren introduced each of the four speakers, two representing the federal government,

one from the not-for-profit world, and one from the corporate world.

HUD Acting Deputy Secretary Helen Kanovsky opened her comments to the mayors by recalling the "long history of USCM and HUD." She said that the Conference of Mayors was formed "right before Franklin Roosevelt came into the White House." At that time, both Public Housing and the Federal Housing Administration (FHA) were created as part of the New Deal programs. Conference of Mayors also played a major role in the creation of all the Community Development programs including CDBG. Kanovsky told the mayors that



Left to right, HUD Acting Deputy Secretary Helen Kanovsky, Newton Mayor Setti Warren, and Parliamentarian Julie Palm.

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# Prescription Drug Abuse Driving Heroin Epidemic, Comprehensive Approach Needed to Reduce Use, Support Recovery

By Laura DeKoven Waxman

The relationship between prescription drug abuse and the spike in heroin use in cities across the country dominated the discussions of the June 22 meeting of the Mayor and Police Chiefs Task Force during the Conference of Mayors annual meeting in Dallas. Task Force Chair Fresno Mayor Ashley Swarengin introduced the topic with some statistics on the increase in heroin use and deaths: an 80 percent increase in heroin users in the country from 2007 to 2012 and a 55 percent increase in overdoses attributed to heroin from 2000 to 2010. She also mentioned that unlike earlier periods of increased heroin abuse in which it was concentrated in the urban centers, today's epidemic is ravaging suburbs and rural areas as well.

Heroin use today can be tracked to prescription drug abuse and the over prescribing of opioids by physicians, according to Acting Director of National Drug Control Policy Michael Botticelli. He told the mayors that prescription drug abuse is a significant risk factor for heroin use and that people are turning to heroin because it is cheaper than prescription drugs. He briefed the mayors on Naloxone, also known as Narcan, and similar medications, which have been extremely successful in reducing heroin overdose deaths. Botticelli discussed the importance of first responders carrying the drug and being trained to recognize the signs of an overdose and administer it. He reported that Quincy (MA) was the first city to require that all police officers carry Naloxone and commented that "Where



Left to right, Mario Do Right Foundation President and Co-founder Kevin Shird, COPS Office Director Ron Davis, Fresno Mayor Ashley Swarengin, Acting National Drug Control Policy Director Michael Botticelli, and Boston Mayor Martin J. Walsh.

police officers carry the drug, the results can be miraculous."

COPS Office Director Ron Davis discussed the importance of collaboration in addressing the various crime-related problems cities and police departments face, including drug trafficking and abuse and gang violence. This collaboration needs to occur within police departments since they cannot afford and shouldn't have separate units on each issue. At the national level his Office is working in partnership with the Office of National Drug Control Policy to address the spike in opioid abuse and respond to it, and stressed the importance of police officers being able to recognize the symptoms of addiction and

overdose. He also mentioned the Quincy Police Department initiative, which was recently recognized by the Police Executive Research Forum, and commented that police officers there have a different outlook, counting people saved, not the number sent to jail.

Mario Do Right Foundation President and Co-founder Kevin Shird shared his own story as the son of an alcoholic father and drug dealer in Baltimore to someone who is dedicating his life to preventing young people from becoming addicted to drugs. "We need to educate kids at an early age about addiction," he commented. "When they are armed with better information, they can make better

decisions." Shird agreed with the other speakers "prescription drug abuse is driving the heroin epidemic and said that it is creating a new generation of addicts." He discussed the fact that America needs prescription drugs because they help to relieve pain, but that doctors need to be trained in how to dispense them more safely.

"I've been working on combating addiction and supporting recovery since I entered public life as a state representative 17 years ago," Boston Mayor Martin J. Walsh told the mayors, explaining that this issue "is very personal for me." He indicated that he had developed a drinking problem as a young man, and that in 1995 he entered detox and "began the journey of recovery."

Walsh said that when he became mayor, he put Narcan in every patrol car, commenting that this was not negotiable. He also created an Office of Recovery Services that is developing a comprehensive plan for Boston that he hopes can be used as a model for the Commonwealth and other cities. "This approach is based on our understanding of how addiction affects individuals and communities at every level," he commented. "It will draw together our schools, our Public Health Commission, our community health centers, as well as law enforcement, the courts, service providers, and private funders." Walsh also discussed the resolution he proposed which was adopted by the Conference in Dallas which calls for a national Task Force on Addiction Recovery Services composed of all the relevant federal agencies that would identify gaps in recovery services, study and share best practices, and recommend actions at the federal, state, and local levels. "We need to support recovery with treatment, with education, with social supports, and with the long-term relationships that can make addicts not just healthy but leading contributors to society," he commented.

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HUD will celebrate its 50th Anniversary in 2015, and that it will be "historically significant" to have the Conference of Mayors join HUD in the celebration. HUD has a number of new appointees, including San Antonio Mayor Julian Castro. Kanovsky encouraged the mayors to reach out to the new appointees. According to Kanovsky, Castro believes HUD "...can achieve the greatest progress by empowering officials at the local level." She added: "He speaks as a mayor and as one of you."

MDRC Low -Wage Workers and Communities Policy Area Director James A. Riccio provided remarks on "Improving Self-Sufficiency Policies with Credible Evidence." Riccio explained how MDRC, a national not-for-profit social policy research organization, based in New York City, evaluates social programs to build evidence to improve the lives of low-income families. Riccio said that the evidence movement has expanded greatly under President Obama, especially in the education and workforce fields. There has also been growth in the rigor of evaluations. In public housing, MDRC has evaluated jobs programs in public housing and has found that such

programs have been effective. Riccio concluded that "by applying high scientific standards to evaluate social policy moves us beyond ideology, by revealing ideas that work, ideas that don't work and ideas that work for some, but not for others."

United States Interagency Council on Homelessness Executive Director Laura Green Zeilinger said that her "very small but very mighty federal agency" has the responsibility of "coordinating the federal response to homelessness and working in partnership with cities and communities and the private sector to reach the goals of preventing and ending homelessness." To achieve this goal,

Zeilinger told the mayors that the Council has been implementing a federal strategic plan over the last four years called "Opening Doors." She said through the implementation of the plan, "we are changing the trajectory of homelessness in our country." Zeilinger added that homelessness is down among all populations: homelessness among families, chronic homelessness, and homelessness among veterans. The goal, she said, is to end homelessness among veterans in 2015 "...which we will measure in January 2016 in our annual Point-In-Time Count." She spoke of First Lady

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# Food Policy Task Force Focuses on School Nutrition, Federal Resources for Transforming Food Systems

By Jubi Headley

Led by Task Force Chair Madison Mayor Paul Soglin, the meeting of the Food Policy Task Force featured presentations on leveraging federal resources to support the development of healthy and sustainable food systems, and reinforcing the forward progress in school nutrition programs.

Ricardo Salvador, Director of the Food & Environment Program with the Union of Concerned Scientists (UCS), and Jeffrey O'Hara, an agricultural economist with UCS's Food & Environment Program, discussed a provision within the federal Affordable Care Act which requires federally tax-exempt nonprofit hospitals to provide certain "community benefits" in order to maintain their status. These community benefits can include free or discounted care to uninsured and low-income patients, programs to increase access to care, and activities that improve overall health in the community the hospital serves – such as creating healthy and sustainable food systems.

With experts predicting an increase in available resources normally devoted to charity care as more people qualify for coverage under the Affordable Care Act, these hospitals could transfer those resources to food systems development initiatives. Salvador stressed that utilizing this system could transform traditional food systems, by centering the focus on public health, as opposed to the profit motive. Characterizing the current unhealthy food environment as a "food carnival," Salvador and O'Hara emphasized that policy tools like the Affordable Care Act and programs (particularly



**USCM Food Policy Task Force Chair Madison Mayor Paul Soglin, right, with National Farm to School Network Co-founder and Executive Director Anupama Joshi as she discusses ways mayors can support farm to school policies and broader nutrition initiatives.**

within the U.S. Department of Agriculture) designed to encourage greater fruit and vegetable consumption would serve no less urgent a goal than preventing premature death – current public health trends suggest that today's children could potentially have shorter life spans than their parents.

The next two presentations were focused on school nutrition. William Ludwig, Southwest Regional Administrator for the U. S. Department of Agriculture's Food and Nutrition Service (FNS), oversees federal nutrition assistance programs in a number of states, including the Supplemental Nutrition Assistance Program, the National School Lunch and School Breakfast Programs, and

the Special Supplemental Food Program for Women, Infants and Children (WIC), among others. Ludwig noted that even though the National School Lunch Program serve upwards of 32 million children every day, only 40 percent of kids entitled to participate in the National School Breakfast Program actually end up eating it. Why? According to Ludwig the primary barrier is that school buses aren't getting kids to school early enough to participate. Ludwig underscored the importance of feeding hungry children to ensure that they're ready and able to learn, and called on mayors to partner with USDA and other stakeholders to ensure that every eligible child can take full advantage of these programs.

National Farm to School Network Executive Director and co-Founder Anupama Joshi called on mayors to support federal policies that enhance school and other nutrition programs, such as the upcoming re-authorization of the Child Nutrition Act (CNR), slated to be introduced in Congress this October, during "National Farm to School Month." CNR authorizes a host of federal nutrition programs, including the National School Lunch and Breakfast Programs, Summer Food Service Program, WIC and the WIC Farmers Market Nutrition Program (WIC FMNP). Joshi noted that mayors could help identify and secure Congressional champions and sponsors for the bill, as well as plan DC fly-ins to advocate for the bill, among other strategies. Joshi added that mayors could more broadly engage in promoting city policies that encourage farm to school initiatives, as local policies often serve as models for state and federal state action.

In closing the session, Soglin announced that the next meeting of the Food Policy Task Force will take place on August 28 – 29 in Louisville. The meeting will focus on the role of food in fostering urban growth and spurring economic development. The meeting will be hosted by Louisville Mayor Greg Fischer, and will include site visits to some of his city's most successful local food businesses. Mayors interested in attending the meeting or sending staff to participate should contact Crystal Swann with the Conference of Mayors at 202-861-6707 by telephone, or send e-mail to cswann@usmayors.org.

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Michelle Obama's White House Meeting that announced The Mayors' Challenge to End Homelessness Among Veterans. Zeilinger asked the mayors to sign up for this challenge and use their bully pulpits to create public awareness "around this goal and around our ability to actually realize it."

Wells Fargo Customer and Community Programs Vice President Kim Smith-Moore briefed the mayors on Wells Fargo LIFT Programs. Created in response to the housing crisis, LIFT's purpose is to help housing markets recover through "the support of sustainable homeowner-

ship and advance neighborhood recovery..." This is accomplished with "a commitment to home lending, buyer education, and homebuyer support." Two pilot programs – in Atlanta and Los Angeles – were launched in February 2012 with the support of the mayor's office in both cities. Support is provided in three major areas: down payment assistance for first-time home buyers and potential home buyers (customers do not have to fund their loan through Wells Fargo in order to be eligible for assistance); more than \$25 million in grants to support community stabilization efforts; and, local outreach events designed to provide homebuying education and support. As of this date, the LIFT Program can be found in 25 cities.

The Committee approved the following resolutions that were adopted by the full body of The Conference of Mayors on June 23:

- Support for CDBG
- Support of Expanding the Definition of Public Use in Community Development Projects
- Support for the HOME Program
- Support Full Funding for the National Housing Trust Fund (NHTF) and Capital Magnet Fund (CMF)
- In Support of Funding Security Services and Other Costs in Public Housing
- The Promise Zone Initiative
- In Support of Section 108 and Other HUD Loan Guarantee Programs





# Mayors Discuss Responses to Gun Violence

## Report out 20 Criminal and Social Justice Resolutions

By Laura DeKoven Waxman

The spike in shootings and homicides and actions cities are taking to respond to it were a major focus of discussion in the June 20 meeting of Conference of Mayors Criminal and Social Justice Committee during the Dallas annual meeting. "Over the last 20 years we've seen a significant decline in violent crime across the United States," commented Committee Chair Houston Mayor Annise Parker. "At the same time some of our cities have seen spikes in these crimes, in particular crimes relating to gun violence." Participating in the discussion were Boston Mayor Martin J. Walsh, Indianapolis Mayor Greg Ballard, and Philadelphia Mayor Michael A. Nutter.

Walsh told the mayors that he had been mayor for just a month when he was called to the scene of an accidental shooting of a nine-year-old boy by his 14-year-old brother. "I saw experienced police officers shaken by the sight of this child being wheeled out of his home, dead," he commented. "And I thought: what was that gun doing in that house? How did that young teen have access to it?"

In response, Walsh told the mayors that Boston doubled down its efforts to get illegal guns out of neighborhoods and, in the face of a lot of skepticism, launched a gun buyback. He reported that as of a few days before the committee session the gun buyback had netted 340 guns and that in addition, Boston police officers have taken an additional 318 illegal guns off the streets. "That's a total of 658 firearms removed, compared to a total of 667 for the entire year of 2013," Walsh reported.

Ballard reported that after four consecutive years with a record low number of homicides, in the last year and a half Indianapolis has seen the number return to roughly its historical average. "Last year, about three quarters of homicide victims and suspects had prior criminal arrests. This year, it is about 90 percent," he commented. "That tells us that much of this crime is taking place in concert with other criminal activities, like drugs and gangs. Victims and suspects run in the same crowds and live in the same neighborhoods."

Among the efforts Ballard described to respond to this situation is "Your Life Matters," a program developed in concert with a group of African-American faith



Left to right, Dallas businessman Walt Humann, Indianapolis Mayor Greg Ballard, Houston Mayor Annise Parker, Philadelphia Mayor Michael A. Nutter, and Boston Mayor Martin J. Walsh.

leaders that focuses on the societal problems that lead to violence. He explained that through this effort, the Indianapolis seeks to help ex-offenders succeed after they are released from prison by providing consolidated support services including mentoring, job training, counseling and parenting assistance from positive role models.

Nutter told the mayors that Philadelphia saw a dramatic drop in the homicide rate in 2013 and that that trend is continuing this year. "As of yesterday, July 19, Philadelphia's homicide rate is 43 percent lower than it was at this time in 2007 – the year before I became mayor," he commented. "We think that this is in part due to the holistic approach we've taken in addressing the root causes behind crime and violence – specifically gun violence." Among the examples of efforts which he cited were PowerCorp-sPHL, which provides job training to at-risk youth through the Streets, Parks and

Recreation Departments; WorkReady, which provides meaningful summer jobs for young people through the Philadelphia Youth Network; and CeaseFirePA, through which returning citizens act as mentors to guide young people away from illegal activity and gun violence.

"We've made a great deal of progress, Nutter continued, "but I'd be remiss if I didn't note that violence still plagues some of the most poverty-stricken areas of our cities – specifically within the black community. And this isn't just a Philadelphia problem; it's a national epidemic. In Philadelphia, young African-American men and boys are 75 percent of the homicide victims and 80 percent of all the arrests we make for violent crime. Across America, African American victims are nearly half of all homicides even though they are only 13 percent of the population."

### Resolutions

The committee reported out a total of

20 resolutions covering a wide range of issues, including two new ones presented in the committee. One calls for a major effort to develop a vaccine for addiction and was in response to a presentation by Dallas businessman and civic leader Walt Humann on an effort he is spearheading to establish a significant, privately funded research and demonstration effort to develop a vaccine and cure for addiction. The other, which was introduced by Parker and Dallas Mayor Mike Rawlings, observes July 2 as the 50th anniversary of the enactment of the Civil Rights Act of 1964, which the resolution describes as "the day when the United States of America became a better country in which to live, for all of its people."

Following are the 20 resolutions, all of which were adopted by the full Conference of Mayors during the June 23 business session:

- The COPS Program
- Federal Funding for Smart Policing
- Smart Criminal Justice Alternatives
- Saving Lives Through Overdose Prevention
- Creation of a National Task Force on Addiction Recovery Services
- Combatting Commercial Sexual Exploitation Through Comprehensive Demand
- Enforcement and Prevention
- In Support of Background Checks for All Gun Sales
- Gun industry Best Practices
- Rejecting the Proposed Consolidation of National Preparedness Grant Programs
- Creating Jobs Through Increased Travel to the U.S.
- Regarding Travel Facilitation Issues
- Fix Our Broken Immigration System Now
- Citizenship Now
- Urging President Barack Obama to Suspend Deportations of Undocumented Venezuelans with No Criminal History and Urging the United States Secretary of Homeland Security to Immediately Designate Venezuelan Immigrants for Temporary Protected Status
- Recognizing U.S. Leadership in Protecting Refugees and Celebrating the Contributions of Refugees to Their New Communities in the U.S.
- Support for the Freedom to Marry
- Condemning "Right-To-Discriminate" Laws
- In Support of Cities for CEDAW initiative and Encouraging Cities to Implement the Principles of the UN Convention on the Elimination of All Forms of Discrimination Against Women
- The Civil Rights Act of 1964
- A "Call to Action" for Developing Anti-Addiction Vaccines



Left to right, Seattle Mayor Ed Murray, Philadelphia Mayor Michael A. Nutter and Dallas Mayor Mike Rawlings.



## Open Internet, Emerging Civic Innovation Trends Focus of Technology and Innovation Task Force Meeting

By David W. Burns

The Technology and Innovation Task Force met June 20 in Dallas during the 82nd Annual Meeting to discuss a wide range of civic technology issues, much of it focusing on how the internet has powered this growth. Chaired by San Francisco Mayor Edwin M. Lee, the task force featured two guest speakers whose work has been directly tied to the proliferation of high-speed internet around the world.

Guests to the task force were Box CEO Aaron Levie and the former Chief Information Officer of the United States Vivek Kundra. Both shared their experience in how the internet has helped shape their respective companies. Levie's remarks in particular focused around how the cloud and the internet have been disruptive to how the world does business and how new data and insights are changing the world. "You now have technology that allow individuals to act on data in ways

they never could before and that's the power of the internet is to serve as a platform for the world," said Levie.

Kundra, a former CIO for the District of Columbia Government prior to the federal government, shared his thoughts on how governments look to the internet and technology. "No longer is technology just this thing you do on the side, but rather, it's integrated in everything you do in your community," said Kundra.

Continuing from this idea, Kundra shared his thoughts on how the internet allows for our cities to participate in the global economy. "If you didn't innovate, you are one click away from extinction," said Kundra, drawing from examples of Blockbuster Video versus Netflix and Sears versus Amazon.com.

In addition to Levie and Kundra, the mayors took time to share their thoughts on pressing technology issues impacting cities. Mayors discussed everything from drones to NSA surveillance, to how to hire innovation staff in each of their cities.



