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MAYOR

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83rd Annual Conference of Mayors • San Francisco • Special Edition

Rawlings-Blake: "Baltimore Compact" to Spotlight Cities in 2016 Election

By Paul Leroux

Taking the gavel as the 73rd President of the United States Conference of Mayors, Baltimore Mayor Stephanie Rawlings-Blake wasted no time in setting bold goals for her year in office: Mayors will have a strong voice in the 2016 presidential election, and the Conference's work will continue to provide tangible results for America's cities. This agenda came as part of Rawlings-Blake's Inaugural Address to the nation's mayors during a plenary session of the 83rd Annual Conference of Mayors on June 22 in San Francisco.

Underscoring the importance of keeping cities at the forefront of the national debate over the upcoming year, Rawlings-Blake said, "We will make sure that our priorities are part of the national debate and that commitments are made to our cities and urban America. I want this year to be the year that we make our voices heard and drive the agenda... Nearly 90 percent of the people and 90 percent of the jobs are in our metro areas. And because of that, Washington

needs to step up."

To inspire action from Washington and the 2016 presidential candidates, Rawlings-Blake announced the development of the "Baltimore Compact." This document will be drafted and ratified by the Conference leadership during a meeting in Baltimore in early October of this year.

Of the compact, Rawlings-Blake said, "We must still plan for the future occupant of the White House. These campaigns come along once every four years. But we are uniquely positioned to influence the national dialogue...We will develop a multipoint plan that we will take to candidates of both parties and their primaries."

In her speech, Rawlings-Blake hinted at some of the issues that might appear in the Baltimore Compact. "I'm sure a lot of it will be issues we see every year: protecting CDBG, Infrastructure investment,

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73rd U.S. Conference of Mayors President
Baltimore Mayor Stephanie Rawlings-Blake

President Barack Obama: Mayors Make Things Happen



Former Secretary of State Hillary Clinton: America's Mayors Will Always Have a Friend in the White House



Left to Right: CEO and Executive Director Tom Cochran, Vice President Oklahoma City Mayor Mick Cornett, President Baltimore Mayor Stephanie Rawlings-Blake, Immediate Past President Sacramento Mayor Kevin Johnson



USCM Second Vice President
New Orleans Mayor Mitch Landrieu



July 9, 2015

Washington, DC

We have just concluded our 83rd Annual Meeting of the United States Conference of Mayors. This edition of USMAYOR, printed for all, speaks to the incredible meeting led by our President, Mayor Kevin Johnson of Sacramento, and by our host mayor, San Francisco Mayor Ed Lee. This year Mayor Johnson taught us about 3.0 cities and Mayor Lee continues to make San Francisco the 3.0 city that we all appreciate. We thank Mayor Johnson for his leadership and vision as he has presided over two Annual Meetings with his 3.0 initiative and we thank our host mayor for showing us the 3.0 City in more ways than we could imagine as we came to San Francisco and left uplifted and energized.

Our new President Stephanie Rawlings-Blake, in her inaugural address as she took the gavel to be our 73rd President, has called the USCM leadership to come to Baltimore on October 1, to develop the new agenda for the nation's mayors to advocate to all 2016 Presidential candidates. We are starting now to develop the Baltimore Compact for approval in Baltimore under the direction of my senior staff and President Rawlings-Blake's team.

Earlier this year we held several conference calls, which culminated in The USCM Bipartisan Working Group Meeting in New Orleans. Chaired by Mayor Landrieu of New Orleans and Bodker of Johns Creek, Georgia, we agreed on a number of issues that both Democratic and Republican Mayors say they can walk together and talk together as we enter this new era of a new Presidency and new Congress.

President Rawlings-Blake said and I assured her that we will have mayoral involvement and ownership in the 2016 Baltimore Compact.

Joe Riley, Charleston

There was a cloud hanging over the 83rd Annual Meeting. Our organization was to present Charleston Mayor Joe Riley the highest honor we give, the USCM Distinguished Public Service Award. President Kevin Johnson nominated the "Dean of Mayors" for this award and President Johnson announced that our

other award, the President's Award, would be changed to the Joseph P. Riley, Jr. Leadership and Courage Award. President Johnson presented the first award with the new name to Ambassador Andrew Young of Atlanta, an icon of Civil Rights and public service leadership.

The cloud I mentioned earlier was the horrendous fact that a deranged bigot had killed nine innocent worshipers at the Emanuel A.M.E. Church in Charleston on the eve of our meeting. Everyone who spoke mentioned it and it became the theme of every political person and others as they came to the podium, including President Obama, Secretary Clinton, and former Governor/Mayor Martin O'Malley.

Mrs. Clinton quoted Matthew 25:35: "For I was hungry and you gave me meat. I was thirsty and ye gave me drink" Then she paused and looked straight into the audience and finished the Biblical quote. "I was a stranger and ye took me in." It was a chilling moment. The visuals in our minds of the almost sainted members of that special African American Church thought nothing about a young white man to be invited in. He was a stranger and they took him in. Little did they know he was the personification of evil and he would kill them as he did.

The love and forgiveness, the nonviolent reaction of people of Charleston, black and white, young and old, holding hands in prayer and comfort didn't happen overnight.

Joe Riley assumed office as Mayor of Charleston on December 15 of 1975. He was then almost a boy, a young man, of the South. He went to a proud military school—the Citadel—and to the University of South Carolina for law school and served in the South Carolina House of Representatives for six years. These three institutions were not what you would call progressive or liberal or involved in the civil rights struggle but Joe had it inside of him at a very early age. He wanted to be a leader in the unification of Charleston and his state to heal the wounds of abject slavery and a war that was started almost within eyesight of his home. From the day he was sworn in he preached and acted on tolerance and bringing blacks and whites together. The outbursts of love and forgiveness in Charleston in this historic divide of hatred and killing that has occurred over the past year is contrasted with the love, peace, and trust exhibited by the people in Joe Riley's city. For 39½ years, he has led his city on doing things for all. It's not just speeches with Joe. It's being strong, bold, and courageous; it's all about doing the right thing during

the tough times. He went to the ballot box ten times—and remember, these were during some turbulent political times as the social fabric of our nation was changing. It's important that we look at the modern day Charleston. It's important we look at Joe's style of leadership. We must study it and learn from it. He is recognized across the globe as a pioneer, expert and a major founder on urban design. And each step of the way, he combined urban design with the human being, rich or poor, who lives in a city.

In 2000 from April 2 to April 6 he led a foot march to protest the state government to take the Confederate flag off the top of the statehouse. The flag came off the top of the building and it was placed on a pole on the statehouse grounds.

The legislature of South Carolina voted last night to finally remove the flag from the Capitol grounds to an

appropriate museum. Speeches were made, emotional speeches, about this issue and one by one they said we must do this for Charleston.

Charleston stood up for all of us who have been fighting for civil rights in our generation. It all started with love, nonviolence, a peace that was a gift from Dr. King and the goodness of God that is inside of us. Yes, Charleston stood up and it was the body politic of Charleston, created, nurtured, and led by Joe Riley that made us weep over the dastardly act that took place at Emanuel A.M.E. Church that Wednesday night but to rise above it in a manifestation of love, tolerance, and unification that Joe Riley spoke about on December 16, 1975, and that Joe Riley lived his life to lead and produce for his children, his grandchildren, his city, our nation, and the Cities of the world.



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President Barack Obama: Mayors Make Things Happen

By Mark Bode

President Barack Obama delivered remarks to the United States Conference of Mayors 83rd Annual Meeting in San Francisco on Friday, June 19. Over the course of his half-hour-long speech, the President spoke on the Charleston tragedy, cooperation between mayors and the Federal Government, economic successes and challenges, and the importance of taking action over devotion to dogma.

The President began his remarks by acknowledging meeting many mayors in Washington for the Winter Meeting and stating “I love being with mayors.”

Turning his attention to the tragedy in Charleston, President Obama expressed his disappointment with the lingering racism that encouraged the shooter to commit the crime, lamenting: “when it’s poisoning the minds of young people, it betrays our ideals and tears our democracy apart.” He expressed a desire to move forward with a complete conversation about gun violence that respected both sides of the debate, but urged action by Congress because “It is not good enough simply to show sympathy.”

President Obama discussed the trust he places in mayors, pointing to the three former mayors who populate his cabinet and the presence of Jerry Abramson as one of his closest advisors. The President conveyed his love for mayors through a story about Abramson, who viewed Parisian trashcans as the highlight of a vacation to France. The story served as praise to the mayoral mindset, in which mayors are always seeking to improve their cities, including on vacations to Paris.

The President touted his economic record during the speech, pointing to the proliferation of solar power in California as evidence of his commitment to renewable energy as a component of economic advance.

On the topic of young people, the President was even more optimistic, mentioning that more kids are graduating from high school and college than ever before. He discussed jobs training to close the skills gap, and underscored the importance of middle-class jobs and preschool education. He posited that the work by the My Brother’s Keeper initiative helped curb juvenile arrests and

reduce absenteeism, saying: “You’re helping these kids imagine a bigger future for themselves.”

To close, President Obama once more praised the reality-over-ideology ethos of mayors. “We all want America to be a place where our zip code does

not determine where we grow up,” the President told the Conference. “No matter who you are or where you come from, you can make it if you try. That’s what America is all about. That’s what you’re fighting for every day. And I’m going to fight right there alongside with you.”



Left to Right: Mayor Kevin Johnson, President Barack Obama, and Mayor Stephanie Rawlings-Blake stand as the President takes the stage.

RAWLINGS-BLAKE

from page 1

workforce development, and more. But hopefully, we will also see some fresh ideas in the mix.”

When discussing the issues that might be highlighted during her term in office, Rawlings-Blake was careful to note the uncomfortable dichotomy that many cities and their mayors face. “We talk a lot about how cities are on the upswing,” she said, “Articles and books are being written about the new renaissance that’s taken place reversing a trend of decades of decline in cities. And it’s all great. But as you all saw two months ago, there are still very large segments of our cities that feel disenfranchised, disaffected, and disgusted. They don’t see the growth and positivity that occurs in other parts of town. It’s an

issue of opportunity as much as it’s an issue of policing. It’s as much an issue of jobs as it is policing. It’s as much an issue of community development as it is policing. It is as much an issue of education as it is community policing. And we don’t lose sight of that.”

While Rawlings-Blake addressed the importance of federal partnership to address this gap, she also emphasized that mayoral action is making a difference in cities across the country. “We’re not waiting for others to help. Every day in every way, each of us are making progress in our cities. And that progress is propelling our country forward. We need to own our power,” she said.

Specifically, Rawlings-Blake challenged her colleagues to continue their strong action on improving care for pregnant and postpartum women, promoting vol-

unteerism, increasing child literacy, and providing access to nutritious foods. “Part of this compact should not be what we are asking others to do for us but what we can do for ourselves.”

To conclude her speech, Rawlings-Blake pledged to the Conference of Mayors membership, “These may seem like 30,000 foot issues, but they have real impacts on the ground for our cities and our residents. I promise you we will

spend this year on the substantive issues that matter to our constituents and will protect the resources that our homes need and deserve.”

Mayor Stephanie Rawlings-Blake has served as the Mayor of Baltimore since 2010. She is the fifth woman to be elected to serve as President of The U.S. Conference of Mayors, and the first African-American woman to hold that office.

Miami Beach, Boston Chosen to Host USCM Annual Meetings

By Ed Somers

The U.S. Conference of Mayors Site Selection and Executive Committees have approved two new Annual Conference of Mayors meeting locations.

Miami Beach was selected to host the Annual Conference of Mayors in June of 2017, under the leadership of Mayor

Phillip Levine.

Boston was selected to host the Annual Conference of Mayors in June of 2018, under the leadership of Mayor Martin J. Walsh.

Indianapolis will host the 2016 Annual Conference as previously selected.

Opening Press Conference



USCM Conference President Sacramento Mayor Kevin Johnson, flanked by Second Vice President Oklahoma City Mayor Mick Cornett (L), and Vice President Baltimore Mayor Stephanie Rawlings-Blake (R) kicks off the San Francisco Annual Meeting with a press conference to highlight key issues and illustrate the strength of America’s cities with a new metro economies report.

Clinton: Mayors Will Always Have a Friend in the White House

By Mark Bode

"I know it's not usual for somebody running for president to say what we need more of in this country is love

and kindness. But that's exactly what we need more of," she told the crowd.



Democratic Candidate Hillary Clinton addresses the 83rd US Conference of Mayors.

Former Secretary of State and current Democratic candidate for President Hillary Clinton addressed the mayoral audience on Saturday, June 20. During her speech, she praised the work of those in attendance, spoke to the issues surrounding the tragedy in Charleston, South Carolina, and outlined her campaign platform for the 2016 presidential election.

Clinton began by assuring mayors that, if she were elected, "America's mayors will always have a friend in the White House." She referred to her time as a New York Senator working with "creative and committed mayors" across her state. Additionally, she referenced her national work on Homeland Security as a collaboration with America's cities.

The bulk of Clinton's remarks concerned the nationwide conversation on gun violence and race, fueled by the Charleston shooting days earlier. On the topic of guns, she spoke of hoping to "work together to make this debate less polarized, less inflamed by ideology," and "more informed by facts" in order to find solutions to keep communities safe. "We can't give up. The stakes are too high. The costs are too dear," she told the crowd.

The candidate lamented the lack of progress on race relations, acknowledging, "Despite our best efforts and our highest hopes, America's long struggle with race is far from finished." Clinton expressed her discontent with disparate treatment between whites and blacks, asking individuals to have the necessary conversations to bridge the equality gap in order to unite the country. "Like any family, our American family is strongest when we cherish what we have in common, and fight back against those who would drive us apart," she said.

Moving into the themes of her campaign, Clinton spoke of a need to build a modern economy, strengthen families, effectively utilize human capital, and revitalize democracy back home. Each of these, she posited, will contribute to the well being of cities and therefore to the well being of the nation. Commitment to that progress, coupled with an ethos of love and kindness, are the keys to building a brighter future, she said. "I stand here ready to work with each and every one of you to support your efforts," she told the mayors. "I'm excited about what we can accomplish together."

Ambassador Andrew Young Awarded Joseph P. Riley Award for Leadership and Courage

By Elena Temple and Kay Scrimger

During the 83rd Annual Meeting in San Francisco U.S. Conference of Mayors President Sacramento Mayor Kevin Johnson bestowed the Joseph P. Riley Award for Leadership and Courage upon Ambassador Andrew Young.

President Johnson selected Ambassador Young because of his 50-plus years of leadership in many roles, including pastor, leader and force for non-violence in the civil rights movement, Member of Congress from the 5th Congressional District of Georgia, U.S. Ambassador to the United Nations, and two terms (1982-1990) as Mayor of Atlanta.

"Andrew Young's contribution to our nation's history is one to which we all owe a debt of gratitude. His work as a civil rights activist, pastor, and politician defined his work as the mayor of Atlanta and benefited the residents of that city in ways that are still paying dividends. His participation in the U.S. Conference of Mayors left an indelible mark on this organization and changed it for the better."

Ambassador Young responded, "It is an honor to accept this award from the U.S. Conference of Mayors because of all the




Left to Right: USCM CEO and Executive Director Tom Cochran, President Sacramento Mayor Kevin Johnson, Ambassador Andrew Young, Vice President Baltimore Mayor Stephanie Rawlings-Blake, Second Vice President Oklahoma City Mayor Mick Cornett.

jobs I have had, being mayor was the most challenging and fulfilling. I felt like I had been preparing for it all my life – in the movement, the Congress, at the U.N., and the church. The ideas that change the world come from cities, and the day-to-day challenges of ordinary people shape the future."

The award was originally called the President's Award because it was given at the discretion of the Conference's President. President Johnson renamed the award in honor of Mayor Joseph P. Riley, whose legacy as a leader among his peers has earned him the title of "Dean of American Mayors."



Newly-Elected Conference Leaders



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REPORT OF THE NOMINATING COMMITTEE

83rd ANNUAL MEETING, SAN FRANCISCO, CALIFORNIA -- JUNE 19-22, 2015

THE NOMINATING COMMITTEE MET ON SATURDAY, JUNE 20, 2015 AND THE FOLLOWING MAYORS WERE **APPROVED** BY THE MEMBERSHIP OF THE UNITED STATES CONFERENCE OF MAYORS FOR THE FOLLOWING POSITIONS ON MONDAY, JUNE 22, 2015

PRESIDENT: Stephanie Rawlings-Blake, Mayor of Baltimore, Maryland

VICE PRESIDENT: Mick Cornett, Mayor of Oklahoma City, Oklahoma

2nd VICE PRESIDENT: Mitch Landrieu, Mayor of New Orleans, Louisiana

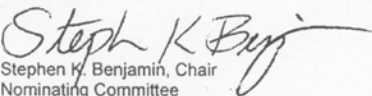
TRUSTEES (5):

Bryan K. Barnett	Mayor of Rochester Hills, Michigan
Shane T. Bemis	Mayor of Gresham, Oregon
Kim McMillan	Mayor of Clarksville, Tennessee
Mike Rawlings	Mayor of Dallas, Texas
Marilyn Strickland	Mayor of Tacoma, Washington

ADVISORY BOARD (8):

William A. Bell, Sr.	Mayor of Birmingham, Alabama
Richard J. Berry	Mayor of Albuquerque, New Mexico
Muriel Bowser	Mayor of Washington, District of Columbia
Bill de Blasio	Mayor of New York, New York
Harry LaRosiliere	Mayor of Plano, Texas
Madeline Anne Rogero	Mayor of Knoxville, Tennessee
Martin J. Walsh	Mayor of Boston, Massachusetts
Nan Whaley	Mayor of Dayton, Ohio

Respectfully submitted,


Stephen K. Benjamin, Chair
Nominating Committee
Mayor of Columbia, South Carolina

NOMINATING COMMITTEE - 2015

Columbia, SC Mayor Stephen Benjamin	Beaverton Mayor Denny Doyle
Burnsville Mayor Elizabeth B. Kautz	Gary Mayor Karen Freeman-Wilson
Philadelphia Mayor Michael A. Nutter	New Haven Mayor Toni Harp
Santa Ana Mayor Miguel Pulido	Green Bay Mayor James J. Schmitt
Rochester, MN Mayor Ardele Brede	Anaheim Mayor Tom Tait
Jacksonville, FL Mayor Alvin Brown	

ALTERNATES
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Bill de Blasio,
New York City



Harry LaRosiliere,
Plano



Madeline Anne Rogero,
Knoxville



Martin J. Walsh,
Boston



Nan Whaley,
Dayton

Charleston's Mayor Riley Leads City's Response to Shooting Deaths of Nine Church Members

"I Knew We Had to Start with Unity and Love," Riley Tells Mayors

By Mike Brown

On the evening of Wednesday, June 17, a gunman shot and killed nine African American members of the Emanuel African Methodist Episcopal Church in downtown Charleston, South Carolina. The nine victims, including the church pastor, State Senator Clementa C. Pinckney, had gathered for a bible study session, to which their assailant had been welcomed when he entered the church. Based on security photos taken in the church that evening, a 21-year-old white male, Dylann Roof, was positively identified by family members as the shooter; he was captured by police in North Carolina the following day and confessed to the killings. On his Facebook page and Web site, Roof portrays himself as a white supremacist and is variously pictured with the Confederate battle flag, a handgun, and racist symbols. This and other evidence pointed to the massacre in the church as a hate crime.

Charleston Mayor Joseph Riley, Jr. was immediately called to the scene of the shootings by Police Chief Gregory Mullen and conducted a press conference describing the situation in the early hours of Thursday, June 18. Throughout the days that followed, Riley was a constant presence at memorials and other events in his City relating to the deaths of the nine church members. The

days ahead. Through contacts with Mayor Riley as the meeting progressed, arrangements were made for him to make brief remarks by telephone to the mayors attending the Conference's business session on Monday, June 22.

The Mayor opened his remarks by thanking the Conference for the Distinguished Public Service Award and telling the audience that he hoped to attend the Conference's winter meeting in January to thank them personally for the honor. He also explained that, at that moment, he was driving to Columbia to meet with the Governor for a press conference that would address the removal of the Confederate battle flag from the State Capitol grounds – an issue that had arisen immediately following the Emanuel AME shootings because of Dylann Roof's apparent use of that flag as a racist symbol.

Riley then offered a brief chronology of the events beginning on the evening of June 17 when his Police Chief called him at home from the church. The Chief, he said, "doesn't call me that late at night unless something bad happens." And it had: The Chief told Riley that a gunman entered Emanuel AME and shot some people, there were fatalities, and that was all that was known. Because of the church's storied history, including its

he did not believe the pastor could have been among the shooting victims. Upon arriving the church, however, he learned that the much-admired Reverend Pinckney had returned to Charleston that day and was one of those who had been killed.

Preparing for the early morning press conference, Riley said, "I knew we had to start with unity and love. That had to be the threshold of the community's response. The anger that we could feel, and this despicable act – what we had to do was heal the community, heal the families, heal the church members, heal

- Pray for each other and not quit.
- Help victims' families, including paying every penny of funeral expenses.
- Do something about guns: "We couldn't let this carnage go on in our City and not talk about that."
- Better understand one another because, while the killer of the Emanuel church members was not a resident of Charleston, he was "a product of America."



Charleston Mayor Joseph P. Riley, Jr.

"From the beginning, I said that this guy came to kill our citizens, to divide us, and he did just the opposite: He unified us."

- Mayor Joe Riley

demands on the Mayor in the aftermath of the tragedy made it impossible for him to attend, as he had planned, the Conference of Mayors annual meeting in San Francisco, which opened on Friday, June 19. In that meeting, Riley was to receive the organization's highest honor, its Award for Distinguished Public Service, and to be recognized for his contributions to the organization and his 40 years of service to his city.

The shock of the Charleston shootings reverberated through the Conference's meeting in San Francisco. A moment of silence observed in one of the first plenary sessions was among many acknowledgements of the tragedy in Charleston that would be heard in the

role in the slave rebellion, and because of his personal involvement with the church over the years, Riley described the news of the shootings there as "heartbreaking."

"We all know that every detail of what we say and what we do is important," Riley said. When he was about to dress to go to the church, he said, he realized that he needed to put on a coat and tie. "The ministers that come there will be dressed," he thought, "and I wanted to show the appropriate dignity from the very beginning."

Because the pastor of the church was also a member of the State Senate, which was in session, the Mayor said

the African American community." In a situation like this, he said, "we all know you've got to have a full court press: You've got to be inventive, creative, you can't miss anything."

When Roof was captured later that day, Riley said, the full court press started with a prayer meeting at another AME church, and a community meeting was planned for the next night in the City's arena. Also on Thursday morning, Riley called for the establishment of a fund for victims' families and for Emanuel AME. "I knew you have to give people something positive to do, and they've got to know that help is on the way," he said. The immediate response, Riley said, was that money came pouring in.

On the following night, Riley said, "less than 48 hours after this unspeakable act of hatred, we had this arena filled with as many white people as black people, maybe more. There wasn't a dry eye in that arena. There was more love in that place, palpable, than you could possibly imagine." Riley said he told those assembled "what we're going to do." There were five things:

- Finally, equip the African American history museum being built in Charleston to be an important part of gaining that better understanding. Riley said he told the arena audience that one of the exhibits in the museum would describe the role of the African American church in history. "We're going to take Mother Emmanuel, and that will be the church in the exhibit there," he said.

Mayor Riley's concluding comment on the tragedy in his City was a reference to confessed shooter Dylann Roof: "From the beginning, I said that this guy came to kill our citizens, to divide us, and he did just the opposite: He unified us."

[Two weeks after the Emanuel AME shootings, Mayor Riley announced that anonymous donors had given more than \$3 million to establish a scholarship fund to be used by members of the extended church community, including family members of the shooting victims. "It's pure goodness and generosity," Riley said. "It's big hearts and loving people responding, and it's absolutely wonderful."]

Johnson Reflects on 3.0 Presidency and Pro-Growth Agenda

By Paul Leroux

In his final President's Report to the membership of The U.S. Conference of Mayors, outgoing Conference President Sacramento Mayor Kevin Johnson reiterated many of the core themes of his presidency and recounted a successful fourteen months in office. In his speech, which came on Saturday, June 20, during the 83rd Annual Meeting in San Francisco, Johnson rearticulated his core theme of Cities 3.0, discussed best practices, described the Conference's Pro-Growth Agenda, and offered a warm personal reminiscence.

To begin his speech, Johnson recapped the concept of Cities 3.0,

which served as the theme for his presidency. "3.0 Cities are the hubs of innovation, entrepreneurship, and technology," Johnson reiterated. He added, "All of the major innovations and advancements in the country are being driven by cities and mayors. In stark contrast to the gridlock in Washington, DC, where finger-pointing and partisan bickering are paralyzing our nation, what mayors are doing stands apart."

In his remarks, Johnson highlighted several best practices from America's mayors as examples of Cities 3.0 in action. In particular, he cited Chicago Mayor Rahm Emanuel's work on infra-

structure innovation, Phoenix Mayor Greg Stanton's promotion of advanced industries, and Knoxville Mayor Madeline Rogero's efforts to weatherize low-income housing.

Johnson also highlighted the efforts that the Conference has undertaken over the past year to improve life in cities around the country. "This year the U.S. Conference of Mayors wanted to look at all of our work through a pro-growth Agenda that focused on creating jobs and growing the economy," said Johnson.

According to Johnson, five national-level conversations contributed to this significant progress for America's cities:

The first of these was the national conversation on American promise and opportunity, led by Johnson, New York City Mayor Bill de Blasio, and Boston Mayor Martin J. Walsh. Johnson said, "In order to address the growing discontent with the lack of chances for families to move into the middle class, we established a Cities of Opportunity Task Force to develop a five part policy agenda on income inequality, early childhood education, the digital divide, affordable housing, and transportation."

Next, Johnson reminded mayors of the organization's push for surface transportation reauthorizations, specifically referencing a May 13 lobbying action

by a bipartisan group of 30 mayors.

Another issue which Johnson felt the Conference moved the national conversation on was trade. "The USCM adopted strong policy supporting high standard 21st Century trade agreements and mobilized dozens of mayors quickly and effectively to pass the law," he said.

Finally, Johnson said, "I would be remiss if I didn't talk about the work that we've all done in our own communities and as a collective, on the issue of the day — the growing gulf of mistrust between law enforcement and communities of color." In his remarks, Johnson emphasized the national dialogues that mayors have conducted about race and community policing, as well as the recommendations of the Mayors and Police Chiefs Working Group, led by Gary Mayor Karen Freeman-Wilson.

After recapping these issues, Johnson reflected on his presidency of the Conference and reminisced about his first visit to the White House. "Who would have thought that a poor kid from the poor part of Sacramento would grow up to be invited to the White House and to serve as President of this esteemed organization?" Johnson asked. "I'm humbled and blessed to have served in this role."



Sacramento Mayor Kevin Johnson delivers his President's report in a plenary session of the 83rd Annual Conference of Mayors on June 20. This was Johnson's last major address as the Conference's 72nd President.

Candidate Martin O'Malley Addresses Conference

By Mark Bode

Martin O'Malley, former Mayor of Baltimore, former Governor of Maryland, and current Democratic candidate for the President of the United States, addressed mayors during the June 21 afternoon plenary session. During his wide-ranging remarks, O'Malley addressed issues of race, gun violence, economic struggle and inequality, and clean energy. Each was mentioned in the context of restoring the American Dream, which he declared his intention to rebuild.

The governor began by applauding the nation's mayors and assuring them of his fellow feeling to their work, saying: "Once a mayor, always a mayor." He expressed his dismay at the idea that 86 years have passed since a former mayor was elected to the U.S. Presidency, and pledged to rebuild America through rebuilding the hearts of its cities.

In the wake of the tragic shooting in Charleston, O'Malley recalled visiting the Emmanuel AME church months earlier and the "total hospitality" of the congregation. He recognized that all too often mayors are called to gun-related

tragedies in their respective communities, saying, "A single American life is worth more than all the guns in the United States."

Turning his attention to the economy, O'Malley placed cities as the centers of "metropolitan engines of jobs and opportunity." Yet he also claimed that they were the areas in which "the greatest numbers of our citizens live who are being failed, left behind, un-needed and unseen by a brutal economy." He then went on to quote "The River" by Bruce Springsteen, but refrained from indulging the audience with the song's blistering harmonica solo.

The candidate ended his remarks with an anecdote from the post-riot cleanup of Baltimore, in which a group of church volunteers cleaned with the words "Do Better" scripted on their t-shirts. Picking up the message, O'Malley asserted that the country could do better, by rebuilding the American Dream and the hearts of America's cities. "Together," he said, "we can change the course of our country's future for the better."



Martin O'Malley outlines his plans for the middle class during his remarks in the Sunday Plenary Session.

Pelosi Praises Cities' Progress

By Mark Bode

Democratic Leader Nancy Pelosi spoke on Friday, June 19 at the US Conference of Mayors Annual Meeting. Rep. Pelosi began by personally saluting the collection of mayors in the crowd, citing her father and brother's tenures as Baltimore mayors as giving her "a front row seat of what it takes to be mayor."

Rep. Pelosi praised the mayors for their forward thinking, pointing to their 10-point plan from 2008 that featured an energy block grant and climate protection. "You were in the lead, and your recognition each year of progress in that regard is progress for our country," she said.

Despite her effusive praise for mayors across the country, Rep. Pelosi acknowledged that too many people are still being squeezed during the economic recovery. She drew parallels between building physical infrastructure and human infrastructure, imploring the

audience to pay attention to both. Rep. Pelosi addressed the "immoral" digital divide, claiming that the education gap can be bridged through increased access to technology.

Citing a break between Congress and the general population, Rep. Pelosi asked individuals to take part in the political process in order to educate Congress on public sentiment, regardless of party preference. With this in mind, she asked mayors to use their close connections with their city populations to inform Congress. "They know what you think, you know what they are thinking," she said.

To close, Rep. Pelosi thanked mayors for their work and underscored their importance in dictating politics at a national level. "Your ideas are wisdom to us because you are so close to the people," she said. "Your perspective is essential to the debate before America." Through

personal determination and collaboration between local and national bodies,

"a brighter tomorrow for all Americans" becomes possible.



Democratic Leader Nancy Pelosi addresses mayors and their guests at the Mayors' Climate Protection Awards Luncheon.

Task Force Hears from Administration Officials, Business Leaders on Energy and Climate Strategies

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 federal and private sector initiatives to address the energy and climate challenges before the nation's mayors, at a June 19 session during the Conference's 83rd Annual Meeting in San Francisco.

Task force co-chair Finch introduced and led a series of presentations by private sector leaders addressing new technologies and strategies to cut carbon emissions and adapt cities to climate change.

Finch welcomed Mike Levin, FuelCell Energy's Governmental Affairs Director, who talked about the emergence of fuel cells throughout the U.S. FuelCell Energy, based in Danbury, Connecticut, had previously partnered with Finch and his city to construct the largest fuel cell in North America, and the second largest such facility in the world.

Levin described the Bridgeport project and its attractiveness to other parts of the country. "In just an acre and a half, the Bridgeport Fuel Cell Park produces 15 megawatts of electricity – enough for about 15,000 homes. The park sits on a remediated brownfield that has gone from an economic and environmental negative to an economic and environmental positive," he said.

Citing some of the positive benefits of fuel cells, Levin indicated that the

Bridgeport project, like others being built in the U.S., came in on budget and on schedule in just over a year, generating high-skilled, high-wage jobs and additional local tax revenue. "A fuel cell plant can be installed and operated anywhere in the United States and around the world with essentially no regulatory risk," Levin said.

Data Fuels the 'Decision Engine'

In his comments, Urban Integrated Solutions President and CEO Erwin Rezelman discussed how cities could turn the enormous amount of data they generate "into intelligence to improve their cities and benefit stakeholders, making cities even smarter." Rezelman talked about how his company can "translate and consolidate data from all the different sources into a single platform," creating a 'decision engine' to drive evidence-based decision-making and planning.

He spoke about how such capabilities can further local energy and climate initiatives, among other efforts, in cities of all sizes, advancing smart city strategies. More effective use of data helps cities make better use of resources, ensure more strategic investments, support evidence-based management, and realize new revenue opportunities, he said.

Arup Principal John Eddy, a London-based company which brings together professionals from diverse disciplines and with complementary skills on a



Left to Right: Arup Principal John Eddy, Urban Integrated Solutions President and CEO Erwin Rezelman, FuelCell Energy's Governmental Affairs Director Mike Levin, 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, U.S. State Department's Deputy Special Envoy for Climate Change Karen Florini, and Special Assistant to the President and Deputy Director of Intergovernmental Affairs Rohan Patel.

uniquely global scale, talked about his company's leadership in providing solutions to cities, big and small. Arup, for example, delivered the lighting and electrical teams for the permanent lighting of San Francisco's City Hall for its centennial celebration, which was the kick-off event for the Conference of the Mayors' 83rd Annual Meeting.

Eddy used his time to offer several suggestions to mayors in tackling infrastructure issues before them, including those dealing with energy and climate adaptation. In reengineering elements of a city's infrastructure and other related challenges, he said, "If you can't afford it, change it or don't do it." When confronted with a solution you can't afford,

Eddy urged mayors not to accept an alternative project or initiative that "sort of does what it's supposed to."

"Just change it or don't do it at all and find people who will do that," he said. "The realm I work in is infrastructure and this country is littered with almos.

"Good design is contagious," he added. "The best thing you can have is a great community, and people want to be part of that and will figure out how to participate." Finally, he noted, "Your problem, everyone shares. The solutions, no one shares, they are very specific to your location. You can establish what your

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MC Hammer, Carlos Santana Speak on Intersection of Music and Politics

By Mark Bode

Esteemed musicians MC Hammer and Carlos Santana discussed the relationship between music and politics during the Climate Protection Awards Luncheon on Friday. MC Hammer punctuated his thoughtful and nuanced views on race relations with lyrical tangents to express dismay and sadness with the current challenges facing cities, while Santana called mayors "thought adjusters" and urged them to create "a new paradigm, one that is the highest in human consciousness."

During the panel, Hammer presented a frank assessment of race relations in America, claiming that fear of having conversations about race prevents communities from addressing conflict. Harkening back to his childhood, he remarked: "In Oakland, we never ran from conversations. It is what it is, and if we can talk about it, we can work through it. If we don't talk about it and we run from it, it will consume

us." Hammer then encouraged dialogue about race relations within communities in order to stop the cycle of dehumanization and strife.

Santana similarly drew a comparison between historical and modern conflict. Using his experience at Woodstock as a reference point, he posited that now, as back then, people should aim to create a change in brutality with compassion. "It hasn't changed that much," he stated. "We've just become high-tech with racism here in the United States." Yet despite the bleak characterization, Santana did express hope that humanity could create "a new bridge of compassion and mercy and forgiveness" to resolve the current strife.

Quizzed on their perspectives on current music, the two artists diverged in their assessments. Santana rejected choosing a favorite between Taylor Swift and Beyoncé, claiming that today's art-

ists produce "disposable sound bytes" instead of music that "change[s] you from within." Hammer countered, claiming that every generation has resistance to its artists, but ignoring them is costly

to cohesiveness: "You have to support them, you have to give them a platform, and you have to give them an ear to hear."



Left to Right: Mayor Kevin Johnson, MC Hammer, and Carlos Santana enlighten mayors during their panel discussion at the Climate Protection Awards Luncheon.

Mayors Share Strategies on Building Police-Community Trust

By Laura DeKoven Waxman

Building trust between police departments and the communities they serve and implementing the recommendations of the President's Task Force on 21st Century Policing dominated the discussion at the June 19 meeting of the Conference's Task Force of Mayors and Police Chiefs during the San Francisco annual meeting.

White House Director of Intergovernmental Affairs Jerry Abramson briefed the mayors on the Administration's efforts to implement the recommendations and urged the mayors to work with their police chiefs to implement them in their cities. He reminded the mayors that fostering "a positive experience between those being protected and those doing the

protection" goes way beyond the work of police departments, and specifically mentioned the My Brother's Keeper initiative, employment and training programs, and prisoner reentry efforts.

Gary Mayor Karen Freeman-Wilson, chair of the Conference's mayor-police chief working group which developed its own set of recommendations, many of which were incorporated into those of the President's Task Force, discussed efforts underway in her city to build trust between the police and the community. She said that every time a community organization has a public meeting the police chief or a member of his command staff attends. As a result, if an incident occurs, the community is more likely to trust the chief

when he provides information about it. Freeman-Wilson also commented on the June 17 shooting of nine people in a bible study group in Charleston, saying that most people are hesitant to talk about race and told the mayors that "we have to have the courage and political will to raise those issues."

Boston Police Commissioner William Evans highlighted some of Boston's strategies for building trust. The Department avoids a show of weapons. Evans said that he decided not to put rifles in squad cars because they send a bad message to the community. During the demonstrations around the Occupy Movement, the Department did not issue either sticks or helmets to officers, and those demonstrations remained peaceful. Evans also said that when there is an officer-involved shooting he is at the scene and he and Mayor Marty Walsh are in regular contact with community leaders to keep them informed of what's happening. As a result, they have been able to avoid violence when protests occur.

With Swearingin at the session was Fresno Council President Oliver Baines, a former police officer. He talked about the importance of implementing community policing as a philosophy, not a program, and commented that it's important for police officers to have relationships with workforce and other local agencies if they are to provide real help to community residents. He commented that community policing provides "a great opportunity to close the gap."

Many of the mayors present for the session discussed policing efforts in their cities. Racine Mayor John Dickert discussed how technology can improve policing, for example providing officers with the information they need to most effectively respond to calls. Freeport, NY Mayor Robert Kennedy said that every classroom in his city adopts a police officer each year, and that officer gets to know the kids and participates in an annual program with them.

In response to a concern raised by Hamilton Township Mayor Kelly Yaede about police responses to incidents which seem negative, Freeman-Wilson commented that the overwhelming majority of police officers engage in constitutional policing every day and that city officials must support their police officers. She cautioned, however, that in some places there is a vast disconnect between what a community perceives and what city officials know and this can result in unrest.

Task Force Chair Fresno Mayor Ashley Swearingin discussed some of her city's strategies to strengthen the relationship between the police department and the community, including the city's independent police auditor who provides oversight of the police department. She said that her police department's culture values police-community connections and mentioned several ways that officers interact with the community, including attendance at block parties and prayer walks.



Left to Right: White House Director of Intergovernmental Affairs Jerry Abramson, Gary Mayor Karen Freeman-Wilson, Fresno Mayor Ashley Swearingin, and Boston Police Commissioner William Evans.

Mayors Support DollarWise and Financial Education

By James Kirby

During the 83rd U.S. Conference of Mayors Annual Meeting in San Francisco June 19-22, mayors from across the country signed up to be a part of DollarWise: Mayors for Financial Literacy, a decade-long national campaign to promote financial education and help families build assets.

In the Plenary Business Session, June 22nd, Sacramento Mayor Kevin Johnson encouraged mayors to promote the DollarWise Summer Youth Contest in their cities, where youth in summer programs can win iPads and other prizes for completing online financial education modules that help them save for their future.

The contest modules have been provided by Better Money Habits.com and the Khan Academy, and focus on topics ranging from how to set a budget, to saving for college. The Contest runs from June 26th, until July 31st. Youth in summer programs can participate by going to bedollarwise.org/syc.

During the Plenary Business Session, Mayor Johnson also highlighted mayors who have partnered with the DollarWise campaign to provide financial education to their citizens. Most recently, these mayors include: Lansing Mayor Virg Bernero who has created Lansing's "Financial Empowerment Center," that now helps residents of public housing receive financial education and one-on-one coaching; Hialeah Mayor Carlos



USCM President Sacramento Mayor Kevin Johnson Encourages cities to Join the DollarWise Summer Youth Contest

Hernandez who started a program to teach financial education as a part of "English-as-a-Second-Language" classes; San Francisco Mayor Ed Lee and the City's Treasurer's Office which published a financial education tool kit that helps victims of domestic abuse become financially independent; and Baltimore Mayor Stephanie Rawlings-Blake who is helping young people enroll in her YouthWorks summer jobs program which also teaches youth how to manage their paychecks wisely.

"With the help of DollarWise, mayors are launching innovative programs all across the country to help people manage their hard-earned dollars and

become financially literate," Johnson told the mayors.

For more information on the DollarWise

campaign please visit www.bedollarwise.org or contact Program Manager James Kirby by email at: jkirby@usmayors.org.

Ports and Exports Discuss Trade, Port Modernization and Ex-Im Bank

By Dave Gatton

The Mayors' Ports and Exports Task Force met in San Francisco at the conclusion of the 83rd Annual Conference of Mayors, June 22, to speak on the hot topics of Trade Promotion Authority (TPA), Trade Adjustment Assistance (TAA) and the reauthorization of the Export-Import Bank. At the time of the meeting, TPA still hung in the balance in both the House and the Senate, and the mayors talked about past and future letters they would send to the Hill in support of both. TPA and TAA have since passed in the House and Senate and were signed into law by President Obama on June 29th.

"This Conference has been a consistent supporter of giving our Presidents' Trade Promotion Authority," said Task Force Chair Jacksonville Mayor Alvin Brown, who steps down from office July 1. "I am pleased that we have re-affirmed this policy and called on the President to conclude major trade deals with Trans-Pacific and Trans-Atlantic nations," he said.

Task Force Vice Chair, Little Rock Mayor

Mark Stodola, praised Brown's leadership of the Task Force, saying it has led to tangible legislative accomplishments that will strengthen the nation's ports and trade agenda. "We will miss you," he told Brown.



Patricia Louie, Director, Member of the Board of the Export-Import Bank of the United States, spoke of the need for the bank's reauthorization.

Omar Khan, Assistant U.S. Trade Representative underscored the importance of fast track (TPA) legislation, saying that other nations would not put their best and final offers on the negotiating table until the legislation passed. He also told the mayors that the Trans Pacific Partnership and Trans Atlantic Investment Partnership trade deals would include enforceable labor and environmental standards, protection of property rights, and a uniform tariff system that would level the playing field for U.S. businesses and workers.

Steve Stockton, Director of Civil Works for the U.S. Army Corps of Engineers, provided an update on the Corps' port modernization activities and budget realities. "We have far more infrastructure needs than our budget can accommodate," he said, referring both to sea and inland ports. Such shortage of funding means projects are often subject to starts and stops that increase construction costs. While the Congress in the last reauthorization of the Water Resources Act established a process for gradually increasing the annual

appropriation of funds collected by the Harbor Maintenance Trust Fund for their intended purpose, that process will take over a decade to accomplish. The HMTF currently has an \$8 billion surplus. However, funds in the HMTF are subject to sequester, even though they are collected from port activities in a supposed trust fund.

Patricia Louie, a board member of the Export-Import Bank, updated the mayors on the activities of the Bank, including its need for reauthorization by the end of June. The Ex-Im Bank provides export credit and insurance products for U.S. companies and provides significant protections for medium and small companies that make up ninety-eight percent of its portfolio. Nearly all competitors, including China, provide such assistance and most experts agree that the Bank is key to U.S. companies remaining competitive in the global market. The Ex-Im Bank is a net gainer to the Federal Treasury.

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Mayors Pledge to Play Ball

By Tom McClimon and Jocelyn Bogen

Over 100 mayors accepted the challenge by Conference President Sacramento Mayor Kevin Johnson and pledged to sponsor a baseball event in their cities during August, Play Ball month. Mayor Johnson issued the challenge in making the announcement about Play Ball month along with Major League Baseball Commissioner Rob Manfred, Jr. at a plenary luncheon.

"We could not have asked for a better partner than the U.S. Conference of Mayors," stated Commissioner Manfred in his remarks before the mayors. "We hope to make August one of the most exciting months in the history of baseball. Baseball has the ability to help bring communities together. It can help teach values to our children, such as teamwork, overcoming adversity, and how to succeed."

In a press conference prior to the announcement luncheon, Commissioner Manfred was joined by Conference President Sacramento Mayor Kevin Johnson and Conference of Mayors First Vice President Baltimore Mayor Stephanie Rawlings-Blake. Both of these mayors, along with Conference Second Vice President Oklahoma City Mayor Mick Cornett, had previously sponsored a Play Ball event in their communities. "Play Ball will help encourage kids of all ages and races to enjoy and hopefully play the game of baseball," stated Mayor Johnson. Mayor Rawlings-Blake added, "This program is important to cities and especially to my city of Baltimore. I'll be encouraging all mayors to Play Ball in their cities."

Following the luncheon, mayors had the opportunity to exchange their pledge cards in return for an official MLB



Boston Mayor Marty Walsh holds up his Play Ball pledge card to show his support.



MLB Commissioner Rob Manfred, Jr. is joined by Conference President Sacramento Mayor Kevin Johnson and Conference First Vice President Baltimore Mayor Stephanie Rawlings-Blake at press conference on the Play Ball program. (Photo Credit : Andy Kuno/MLB Photos)



Mayor's Name:

Mayor's City:

Staff Contact Name & Email:



MLB Commissioner Rob Manfred, Jr. announces the Play Ball initiative at plenary luncheon.

baseball from the Commissioner. They also had the opportunity to view the three World Series trophies of the San Francisco Giants and make a baseball trading card.

Play Ball is an activity of The U.S. Conference of Mayors and Major League Baseball. During the month of August, mayors are being encouraged to organize events for children in their communities, such as playing catch, fielding a baseball game, or running bases. Additional support is available from Major League Baseball and major and minor league teams.

Mayors can sign up for Play Ball month by going to: usmayors.org/playball. A Play Ball tool kit is available, which contains a sample proclamation, press release, talking points, and an op-ed piece.

Blacksburg, Phoenix Win Mayors' Top Climate Protection Awards

By Kevin McCarty

Blacksburg Mayor Ron Rordam and Phoenix Mayor Greg Stanton were recognized June 19 at the opening plenary session of the Conference's 83rd Annual Meeting in San Francisco, winning first place honors in the 2015 Mayors' Climate Protection Awards.

In remarks at the annual awards luncheon, Conference President Sacramento Mayor Kevin Johnson said, "The Mayors' Climate Protection Awards – given to mayors who have demonstrated significant leadership and innovation – are designed to honor the 'best' of our best practices."

In a public statement on the award winners, Johnson added, "Mayoral leadership and successful local initiatives are a crucial part of our nation's arsenal in combating climate-harming emissions. The programs we are saluting today truly qualify as City-3.0 solutions."

Johnson recognized the first place winners specifically, stating, "Mayor Stanton and Mayor Rordam are changing the energy future of their cities and the nation, showing how local innovation can offer solutions to our growing climate challenges."

"Solarize Blacksburg" Inspires Other VA Cities

"Our citizens who took part in Solarize Blacksburg and our town are the real winners," said Blacksburg Mayor Ron Rordam, the top award winner in the small city category. The "Solarize Blacksburg Program" assists both homeowners and solar companies by reducing homeowner costs of installing photovoltaic systems.

"Solarize Blacksburg is a perfect example of grassroots problem-solving," he said in accepting his award, adding that "this initiative was conceptualized by our citizens and staff just supported them."

Rordam praises the program as "a template" for other communities in Virginia, with more than 20 other cities in the state following Blacksburg's example. "We are also so pleased to see so many other Virginia communities following our lead on solar energy, as all of us move toward a future of clean energy," he said.

"Energize Phoenix" Targets Buildings on Transit Line

"Energize Phoenix was a remarkably successful energy efficiency program that is saving local businesses and residents \$12 million every year," said Phoenix Mayor Greg Stanton, the first place award winner among large cities.

"With this public-private partnership, we turned an urban corridor into a green urban corridor, and transformed tens of millions of square feet of commercial and

residential space into shining examples of how cities can take the lead in creating a more sustainable future," he said.

In accepting his award, Stanton recognized the Conference and Walmart for their annual awards program, now in its 9th year. "Thanks to the Conference of Mayors and our generous sponsor for supporting what cities around the country are doing to take on one of the greatest challenges of our time – and that is, of course, climate change."

"Today, cities are leading the way, and Phoenix has made great strides," Stanton said.

In his comments at the awards session, Walmart.com's Marketing Vice President Brian Monahan said, "On behalf of Walmart, we are so proud of our partnership with the Conference, and look forward to driving even more progress together."

"This is just one example of how mayors are innovating and leading on some of the most important issues we face as a nation," he said.

He talked about his company's long-standing and growing commitment to sustainability and other outcomes, explaining how these efforts are driving toward less reliance on landfills with its zero waste goals and its emission reduction efforts, "with our goal for 100 percent renewable energy."

"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," said Conference CEO and Executive Director Tom Cochran.

Honorable Mention Winners

In addition to the two first place winners, Honorable Mention Awards were presented to mayors of five large cities and five small cities. The large city (with a population of 100,000 or more) award-ees were Mayor Steve Adler, Austin, Mayor Marni L. Sawicki, Cape Coral, Mayor Michael B. Coleman, Columbus (OH), Mayor Gregory A. Ballard, Indianapolis, Mayor Greg Fischer, Louisville.

The small city (below 100,000 population) award-ees were Mayor Lionel Jordan, Fayetteville (AR), Mayor Jonathan F. Mitchell, New Bedford, Mayor Setti Warren, Newton, Mayor Kevin McKeown, Santa Monica, Mayor Laurel Lunt Prussing, Urbana.

Brief descriptions of the 2015 award winning programs can be found at: usmayors.org/climateprotection/2015awardees.



Left to Right: Conference CEO and Executive Director Tom Cochran, Conference Second Vice President Oklahoma City Mayor Mick Cornett, Conference President Sacramento Mayor Kevin Johnson, Blacksburg Mayor Ron Rordam, Conference Vice President Baltimore Mayor Stephanie Rawlings-Blake, and Walmart.com Marketing Vice President Brian Monahan.



Phoenix Mayor Greg Stanton with his first-place award for his "Energize Phoenix Program."

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goals are."

All three companies – FuelCell Energy, Urban Integrated Solutions, and Arup – are new members of the Conference's Mayors Business Council.

President's Climate Action Plan

Joining mayors for the task force session was Rohan Patel, Special Assistant to the President and Deputy Director of Intergovernmental Affairs at The White House, who acknowledged the work of President Obama's State, Local and Tribal Leaders Task Force on Climate Resilience and

Preparedness. Patel praised the work of this 26-member task force, which included Brainard and 12 other mayors, explaining how Administration officials are continuing to utilize its recommendations, which were released late last year.

Patel introduced Karen Florini, U.S. State Department's Deputy Special Envoy for Climate Change, who briefed mayors on key activities leading up to the 2015 Paris Climate Conference or COP-21, which begins in late November. Florini also praised mayors for their leadership on both climate mitigation and adaptation, explaining how Secretary of State John Kerry is giving emphasis and recognition to the work of U.S. mayors leading up to COP-21.

Panelists Discuss Collaboration, Hospitality and the Sharing Economy

By Mark Bode

In a panel discussion at the Sunday Afternoon Plenary Session, Airbnb CEO Brian Chesky and former Clinton and Obama economic advisor Gene Sperling spoke about the dynamics of the sharing economy and its relationship to cities.

Chesky began the panel by describing the rise of his company—originally three air mattresses on the floor of his apartment—into its current iteration, a hospitality service that now provides over 900,000 beds per night. It started with a simple idea, he said: “People love homes. That’s why they live in them. Why don’t they just live in homes when they travel?” The rapid growth of the company, which began in 2008, has outpaced regulation, he acknowledged. However, “we want to be regulated,” he said, “because to be regulated is to be recognized.” Chesky mentioned that the company has been meeting with mayors in order

to enrich the cities in which it operates.

Sperling spoke at length on the effects of the sharing economy on the middle class. From a public policy standpoint, he told the crowd, “we’re probably in the third or fourth inning” of figuring out the sharing economy. Yet he underscored the idea that Airbnb allows individuals to deploy their existing assets for profit. This development, rather than replacing normal employment like other sharing-economy companies, instead supplemented income. Sperling posited that this extra money could be a game-changer for members of the middle class. Airbnb listers can go from being squeezed to having a little extra cash on hand; supplemental income is “not a little deal,” he said.

Asked at the close of the session about his favorite listing, Chesky chose the lottery opportunity for an Airbnb cus-

tomers to stay at Ellis Island. “The fundamental idea isn’t about staying in a house or space,” he said. “It’s about the idea of belonging. The reason

I love Ellis Island is that all of these people came to a city and were welcomed with the power of hospitality.”



Brian Chesky (center) reiterates Airbnb’s willingness to work with cities.

Khan Academy Revolutionizes Education

By Kathy Wiggins and Patrick Tarasiewicz

Sal Khan, creator and executive director of Khan Academy, shared his truly inspiring vision to supplement and reformat the structure of global education. His interactive exercises and video tutorials provide hands-on study tools, which have notoriously helped over a billion users in all age ranges in an assortment of subjects.

What started off as simple remote

savings. One very generous investor saw great potential in Khan and his motives to provide on-demand tutoring services free of charge. His virtuous choice not to exploit his hard work for profit is what made him stand-out, notwithstanding his exceptional ability to stimulate academic success through virtual instruction, ultimately and infectiously garnered the respect of reputable business gurus like Bill

Academy more able to accommodate a variety of student needs and “fill in the gaps.” Khan told the Conference that, “Education is a lot like building a house with several levels. If you are tested and receive a seventy percent, there is still thirty percent of the material that is not fully understood, but the way schools keep pushing forward, there is little time to retrace your steps because of the introduction of new concepts that build on past concepts. Khan Academy’s goal is to fill in these gaps at the students own pace in order to build a more stable foundation to build off of or even to refresh your memory. You wouldn’t build a second story on a house that is only seventy percent done on the first level, so why should this be the case in education. Khan Academy will remove these constraints.”

The Khan Academy swiftly stretched its wealth of knowledge to 28 languages, reaching over 15 million users with 500 million videos watched, as well as millions of teachers employing it in the classroom. What started as a one-man show has now grown to an 80 person non-profit organization. But Khan didn’t stop there. Seeing as a portion of his users were taking advantage of Khan Academy’s more sophisticated studies, especially high-schoolers in AP level classes vying for college credit, he has worked to expand college test prep materials availability, as of recently giving way to his partnership with the CollegeBoard to help overhaul the current SAT test prep programs by correlating testing more closely to actual school standards being taught

in schools. Khan Academy now has free SAT prep material sponsored by the CollegeBoard to help “level the playing field for students.” The state-of-the-art learning tools are available to anyone, anywhere.

His latest project, Learnstorm, is a competitive program intended to be used at a district or community level to encourage kids to work hard to compete against other student communities while learning and practicing fundamental knowledge and earning rewards for their accomplishments, progress, and perseverance. The Learnstorm program helps teachers and districts track academic progress of their classes and student body, as well as measure effort with it’s unique “hustle index” that reports each student’s attempts, accomplishments, time usage, and other useful measures. Learnstorm has helped to drive student engagement noticeably and Khan hopes that mayors will incorporate or challenge its schools to utilize these innovative resources to make learning fun and practical.

Finally, Khan explained the programs Language Localizing Efforts. Because of huge strides in its success, Khan Academy has gone places it never expected to reach. Students in countries with fewer academic resources and student-teacher interaction have taken to Khan Academy’s ease of access and unique learning features to heart. Thus the boundless nature of the internet has created new paths for global education and continues



Sal Khan, Founder and Executive Director of Khan Academy, speaks on universal access to education.

family tutoring for distant cousins quickly expanded when he began making video lesson recordings that materialized into a blessing for many YouTube users he had not anticipated, aside from his intended family audience. Not long after, the initial launch of the Khan Academy began to take a toll on Khan’s career as he decided to make it his full-time job, living off of

Gates and Google in 2010.

With funding and support for the non-profit having been generated after making a huge splash on the internet, Khan was able to invigorate new and useful features to better organize and attract users, making it easier to navigate and map student merits. The new interface helped to make Khan

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Baltimore, Little Rock, West Sacramento Receive Top Honors for Innovative Neighborhood Stabilization Programs

By Eugene T. Lowe and Jocelyn Bogen

On June 21, 2015, Mayors Stephanie Rawlings-Blake of Baltimore, Mark Stodola of Little Rock and Christopher Cabaldon of West Sacramento were recognized with top honors in the 2015 CommunityWINS — Working/Investing in Neighborhood Stabilization — Grant Program, administered by The U.S. Conference of Mayors and funded by the Wells Fargo Foundation.

Presented at Conference's 83rd Annual Meeting in San Francisco, the awards include monetary grants to city-based non-profit organizations and recognize mayors for exemplary leadership in developing local programs that promote long-term economic prosperity and improve the quality of life for residents in three categories: neighborhood stabilization, economic development, and job creation.

An independent panel of judges, selected by The U.S. Conference of Mayors, determined the winning cities from a pool of 162 applicants in three populations groups — small, medium and large.

Tom Cochran, CEO and Executive Director of the U.S. Conference of Mayors commented, "Our 2015 CommunityWINS grant program gives the Conference an opportunity to showcase positive change happening now in our cities to make a difference in the lives of residents. We are grateful to Wells Fargo and the Wells Fargo Foundation for their support of the CommunityWINS program, which also highlights the talent and commitment of mayors and city governments."

- Baltimore Mayor Stephanie Rawlings-Blake was presented \$300,000 on behalf of Civic Works, Inc. for its work with Growing Green Tracks Team — a collaborative effort to address blight and improve the city's image of Baltimore as is seen by millions of passengers along Amtrak's Northeast Corridor.
- Little Rock Mayor Mark Stodola was presented \$150,000 on behalf of Arkansas Lighthouse for the Blind for its unique — Employment for Individuals Who Are Blind — Inclement Weather Outer Layer (IWOL) project — which offers employment for individuals who are blind or visually impaired, and provides funding for training and machinery accommodations.
- West Sacramento Mayor Chris Cabaldon was presented \$150,000 on behalf of the West Sacramento Foundation in support of the FutureReady program, which connects students studying engineering, science and technology to work-based learning internships and job training.



Martin Sundquist, Executive Director, Wells Fargo Housing Foundation delivers remarks as he presented the grants to cities during the June 21st ceremony during the Conference's 83rd Annual Meeting in San Francisco.