Left to right, Box CEO Aaron Levie, Technology and Innovation Task Force Chair San Francisco Mayor Edwin M. Lee, and Salesforce.com EVP Industries and former U.S. Chief Information Officer Vivek Kundra.

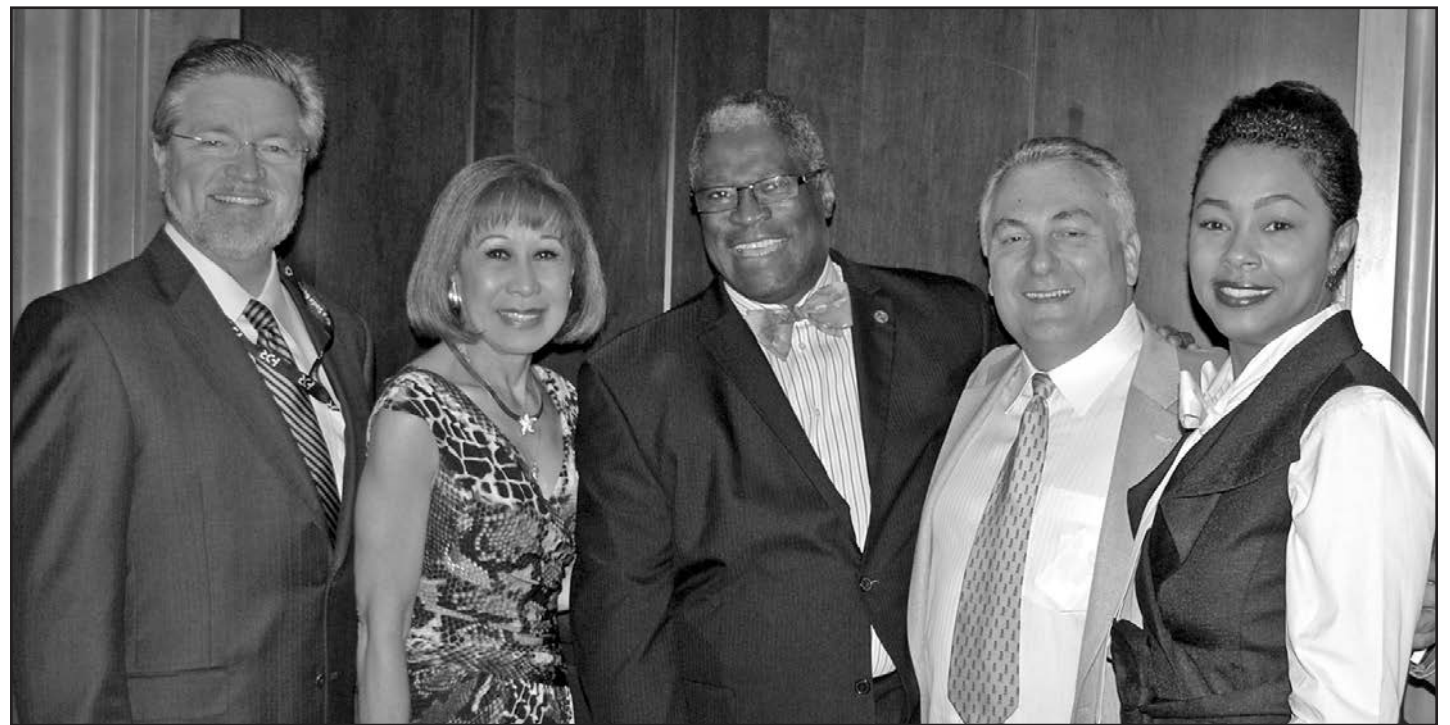
## Mayors Discuss Opportunity Providers for Small Businesses

By Tom McClimon

Mayors attending the Small Business, Franchising and Entrepreneurship Task Force Meeting were presented with a number of resources available to assist them in helping their local small businesses. Chaired by Past Conference of Mayors President Burnsville Mayor Elizabeth Kautz and Kansas City (MO) Mayor Sylvester "Sly" James, the task force members heard a variety of ways they can work with their local small businesses and entrepreneurs.

American Management Services Executive Vice President and Chief Operating Officer Lou Mosca, a Conference of Mayors Platinum Partner, shared with the mayors the results of a recent survey that indicated mayors need to do a better job of communicating with their local small businesspersons. American Management Services has a number of programs available through the Conference of Mayors to assist mayors to work with their small businesses.

U.S. Minority Business Development Agency Chief of Business Development Joann Hill discussed with mayors the services available through their business development service centers. Conference of Mayors Vice President Balti-



Left to right, IFA Representative Rolf Lundberg, USCM Past President Burnsville Mayor Elizabeth B. Kautz, Kansas City (MO) Mayor Sylvester "Sly" James, American Management Services Executive Vice President Louis Mosca, and U.S. Minority Business Development Agency Official Joann Hill.

more Mayor Stephanie Rawlings-Blake discussed how her city is using one of these centers to link minority businesses with established business partners and to create jobs.

International Franchise Association (IFA) Government Relations and Public Policy Consultant Rolf Lundberg shared ways that the IFA can assist mayors, such as through their "Mayor's

Day" programs, which brings a mayor together with potential franchisees in his or her city. Kautz has sponsored such a program and discussed how successful it was in her city.



## Mayors Focus on Ways to Close Achievement Gap

By Megan Cardiff

Denver Mayor Michael Hancock led a meeting of the Educational Excellence Task Force June 20 at The U.S. Conference of Mayors 82nd Annual Meeting in Dallas. Hancock kicked off the meeting by recapping the pillars of education agenda and the focus of work for the Task Force. The four pillars of the agenda, which all focus on eliminating the achievement gap, are: increase access to high-quality early childhood education; increase the number of high performing seats; keep students on-track to graduate; and ensure students have access to and complete post-secondary pathways.

Hancock also talked about the Mayors Educational Excellence Tour he went on earlier this year with Conference of Mayors President Sacramento Mayor Kevin Johnson, Providence Mayor Angel Taveras, and San Antonio Mayor Julian Castro to learn about the best practices, policies, and programs each city was using to eliminate the achievement gap. Hancock developed an online-playbook that he hopes will serve a similar purpose, in easily connecting mayors, so

that they can share successful education initiatives with each other. The playbook will formally be launched at the January 2015 Conference of Mayors Winter Meeting. The application process for mayors to submit best practices will open on August 1.

Dallas Mayor Mike Rawlings and the former Secretary of the Department of Education and President of the George W. Bush Presidential Center Margaret Spellings gave an overview of the Center's National Municipal Report Card, a tool that will help mayors across the country clearly understand how their city's kids are performing from cradle to career. "Mayors don't have an accurate scorecard to match-up one against another and we don't have clear best practices to scale," said Rawlings. "This scorecard not only helps us look at those metrics and make decisions, but will also help us properly develop best practices to scale across the board."

The Bush Center is aiming to develop a template that can be populated with valid, comparable data to be used across state lines to drive student achievement. "There is great urgency around these key education issues. This report card allows



**Left to right, Jacksonville Mayor Alvin Brown, Dallas Mayor Mike Rawlings, former U.S. Department of Education Secretary and the George W. Bush Presidential Center President Margaret Spellings, and USCM Educational Excellence Task Force Chair Denver Mayor Michael Hancock.**

mayors to be in a little friendly competition to drive achievement," said Spellings.

U.S. Department of Education Deputy Secretary Jim Shelton gave mayors an overview of the My Brother's Keeper Initiative, which is the Administration's plan to address persistent opportunity gaps faced by young boys and men of color. The initiative will seek to determine the public and private efforts that are working, how they can be expanded upon through federal policies and programs,

and how to better involve local and state officials, the private-sector, and the philanthropic community.

"When we look at any school performance data we see that boys of color are performing the lowest, with drop-out rates and incarceration rates all higher. The question becomes – what do we do about it?" said Shelton. "The main goal of the initiative [My Brother's Keeper] is to strengthen the cradle-to-career pathway and break the school-to-prison pipeline."

## Mayors Call for Increasing Minimum Wage

By Kathy Wiggins

Raising the nation's minimum wage was the focus of the Jobs, Education and the Workforce Standing Committee meeting on June 21 in Dallas, chaired by Pembroke Pines Mayor Frank Ortis. Department of Labor Wage and Hour Division Administrator David Weil delivered the Administration's message calling for an increase in the national minimum wage.

"In today's economy it is not possible for an individual – let alone someone with a family – to live on the current minimum wage of \$7.25 an hour," said Ortis. Under his leadership, the committee considered and passed a resolution, sponsored by San Francisco Mayor Ed Lee and many of his colleagues across the country, calling on Congress to raise the national minimum wage and encouraging states and local governments to do the same.

"President Obama, Secretary Perez and all of the people at the U.S. Department of Labor share your commitment to



**Left to right, Miramar Mayor Lori Moseley, West Sacramento Mayor Christopher Cabaldon, Pembroke Pines Mayor Frank Ortis, Parliamentarian Josh Martin, Brooklyn Center Mayor Tim Willson, and Department of Labor Wage and Hour Division Administrator David Weil.**

improving the well-being of the working families and businesses in your communities," said Weil. "We may all have dif-

ferent roles to play, but when it comes to taking care of America and its communities, we're all in this together."

President Obama is not waiting for Congress to act, Weil told the mayors. Under the direction of the President's February executive order, in June, Department of Labor Secretary Perez set in motion the rulemaking process to raise the minimum wage to \$10.10 for employees working for companies with federal contracts. Ultimately, this will benefit approximately 200,000 private-sector workers nationwide.

In addition, acting under the President's direction, the Department has begun the process of addressing overtime pay protections to help make sure millions of workers are paid a fair wage, and that rules are simplified for employers and workers alike, Weil told the group. "The overtime rules that establish the 40-hour workweek, a linchpin of the middle class, have eroded over the years. By updating who qualifies for overtime pay, we are expanding opportunity and rewarding hard work," he said.

"Our nation's mayors know that our cities and communities won't be vibrant and healthy places to live unless we as a people ensure that a hard day's work is

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# Mayors Discuss Ways to Promote Tourism, Arts in Their Cities

By Tom McClimon

The Tourism, Arts, Parks, Entertainment and Sports Committee, chaired by New Orleans Mayor Mitchell Landrieu, had the opportunity to hear from some leading experts on ways to expand tourism and arts in their cities.

Louisville Mayor Greg Fischer and Churchill Downs Racetrack President T. Kevin Flanery shared with the mayors the economic impact that the horse racing industry has in Louisville and throughout Kentucky. Not only does the Kentucky Derby generate millions of dollars of revenue to the region, but the Kentucky Derby festival and other related events also help to stimulate the local economy, adding an additional \$125 million to the \$200 million that the Kentucky Derby itself generates.

United States Travel and Tourism Advisory Board Chairman Sam Gilliland thanked the mayors for their past support of legislation, such as the Travel Promotion Act, which the mayors this year voted for its reauthorization. He encouraged the mayors to work with their local travel related businesses to promote ways to attract international visitors to their cities.

Ways to help local arts agencies and promote the arts was the subject of presentations by Art Place America Executive Director Jamie Bennett and Americans for the Arts Chief Counsel Nina Ozlu Tunceli. Both presenters discussed resources available by their two organizations to assist mayors in their efforts to



Left to right, U.S. Travel and Tourism Advisory Board Chair Sam Gilliland, Louisville Mayor Greg Fischer, Churchill Downs President T. Kevin Flanery, TAPES Chair New Orleans Mayor Mitchell Landrieu, and USCM staff member Tom McClimon.

expand arts and cultural programming in their cities.

Fort Worth Mayor Betsy Price discussed the importance of mayors supporting funding for the Land and Water Conservation Fund and the Urban Parks and Recreation Recovery Program.

## Adopted Resolutions

- Arts, Health and Well-Being Across

- the Military Continuum
- National Arts and Humanities Month
- Arts Funding
- Encouraging Business Partnerships with the Arts
- America's Creative Industries
- The Land and Water Conservation Fund and Urban Parks
- International Jazz Day and Jazz Appreciation Month

- In Support of the National September 11th Memorial and Museum
- Enact Legislation This Year to Reauthorize Brand USA
- Creating Jobs Through Increased Travel to the US
- Travel Facilitation Issue

## WORKFORCE from page 28

rewarded with fair pay. You mayors are demonstrating what President Obama has said so many times, that change doesn't always come from Washington, sometimes it comes to Washington," Weil said in closing.

## Adopted Resolutions

- The President's Early Learning Agenda
- Universal Childcare and Early Childhood Education Programs as a Means of Eliminating Income-Based Achievement Gaps
- In Support of a National Commitment to Building an Early Learning Nation by the Year 2025

- Supporting the Implementation of Common Core State Standards with Rigorous and Comparable Assessments
- Increasing Diversity in the Teaching Profession
- Public Charter School Accountability
- The U.S. Conference of Mayors "Summer Jobs For Youth"
- Investing in Summer Youth Jobs and Financial Education
- Supporting President Obama's College Scorecard
- In Support of the National Cities of Learning
- In Support of Raising the Federal Minimum Wage
- Strengthening Career Pathways Systems
- Expand Apprenticeships for Good Middle Class Jobs
- Closing the Skills Gap
- The Joining Forces Initiative
- In Support of National Efforts to Promote Manufacturing Communities
- A Strong Manufacturing Sector
- My Brother's Keeper Initiative
- The Promise Zone Initiative
- National Service
- In Support of Investing in our Nation's Water Infrastructure in Order to Create Jobs, Grow Local Economies, and Promote Climate Resilience
- Support the Donation Of Used Goods To Legitimate Local Nonprofits as a Means of Contributing to Local Economies, Diverting Items from Landfills, thereby Helping the Environment and Providing Local Social Services that Strengthen Families and Communities
- Reducing the National Burden of Student Loans



# Members of Metro Economies Committee Told Metropolitan Revolution Still Evolving

By Larry Jones

Louisville Mayor Greg Fischer welcomed a panel of distinguished speakers to the Metro Economies Committee's June 20 meeting in a packed room of mayors and delegates from across the nation. A number of important issues were discussed: the revolution occurring at the metropolitan level in which mayors and other local leaders are taking the lead in finding solutions to their own problems; how new markets tax credits are being used to spur jobs and economic growth; how certain non-traditional lending could affect a city's credit rating, and the status of the Marketplace Fairness Act.

## Metropolitan Revolution

The key focus of the meeting was an update on a book and ongoing research at the Brookings Institution on the revolution occurring in metropolitan areas where mayors and other local leaders are taking the lead in finding solutions to their own political and economic problems. As Chairman of the Metro Economies Committee, Fischer kicked off the discussion by reminding mayors that Bruce Katz, who co-authored *The Metropolitan Revolution* with Jennifer Bradley, discussed the findings from the book at last year's committee meeting. Marek Gootman, who works with Katz at Brookings and serves as Director of Strategic Partnerships and the Global Cities Initiatives project, provided an update on the metropolitan revolution—one year later. Since that time, he said they have been meeting with mayors collecting stories about actions that have happened at the metropolitan level to encourage and identify new kinds of approaches that have been emerging. Some of the key findings he mentioned were:

- only a third of the metro areas have fully recovered employment to prerecession levels;
- the top one percent of the U.S. population gained an increase in income of 31.4 percent between 2009 and 2012 while the rest of the population gained only a .4 percent increase;
- economic recovery has not only been slow but uneven;
- 83 percent of the economic growth will occur outside of the U.S. between 2013 and 2018;
- there will be a dramatic increase in global middle class consumption, up to \$35 trillion by 2020 and meanwhile the proportion of global output from the U.S. is diminishing;
- a quarter of the nation's workforce will hit retirement age by 2030 and



Left to right, USCM Assistant Executive Director Larry Jones, U.S. Treasury Department CDFI Fund New Market Tax Credit Program Manager Bob Ibanez, Metro Economies Committee Chair Louisville Mayor Greg Fischer, and McGraw Hill Financial Standard and Poor's Rating Services Director and Analytical Manager Kate Choban.

more than half of the population at that point will be minority; and

- McKinsey Institute has identified 12 technologies that are going to have a \$33 trillion per year global impact. These are all in advanced industries both manufacturing and services including genomics, telecommunications, brain research and mobility.

## New Markets Tax Credits

Community Development Financial Institution Fund (CDFI) Program Manager Bob Ibanez told mayors that the New Market Tax Credits program just celebrated its eleventh round of awarding tax credits to community development entities that serve economic distressed areas. He said they received 310 applications from organizations around the country requesting assistance totaling \$26 billion. "Unfortunately, we were only able to award 87 of them. We only had \$3.5 billion to award," he said. A total of 32 states and the District of Columbia were included in the list of 87 that received allocations. Under the New Markets Tax Credits program, the CDFI Fund awards tax credits to community development entities that use the tax credits to attract investors in order to raise the capital necessary to expand an existing business or develop a new business in a distressed area. Many of the community development entities have a national or multiple state service area. As an example he cited a community development entity based in Mississippi that modified its service area to include Alabama, which historically received fewer dollars. That resulted in an additional \$25 million of investment going

into Alabama for such things as rural operating businesses. Ibanez said 18 percent of the community development entities were government controlled, and 38 of the 87 that received allocations will be required to invest just shy of \$700 million in distressed communities across the nation.

## Non-Traditional Lending

Mayors were told that certain types of non-traditional loans could put a city's bond rating at greater risk. Kate Choban, Director and Analytical Manager for U.S. Public Finance at Standard and Poor's Rating Services McGraw Hill Financial, said a direct purchase obligation is an agreement between an obligor (such as a city) and a bank, where the bank provides financing on terms and conditions that could adversely affect the city's finances. This type purchase is not sold to the public at large, not bank qualified, may be a less expensive source of financing, often includes terms that can give the bank an option to exit the deal, and may contain terms that would force the obligor to repay the loan in an accelerated fashion. As an example she cited the city of New Britain which entered a \$40 million alternative financing debt with potential support from Bank of America. The terms of financing allow for bondholders to give bonds back to the city. If this should occur, the city would owe the entire \$40 million immediately. And she explained it doesn't have enough cash on hand to cover this scenario. As a result the city's credit rating was lowered to BBB from A based on weak liquidity, driven in part by the exposure to alternative financing.

## Legislative Update on the Marketplace Fairness Act

International Council of Shopping Centers Intergovernmental Affairs Director Herb Tyson told mayors that the Senate passed the Marketplace Fairness Act (MFA) last year by a strong bipartisan majority. Under the proposed legislation, state and local governments would be granted authority to collect an estimate \$23 billion in sales taxes on sales that take place over the Internet. Tyson said partisan politics have stalled action in the House, where the Chairman of the Judiciary Committee Bob Goodlatte (VA) has made it clear that he doesn't support the bipartisan Senate measure and that he will develop his own bill. Tyson said this week the House Judiciary Committee marked up and reported out the Permanent Internet Tax Freedom Act (ITFA), a proposal that would prohibit state and local taxes on Internet access fees. During the markup, he said a vote was taken on an amendment to add the Marketplace Fairness Act to the ITFA but that amendment was defeated. He urged mayors to continue to push their Senators to insist that MFA be added to any must-pass piece of legislation in the House or Senate.