Additional Outstanding Achievement awards were also presented to: Newark Mayor Ras Baraka on behalf of Newark Community Economic Development Corporation (\$75,000); Green Bay Mayor Jim Schmitt on behalf of NeighborWorks Green Bay (\$50,000); and Lima, OH Mayor David Berger on behalf of Lima-Allen County Neighborhoods in Partnership (\$50,000).

The grants were presented by Martin Sundquist, Executive Director, Wells Fargo Housing Foundation. Wells Fargo's support makes the CommunityWINS Program possible.

"Wells Fargo is delighted to collaborate with the US Conference of Mayors to make these grants available for nonprofits and enable them to make vital improvements in their cities," said Sundquist. "Wells Fargo cares about the communities we serve and we're inspired by the tremendous interest in the inaugural CommunityWINS grant program that will add up to make a big difference in helping revitalize neighborhoods."

Following are brief descriptions of the winning programs and grant amounts for each:

FIRST PLACE

BALTIMORE/ \$300,000 to Civic Works, Inc.

Currently there are 16,000 vacant properties in Baltimore City — many along the Amtrak's Northeast corridor that passes through the city. The Growing Green Tracks Team is a city-led collaborative that sees these vacancies as opportunities to strengthen and connect blighted communities through greening projects and reinvestment. Permanent enhanced

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Left to Right: USCM CEO and Executive Director Tom Cochran, luncheon sponsor Charlie Fricke, Los Angeles Mayor Eric Garcetti, USCM Second Vice President Oklahoma City Mayor Mick Cornett, USCM Vice President Baltimore Mayor Stephanie Rawlings-Blake, Wells Fargo Housing Foundation Executive Director Martin Sundquist, and USCM President Sacramento Mayor Kevin Johnson.



Left to Right: USCM CEO and Executive Director Tom Cochran, luncheon sponsor Charlie Fricke, Los Angeles Mayor Eric Garcetti, USCM Second Vice President Oklahoma City Mayor Mick Cornett, USCM Vice President Baltimore Mayor Stephanie Rawlings-Blake, Little Rock Mayor Mark Stodola, Wells Fargo Housing Foundation Executive Director Martin Sundquist, and USCM President Sacramento Mayor Kevin Johnson.



Left to Right: USCM CEO and Executive Director Tom Cochran, luncheon sponsor Charlie Fricke, Los Angeles Mayor Eric Garcetti, USCM Second Vice President Oklahoma City Mayor Mick Cornett, USCM Vice President Baltimore Mayor Stephanie Rawlings-Blake, West Sacramento Mayor Chris Cabaldon, Wells Fargo Housing Foundation Executive Director Martin Sundquist, and USCM President Sacramento Mayor Kevin Johnson.



Left to Right: USCM CEO and Executive Director Tom Cochran, luncheon sponsor Charlie Fricke, Los Angeles Mayor Eric Garcetti, USCM Second Vice President Oklahoma City Mayor Mick Cornett, USCM Vice President Baltimore Mayor Stephanie Rawlings-Blake, Newark Mayor Ras Baraka, Wells Fargo Housing Foundation Executive Director Martin Sundquist, and USCM President Sacramento Mayor Kevin Johnson.



Left to Right: USCM CEO and Executive Director Tom Cochran, Los Angeles Mayor Eric Garcetti, USCM Second Vice President Oklahoma City Mayor Mick Cornett, USCM Vice President Baltimore Mayor Stephanie Rawlings-Blake, Green Bay Mayor James Schmidt, Wells Fargo Housing Foundation Executive Director Martin Sundquist, and USCM President Sacramento Mayor Kevin Johnson.

Salesforce's Kundra Shares How Cities Are Evolving with Technology

By David W. Burns

During the Mayors Climate Protection Awards Luncheon on Friday, June 19, Salesforce.com's Executive Vice President, Industries Vivek Kundra shared with mayors the history of technology in government and how cities in particular are uniquely positioned to seize new innovations in the 21st century to help make government more responsive and more efficient.

"The rise of social, the rise of cloud, mobile, and analytics are creating a fundamental transformation of what technology means to everyday Americans and how they think about connecting with their cities," said Kundra.

This evolution is creating countless more pieces of data that can help government with decision making, make it more transparent, and make it more accountable.

"In the last year alone, 90 percent of all data in all of civilization was created, yet only 1 percent of that data was analyzed," said Kundra.

Kundra discussed this data and the evolution of technology and innovation, asserting that cities can have a profound impact on their quality of service delivered and satisfaction citizens have with government.

"When we look at the future, we're looking at mass disruptions in how your citizens are interacting with everyday services," said Kundra. He continued, "In everyday world, citizens see 'there's the app for that,' but when we're dealing with your government, you get 'there's a form for that.'"

Kundra went on to explain how this mentality was actually creating harm for cities.

"This has led to an actual lack of trust and a huge expectations gap," remarked Kundra. "Seventy-two percent of people are dissatisfied when dealing with their cities. Seventy-five percent of people distrust their government. Ninety-four percent of large-scale IT projects fail in government. We continue to throw good money after bad."

The promising part is that with new technology and new ways of using data can help change this. Kundra said, "Sixty percent of citizens are hungry to engage with their cities."

Kundra concluded with a case study of how the City of Philadelphia is using Salesforce's platform to better provide services and citizen satisfaction in government.



Salesforce.com's Executive Vice President, Industries Vivek Kundra discusses how analytics and the cloud are helping to transform city services and improve citizen trust in government.

HONORS

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greening sites including an integrated network of parks and squares, rain gardens, day-lighted streams, recreational trails, urban farms, wetlands, and community gardens, as well as public art will provide permanent community amenities, while "clean and green" site improvements and aesthetic boarding address problem areas to stabilize the neighborhoods and increase economic development potential. Civic Works' Community Lot Team employs and trains individuals to transform vacant and abandoned lots into community gardens and green spaces. (250,000+ population)

LITTLE ROCK/\$150,000 to Arkansas Lighthouse for the Blind

Arkansas has the second largest blind/visually impaired population per capita in the U.S., thus the primary goal of Employment for Individuals Who Are Blind program is to provide full time employment for 25 individuals, including at least 10 of those who are blind or visually impaired. Through the Inclement Weather Outer Layer (IWOL) project, their new product line — the IWOL jacket — to be used by the U.S. Army will be brought to Arkansas Lighthouse for the Blind (ALB) diversifying its current product mix and ensuring sustainable operations. Not only will ALB sustain the current levels of employment by supporting jobs at existing production lines, but it will also create additional employment for 25 Arkansans thus contributing to the area's economic development and bringing federal contract revenue to the city. (75,000-250,000 population)

WEST SACRAMENTO/(\$150,000 to West Sacramento Foundation)

Junior and senior high school students in the Engineering, Science and Technology Academy at River City High School (the only public high school in the district) in the FutureReady program will be provided high-quality, work-based learning opportunities that align with their curriculum. Through paid internships with local engineering, science and advanced-manufacturing companies, students will be prepared for success in an entry level job and/or post-secondary education. Employers will benefit by having increased access to a local labor pool that has completed industry-relevant academic coursework and has previous on-the-job experience. (75,000 population and below)

OUTSTANDING ACHIEVEMENT

NEWARK/\$75,000 to Newark Community

The grant will be used to develop and open a Community Storefront Program in a vacant city-owned storefront property, which will house 5-10 entrepreneurs on a shared, revolving basis. The program will provide potential entrepreneurs with the skills to launch a business, as well as a physical venue in which to launch it. A rotating schedule will be created whereby each program participant is given a series of times to pilot their business ideas and sell their goods and services. In addition, a marketing campaign will be used to solicit businesses for the project. The rotation insures that participants are able to troubleshoot problems between their Storefront appearances, maximize

the market potential of their business, and limit their risk. Newark Community Economic Development Corporation will provide technical assistance to the businesses seeking expansion to ensure a smooth transition into their new locations. (250,000+ population)

GREEN BAY/\$50,000 to NeighborWorks GreenBay

The Armory at 815 Chicago Street was long used by area military branches for training and storage. In the early 1970s, operations were moved elsewhere and the building began a slow decline. Today, NeighborWorks Green Bay seeks to renovate the 20,000 square foot structure to develop an indoor farm and agri-business entrepreneurial program at the location — targeting low and moderate-income residents and veterans seeking to learn farming, improve their job skills, or start a new career or business. The operation will ultimately run as an enterprise without need for subsidy through the sale of produce and fees for service. The employment, economic development, and food-related benefits of the operation will provide a triple bottom line of "people, planet and profit." (75,000-250,000 population)

LIMA/\$50,000 to Lima-Allen County Neighborhoods in Partnership

Lima-Allen County Neighborhoods in Partnership (LACNIP) intends to expand and improve their Community Pride cleanup programs, add to the existing community gardens program, and assist the city with maintenance of vacant properties. Funds will be used to purchase

equipment such as a tractor with attachments for a variety of land functions, materials to construct greenhouses enabling year-round gardening, and to contract with an individual to oversee the program. The city has struggled with the existence of many vacant properties that have continued to be unused, yet cost the city to maintain. LACNIP approached the city about using an empty fire station, located in a declining neighborhood where businesses were closing and housing stock was in disrepair, to create a resource center for the community. This will also give the organization, which has existed for 20 years, relying strictly on volunteers, bringing all neighborhood associations together to partner with the city, county, businesses, other nonprofits, law enforcement, schools and universities, and developing programs to fulfill their mission and improving the aesthetics, safety and communication throughout the area, a home. (75,000 population and below)

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**In appreciation of
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THANK YOU!

Panel Discusses Breaking Down Barriers, Diversity in Technology, and Pathways for Cities

By David W. Burns

During the Saturday afternoon Plenary Session of the 83rd Annual Meeting, a panel which included Chicago Mayor Rahm Emanuel, Seattle Mayor Ed Murray, Kapor Capital Partner Ben Jealous, and Code 2040 CEO and Co-Founder Laura Wiedman Powers discussed “Breaking Down Barriers and Opening the Doors of Opportunity,” a panel sponsored by Google.

The panel, moderated by Google’s Jenny Backus focused mostly on the role

cities can play when it comes to driving girls and underrepresented minorities into technology jobs. The discussion was prompted by numerous workforce composition diversity reports released by tech companies, including Google, which has shown that there’s a lot of work to be done to ensure that they reflect the communities they exist in.

Kicking off the panel, Ben Jealous shared a glimpse into why this is a big issue now and why it impacts all of us.



The Breaking Down Barriers panel discussed inclusion and diversity in our cities.

“Genius truly is constant in every zip code,” said Jealous. “If we’re going to be a meritocracy and not a ‘mirror-tocracy’ then we need to start recruiting from 2,000 college and not just 7 and we have to be honest that our current system is failing students.”

From there, the panel turned into action and ways cities can help turn this issue around. Mayor Emanuel discussed what Chicago is doing with education, creating new pathways into tech jobs that previously did not exist. “We’ve set up 5 S.T.E.M. high schools that go from 9th through 14th grade, each associated with a major tech company,” said Emanuel. “After finishing the 14th grade, the student is guaranteed a job interview at that company, with a salary starting at \$50,000 at that company.” Chicago also has made computer science education a graduation requirement for all high school students beginning in 2018.

Seattle Mayor Ed Murray shared how access to the internet is a big barrier for many underserved populations in his community. “Seattle is almost 700,000 people. Ninety-three thousand of them do not have access to the internet,” said Murray. In addition to Mi-Fi (portable

internet hotspot) devices that can be checked out from libraries, the city has reduced regulatory barriers to allow for more fixed broadband providers to enter the market.

Code 2040’s Laura Wiedman Powers concluded the panel, discussing how entrepreneurship is helping to break down barriers. Code 2040 has launched a program that places an entrepreneur in residence at a tech hub (incubator or coworking space), in hopes of cross-pollinating good ideas and building community. In addition to this program, Code 2040 has worked to provide a grant to a black and latino entrepreneur and provide assistance on breaking into tech, through working on their pitch for venture funding to building their network and identifying product fitness in order to grow their tech startups. “To pay it forward, they are expected to give back to their local community and connect their startup back to the tech hub,” said Wiedman Powers.

This discussion is available on demand on the Conference of Mayors’ YouTube channel at <http://mayo.rs/1LYAqol>.

Metro Economies Report Delivers Message of Growth for Many Cities

by Sarah Bertschy

Cities and their metropolitan areas will continue to drive economic activity forward this year, according to a new Metro Economies Report released at the 83rd Annual Conference of Mayors in San Francisco, June 19-22. More than half of the nation’s 381 metro areas will show real economic growth of at least 2% in 2015, climbing to three-quarters in 2016, with almost a quarter above 3.0%.

The report, which can be viewed in full at usmayors.org, “Confirms that our economy has turned a corner thanks to the grit and strength of our nation’s 381 metro areas. They are, without a doubt, the engines of the U.S. economy and remain a critical component in sustaining the country’s steady recovery,” said Sacramento (CA) Mayor Kevin Johnson.

The report, produced by IHS Global Insight, calculated that last year metro areas were home to 90.7% of real U.S. GDP; 91.1% of wage income; and 87.5% of jobs. The share of total national output generated by metro areas has increased in the last 15 years from 85% to 91%.

The report indicates that U.S. metro global economic powerhouses, with

the combined output power of the 10 highest-producing U.S. metro economies exceeding all the nations of the world other than China. Nine of the world’s 40 highest producing economies are U.S. metropolitan areas.

On the job growth, the report told a story of progress in most metros and a tale of stagnation in a significant number of others. In 2014, 62 metros (16%) saw job growth of greater than 3%; 142 metros (37%), had job growth of at least 2%; and 42 metros (11%), experienced job declines.

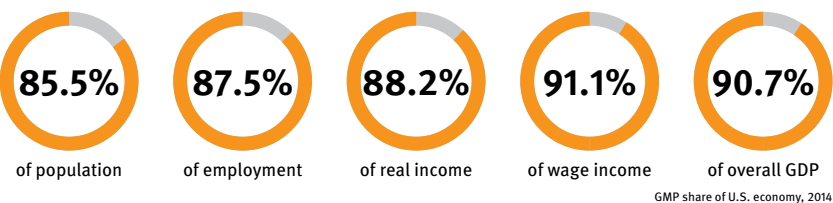
The report forecasts that in 2015, 284 metros (75%) will have unemployment rates below 6.0%, the largest number of metros to have such a low rate since 2008. By the end of this year 229 metros (60%) will have regained their prerecession peak employment levels; in 2016 the total will increase to 66%.

On a more sober note, while these numbers lend hope to metros who suffered severely high unemployment from the great recession, it will still be the case that 130 metros (34%) will enter 2017 with fewer jobs than they sup-

Metro Areas: Engines of the Nation’s Economy

METRO ECONOMIES REPORT
JUNE 2015

U.S. metros account for



GMP vs. GSP

The gross metropolitan product of the top 10 metro areas in 2014 exceeded the combined output of the following 36 states.

Total GMP
\$5.77 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
\$5.56 trillion

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

Gross metropolitan product of U.S. metro areas and gross state product of U.S. states, 2014

Metro share of economic growth



See METRO on page 61

Improving Education at Heart of Emanuel Agenda

By Patrick Tarasiewicz and Kathy Wiggins

Chicago Mayor Rahm Emanuel touted his education reform agenda in an address to the nation's mayors during the 83rd Annual Conference of Mayors in San Francisco.

"I firmly believe the future is not in high school education, but making sure everyone has access to post high school education," said Emanuel. "We need to make our students realize that high school graduation is no longer the final destination. It is a milestone on the road to further education and the ticket to the future for all of our cities." Mayor Emanuel has launched a series of initiatives to reshape education in Chicago based on his 'Pre-K to College' model.

The city of Chicago previously had the

works out?" Eighty percent of Chicago students come from low-income poverty-stricken families. "Kids actually start to drop out of college in third grade." By extending school, he intends to keep them off the streets longer and give them a better opportunity to rise above poverty.

Chicago High schools also implemented a series of modifications with new educational initiatives that helped to remarkably raise graduation rates. The dropout rate was forty-two percent when Rahm took office. Last year seventy percent graduated and the current sophomore class has an estimated graduation rate has risen to eighty-four percent. These schools are partnered with universities throughout Chicago to

"I firmly believe the future is not in high school education, but making sure everyone has access to post high school education"

-Rahm Emanuel

shortest school day and school year in the entire U.S. To combat this pitfall, Emanuel extended school days by an hour and fifteen minutes, and the school year by two weeks, or the equivalent of two and a half years from kindergarten to high-school — one of the longest extensions in American history. In addition, all kids now have full seven-hour kindergarten days. Responding to his naysayers in the quality over quantity camp, he quipped "If it's not about time, then why don't we just shorten the day to four hours and see how that

help create a channel for students to higher education.

Mayor Emanuel also funds universal pre-K programs that meet the established standards and qualities specified by the board of education. Also noteworthy, every pre-K teacher has a four year degree. "Pre-K is no longer expensive babysitting," said Emanuel. Since undertaking his "Race to the Top" agenda, the number of kindergarten-ready kids has risen from twenty-four to forty-eight percent in just one year. The



Chicago Mayor Rahm Emanuel touts his Pre-K to College Initiative.

universal pre-k program will begin this coming September and be funded by \$60 million over 5 years from the federal government and social impact bonds from the Pritzker family and Goldman Sachs.

Finally, Emanuel provides free community college tuition to every student with a B-average in high school. The funding for this initiative comes from \$40 million of the \$600 million dollar budget for Chicago remedial education. "We need to reward success, rather than underwrite failure. No child should be denied the American dream."

Community colleges are now answering several Chicago industry calls for essential occupational skills training and curriculum — with healthcare, culinary arts and logistics as three of the

primary benefactors. With one of the second largest community college systems in the country, and a prior seven percent graduation rate, reform was long overdue. After reengineering the structure of Chicago community colleges and replacing the chancellor, industries are now designing the curriculum and providing skills training for specific fields, with teachers on a paid-for-performance schedule, receiving bonuses for successful fostering and accommodating students forward into employment. "Bill Gates even commented that the community college system in Chicago is one of the best in the country," said Emanuel. "Since launching these new developments, the unemployment rate in Chicago has dropped by fifty percent."

Play Ball Theme of MPSA Meeting

By Tom McClimon

The Conference of Mayors Play Ball initiative with Major League Baseball was the major focus of the meeting of the Mayors Professional Sports Alliance.

Led by its chair, Indianapolis Mayor Gregory A. Ballard, the mayors first heard from Rick Horrow, a journalist associated with Thompson Reuters and president of Horrow Sports Ventures. Mr. Horrow gave the mayors an update on the major sports landscape including the upcoming lease agreements renewals for major league stadiums and arenas.

Tom Brasuell, Vice President for

Community Affairs for Major League Baseball and former Trenton Mayor and Conference of Mayors President Doug Palmer who is acting as an adviser to Major League Baseball answered questions about the Play Ball initiative and ways mayors can get involved. A full story about Play Ball can be found elsewhere in the paper.

Frisco Mayor Maher Maso, on behalf of the Mayors Professional Sports Alliance members, thanked Mayor Ballard for his leadership on major league sports and for creating the Mayors Professional Sports Alliance.



Left to Right: Former Trenton Mayor and MLB Adviser Doug Palmer, Rick Horrow, Indianapolis Mayor Gregory A. Ballard, and Major League Baseball official Tom Brasuell.

Denver, Long Beach and Grand Rapids Win Inaugural USCM/USA Funds National Education Pathways With a Purpose Awards

By Kathy Wiggins

Denver Mayor Michael Hancock, Long Beach Mayor Robert Garcia, and Grand Rapids Mayor George Heartwell were awarded first place honors in The U.S. Conference of Mayors/USA Funds 2015 National Education Pathways with a Purpose Awards Program during The U.S. Conference of Mayors' (USCM) 83rd Annual Meeting in San Francisco.

This is the first year in which cities have competed for the award, which is sponsored by the Conference of Mayors and USA Funds, a nonprofit corporation that promotes student success in college and career. The award recognizes mayoral leadership in developing and implementing programs that provide education

tion and college and career success priorities for his administration and the Denver Compact is an excellent vehicle for the Mayor to demonstrate his commitment. Denver's Compact focuses on bridging the communication and information gap between business and education."

Mayor Garcia (medium cities) won for his Building Pathways through Innovation and Partnership. "Mayor Garcia's leadership has shown Long Beach values the education of its citizens and make a clear connection to workforce development, recognizing the importance of beginning education from preschool through post secondary," said judging panelist and former Tulsa Mayor Kathy Taylor.

"I was struck by the focus on preschool through access to college, Mayor Garcia clearly understands the cradle-to-career system and guarantees the success of youth in Long Beach."

-Former Cincinnati Mayor Mark Mallory

pathways to successful completion of postsecondary education programs and entry into the workplace.

This year's winning cities were selected by an independent panel of former mayors, educators, and workforce development professionals.

"This partnership advances USA Funds' focus on what we call 'Completion with a Purpose' through partnerships at many levels, including at the local community level, with mayors and other local leaders," said William D. Hansen, USA Funds president and CEO. "We are delighted to partner with the USCM to recognize these mayors for their outstanding work to improve student outcomes and strengthen communities."

Mayor Hancock (large cities) won for his Denver Postsecondary Success Initiative. "Mayor Hancock's passion for creating pathways to success goes back to when he was on council, so it's great to see the follow-through in the Mayor's office on delivering this promise," said judging panelist and former Cincinnati Mayor Mark Mallory. Fellow judge and former Director of the City of Baltimore's Office of Employment Development Karen Sitnick added, "Mayor Hancock has made educa-

Fellow judge and former Cincinnati Mayor Mark Mallory also said, "I was struck by the focus on preschool through access to college. Mayor Garcia clearly understands the cradle-to-career system and guarantees the success of youth in Long Beach."

And finally, Grand Rapids Mayor George Heartwell (small cities) won for his Mayor's 100 program.

"Mayor Heartwell has clearly used the power of the Mayor's office to launch an innovative program that will provide long term impact on graduation rates and community support," said judging panelist and former Tulsa Mayor Kathy Taylor. Fellow judge and former President and CEO of JobWorks, currently Vice President of District 5 for Fort Wayne Community Schools Steve Corona said, "The Mayor's leadership clearly showcases the Grand in Grand Rapids."



"Mayor Heartwell has clearly used the power of the Mayor's office to launch an innovative program that will provide long term impact on graduation rates and community support"

-Former Tulsa Mayor Kathy Taylor



Left to Right: USCM Executive Director Tom Cochran, Las Vegas Mayor Carolyn Goodman, Mayor of Denver Michael Hancock, USA Funds Senior Director Stephanie Nellons-Paige, Office of Children's Affairs Executive Director for City and County of Denver Erin Brown, USCM Vice President and Mayor of Baltimore Stephanie Rawlings-Blake, and USCM Vice President Oklahoma City Mayor Mick Cornett.



Left to Right: USCM Executive Director Tom Cochran, Las Vegas Mayor Carolyn Goodman, Manager of Government Affairs for the City of Long Beach Diana Tang, USA Funds Senior Director Stephanie Nellons-Paige, USCM President and Mayor of Baltimore Stephanie Rawlings-Blake, and USCM Vice President Oklahoma City Mayor Mick Cornett.



Left to Right: USCM Executive Director Tom Cochran, Las Vegas Mayor Carolyn Goodman, Mayor of Grand Rapids George Heartwell, USA Funds Senior Director Stephanie Nellons-Paige, USCM Vice President and Mayor of Baltimore Stephanie Rawlings-Blake, and USCM Vice President Oklahoma City Mayor Mick Cornett.

Los Angeles Mayor Eric Garcetti Shares his Data Dashboard with Cities Across the U.S.

By David W. Burns

During the Sunday Plenary Luncheon on June 21, Los Angeles Mayor Eric Garcetti shared his work in Los Angeles on how they've transformed the city through open data and the mayor's Dashboard.

"It's a very exciting time for all of us to be mayor in this country," said Garcetti. He continued, "Historically we see that government though has been way behind when it comes to technology. We change in the era of FaceTime and Amazon how we communicate and buy things but government is years, even decades behind how real people are living."

As a pillar of the Mayor's "Back to Basics" program, Los Angeles's data dashboard allows citizens and city staff to get a clear picture on how effective the city is on issues such as poverty, fire department response times, homelessness, water and power, and the drought.

The dashboard itself doesn't solve problems, but rather, helps everyone better understand where the city is on accom-

plishing their bigger goals of sustainability, crime prevention, and closing the income inequality gap.

"We're catching up because we know as mayors that in order to manage, we need to use the most up-to-date information to push our leaders at the bureaucratic level and our cities to be inspired by the everyday challenges that we have," said Garcetti. "People today demand tech fluent government and tech fluent mayors."

Aside from providing better information about how the city is working, the dashboard and implementing a strong open data policy help signal to high tech companies that wish to do business in your city that your community understands the importance of technology.

"This isn't just about leadership. For our cities to develop economically, it's important for us to show that we are fluent in technology, but the decisions that will be made by tech companies looking to locate in our cities will be influenced by a tech-savvy government willing to

work with them.

The Mayor's dashboard was developed in-house, lead by the City of Los Angeles's Chief Data Officer Abhi Nemani. Mayor Garcetti offered the dashboard for free to any mayor who

wishes to implement it in their own city. The open sourced dashboard has already been requested by a couple dozen cities by the time of this printing. Your city can learn about adopting the dashboard for your city, for free at <http://www.lamayor.org/dashboard>.



Los Angeles Mayor Eric Garcetti discusses how the city of Los Angeles is using data and their new dashboard to hold themselves accountable in executing their "Back to Basics" strategy.

Mayors Describe Their Cities' My Brother's Keeper Efforts

By Laura DeKoven Waxman

Over 230 cities have accepted the White House's My Brother's Keeper Community Challenge, White House Associate Director of Intergovernmental Affairs Elias Alcantara told the Conference's MBK Task Force during its June 20 meeting in San Francisco. MBK Communities are developing and beginning to implement local action plans, reviewing local public policy, hosting action summits – all in an effort to address opportunity gaps faced by young men and boys of color.

Alcantara said that the White House's MBK efforts focus on three areas: private sector engagement, policy work, and place-based work. The place-based work is what's happening in cities. Through private sector engagement the Administration has been reaching out to businesses and other private sector organizations to generate funding and expertise to support local efforts. As part of the policy work the Administration has been reviewing federal policy to see what's working and what's not working to help young people realize their full potential. It has also identified initiatives that federal agencies can take. As an example, Alcantara mentioned that the day before the Energy Department hosted MBK Day at the Lab, at which more than 100 students from Oakland and San Francisco visited the Lawrence Livermore National Laboratory.

The MBK Alliance is a new independent nonprofit launched in May with more than \$80 million in private sector commitments that are to be used to support local MBK efforts. It has a board composed of a diverse group of philanthropic, community, and private-sector leaders and other prominent private citizens and an advisory council that includes three mayors, all of whom are Conference of Mayors leaders.

One of those mayors is Task Force Co-chair and Philadelphia Mayor Michael Nutter, who briefed the mayors on the Alliance and announced that in August the Alliance would be announcing its first competitive round of funding.

Nutter also talked about the serious problems which young men and boys of color face, particularly their high incidence as homicide victims. He said we need to make sure that within the Conference of Mayors we create an environment in which we can talk about these difficult issues, and he reminded the mayors that President Obama has said this is most important work he will do as part of his public service.

Nutter and the Task Force's other co-chair Birmingham Mayor William Bell briefed the mayors on their cities' MBK efforts and shared their local plans. Bell commented that local action plans "help when you sit down with business lead-

ers." Among the comments by other mayors:

- Boston Mayor Martin Walsh described several of Boston's efforts including the summer jobs program, which this summer will provide 10,000 jobs to young people. He commented that it's "important to catch kids in this area."
- Minneapolis Mayor Betsy Hodges said that the regional action plan which she is working on with St. Paul Mayor Chris Coleman focuses on coordination and systems change and is based on four principles:

changing systems, adopting culturally specific strategies, changing perceptions and the public narrative around boys and young men of color, and making them visible in data.

- Las Vegas Mayor Carolyn Goodman discussed the importance of reaching kids when they're very young and their families.
- Louisville Mayor Greg Fischer said that the next important topic is how to integrate the Black Lives Matter movement and its energy with the MBK initiative.



Left to Right: White House Associate Director of Intergovernmental Affairs Elias Alcantara and Task Force Co-chairs Philadelphia Mayor Michael Nutter and Birmingham Mayor William Bell.

Johnson Leads Multi-Faceted Discussion of Race and Policing; Importance of Mayoral Leadership, Good Police Decisions Highlighted

By Laura DeKoven Waxman

Bridging the divide between police officers and the communities they serve, particular African American communities, was the subject of a plenary discussion organized and led by Conference President and Sacramento Mayor Kevin Johnson during the June 22 morning plenary session. Johnson told the mayors that a year ago he announced that the theme of his Presidency would be Cities 3.0, but the events of the following months “changed the trajectory of my Presidency.”

“This year our nation saw a number of events that, quite frankly, shocked the conscience,” Johnson said. “We saw serious altercations between law enforcement and African-American men and boys that have sparked outrage in many parts of this country. The ensuing anger and frustration in these communities and others have forced a serious and long-overdue dialogue about race relations and law enforcement.”

Johnson recapped some of the incidents that occurred over the last year – incidents which involved both the deaths of African American unarmed men at the hands of the police and the deaths of police officers. “These events remind us that mayors are often forced to confront incidents and a side of our cities no one wants to see, incidents which bring to the surface problems that have festered for years, even decades, incidents which have the potential to result in violence and disorder,” he commented.

Johnson also talked about what the Conference has done in response: the important discussions which occurred at the Leadership meeting in Sacramento in September and at the community policing meeting in Little Rock in October, and the recommendations developed by the Conference’s working group of mayors and police chiefs led by Gary Mayor Karen Freeman-Wilson, which were presented to the mayors and to the President’s Task Force on 21st Century Policing during the Conference’s Winter Meeting in January. Johnson noted that many of those recommendations were included among the recommendations made by the President’s Task Force.

Baltimore Mayor Stephanie Rawlings-Blake

Conference Vice President and Baltimore Mayor Stephanie Rawlings-Blake told the mayors that she had been so proud at the beginning of the year to represent the Conference before the President’s Task Force on Community Policing and discuss efforts underway in Baltimore to improve community-police relations. “Unfortunately, since that testimony we have become



At conclusion of plenary discussion on race and policing with members of the Sacramento Police Department in front. Left to Right: Oklahoma City Mayor Mick Cornett, Baltimore Mayor Stephanie Rawlings-Blake, Birmingham Mayor William Bell, Acting Assistant Attorney General Vanita Gupta, Sacramento Mayor Kevin Johnson, basketball star Caron Butler, and retired Police Sergeant Rick Geller.

one of the focal points for this important national issue,” she said. “It’s clear to all of us that Baltimore still has a way to go, but there are a few things that set us apart,” pointing out that it is critical to note Baltimore didn’t wait on tragedy to start this conversation.

Rawlings-Blake described efforts underway in her city, even before Ferguson occurred, to meet with residents throughout the city to discuss how to work together for safer communities. She said that before Ferguson they were working on implementing body cameras and ways to reduce instances of excessive use of force. She reported that there has been a decline in both lawsuits against the department for officer misconduct and in citizen complaints for officer discourtesy, and an increase in trial board convictions of officers who act out of line up. She also said that early into her term she disbanded a plain-clothes-officer unit responsible for the majority of citizen complaints.

“There are systemic issues that we all must face if we are truly going to make an impact on repairing the breach between the community and the police,” Rawlings-Blake said. She pledged to continue this conversation during her Presidency of the Conference.

Birmingham Mayor William Bell and Acting Assistant Attorney General Vanita Gupta

Leading off a panel discussion were Birmingham Mayor William Bell and Acting Assistant Attorney General for Civil Rights Vanita Gupta. Bell discussed his City’s efforts to be transparent whenever a police officer shoots or inflicts pain on a citizen and said that such cases are automatically referred to the Alabama Bureau of Investigation and to the FBI. He commented that transparency and timeliness are important and urged mayors to speak clearly

and decisively to the public when an incident occurs.

Gupta talked about the various ways that the Justice Department is working with departments to build trust between the community and law enforcement. She said that the Department can work with local law enforcement to improve practices, and said this is a top priority for the Administration, but cautioned that it is local leadership that is required. “The reality is that the federal government can only do so much, and we are deeply invested in this issue. This is a top priority for the President on his domestic agenda...but at the end of the day there must be local leadership. Don’t wait for the Justice Department to get involved to have a hard conversation on race, on policing, on community policing,” Gupta told the mayors.

Bell also commented that many young people are perceived as bad before an incident occurs and said that it is his hope that we can change how boys and young men of color are seen, and how they see themselves through My Brother’s Keeper. Gupta briefed the mayors on some of the findings and recommendations in the reports the Justice Department has done on police departments in Ferguson and Cleveland, and in other cities and urged them to read them and use them.

Caron Butler and Police Sergeant Rick Geller

Joining the panel were basketball star Caron Butler and retired Racine Police Sergeant Rick Geller. A video told the story of their encounter 16 years ago when Butler was a teenager in Racine. Butler had been in trouble with the law and done time, but was trying to stay on the right path, attending school and working. Geller led a drug raid on his family’s home and found narcotics in the garage. Butler said they weren’t his and Geller believed him and did not

charge him – a decision that made all of the difference in his future and his life.

Butler told the mayors that this let him know “how blessed and fortunate” he is. “Seeing the things that are happening now, I’m hurt.” He said he knows that given an opportunity some of these kids could be the next Caron or Magic or KJ. “That’s why I try to do as much as possible for my community,” he said.

Geller commented that this story needs to be heard across the nation. He said when the encounter occurred it didn’t feel right, he went with his gut, and it was the right thing to do. He urged the mayors to “encourage police officers to communicate with people, treat people the way they want to be treated, make it a positive contact.” He also suggested that when they hear about something that’s handled well they call the commander and let them know.

Butler concluded his comments and the discussion by saying that kids are the future, that we have to do whatever we can to make the future bright, and that kids need to know that they can be anything. “I’m here because of a decision, one decision,” he said.

Sacramento Police Department

At the end of the session Johnson invited eight members of the Sacramento Police Department led by Chief Sam Somers to come forward and told the mayors: “These men and women in uniform are your police officers, they represent your cities and your law enforcement. They happen to be a little closer to San Francisco and I asked them to come today because ultimately we all have to stand together. We all — as electeds, as law enforcement, as communities, as people from different backgrounds, geographic orientations, ethnicities — have got to stand together to make a more perfect union”

Changing the Narrative: Health in a 3.0 World

By Crystal D. Swann

On Friday, June 19, Bernard J. Tyson, Chairman and CEO Kaiser Permanente addressed the Conference of Mayors 83rd Annual Meeting to share with the mayors his company's vision for health in a 3.0 world. Modern Healthcare named Mr. Tyson the second most influential person in healthcare last year.

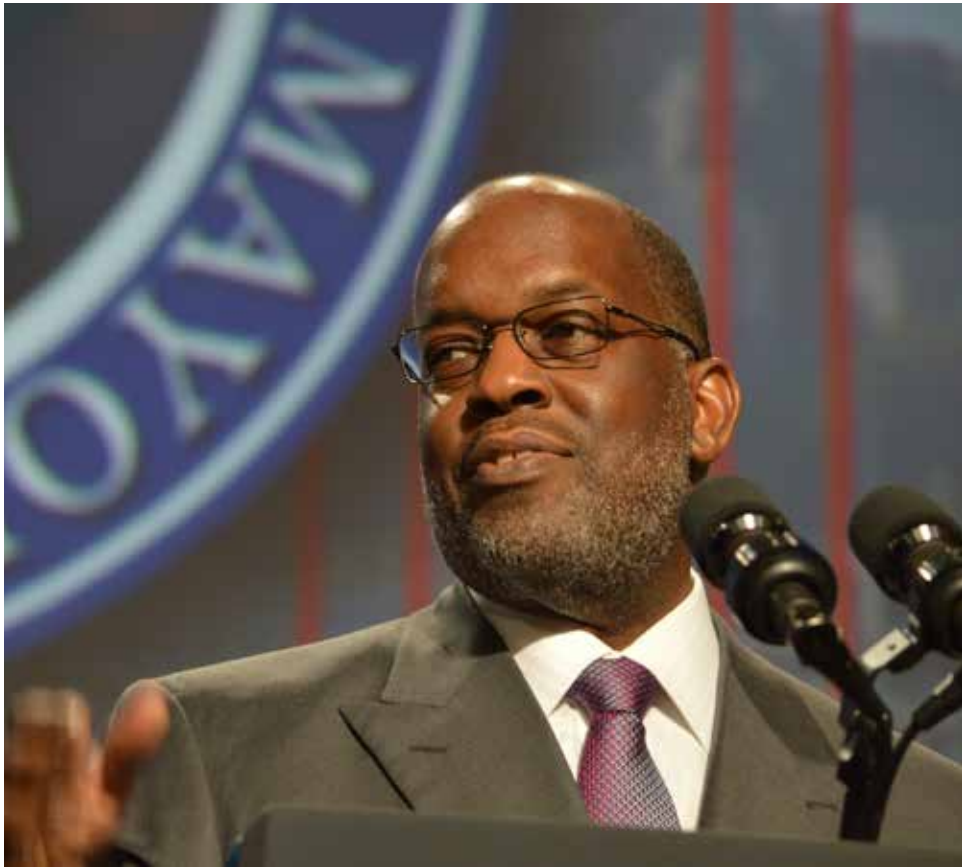
Under Bernard's leadership, Kaiser Permanente is delivering on its "Thrive" promise by bringing an industry-leading 21st century approach to health and health care that is helping its members achieve their aspirations of total health. Kaiser Permanente's nearly 200,000 employees and 20,000 physicians consistently deliver some of the best clinical outcomes in the nation while also leading the country in prevention, patient safety, and quality.

Mr. Tyson highlighted the mindfulness philosophy behind Kaiser Permanente's business model and why caring for the 10 million plus patients in his care is paramount to his crusade "that every American needs coverage to have com-

plete access to the front door of the American health care system."

In his concluding remarks, Mr. Tyson stated what drives the Kaiser model and that it intersects successfully with the new and thriving framework of the new American city. Mr. Tyson listed the following:

1. We believe that life, liberty and the pursuit of happiness require total health and that includes equal access to health care for all Americans.
2. We believe that total health is more than freedom from physical affliction. It's about mind, body and spirit.
3. We believe that health care must be affordable for all because thriving individuals, families, and communities require it, and
4. We believe in a healthy and engaged life with good beginnings and dignified endings.



Bernard Tyson, Chairman and CEO Kaiser Permanente addresses the Conference of Mayors 83rd Annual Meeting.

Mayors Tour Opportunity Youth Training Site

By Patrick Tarasiewicz and Kathy Wiggins

Mayors attending the 83rd Annual Conference of Mayors, along with members of The U.S. Conference of Mayors (USCM) Workforce Development Council (WDC) toured Ashbury Images, a social enterprise in the Dogpatch neighborhood of San Francisco to learn about their programs serving "opportunity youth." Ashbury Images partners with New Door Ventures to provide paid employment, job training, and supportive services to at-risk youth recovering from poverty, substance abuse and homelessness. Ashbury Images provides custom designs and prints on various types of merchandise for many notorious local businesses and non-

profits, including Habitat for Humanity, which provided a personal testimonial at the early morning demonstration.

USCM Jobs, Education and the Workforce Committee Chair West Sacramento Mayor Christopher Cabaldon presided over the tour and welcomed U.S. Department of Labor Secretary Thomas Perez who addressed the group. "At risk youth lack the social supports to make the transition to adulthood, subsequently requiring sizable sums to fund prisons. This is a remarkable application of youth programming that communities around the U.S. should 'steal-&-scale' to produce similar



West Sacramento Mayor Christopher Cabaldon, Department of Labor Secretary Tom Perez, and USCM Workforce Development Council (WDC) President Executive Director of CareerSource South Florida Rick Beasley.



Department of Labor Secretary Tom Perez addresses the crowd.

success. Partnership and ingenuity are needed in every community, especially to help youth redirect their talents in a positive manner. It's a matter of self-interest to invest, with both financial and social profits," said Perez.

"The kids that come to us are disconnected from education, raised by foster families, experienced jail time, or have had a harsh family life," said New Door CEO Tess Reynolds. "We provide them with a caseworker that personalizes, manages, and encourages them to overcome hardship and complete their curriculum." Other services

Ashbury Images provides are criminal record expunging, transportation stipends, career placement, curriculum workshops, tutoring, and GED program. Ashbury's success rate currently stands at 90% and the return on each dollar collected by Ashbury images provides a \$2.33 return on investment for the program.

Jerry, a program alumni, discussed his experience with the program. He applied to the internship program 3 times before finally following through and complying

See OPPORTUNITY on page 27

Mayors Present Award-Winning Education Pathways Programs

By Megan Cardiff

On Sunday, June 21, the 2015 USCM-USA Funds National Education Pathways with a Purpose Grant Award winning mayors – Denver Mayor Michael Hancock (large city winner), Long Beach Mayor Robert Garcia (medium city winner), and Grand Rapids Mayor George Heartwell (small city winner) – shared their best practices in a establishing successful programs to provide education pathways with the purpose of completion and entry into the workplace at a special Forum during the 83rd Annual Conference of Mayors.

“Today’s young people face very different hurdles to success than previous generations have — with a greater need for flexibility, skills in social media and other digital literacy, and the capability of working anywhere and anytime. Mayors know that a postsecondary credential is essential to a high-quality job and there are many things we can do as city leaders to bolster the talent pipeline in our communities,” said Forum moderator West Sacramento Mayor Christopher Cabaldon, Chair of the USCM Jobs, Education and the Workforce Standing Committee.

“As city leaders, mayors can help bolster the talent pipeline in their communities by fostering partnerships between education providers and employers and ensure that students are receiving the education and skills that employers need,” Cabaldon continued. In today’s 21st century workforce individuals need to earn a credential valued by local employers in order to gain a foothold in the middle class. A mayor’s leadership

can have a tremendous impact in building a purposeful path through high school and on to post-secondary education and a rewarding career.

“At USA Funds we have adopted a special focus on ‘completion with a purpose.’ Mayors know cities drive the national economy and that a better educated population is critical to the health of their local economies. Through this partnership with the Conference of Mayors, we hope to expand, disseminate and recognize great programs in this arena,” said USA Funds Senior Director of Metro Engagement and Relations Stephanie Nellons-Paige.

“The USCM-USA Funds National Education Pathways with a Purpose grant will help enable Denver to move forward in coordination and consolidation of key city initiatives and help these initiatives find a backbone,” said Denver Mayor Michael Hancock, the 2015 Large City winner, when talking about his Denver Post-Secondary Success Initiative. The Initiative, anchored by The Denver Education Compact, aims to increase the number of high school students who complete a post-secondary pathway and obtain a job with a living wage.

The 2015 Medium City winner was Long Beach Mayor Robert Garcia’s Building Pathways through Innovation and Partnership program. “The Long Beach College Promise takes a universal look to ensure that every youth in the city has access to college education. This last year the City of Long Beach

became an equal partner in the Promise. I believe that every student in the Long Beach should have a quality education from pre-school through college,” said Mayor Garcia.

The Promise is the foundation for the program. The Long Beach Promise is an initiative that affords ways for the city’s students to prepare for, pursue and graduate from college effectively and efficiently. Mayor Garcia continued, “College and career pathways provide a unique opportunity to students and young adults but also to businesses and non-profits. There is a direct economic benefit to building pathways for disadvantaged students to college.”

“Having the support of the Conference

and USA Funds is critical to moving programs and initiatives forward. As mayors, this support doesn’t just provide us necessary resources but also gives us credibility and encouragement to move initiatives forward in our cities,” said 2015 Small City winner Grand Rapids Mayor George Heartwell.

Mayor Heartwell’s Mayor’s 100 program has doubled in size since its inception in 2010, when it was the Mayor’s 50 program. The program has helped to develop the city’s talent and retain a diverse and educated workforce by retaining businesses to hire young people for a minimum of six months. These youth are able to obtain necessary skills for the workforce through a meaningful work experience.



Left to Right: Denver Mayor Michael Hancock; USA Funds Senior Director of Metro Engagement and Relations Stephanie Nellons-Paige; West Sacramento Mayor Christopher Cabaldon; Long Beach Mayor Robert Garcia; Grand Rapids Mayor George Heartwell.

City Food Policy Advisers Meet in San Francisco

By Crystal Swann

At the front end of the 83rd Annual Meeting, a small group of food policy directors and advisors met with their counterparts in San Francisco to exchange best practices and tour local food producing sites. The tours and discussion included a tour of La Cocina, a model food entrepreneur incubator program including kitchen rental, business planning, food truck, retail, online sales, workshops, and San Francisco Street Food Festival, Food and Entrepreneur conference. The group visited the San Francisco Wholesale Produce Market as well as the Tenderloin Corner Store Coalition / Healthy Retail initiative to discuss Healthy Retail San Francisco, and an approach to improving food security in the Tenderloin through retail, and healthy food purchasing vouchers.

The food policy director’s convening is a part of the work of the U.S. Conference of Mayors Food Policy Task Force, chaired by Madison

Mayor Paul Soglin. The task force supports mayors nationally to address food access and sustainable food issues with the assistance of food policy advisors. The meeting attendees included:

- Holly Freishtat, Food Policy Director for Baltimore (in the office of Sustainability)
- Mark Woulf, Food Policy Director, Madison Wisconsin (Mayor’s office)
- Ian Winbrock, Deputy Assistant to the Mayor (West Sacramento)
- Barbara Turk, Food Policy Director, New York City (Mayor’s office)
- Molly Hartman, Senior Advisor on Food Policy, New York City (Mayor’s Office)

- Tamara Downs Schwei, Homegrown Minneapolis/Local Food Policy Coordinator – City of Minneapolis
- Paula Jones, San Francisco Dept. Public Health / Food System Director – Office of Equity and Quality Improvement
- Michael Janis – Manager, SF Wholesale Produce Market
- Mei Ling Hu, Urban Agriculture and Urban Forestry Coordinator – San Francisco Dept. of the Environment
- Eli Zigas, Director of Urban Agriculture and Food System Policy – San Francisco Planning and Urban Research SPUR
- Diana Sokolove, Food System Policy Manager, San Francisco Planning Department.

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Mayors' Best Practices Featured in Homelessness Task Force

By Eugene T. Lowe

Hunger and Homelessness Task Force Chair, Santa Barbara Mayor Helene Schneider focused the meeting on June 19 with mayoral presentations of best practices. Anaheim Mayor Bob Tait and Albuquerque Mayor Richard J. Berry shared best practices. Mayor Tait spoke on his city's efforts in recovering food from food establishments for the hungry. Mayor Berry spoke on his city's program called "Heading Home" that focuses on the chronically homeless.

Mayor Schneider said that homelessness was being transformed in Santa Barbara. Data, she said, "shows a decline in homelessness."

Mayor Tait said that "kindness" is the core value of his city of Anaheim. But the city had a "tremendous amount of food insecurity." Dr. Eric Handler, Chief Health Officer of Orange County came to Mayor Tait with the idea of going to restaurants, convention centers, and caterers that threw away food every day and redirecting it to people in need. A plan was implemented, a tool kit developed, and people such as Mike Learakos, President of Katella Grill,

encouraged restaurants to participate by donating food to the project. Some 72 tons of food have been donated. The plan, which is carried out by the Waste Not OC Coalition, is simple: increase the donation of food from local food establishments, identify the people who need the food, and get the people to where the food has been collected.

Mayor Berry presented an overview of Albuquerque Heading Home, a city wide cross-sector collaboration that seeks to eliminate chronic homelessness in the city. The initiative seeks to make the greatest impact on homelessness by focusing on housing the most medically vulnerable and chronically homeless, those most likely to perish on the streets; 84 percent of those served suffer from mental/behavioral health issues. To date, more than 440 individuals and their families have experienced the life-changing benefit of being housed, generating a dramatic cost savings to the community; it is 31.6 percent cheaper to house an individual than to offer emergency shelter or hospitalization services, saving the city \$3.2 million in its first three years.

Among those housed at least a year, 81% remain in their homes. Because of the success of Heading Home, the city launched Vets Heading Home, an initiative that specifically targets five critical areas of veteran need: housing, mental health, employment, childcare, and transportation.

Amy Sawyer, Regional Director, of the U.S. Interagency Council on Homelessness (USICH), gave an update of Opening Doors, the nation's first-ever comprehensive strategic plan to prevent and end homelessness. Adopted in

See HOMELESSNESS on page 28



Left to Right: USICH Regional Director Amy Sawyer, Albuquerque Mayor Richard J. Berry, Task Force Co-Chair Santa Barbara Mayor Helene Schneider, Anaheim Mayor Tom Tait, President of Katella Grill Mike Learakos, and Chief Health Officer of Orange County (CA) Dr. Eric Handler.

Task Force Focuses on Integrating Immigrants into Communities

By Laura DeKoven Waxman

Enhancing immigrant integration into local communities was the focus of the Conference's Immigration Reform Task Force at its June 22 meeting during the San Francisco annual meeting. "There is much that mayors can do to welcome the immigrants who reside in their cities, integrate them into the community, and make them part of the local economy," Task Force Co-chair and Anaheim Mayor Tom Tait said at the start of the session.

White House Deputy Director of Public Engagement Julie Chavez Rodriguez briefed the mayors on the Administration's efforts and the recommendations of the President's Task Force on New Americans. Rodriguez said that the Administration is launching a community challenge to encourage cities to enhance immigrant integration efforts and identify best practices underway. She said that their efforts to increase naturalization rates are being focused on the 10 states with the most people awaiting citizenship. She also highlighted the economic contributions that immigrants make to their communities.

United States Citizenship and Immigration Services (USCIS) Associate Director Mariela Melero said that her agency has signed partnership agreements with Los Angeles, Chicago, Nashville, Atlanta, Boston, and New York City to strengthen citizenship

education and awareness efforts. To make it easier for people to apply for citizenship, she said that for the first time USCIS soon will begin accepting credit card payments for application fees.

Melero also told the mayors that 900,000 people had been accepted under the Deferred Action for Childhood Arrivals program – the initiative that President Barack Obama implemented in 2012 through executive order that halted removal proceedings against people brought to the United States as children. Because these deferrals are valid for only two years, she said that USCIS is encouraging those who have been accepted to file for renewal 120-150 days before their deferral will expire.

Dayton Mayor Nan Whaley discussed her city's Welcome Dayton initiative that aims at creating an open and inclusive community and recognizes that new residents are crucial to economic growth as a key economic development driver. She told the mayors that when the City Council was considering whether to proceed with this initiative, people came from other states to oppose it, but local residents felt that being a welcoming community is what Dayton was and they prevailed. "How empowering this decision has been for our community and for Ohio," she commented.

Boston Mayor Martin Walsh said that

he speaks at naturalization ceremonies whenever he can and has hosted them in city hall. "Citizenship is good for immigrants, it's good for our cities, and it's good for our country," he commented. "So it's something we must work to support and encourage." He called for "federal legislative reform that will create pathways to citizenship." Walsh also discussed the City's Office of New Bostonians, which coordinates policy, outreach, and engagement with immigrants. He described it as an innovative office that focuses on working with the immigrant population and making sure immigrants have access to city services.

Task Force Co-chair and Hartford Mayor Pedro Segarra said that it is his city's policy that anyone in the city regardless of immigration status should

have equal access to city services, and said that the sooner immigrants are connected to services the better the outcome. Hartford has established a municipal identification card and that as a matter of policy the police department does not enforce immigration laws. He commented that both Hartford and the State of Connecticut have an aging population and that it is immigrants who are the future suppliers of services and economic growth.

Tait called Anaheim one of the most diverse cities in the United States, with many undocumented residents, and said that the city works closely with nonprofit organizations in its effort to be a welcoming community. He referred to Anaheim as the City of Kindness, commenting that "mayors set the culture, and everything falls out from that."



Left to Right: USCIS Associate Director Mariela Melero, White House Deputy Director of Public Engagement Julie Chavez Rodriguez, Task Force Co-chairs Anaheim Mayor Tom Tait and Hartford Mayor Pedro Segarra, Dayton Mayor Nan Whaley, and Boston Mayor Martin Walsh.

Orientation for New Mayors, First Time Attendees



LEFT: More than 50 new mayors and first-time attendees gathered at the June 19 Orientation Session to learn about the organization from Membership Committee Chair Piscataway Mayor Brian C. Wahler and USCM CEO and Executive Director Tom Cochran.



RIGHT: At podium, Membership Committee Chair Piscataway Mayor Brian C. Wahler, with USCM CEO and Executive Director Tom Cochran, welcomes newly elected mayors and first-time attendees to the 83rd Annual Meeting during the Orientation Session.

NLC President Mayor Becker Stresses Need for Connection Among Mayors



Above, National League of Cities (NLC) President Salt Lake City Mayor Ralph Becker speaks at the 83rd Annual Conference of Mayors on June 20. In his remarks, Becker said, "I've made my year as President of NLC about the theme of connecting. That means connecting with each other at meetings like this. Connecting with our federal and private partners, and, occasionally, our state partners. It means connecting with our environment so we can better understand the challenges we face...and it means connecting the kids in our communities with opportunities." Becker extrapolated this theme to the two organizations working together, saying, "I don't think there has ever been a more important time for the National League of Cities and the U.S. Conference of Mayors to utilize the strong partnership we have for our shared goals." Becker, who also serves on the USCM Advisory Board, identified transportation, infrastructure, e-fairness, and work in the courts on immigration and marriage equality as signature issues of collaboration.

Walmart VP Gerard Dehrmann Highlights U.S. Manufacturing Innovation Fund



Above, Walmart Vice President of Public Affairs and Government Relations Gerard Dehrmann provides an update on the Walmart U.S. Manufacturing Innovation Fund during a Plenary Luncheon on Friday, June 19 in San Francisco. Dehrmann recapped the first awards cycle winners, seven universities in cities across the country that were awarded \$4.4 million to conduct research on manufacturing technologies. This comes as part of the five-year, \$10 million partnership between the Conference of Mayors, Walmart, and the Walmart Foundation to reinvigorate domestic manufacturing. Please visit usmanufacturingfund.com for more information on the second awards cycle, which launched on July 8.



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Mayors Discuss Balancing Environmental Regulations & Economic Development

By Judy Sheahan

A panel of Mayors including Fresno Mayor Ashley Swearengin, Little Rock Mayor Mark Stodola, Mesa Mayor John Giles, and Alexandria (LA) Mayor Jacques Roy provided insight into how to balance economic development with improving the environment focusing on Clean Air Act (CAA) regulations.

Moderating the session was Ross Eisenberg, Vice President of Energy and Resources Policy for the National Association of Manufacturers, who sponsored the forum. "We need good regulations which provide clean air and water," Eisenberg said, "but we need regulations that allow us to grow."

Eisenberg and Stodola gave an overview regarding how the Environmental Protection Agency (EPA) is required to review standards every 5 years but are not required to change them. The EPA has proposed tightening ozone standards from 75 parts per billion (ppb) that were the 2008 standards to something more stringent such as 60-70 ppb. The final rule is expected to be released in October.

The Conference of Mayors, along with the other local government associations, wrote a letter to EPA asking that the 2008 standards be fully implemented before issuing tighter new standards.

Stodola warned that if EPA proposes a 65 ppb standard, it will greatly

impact many parts of the country and put them at an economic disadvantage by increasing the costs of additional permitting, potentially halting infrastructure projects, and hinder the expansion of manufacturing. "Only two of the top twenty metro economies will not be in nonattainment which will almost level the playing field," Stodola said, "but we must remember that we compete with other countries and manufacturers may look towards them."

Swearengin, whose city is already in severe nonattainment, said that 80% of her ozone is a result of mobile sources. She said it is a delicate balance because they want to reduce ozone and lower

the rate of asthma in her community while allowing businesses to build and expand. One of the main reasons she said that her city remains competitive is that they are within an hour drive of one out of every nine Americans. "When a business expands," Swearengin said, "we tell them not to do it on their own but to work with us so we can help them figure out who they all need to talk to in order to still expand their business but not at the expense of the environment."

In Mayor Jacques Roy's case for the City of Alexandria, their ozone levels are impacted by natural occurrences including "pining" in their forests. He discussed solutions to reduce ozone

including green roofs, fuel cell technology, natural gas vehicles, smart metering, and solar panel friendly ordinances. He also talked about the importance of talking to federal and state agencies before you get into trouble and try to work on solutions together.

Giles discussed how Mesa was in serious nonattainment for Particulate Matter 10 (PM10) as well as being in non-compliance for ozone. Arizona has a weather condition called a haboob, which according to the Mayor, is "just a cool way of saying dust storm." Mesa has a large aerospace manufacturing and they want to support its continued growth. He echoed Mayor Roy's suggestion to throw yourself at the mercy of EPA and ask for help. "We are an industry of growth and they would shut us down if they could," Giles said, "but plead with EPA and don't look at one size fits all, look at each problem with its own diverse challenges."

All the Mayors agreed that they were not saying no to regulations but regulations had to be balanced with the overall goal of promoting public health while still conducting economic development and job creation/retention. They all said they had to be more creative in their approach to attract businesses including technology innovations and advanced manufacturing. As Eisenberg said, "Companies want predictability in order to remain competitive."



Speaking at a special session entitled How to Have it All: Balancing Regulations and Economic Growth, were Left to Right: Little Rock Mayor Mark Stodola, Fresno Mayor Ashley Swearengin, Alexandria (LA) Mayor Jacques Roy, Ross Eisenberg, Vice President of Energy and Resources Policy for the National Association of Manufacturers (NAM), and Mesa Mayor John Giles. NAM sponsored the forum, which featured mayoral insight into how to balance economic development with Clean Air Act regulations.

Task Force Receives Updates on Efforts in Support of the Nation's Veterans

By Larry Jones

Veterans Affairs Task Force Co-Chair Rochester (MN) Mayor Ardele Brede introduced several speakers from government and the private sector who provided an update on various efforts underway to assist the nation's veterans. Brede told mayors attending the June 19 meeting that the Conference was "delighted to have well informed speakers on a variety of topics and issues facing veterans in local communities across our nations."