## Adopted Resolutions

- Defending the Tax Credit of Municipal Bonds
- In Support of Exempting Private Activity Bonds from the Alternative Minimum Tax
- In Support of Raising the Federal Minimum Wage
- America Fast Forward Transportation Bonds
- A Strong Manufacturing Sector
- In Support of Postal Banking to Help Fund a National Infrastructure
- In Support of Postal Banking to Provide a Nationwide Alternative to Payday Lenders
- Enabling Adoption of Pension Benefit Alternatives That Reduce Costs to Public Employees
- Innovations in Local Policies to Advance Shareable Cities
- In Support of Home Rule Authority
- Urging Adequate Investment in Veterans' Transition and Increased Coordination of Transition Efforts with Mayors
- Ensuring Veterans' Access to Quality Health Care
- The Joining Forces Initiative
- Supporting Pro-Growth Policies Benefiting Middle Market Businesses Nationally
- Urging Support for the Marketplace Fairness Act



# Energy Committee Focuses on Climate Change, Energy Data Storage, Renewable Energy at Committee Session

By Debra DeHaney-Howard

Energy Committee Chair Gresham Mayor Shane Bemis convened his mayoral colleagues for a June 21 committee session during the Conference of Mayors 82nd Annual Meeting in Dallas. Committee members approved new energy and climate-related policy resolutions and discussed best practices on renewable energy and energy data storage.

During the session, Bemis briefed members on the Conference of Mayors' energy and climate reports released early this year by the Conference of Mayors Climate Protection Center. The reports (Climate Mitigation and Adaptation Actions in America's Cities, Energy Efficiency and Technologies in America's Cities and Successful City Initiatives with Energy Efficiency and Conservation Block Grant Funding) covered a number of issues, including reducing greenhouse gases, developing energy efficiency and conservation programs and deploying new energy technology.

"Findings from these reports underscore that mayors have been leading by example on energy efficiency and energy technology deployment for years," said Bemis. "Mayors all across the country have been actively working to advance energy-saving measures in communities large and small, and what we see in this report translates into real budgetary savings, local job creation and small business growth."



Left to right, Energy Committee Chair Gresham Mayor Shane Bemis, Energy Committee Vice Chair New Bedford Mayor Jon Mitchell, and Energy Committee Member Denton Mayor Chris Watts.

Committee Vice Chair New Bedford Mayor John Mitchell updated panel members on New Bedford's energy programs, including the nation's first offshore wind terminal. The project known as the New Bedford Marine Commerce Terminal is designed to store wind energy turbines for offshore wind farms. Mitchell stated that New Bedford would become the hub of the offshore wind industry because of this project.

Denton Mayor Chris Watts, briefed members on the city's successful renewable energy programs, noting that wind energy now powers 40 percent of the

city's government's energy needs and has contributed significantly to Denton reducing its carbon footprint by more than 400,000 tons of CO<sub>2</sub>. Watts also described other energy programs offered by Denton Municipal Electric (DME), including free energy audits that help residents target energy savings measures and energy rebates that offset the cost of efficiency upgrades. Other energy efficiency actions undertaken by the city include replacing all traffic lights with LEDs, which saves the city approximately \$35,000 annually.

## Adopted Resolutions

The following resolutions were adopted in the Energy Policy Committee:

- Supporting Full and Dedicated Funding of the Energy Efficiency and Conservation Block Grants
- Climate Change
- Emergency Action Needed to Address Climate Change and Protection
- Resolution in Support of Climate Resiliency
- Supporting Full Public Disclosure of Facility Energy Usage
- Urging a Federal Clean Energy Program that Includes a Partnership with Cities
- In Support of Increasing Federal Assistance for Local Government Energy Assurance and Energy Security Efforts
- Supporting a Federal Renewable Energy Portfolio Standard and Extending the Renewable Electricity Production and Investment Tax Credits
- Require that the U.S. Department of Energy Focus on the Safe 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
- Distributed Generation and Decentralized Energy Creation and Distribution

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## Communication Issues Dominate Transportation Committee Session

By Kevin McCarty

Transportation and Communications Committee Chair Atlanta Mayor Kasim Reed convened his colleagues for a June 21 committee session during the Conference of Mayors 82nd Annual Meeting in Dallas.

At the meeting, mayors approved 21 new resolutions, including one conditionally, addressing a broad range of issues, adopting several policies speaking to the renewal on the nation's surface transportation law, especially investment in public transit, and others addressing the safety of rail shipments of crude oil, investment in goods movement infrastructure, benefits of bicycling, support of Amtrak and preserving a free and open Internet.

Reed also welcomed Portland Mayor Charlie Hales, who was recently appointed by Conference of Mayors President Sacramento Mayor Kevin Johnson to serve the panel's Vice-Chair. In his remarks, Reed noted that a special luncheon session that day would address issues pertaining to renewal of the nation's surface transportation law and that an afternoon forum would be held on transportation innovations, with presentation from various mayors.

While most policies resolutions were considered in regular order, all four of the pending resolutions on communications issues generated debate and further deliberations by the committee members.

### Benefits of Bicycling, New

### Communications Technologies Reviewed

PeopleForBikes President Tim Blumenthal, representing the nation's bike industry, said, "You as mayors understand how bike riding helps cities." He talked about how bicycling is growing in Atlanta, stating, "These changes are happening all over the country."

"Bike business brings \$81 billion to the economy of the United States. We employ 770,000 people," Blumenthal told the mayors. "In cities, bike riding has doubled in the last ten years." Blumenthal told mayors that BikesForPeople, a new member of the Mayors' Business Council, and its businesses are "here to help you in your cities."

AT&T Businesses Solutions Chief Marketing Officer Steve McGaw addressed the mayors on how the company's many services and products can support city efforts to improve the delivery of government services to the public and serve the business community. Presenting his remarks, themed "Helping Cities Further Their Tech Ecosystem," McGaw also cited strategies that can help cities improve efficiencies and technology deployment.

At the end of his presentation, McGaw offered the mayors the opportunity to see AT&T's Network Disaster Recovery equipment, which the company deploys in emergencies to help cities recover from natural disasters. Reed recognized McGaw's company leadership and support of the mayors programs and activities throughout the 82nd Annual Meeting.



Left to right, USCM Transportation and Communications Committee Chair Atlanta Mayor Kasim Reed, USCM Telecommunications Vice Chair Tallahassee Mayor John Marks, USCM Aviation Vice Chair Austin Mayor Lee Leffingwell, USCM City Livability and Bicycling Vice Chair Madison Mayor Paul Soglin, and Piscataway Mayor Brian Wahler.

### Adopted Resolutions:

- Renewal of the Federal Surface Transportation Law (MAP-21)
- The "GROW AMERICA Act"
- High-Performing Metropolitan Planning Organizations
- Supporting H.R. 3636, the Update, Promote, and Develop America's Transportation Essentials Act of 2013, and Other Efforts to Stabilize Federal Funding for Transportation Infrastructure
- Support for the Reauthorization of the Federal Transportation Law and for Continuing the Federal Public Transportation Program without Interruption
- Increase Bus Funding and Restore Transit Tax Benefits
- Modification of Federal Transit Law Section 13(c)
- America Fast Forward Transportation Bonds
- Recognizing the Significant Economic and Societal Benefits of Bicycling
- Promoting the Adoption of Energy

Efficient Solid-State (LED) Lighting on Our Nation's Highways

- Elimination of Overlapping and Redundant Environmental Reviews
- Resolution in Support of Amtrak
- Support Speed Governors for the Heaviest Commercial Vehicles
- Support for Increased Investment in Goods Movement Infrastructure
- Protecting the Health, Safety, and Economic Well-Being of Local Citizens from the Potential Impact of Increased Crude Oil Rail Traffic Passing through Cities
- Airline Consolidation
- Celebrating the 40th Anniversary of Dallas-Fort Worth International Airport
- Preserving a Free and Open Internet
- Resolution in Support of Allowing Local Communities to Determine the Best Use of Public Educational and Government (PEG) Support for PEG Purposes

## Mayors Learn About New Orleans Blight Reduction Strategies, Dallas Efforts to Improve Southern Dallas

By Jocelyn Bogen and Eugene T. Lowe

Columbia (SC) Mayor Steve Benjamin, co-chair of the task force on Vacant and Abandoned Properties, with Dubuque (IA) Mayor Roy Buol led an informative session June 22 on New Orleans blight reduction efforts, Dallas' strategies for addressing vacant and abandoned structures, and Wells Fargo's renovation program for helping homeowners and

neighborhoods renovate and rebuild.

New Orleans Mayor Mitch Landrieu gave an overview of his blight reduction efforts. In September 2010, Landrieu announced his goal to reduce 10,000 blighted properties by 2014. He led a community-wide effort to implement his innovative strategy and the 10,000 goal was met. The strategy is organized into the following framework: data-driven

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Left to right, Vacant and Abandoned Properties Task Force Co-Chair Columbia (SC) Mayor Stephen Benjamin, Task Force Co-Chair Dubuque Mayor Roy Buol, and New Orleans Mayor Mitchell J. Landrieu.



# Environment Committee Explores Ways to Combat, Prepare for Climate Change

By Judy Sheahan

The Environment Committee, chaired by Phoenix Mayor Greg Stanton, met June 20 in conjunction with the Conference of Mayors Annual Meeting. In addition to having a vigorous discussion on resolutions, the Committee heard from four experts on what cities could expect from climate change and what they can do to combat it along with sharing their own innovative best practices.

Stanton opened the discussion by outlining his own community's effort to increase energy efficiency, the use of renewable energy and alternative fuels, as well as reducing greenhouse gases in city operations. "We have installed 26 solar projects with over 15 mega watts of solar energy production, and we are in the process of installing a ten megawatt solar project at our landfill. Last year we used over ten million gallons of alternative fuel which represents 62 percent of our fuel use with 51 percent of our fleet using alternative fuels," Stanton said. "As a result of our efforts, in 2012, the city has reduced greenhouse gas emissions from city operations by 7.2 percent from the 2005 baseline and plan to reach a 15 percent reduction by 2015."

Dr. Katharine Hayhoe, Director of Texas Tech's Climate Science Center, founder and CEO of ATMOS Research, and coauthor of the 2014 Third National Climate Assessment Report, outlined how climate will change for cities throughout the United States and how we need to look to the future to determine what to do now. For example, Chicago will feel more like Pittsburgh in the winter and Baton Rouge in the summer. Currently, she said, our infrastructure is built on the assumption of a stable climate which is not accurate. Hayhoe said we need to make investments in infrastructure that can sustain the changes that climate change will bring in 30 years.

Long Beach Mayor Bob Foster was

president of Southern California Edison for more than 20 years and worked for the California Energy Commission where he established statewide energy efficiency standards shared his experience in the energy field. He said, "You need to think about energy issues as a system. For example, electric vehicle recharging stations are good but you have to consider peak load and location of your charging stations as well as consider dynamic pricing. Plugging in cars is the equivalent of plugging in your house. You shouldn't be doing that at peak times." He talked about the benefits of decoupling which incentivizes utilities to promote conservation and energy efficiency measures. He said that the Environmental Protection Agency's (EPA) newly released Clean Power Plan, which would regulate greenhouse gas emissions from utilities, is the right direction to take because it would encourage utilities to promote energy conservation, efficiency, and alternative fuels.

Joe Goffman, who serves as EPA's Associate Assistant Administrator for Climate, and Rohan Patel, Deputy Director of Intergovernmental Affairs for the White House, represented the Administration and its new proposal to regulate greenhouse gas emissions from existing utilities. Under the proposed Clean Power Plan, each state must come up with their own comprehensive strategy to reduce their greenhouse gas emissions by 30 percent from 2005 levels. Goffman said, "In a nutshell, the kind of things that Mayor Foster has just described is exactly what we are hoping will happen ... A lot the stuff that you guys are already leading on... will be reinforced and given a broader opportunity for those kinds of efforts." Both Goffman and Patel said that the Clean Power Plan was drafted in a way to provide as much flexibility as possible for utilities, states, and cities and they are eager to hear comments to make the rule even better.



Left to right, White House Deputy Director of Intergovernmental Affairs Rohan Patel, Texas Tech Climate Science Center Director Dr. Katharine Hayhoe, Environment Committee Chair Phoenix Mayor Greg Stanton, Las Vegas Mayor Carolyn Goodman, and EPA Climate Associate Assistant Administrator Joe Goffman.

To review EPA's Clean Power Plan, visit the website [epa.gov](http://epa.gov).

## Adopted Resolutions

- Climate Change
- Supporting Full and Dedicated Funding of the Energy Efficiency and Conservation Block Grants
- Emergency Action Needed to Address Climate Change and Protection
- Resolution in Support of Climate Resiliency
- Support the Donation of Used Goods to Legitimate Local Nonprofits as a Means of Contributing to Local Economies, Diverting Items from Landfills, Thereby Helping the Environment and Providing Local Social Services that Strengthen Families and Communities
- Supporting the Reinstatement of the Superfund Tax
- Elimination of Overlapping and Redundant Environmental Reviews

- Prioritizing Natural Infrastructure
- Resolution in Support of Investing in our Nation's Water Infrastructure in Order to Create Jobs, Grow Local Economies, and Promote Climate Resilience
- Supporting Financial Assistance for Local Jurisdictions Implementing Approved Integrated Plans that Follow the EPA Integrated Planning Framework
- Strategic Water Resource Development in the United States
- Resolution to Ensure that Municipal Concerns are Addressed in Clean Water Act Regulations, Including the Definition of "Waters of the U.S"
- Require that the U.S. Department of Energy Focus on the Safe 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

## VACANT from page 32

decision making, blight tool alignment and improvement, organizational architecture and processes, strategic deployment of resources, and place-based revitalization.

Dallas Chief of Staff B. Adam McGough explained how the city is using innovative strategies for addressing vacant and abandoned structures. One strategy that has helped streamline

the process of addressing this issue is by using a community prosecution program, which allows the city to have a vertical prosecution, which provides the address of property owners that are not responding to other types of enforcement all the way through the different municipal and federal courts. McGough concluded his remarks with an overview of Dallas Mayor Mike Rawlings' strategy to improve south Dallas through his Grow South Initiatives.

Wells Fargo Renovation Program Vice President Bill Trees shared how

Wells Fargo is helping neighborhoods renovate and rebuild through offering homebuyers mortgages with built-in renovation financing. Renovation loans help finance the purchase of the home plus improvements, and allow the property to be appraised as if improvements have been completed. The benefits of these loans are: the work begins after closing, the cost of the improvements are spread out over the life of the mortgage, and homeowners work with a specialized renovation financing team.



## Exports Key to Economic Growth Agenda

By Dave Gatton

The U.S. Conference of Mayors continued its push to promote greater export expansion as Conference of Mayors Vice President Baltimore Mayor Stefanie Rawlings-Blake attended the June 19 meeting of President Obama's Export Council in Washington (DC). Conference of Mayors Ports and Exports Chair Jacksonville Mayor Alvin Brown held a June 23 meeting of the task force in Dallas in conjunction with the Conference of Mayors 82nd annual meeting.

The President's Export Council, chaired by Boeing CEO James McNerney, met with President Obama and several cabinet officers to continue to push for a unified effort to promote exports. The President reminded the group that one-third of the nation's economic growth had come from export expansion and therefore was key to the nation's continued recovery.

The President applauded Commerce Secretary Pritzker's earlier announcement of his administration's National Export Initiative (NEI-NEXT), which will seek to streamline the process for exporting. NEI-NEXT will also work more closely with state and local gov-

ernments in identifying small and medium-sized firms who are candidates for export expansion. Rawlings-Blake, along with Conference of Mayors leadership, formally endorsed NEI-NEXT when the announcement was made.

The Council adopted fourteen letters of recommendation transmitted to the President ranging from cross-border data flows to expediting points of entry for visiting tourists.

Transportation Secretary Anthony Foxx told the Council that the Highway trust fund would soon run out of money this summer unless Congress reauthorized the nation's surface transportation law, an issue of concern for the Council as exporters rely on a modernized transportation, freight and port system to efficiently move goods overseas.

In Dallas, Brown welcomed former United States Trade Representative Ambassador Ron Kirk to the task force meeting. Kirk is the former mayor of Dallas and was an active member of the Conference of Mayors.

Kirk reviewed the major trade agreements currently under negotiation and emphasized the importance of Congress providing "trade promotion authority" to the Administration in order to complete



Left to right, USCME Exports and Ports Task Force Chair Jacksonville Mayor Alvin Brown, former U.S. Trade Representative Ambassador Ron Kirk, USCME Task Force Vice-Chair Little Rock Mayor Mark Stodola, and U.S. Army Corps of Engineers Senior Adviser Larry Prather.

the Trans-Pacific Partnership agreement and the Trans-Atlantic Trade and Investment Partnership agreement. Kirk said that these and other agreements represented an unprecedented historic opportunity to expand U.S. trade.

The task force also heard from Larry Prather of the U.S. Army Corp of Engineers who reviewed the key provisions of the Water Resources Reform Development Act (WRRDA) recently passed by Congress and signed into law by President Obama.

Under the law, more resources from the Harbor Maintenance Trust Fund (HMTF) will be used for their intended

purpose of modernizing the nation's ports. Up to this time, the HMTF had amassed a \$7 billion surplus that had been spent on non-harbor projects. WRRDA calls for the percentage of funds used for ports to gradually increase over time.

Prather also encouraged the mayors to actively engage with the Corps as implementation strategies for these reforms are developed.

Finally, Task Force Vice Chair Little Rock Mayor Mark Stodola announced that the next meeting of the task force would be held in Little Rock October 9-10.

## Mayors and Metro Universities Task Force Visits UNT Dallas

Orlando Mayor Buddy Dyer, Chair of the Mayors and Metro Universities Task Force (MMUTF), lead an energetic group of mayors to the downtown Dallas campus of the University of North Texas (UNT), one of six state university systems in Texas. At this, the third meeting of the MMUTF, the mayors were greeted by UNT Chancellor Lee Jackson at the conference hotel where the discussion began on how the city of Dallas and UNT have worked together to shape a vibrant downtown while meeting the education needs of region.

Every great city has a university at its center. While there are a number of private and public universities surrounding Dallas, city leaders wanted a campus within the city limits. UNT worked closely with the city to identify locations that would best serve the students and help revitalize the area.