Helping Communities Respond to DOD Budget Cuts

Gary Willis, Program Director in the Office of Economic Adjustment at the U. S. Department of Defense, informed mayors that the Office of Economic Adjustment works with local communities in response to significant changes brought on by federal legislation and policy shifts. He pointed out that the Department of Defense budget was reduced by 25 percent between 2010 and 2015. That reduction, he said, is on top of the budget sequestration called for in the Budget and Control Act of 2011, which cut the DOD budget by

an additional \$38 billion annually until 2021.

With these significant cuts, Willis pointed out that it will be very difficult for DOD to maintain the same level of service. However, the Office of Economic Adjustment is looking at how it will be able to continue to do what it is charged to do with the current budget constraints. He urged mayors who are facing significant drawdowns at military facilities in or near their cities to contact OEA because there is still assistance available to assist local communities. He also explained that DOD works with numerous other federal agencies to help men and women leaving military duty get the support they need to make the transition back into communities.

Caring for Our Nation's Veterans

Jonathan Sherin, MD, PhD, who serves as a member of the Board of Directors of Beyond Tribute (a national organization that supports veterans in a wide variety of ways nationwide) told mayors that "The willingness of our young to serve is directly related to how those are treated



Co-Chair of the Veterans Affairs Task Force Rochester (MN) Mayor Ardele Brede (3rd from left) is shown with speakers at the June 19 meeting. Left to Right: Dr. Jonathan Sherin, Board Member, Beyond Tribute; Jeffrey Cathey, Senior Military Affairs Executive, Bank of America; Larry Jones, Assistant Executive Director, U.S. Conference of Mayors; Katy Miller, Regional Coordinator, U.S. Interagency Council on Homelessness; and Gary Willis, Program Director, Office of Economic Adjustment, U.S. Department of Defense.

who have gone before them." He spoke about the importance of making sure service men and women receive the benefits they are promised after they leave active duty. "We must always think of them and their families' wellbeing," he said.

The biggest problem they face most often is access to various benefits such as adequate and timely health care, mental health assistance, housing, education and transportation. He said many veterans do not apply for ben-

See **VETERANS** on page 27

Mayors and Metro Universities Task Force: Smart Cities

Since its inaugural meeting two years ago, nearly 100 Mayors have joined Mayors and Metro Universities Task Force (MMUTF) Chair, Orlando Mayor Buddy Dyer at biannual meetings. The Task Force serves as a platform to showcase successful partnerships between mayors and university leadership. Sharing best practices and workable solutions to some of the many challenges mayors face is an important part of the activity of MMUTF.

Mayor Dyer opened this meeting with the news that the University of Central Florida has trademarked the name "Partnership University," which reflects UCF's close and collaborative partnership with the City of Orlando to the benefit of both Orlando's citizens and UCF's students. This was the perfect lead-in to the topic of this particular meeting, "Smart Cities: Networking for Success – the White House Initiative."

John Flaherty from Carnegie Mellon University (CMU) provided an outline of the Metro 21 Network project conceptualized at CMU adopted by the White House as a means to create a network to share innovative technology solutions formulated by city-university partnerships. The projects are big data/technology-based efforts where the cities and universities begin to work together from project inception through the research, development, and deploy-

ment phases. An example of a "smart cities" project is smart traffic signals to decrease congestion and air pollution. This network would provide the means for cities and universities to share their technology solutions.

San Jose State University President, a partner with the City of San Jose, and CMU in the Metro 21 Network Dr. Mo Qayoumi shared with the Mayors how effectively he works with Mayor Liccardo of San Jose. Dr. Qayoumi offered a number of guidelines for a successful partnership based on his experience in San Jose including: regular meetings between the Mayor and President; close work with other regional community organizations; understanding what the community sees as its needs; the ability to identify champions for community issues among the faculty; and ultimately, serving as a convener. He also offered a number of program and facility examples of how San Jose State serves both its students and community like the joint city-university library with more than two million annual users, the Art and Theater in the City program, the Community University in the City project, and the program that guarantees admission to successful public school students from designated neighborhoods on the East-side of San Jose.

The discussion was wrapped up by Khanh Russo, the Director of Strategic



Left to Right: John Flaherty, Carnegie Mellon University; Orlando Mayor Buddy Dyer; Dr. Mo Qayoumi, President, San Jose State University; and Khanh Russo, City of San Jose.

Partnerships for the City of San Jose. Mr. Russo underscored the highlights Dr. Qayoumi shared and outlined the City's Metro 21 project designed to increase the city's research capacity so it can test ideas and speed the adoption of new technologies. San Jose wants to leverage their resources to encourage a culture of innovation and motivation. The City hosts "Prospect Silicon Valley," a one-mile square living lab to test start-up technologies, and has developed employee incentives that reward new ideas.

A lively discussion among the Mayors

at the meeting followed the formal presentations focused on how should cities reach out to their universities. The strong undercurrent in this discussion is that Mayors must view their universities as partners and work together to plan the best approach to the many and varied challenges. Some of the specific challenges were identified as public safety, transportation, and housing.

The MMUTF will continue to plan issue-targeted discussions at upcoming meetings and project development to support successful approaches on a national basis.

VETERANS

from page 26

efits available to them because they are unaware, or do not know how to apply, or because they are discouraged by the bureaucratic process. To address this problem, he said there must be better collaboration between all agencies, public and private, that serve veterans.

Company Partners in Veteran Reintegration

Bank of America's Senior Military Affairs Executive Jeffrey Cathey discussed how the bank has been working over the last several years to support the reintegration of service members and veterans. He said as service men and women retire from active duty, the bank is aware that they have a vast array of qualifications and skill sets. "They are great hires for us. They show up on time, perform their jobs well, and they are great team players," he said. Because of this, he said Bank of America has made a number of commitments:

- Hired 10,000 veterans, guards and reservists into positions throughout the bank over the next few years. The bank has already exceeded this goal.
- Donated more than 1,900 properties to military and veteran support

organizations since 2012.

- Provided more than \$14 million in financial support to military non-profit organizations since 2009. And in 2014, 5,000 employees contributed 50,000 volunteer hours at military events.

Cathey said the bank is also committed to paying full salary for the first 90 days when bank employees who are in the reserve are called to active duty. And the Bank is working with the Pentagon, Joining Forces and thousands of non-profits to help service men and women make the transition back into communities.

Partnerships to End Veterans Homelessness

Quoting President Barack Obama, the Regional Coordinator for the U.S. Interagency Council on Homelessness Katy Miller told mayors "We're not going to rest until every veteran who has fought for America has a home in America." She explained there is now unprecedented attention and coordination taking place at the federal level on this issue. And communities are beginning to make great progress towards meeting the goal. From this point forward, she said it will take: (1) leadership to keep communities focused and accountable; (2) a high level of coordi-

nation and partnership to ensure that all homeless veterans are connected to the housing and resources they need; and (3) an unrelenting sense of urgency that is needed to move beyond process to get the job done.

Miller acknowledged that mayors are providing the leadership in cities that have announced an end to veteran homelessness or close to the goal. She said she was in Las Vegas a few weeks ago when the city celebrated reducing veteran homelessness by almost 44 percent in one year. "Five Mayors stood together with the Secretaries of Housing and Urban Development, Department of Veterans Affairs and the Department of Labor committed to a regional partnership to end veteran homelessness," she said.

OPPORTUNITY

from page 21

with his caseworker. Since completing the Ashbury Images internship, Jerry has enrolled in and completed his first year of community college. With guidance and letters of recommendation from Jerry's caseworker, he will be transferring to a state university in Florida for the 2015-2016 school year. "I struggled with finances, death, and stable housing, which I couldn't have juggled all on

my own if it weren't for programs like this one and my incredible caseworker who was with me every step of the way," Jerry said.

In closing, Angela Johnson, Director of Product Strategy for Habitat for Humanity provided a testimonial about the consistent customer service and superior products that Ashbury Images provides. The non-profit event coordinator has utilized their services for the past several years. "I continually challenge the abilities of Ashbury interns with my complex orders for various events Habitat for Humanity holds all over the U.S. I am astounded by the efficiency, quality, and lack of error in each order."

"We are not a charity," Reynolds said in response. "We earn your business."

Mayors at Forum Tout Successes in Raising Broadband Speeds

By Kevin McCarty

A panel of mayors touted their successes in raising broadband speeds and talked about how this new infrastructure is attracting new businesses and jobs and delivering other benefits to their cities during a special session at the Conference of Mayors' 83rd Annual Meeting in San Francisco.

During the June 20 afternoon forum, entitled "Building Out Broadband and Creating the Fiber Future" and hosted by Next Century Cities, mayors shared their experiences in helping deliver high-speed Internet to their citizens and businesses, with each describing the public or public-private structures that were embraced to improve broadband services in their cities.

"This has been a big boon for my city," said Chattanooga Mayor Andrew Berke who moderated the session and whose city boasts 1 gigabit Internet speeds for its residents and businesses. In his comments, he focused on the challenges of digital equity, stating, "This (digital equity) has been a big priority for my city."

"Getting everybody in our community online is critical to our efforts," Berke said in explaining how the city-owned broadband service is providing a baseline rate to families qualifying for school lunches.

Notably, the City of Chattanooga, which owns its electric system, constructed a 1 GB system to deliver "superfast Internet" as well as provide for smart metering and other capabilities to serve its electricity consumers.

Santa Monica Mayor Kevin McKeown joined the panel discussion, counseling his colleagues to "do what you can when you can." In Santa Monica, he explained, "Our goal is have broadband access for all of our citizens."

With that goal in mind, McKeown talked about how his city developed a plan in the late 1990s, launching a systematic build out the city's broadband infrastructure. Many years later, its system is largely in place, connecting traffic sensors, parking meters, and other systems.

"This becomes the backbone of city services," he said.

High-Speed Broadband as an Economic Driver

Citing his city's partnership with Google, Kansas City (MO) Mayor Sly James talked about how high-speed broadband was a driver for new economic activity, explaining, "We [Kansas City] are still getting a lot of play because of Google."

James talked about the growth of digital companies in his state, most of which are based in his city, emphasizing that 1 GB speeds "allows them to do the things they need to do." He cited the example of graphics in movies, which he noted are now "being done in L.A. and K.C."

Discussing what this high-speed capacity means for his city and the future of cities, James said, "Businesses are now coming to Kansas City to test products. This is the new frontier. This is the new infrastructure," he said.

During his remarks, James also talked about digital equity as an issue that needed more attention and one that was not fully understood in the early stages of the Google partnership, explaining that as more neighborhoods (called "fiberhoods") signed up, "the digital divide became more evident."

Later in the session, James warned his colleagues about the importance of ensuring that high-speed Internet is available in local areas. "Without broadband in the next twenty years, you will find yourself playing catch up," he said.

New Haven Mayor Toni Harp discussed how she was undertaking a public-private exploration to bring a company into her city to deliver 1 GB to every citizen and business. Harp specifically emphasized the importance of higher broadband speeds to support the knowledge economy and to create new economic opportunities for city residents unable currently to participate in this economy. "We want to make services available to everyone."

"Get Fiber Ready"

Next Century Cities Executive Director Deb Socia offered the capacities of her organization to mayors looking to expand broadband speeds in their cities. Responding to a mayor who said "he was stuck" in its efforts to bring high-speed Internet services to his city, she said, "Figure out how to get fiber ready."

Outlining a menu of activities, she urged mayors to look at right-of-way issues, permitting practices and trenching policies. Socia also suggested that the city figure out where the dark fiber is and indicated that building community support is especially important, including building a coalition of interests that care about the issue is important.



Kansas City (MO) Mayor Sly James shares his experiences in bringing Google Fiber to his city, explaining how much faster Internet speeds are boosting the city's economy.



Left to Right: Chattanooga Mayor Andrew Burke discusses his city's experiences with gigabit Internet speeds with Santa Monica Mayor Kevin McKeown, Kansas City (MO) Mayor Sly James, and Next Century Cities Executive Director Deb Socia.

HOMELESSNESS

from page 23

2010 and amended in 2012, Opening Doors has four goals: Finish the job of ending chronic homelessness in 2017; Prevent and end homelessness among Veterans in 2015; Prevent and end homelessness for families, youth, and children by 2020; Set a path to ending all types of homelessness.

Sawyer encouraged all task force mayors to join the Mayors Challenge To End Veteran Homelessness. USICH has

identified 10 strategies that increase leadership, collaboration, and continuation among programs serving Veterans experiencing homelessness, and promote rapid access to permanent housing for all Veterans. Some of these include: improve transitional housing performance and consider converting or reallocating resources into permanent supportive housing; increase connections to employment; and, coordinate with legal services organizations to solve legal needs.



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Boston & Hattiesburg Named 'Most Livable' Cities In America

By Jocelyn Bogen

Boston Mayor Martin J. Walsh and Hattiesburg, MS Mayor Johnny Dupree were awarded first place honors in the 2015 City Livability Awards Program during The U.S. Conference of Mayors' 83rd Annual Meeting in Dallas.

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.

"Our City Livability Awards Program gives us the chance to express our pride in cities' mayoral leadership in making urban areas cleaner, safer, and more livable," said Tom Cochran, CEO and Executive Director of the Conference of Mayors. "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."

ment of mayors and city governments across the country."

This is the 36th 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.

Alex Oseguera, Waste Management's Vice President & General Manager, Northern California-Nevada, presented the awards during today's annual luncheon in San Francisco. "It is a privilege for Waste Management to partner with the USCM and honor the Mayors working to enhance their cities' quality of life, which the City Livability Awards represent," said Mr. Oseguera. "For more than 26 years, Waste Management has sponsored the Awards because as the leading provider of comprehensive waste and environmental solutions for North America, our services are vital to the quality of life of cities and communities across the nation."

Please see below FIRST PLACE program

descriptions:

BOSTON, MA (large city): Youth Lead the Change (YLC) program –

Boston's "Youth Lead the Change Program" aims to create a foundation of trust and collaboration between city officials and the youth in the surrounding community. The program, entirely youth-led, puts young people aged 12-25 in direct control over \$1 million of the city budget. Over 1550 youth participated in the program in 2014 and funded seven projects, including park renovations, art wall construction, sidewalk improvements, and a skate park feasibility study.

"I am honored to receive this prestigious award on behalf of the City of Boston," said Mayor Walsh. "We're involving our youngest and brightest residents in local government, and empowering them to make positive changes in their neighborhoods. I am proud we were able to challenge young people to think critically about how to spend taxpayer

dollars in a way that better serves the people. This fosters a sense of responsibility and accountability, and they walk away knowing their voices matter."— Boston, MA Mayor Martin J. Walsh

HATTIESBURG, MS (small city): Education Initiatives –

While there are many programs serving the youth of Hattiesburg, Mayor Dupree felt there needed to be greater visibility and coordination of these efforts, so he developed a series of educational initiatives including youth engagement in local, state and national policy through the Mayor's Youth Leadership Council and "Take a Look, Find A Book", a reading initiative intended to bring young people into a greater culture of literacy. The city constructed 31 little free libraries and installed 8 public art sculptures with literary themes. The city has also rolled out the "Hub City Access-Hattiesburg Area Youth Master Plan," which seeks to create a blueprint

see LIVABLE on page 33



Left to Right: USCM CEO and Executive Director Tom Cochran, USCM Second Vice President Oklahoma City Mayor Mick Cornett, USCM Vice President Baltimore Mayor Stephanie Rawlings-Blake, Waste Management Vice President & General Manager, Northern California-Nevada Alex Oseguera, First Place Large City Boston Mayor Martin J. Walsh, and USCM President Sacramento Mayor Kevin Johnson.

"Our community is absolutely thrilled to win this prestigious award. It is a salute to the many individuals within our community who tirelessly lend their time, expertise, and creativity towards the mission of inspiring and educating our youth. Furthermore, this special recognition challenges us to remain innovative, inclusive and consistent in our quest to rid our nation of its disparities."

- Hattiesburg Mayor Johnny Dupree

"I am honored to receive this prestigious award on behalf of the City of Boston. We're involving our youngest and brightest residents in local government, and empowering them to make positive changes in their neighborhoods. This fosters a sense of responsibility and accountability, and they walk away knowing their voices matter."

- Boston, MA Mayor Martin J. Walsh



Left to Right: USCM CEO and Executive Director Tom Cochran, USCM Second Vice President Oklahoma City Mayor Mick Cornett, USCM Vice President Baltimore Mayor Stephanie Rawlings-Blake, Waste Management Vice President & General Manager, Northern California-Nevada Alex Oseguera, First Place Small City Hattiesburg Mayor Johnny Dupree, and USCM President Sacramento Mayor Kevin Johnson.

Best Practice Forum: Improving Urban Mobility by Connecting Citizens

By Judy Reid

The Waze-sponsored Improving Urban Mobility by Connecting Citizens forum was held on Friday, June 19 during the 83rd Conference of Mayors in San Francisco. Waze is a traffic app that provides insight of crowd sourced data on our cities' traffic patterns. The panelists, Dayton Mayor Nan Whaley, Austin Mayor Steve Adler, City of Los Angeles Chief Technology Officer Peter Marx and Rio de Janeiro Chief Digital Officer Pedro Peracio, focused on technology solutions to mobility challenges and the role that crowdsourcing data plays.

Moderator Waze Director of Growth Di-Ann Eisnor explained "Waze data is generated from actual drivers on the road not road grids. There are more than 50 million drivers on the road that are willing to share their personal driving data with their local government. It gives Mayors access to more data, particularly around traffic, now more than they ever had before."

Dayton Mayor Nan Whaley commented on how mayors are reaching their citizens. She explained "If you think about how we communicated with our citizens over the last ten years, it has been a pretty dramatic shift. Before there would have been a discussion about 411 or 311 — the way they call into a certain number to report a pothole — and now the conversation is about how can we use their smartphones to give us information about potholes? How we can enlist the citizen activists to help government perform better, smarter, faster?"

The city of Dayton started the Dayton-At-Your Service campaign which looks at the culture of customer service in the city and how citizens can help activate that culture. Dayton Delivers allows citizens to take the action of a downed light or a pothole and get the GPS on that and turn it in very quickly. Whaley stated "We have seen better responses from the city when the app is used than when they call in because the GPS is there, it is more correct which helps us deploy services more effectively."

A lot of Dayton's citizens have smartphones and use them as computers. Cities have to reach their citizens wherever they can meet them. Cities still have customer service lines, and people that write letters, but they also hear from them via email, smartphones, linkedin or facebook messaging and texting. The challenge for cities will be how to manage the social media communications and be effective.

"Austin is the fastest growing metropolitan area in the country — for the last four years growing faster than the number two at about 30 percent. Austin has been rated the most congested large city in the country and is at the intersection of

innovation and technology in all sorts of areas. It has South by Southwest, where technology, music, film and policy all get mashed up together" said Austin Mayor Steve Adler.

The big bond election, a billion dollar transportation infrastructure dealing with one of the most important issues to voters last November, was defeated almost 60 percent to 40 percent because the only thing more compelling than transportation issues are economic, affordability and tax issues. A lot of what Austin has been focusing on with respect to transportation is how to make the best use of what they have and how to use technology to address the challenges faced with our focus on not moving cars but moving people and doing it in a way that technology will allow.

The U.S. Public Interest Research Groups Innovative Transportation Index gives eleven areas that can be used to set goals and to measure your city's efforts to encourage lone drivers to go car-free or car-light. It suggests things like Car2Go and Zipcar car-sharing services which are now in Austin.

Austin's Carma Carpooling smart phone app pairs people with similar commute routes and schedules the share rides and have given carpoolers discounts on a growing network of toll and express lanes all real time. RideScout is leading the way on multi-modal apps to provide real-time, side-by-side comparisons of choices that someone has to move around to get from point A to point B measuring walking, biking, car sharing, ridesharing, public transport, driving and a combination of those to move people quickly.

Finally, Austin just announced the reduction of the city government car ridership rides by twenty percent by the end of the year. The county government, the University of Texas and the state government have agreed to join this effort. That would mean getting one out of every five people to stagger their work hours so they are not working at the same time or getting everyone to work from home one day of the week. The good thing about this is that it does not cost any money but it would have a bigger impact than anything else done in Austin.

The cities of Los Angeles and Rio have been Waze partners for over a year and have worked with Waze in trying to understand how to use all the data submitted by Waze users to create real actions and real responses in their respective cities.

The City of Los Angeles uses crowd source apps to report lane closures to reduce congestion, and even more importantly via PulsePoint provide alerts for incidents such as cardiac arrest and

hit and runs. City of Los Angeles Chief Technology Officer Peter Marx stated "We have buses that have wi-fi on them and we're putting wi-fi and cellular in subway stations and along the subway lines starting downtown by the end of next year."

Los Angeles Mayor Eric Garcetti is the president of the Metropolitan Transportation Authority which is building five lines of light rail or subways across the city.

Rio de Janeiro Chief Digital Officer Pedro Peracio commented that Rio's

citizens not only use social media to register complaints or to protest but also to have a dialogue with city hall. City Hall analyzed the rise in dialogues via social media and decided to use these new channels to communicate with the city. He noted that "Rio has over 600 city cameras, but after a partnership with Waze, that number rose to more than 1 million cameras reporting everything that is happening in the city in real time. Rio officials could see which part of the city was having a problem so they could act more quickly."



Left to Right: City of Los Angeles Chief Technology Officer Peter Marx, Dayton Mayor Nan Whaley, Austin Mayor Steve Adler, Rio de Janeiro Chief Digital Officer Pedro Peracio and Waze Director of Growth Di-Ann Eisnor discussed the impact of crowdsourced data on traffic patterns during the Waze-sponsored forum Improving Urban Mobility by Connecting Citizens.

BU Initiative on Cities Partners with USCM to Survey Nation's Mayors



Left to Right: USCM CEO and Executive Director Tom Cochran, Boston University Initiative on Cities Director Graham Wilson, Citi Community Development Global Director Bob Annibale, and outgoing USCM President Sacramento Mayor Kevin Johnson appear at a plenary lunch during the 83rd Annual Meeting. In collaboration with the Conference of Mayors, the Initiative on Cities is conducting interviews with mayors throughout the summer as part of its second annual Menino Survey of Mayors. In honor of the late 60th Conference of Mayors President, former Boston Mayor Thomas M. Menino, this survey is the only comprehensive, mayors-only priorities study in the nation today. To schedule an appointment or for more information, please contact Paul Leroux on the Conference staff at pleroux@usmayors.org or (202) 861-6722.



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Outstanding Achievement, Honorable Mention Program Descriptions

Outstanding Achievement Cities (100K Populations and Above)

Charleston Mayor Joseph P. Riley, Jr. Program: Charleston's Trinity

Charleston's Trinity project is a three-pronged approach to reduce the cycle of criminal behavior, victimization, and negative perceptions of the police. There are three components. The first component Camp Hope, a day and evening, five-day week summer camp for over 150 underprivileged school-aged children. The second component is a Friday Night Lights program to engage the entire family by offering fun, educational and character-building activities on Friday evenings. Lastly, the Turning Leaf program which provides reentry services for the highest-risk career criminals (both violent and property crimes) with children; its inaugural class reintroduced 13 members.

Irvine Mayor Steven S. Choi Program: Mental Health Outreach Team

The city of Irvine started the Mental Health Outreach Team in 2013 to introduce law enforcement to the recovery side of mental health run-ins. The project is a collaboration between law enforcement, mental health professionals, and mental health advocacy groups to increase trust between police and the mentally ill. MHO Team has handled over 400 cases in 2014.

Kansas City, MO Mayor Sly James Program: "Turn the Page KC" program

Kansas City's "Turn the Page KC" program is a city-wide initiative to focus

on third grade reading. In 2011, only 33% of third graders in the city read at grade level, with the vast majority of Kansas City residents unaware of the issue. Mayor James decided this was unacceptable and moved third grade reading to top of his educational priorities. Since the program was introduced, private funding leveraged city funding by 400%. Currently, Turn the Page KC enlists over 600 volunteers to read to third graders once a week in Kansas City schools.

Louisville Mayor Greg Fischer Program: Green Living Neighborhood Certification Program

Launched in 2014, Louisville's Green Living Neighborhood Certification Program encourages citizens to reduce their impact on Louisville's natural environment and live healthier lives. Green Living educates individuals and households on how to live more sustainably through a competition-based incentive, by recognizing neighborhoods that achieve predetermined criteria with a Green, Silver, Gold or Platinum certification. The program distributes merit-based certifications based on the percentage of neighborhood households that perform activities such as conserving energy, purchasing local food, and staying active and healthy. Over 300 households spread out over 8 self-selected neighborhoods now participate.

Philadelphia Mayor Michael Nutter Program: "Fun Safe Philly Summer" (FSPS) Program

Philadelphia's "Fun Safe Philly Summer" (FSPS) Program was created by Mayor

Nutter to address an increase in youth violence and a decrease in affordable youth summer programming due to school system budget cuts. FSPS provides opportunities for young people to stay engaged, healthy, and active during the summer months. The initiative provides free and low-cost summer programming and USDA-funded free summer meals to young people across the city. Over 36,000 opportunities were promoted on the FSPS website in 2014, with 24 free "Pop-Up" events attended by over 800 youths throughout the summer.

Honorable Mention Cities (100K Populations and Above)

Arlington Mayor: Robert N. Cluck Program: Arlington: The American Dream City

Arlington's rebranding campaign, "Arlington: The American Dream City" represented a collaboration between residents, city leaders, and stakeholders. The campaign attempted to diverge from previous, tourist-focused branding in order to encourage more community pride. The product of over 100 interviews with residents across the city, the new campaign raised the status of Arlington. Following its roll-out, the city's social media presence grew 267% on Facebook and 53% on Twitter.

Houston Mayor: Annise D. Parker Program: Green Power and Art Recycling Trucks initiatives

Houston's Green Power and Art Recycling Trucks initiatives showcase the city's commitment to environmental sustainability. As part of the Green Power program, Houston purchases green power for over half of its electricity demand—623,000 mWh, enough to power over 55,000 homes for a year. This marks Houston as the largest municipal purchaser of renewable power in the nation. Additionally, the Art Recycling Trucks serve as a visual reminder of the city's commitment to going green while simultaneously exhibiting local artists' works. Through this program, Houston achieved its goal of providing a recycling cart for each of the 380,000 homes that use its trash services.

Memphis Mayor A.C. Wharton, Jr. Program: iOBY—in our backyard

Memphis's "iOBY—in our backyard" project is a digital platform that connects citizens interested in starting projects with other like-minded individuals and funding. The initiative, the antithesis of the "Not In My Backyard" attitude, seeks to grow neighborhood capacity. Over 100 campaigns have gone through the project, funded by \$280,000 raised largely through citizen philanthropy. Ideas such as eliminating blight, increasing access to healthy food, and prototyping new technological tools for education and employment have all come to fruition through iOBY.

Seattle Mayor Edward B. Murray Program: Seattle's Refugee Women's Institute

Seattle's Refugee Women's Institute was designed to build understanding and trust between refugee communities and the Seattle Police Department. The program sets up a grassroots network of refugee women leaders while simultaneously increasing the cultural competency of the police officers that participate. Each of the 8 weeks the program was in session, 20 refugee women were paired with female officers in the SPD. By the end of the 8 weeks, the women reported a reduction in the fear and mistrust that often acts as a barrier to community participation.

Outstanding Achievement Cities (100K Populations and Below)

Carmel, IN Mayor James Brainard Program: Carmel's Arts & Design District

Carmel's Arts & Design District is a public revitalization effort of an older neighborhood which had the infrastructure however there was an absence of commerce and business. Mayor Brainard knew that a concerted revitalization would attract private-sector capital, which would encourage new growth in existing communities instead of constructing new infrastructure farther away. Carmel installed several pieces of public art, and made the area appealing to attract art galleries, design studios, restaurants and shops. Through the effort, the city would now spend a fraction of their original budget estimates if they had to build infrastructure farther away.

see OUTSTANDING on page 35

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WASTE MANAGEMENT

LIVABLE
from page 30

to broaden services for youth. The Master Plan is the product of a year-long collaboration between the City, The University of Southern Mississippi School of Social Work, and the community.

"Our community is absolutely thrilled

to win this prestigious award. It is a salute to the many individuals within our community who tirelessly lend their time, expertise, and creativity towards the mission of inspiring and educating our youth. Furthermore, this special recognition challenges us to remain innovative, inclusive and consistent in our quest to rid our nation of its disparities," said Hattiesburg Mayor Johnny Dupree.

In addition to the two top awards, Outstanding Achievement Awards were given to five cities with populations of 100,000 or more—Charleston (SC), Irvine (CA), Kansas City (MO), Louisville (KY), and Philadelphia (PA)—and five cities with populations of less than 100,000—Carmel (IN), Orland Park (IL), Renton (WA), Rochester Hills (MI), and Sunrise (FL).

Honorable Mention citations for cities with populations of 100,000 or more went to Arlington (TX), Houston (TX), Memphis (TN), and Seattle (WA). Citations for cities with populations of less than 100,000 went to Camuy (PR), Davie (FL), Norwalk (CT), and Westland (MI).

Innovation as a Catalyst for Philanthropy, Public Good Discussed in San Francisco

By David W. Burns

On Sunday, June 21, the Technology and Innovation Task Force met during the 83rd Annual Meeting for a discussion on the positive impacts technology and innovation are having on community and philanthropic endeavors. Chaired by San Francisco Mayor Edwin M. Lee, task force guests included California Lieutenant Governor and former mayor Gavin Newsom, U.S. Chief Technology Officer Megan Smith, Salesforce Foundation President Susanne DiBianca, and Seattle Mayor Ed Murray.

Mayor Lee kicked off the meeting by sharing how far the task force has come and how much civic innovation has evolved. "I remember my very presentation to you, I introduced a parking app," said Lee. Since then the conversation has evolved well beyond simple apps for cities, but into innovation in economic development, the open internet, and responsive cities.

The first speaker at the taskforce was California Lieutenant Governor Gavin Newsom who released his book on civic engagement, *Citizenville*, back in 2013, took some time to talk about how citizen engagement with government is moving to the next stage. "The old framework that I was born into is that institutions should be built to last," said Newsom. "It's a framework of inflex-

ibility that is giving way to a new paradigm, that institutions need to be built for change." He concluded, "Our job as leaders is not command and control but rather, climate control. We need to create the conditions that let people work together."

The next speaker was Megan Smith, the U.S. Chief Technology Officer. Her discussion focused mostly around cities networking with each other to learn from one another and how that has shaped one of President Obama's big tech initiatives. "If each of you knew what each of you were doing, we could fix everything," said Smith. "One of those ideas was 'Tech Hire'. In St. Louis, the workforce development folks create a tech boot camp, these short 3 month training courses, allowing these learners to connect with employers through this path."

Salesforce Foundation President Susanne DiBianca continued discussing this theme, providing some perspective from the private sector and how their corporate culture, rooted in innovation, shapes their role in their local community. "One thing that is really exciting that I think you can leverage in your cities throughout the country is the momentum we're starting to see with the next generation of founders." She continued by explaining their pledge one percent



California Lieutenant Governor Gavin Newsom discusses how technology is transforming communities during the Technology and Innovation Task Force meeting.

program, where over 300 companies have begun pledging to give back one percent of their profits. DiBianca continued, "We're just seeing in the next generation of founders and entrepreneurs, and that in order to be good leaders, good CEOs, you need to demonstrate a commitment to all your stakeholders, not just your shareholders."

Closing the discussion was Seattle Mayor Ed Murray, who discussed how providing access to information through

the internet is one of the pillars of making government more connected with its citizens. The city partnered with Google to provide "Mi-Fi," a small device that broadcasts wi-fi signals to nearby computers. They have been checked out continuously since the program launched, demonstrating the demand for fast, reliable, internet access.

You can watch a replay of the task force meeting on the City and County of San Francisco's YouTube channel at <http://mayo.rs/1HkS9PU>.

Task Force Leaders Urge Mayors to Act on Pipeline Safety

By Kevin McCarty

Allentown Mayor Ed Pawlowski convened mayors for the Pipeline Safety Task Force meeting, discussing how pipeline explosions in recent years should serve to remind mayors they need to act to protect their cities and residents.

Citing incidents in Allentown, Kansas City, Philadelphia, and San Bruno as examples, Pawlowski said, "If we don't have new regulation, we will have more of these incidents."

Joining the June 21 task force session for a presentation on his city's experiences, San Bruno Mayor Jim Ruane challenged the participating mayors, stating, "Local authorities must take a more active role."

Ruane, whose city has struggled to recover from an explosion that killed five people and injured nearly one hundred others, told mayors that this incident was "man-made and preventable."

"Cities have an important role to play," he also said in underscoring a recurring theme of the session. Ruane talked about some of the tools available to cities to force others to better protect cities and their residents. Discussing right-of-way agreements, he said that they give cities "power to find out

what is in the ground and ask questions to coordinate emergency response."

Pawlowski talked about lax regulation and utility practices and how this puts local communities at risk. He pointed out that the utility companies "don't want metrics" to track if or where progress is being made or if or where maintenance needs are growing. "This is not even our infrastructure and not even something we are responsible for, but we have to pay more attention to it," he said.

"We need more laws," Pawlowski said while acknowledging that the "National Pipeline Safety Act" improved some reporting scenarios and required shutoff valves for transmission lines. Both mayors expressed their views that the U.S. Department Transportation's Pipeline and Hazardous Materials Safety Administration has limitations including underfunding, with only six inspectors nationwide to "oversee the 80,000+ miles of new pipelines going in over the next several years," Pawlowski said.

In his closing comments, Ruane said, "Actions have got to come from the bottom up because it is not coming from the top down."



From left, San Bruno Mayor Jim Ruane discusses the pipeline explosion in his city with Pipeline Safety Task Force Chair Allentown Mayor Ed Pawlowski.



Vacant, Abandoned Properties Task Force Discuss Property Preservation and Graffiti Vandalism

By Eugene T. Lowe and Jocelyn Bogen

Meeting on June 20 at the 83rd meeting, Co-Chairs Columbia Mayor Steve Benjamin and Dubuque Mayor Roy Buol brought to their Task Force on Vacant and Abandoned Properties discussions on property preservation and graffiti vandalism. The speakers were Russ Cross, SVP Regional Director of Wells Fargo, and Heidi McCauliffe of the Graffiti Resource Council.

Russ Cross briefed the task force on the process of property preservation that Wells Fargo uses to deal with vacant and abandoned properties that include both pre-foreclosure and post foreclosure. Cross said that Wells Fargo had the same goal as mayors and that is "raising value in recovering neighborhoods because we want to make more loans and we want to do this in neighborhoods where values are increasing."

In pre-foreclosure, properties have to be taken care of and in many cases the properties have to be demolished. Cross

requested feedback from the mayors on the demolition of pre-foreclosure properties. The goal of post foreclosure is to get these properties out of Wells Fargo's inventory as quickly as possible. This is done best, according to Cross, by repairing these properties so that they can insured and financed.

Heidi McCauliffe of the Graffiti Council said that her organization is a resource for cities as they attempt to deal with illegal graffiti. She also presented a model regulation adopted by the International Municipal Lawyers Association (IMLA) that deals with graffiti. Adopted in the 1990s, the model regulation has all of the elements for a comprehensive anti-graffiti program. The IMLA model contends that graffiti vandalism can be a public nuisance under certain circumstances. The model outlines how a city should go about gaining access to a vacant and abandoned property and the procedures to follow after that.

The major points of the regulation, said McCauliffe, "are defining and criminalizing graffiti vandalism." She said further, that it is "surprising how many cities do not make graffiti a crime or do not define graffiti." The model regulation

provides a list of appropriated penalties. In addition, the Graffiti Council is also collecting stories about what cities are doing that can be found on the organization's website.



Left to Right: Task Force Co-Chairs Columbia Mayor Stephen Benjamin, Dubuque Mayor Roy Buol, Graffiti Resource Council Executive Director Heidi K. McCauliffe, Wells Fargo SVP Regional Director Russ Cross, and Portland Mayor Charlie Hales.

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Orland Park Mayor Dan McLaughlin Program: Anti-Bullying Program

Orland Park's community-wide Anti-Bullying Program is an initiative to eradicate bullying in the community. Endorsed by a number of local government entities and agencies, the program utilizes Twitter, Facebook, YouTube, and other social media to spread awareness of bullying's negative effect on community well-being. The city has worked closely with a local facility, The Bridge Teen Center, to identify problems and solutions surrounding the issue. By using no- and low-cost mediums, Orland Park created a creative, replicable model of efficiency in dealing with bullying.

Renton, WA Mayor Denis Law Program: Diversity Program

Renton's Diversity Program seeks to create community unity despite increasing diversity. The city created a network of community leaders from diverse ethnic and cultural groups, incorporated focus on diversity into Renton's business plan, hired an expert to assess community needs, and created a comprehensive road map to build an inclusive city. The Mayor's Inclusion Task Forces has helped lower barriers facing people of color and recent immigrants to the community, employing 30 community liaisons representing 10 diverse community groups. The effects of this outreach were evidenced when over 1,000 emergency preparedness videos were distributed to four non-English speaking communities.

Rochester Hills Mayor Bryan Barnett Program: Mayor's Business Council

Rochester Hills's Mayor's Business Council is an advisory board made up of 100 area business executives, who coordinate with city officials to maintain a business-friendly environment in the city. The group is entirely sponsor-funded; no city dollars are used in achieving its positive mission. The council has started the Mayor's Business Council Talent Initiative (which connects local university graduates to employers) and the Red Carpet Committee (which formally welcomes new companies to the city), as well as several more productive programs. The Mayor's Business Council's efforts have contributed to Rochester Hills's 2nd-lowest unemployment rate of all Michigan cities.

Sunrise, FL Mayor Michael J. Ryan Program: Scholastic Chess Initiative

Sunrise's Scholastic Chess Initiative is a broad-based effort to create a chess-playing culture within the community. The game of chess is strongly correlated with higher levels of academic achievement in all subjects. Mayor Ryan, recognizing this fact, encouraged chess clubs at each of Sunrise's 11 public schools. Since that initial push, the city has gone all-in, with family fun chess nights at local restaurants, a "Mayor's Chess Challenge," a "Pucks and Pawns" collaboration with the NHL's Florida Panthers, and the installation of chess tables in local parks. Last year, Sunrise and the larger Broward County Public Schools adopted "First Move" curriculum, which put chess into the curriculum of 30,000 second- and

third-graders across the district.

Honorable Mention Cities (100K Populations and Below)

Camuy Mayor Edwin Garcia-Feliciano Program: Arts with Meaning: Learning for Life

Camuy's "Arte con sentido: aprendizaje para la vida" ("Arts with Meaning: Learning for Life") program is a tutoring initiative in two underprivileged schools within the city. The initiative pairs basic subjects, such as Spanish, English, math, and science, with different forms of art, such as theater, music, dance, and visual arts. Camuy means the "Romantic City", so Mayor Garcia-Feliciano wanted to give the children the tools needed to help them obtain better grades while also learning to appreciate and be knowledgeable about various forms of the Arts.

Davie, FL Mayor Judy Paul Program: Mayor's Fitness and Health Challenge

Davie's "Mayor's Fitness and Health Challenge" began as Mayor Paul's challenge to encourage healthy, happy lifestyles for both herself and her constituents. It has since grown into a full-blown initiative that showcases the Human Resources and Parks, Recreation, and Cultural Arts Departments. Thousands of residents have used the free or discounted fitness options included in the initiative. Whether it's the Annual Mayor's Run, Pickleball nights, Senior Health Fair, or Zumba nights, Davie citizens are active and engaged in their well-being.

Norwalk, CT Mayor Harry W. Rilling Program: Mayor's Energy and

Environment Task Force

Norwalk's Energy and Environment Task Force was formed with the purpose of achieving better energy efficiency and environmental awareness in the community. The task force brought in \$825,772 in grants and incentive funds to the city. Residents are encouraged to complete home energy assessments and reduce their energy costs; some of the money from these assessments now funds scholarships for 50 economically disadvantaged youth to attend an environmental summer camp. The Norwalk Firewood Program took 23 tons of potential waste out of the waste stream and helped homeowners heat their homes. These, along with a variety of other programs, have brought a new era of efficiency to Norwalk.

Westland Mayor William R. Wild Program: Norwayne Historic District

Westland's refurbishment of the Norwayne Historic District began with the goal of creating a city that citizens are proud to call home. In order to give the formerly great neighborhood a facelift, the city renovated single-family homes, demolished blighted structures, constructed new green spaces and roads, upgraded water and sewers, and renovated parks. An old elementary school is being transformed into a community space, complete with a library, boxing gym, and several government offices. The Norwayne District received national historic designation in 2013. Over the span of the effort, Westland has witnessed increased property values and a reduction in crime.

Walsh Calls for Mayoral Action to Restore American Promise and Opportunity

By Sarah Bertschy and Paul Leroux

Convening a session of the Cities of Opportunity Task Force during the 83rd Annual Meeting of the U.S. Conference of Mayors, Task Force Vice Chair Boston Mayor Martin J. Walsh asked mayors, "How do we take this from a task force of discussion to a task force of action?"

Walsh stated, "The goal of this task force is to restore the American promise and opportunity for all. It's a big goal, it's a lofty goal, but mayors know what we need to do." To that end, Mayor Walsh articulated the issues that the task force has focused on since its inception at the 82nd Annual Meeting in Dallas, with each considered to be a major component in ensuring equal access for the middle class in America's cities and metro areas. The main issues driving the conversation were income inequality including minimum wage and paid sick leave, early childhood education, broadband, transportation, and housing.

During the session, several mayors shared best practices on these issues from their cities. In one example, Seattle Mayor Ed Murray talked about his city's efforts to raise the minimum wage to \$15 in a responsible way through gradual wage increases. Revere Mayor Dan

Rizzo continued on the issue of jobs, detailing his city's efforts to mitigate 1,000 lost jobs from the Suffolk Downs closure. Extending the conversation to job access, Lauderhill Mayor Richard J. Kaplan discussed his city's work to create a free community shuttle bus that helps overcome the need for a private car to get to work.

For each of these best practices, mayors in the room asked questions and took notes to bring back to their own cities. Dayton Mayor Nan Whaley articulated the power of best practices for changing the conversation, saying, "The work you're doing in your city, while it helps your community, it also helps cities like mine, where we maybe feel a little alone in the work that we're doing... Leadership in Seattle made ripples all across the heartland. And that's what this Cities of Opportunity Task Force is about: changing the conversation."

As the conversation drew to a close, many mayors stressed the need for a means of institutionalizing best practice sharing between meetings. Tacoma Mayor Marilyn Strickland suggested an online playbook, which other Conference Task Forces currently employ. Walsh agreed with this concept, saying, "We need a



Cities of Opportunity Task Force Vice Chair Boston Mayor Martin J. Walsh, right, leads the task force while Santa Fe Mayor Javier Gonzales, far left, and Portland (OR) Mayor Charlie Hales look on.

toolbox and we have to also understand that that toolbox doesn't fit everybody's city. We have very different cities with very different challenges."

The Task Force, chaired by New York City Mayor Bill de Blasio, has met twice

before, once at New York City's Gracie Mansion in August, and in Boston in March. The Task Force members also hosted a day of action around transportation reauthorization in May on Capitol Hill.

Mayors Visit Autodesk, Uber, and Twitter in San Francisco Tech Tour

By David W. Burns

On the closing day of the 83rd Annual Meeting, San Francisco Mayor Edwin M. Lee led attendees on two tours of San Francisco-based technology companies; Autodesk and Uber with both tours ending on Twitter's rooftop cafeteria and patio.

The Autodesk tour featured a visit to their gallery with exhibits showcasing different architecture, furniture, automobiles, and devices. Autodesk is a maker of computer assisted design software, which is used commonly among civil engineers, architects, manufacturers, designers, and 3D printers.

The Uber tour was highlighted by a presentation from David Plouffe, Uber's

Chief Advisor and former Campaign Director for President Obama's historic 2008 campaign. His presentation talked much about how Uber augments the public transit experience in cities, the economic impacts of drivers in local communities, and how ridesharing legislation is evolving in the United States.

Both tours then concluded at Twitter's headquarters where mayors gathered on the rooftop and learned a bit about the economic impact and downtown revitalization these companies had on their neighborhoods in San Francisco. Mayors also took pictures with a "Twitter Mirror" where they could share with their followers that they were visiting the headquarters.



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Council on Metro Economies and New American City Talks Jobs, Asset-Building, Restoration Academy

By Dave Gatton

Chairing his final meeting of the Council on Metro Economies and the New American City, Columbus Mayor Michael B. Coleman saved the best to last. "I want to use the prerogative of the chair," he said to his fellow mayors, to talk about a program called Restoration Academy in Columbus, an intensive six-month program for former prisoners that prepares them for the workplace and places them in jobs.

In a four minute video sprinkled with testimonials on how Restoration Academy had changed the lives of ex-felons, Coleman spoke to an entering class of the academy by saying, "If you don't want to become a productive citizen of your community and this city, then you should leave now." None did.

"We cannot truly become new American cities," he said, "until we resolve the issue of reintegrating people from prison into the fabric of our communities." His colleagues responded with numerous questions on how to replicate the program and praised Coleman for his leadership in establishing the Academy.

Metro Economies and Jobs

IHS Global Insight Senior Director of Regional Economics Jim Diffley summarized the release of the Council's latest U.S. Metro Economies Report forecasting economic activity for 2015 and 2016. He told the mayors that cities and their metro areas continue to be the engines of the national economy, now consisting of ninety point seven percent of the nation's Gross Domestic Product (GDP), over eighty-seven percent of its jobs and over ninety-one percent of its wage income. He predicted job growth in nearly all U.S. metros in 2015 and a continuation of falling unemployment rates over the next two years. The only caution Diffley expressed was that by 2017 one-third of metros will still not have recovered their lost jobs from the Great Recession.

Steve Gallagher, Vice President of the National Association of Homebuilders, predicted a continuing strong growth in the housing sector, 1.3 million single family housing starts are projected for 2016. But he told the mayors that builders were still having a hard time finding qualified skilled construction trade employees and encouraged the mayors to continue to support retraining programs.



Left to Right: National Association of Homebuilders Vice President Steve Gallagher, OppSites CEO Ian Wolf Ross, International Council of Shopping Centers Vice President Cynthia Stewart, Council Chair Columbus Mayor Michael Goleman, IHS Global Insight Senior Director Jim Diffley, American Express' Shahar Ziv, Minority Business Development Agency National Director Alejandra Castillo, and Interise CEO Jean Horstman.

Asset Building and Financial Education

Senior Vice President for Bank of America Charitable Foundation Ximena Delgado reviewed activities in support of asset building and its collaboration with the Conference of Mayors financial education campaign, DollarWise: Mayors for Financial Literacy. She encouraged mayors and businesses to provide summer youth employment and to encourage them to participate in

the DollarWise Summer Youth Contest. Bank of America provides many cities with summer youth employment grants to help non-profits hire youth for the summer.

Solana Rice, representing CFED, talked about the programs her organization supports to help families build assets in the San Francisco Bay area. CFED has long been an advocate of expand-

See COUNCIL on page 47

Golden State Water Squeeze Play: Governor Brown Sets State Goal and Mayors Are Using the Local Toolbox to Meet the Mandate

By Rich Anderson

Indianapolis Mayor Gregory A. Ballard chaired a meeting of the Mayors Water Council at the 83rd Annual Meeting of the Conference of Mayors (USCM) in San Francisco on June 19, 2015. The California drought and a gubernatorial state-wide water use reduction mandate of twenty-five percent highlighted the discussion. Local governments will all be affected by the mandate, and cities will be required to reduce between four and thirty-six percent based on previous base year volumes designated by the state. There are challenges that cities face, but the squeeze has yielded enormous reductions already, and the

innovative approaches taken by the cities promise to reduce more residential and commercial water consumption.

Anticipating some pushback at yet another state water mandate, mayors were pleased to hear the "can-do" local implementation in Napa and Santa Barbara. Of course, the can-do is bracketed by the "must-do," not only because of the Governor, but because of the growing mayoral understanding of just how fragile a weather-related water supply lacks certainty. Mayors are implementing change in California cities because the modern urban metropolis is

currently not viable without a well functioning water supply and wastewater management system.

Napa Mayor Jill Techel described the California bad luck trifecta: 2013 driest year on record; 2014 hottest year on record; and, 2015 lowest snow-pack on record. Santa Barbara Mayor Helene Schneider also discussed her city's efforts to conserve water and go beyond state water use reduction goals. Together, the mayors identified education, voluntary actions with financial incentives, and "eventually" enforcement in the local tool box that could be artfully combined to make a big difference. They both presented quantitative information that documents local water conservation, and project significant reductions in potable water gallons per capita per day (gpcpd) from 1997 to 2020. The results from local water conservation demonstrates a change in citizen behavior to comply with restrictions; yet, some mayors suggest that public resistance to water reuse and recycling suffers from consumer attitudes about wastewater.

City of Napa

Early water conservation policies and practices in Napa from 1997 to 2002 set a ceiling at an average of 170 gallons per capita per day (gpcpd); and, expanded conservation efforts from 2002 to 2014 lowered the average to about 150 gpcpd. During this period Napa was named the leading water conservation city by the US Conference of Mayors because of their demonstrated success in lowering per capita water consumption. The city's goal is to further reduce average consumption to 132 gpcpd or lower by 2020, and Mayor Techel stated, "we will probably make that target in 2015."

Napa has multiple water supplies in several reservoirs, plus an annual allotment from the water district. Last year the city used 13,800 acre feet, and has an estimated 2-year supply of water. The city wide goal is to reduce water consumption by 20 percent from 2013 levels. Napa is using a combination of tools to achieve this goal. A critical and forward thinking tool is education out-



Left to Right: Jeff Neemann, P.E., Black & Veatch; Mayor Joy Cooper, Hallandale Beach (FL); Mayor Gregory A. Ballard, Indianapolis (IN); Mayor Helene Schneider, Santa Barbara (CA); Mayor Jill Techel, Napa (CA).

See WATER on page 39

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WATER

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reach to change behavior and attitudes about water use – this effort is successful in getting residents and businesses to buy into the concept of limited supply and reduced consumption is both inevitable and desirable. Napa also uses broad based efficiencies accomplished through financial incentives like rebates for residents, new hotels and new construction projects installing low flow toilets and low pressure water valves. Another incentive program offers homeowners cash for grass to reduce outside irrigation needs. The city will also conduct free household water audits to help residents reduce consumption. There are also a slew of voluntary/ordinance based measures like lawn sprinkling curbs (in Napa: irrigate on Monday or Friday between 10 pm and 5 am, {several cities are much stricter}, sprinkling after a rainfall).

"Enforcement with fines," said Techel, "is a last resort but is available."

City of Santa Barbara

Santa Barbara Mayor Helene Schneider stated that her city council on May 5, 2015, announced a Stage Three Drought Declaration on the heels of the Governor's April statewide emergency on water use reductions. The mayor stated that the two water supply reservoirs (Gibraltar Lake and Lake Cachuma) were at forty-four percent of normal in 2015. Rainfall has declined from 63 to 45 inches a year over the last four years. Schneider emphasized that redundant supply systems are necessary rather than rely on a single source of water. She stated, "Even with a twenty-five percent reduction in city water use the desalination facility will be needed if drought continues." The city is responding to the drought and the mandate by achieving an average 22

percent monthly demand reduction in potable consumption. Schneider stated that Santa Barbara is ahead of schedule in water use reductions.

Mayor Schneider stated that the city is using the education, voluntary/regulatory tools available to promote further and sustained reductions. The city has a 16 percent reduction mandate from the water board but is shooting for an overall twenty-five percent reduction. Schneider said enforcement is one tool, but voluntary compliance has been admirable. The city council has existing regulations, is modifying some of them, and is establishing new regulations. For example: new regulations will prohibit lawn sprinkling within 48 hours of rainfall, and will prohibit watering green medians. Existing regulations require hoses to have automatic shut-off valves; automatic irrigation is prohibited between 8:00 am and 6:00 pm; manual irrigation is prohibited

between 10:30 am and 4:00 pm; and, swimming pools and spas must be covered when not in use, and no draining and refilling by more than 1/3 of pool volume.

The city council is modifying some existing regulation to squeeze more conservation. Hotels and motels must display customer options for laundering linens and towels. There is a prohibition on large residential water fountains. Another regulation specifies frequency limits on pressure washing.

Mayors Techel and Schneider agreed that the mandate is achievable, and gave Governor Brown credit for stating a goal and getting out of the way so cities could achieve it using methods tailored to the needs and abilities of their cities and citizens.

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Women Mayors Elect New Leadership

By Joan Crigger

The Women Mayors met on Friday, June 19 at the Annual Conference of Mayors in San Francisco. The meeting was chaired by Vice Chair Clarksville Mayor Kim McMillan. The first order of business was to hear the report of the Nominating Committee and elect new leadership.

Hallandale Beach Mayor Joy Cooper, chair of the Nominating Committee, presented the Committee report. Elected were Clarksville, TN Mayor Kim McMillan as Chair and Tacoma Mayor Marilyn Strickland as Vice Chair. Also serving on the Nominating Committee were Burnsville Mayor Elizabeth Kautz and Houston Mayor Annise Parker.

Following the election, Rosie Rios, Treasurer of the United States, announced that the Secretary of the Treasury had approved the redesign of the ten dollar bill and made it clear that a woman would be on the new bill. Miss Rios said that the theme of the currency redesign would be democracy. Rios also shared that Pocahontas and Martha Washington are the only two women that have been pictured on any United States currency.

The Treasurer indicated that the Secretary wanted an ambitious public engagement process and said that this was the first of a series of roundtables that she would be hosting. Rios said the only criteria for being on the new ten dollar bill is that the

person must be dead and must represent democracy.

Following Miss Rios was Ronda Tranter, Assistant Vice President for Public Sector Strategic Partnerships at Colonial Life. Ms. Tranter discussed wellness plans and their positive impact on employee health. Houston Mayor Parker concurred and said, "It has been absolutely great," since they enrolled Houston employees in wellness programs.

Next on the agenda was Leigh Phillips, Director of the Office of Financial Empowerment for the City of San Francisco. Phillips gave a brief overview of a variety of programs that she had initiated in San Francisco that were aimed at increasing financial wellbeing, particularly the Conference of Mayors Dollarwise Program. She also discussed a financial counseling program for abused women that she had set up in San Francisco.

Lastly, Betsy Hall McKinney, founder of the It's Time Network, reported on a meeting held immediately prior to the start of the Annual Conference of Mayors. The purpose of the meeting was to elevate women's leadership and gender equality. McKinney indicated that It's Time plans to release a report in the Fall that would be a living document which would include measurable, actionable steps to ensure that women's voices are heard.



United States Treasurer Rosie Rios with newly elected Chair of the Women Mayors, Clarksville Mayor Kim McMillan.



Women Mayors in attendance at the Women Mayors Caucus during the Annual Meeting in San Francisco.

Small Business Clusters Allow Mayors to Promote Jobs

By Tom McClimon

"Mayors should focus on creating small business clusters in their cities," was a mantra heard often during a Small Business Forum sponsored by JP Morgan Chase and Company. Led by Conference of Mayors Past President Burnsville Mayor Elizabeth Kautz, the forum included a number of mayors — Kansas City, Indianapolis, Seattle — who have created or worked with small business clusters in their cities. The forum also served as the meeting of the Conference's Small Business, Entrepreneurship and Franchising Task Force, which is co-chaired by Mayor Kautz and Kansas City Mayor Sly James.

Georgette Bhatena, Executive Director of Global Philanthropy for JP Morgan Chase and Company, got the discussion going by explaining small business clusters — geographic concentrations of interconnected companies with specialized suppliers and service providers that focus on a specific industry. JP Morgan Chase recently launched a \$30 million "Small Business Forward" initiative to help small businesses grow faster and create jobs.

"You win when you join people with small business opportunities", stated Ms. Bhatena. JP Morgan Chase, also released a report on Small Business Clusters in conjunction with the Initiative for a Competitive Inner City. It can be found at: www.icic.org/ee_uploads/pdf/ICIC_JPMC_AcceleratingClusterGrowth_ExecutiveSummary_final.pdf.

The mayors shared their experiences in working with small businesses. Kansas City Mayor Sly James discussed his cities' programs to incentivize ways to seed small business growth. "You have to look for the entrepreneurial spirit in your community," stated Mayor James. Indianapolis Mayor Gregory Ballard talked about his city's \$2.5 million micro loan fund program. The mayor also discussed some of his city's small business cluster initiatives, specifically in software development, the catering and food industry, and small manufacturing. Seattle Mayor Ed Murray discussed his city's programs to "Grow Seattle," which helps entrepreneurs take ideas and turn them into businesses; as well as this city's program to streamline

the permitting process for small businesses.

The start up of new businesses in cities such as food trucks, app based trans-

portation services, and rent accommodation services and how cities regulate them was of a great deal of interest to the forum participants.



Left to Right: Conference of Mayors Past President Burnsville Mayor Elizabeth Kautz, Kansas City Mayor Sly James, Indianapolis Mayor Greg Ballard, and JP Morgan Chase Executive Director of Global Philanthropy Georgette Bhatena.

Environment Committee Focuses on Building More Sustainable, Resilient Cities

By Judy Sheahan

The Environment Committee, chaired by Phoenix Mayor Greg Stanton, met on June 20 in conjunction with the Conference of Mayors 83rd Annual Meeting in San Francisco. The Committee considered and passed 13 resolutions, discussed environmental mandates, and heard from a panel of experts on how to make their communities more sustainable and climate resilient.

After the committee passed resolutions, Conference staff gave a report on some new environmental changes including the Clean Water Rule (formerly known as Waters of the US), a potential new definition of flood plains, and a potential new ozone standard.

"As Mayors, we face challenges such as protecting the environment and the public health of our citizens while building more resilient communities," Stanton said, "this can serve as an opportunity in our communities, but we also must always keep in mind that meeting environmental mandates must be done in a cost-efficient and effective manner."

Corinne LeTourneau, Associate Director at the Rockefeller Foundation, discussed the Foundation's 100 Resilient Cities Initiative where they have selected 100 cities from around the world to focus on the environment and urban resilience. LeTourneau spoke about how not only were these cities connected and learn-

ing from one another but that they could also serve as models for other communities who were not granted a designation. Rockefeller will be opening another round of applications within the next month or so. More information can be found at <http://www.100resilientcities.org>.