This was the second meeting this year of the MMUTF. The Conference of May-

ors and USU have partnered to work on issues of mutual interest through this Task Force. At this meeting on January 22, Dyer and Chancellor Bantz lead a discussion of how the Task Force can serve as a platform to showcase successful approaches mayors and university leadership have developed and implemented together to meet the mutual needs of their constituents. For USU institutions – four-year public research universities with a mission to serve their urban populations – that constituency is one in the same. For other universities and community colleges, the constituencies share many of the same interests and needs. Sharing best practices - sharing workable solutions to some of the many challenges mayors face – will be part of the activity of MMUTF.

Mayors and their representatives raised many challenging issues of common interest:

- **Workforce development** was



Mayors and officials from the University of North Texas in Dallas in the lobby of the UNT Law School.

one of the economic development issues raised by a number of Mayors and the University Presidents. Working with city leaders, metro universities educate the city's workforce – teachers, health care professionals, public safety workers, social workers, and city administrative staff. Bantz shared how IUPUI designed degree programs to support prominent economic clusters in Indianapolis, namely philanthropy and auto engineering.

- **Public safety partnerships** was another topic explored by the Task Force.

- **Shared services** – how can cities do more with less?
- **Student interns** benefit both cities and the university students and programs.

No matter the topic, the common theme among successful Mayor-President partnerships appeared to be a strong relationship feed by regular meetings and open communications. The Task Force looks forward to issue-targeted discussions at upcoming meetings and project development to support successful approaches on a national basis. Dyer invites all mayors to participate.



## Task Force Strives to Create Tools, Excitement for Manufacturing Resurgence

By Paul Leroux

Mayors from manufacturing centers of all sizes and varieties came together for a meeting of the Advanced Manufacturing Task Force during the 82nd Annual Conference of Mayors in Dallas on June 22. Led by Task Force Chair Lansing Mayor Virg Bernero and Vice Chairs Beaverton Mayor Denny Doyle and Waterbury Mayor Neil O'Leary, the group discussed ways to generate enthusiasm for manufacturing and connect individuals with necessary training and equipment.

Setting the tone for the meeting, Bernero said in his opening remarks, "We mayors have an ability to create an environment for manufacturing success...By leveraging partnerships with a variety of stakeholders, we can make our manufacturing economies stronger and more prosperous."

During the task force, Elias Alcantara, of the White House Office of Intergovernmental Affairs, presented on the White House's work to promote the Maker Movement, supporting individuals who create new products in social settings using high-tech equipment. The White House Maker Faire, held on June 18, allowed makers to showcase their



**Left to right, White House Office of Intergovernmental Affairs Staff Assistant Elias Alcantara, Advanced Manufacturing Task Force Vice Chair Beaverton Mayor Denny Doyle, Advanced Manufacturing Task Force Chair Lansing Mayor Virg Bernero, NASCAR Technical Institute Campus President Jennifer Bergeron, and General Electric Executive Supply Chain Leader Walter Amaya.**

creations and receive feedback from their peers.

The Mayors Maker Challenge asks mayors to support the Maker Movement, through activities like convening partners, holding Maker Faires at the local level, or integrating "making" into existing educational curriculum. According to Alcantara, these initiatives are aimed at a single goal. "We want to get to the point where saying 'Made in America' is

more and more common."

NASCAR Technical Institute Campus President Jennifer Bergeron discussed how mayors can work to integrate job skills training into their communities. Bergeron stressed that students should, "Get a better return on their investment in education and have access to high quality programs that help them get job."

Working from NASCAR Technical Institute's location in Mooresville (NC),

the school has already partnered with Mayor Miles Atkins, the North Carolina Conference of Mayors, and the Carolina Economic Development Corporation. Bergeron said partnerships like these are, "Demonstrating through example the value of a STEM education."

General Electric Executive Supply Chain Leader Walter Amaya presented the perspective of manufacturing employers. "We picked Fort Worth because of location, location, and location," Amaya said, referring to Fort Worth as a center of rail lines, trade routes, access to major customers, and, most importantly, skilled workers.

Amaya said that the worker skills were paramount to the company's success in building a locomotive factory in Fort Worth. "As important as it is to show you the product itself," he said. "What's really important to highlight is the team that made it possible." Like Bergeron, Amaya credited a number of regional stakeholder's with his endeavor's success. GE's partners in Fort Worth have included two workforce boards, two community colleges, two counties, and Fort Worth.

Following the presentation, the mayors on the Task Force engaged in a discussion moderated by Bernero and Doyle. Ideas for generating enthusiasm included celebrating Manufacturing Day, immersing communities in the Maker movement, and providing new skills training through community colleges and vocational centers.

## Global Partnerships, Refugees, Turkic American Alliance Highlighted at International Affairs Committee

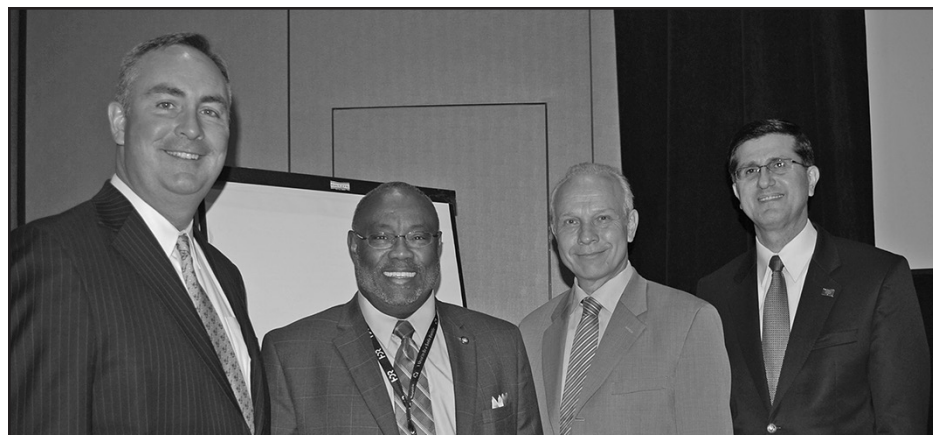
By Lina Garcia and Kay Scrimger

Led by Alexandria Mayor William D. Euille, the International Affairs Committee met June 21 in Dallas, and reported out nine resolutions and heard three speakers.

### Global Partnerships

Andrew O'Brien is Special Representative for Global Partnerships in the Secretary of State's Office of the Global Partnership Initiative, which "develops public-private partnerships across the globe that work to transform our greatest challenges into opportunity."

Since 2009, the Office of Global Partnerships has leveraged approximately \$829 million in public and private resources for diplomacy and development and worked with more than 1,600 partners around the world "to promote shared prosperity and values, strengthen well-being and security, and



**Left to right, U.S. Department of State Global Partnerships Special Representative Andrew O'Brien, Alexandria Mayor William D. Euille, United Nations Refugee Agency UNHCR Regional Representative for the USA and the Caribbean Shelly Pitterman, and Turkic American Alliance President Dr. Faruk Taban.**

uphold governance and the rule of law." O'Brien commended U.S. mayors who are building upon the ancestral ties of their citizens in order to forge closer ties with mayors and cities in other nations.

### UN Refugee Agency

Shelly Pitterman, Regional Representative for the U.S.A. and the Caribbean for the United Nations High Commissioner for Refugees (UNHCR), described

his organization's mission to assist and protect the nearly 36 million people in over 125 countries who are refugees (17 million), displaced persons within their own countries (12 million), or stateless, meaning not recognized as citizens by any country. In addition to long-standing refugee situations around the globe, the UNHCR is currently responding to humanitarian crises affecting millions in Syria, South Sudan, the Central African Republic, and the Democratic Republic of the Congo.

Pitterman emphasized that the UNHCR is "deeply grateful to mayors for your commitment and caring, and for expressing your solidarity with mayors around the world."

### Turkic American Alliance

Dr. Faruk Taban, President of the Turkic American Alliance, a broad umbrella

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# Mayors Adopt Policies to Feed Hungry Children, Expand Access to Early Childhood Education, Strengthen Health Care Safety Net for America's Veterans

Mayors considered policy resolutions during the meeting of the Children, Health and Human Services Standing Committee that seek to protect and enhance the well-being of the nation's most vulnerable populations, and heard presentations focused on similar issues. Standing Committee Chair Green Bay Mayor James Schmitt led a discussion and debate on the resolutions under consideration. One of the resolutions, sponsored by Schmitt, calls for the designation of September 18 as national "Blessings in a Backpack Day." Blessings in a Backpack is a national program which provides elementary schoolchildren in the National School Lunch Program with a backpack of food to take home on weekends during the school year. Schmitt underscored the importance of eradicating hunger among the nation's children, and the vital safety net that nonprofit programs like Blessings in a Backpack provide.

Several resolutions before the Standing Committee aimed to strengthen the nation's commitment to early childhood education and learning. During discussion, Washington (DC) Mayor Vincent Gray proposed an amendment to one of these, "Universal Childcare and Early Childhood Education Programs as a Means of Eliminating Income-Based Achievement Gaps," to call for the application of existing K-12 school funding formulas to early childhood (Pre-K) education as well. Two additional resolutions focused on the urgent need to strengthen the health care safety net for the nation's veterans; the Standing Committee voted to combine the two resolutions.

One presenter – Paul Dioguardi, Director of Intergovernmental Affairs for the U.S. Department of Health and Human Services (HHS) – spoke about the role mayors can take in expanding access to health care for the uninsured. Dioguardi provided an overview of successful strategies that mayors across the

country have employed to connect their residents to affordable health care coverage through the Health Insurance Marketplace. These strategies have included establishing community information and enrollment centers, hosting community enrollment events, and leveraging the power of their offices to generate awareness and media coverage. With the next open enrollment period set to run from November 15, 2014 to February 15, 2015, Dioguardi called on mayors to continue their efforts to help uninsured residents gain health coverage. He noted that HHS regional directors are available to assist in these efforts – contact information can be found on the website [www.hhs.gov/iea/regional/index.html](http://www.hhs.gov/iea/regional/index.html).

Annie E. Casey Foundation Associate Director Laura Speer shared findings from their "Race for Results" Index. (RfR). RfR compares how children are progressing on key milestones across racial and ethnic groups at the national and state levels, including factors such as the number of children aged 3-5 enrolled in early learning programs and the number of 4th and 8th graders scoring at or above proficient in reading and math, respectively. Prior research has shown these indicators to be predictive of the likelihood of a young person becoming middle class by middle age. Asian/Pacific Islander children scored highest on the index, at 776, followed by white children at 704. Index scores for Latino (404), American Indian (387), and African American (345) are considerably lower. A key recommendation in the report on the index calls on policy makers to use data to inform policy and decision making at the local, state and federal levels. The full report is available on the Annie E. Casey Foundation website at <http://www.aecf.org/resources/race-for-results>.

Parkland Center for Clinical Innovation President and CEO Dr. Ruben Amarasingham spoke about the Dallas Information Exchange Portal (IEP), billed as "the



Left to right, Parkland Center for Clinical Innovation President and CEO Dr. Ruben Amarasingham, Standing Committee Chair and Green Bay Mayor James Schmitt, Annie E. Casey Foundation Associate Director Laura Speer, and U.S. Department of Health and Human Services Intergovernmental Affairs Director Paul Dioguardi.

nation's first artificially intelligent social-health information exchange system." The program was born of Amarasingham's recognition that certain patients showing up regularly in Parkland Memorial Hospital's emergency room (at a cost running into hundreds of thousands of dollars) often had conditions that, while chronic, could be treated with regular regimens of medications that cost much less than the emergency room visits. However, many of these at-risk patients weren't able to keep track of and regularly take their medications. Both to provide better patient care and significantly reduce costs, Amarasingham and his research team established the Dallas Information Exchange Portal (IEP). The IEP establishes an electronic portal between Parkland and dozens local social service agencies, giving the groups access to medical records of willing patients in hopes of keeping them healthier. These groups will serve as a support system for patient populations – such as homeless or elderly – without family or friends to watch over them. Amarasingham noted that the IEP has the potential to improve the quality of life for people across the Dallas community and his goal is that eventually, hospi-

tals across the country be able to utilize the IEP model.

## Adopted Resolutions

- Saving Lives Through Overdose Prevention
- Blessing in a Backpack Day
- Creation of a National Task Force on Addiction Recovery Services
- The President's Early Learning Agenda
- Policies and Programs that Encourage the Development of Diversified Farming Practices that Promote a Healthy, Sustainable Food Production System
- Ensuring Veterans' Access to Quality Health Care
- In Support of a National Commitment to Building an Early Learning Nation by the Year 2025
- Universal Childcare and Early Childhood Education Programs as a Means of Eliminating Income-Based Achievement Gaps
- Awareness of Influenza Vaccination Coverage Disparities Within the African American, American Indian/Alaska Native and Latino Communities

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la organization is based in Washington (DC) and composed of immigrants from Central Asia, Anatolia, and the Balkans. The Alliance's major goals are to preserve the Turkic American culture while helping newcomers with their integration process.

The Turkic American community became visible in American society following the 1960's. Collapse of the Soviet Union and economic reforms in Turkey after the 1990's led to a new wave of the Turkic population, made up mostly of academicians, doctors, and engineers, coming to the United States.

## Resolutions

The committee reported out the fol-

lowing resolutions, all adopted by the full Conference of Mayors at the June 23 business session:

- Advancing U.S. Metro Economic Growth through Collaboration and Trade in the Americas
- In Support of the National Export Initiative and Efforts to Expand Exports
- Support for the Venezuelan Demonstrators Persecuted and Jailed by the Government of Venezuela, Demand-

ing a Halt to the Mistreatment and Persecution of the Demonstrators and Calling for the Release of All Political Prisoners, and Requesting the Organization of American States and the U.N. Commission on Human Rights to • Investigate the Mistreatment of the Demonstrators and Political Prisoners

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# Mayors' Task Force Focuses on VA Healthcare, Homelessness, Homebuilding Jobs for Veterans

By Mike Brown

The controversy surrounding the long-running and potentially life-threatening mismanagement of health care for veterans in Department of Veterans Affairs facilities throughout the country set the stage for a meeting of the mayors' Veterans Affairs Task Force on June 22 during the 82nd Annual Conference of Mayors in Dallas.

Moderated by Rochester (MN) Mayor Ardele Brede, the session brought together leaders of agencies inside and outside the federal government who have been directly involved in helping veterans make successful transitions to civilian life. Brede co-chairs the Task Force with Sumter (SC) Mayor Joseph McElveen.

Updating the mayors on the Veterans Affairs response to the management problems that have surfaced at VA medical facilities, VA's Intergovernmental Affairs Director Jason Cain, said Sloan Gibson, the Acting Secretary appointed to replace General Eric Shinseki who resigned from the position in the wake of the health care scandal, had "hit the ground running," pursuing an Access Audit and other measures designed to get at the scope of the agency's problems and correct them.

Cain said the VA's investigations were showing that the most serious problems are with patient scheduling. A report on access to VA health care, released the day before the start of the Conference of Mayors meeting in Dallas, showed an increase of 200,000 appointments for services in the last two weeks of May. Cain said the VA is now reporting every two weeks, by facility, on how many veterans are waiting for services, and for how long, and is also launching a new patient satisfaction measurement system. He reminded the mayors that more veterans signing up for VA services translates into more funds flowing into their



**Left to right, Newton Mayor Setti Warren, U. S. Department of Veterans Affairs Intergovernmental Affairs Director Jason Cain, U.S. Interagency Council on Homelessness Executive Director Laura Green Zeilinger, USCM Veterans Affairs Task Force Co-Chair Rochester (MN) Mayor Ardele F. Brede, Home Builders Institute for Workforce Training and Employment Vice President Dennis Torbett, and USCM Veterans Affairs Task Force Co-Chair Sumter Mayor Joseph T. McElveen.**

cities, and he appealed to them to assist in veterans outreach efforts.

U.S. Interagency Council on Homelessness Executive Director Laura Green Zeilinger briefed the group on progress being made on the council's goal of ending homelessness among veterans in 2015, and appealed to all mayors to support the effort. The "Mayors Challenge to End Veterans Homelessness" – a joint effort of the council, the White House's "Joining Forces" initiative, HUD, and the VA – is providing resources to help mayors reach the program's goal in their cities. In the three years since the 2015 goal was announced, Zeilinger said one in four homeless veterans has been helped to secure housing and unsheltered veterans homelessness has been reduced by about one-third. She noted, however, that the failure to secure adequate appropriations for the initiative has put the goal of ending chronic homelessness among veterans out or reach by the end of 2015, and that this goal has been pushed back one year.

Zeilinger noted that the fact that Salt

Lake City and Phoenix had already announced reaching the goal of ending homelessness among veterans was an indication that "where we made the investment, we are solving the problem." It also indicates, she said, that without the mayors, agencies involved in ending veteran homelessness in cities are not going to reach the goal. Mayors can reach out to businesses in the community, appoint staff dedicated to the effort, and ensure that resources are invested in evidence-based practices, she said, and with this, "Mayors are going to achieve the goal for us."

Innovative approaches to serving veterans at the municipal level were described by Newton Mayor Setti Warren, a Navy veteran who believes a key question is "How do you capture veterans before they hit rock bottom" and become homeless. Warren has worked with Harvard's Kennedy School of Government on research into this question which has shown that a paradox exists among many returning veterans: On one hand, he said, the last thing veterans

want to do when out of deployment is investigate what services are available. They want to get away from the military. On the other hand, he said, "They also want to be part of some kind of community that they lost" when they separated from the service.

Research found that when the VA or the service element is "put in front" in initial contacts with veterans, they will turn away. Warren said the Harvard team made several recommendations, including setting up a "one stop" place where veterans could access the wide range of services available through an area's numerous service providers and at the same time feel part of a community. He described how his city had established its "one stop" municipal center based on this concept, and how "the veterans know that, when they walk into the building, they will see the service providers, and they will also see each other."

Unemployment is a particularly serious problem for younger post-9/11 veterans: 21 percent of 18 to 24-year-olds in this group are unemployed. Home Builders Institute Workforce Training and Employment Vice President Dennis Torbett believes his organization can help. Torbett briefed the mayors on the "HBI Veterans Program," which has been created to attract veterans to the homebuilding industry, where demand for trained workers far exceeds supply. The program's range of services includes initial contacts with veterans interested in the construction industry; training and employment plans based on skill levels and career goals; locally-administered hands-on training; construction superintendent certification for veterans who qualify; and job placement.

The home construction industry has added 106,000 jobs to the economy in the last 12 months, Torbett said, and the outlook continues to be positive. Last year and this year, he said, the HBI initiative has succeeded in adding veterans to the 9,000 students being trained each year, and he invited mayors to work with HBI to create programs that would be attractive to veterans in their cities. "HBI has the ability to put veterans to work," he said. "Help us to do that."