Sara Neff, Vice President of Sustainability for Kilroy Realty Corporation, spoke about how Mayors could motivate building owners to retrofit their buildings to be more energy efficient, sustainable, and climate resilient. Existing buildings use approximately forty percent of all energy and existing buildings are more difficult than new developments to make energy efficient but represent a huge opportunity to reduce a city's carbon footprint. Neff told the Mayors of the importance of retrofitting city buildings first to serve as case studies to gain a better perspective on the steps and challenges that a typical owner would go through. Her other suggestions were to engage stakeholders to gain a better perspective, celebrate successes, to learn from others on what works, and to create a sustainability plan.

Pablo Gomez, a 20 year old student who serves as a Senior Fellow for the Alliance for Climate Education, spoke about how the Alliance for Climate Education educates students on the issues of climate change. Gomez was not only a student of the program, but

now also works to educate others. He spoke of the importance of incorporating climate education into classes so to motivate an entire generation to be engaged on this issue.

Rohan Patel, Special Assistant to the President and Deputy Director of Intergovernmental Affairs at The White House, discussed the Administration's efforts for the upcoming climate negotiations that will be held in Paris later on this year. The Administration has not only raised fuel efficiency standards for vehicles but will also soon release their final Clean Power Program which will require utilities to reduce their greenhouse gas emissions.

The following 13 resolutions were adopted by the full Conference of Mayors during the June 22 business session:

- Urging Congress to Fully Fund the Water Infrastructure Finance and Innovation Act (WIFIA) and Repeal the Ban on Co-financing WIFIA Projects with Tax-exempt Debt
- Supporting Investments in Water Infrastructure
- Resolution in Support of Clean Water in the United States

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Phoenix Mayor Greg Stanton (left), Chair of USCM's Environment Committee, and Rochester Hills Mayor Bryan Barnett, Co-Chair of the Committee, open up the meeting with a discussion of environmental regulations, resolutions, and resilient communities.

U.S. Drug Czar Discusses National Drug Policy

By Crystal Swann

Led by Committee Chair and Green Bay Mayor James J. Schmitt, the Children, Health and Human Services Standing Committee considered and engaged in healthy debate on resolutions covering an array of issues, listed below. Following that discussion the featured speaker for the session, Michael Botticelli, Director of the federal Office of National Drug Control Policy (a position known commonly as the national "drug czar"), spoke to the Mayors on the topic of national substance abuse trends and emerging issues, as well as the Administration's strategies and responses to substance abuse in cities and communities.

The statistics and trend outlined by Botticelli are troubling – overall, 120 people die every day in the U.S. from a drug related overdose; the data show a dramatic increase in heroin use, particularly in the Midwest, driven by what Botticelli called "the vast over-prescription of pain medications." Botticelli stated that the 'gateway' or

path to drug abuse for eighty percent of heroin addicts begins with prescription medication misuse, and roughly seventy percent of people misusing pain medications are getting them from friends and family. Botticelli suggested that substance abuse is impacting the economy in some perhaps unexpected ways – "employers can't find workers who can pass a drug test" – and commented that "we're losing a generation of people to this epidemic; we cannot afford it."

A central component of the Obama Administration's strategy for addressing substance abuse, Botticelli said, is to funnel prevention and treatment dollars to the state and local levels. Presaging President Obama's recent emphasis on finding alternatives to lengthy prison sentences for nonviolent drug offenders, Botticelli commented that America's jails are currently "overflowing with drug-involved people who should be getting treatment." This is one of the few areas in government, according to Botticelli,

where partisan politics are not a big issue – everyone understands the importance of drug treatment. He noted that the Administration is working on creating diversion programs that would move nonviolent offenders from the criminal justice system into the healthcare system, and stressed the importance of partnering with police to identify candidates for such programs.

In addition, Botticelli noted, the Affordable Care Act (ACA) is a key component of the Administration's plan to increase access to substance abuse treatment – many people don't have access to treatment because they don't have health insurance, and ACA provides that coverage.

Following Botticelli's remarks, U.S. Department of Health and Human Services (HHS) intergovernmental affairs liaison Jim Mason was on hand to thank mayors for their efforts to help get 60 million Americans signed up for health insurance through the health



CHHS Standing Committee Chair and Green Bay Mayor James J. Schmitt (pictured left), Office of National Drug Control Policy Director Michael Botticelli.

insurance marketplace, and to encourage Mayors to help the Administration continue to enroll eligible Americans. Mason noted that the next open enrollment is November – mayors can help by sponsoring open enrollment activities. HHS has developed a toolkit to assist Mayors in this effort; contact the HHS Office of Intergovernmental and

See DRUG CZAR on page 50

Membership Committee Hears from Newly Elected Mayors on Local Priorities

By Katie Pirolt

With over 50 newly elected and first-time attendee mayors at the U.S. Conference of Mayors 83rd Annual Meeting in San Francisco, Membership Chair Piscataway Mayor Brian C. Wahler lead a roundtable discussion where new-elected mayors discussed their local mayoral priorities. Conference “veteran” mayors joined Wahler to engage with the newly elected mayors and share their city’s best practices.

Before opening the discussion, Wahler highlighted the benefits of membership

with the Conference of Mayors and welcomed the new mayors, saying, “I hope all the first-time attendees here took advantage of their complimentary registration – a benefit that we implemented a few years ago so that new mayors may come and see first-hand the benefits of membership.”

Membership Committee Vice Chair Normal Mayor Chris Koos shared a personal testimony regarding the benefits of membership and networking opportunities, saying, “I’ve been



Left to Right: Laredo Mayor Pete Saenz, Los Banos Mayor Mike Villalta, Fayetteville (AR) Mayor Lioneld Jordan, and Renton Mayor Denis Law.

attending for 12 years and it is by far the most important conference I attend; the ability to meet mayors and share best practices and concerns and learn how to face things, this meeting is invaluable.”

Throughout the session, newly elected mayors had an opportunity to describe their city’s initiatives such as advanced manufacturing, climate protection, LGBTQ rights, and veteran’s affairs.

Newly elected Laredo Mayor Pete Saenz discussed his city’s efforts to revitalize the downtown area and incentivize business opportunities by granting tax incentives. Los Banos Mayor Mike Villalta highlighted his city’s successful veteran’s day parade and also discussed strategies for dealing with the city’s water shortage and managed growth following the Great Recession.

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Renewal of Nation’s Surface Transportation Law Tops Agenda of Transportation and Communications Committee

By Kevin McCarty

Transportation and Communications Committee Chair Atlanta Mayor Kasim Reed convened his colleagues for a June 20 committee meeting during the Conference’s 83rd Annual Meeting in San Francisco where mayors renewed their call for Congressional action to reauthorize the federal surface transportation law.

Panel members approved 12 new resolutions and set aside three other proposed resolutions (although one urging the Federal Communications Commission to include high-speed Internet in its Lifeline Program was revised and subsequently adopted by the full membership June 22 during the Annual Business Meeting).

Adopted resolutions and mayoral discussion underscored the need for Congress to act on a long-term renewal of the nation’s surface transportation law, as a top concern among adopted statements calling for action on truck, rail, bicycle and pedestrian safety policies, investment in goods movement infrastructure, and other selected transportation and communications priorities.

Reed discussed the status of Congressional efforts to renew the surface transportation law, known as MAP-21, citing the efforts of Senate Environment and Public Works Committee Chair Jim Inhofe (OK) and Ranking Committee Member Barbara Boxer (CA) to advance bipartisan renewal legislation. Notably, he explained that the two Senators would soon be unveiling their bipartisan legislation, with funding provisions and other commitments to local decision-makers and local areas, such as increased funding allocations to metropolitan planning organizations (MPOs).

In talking about this renewal effort, Reed further explained that both Chairman Inhofe and House Transportation and Committee Chair Bill Shuster (PA) have “strongly indicated their intentions to get a long-term transportation bill enacted this year.” During the session, one renewal resolution strongly urged Congress to adopt a long-term renewal bill with increased overall funding and additional funding commitments to local officials and local areas, and another praised President Barack Obama and his Administration leaders

for proposing the GROW AMERICA Act, including its strong funding commitments to public transit and highway infrastructure.

During the session, selected vice chairs reported on relevant activities of interest to the committee, with Madison Mayor Paul Soglin discussing the Mayors’ Bike

Summit he hosted May 13-15 in his city and the high level of mayoral engagement on a broad range of local bicycling issues. Minneapolis Mayor Betsy Hodges discussed the May 12 “Transportation Lobby Day” in Washington, DC, where

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Left to Right: USCM Transportation and Communications Committee Vice Chair Portland (OR) Charlie Hales, USCM Transportation and Communications Committee Chair Atlanta Mayor Kasim Reed, and USCM Public Transit Vice Chair Minneapolis Mayor Betsy Hodges.

Community Development and Housing Committee Commemorates HUD's 50th Anniversary

By Eugene T. Lowe

HUD's 50th Anniversary was recognized in a policy resolution adopted by the Community Development and Housing Committee, chaired by Newton Mayor Setti Warren during its meeting on June 20 in San Francisco.

Approving 11 resolutions submitted in a timely manner, the Committee also adopted one new resolution. Two speakers made presentations: Harriet Tregoning, Principal Deputy Assistant Secretary, Office of Community Development and Planning, U.S. Department of Housing and Urban Development, and Bob Annibale, Global Director, Citi Community Development.

Appearing before the Committee for the first time since her appointment a couple months ago, HUD Assistant Secretary Tregoning said that HUD will turn 50 years old this year, having started when President Lyndon Johnson created the Housing and Home Finance Agency which became HUD. She thanked all of the mayors who have "committed to the challenge to end veterans homelessness." Assistant Secretary Tregoning said that this commitment demonstrated "how mayors in partnership with the federal government can take a seemingly intractable problem no one has been able to solve and by breaking it down into parts take an impossible ambitious goal and actually achieve the outcome of eliminating veterans homelessness in 2015."

Assistant Secretary Tregoning also talked about HOME and the Community Development Block Grant (CDBG) programs. Both HOME and CDBG have been cut over the last several years, HOME by fifty percent and CDBG by twenty-five percent. In this year's appropriations, the House approved level funding for CDBG at \$3 billion but cut HOME from \$900 million to \$767 million. (A few days after Tregoning's remarks, the Senate Appropriations Committee cut HOME to \$66 million, and approved a slight cut to CDBG to \$2.9 billion). Assistant Secretary Tregoning asked the mayors to help HUD make a strong case for CDBG and HOME.

Bob Annibale, Global Director of Citi Community Development briefed the mayors on two new initiatives, FamilyAssetsCount.org and Cities for Citizenship. Both programs originated with cities and Citi Bank and many mayors are now participants. Family Assets Account is about income inequality. Mr. Annibale said: "the discussion around income inequality and wealth inequality is going on in the United States and Europe."

Family Assets Count is a new approach to expanding financial security that combines cutting-edge data with tools for building coalitions that enable the creation of more effective partnerships with solutions to household financial vulnerability in America.

Cities for Citizenship is a national campaign led by mayors to increase citizenship among eligible legal permanent residents (LPRs). Several cities are members including Atlanta, Baltimore, Boston, Chattanooga, Chicago, Denver, Los Angeles, Nashville, New York, Milwaukee, Philadelphia, Pittsburgh, Seattle, Washington, San Francisco, Jersey City, San Jose, and Reading (PA).

Adopted Resolutions

- Supporting the Community Development Block Grant (CDBG) Program
- Supporting the HOME Investment Partnerships Program
- In Support of Expanding the Moving to Work Program
- Continuance of the Existing Moving to Work Program and Ability to Make Local Decisions

- In Support of the Administration's Efforts to End Veterans' Homelessness
- Resolution Urging the Sale of Severely Delinquent Mortgages to Non-Profits for Foreclosure Prevention and Affordable Housing Strategies
- Recognizing the Importance of the New Markets Tax Credit in Revitalizing Economically Distressed Neighborhoods and Communities
- Supporting Federal Healthy Homes and Lead Poisoning Prevention Programs

- Supporting the Reauthorization and Revision of the National Flood Insurance Program
- Support for the Green and Healthy Homes Initiative and Efforts to Produce Sustainable Green, Healthy and Safe Homes
- Celebrating HUD's 50th Anniversary
- In Support of EDA's CED's as the Federal Government Integrator for Economic Development Funding



Left to Right: Global Director, Citi Community Development Bob Annibale, HUD Principal Deputy Assistant Secretary Harriet Tregoning, Committee Chair Newton Mayor Setti Warren.

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Long-time member, but first-time attendee, Renton Mayor Denis Law touted his city's Boeing facility stating, "every Boeing 737 flying around the world made its maiden flight from Renton; this equates to thousands of family-wage jobs for many years to come."

Many active member mayors shared their experiences at the Conference of Mayors and encouraged new members to take full advantage of the benefits offered. Mooresville Mayor Miles Atkins noted that sometimes the benefits seem small, but are very impactful. After serving on the Conference of Mayors Advanced Manufacturing Task Force, Mayor Atkins said, "because of the connections I made on that task force, I was able to lead a team to the White House and participate in a discussion with the Administration on the successes and opportunities of advancing an internationally prominent manufacturing ecosystem."

Wahler concluded the meeting by thanking participants and encouraging everyone to take part in as many of the offered sessions as possible, stating "As

you know, cities have the advantage of acting quicker than state governments, mayors have to react fast, but on the flip side when the economy is not good, cities are the first ones to feel it. There is great value to this organization, please take advantage of all the tools offered here – the opportunity to come here and share best practices, learn, and see what other cities have done, please take full advantage."

TRANSPORTATION

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she joined with other Conference leaders and member mayors on Capitol Hill to press Congressional leaders for action on legislation on a long-term surface transportation bill.

Chicago Mayor Rahm Emanuel joined the committee to urge support for improved safety and preparedness efforts in light of the substantial growth in crude oil shipments by rail. He talked about how his city and others have worked with the railroads to improve the flow of emergency response information, especially the development of a specialized App allowing emergency responders to access real-time information on hazardous cargo on board trains

involved in accidents.

Cities 3.0 Innovations in the Transportation Sector

At the end of the session, panel members heard from private sector leaders on various technological innovations that are changing how transportation services are being delivered in cities and other local areas.

Trafficware CEO Jon Newhard, the Sugar Land, Texas-based transportation technology company, discussed how his company is offering innovative traffic solutions using sensors and advanced software to manage traffic lights and other facilities to improve traffic flow and increase highway and street performance and capacity. In his presentation, Newhard shared slides and video clips showing how his company's systems were being deployed in local areas to increase transportation system performance and improve public safety, including enhanced police and other emergency response.

It was also noted that their traffic solutions have been deployed with local resources

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Solar, Nuclear Energy top Energy Committee Agenda

By Debra DeHaney-Howard

Gresham Mayor Shane Bemis led members of the Conference's Energy Committee through several policy debates on issues ranging from new policies calling for a national comprehensive energy policy to the development and deployment of solar energy systems to the development of local climate and resiliency action plans.

The Energy Committee, which is chaired by Bemis, met June 19 to consider nine proposed policy statements, recommending all nine policy statements to the full membership for consideration at its June 22 business meeting. The full membership approved the panel's recommendations.

The Committee continued its call for reauthorization of the Energy Efficiency and Conservation Block Grant (EECBG) program, an initiative that was authorized under the Energy Independence and Security Act of 2007 (EISA) and funded in the American Recovery and Reinvestment Act of 2009, to support local efforts to reduce energy use and develop renewable energy resources.

Las Vegas Mayor Carolyn Goodman sponsored a resolution that calls on the Energy Department to focus on the safe treatment and storage of radioactive waste on-site where it's appropriate to mitigate health and environmental risks of transporting low, high, and mixed-level waste to off-site treatment facilities. It also encourages the Conference membership to be knowledgeable about the Energy Department's planned routes, quantities, and timing to ship radioactive waste. The Committee passed the resolution unanimously.

The Committee also approved a statement that calls upon Congress and the Administration to promote the widespread adoption of electric vehicles in the United States by appropriating significant funding for research and development supporting electric drive vehicles and electric vehicle supply equipment, as well as the deployment of electric charging infrastructure in communities throughout the country.

A policy statement offered by Elizabeth Mayor Chris Bollwage and Piscataway Mayor Brian Wahler calling for the federal government to devote significant financial resources to local government energy assurance efforts in the coming fiscal year, while working with Mayors to establish new energy assurance planning initiatives that result in improved safety, increased resiliency and economic competitiveness at the local government level, was also approved.

Following the policy debate, Paul Lanning, Vice President for Energy and Sustainability at BLUEFIN, LLC and Robin Parker, Senior Manager for SunEdison briefed panel

members on the latest developments in solar energy.

Lanning told participants that BLUEFIN has worked with cities in establishing roof asset management programs that turn roofs into viable solar-ready assets. Lanning said, "Municipal property represents a 5,000-megawatt solar opportunity. Rooftop solar makes a lot of sense, but it's tricky on commercial roof types. The solution is combining roof management with building energy management."

Lanning described the District of Columbia's roof asset management program, noting that 400 facilities with 11m square feet of roof surface participated in the program.

Lanning said, "The District's SmartRoof program is a replicable model for converting city roof liabilities into renewable energy assets. City buildings are really an

excellent opportunity for solar because they not only reduce energy costs, but also drive local economic development and local businesses."

"SunEdison is committed to helping communities take charge of their energy future, whether it is in rural villages in India or cities like New Bedford, Fremont, Gresham, or Rifle, here in the U.S.," said Robin Parker during his discussion on renewable energy solutions for cities.

SunEdison is a global leader in renewable energy solutions with 900 solar plants in the U.S. and more than 2,000 under construction. Parker briefed participants on the municipal solar projects SunEdison has developed, including those in Gresham, New Bedford and Fremont, noting Gresham's wastewater treatment plant solar array, which is expected to generate seven percent of the treatment

plant's annual electricity, New Bedford's 5,000-solar panel project that covering ten acres of land and provides power to more than 220 homes with a projected savings of \$2.7 million in utility bills, and Fremont's mixed ground, roof and canopy solar systems, which will be developed across 37 sites, removing more than 1800 tons of CO2 each year once fully developed.

"We believe cities can take control of their energy future by generating clean, renewable solar energy. There are several different ways cities have gotten involved with solar – a standard power purchase agreement, a community solar garden, or virtual net metering. There are a number of different structures that we've helped municipalities utilize to help save them money," said Parker.

Adopted Resolutions

- Supporting Reauthorization/Full and Dedicated Funding of the Energy

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ing the Earned Income Tax Credit and the creation of a Children's Savings Account that encourages families to start saving early for education and college.

Dayton Mayor Nan Whaley told the group that she was sponsoring a resolution that would support both initiatives; the resolution was adopted by the Conference.

American Express Director of Enterprise Growth, Strategy, and Business Development, Shahar Ziv, talked to the mayors about the perils of predatory lending and how the documentary "Spent: Looking for Change" was being used by cities and communities to discuss how families can be trapped in the cycle of debt. He also reviewed the progress of a new financial education curriculum being developed and piloted in Clarksdale Municipal School District, which the Council will follow and distribute upon completion.

Underserved Communities

Cynthia Stewart, Vice President of the International Association of Shopping Centers, announced plans for a new initiative within ICSC to help developers invest in underserved communities. Stewart told the mayors that

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Energy Committee Chair Gresham Mayor Shane Bemis (center) leads debate on policy resolutions while Energy Committee Vice Chairs Left to Right: New Bedford Mayor Jon Mitchell and Denton Mayor Chris Watts review policy recommendations.



Left to Right: Paul Lanning, Vice President, BLUEFIN LLC; Ty Stranger-Thorsen, Vice President, BLUEFIN, LLC; Alex Drake, Distributed Generation Sales Coordinator, SunEdison; Energy Committee Vice Chair Denton Mayor Chris Watts; Pete Giese, Sales Director, SunEdison; Energy Committee Chair Gresham Mayor Shane Bemis; Energy Committee Vice Chair New Bedford Mayor Jon Mitchell; Robin Parker, Senior Manager, SunEdison.

Perez Touts Upskilling

By Kathy Wiggins

Mayors need to be part of a national movement around skills, according to U.S. Department of Labor Secretary Tom Perez. At a meeting of the Jobs, Education and the Workforce Standing Committee during the 83rd Annual Conference of Mayors in San Francisco, Perez described President Obama's vision for where the country needs to go on workforce development and praised mayors for being on that journey with him.

"You are the first line, sometimes the only line, of defense for vulnerable people in your communities," said Perez. "Our biggest challenge is finding skilled workers. Outsourcing is passé. Insourcing is where it's at. Boeing and smaller companies and everywhere in between are now bringing their operations and jobs back home."

With 5.4 million open jobs in the United States, the demand needs are "exciting" according to Perez. "I recently saw a program helping folks with challenges punch their ticket to the middle class. We need to contextualize these programs more broadly. We need to scale it. Build a movement."

He charged the mayors to build a skills superhighway; convene all the workforce



Left to Right: Jobs Committee Chair West Sacramento Mayor Christopher Cabaldon, Department of Labor Secretary Tom Perez, San Francisco City and County Treasurer Jose Cisneros.

stakeholders in their communities; and build on-ramps for apprenticeships. "Over half of the 5.4 million jobs available are in IT," said Perez. Touting the Obama Administration's TechHire Initiative, Perez sees real opportunities everywhere. "We have woeful numbers of Latinos in STEM fields. You need to think about a skills superhighway and redesign K-12 education. The ROI on early childhood education is proven. 6-year high school is an opportunity to marry these ideas. PTech in Brooklyn modeled a partnership with industry. IBM is the partner. This is NOT a magnet school," said Perez. "Everyone

has an opportunity. The model is totally scalable and IBM will give you the curriculum."

Citing the Workforce Innovation and Opportunity Act (WIOA) as the blueprint for a skills superhighway, Perez told the mayors the country no longer "trains and prays, rather, 'we train to place.'" There are on-ramps and off-ramps for people coming out of prison. Veteran's unemployment and homelessness remain an area that needs fortifying; with the Americans with Disabilities Act (ADA) celebrating its 25th Anniversary soon, the biggest piece

of unfinished business remains the labor piece. "Folks with disabilities want to be working taxpayers," said Perez. "Forty percent of the workers in Walgreen's warehouses are folks with disabilities. We need a dramatic infusion of resources in this area. We have the blueprint now. We know what works, and the best way to scale up is to build a movement."

In closing, Perez recommended mayors take a hard look at their federal training dollars. "Transportation dollars provide an incredible opportunity for apprenticeship training," he said.

The committee meeting ended with a presentation by Jose Cisneros, Treasurer for the City and County of San Francisco, on the Kindergarten to College Program which automatically gives every child entering kindergarten in the city's public schools a College Savings Account containing a \$50 deposit. Families can then add to the accounts, and those funds are matched (up to \$100) through private donations. The program recently reached the milestone of \$1M in deposits by participating families.

Adopted Resolutions

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Credit Conditions Outlook, the 2020 Census and Minority Business Development Focus of Metro Economies Committee Meeting

By Larry Jones

As Chairman of the Metro Economies Standing Committee, Albuquerque Mayor Richard Berry welcomed mayors to the committee's June 19 meeting in San Francisco during the 83rd Annual Meeting of The U. S. Conference of Mayors. Mayor Berry introduced several speakers who spoke about critical issues facing local governments including: credit conditions outlook for state and local governments; preparing for the 2020 Census, and assisting communities with minority business development.

Credit Conditions Outlook

Kicking off the discussion, Mayor Berry reminded mayors of the importance of keeping a good credit rating, which he said translates into lower borrowing costs that eventually saves taxpayers huge amounts, particularly on large infrastructure projects. Speaking to mayors about the credit conditions outlook for state and local governments, Gabe Petek, Managing Director of U.S. Public Finance Ratings at Standard and Poor's, told mayors that through the end of 2014 there was a "noticeable divergence between municipal and cor-

porate sector ratings." He explained that 45 percent of all municipal ratings are in the AA or AAA rating level compared to 56 percent of private companies that are in the BB or lower rating levels. Further he said this should not be interpreted to mean all is good in the municipal sector. Distress does occur in the municipal sector but when it happens, Petek said it has economic origins.

"Presently, we view the credit conditions outlook as Adequate-to-Favorable" he said. It is Adequate because Standard and Poor's economist is calling for economic growth, although at a subdued pace — 2.4 percent real GDP growth for all 2015. "Bearing in mind that the U.S. has not achieved real GDP growth of 3.0 percent since 2005, it's not surprising that tax revenues for most state and local governments have been sluggish," he said. Credit conditions are Favorable largely because of the way state and local governments responded on the management side. How did they respond? By reducing spending, which is best illustrated by considerable cuts in personnel costs. He explained, "From July 2008 through July 2013, local governments shed 601,000 pay-

rolls. As of this past May, they had only restored 111,000 or 18 percent of them. Contrast this with the U.S. economy overall, which lost 8.7 million jobs and as of May 2014, the economy had restored all of them."

Census 2020

United States Census Bureau Regional Director James Christy told mayors that the key objective for the 2020 Census is to use technology and improved effi-

ciency to reduce costs without compromising quality. He said the Census Bureau is in the process of identifying major cost drivers of the 2010 Census, and developing new, innovative methodologies to reengineer the operations. He cited four innovative areas and their potential for savings:

- Better Address Validation — \$1 billion in savings

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Chair of the Metro Economies Standing Committee Albuquerque Mayor Richard Berry (3rd from the left) is shown with speakers at the June 19 meeting Left to Right: Gabe Petek, Managing Director of U.S. Public Finance Ratings for Standard and Poors; Vice Chair of the Metro Economies Standing Committee Racine Mayor John Dickert; and James Christy, Director of the Los Angeles Office, U.S. Census Bureau.

Local Efforts Key to Countering Violent Extremism, Mayors Told

By Laura DeKoven Waxman

"We keep seeing instances of violent extremism across the country, including the shootings in Charleston this week," Senior Counsel in the Office of the Deputy Attorney General Brette Steele told the Criminal and Social Justice Committee during its June 19 meeting in San Francisco. Steele went on to discuss the Obama Administration's efforts to encourage comprehensive local efforts to prevent such acts of terror from occurring in the first place.

Steele briefed the mayors on the pilot efforts that the Administration initiated in Boston, Los Angeles, and Minneapolis-St. Paul one year ago. Those efforts brought together law enforcement, elected officials, religious groups and community leaders to develop comprehensive approaches aimed at engaging potential extremists at the earliest stages of alienation. Delegations from the three areas took part in an international White House summit in February that focused on three themes:

- A people-based approach which focuses on individuals and groups;
- An interdisciplinary approach which brings together social service providers, educators, subject-matter experts, among others; and
- An international approach through which the State Department is hosting regional international summits around the world.

Steele said that in September the Administration will launch a Strong Cities Initiative to connect mayors and other community leaders from around the world to encourage the development of local strategies for countering violent extremism and create a network of cities that will share information with one another.

Houston Mayor and Committee Chair Annise Parker commented that Muslim community leaders who identify an individual with whom they have concerns may not know where to go for help and may be more comfortable connecting with local law enforcement than the FBI. She also pointed out that not all potential terrorists are foreign-born, and mentioned White Supremacists, such as the individual responsible for the shootings in Charleston, Sovereign Citizens, and eco-terrorists.

Boston Police Commissioner William Evans mentioned that the Islamic Society is located across the street from police headquarters and has been helpful in calming tensions between the Muslim community and the police.

FirstNet Update

Parker briefed the Committee on efforts underway at FirstNet (the First Responder Network Authority), which is responsible for the development of the first nationwide, high-speed, broadband network dedicated to public safety. Commerce Secretary Penny Pritzker appointed Parker to the FirstNet Board of Directors in September of 2014.

Parker said that FirstNet's two top priorities are the development of an acquisition strategy to help FirstNet identify a partner or partners to facilitate the deployment of the network and continuation of the consultation process to make sure that first responders' and other stakeholders' needs are taken into consideration as the network is built. The consultation process operates through the states, and Parker encouraged the mayors to be in touch with their state points of contact (POC) to make sure their local needs are taken into account as the network is deployed.

Parker told the mayors that advising FirstNet on a wide range of topics is the Public Safety Advisory Council (PSAC), which is composed of about 40 public safety associations, including the Conference of Mayors. She mentioned that the Conference's representative is Houston's information technology official Tom Sorley, who serves as Vice Chair for local governments.

At the start of the meeting, Committee Vice Chair and Gary Mayor Karen Freeman-Wilson recognized Parker, who will leave office at the end of the year, for her outstanding leadership of the Committee and service to the Conference of Mayors.

The Committee reported out 17 resolutions covering a wide range of issues. Among them was one new resolution presented to the Committee during its meeting which calls on Congress to reauthorize the EB-5 Immigrant Investor Program through legislation which includes additional visas, maintenance of the ability to deliver job-creating capital to urban areas, permanent authorization of the Regional Center Program, and streamlined approvals for all applications.

Following are the 17 Criminal and Social Justice resolutions that were adopted by the Conference June 22 during the Business Session:

- In Support of Recommendations to Strengthen Police-Community Relations
- Body-Worn Cameras
- In Support of The My Brother's Keeper Initiative
- My Brother's Keeper



Before the Criminal and Social Justice Committee meeting, Left to Right: Des Moines Mayor Frank Cownie, Senior Counsel in the Office of the Deputy Attorney General Brette Steele, Houston Mayor Annise Parker, and Gary Mayor Karen Freeman-Wilson.