## INTERNATIONAL from page 36

- Creating Jobs through Increased Travel to the U.S.
- Urging President Barack Obama to Suspend Deportations of Undocumented Venezuelans with No Criminal History and Urging the United States Secretary of Homeland Security to Immediately Designate Venezuelan Immigrants for Temporary Protected Status
- Recognizing U.S. Leadership in Protecting Refugees and Celebrating the Contributions of Refugees to Their New Communities in the U.S.
- In Support of Cities for CEDAW Initiative and Encouraging Cities to Implement the Principles of the UN Convention on the Elimination of

ality to Immediately Designate Venezuelan Immigrants for Temporary Protected Status

- All Forms of Discrimination Against Women
- Calling for Constructive Good Faith U.S. Participation in International Nuclear Disarmament Forums
- In Support of Venezuelan Mayors and the Democratic Aspirations of the People of Venezuela

All Forms of Discrimination Against Women

- Calling for Constructive Good Faith U.S. Participation in International Nuclear Disarmament Forums
- In Support of Venezuelan Mayors and the Democratic Aspirations of the People of Venezuela





# Membership Committee Holds Roundtable Discussion on Local Mayoral Priorities

By Katie Pirolt

A record number of first-time mayors were in attendance at the 82nd Annual Meeting of The U.S. Conference of Mayors. At the June 20th meeting, Membership Standing Committee Chair Piscataway Mayor Brian C. Wahler led a roundtable discussion on local mayoral priorities from the newly elected mayors. Wahler also called on Conference of Mayors veteran mayors to share with their colleagues their city's best practices. Before opening the discussion, Wahler highlighted the benefits of membership with the Conference of Mayors, saying, "One of the most significant benefits you'll get from this meeting is the opportunity to work with over 200 of your colleagues from around the country from cities of all sizes."

Rochester Hills Mayor Bryan Barnett gave a personal testimony regarding the benefits of membership and networking opportunities, describing the many business leaders he has met at the Conference of Mayors. He explained, "From the relationships and contacts I developed at the Conference of Mayors, I was able to go back to my city with new ideas and business connections on how to build our recycling program which has increased in participation from a mere 18 percent to now 85."

Throughout this session, newly-elected mayors had an opportunity to describe their city's initiatives such as water quality improvement, natural disaster recovery, and recycling. A common theme among many of the mayors was the increased focus on economic development. For instance, Membership Standing Committee Vice Chair Normal Mayor Chris Koos described how his town's long-term economic development strategy is starting to pay off, particularly in the area of high-speed rail and the implementation of a regional bicycle transportation plan. Koos added, "We are getting more bang for our buck as we explore more ways to carry more people on our transportation corridors."

Lakeland Mayor Howard Wiggs highlighted the aggressive efforts of his city's Economic Development Council and the promotion of entrepreneurs and "business incubators." Mobile's newly-elected Mayor Sandy Stimpson discussed his efforts to boost his city's aviation industry, commercial and military. Stimpson also highlighted the Port of Mobile, stating, "It is one of the nation's most active port operations and makes Mobile a center of international commerce."

Rio Rancho Mayor Gregory Hull, who was elected into office only a few



**Piscataway Mayor Brian Wahler, right, with Hempstead Mayor Wayne Hall.**

months ago, described how his city has experienced very rapid growth over the last ten years, as a result of expanding land development and inexpensive housing prices. Hull expressed the importance of creating a "business friendly" city and a desire to promote growth in the medical field. Hempstead Mayor Wayne Hall shared that his village implemented the requirement for businesses to include Hempstead residents as 25 percent of their new hires.

He explained that, "As our economic development team works to grow our business community, we must ensure that it also promotes employment in Hempstead, especially among women and minorities."

Many mayors noted their efforts to provide more services to its citizens while operating on a significantly lesser budget. Toledo Mayor D. Michael Collins described his city's population growth and the migration from rural areas into

the downtown city. As he works to promote city services, Toledo is functioning with a 15 percent lower budget than previous years.

Wahler concluded the meeting by thanking participants and encouraging everyone to take part in as many of the offered sessions as possible, stating "there is great value to this organization—the opportunity to come here and share best practices, learn, and see what other cities have done, please take full advantage." In support of Conference of Mayors President Sacramento Mayor Kevin Johnson's commitment to grow the membership one mayor, one member at a time, Wahler said, "Everyone's outreach on this committee is greatly appreciated, let's continue this momentum as we move forward with President Johnson's call to grow membership." He added, "Our organization is only as strong as its membership, it is time for all mayors to play an active role in the Conference of Mayors."



**Left to right, Mobile Mayor Sandy Stimpson, Concord (CA) Mayor Timothy Grayson, North Wilkesboro Mayor Robert Johnson, Cape Coral Mayor Marni Sawicki, Normal Mayor Chris Koos, Piscataway Mayor Brian Wahler, Columbia (SC) Mayor Stephen Benjamin, and Rio Rancho Mayor Gregory Hull.**



# Climate Task Force Members Consider Initiatives to Address Climate Emissions, Adapt Their Cities

By Kevin McCarty

Carmel (IN) Mayor James Brainard and Bridgeport Mayor Bill Finch convened the Energy Independence and Climate Protection Task Force where participants reviewed Conference of Mayors and other initiatives to address climate challenges before the nation's mayors, including programmatic and technology responses from private sector partners, during a June 22 session at the Conference's 82nd Annual Meeting in Dallas.

Task Force Co-Chair Brainard indicated to his colleagues that, "This Annual Meeting has placed considerable emphasis on climate issues, especially with our new Mayors' Climate Protection Agreement." Brainard noted that the updated Agreement, released that morning, had already attracted 77 signatories.

Brainard also talked briefly about the work of the President's State, Local and Tribal Leaders Task Force on Climate Resilience and Preparedness, where he serves as one of 13 member mayors. Rohan Patel, Special Assistant to the President and Deputy Director of Intergovernmental Affairs at The White House, joined with the mayors and provided additional context for this special Presidential Task Force, noting that final report by this 26-member panel is expected later this year. Patel is part

of The White House staff team who supports the efforts of the Task Force Members and coordinates with federal agencies contributing policy recommendations that will comprise the final report. He also commended the mayors for their leadership on climate mitigation and adaptation, and for the new Mayors' Climate Protection Agreement.

Finch also talked about the Agreement, encouraging mayors to join as signatories. "You have the revised Agreement before you. I encourage you to review it, and join on a signatory." Finch then moderated three separate presentations by members of the Mayors' Business Council, who described various climate strategies and solutions for mayors and their cities.

## Proterra Offers All-Electric Buses

Ryan Popple, President and CEO of Proterra, the leading manufacturer of zero emissions, battery-electric transit buses in the United States, described the many climate and other benefits of acquiring its buses by public transit providers and for other city transportation services.

Popple said that in addition to its zero tailpipe emission, the buses are quieter, cheaper to operate and more efficient than other bus options, when compared to diesel, diesel hybrids or natural gas-powered buses. While a relatively new



Left to right, Energy Independence and Climate Protection Task Force Co-Chair Bridgeport Mayor Bill Finch, Energy Independence and Climate Protection Task Force Co-Chair Carmel (IN) Mayor James Brainard, and Special Assistant to the President and Deputy Director of Intergovernmental Affairs Rohan Patel.

product, he noted, local areas deploying the technology have been pleased with its performance and the public's response to the vehicle's features.

Representing the Portland Cement Association were Bryan Brendle, Senior Director of Government Affairs for the organization, as well as Jeremy Greg-

ory, Executive Director of the Concrete Sustainability Hub of the Massachusetts Institute of Technology. PCA and its members, as both speakers explained, are broadening their research and product development efforts to support cities in their resiliency efforts. MIT's Concrete Sustainability Hub, it was noted, is dedicated to developing breakthroughs that will achieve more sustainable and durable homes, buildings and infrastructure.

Wrapping up the session, Cityzenith CEO Michael Jansen, joined the mayors to discuss the many opportunities to use public data to further city goals and objectives. He talked about how his software enables cities to convert their massive amounts of data into monetizable assets, consolidating public (Open Data), commercial (M2M), and citizen (Social Media) data sources, giving stakeholders unprecedented access to information. Specifically, he talked about his recent efforts with larger cities throughout the world, notably C40 members, to help them use their data resources to further their climate mitigation and adaptation goals.



Left to right, Portland Cement Association Senior Director Bryan Brendle, Energy Independence and Climate Protection Task Force Co-Chair Carmel (IN) Mayor James Brainard, Energy Independence and Climate Protection Task Force Co-Chair Bridgeport Mayor Bill Finch, Proterra President and CEO Ryan Popple, Cityzenith CEO Michael Jansen, and MIT Concrete Sustainability Hub Executive Director Jeremy Gregory.



# Atlanta Mayor Reed, U.S. Representative Johnson Enjoin Mayors to Press Congress for a Strong Surface Transportation Renewal Law

By Kevin McCarty and Paul Leroux

Atlanta Mayor Kasim Reed and U.S. Representative Eddie Bernice Johnson (TX) addressed Annual Meeting participants at the June 21 luncheon session, urging mayors to continue to press their Members of Congress for a well-funded, multi-year surface transportation reauthorization.

The two transportation leaders made their remarks, as the current law (MAP-21) moves closer to its September 30 expiration date. In fact, Congress is working against an even more challenging deadline, with budget estimates showing the federal trust fund in deficit by early next month.

"Before we even get to this larger question – enactment of a six-year renewal with more robust funding – we have to address the pending deficit in the federal trust fund. This summer, the trust fund – for the first time – will not keep pace with its liabilities. Or, to say it more directly, the trust fund will be insolvent," Reed said.

Reed, Chair of the Conference of Mayors Transportation and Communications Committee, delivered his remarks as Members of Congress wrestle with how to raise up to \$100 billion in new revenues, to fix the immediate trust fund shortfall and provide for growing funding commitments in future years.



**USCM Transportation and Communications Committee Chair Atlanta Mayor Kasim Reed.**

them even louder in telling the story of why investing in transportation is so important. We must help convince an increasingly weary public to come together and invest more in our transportation networks. We must convince them to invest more in maintaining what we have built, and we must make the case that additional resources are needed to expand our transportation networks to secure our future prosperity."



**House Transportation and Infrastructure Committee Member Representative Eddie Bernice Johnson (TX).**

## "We, as Mayors, Must Raise Our Voices"

In his remarks, Reed did not understate the enormity of the task before mayors and Congress. "As I see it, the top challenge before us is this: We – as mayors – must raise our voices, make

"Raising new revenues is not easy, but, it must be done, as all of us know. We are often the ones in government who have been at the forefront of delivering new resources for critical investment needs," Reed said. He further challenged the mayors to step up their

efforts. "Now, we must translate what has been learned locally about raising revenue and governmental leadership to those in Congress. We must now help them to do their part in meeting our nation's critical infrastructure needs."

Calling attention to population and economic projections showing how metro economies will account for an even larger share of the U.S. population and economy in the future, Reed said, "We know that we won't have the infrastructure in place to serve these people if we try to go forward with constant or flat lined budget commitments."

"And, the time has come to direct more resources to our cities and their regions, where so much of nation's future economic growth will be concentrated," he said.

Praising Johnson, Dallas' long serving U.S. Representative for her leadership on these issues, Reed said, "We have leaders in Congress trying to do just that. In a few minutes, we will hear from Congresswomen Johnson. She has been a true leader – fighting to raise more federal resources overall, and to direct more resources to local areas – on these priorities." He also stated, "She works closely with that panel's Chairman, Bill Shuster of Pennsylvania, who joined us in January, and one year ago in Las Vegas at our last Annual Meeting. And, [Shuster] has been a great champion of this investment."

In his remarks, Reed also praised President Barack Obama and U.S. Transportation Secretary Anthony Foxx for their proposals to raise funding commitments for surface transportation investment, including additional commitments to cities and their metro areas.

Calling the Interstate Highway System the defining transportation infrastructure of the last century, Reed challenged policy-makers to make "this century about interconnecting our metro areas from within, improving the economic performance of cities and our metro areas."

## Dallas Representative Explains Transportation Fight in Washington

Johnson, a senior Democratic Member of the House Transportation and Infrastructure Committee, illustrated for mayors the challenges her committee faces in trying to pass a transportation bill.

Johnson specifically addressed the Administration's "Grow America Act," proposed earlier this year by Foxx. The \$302 billion, four-year proposal includes \$7 billion for highway safety, \$199 billion for the highway system (an increase of 22 percent above the current spending level), and \$72 billion for transit (an

increase of nearly 70 percent).

Johnson stressed that the Administration's proposed multiyear timeframe was critical to the success of transportation projects around the country. "It is essential that you, the leaders of each city, have the opportunity to plan and depend in some way to make sure that it comes through," she said. Johnson added that the proposal had a particular value for mayors, noting that it supports "high-performing metropolitan planning organizations to strengthen local decision-making."

Johnson pointed out that the proposal has not yet made its way through Congress, despite strong bipartisan leadership in both houses on this issue. "People understand that you can't get the improvements you need and keep up the highways and travel without having additional resources," she said, "But translating that into votes is difficult."

To help overcome the political obstacles, Johnson enlisted the support of the mayors who had gathered in her hometown of Dallas. She encouraged mayors to write letters, make phone calls, and meet with their Members of Congress at home and in Washington, DC. "If we had mayors on the transportation committee, we wouldn't have to worry about getting anything done," she said.





# Women Mayors Discuss Best Practices on Serving Homeless Women Vets

By Joan Crigger

Monrovia (CA) Mayor Mary Ann Lutz, Chair of the Women Mayors, opened the meeting of the Women Mayors who were gathered in Dallas to learn about how to deal with the issues of homeless women, particularly homeless women veterans.

Fontana (CA) Mayor Acquanetta Warren presented for Ontario (CA) Mayor Paul Leon, who was unable to attend. Warren discussed how Ontario had faced a severe economic downturn in 2007 with high unemployment, a sky-high foreclosure rate and, shortly thereafter, a huge homelessness explosion, particularly among women and women veterans and their families. Leon established a full service program to transition the homeless into permanent housing. He was able to leverage local resources through partnerships with Mercy Housing Living Center, HUD, county agencies, the Housing Authority, the behavioral health center and eleven local churches. Leon also focused many Ontario resources on reducing the chronic homelessness.

The mayors then heard from Houston/Harris County Coalition for the Homeless President and CEO Marilyn Brown. Following the signing of the Homeless Emergency Assistance and Rapid Transition to Housing Act in 2009, Houston applied for a consolidated grant from HUD to reduce chronic homelessness using \$103 million a year with Houston Mayor Anise Parker in full support. Brown said that about 12 percent of the homeless will solve the problem on their own, 28 percent will need transitional housing, 30 percent need rapid housing, 30 percent



**Left to right, Speaker Carrie Sconza of Texas Veterans Commission, Marilyn Brown of the Coalition for the Homeless, Bridget Lopez of Linebarger Goggan Blair and Sampson, Monrovia Mayor Mary Ann Lutz, Clarksville Mayor Kim McMillan, and Fontana (CA) Mayor Acquanetta Warren.**

will need permanent supportive housing. Brown said that Parker has helped to reduce overall homelessness by 37 percent. Brown said their are five top success factors to reducing homelessness: 5) plan and expert guidance from HUD, 4) focus – stay focused, 3) collaboration with the Veterans Affairs Agency, the Housing Authority, non-profits, Houston and Harris County, 2) carrot and stick – ask people to do things differently, and first and most important – political will – mayors who are willing to put their name out there.

Texas Veterans Commission Women Veterans Outreach Coordinator Carrie Sconza addressed the mayors and

told them of the breadth of the homelessness women's veteran problem. She said most often the women don't think of themselves as vets. And very often, they don't know that there are people to help. Many don't ask for help until the 11th hour when they are in dire straits. They have an "After 5" group of non-profits that help the whole person when things can't get done right away. Texas has a "funds for Vets" program that has awarded \$40 million to these non-profits. They also have developed "The Telling Project," an interactive interview with veterans and their families to help spread the word about what is out there for women veterans.



**Women mayors gather for the 82nd Annual Conference of Mayors meeting in Dallas.**

## Calendar of Events

(Updated 07/07/14)

### 2014



**August 10-11**

**USCM Cities of Opportunity Task Force Meeting**, New York City (USCM Leadership and Invitation Only). Contact: Ed Somers [esomers@usmayors.org](mailto:esomers@usmayors.org) / 202-861-6706 Registration available soon.

**August 28-29**

**USCM Food Policy Task Force Meeting**, Louisville. Contact: Crystal Swann [cswann@usmayors.org](mailto:cswann@usmayors.org) / 202-861-6707 Registration available soon.

**September 27-29**

**USCM Fall Leadership Meeting, Sacramento** (USCM Executive Committee, Advisory Board, and Chairs Only). Contact: Carol Edwards [cedwards@usmayors.org](mailto:cedwards@usmayors.org) / 202-293-7330; Sponsorship: Geri Powell [gpowell@usmayors.org](mailto:gpowell@usmayors.org) / 202-861-6774. Registration Available in July

**USCM Community Policing Meeting at Clinton Presidential Center, and USCM Ports/Exports and Imports Meeting, Little Rock**

- Community Policing: October 8-9
- Ports/Exports and Imports: October 10

Contact: Carol Edwards [cedwards@usmayors.org](mailto:cedwards@usmayors.org) / 202-293-7330; Sponsorship: Geri Powell [gpowell@usmayors.org](mailto:gpowell@usmayors.org) / 202-861-6774. Registration available soon.

**October 15-17**

**Municipal Waste Management Association (MWMA) Fall Summit**, San Diego. Contact: Jubi Headley [jheadley@usmayors.org](mailto:jheadley@usmayors.org) / 202-861-6798. Registration available June.

### 2015

**January 21-23**

**83rd Conference of Mayors Winter Meeting**, Washington (DC). Contact: Carol Edwards [cedwards@usmayors.org](mailto:cedwards@usmayors.org) / 202-293-7330; Sponsorship: Geri Powell [gpowell@usmayors.org](mailto:gpowell@usmayors.org) / 202-861-6774. Registration open Fall 2014.

For updates or changes, check our web site at [usmayors.org](http://usmayors.org)



## Orientation for New Mayors, First Time Attendees



**More than 50 new mayors and first-time attendees gathered to meet with "veteran" mayors at the June 20 Orientation Session and learn about the organization from Membership Committee Chair Piscataway Mayor Brian C. Wahler and USCM CEO and Executive Director Tom Cochran.**



**At podium, USCM CEO and Executive Director Tom Cochran, with Membership Committee Chair Piscataway Mayor Brian C. Wahler, welcomes newly elected mayors and first-time attendees to the 82nd Annual Meeting during the Orientation Session.**



## Community Leaders of America: Republican Mayors



**At left, former Mesa Mayor and USCM President Scott Smith with Community Leaders of America Chairman Albuquerque Mayor Richard J. Berry.**

## National Conference of Democratic Mayors



**Houston Mayor Annise D. Parker serves as President of the National Conference of Democratic Mayors moderates the June 22 meeting.**



**Newly elected Santa Fe Mayor Javier Gonzales addresses Democratic Mayors at their June 22 meeting.**



# Mayors Pledge to Help Eradicate Bullying in City Schools

By Megan Cardiff

In the U.S. alone, more than 13 million kids are bullied each year. As city leaders, it is up to mayors to take the helm on this important issue and lead their communities in a call to action for students and educators against bullying. Many mayors did just that through their commitments to the Mayors Campaign to End Bullying, a partnership between The U.S. Conference of Mayors and The Bully Project on June 21 at The U.S. Conference of Mayors Annual Meeting in Dallas.

"When kids can't feel safe at school they can't learn. Proudly our conference is taking a stand on improving public education through policy/advocacy around teacher effectiveness and many other issues," said Conference of Mayors President Sacramento Mayor Kevin Johnson. "It is time for us to look at bullying not only as an act of safety but as an issue that relates to educational excellence."

The Campaign is a collective effort to create safe, caring and respectable schools in communities across the nation and to end bullying in the U.S. Leading

the Campaign's efforts is Houston Mayor Annise Parker. "There are many reasons that kids don't succeed in school, and let's face it there will always be bullies, but the good news is that bullying can be prevented and we can protect kids against bullying and inoculate kids against bullying," said Parker. "The good news is you don't have to do it by yourself. Thanks to the Mayors Campaign to End Bullying, you can have access to information, advice and resources that can help you jumpstart a program in your community or bring those programs that are already active in your community with renewed focus and renewed energy."

Bully Director and The Bully Project Founder Lee Hirsch announced the launch of the anti-bullying initiative and called on mayors to help the nation "turn a corner on bullying." The initiative will assist mayors in developing actions plans, provide resources related to the documentary's anti-bullying message and provide them with copies of Bully to screen in their cities.

"Together, with this Campaign, we have the opportunity to impact millions of students and educators and, with your help,



**Left to right, USCM CEO and Executive Director Tom Cochran, Houston Mayor Annise Parker, USCM President Sacramento Mayor Kevin Johnson, USCM Vice President Baltimore Mayor Stephanie Rawlings-Blake, and The Bully Project President Lee Hirsch.**

truly make this great – city by city, mayor by mayor," said Hirsch.

This historic Campaign to wipe out bullying in our nation's school is calling on mayors in all 50 states to host screenings and convene strategy sessions with key stakeholders to create ongoing, citywide

bullying prevention initiatives. Mayors can sign-up online and learn more about the campaign at <http://usmayors.org/bully-project/> or by contacting Kathy Wiggins at [kwiggins@usmayors.org](mailto:kwiggins@usmayors.org).

## Mayors Support Summer Youth Jobs, Financial Education

By James Kirby

DollarWise met with mayors from across the country during The U.S. Conference of Mayors' Annual Meeting in Dallas to discuss issues pertaining to financial literacy and summer youth employment. DollarWise held a workshop June 23 where mayors had the opportunity to share information on their summer youth jobs and financial literacy efforts. The workshop was chaired by Bridgeport Mayor Bill Finch.

Mayors promoted the National Summer Youth Jobs Challenge, which allows cities to register their summer youth employment programs online, for the opportunity to be recognized at the 2015 Conference of Mayors Winter Meeting. They also discussed the DollarWise Summer Youth Jobs Contest, which allows youth in summer jobs to complete an online financial education curriculum and win an assortment of prizes. These initiatives are part of the DollarWise goal of integrating financial literacy into every summer youth job by 2015.

Finch kicked off the workshop, discussing his city's Reality Job Fair (RJF) that helps over 800 middle and high-school youth find jobs every year. The Job Fair provides hands on experience, where students can research a career choice and starting salaries, and gain understanding on how to manage a budget based on a

monthly salary.

San Francisco Mayor Ed Lee spoke about his Summer Jobs Plus program, which places over 7,000 youth in job opportunities within the public, private, and nonprofit sectors throughout the city. The mayor's office works to place youth in jobs within the city itself, while the United Way of the Bay Area places youth in jobs within private companies. This partnership is part of a joint effort to cut poverty in half in the Bay Area by 2020.

Kansas City's Bright Future Internship Program employs over 100 young adults, within various city departments, for eight weeks each summer. This year, Kansas City will provide a mandatory eight-hour financial literacy development course to all youth in the program. The course will introduce students to the core concepts of financial literacy including: budgeting, bank accounts, credit and debt, saving and investing, as well as student financial aid.

Chester's Employer Paid Internship program places over 100 youth, ages 16-21, in summer jobs across the city. Mayor John Linder works directly with private companies and nonprofit organizations to place youth in summer jobs. Youth in the program complete a financial literacy component, which includes training on budgeting and personal finance.

Palm Bay Mayor William Capote discussed his city's Juniors to Jobs Program,



**Mayors wear DollarWise sunglasses during the Financial Education and Summer Youth Jobs Workshop. Sunglasses will be given to youth as prizes during this year's DollarWise Summer Youth Jobs Contest. Back row, left to right, Shreveport Mayor Cedric Glover, Chester Mayor John Linder, Daytona Beach Mayor Derrick Henry, and Palm Bay Mayor William Capote. Front row, left to right, USCM Staff Member David Gatton, Bank of America Charitable Foundation Vice President Nikki Salzillo, Doral Mayor Luigi Boria, Perth Amboy Mayor Wilda Diaz, Bridgeport Mayor Bill Finch, and Middleburg Heights Mayor Gary Starr.**

a new summer youth employment initiative for soon-to-be juniors in high school. The program operates in partnership with the Brevard Workforce (BW) and Community Credit Union, and focuses on helping youth develop work readiness, financial and career exploration skills, along with paid work experience for participating youth.

Bank of America Charitable Foundation Senior Vice President and Philanthropy Manager Nikki Salzillo spoke about the importance of providing summer jobs and financial literacy to youth in all cities. Salzillo touched on Bank of America's support and sponsorship of the National Summer Jobs Challenge, and the Summer Youth

Jobs Contest. She also described Bank of America's commitment to promoting summer jobs in cities, its Young Leaders Program, as well as the Foundation's funding of nonprofits with summer youth employment initiatives.

To register for the National Summer Youth Jobs Challenge, visit the website [www.usmayors.org/jobschallenge](http://www.usmayors.org/jobschallenge). To register for the DollarWise Summer Youth Jobs Contest, youth with summer jobs can visit the website [www.beddollarwise.org/syc](http://www.beddollarwise.org/syc).

For more information on the DollarWise Campaign, contact Program Manager James Kirby by phone at 202-861-6759, or send e-mail to [jkirby@usmayors.org](mailto:jkirby@usmayors.org).



# Conference of Mayors Honors Departing Mayors



**Left to right, USCM President Sacramento Mayor Kevin Johnson, Long Beach Mayor Bob Foster, and USCM CEO and Executive Director Tom Cochran. Foster has been an active member of USCM since he was first elected mayor in 2006. He was elected to the USCM Advisory Board in 2009 and the Board of Trustees in 2010 and served as chair of the USCM Environmental Committee and the Mayors Business Council.**



**Left to right, USCM CEO and Executive Director Tom Cochran, Tallahassee Mayor John Marks, and USCM Vice Baltimore President Stephanie Rawlings-Blake. Marks, a USCM Trustee, was first elected in 2003. As a leading expert on communications issues, he serves as Vice Chair to the USCM Transportation and Communications Standing Committee.**



**Left to right, USCM CEO and Executive Director Tom Cochran, USCM Vice President Baltimore Stephanie Rawlings-Blake, Laredo Mayor Raul Salinas, and USCM President Sacramento Mayor Kevin Johnson. As a USCM Advisory Board Member, Salinas served as a Co-Chair of the Immigration Task Force and Vice Chair for Surface Ports on the Transportation and Communications Standing Committee.**



**Left to right, USCM CEO and Executive Director Tom Cochran, former Mesa Mayor and Immediate Past President Scott Smith, USCM President Sacramento Mayor Kevin Johnson, USCM Vice President Baltimore Mayor Stephanie Rawlings-Blake, and Past President Charleston Mayor Joseph Riley. Smith first took office in 2008 and was sworn in as President of USCM in 2013. As President, he championed energy independence and increased trade in the Americas. He created a new tradition of "innovations that lead" at USCM meetings in order to provide even more opportunities for best practices and takeaways.**

## Breakfast on the Bridge



**USCM CEO and Executive Director Tom Cochran joined Dallas Mayor Rawlings, members of the American Beverage Association and local citizens to accept the 2nd place award for the USCM/ABA 2014 Childhood Obesity Prevention Awards. Funds will go to support Dallas' Mayor's Youth Fitness Initiative (MiFi).**



**Dallas Mayor Rawlings, center, enjoys a morning of jazzercise and yoga with local kids at the Centennial Bridge overlooking Trinity River in a revitalized section of town.**



## Mayors Describe Roles in Helping Veterans Transition to Jobs, Communities

### Best Practices Forum Includes Investments in Veterans Made by JP Morgan Chase, Football Legend Roger Staubach

By Mike Brown

Ways of helping the growing numbers of returning military veterans find jobs and resettle in communities throughout the country was the focus of a best practices forum on June 21 during the 82nd Annual Conference of Mayors held in Dallas. The sponsor of the forum was JP Morgan Chase & Company, which has developed and implemented a comprehensive, firm-wide strategy to assist military service members and their spouses in their transition to civilian jobs and home ownership.

Maureen Casey, the head of JPMorgan Chase's Office of Military and Veterans Affairs, which drives, among other initiatives, the 100,000 Jobs Mission, a commitment with other companies to hire 100,000 veterans by 2020 – a goal already far exceeded – and the Chase Home Awards program, a commitment by the firm to award 1,000 mortgage-free homes to deserving veterans through its nonprofit partners. "We looked at how we could be most impactful," Casey explained, "and that is why we focused on employment, housing, and education." JP Morgan Chase itself has hired more than 7,000 veterans, she said, with more than 80 percent of these coming from the enlisted ranks.

Four mayors appeared on the panel to describe what their cities were doing to ensure veterans' successful transition to civilian life.

Jacksonville Mayor Alvin Brown, having the largest military veteran population in Florida, described a conference held on empowering veterans, which made it clear that: "The most urgent need was making sure veterans coming home had a job." Within city hall, Brown elevated veterans affairs to the level of a cabinet post, appointed a director,

and built an infrastructure to serve veterans which was staffed by veterans. The mayor launched a "Jobs for Vets" program that enlisted more than 230 businesses in hiring efforts; his meetings with CEOs to review veterans' issues are held quarterly. "Mayors have an opportunity to close the gap in our cities to bring everybody together to focus on the issues, to overcome fear of hiring veterans," he said.

that veterans need, Mayor Greg Fischer focused his initial remarks on the disconnect that has occurred in this country between the civilian society and the military – a function of the fact that there is a core group of families in the country whose members serve in the military, generation after generation, and the fact that most Americans do not know anyone who has served. As a result, he said, because we don't have conversa-



**Left to right, Arlington (TX) Mayor Robert Cluck, Louisville Mayor Greg Fischer, J P Morgan Chase & Co. Military and Veterans Affairs External Advisory Council Member Roger Staubach, USCM Veterans Affairs Task Force Co-Chairs Sumter Mayor Joseph T. McElveen, Indianapolis Mayor Greg Ballard, Jacksonville Mayor Alvin Brown, and J P Morgan Chase & Co. Military and Veterans Affairs Director Maureen Casey.**

Indianapolis Mayor Greg Ballard, whose service to his city was preceded by a 23-year career as a Marine Corps officer, described a state program through which tuition and fees for colleges are waived for veterans with disabilities. He also described creation of a veterans business certification program, which supports the goal of veteran ownership of three percent of all businesses in the city, and his formation of a Mayors Advisory Committee on Veterans Affairs which brought together the leaders of all veteran-related organizations in the area. Among the many initiatives he listed are a campaign to end veterans' homelessness, a job fair, and a newsletter that targets area veterans. We are doing a lot, Ballard said, but "I am very worried about the current crop of veterans. They have a lot of issues."

While Louisville is teaming with several area service organizations to provide the comprehensive employment, education, healthcare and other services

tions about the military anymore, "we have a responsibility to teach people what the military is about." "One basic thing that all mayors can do is to remind folks in the military what we think of them," Fischer said. One example of how to do this, he said, is through a Veterans Day parade – something Louisville has now that it didn't have before.

For two years during the Vietnam War, Arlington Mayor Robert Cluck served as an Air Force general medical officer at Clark Air Force Base in the Philippines, a role that involved transporting to the U.S. troops that had been severely wounded in combat. The impact of that experience was such, he said, that upon returning to civilian life, he asked himself what he could do to help service members such as these. When he became Arlington's mayor, one answer to that question was job fairs for veterans – fairs that have grown substantially over the past five years both in terms of veterans seeking employment and busi-

nesses wanting to hire them. "We can't do enough job fairs," he said. Cluck also called attention to the significant investment that JP Morgan Chase has made in education programs serving veterans in Arlington. "We will always be thankful for what they have done for our city," he said, adding, "Everyone in this room has an obligation to help."

Also joining the mayors on the panel was Roger Staubach, a college and professional football icon whose successful career has included his founding of Allies in Service to America, a sweeping network of support for veterans in areas such as employment, housing, education, and healthcare. Staubach, who served in Vietnam following graduation from the U.S. Naval Academy, emphasized the importance of showing veterans that we care about them. "Coming back from Vietnam wasn't pleasant," he said. "We took it out on our troops," rather than on those responsible for the war. In contrast, he said, today we can honor and respect our veterans, and there is a lot we can do for them. At the same time, he said, "Government can't do everything," and "the private sector has to step up."

Staubach observed that in many cases, as a matter of pride. "The veteran is not looking for help enough," he said, and may be opting to live with problems for which help is available. And misperceptions of problems can be a challenge for those working with veterans. PTSD is an issue for a small percentage in the military, he said, but it gets a lot of attention and leads to "fear of hiring veterans" among potential employers.

Serving as moderator of the veterans transition forum was Sumter Mayor Joseph McElveen, Jr., a South Carolina city that has been a military community with a long history of support for veterans. In his closing comments, the mayor whose city will see 1,500 separations from the military this year, described the rewards experienced by those who get involved in helping military service members, and appealed to the audience. "If you haven't done it so far, go back home and get involved," he stated.





## Forum Features Mayors Showcasing Transportation Innovations

By Kevin McCarty

Mayors with a special interest or expertise in various city transportation solutions participated in a special forum on "Transportation Innovations," discussing details of their city efforts during a June 21 afternoon session at the Conference of Mayors' 82nd Annual Meeting.

The special forum was led by Conference of Mayors Transportation and Communications Committee Chair Atlanta Mayor Kasim Reed and featured brief presentations by session participants on light rail and streetcar development, bus rapid transit or BRT, roundabouts, and the use of technology to improve mobility options. Joining with Reed were Conference of Mayors Transportation and Communications Committee Vice Chair Portland (OR) Charlie Hales, Salt Lake City Mayor Ralph Becker, Carmel (IN) Mayor James Brainard and Siemens Road & City Mobility Vice President Dana Rasmussen. The mayors' forum was sponsored by Siemens.

In talking about the potent connection between investing in public transit and related transportation infrastructure and economic development, Reed said, "We are seeing redevelopment within the city limits that would have been unheard of 10-15 years ago," said Reed. "Additionally, we are attracting the Millennials into the city. As we all know, they want to live in our cities, and having a vibrant, efficient public transportation system is essential to this population so this is also driving our integrated land use and transportation planning efforts."

Reed described some of his many initiatives, including the Atlanta BeltLine, a new greenway project circling the city, where between 15,000 – 18,000 walkers and bicyclists are already using the trails. He talked about his efforts to build-out a modern Atlanta Streetcar system, which will provide connectivity to major destinations and neighborhoods in the city. The estimated \$300-\$400 million in public investment for this system, he noted, is predicted to leverage a nearly ten-fold return in economic development for an area that previously was underdeveloped.

### Portland Expands Its Non-Auto Travel Options

Hales talked about how his city continues to work to promote non-automobile travel options, describing how an existing bridge over the Willamette River was rehabbed to provide protected bicycle and pedestrian lanes and how a new bridge over the same river is being



**Left to right, Atlanta Mayor Kasim Reed, Portland (OR) Mayor Charlie Hales, Salt Lake City Mayor Ralph Becker, Carmel (IN) Mayor James Brainard, and Siemens Vice President Dana Rasmussen at special forum on Transportation Innovations.**

built with no lanes for cars. He acknowledged that this would usually be unthinkable, adding, "We just trying to be the best European city in the U.S."

The rehabbed Hawthorne Bridge is the busiest bicycle and transit bridge in Oregon, with more than 8,000 cyclists and 800 TriMet buses (carrying about 17,400 riders) daily. The Tilikum Crossing, Bridge of the People, he explained, is a vital element of the Portland-Milwaukie Light Rail Transit Project, which will carry light rail trains, buses, cyclists, pedestrians and streetcars, but not private vehicles. He also talked about how the Portland streetcar, which opened in 2001, is now in its sixth phase, producing tremendous redevelopment, including revitalizing the Pearl District.

During discussion with participants, Hales talked about the importance of having a community vision, calling it a "critical first step." He also discussed the need "to view the project as 'place-making', not plumbing." The integrated view of land use planning with various transportation options is what it takes, he added.

### Salt Lake City Builds a Streetcar Line

In describing how Salt Lake City built such an extensive light rail and streetcar system in twenty short years, Becker said, "We looked to the successes in other communities, like Portland, to see what was possible and the benefits of various transportation alternatives. We also were lucky to have an innovative transit authority – the Utah Transit Authority."

Becker also noted, "We didn't just invest in rail options. We intentionally built more bike trails, and used the complete streets framework for our infrastructure investments." He discussed how considering land use and transportation together was "essential."

Citing the benefits of a TIGER grant, Becker identified this funding as key to moving the Sugar House Streetcar project forward, making a vital east-west connection while encouraging economic growth along its planned route. "Our community residents and local businesses have benefitted tremendously by the rapid development of this streetcar line. There has been more than \$400 million in redevelopment since the streetcar began and the area is now one of the vibrant neighborhoods in Salt Lake City," said Becker in underscoring the economic development benefits of such investments. Becker also talked about how these projects have been helpful in building support for larger metro issues.

### Carmel Leads Nation in Building Roundabouts

With nearly one hundred roundabouts throughout Carmel (IN), Brainard cited the safety, transportation and other benefits of incorporating this option into a city's transportation plans. Brainard talked about how the city first met in 1997 to consider roundabouts, and now, less than twenty years later, the city had more than 90 roundabouts in place.

Among the benefits of these investments, Brainard explained, is the 80 percent reduction in traffic accidents, as everyone slows down when they enter a

roundabout. He talked about cost savings, since it often costs \$150,000 and more to install a traffic light, and more than double the cost in hurricane areas. Roundabouts, he also explained, offer an alternative to widening streets, make intersections safer for pedestrians, and reduce property damage due to accidents by 70 percent. He reminded mayors that current law makes roundabouts eligible for 100 percent federal funding. Reed explained that his residents have responded well to the use roundabouts in Atlanta, and "now we are totally committed."

In his remarks, Rasmussen said it is all about planning and community involvement in deciding the best transportation option. "We have seen lots of transportation opportunities that are missed," he said.

He cited examples where technology and other relatively low-cost investments are making a difference in delivering more riders to transit. He talked about the success San Antonio was having with its BRT system, relying on relatively low-cost enhancements that included signal preemption to allow faster speeds for its buses. Rasmussen cited the use of adaptive software technology that is being used on the roads, specifically Alpharetta, GA and its neighboring city where a solution looks at the users' experience and then optimizes traffic flow.

Road management and lighting management is another option, he explained, where converting to LED technology with lighting control technology allows lights to be controlled remotely. He also talked about how his company is looking at ways to "push real time data to the driver," although he explained that there is "a need for a standard for data collection and deployment."





## Forum Highlights Successful Strategies for Financing Local Projects

By Paul Leroux

The mayors of three major U.S. cities sat down with a top executive at Citi to discuss their financial successes during the 82nd Annual Conference of Mayors in Dallas on June 22. At the forum, "Financing Urban Progress," these mayors shared budgeting and investment strategies with Citi Managing Director and Head of the Urban Innovation Initiative Mark Paris, and engaged with a room full of mayors and city officials.

Opening the forum, Paris said, "The task for this panel is to work with less financial resources, to find more innovative ways to address urban pain points." He praised the mayors for their ingenuity, and noted the work that Citi does to support them. "Our Urban Innovation Initiative is our commitment to entrepreneurship and our commitment, most importantly, to cities," said Paris.

Indianapolis Mayor Greg Ballard outlined the financial transformation that came from consolidating Indianapolis' utilities and selling them to a nonprofit charitable trust known as Citizens Energy. Through this deal, the city was able to eliminate \$1.5 billion in debt and



**Left to right, Las Vegas Mayor Carolyn Goodman, San Francisco Mayor Ed Lee, and Citi Managing Director and Urban Innovation Initiative Head Mark Paris discuss urban investment during the Citi-sponsored forum Financing Urban Progress.**

leverage approximately \$500 million. The city combined those totals with \$800 million in savings from renegotiating an EPA consent decree for combined sewer overflow, and was able to reinvest in the city's infrastructure. "It's the best thing we ever did," said Ballard, "Because of the numbers I just told you, the P3 (public-private-partnership) worked. It really, really worked."

Las Vegas Mayor Carolyn Goodman reiterated Ballard's emphasis on looking for nontraditional financial partners. In Las Vegas, Goodman has "Gathered together top nonprofits" to form a consortium that coordinates service delivery. In geographic areas of particularly high need, Goodman has also worked to identify available tools for preservation and new investments. Using deferred tax

credits, new market tax credits, visual improvement awards, and quick start financing, Goodman's administration has revitalized Las Vegas' downtown and surrounding areas. "Las Vegas' core was really left in a terrible situation," Goodman said. But through innovative partnerships and funding sources, the city has worked to, "Figure out ways that will be palatable to our constituency and yet get things done."

San Francisco Mayor Ed Lee discussed fiscal discipline, which his city has achieved through a ten-year capital plan. "As an elected official, you have to promise that your capital projects will be delivered," Lee said. By budgeting these projects over a ten-year cycle, San Francisco has been able to invest approximately \$25 billion in infrastructure projects, while keeping property taxes and debt obligations at 2006 levels. San Francisco has invested in its water systems, seismic repairs, bike lanes, libraries, hospitals, smoother pavement, and new transit development.

Lee said that investing in "a city that works" is important for attracting new talent to cities everywhere. "Every Tuesday, I go out to one of the 1,935 technology companies...I inevitably spend about a half an hour talking to the employees. They are the talent of the company. And inevitably, they want to live in the city."

## "Just Push Go" Forum Showcases Civic Innovation Strategies, Google's Driverless Car Project

By David W. Burns

Google hosted a special forum June 22 during the 82nd Annual Conference of Mayors showcasing what's going on in civic innovation along with what Google is working on in the future that's impacting our cities, including its self-driving car project.

Moderated by Louisville Mayor Greg Fischer, the session began with an overview of how Google has been working with cities and how it has become a partner with The United States Conference of Mayors. "The goal of this forum is to explore these drivers of innovation in our cities, be it a moonshot from Google or actions we can take today," said Fischer.

The moonshot Fischer referred to was the driverless car project. Google [x] Self Driving Cars Vice President Claire Hughes Johnson shared the goals of the project and why mayors are going to play an important role with its further development. "The concept of how do we transform mobility is something our

co-founders have been very interested in for a long time," said Johnson. "In the world, 1.2 million people die in vehicular accidents in a year, the equivalent of a Boeing 737 going down every day. If that was happening, we would treat this as a crisis, which we believe it is."

Aside from the primary goal of making moving around safer, driverless cars could theoretically help solve problems of parking and congestion in cities. Google seeks to work with mayors and cities over the next year or two to help continue testing and expansion of the project.

From there, the conversation turned to civic innovation with Social Impact & Google.org Vice President Matthew Stepka sharing how his team is doing more in the civic innovation space. This led to a conversation with Code for America's Luke Norris and Living Cities' Nigel Jacob and their work on "Six Characteristics of 21st Century Innovation Cities", sharing notions on how a pattern has developed among cities that have embraced technology and inno-



**Right to left, Louisville Mayor Greg Fischer moderates forum on driving innovation in America's cities with Google's Claire Hughes Johnson and Matthew Stepka, Living Cities' Nigel Jacob, and Code for America's Luke Norris.**

vation. "There has been this wave of innovation, in how cities are deploying technology and connecting with their residence," said Jacob. "The days of randomly trying things seem to finally be receding in the background."

Wrapping up the session, Google's

Jenny Backus and Soo Young Kim shared what's next for the Get Your Business Online program along with their newly announced "Made with Code" project; an initiative that aims to encourage more girls to become interested in science and technology.



# Louisville, Garland, Revere Win Conference of Mayors, Google's "Get Your Business Online" City Challenge

By David W. Burns

Google and The United States Conference of Mayors announced, after a year-long competition with more than 150 cities participating, the winners of the Get Your Business Online City Challenge during the 82nd Annual Meeting in Dallas. Split among three categories based on population size, Louisville, Garland (TX), and Revere (MA) won the large city, medium city, and small city categories, respectively.

"Ninety-seven percent of users online are looking for local goods and services and 50 percent of small businesses don't have a web site and we don't think that's right," said Google.org's Social Impact Team Vice President Matthew Stepka. "Healthy businesses lead to healthy communities and we want to be a part of that."

Each city took a unique approach to getting local businesses on the web. Revere with Mayor Dan Rizzo devel-

oped a program to help business get online by recruiting "tech buddies," local students who went door-to-door to help small businesses realize the power of the web and assist them in developing an online presence. Garland's initiative with Mayor Doug Athas focused on creating public service announcements and videos encouraging businesses to get online. Lastly, in Louisville, Mayor Greg Fischer and his team integrated the Get Your Business Online program into their digital economic corridors initiative, which reached over 3,000 Louisville small businesses.

The winning cities were celebrated for their creative, far reaching, and scalable efforts. Each city receives a \$50,000 technology package from Google in appreciation for their winning entries. The Get Your Business Online program was launched in 2011 and the City Challenge was kicked off in 2013 during the 81st Annual Meeting in Las Vegas.



Left to right, USCM CEO and Executive Director Tom Cochran, USCM Vice President Baltimore Mayor Stephanie Rawlings-Blake, USCM President Sacramento Mayor Kevin Johnson, Google Social Impact Vice President Matthew Stepka, Revere (MA) Mayor Daniel Rizzo, Garland (TX) Mayor Douglas Athas, and Louisville Mayor Greg Fischer.

## Well Designed Streets Key to Livable Cities

Streets that do not lend themselves to the vibrancy and livability of cities are highly underutilized infrastructure. The Mayors' Institute on City Design (MICD) held a special breakfast presentation titled Designing Streets for Living Instead of Driving to educate the nation's mayors on the new paradigm for streets and street infrastructure in 21st century cities on the final day of The United States Conference of Mayors 82nd Annual Meeting in Dallas.

MICD is a partnership program of the National Endowment for the Arts, The United States Conference of Mayors, and the American Architectural Foundation. MICD was founded in 1986 by Conference of Mayors Past President and Charleston Mayor Joseph P. Riley, Jr. In the last 28 years, MICD has helped transform communities through design by preparing mayors to be chief urban designers of their cities.

MICD Director Trinity Simons welcomed attendees and gave a brief history of MICD before introducing the presenter, Mulkul Malhotra. As Principal and Director of Urban Design at MIG and co-founder of re:Streets, Malhotra has over 15 years of experience in transportation planning, urban design, and architecture. He has managed and



MIG Principal and Urban Design Director and re:Streets co-founder Mulkul Malhotra presenting at MICD session on June 23.

contributed to a wide array of planning and design projects, addressing issues related to urban development and revitalization, streetscape design and planning, pedestrian- and transit-oriented design, and preservation of neighborhood character. Earlier this year, he participated in the 58th National Session of MICD in San Antonio, hosted by Mayor Julián Castro.

Malhotra posed a question to mayors in the room at the beginning of his presentation, asking them what the number 33 percent on the opening slide represented. "Thirty-three percent is the approximate amount of land devoted in a city to the street right-of-way," he explained. This presents enormous opportunities for cities to rethink and redesign streets, turning the existing road infrastructure that cost

millions of dollars in investment into public amenity shared by all users, including pedestrians, cyclists, children, persons with disabilities, and cars. Malhotra then broached several elements of a well-designed street and provided examples of successful streets from around the country, such as the First Street Transit Gallery in Long Beach, West Capitol Street in Sacramento, and Kyle Warren Park in Dallas.

Encouraging mayors to maximize the public realm when designing streets, Malhotra pointed out that the street right-of-way can provide additional space for commerce, social interactions, special events and programs, and recreation opportunities. Additionally, a well-designed street can help manage stormwater runoffs with built-in "green infrastructure" features and provide space for urban agriculture and public art. When thoughtfully designed and beautifully executed, streets can create an identity and foster a sense of place, ensuring the long-term livability, economic viability, and environmental sustainability of 21st century cities.

This special design presentation was sponsored in part by United Technologies Corporation. For a list of upcoming events, past attendees, or for more information, visit [micd.org](http://micd.org) and follow @MICDdotORG on Twitter.



# Former Los Angeles Mayor Villaraigosa Urges Education Growth in Cities

By Megan Cardiff

"I know what it's like to be a mayor, there's no hiding at the local level and you're on the front lines. Every single day you take the heat and every single day you have to prove yourself. It's not an easy job, but it's a job that I love and I know you do too," said former Los Angeles Mayor Antonio Villaraigosa at The U.S. Conference of Mayors 82nd Annual Meeting in Dallas on June 21.

Villaraigosa emphasized the value of public education and encouraged mayors to use their bully pulpit as effectively as possible to generate positive change in their public education systems. "If we don't do it then who will?" asked Villaraigosa. "This issue is the most critical issue facing the nation right now. It's the economic issue facing our time – in a

world of intellectual capital, if you can't read and write you're not going to be working, or if you do, you're not going to be making a wage to live on. It's the civil rights issue of our time because we know the achievement gap is getting wider and wider."

He highlighted the necessity of broadly improving our education system through staggering statistics that show how globally behind America is in education related to other developed countries. Pointing out that the nation is currently 31st in math, 24th in Science, and 21st in reading, Villaraigosa continued, "Today one in five young people don't graduate from high school and the numbers are even worse for communities of color – one in four Latinos and nearly one in three African Americans don't get a high school diploma. For too many it

means a life of crime, prison or death. Their only hope is education."

While mayor of Los Angeles, Villaraigosa took over 22 of the lowest performing schools in the city, including the most violent middle school in Los Angeles. Over the last five years, this system has become the most improved in the state. He talked about the city's ability to make drastically needed changes and develop partnerships that have helped the low-performing schools improve.

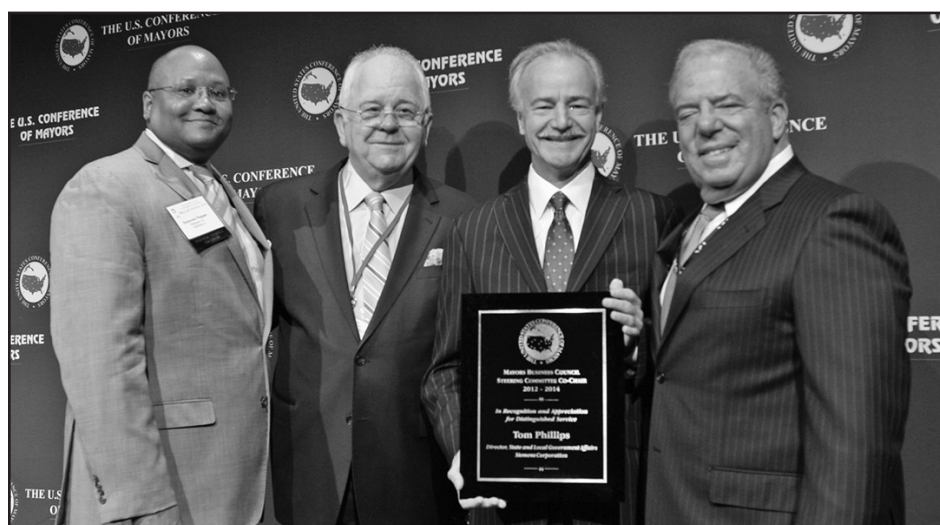
"We can debate how to measure success and hold ourselves accountable to get there, but we can't abdicate our responsibility to ensure that all children are learning. We have a responsibility to fight for our children. We also have a responsibility to taxpayers to give them a quality education, so that we don't have to pay the social costs down the



**Former Los Angeles Mayor Antonio Villaraigosa**

road – from welfare to crime to prison," said Villaraigosa.

## Business Council Plenary Breakfast



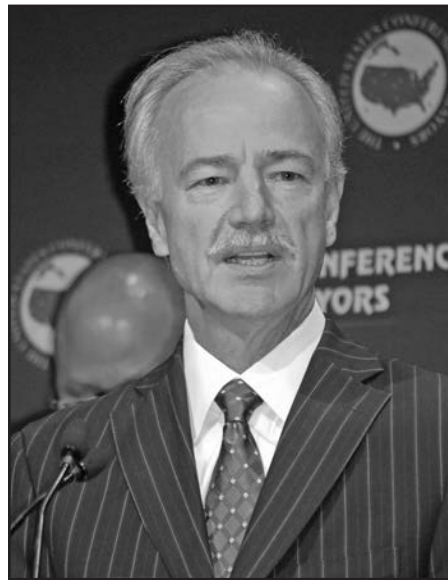
**Left to right, Steering Committee Co-Chair Walgreen Co. National Director of Local Government Affairs Donovan Pepper, USCM CEO/Executive Director Tom Cochran, outgoing Steering Committee Co-Chair Siemens Director of State and Local Government Affairs Tom Phillips, and Mayors Business Council Chair Long Beach Mayor Bob Foster.**



**USCM President Sacramento Mayor Kevin Johnson and USCM CEO and Executive Director Tom Cochran announce Las Vegas Mayor Carolyn Goodman as the new Business Council Chair.**



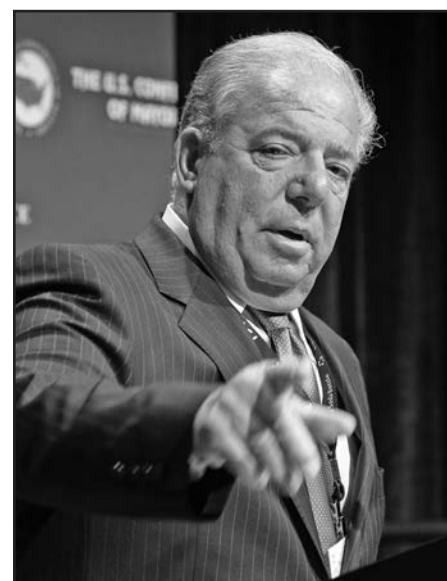
**Walgreen Local Government Affairs National Director Donovan Pepper, Co-Chair of the Mayors Business Council Steering Committee.**



**Siemens Corporation Director of State and Local Government Affairs Tom Phillips, Outgoing Co-Chair.**



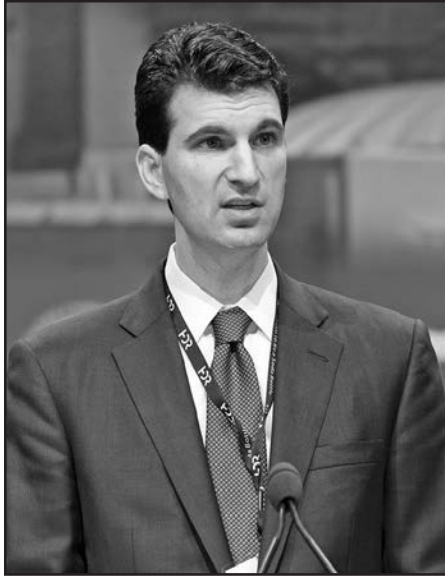
**USCM CEO and Executive Director Tom Cochran.**



**USCM Business Council Chair Long Beach Mayor Bob Foster presides over the Mayors and Business Leaders Breakfast.**



## Business Council Speakers



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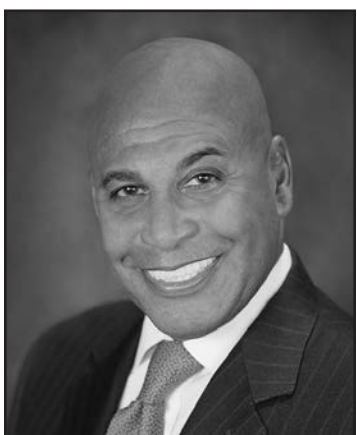
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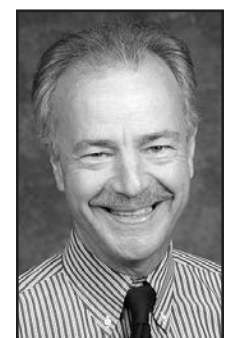
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*The United States Conference of Mayors thanks HDR National Director of Civic Affairs and Vice President David Cobb, the outgoing 2013-2014 Business Council Steering Committee Immediate Past Co-chair for his guidance and support during the past year.*



# Conference of Mayors Honors Rochester (MN) with Retirement Readiness Award

By Kathryn Kretchmer-Weyland

The United States Conference of Mayors through the Conference of Mayors Retirement Program (Program) with Great-West Financial®, proudly recognized Rochester (MN) Mayor Ardell Brede and the city at the annual Conference of Mayors for offering an enhanced retirement savings program that will help their employees achieve retirement readiness.

The Conference of Mayors created its USCM Leadership Award: Leading the Climb to a Bright Financial Future to recognize cities that are implementing important and necessary changes to their retirement programs to achieve more secure retirement outcomes for the nation's municipal employees.

Many mayors and cities are not aware that they are the fiduciaries of these plans. In addition to contacting the Conference of Mayors for assistance on a plan review, to assist you in meeting your fiduciary responsibility, Conference of Mayors holds monthly webinars at no cost explaining retirement related legislative updates and fiduciary responsibilities. This is a great resource for city



**Left to right, USCM CEO and Executive Director Tom Cochran, USCM President Sacramento Mayor Kevin Johnson, Rochester (MN) Mayor Ardell Brede, Great-West Financial Government Vice President Markets Brent Neese, USCM Vice President Baltimore Mayor Stephanie Rawlings-Blake, and Columbia (SC) Mayor Steve Benjamin.**

attorneys as well as city staff responsible for retirement programs.

Before presenting the award, Columbia (SC) Mayor Steve Benjamin said, "I would like to challenge all the mayors to a call to action. All of our employees

would benefit from us speaking with our HR or Finance Directors when we get back to our cities to get them engaged in this important discussion."

Great-West Financial Government Vice President Markets Brent Neese

said, "Rochester is being recognized for providing its employees a high tech, and high touch service model, with low cost, and great performing investment options. We are pleased to partner with the city of Rochester and we are committed to helping their employees reach a bright tomorrow where retirement is only the beginning."

In accepting the award, Brede noted that among the many benefits city employees now receive is on-site education with easy-to-understand materials in a timely manner with individual support. He added, "USCM's fiduciary oversight also ensures our plan's investment options are continually monitored and best practices are followed."

Conference of Mayors CEO and Executive Director Tom Cochran stated, "The retirement program not only focuses on providing excellent retirement solutions, but also on educating cities about meeting their fiduciary responsibilities. The city of Rochester is the perfect example of helping their employees be retirement ready."

The award is presented twice a year to a mayor whose city has shown outstanding excellence through education, due diligence, and participation in the city's supplemental retirement program. Mayor Francis Slay and the city of St. Louis received the first Leadership Award earlier this year.

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# Small Business Survey Results Discussed in Dallas

American Management Services Inc. (AMA) Executive Vice President and Chief Operating Officer Lou Mosca addressed the Small Business, Franchising and Entrepreneurship Task Force June 21 at the 82nd Annual Conference of Mayors regarding challenges that small business owners are having in this current economy.

Mosca spoke of a poll that AMA conducted in the early part of this month. The poll was answered by approximately 450 small business owners in New York, Georgia, Pennsylvania, Virginia and Texas. The poll consisted of only four questions.

- 1 What is the number one challenge you are facing in your business today?
- 2 How do you feel about the current direction of the economy?
- 3 Will you be hiring over the next six months?
- 4 Does your mayor understand your business?

The poll results were that 37 percent of the 450 small businesses said that "sales" is the number one challenge they face. Twenty-three percent said that "good people" is their number one challenge, with 15 percent stating that "government regulations" is their challenge, 15 percent said "access to credit" and ten percent stating "other items" are their number one challenge.

The current direction of the economy, good or bad, was the next question on the list and only 25 percent of the small businesses owners polled said that they feel "good" about the current direction of the economy, while 36 percent feel "bad" about where the current economy is headed. The other 39 percent are either unsure or undecided of how they feel about the current economy.

Fifty-five percent of small business owners did say they would be hiring in the next six months. This may be in part due to the holiday season rapidly approaching.



**AMS Executive Vice President and COO Lou Mosca at the Small Business, Franchising and Entrepreneurship Task Force.**

Perhaps the most alarming response is related to Question 4 of this poll. "Does your mayor understand your business?" Sixty-seven percent, or approximately 301 of the 450 small businesses, responded with a "no." The Partner America Program can help change that answer by helping Mayors connect to small business in their city.

AMS is a platinum member partner of The United States Conference of Mayors. AMS helps the small business community by bringing mayors and their community



together and help find solutions to the challenges that the small businesses face on a day-to-day basis. For additional information about the Partner America Program or American Management Services, contact Jeff Bean at [jbean@usmayors.org](mailto:jbean@usmayors.org) or 202-446-8140.

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## Texas Mayors Reception



**At left, Texas mayors reception sponsor Blue Cross and Blue Shield of Texas President Bert Marshall with Conference city host Dallas Mayor Mike Rawlings.**



**USCM President Sacramento Mayor Kevin Johnson and Membership Standing Committee Chair Piscataway Mayor Brian C. Wahler join with Host Dallas Mayor Mike Rawlings at the Texas Mayoral Reception sponsored by Blue Cross and Blue Shield of Texas during the 82nd Annual Meeting. Left to right, Bryan Mayor Jason Bienski, Richardson Mayor Laura Maczka, San Marcos Mayor Daniel Guerrero, Fort Worth Mayor Betsy Price, Dallas Mayor Mike Rawlings, Plano Mayor Harry LaRosiliere, Piscataway Mayor Brian Wahler, Irving Mayor Beth Van Duyne, McKinney Mayor Brian Loughmiller, Corpus Christi Mayor Nelda Martinez, Garland Mayor Douglas Athas, USCM President Sacramento Mayor Kevin Johnson, Killeen Mayor Scott Cosper, Beaumont Mayor Becky Ames, Missouri City Allen Owen, Port Arthur Mayor Deloris Prince, Socorro Mayor Jesus Ruiz, and Addison Mayor Todd Meier.**



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# City Workforce Leaders Discuss New Bi-Partisan Job-Training Legislation

By Megan Cardiff

In June, a normally gridlocked Congress worked together to develop and introduce the bipartisan, bicameral legislation the Workforce Investment Opportunity Act (WIOA, H.R. 803), that would reauthorize the long-overdue Workforce Investment Act of 1998 (WIA) – the Department of Labor’s main job-training initiative. Workforce development leaders from across the nation gathered at The U.S. Conference of Mayors Workforce Development Council (WDC) Annual Meeting in Dallas from June 20-21 to discuss advocacy strategies, hear from Department of Labor and Chamber of Commerce officials, and learn about best practices.

Dallas Mayor Mike Rawlings opened the meeting with welcoming remarks about what he is doing in Dallas to promote successful job training programs and how the city is working to close the skills gap. “I’m pleased that the federal government is working to reauthorize the Workforce Investment Act. Education is important – the transfer of knowledge from human to human is most impor-

tant. Workforce directors do vital work in educating and training individuals to get them back into jobs and improve the economy of our cities,” he said.

Developing partnerships with local community colleges is an effective strategy for workforce development boards in attracting new workers to industry or developing the skills of the existing workforce. WDC members heard from American Association of Community Colleges (AACC) President and CEO Dr. Walter Bumphus and Dallas County Community College District Chancellor Dr. Joe May on ways Workforce Investment Boards (WIBs) and Community Colleges can work together. “The 21st century vision is to redesign the education experience, reinvest the role of the institution with more collaboration and reset community colleges for higher performance with graduating students who can find employment. This can be done through partnerships with local workforce boards,” said Bumphus.

Continuing on the theme of partnerships, WDC members also heard from U.S. Chamber of Commerce Congressional and Public Affairs Director Alli-

son Dembeck and Chamber of Commerce Congressional and Public Affairs Southwest/South Central Regional Manager John Gonzales on collaborations between WIBs and their local chambers, as well as the U.S. Chamber. They highlighted the important role local chambers play in business and pointed out that a relationship will especially be important if WIOA is passed because the chamber has real time labor market information and will help determine how programs will be implemented.

In April, the Administration announced plans to invest in a new apprenticeship initiative, which is administered through the Departments of Labor and Education, to improve graduation rates by providing students credit for job-training apprenticeships. Department of Labor (DOL) Employment and Training Administration Regional Administrator Nicholas and Lalpui and DOL Office of Apprenticeship Regional Director Steve Opitz talked to the WDC about the new federal investments to support job-driven training. “A Registered Apprenticeship is a pathway to success that includes on-the-job training, classroom training and the current job experience,” said Opitz. “Students can earn credit that gets transferred to college credits. Through this, we can create a path to the middle class.”

Along with many productive discussions on building partnerships and peer-to-peer best practices, the WDC also



**USCM Workforce Development Council President Laurie Bouillion Larrea, Workforce Solutions Greater Dallas President**

focused on the new workforce legislation and what it means for local boards. Members discussed changes (such as consolidation) and improvements (greater designation for local areas) in WIOA that will bring the federal workforce development and job training systems into the 21st century.

## WASHINGTON OUTLOOK



By Larry Jones

The House Judiciary Committee approved the Permanent Internet Tax Freedom Act (H.R. 3086) on June 18, legislation that would permanently ban state and local taxes on Internet access fees. The current law is set to expire in November. Although the measure is opposed by state and local groups, it enjoys strong bipartisan support and was adopted in committee by a vote of 30 – 4. The U.S. Conference of Mayors and other state and local groups oppose the bill because it preempts state and local taxing authority; and because it will eventually shield telecommunication and cable services, which state and local governments currently tax, from such taxes.

## House Panel Passes Permanent Ban on Internet Access Fees

In a June 18 letter to members of the Judiciary Committee, the Conference of Mayors and other state and local groups explained that, “Over the next several years, most of the services known as telecommunication and cable services will transition to broadband. As a result, the scope of the services that the ITFA shields from state and local taxation will greatly expand, even if the ITFA’s language remains unchanged.” Instead of a permanent ban, state and local groups encouraged the committee to adopt another temporary extension of the ban, which would allow time to assess more fully the transition from telecommunication and cable to broadband services; and its impact on state and local revenues.

During markup of the measure, Rep. John Conyers (MI), ranking Democrat on the committee, offered an amendment on behalf of state and local groups to limit the moratorium to four years and to allow the seven states that are currently

exempt from the law to remain exempt. The amendment was voted down by a vote of 12 – 21. Conyers explained that the Internet “has gone mainstream” and no longer needs the protection it received in its infancy. The legislation was first approved as a temporary measure in 1998. Since that time, it has been extended three times on a temporary basis. Industry representatives have argued that the Internet needs protection from multiple and discriminatory taxes although there is little or no evidence of such taxes at the state or local level.

The full House is expected to vote on the Permanent Internet Tax Freedom Act after the July 4 recess. If adopted it will be referred to the Senate, where a similar proposal (S. 1431, the Internet Tax Freedom Forever Act) has 50 cosponsors. While no action has been scheduled on the measure by the Senate Finance Committee, Chairman Ron Wyden (OR) is expected to act on the bill as soon as possible. However,

Senator Michael Enzi (WY), who is a member of the Finance Committee, has made it clear that he will make every attempt to add the Marketplace Fairness Act to the ITFA. Enzi is the key sponsor of the MFA (legislation that would enable state and local governments to collect taxes on purchases made over the Internet), which was approved by the Senate last year by a strong bipartisan vote of 69 – 27.

Wyden strongly opposes the MFA and is expected to fight all attempts to add it to the ITFA. State and local groups are working closely with several Senators to keep the ITFA temporary, to maintain exempt status for seven states that are currently exempt, and to add the MFA to the ITFA or any legislation that must pass before the end of the year.



# Louisville Mayor Fischer Welcomes Mayors' Institute on City Design for 59th National Session

The Mayors' Institute on City Design (MICD) was held in Louisville June 4-6 for its 59th National Session. Hosted by Louisville Mayor Greg Fischer and the city, the event was attended by Riverside (CA) Mayor Rusty Bailey, Provo (UT) Mayor John Curtis, Fairbanks (AK) Mayor John Eberhart, Minneapolis (MN) Mayor Betsy Hodges, Pittsburgh Mayor William Peduto, Hampton (VA) Mayor George Wallace, Rochester (NY) Mayor Lovely Warren, and Dayton (OH) Mayor Nan Whaley. Experts in architecture, landscape architecture, urban planning, real estate development, transportation planning, community engagement, and urban design joined the mayors in the two-and-a-half-day discussions and offered pragmatic advice on how the mayors could approach the city design challenges facing each of their cities.

The 59th National Session began with a bus tour of Louisville led by Fischer. The tour showcased several significant sites and planning districts around the city, including the historic Churchill Downs, 4th Street Live, and several housing projects. Later that evening, the opening reception was held at the Fischer residence, overlooking the Waterfront Park and Ohio River. Fischer welcomed participants to Louisville after remarks were made by MICD Director Trinity Simons, National Endowment for the Arts Director of Design Programs Jason Schupbach, American Architectural Foundation President and CEO Ron Bogle, and Conference of Mayors CEO and Executive Director Tom Cochran.

Hodges initiated the design discussions the following morning, presenting on Minneapolis' efforts to redevelop the Upper Harbor Terminal north of downtown. The city would like to create a vision and strategy for site rehabilitation to maximize redevelopment opportunities. The Resource Team offered suggestions on land use, design, and adaptive reuse of the site to maintain its industrial heritage and catalyze larger development opportunities while upholding the administration's goal of social equity.

Curtis followed with a presentation on the proposed bus rapid transit (BRT) line that will connect a commuter rail station in Provo to the neighboring city. Central to this BRT system is the University Avenue corridor where transit can bring transformative changes by enhancing the street, creating amenities, and promoting economic development. The Resource Team encouraged the mayor to explore a variety of track alignment alternatives and street configurations for different BRT segments, adding community value and meeting specific needs of each localized planning area, as well as incorporating green infrastructure throughout the system.

Warren presented on Rochester's efforts to redevelop the southeast quadrant of Inner Loop Expressway that surrounds downtown. Beginning in 2014, this portion of the expressway will be closed, filled, and the land will be returned to the city. These "unlocked parcels" represent a tremendous opportunity for development, design and sustainable land use patterns. Emphasizing innovative, non-linear solutions for the project, the Resource Team gave guidance on how to fill the expressway trench and reconnect center city to the adjacent neighborhoods by breaking up the superblocks into smaller pieces and targeting development on each block.

Peduto gave a presentation on the Pennsylvania Railroad Fruit Auction and Sales Building (Terminal Building) in the Strip District. The building is over a quarter of a mile long and is the spine of the neighborhood. Helping the mayor define the city's role in this project and collaborate with the developer, the Resource Team laid out general development framework and regulatory policies that can help redevelop the site to its full potential.

Eberhart commenced the discussions on the final day of the Institute by presenting on Fairbanks' effort to revive downtown and prepare for a more robust tourism industry. Focusing on two key blocks with the highest commercial activities, the mayor discussed the challenges and opportunities in the study area. The Resource Team advised the mayor to redesign and reprogram the parking garage with temporary pop-up events to expand the public realm, strengthen mainstreet, and manage parking for local businesses in the downtown core.

Wallace followed with a presentation on a 19-acre site in Hampton that sits next to the iconic Coliseum and the convention center. Currently a parking lot, the mayor would like to create a hotel district and promote Hampton as a regional destination for sports tourism. Highlighting the proximity of the study area to downtown, the Resource Team encouraged the mayor to seek partnerships regionally and build on the existing assets, particularly the creek and the new trails system, linking these amenities to the larger network of attractions around the city.

Whaley followed with a presentation on a nine-block area at the heart of Dayton's central business district. Building on the momentum of the Greater Downtown Dayton and the success of a nearby Oregon Historic District, the city is looking to attract investment and change the public perception of downtown. The Resource Team identified opportunity parcels within the study



**Front row, left to right, American Architectural Foundation President and CEO Ron Bogle, Hon. AIA; MICD Director Trinity Simons; Dayton (OH) Mayor Nan Whaley; Rochester (NY) Mayor Lovely Warren; University of South Florida School of Architecture and Community Design Adjunct Faculty Taryn Sabia, EdM., March, MUCD; Louisville Mayor Greg Fischer; Fregonese Associates Principal Leila Aman; Minneapolis (MN) Mayor Betsy Hodges; Hampton (VA) Mayor George Wallace; USCM CEO and Executive Director Tom Cochran; and MICD Program Manager Jeff Jamawat. Middle row, left to right, National Endowment for the Arts Director of Design Programs Jason Schupbach; Provo (UT) Mayor John Curtis; Fairbanks (AK) Mayor John Eberhart; Deborah Berke Partners Partner Deborah Berke, FAIA, LEED AP; J. Max Bond Center on Design for the Just City at The City College of New York Toni Griffin; Rose Urban Solutions at Jonathan Rose Companies Principal Daniel Hernandez; and Riverside (CA) Mayor Rusty Bailey. Back row, left to right, Metropolitan Research and Economics Principal David Bergman, AICP; D.I.R.T. Studio Principal David Hill, ASLA, LEED AP; Pittsburgh Mayor William Peduto; USCM Managing Director Tom McClimon; and Atlanta BeltLine President and CEO Paul Morris, FASLA.**



area and advised the mayor to protect Dave Hall Park Plaza, program the Transportation Center parking garage with other uses, seek partnership with the university, and make this site a priority planning area of the city.

Bailey concluded the Institute by presenting on Riverside's efforts to bring back streetcar, using transit as a catalyst for economic development. The Resource Team offered suggestions on the proposed streetcar route, advising the mayor to split the track alignment into different typologies, engage the neighborhoods early in the planning process, and use this project to improve street infrastructure.

Joining the mayors at this National Session were Resource Team members: Leila Aman, Principal at Fregonese Associates; David Bergman, AICP, Principal at Metropolitan Research and Economics; Deborah Berke, FAIA, LEED AP, Partner at Deborah Berke Partners; Toni

Griffin, Director at J. Max Bond Center on Design for the Just City; Daniel Hernandez, Principal at Jonathan Rose Companies; David Hill, ASLA, LEED AP, Principal at D.I.R.T. studio; Paul Morris, FASLA, President and CEO at Atlanta BeltLine; and Taryn Sabia, EdM., March, MUCD, Adjunct Faculty at the University of South Florida School of Architecture and Community Design.

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# THANK YOU Mayor Mike Rawlings

*...and Dallas for hosting the 82nd  
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