- Supporting Federal Fair Chance Hiring
- Resolution Supporting Common Sense Gun Laws that Protect Victims of Domestic Violence and Opposing Firearms Legislation that Threatens Public Safety
- Combating Commercial Sexual Exploitation Through Comprehensive Demand Enforcement And Prevention
- Reforming Federal Civil Asset Forfeiture
- Combatting Violent Extremism in the United States
- In Support of FEMA Grants for Firefighters
- Supporting the Reauthorization and Revision of The National Flood Insurance Program
- Aligning Federal Policy On Floodplain Management, Climate Change, And Sustainable Communities
- To Commemorate the 25th Anniversary of the Americans with Disabilities Act
- A Resolution Supporting House of Representatives Bill 241, Amending the Americans with Disabilities Act of 1990 to Establish Condition Precedents to Civil Action
- Supporting the White House Task Force on New Americans Recommendations
- Citizenship Now

- Immigrant Heritage Month 2015
- EB-5 Immigrant Investor Program.

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her membership had growing interest in such investment and had directed the organization to develop tools for encouraging it. In that vein, ICSC is developing an online capability for cities to list abandoned, vacant or underutilized properties where re-investment is needed. "We believe this will be a powerful tool in helping our members see where investment opportunities lie," she said.

Jean Horstman, CEO of Interise, described for the mayors a small business boot camp initiative that organizes smaller businesses in a city to go through an MBA-type program with other small businesses, learning how to grow through procurement, better management, and more extensive networks. The program focuses on economic development by working with a city's existing businesses as opposed to focusing entirely on attracting new businesses or startups.

Alejandra Castillo of the Minority Business Development Agency within the U.S. Department of Commerce reviewed for the mayors the variety of programs available to them in assisting minority businesses within their communities.

Innovations in Arts and Parks Focus of Mayors' Discussions

By Tom McClimon

The Tourism, Arts, Parks, Entertainment and Sports Committee, chaired by Vice Chairs, Pembroke Pines Mayor Frank Ortis and John Creeks Mayor Michael Bodker, had the opportunity to hear from some leading experts on ways to expand arts and parks in their cities.

Susanne Seitinger, Senior Technologist for Philips Lighting Systems, explained how mayors can turn to state-of-the-art technology in lighting to enhance the livability and attractiveness of their cities. Examples include the San Francisco Bay Bridge Lights project, Regions Field in Birmingham, Big Four Bridge in Louisville, and the Little Rock Bridges in Little Rock. The full report can be accessed at: www.philips.com/lightforpublicspace.

Rochester Hills Mayor Bryan Barnett led a discussion on ways cities can use innovative practices to fund and support local parks. The mayor began the discussion by giving an example of how he was able to gain local support for a major park project in his city by mapping out a strategy early on and getting the public behind it.

Nina Ozlu Tunceli, Chief Counsel for Americans for the Arts, presented the lat-

est Creative Industries report, which outlines the economic importance of the arts in the United States. Nationally, there are over 700,000 businesses that are involved in the creation or distribution of the arts, and they employ over 2.9 million people. A full copy of the report can be obtained at: AmericansForTheArts.org/CreativeIndustries.

Karen Snesko, Senior Advisor to the Milan Expo for the U.S. State Department gave an update on the 2015 Milan Expo with its theme, "Feeding the Planet, Energy for Life." The USA Pavilion – American Food 2.0: United to Feed the Planet showcases American industry and products in the contexts of sustainability, nutrition, health, technology and innovation.

Adopted Resolutions

- Play Ball
- Smithsonian National Museum of African American History and Culture
- In Recognition of the National Parks Service Centennial
- Transforming America's Communities

Through the Arts

- America's Creative Industries
- Local Arts Agency Census
- Encouraging business Partnerships with the Arts
- Federal Arts Funding
- Celebrating National Arts in Education Week
- National Arts and Humanities Month
- The Land and Water Conservation Fund and Urban Parks
- Creating Healthy Pet Communities



Left to Right: John Creeks Mayor Michael Bodker, US State Department official Kara Snesko, Americans for the Arts Nina Ozlu Tunceli, Pembroke Pines Mayor Frank Ortis, Philips Lighting Systems Senior Technologist Susanne Seitinger, and Rochester Hills Mayor Bryan Barnett.

ENVIRONMENT

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- Aligning Federal Policy on Floodplain Management, Climate Change, and Sustainable Communities
- Supporting the Reauthorization And Revision of the National Flood Insurance Program
- In Support of Municipal Zero Waster Priciples and a Hierarchy of Materials Management.
- Supporting the Reinstatement of the Superfund Tax
- Supporting the Implementation of Climate Education in High Schools Across The United States
- Supporting Reauthorization/Full And Dedicated Funding of the Energy Efficiency and Conservation Block Grants
- 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
- Supporting Cities in the Development of Local Climate Action Plans

- Resolution in Support of Climate Resilience
- Commending the State, Local, and Tribal Leaders Task Force on Climate Preparedness and Resilience

DRUG CZAR

from page 44

External Affairs for more information.

The following resolutions were considered, discussed, approved and forwarded by the Standing Committee to the full body of the USCM for consideration and adoption:

- Combating Maternal and Infant Mortality in the 21st Century
- Equity in Medical Research Resolution
- In Support of the James Zadroga 9/11 Health and Compensation Reauthorization Act
- Blessings in a Backpack Day
- Urging the Passage of a Child Nutrition Reauthorization That Supports Healthy Meal Opportunities For Infants, Children, and Teens
- Opposing the Efforts of the United States Congress to Cut the Supplemental Nutrition Assistance Program and Other Provisions within the 2014 Farm Bill

- Resolution to Increase Funding for the Low Income Home Energy Assistance Program (LIHEAP)
- Urging the Integration of the Dietary Guidelines Advisory Committee's Recommendations in the 2015 Dietary Guidelines for Americans
- Recognizing the Accomplishments of the Coalition of the Immokalee Workers and Calling for Awareness and Action to Address Issues Within the U.S. Farm Labor System.

PEREZ

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- Supporting College Success through Dual Enrollment
- Supporting Tuition-Free Community College Programs
- Support for the Adoption of Digital Badging Frameworks in Cities
- U.S. Conference of Mayors in Support of Establishing Statewide School Report Cards
- Increasing School Leader Effectiveness and Diversity
- Public Charter School Facilities Support
- In Support of a National Commitment

to Build Pathways to Tech Employment

- Supporting the Implementation of Climate Education in High Schools Across the United States Resolution
- Resolution for the U.S. Conference of Mayors "Summer Jobs for Youth"
- My Brother's Keeper
- Accelerating Women's Economic Empowerment
- Supporting the White House Task Force on New Americans Recommendations
- Support for Youthbuild
- Continuance of the Existing Moving to Work Program and Ability to Make Local Decisions
- Support Social Enterprise Businesses to Create Jobs and Training for People
- Facing Barriers to Work, therefore Benefiting Local Economies by Generating
- Taxpayer Savings and a Strong Return on Investment For Society
- Supporting Federal Fair Chance Hiring
- Celebrating National Arts in Education Week

Trade, Open Skies, and New U.S.-Cuba Policy Highlighted in International Affairs Committee

By Kay Scrimger

Committee Chair Alexandria (VA) Mayor William D. "Bill" Euille convened the Conference of Mayors' International Affairs Standing Committee on Saturday afternoon, June 20.

The committee considered resolutions on a variety of issues, including the sudden illegal arrest of the Mayor of Caracas, Venezuela; exports and 21st century trade agreements; allowing U.S. Somali communities to continue sending remittances to Somalia and the Horn of Africa; progress of nuclear disarmament talks; and an Economic Development Administration program that assists cities – the America's Competitiveness Exchange on Innovation and Entrepreneurship.

The committee focused on the resolution that supported expanding exports and 21st century trade agreements as well as granting Trade Promotion Authority (TPA) to the President to negotiate trade agreements with other nations. Trade agreements in the resolution were the Trans-Pacific Partnership (TPP) and the Trans-Atlantic Trade and Investment Partnership.

The resolution "Restoring a Level Playing Field Through Open Skies Policy" also sparked debate. After lively discussion, the resolution was amended and passed.

David A. Duckenfield, Deputy Assistant Secretary for Outreach, Bureau of Public Affairs, U.S. Department of State, briefed the committee on how the U.S.-

Cuba relationship has evolved since December 17, 2014 when the President announced his decision to restore full diplomatic relations with Cuba.

Duckenfield described the ongoing negotiations over reopening embassies in each nation's capital. He also noted that since the new U.S.-Cuba policy was announced, travel between the two nations has increased by 31 percent. Other results are that U.S. companies are analyzing needs in Cuba they might be able to meet.

For example, the telecom company, Newark NJ-based IDT Corporation, was well aware that in the past U.S. carriers had not been able to make direct calls to Cuba and had been forced to use a non-U.S. carrier for

the first connection. The President announced in December that, as part of the plan to renew diplomatic operations with Cuba, U.S. companies could sell personal communications equipment to Cuba and work on projects to improve its outdated Internet and telecom infrastructure. This made it possible for IDT and other companies to move forward on the goal of doing business in Cuba.

Duckenfield also pointed out that various states are sending delegations to Cuba to open up discussions. New York Governor Andrew Cuomo led a trade mission to Cuba in April 2015. Other governors, several from agricultural states, are also exploring possibilities on the island.

Following are the six resolutions passed



U.S. Department of State Deputy Assistant Secretary for Outreach in the Bureau of Public Affairs David A. Duckenfield, at left, and Alexandria, VA Mayor William D. Euille, International Affairs Committee Chair, speak briefly before the committee meeting.

by the International Affairs Standing Committee, all of which were adopted by the full Conference of Mayors during the June 22 business session.

- In Support of Expanding Exports and 21st Century Trade Agreements
- Supporting the Expansion of the America's Competitiveness Exchange on Innovation and Entrepreneurship
- Calling for Effective Implementation of the Nuclear Non-Proliferation Treaty Disarmament Obligation and Redirection of Nuclear Weapons Spending to Meet the Needs of Cities
- Condemning the Illegal Arrest of Antonio Ledezma, Mayor of the City of Caracas, Venezuela; Urging President Barack Obama and His Administration to Demand the Immediate Release of Mayor Ledezma and Other Political Prisoners; Calling on the U.S. Permanent Mission to the Organization of American States to Call for an Urgent Meeting to Deliberate about the Continued and Escalating Abuses in Venezuela
- Restoring a Level Playing Field through Open Skies
- In Support of Somali Communities to Continue Remittances to Somalia and the Horn of Africa

TRANSPORTATION

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and other funds, including potentially federal resources with funding rules that favor signal improvements, specifically signal preemption systems, to improve public transit and emergency services. Trafficware's representative joined the committee session as a new member of the Mayors' Business Council.

Also joining the session for brief presentations were Mathew Cole, Executive Vice President/Deputy, Strategy & Business Development, Cubic Transportation Systems, Inc. and Jennifer Haroon, Head of Business for Self-Driving Cars at Google[x] who described how their firms are bringing new technology-based solutions to address longstanding transportation challenges.

Adopted Resolutions

- Resolution In Support of Local Communities to Determine the Best Use

of Public Educational and Government (PEG) Support for PEG Purposes

- Protecting Local Governments Right for Fair Compensation for Use of Rights of Way
- In Support of Municipal Broadband
- Keeping Communities Safe Through Comprehensive Actions to Improve Rail Safety
- Calling for Additional Federal Safety Measures Affecting Commercial Trucking
- In Support of Surface Transportation Board Reform and Reauthorization
- Increase Federal Surface Transportation Infrastructure Investment
- In Support of a Long-Term Transportation Reauthorization
- Support for Increased Investment in

Goods Movement Infrastructure

- Supporting the Goals of 'Vision Zero'
- Supporting Community Involvement in the Federal Aviation Administration RNAV Flight Routing Changes
- Supporting America Fast Forward Transportation Bonds

ENERGY

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- Efficiency and Conservation Block Grants
- Electric Vehicles
- In Support of Increasing Federal Assistance for Local
- Government Energy Assurance and Energy Security Efforts
- 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
- Supporting the Development of Solar Energy
- Comprehensive Energy Policy
- Supporting Cities in the Development of Local Climate Action Plans
- In Support of Climate Resilience
- Commending the State, Local, and Tribal Leaders Task Force on Climate
- Preparedness and Resilience

The United States Conference of Mayors Honors Outgoing Leadership Mayors



Left to Right: USCM CEO and Executive Director Tom Cochran, 2nd Vice President Oklahoma City Mayor Mick Cornett, Vice President Baltimore Mayor Stephanie Rawlings-Blake, Past President and former Akron Mayor Don Plusquellic, Past President Burnsville Mayor Elizabeth Kautz, and President Sacramento Mayor Kevin Johnson. Plusquellic was sworn in as Mayor in 1987. He served as USCM President from 2004-2005 and it was due to his leadership that the Community Development Block Grant program was maintained after a Presidential threat of elimination.



Left to Right: USCM CEO and Executive Director Tom Cochran, Past President Philadelphia Mayor Michael A. Nutter, President Sacramento Mayor Kevin Johnson, Vice President Baltimore Mayor Stephanie Rawlings-Blake, and 2nd Vice President Oklahoma City Mayor Mick Cornett. Mayor Nutter was elected in 2007 and will complete his 2nd term as mayor at the end of this year. As President of the Conference of Mayors from 2012-2013, Mayor Nutter led campaigns against sequestration, promoting infrastructure investment, and protecting municipal bonds.



Left to Right: USCM CEO and Executive Director Tom Cochran, 2nd Vice President Oklahoma City Mayor Mick Cornett, Vice President Baltimore Mayor Stephanie Rawlings-Blake, Columbus Mayor Michael Coleman, and President Sacramento Mayor Kevin Johnson. Mayor Coleman has been an active member of USCM since he was first elected in 1999. He served the Conference of Mayors as Chair of the Council for Metro Economies and served as past Chair of the Community Development and Housing Committee.



Left to Right: USCM CEO and Executive Director Tom Cochran, 2nd Vice President Oklahoma City Mayor Mick Cornett, Vice President Baltimore Mayor Stephanie Rawlings-Blake, Jacksonville Mayor Alvin Brown, President Sacramento Mayor Kevin Johnson. First elected in 2011, Brown served as the first Chair of the Conference's Mayors Ports and Exports Task Force, which led to a major push to successfully reform the Harbor Maintenance Trust Fund in the last reauthorization of the Water Resources Act.



Left to Right: USCM CEO and Executive Director Tom Cochran, Vice President Baltimore Mayor Stephanie Rawlings-Blake, Indianapolis Mayor Greg Ballard, President Sacramento Mayor Kevin Johnson, 2nd Vice President Oklahoma City Mayor Mick Cornett. Mayor Ballard, a USCM Trustee, was first elected in 2007. Within the Conference of Mayors, he established the Mayors Professional Sports Alliance and helped achieve great success as a long-time Co-Chair of the Mayors Water Council.



Left to Right: USCM CEO and Executive Director Tom Cochran, President Sacramento Mayor Kevin Johnson, former Monrovia Mayor Mary Ann Lutz, Vice President Baltimore Mayor Stephanie Rawlings-Blake. Lutz was first elected in 2009 and was an active member of the Conference, serving as an Advisory Board member, Chair of the Women Mayors, and Vice Chair of the Energy Committee. Lutz was also an energetic member of the Membership Committee, especially on member recruitment and served as a strong mentor to new mayors.

Workforce Experts Lead Cities into 21st Century Job Training

By Megan Cardiff

On Friday, June 19, and Saturday, June 20, The U.S. Conference of Mayors Workforce Development Council (WDC) members met to discuss upcoming Workforce Innovation and Opportunity Act (WIOA) implementation and hear presentations on job training initiatives, youth employment opportunities, and closing the skills gap.

Senior Expert and Director of Generation USA for McKinsey Social Initiative, Martha LaBoissiere addressed the Council on how the McKinsey Social Initiative is helping youth employment and closing the skills gap. Generation, the first program of the McKinsey Social Initiative works to close the skills gap through accelerated learning, placing disconnected young adults in jobs, and giving them the skills and support needed to gain professional and personal success.

"The dual mission of the program is to develop a model that can be scaled and demonstrate there is a return on investment on training opportunity youth anywhere in the world and that it is valuable to employers, individuals and society at-large," said LaBoissiere.

Robert Sainz, Assistant General Manager for the City of Los Angeles Economic and Workforce Development Department and Selena Barajas-Ledesma, Coordinator for the Los Angeles Unified School District City Partnership-Youth Source System next presented on assisting opportunity youth in cities. They spoke on Los Angeles' Youth Opportunity Program, which is now a city-wide system that has embedded school personnel and direct and immediate access to records. There are many system partners that work together

to put kids to work and create new career pathways for youth.

Department of Labor Regional Administrator Virginia Hamilton provided the keynote address on upcoming WIOA implementation and other key priorities for the Department in the upcoming months. "This is the first time that the U.S. has a national skills policy. WIOA is a good piece of legislation that will provide the workforce development system with a platform to do even better," said Hamilton. "We need to all do as best we can in this next year to make the system proud." With regulations coming out after implementation, Hamilton assured that in upcoming weeks the Department will issue operating guidance and will try to focus on the technical assistance that will be needed.

Jim McKelvey, Co-Founder and Director of LaunchCode and Square, talked about what LaunchCode is doing to bridge the tech-talent gap. Started in St. Louis in 2013, LaunchCode aims to break the cycle of unemployment by equipping whole communities with the necessary skills to fill the deficit in tech talent. The program uses curriculum hosted by Harvard University, which is open to anyone and provides on-site experts to address the shared needs of students. "LaunchCode addresses job placement and creates career pathways for thousands of people," said McKelvey.

"A flexible and dynamic workforce development system is a key institutional factor in the success of human capital development," said Todd Greene, Vice President for Community and Economic Development at the Federal Reserve Bank of Atlanta. Mr. Greene spoke to

the Council on ways the Federal Reserve and USCM WDC can better collaborate on local and regional efforts to further focus on addressing workforce development challenges.

BankWork\$ National Partner Liason, Ranko Fukuda, spoke to members about training individuals for high-demand jobs in the banking and financial services industry and placing them into open positions at local banks. The effort is designed to provide qualified entry-level trained positions in accordance with business partners' needs and includes ongoing coaching and mentoring post graduation from the program. "The BankWork\$ program was developed to open a door for adults from low-income and minority communities to help them find and succeed in well-paying jobs

that can lead to a lasting career," Ranko said of the program.

The Council also heard several Peer-to-Peer Best Practice presentations on what is happening in cities across the nation to improve the workforce development system. Pacific Gateway WIB Executive Director Nick Schultz discussed Long Beach's partnership with Bluedrop Learning Networks to build technology infrastructure that enables staff to more effectively right-skill job seekers for opportunities in the labor market and to serve employers in new ways. Todd Rufo, Director of the San Francisco Office of Economic and Workforce Development presented on what his city is doing to better connect economic development and workforce development.



Left to Right: WDC President Rick Beasley, Executive Director of CareerSource South Florida; WDC Vice President Andrew McGough, Executive Director of Worksystems, Inc.; Department of Labor Region 6 Regional Administrator Virginia Hamilton; and WDC Second Vice President Steve Partridge, CEO of Charlotte Works.

National Conference of Democratic Mayors



National Conference of Democratic Mayors President Houston Mayor Annise Parker shown chairing at the organization's June 21 meeting while other officers look on including: Left to Right: Vice President Los Angeles Mayor Eric Garcetti, Treasurer/National Finance Chair Newton Mayor Setti Warren, Vice President Tocomo Mayor Marilyn Strickland, Secretary Hartford Mayor Pedro Segarra, Vice President West Sacramento Mayor Christopher Cabaldon, and Regional Chair Racine Mayor John Dickert.

Community Leaders of America: Republican Mayors



CLA Chairman Albuquerque Mayor Richard J. Berry welcomes Republican mayors to a reception held during the 83rd Annual Conference of Mayors

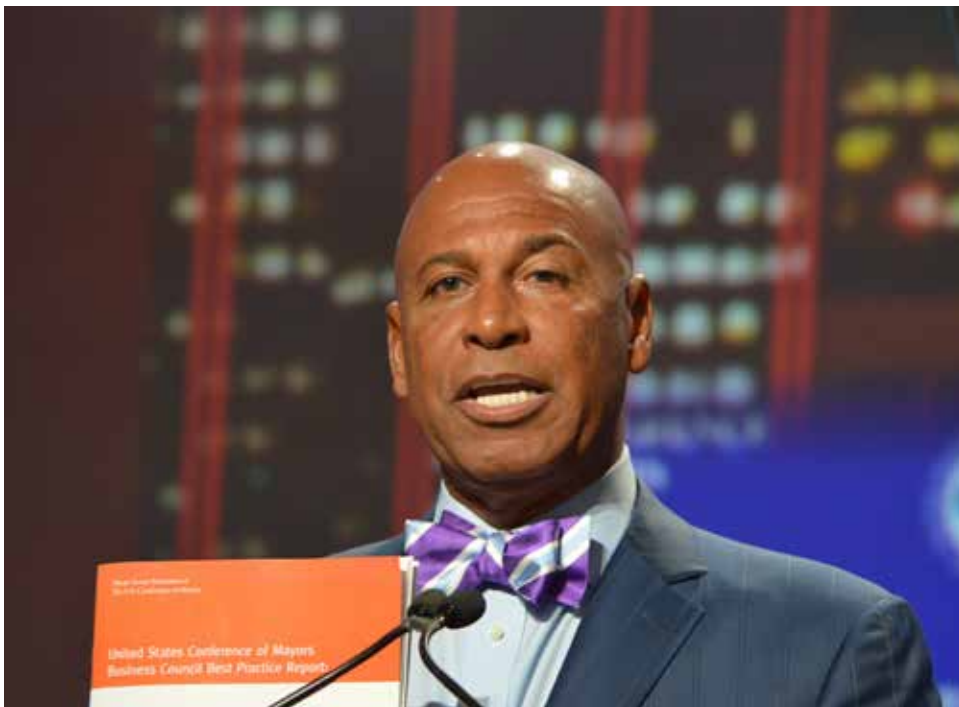
Mayors Business Council Breakfast



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



USCM CEO & Executive Director Tom Cochran announces the release of Mayors and Businesses Driving Economic Growth Report.



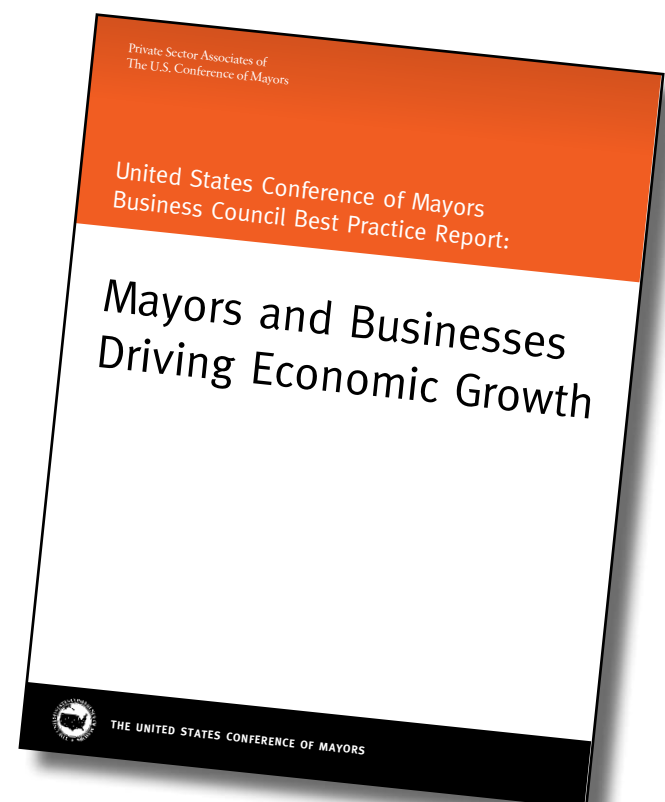
Business Council Steering Committee Co-Chair CapSpan Director of Urban Development & Governmental Affairs Doug Palmer



Sponsor Uber Technologies, Inc. Director of UberMILITARY Todd Bowers addresses mayors at Plenary Breakfast.



Outgoing Business Council Steering Committee Co-Chair Walgreens National Director of Local Government Affairs Donovan Pepper



Food Policy Task Force Talks Transitional Use Zoning for Urban Ag, Improving Farm Worker Rights

By Jubi Headley

The 2015 meeting of the Food Policy Task Force, led by Task Force Chair and Madison Mayor Paul Soglin, featured a presentation on transitional-use zoning as a tool to encourage urban agriculture, and a film on the landmark efforts of a group of farm workers in Florida to obtain a fair wage and improve working conditions.

West Sacramento Mayor Christopher Cabaldon presented on his city's initiative to convert vacant and abandoned properties that aren't immediate redevelopment candidates for redevelopment into productive urban farmland. In collaboration with the Center for Land-Based Learning, the city leases such properties for a nominal fee to budding farmers to grow a variety of fresh produce.

While initially conceived as an effort to reduce crime and blight in neighborhoods, the benefits of the project go well beyond this. First, Mayor Cabaldon says, converting these properties to urban farmland changes the public perception of them and positions them in the minds of local and regional investors as developable. The initiative also has direct impacts on the food environment in West Sacramento – by increasing the availability of fresh produce, the initiative strengthens demand for local food by both residents and institutions. Furthermore, because many of these properties are located in food deserts, converting them to urban farming purposes brings fresh produce within reach of residents who previously didn't have such access. The initiative also serves as a pathway to farm careers for interested individuals.

Mayor Cabaldon provided some pointers cities looking to undertake similar projects. First, it's critical to stress the transitional nature of the effort from the

outset – the long-term goal for a city is to redevelop many or most of these properties for other types of productive and beneficial uses. Mayor Cabaldon also noted that in West Sacramento the initiative focused on city-owned and state-owned properties first – in other words, properties over which the city had or could easily obtain jurisdiction. Third, he stressed, it's important to identify parcels that don't need massive infrastructure investment, to keep costs low.

Finally, Mayor Cabaldon cautioned that while planning is an important function in general, sometimes it can be better to adopt a learn-by-doing strategy, approving one or two projects initially and making adjustments as needed. "We figured this isn't rocket science, so if we make mistakes along the way it won't be catastrophic," Mayor Cabaldon said. "If we'd gone through a long policy development process we'd have lost two years of practical experience." In fact, the initiative hasn't required major rezoning or planning policy changes; in most cases, working with the planning department to expand or refine the interpretation of existing statutes and regulations has been sufficient.

West Sacramento has even greater ambitions on the urban agriculture front. Mayor Cabaldon spoke of his idea for "grow-tels:" in West Sacramento there are a number of abandoned hourly-rate hotels and motels that were built decades ago when the freeway first came to West Sacramento. The idea would be to convert the huge parking lots that typically accompany these structures into farmland, and the structures themselves into farmer housing. The city is also working on developing an Urban Farm Marketing tool or app, and an Urban Farm Locator, which would match prospective urban farming

sites with farmers, or civic organizations representing farmers.

West Sacramento was recently recognized for its work in urban agriculture when it received a 2015 GRO1000 Gardens and Green Spaces Award, jointly presented USCM and ScottsMiracle-Gro. You can learn more about the award by visiting www.usmayors.org/gro1000.

Those in attendance also viewed an excerpt from Food Chains, a documentary film that chronicles the battle of a group of Florida tomato pickers to improve their working conditions by launching the Fair Food Program, a partnership between the tomato pickers, farmers and 13 large tomato buyers in the state. Damara Luce from the Coalition of Immokalee Workers, the tomato pickers' group whose struggle was chronicled in the film, noted that

the revelation for this group came when they realized that they needed to take their fight to the retailers, rather than the growers. By pursuing a market based solution – by demanding that buyers pay an extra penny per pound – the Fair Food Program has been able to raise wages and address the prevalence of sexual harassment in the field as well.

The Fair Food Program has received a Presidential Freedom Award, as well as a Clinton Foundation Award. To learn more about the Fair Food Program, visit the program website (www.fairfood-program.org). Mayors or cities interested in scheduling screenings of the film Food Chains (whose executive producers include actress and advocate Eva Longoria, and Fast Food Nation author Eric Schlosser) can contact Heidi Nel by email at Heidi@picturemotion.org.



Food Policy Task Force Chair and Madison Mayor Paul Soglin; Picture Motion Partner Heidi Nel; Damara Luce on behalf of the Coalition of Immokalee Workers; and West Sacramento Mayor Christopher L. Cabaldon.

KHAN

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to make strides in new directions each and every day because of the Language Localizing Program. With unlimited content and access, constant language barrier coups, and revolutionary tracking and configuring tools, Khan Academy continues to modernize and transform channels to a quality education. "It's not gonna happen overnight, but we can make education a lot like clean drinking water; a fundamental right."

PORTS

from page 10

Some in Congress see the Bank as an unnecessary function of the federal government and have held up the reauthorization process even though a strong majority in both the House and the Senate supports its continuation. If the Bank's reauthorization expires, it will continue to service its current portfolio, but will be unable to enter into new agreements.

The U.S. Conference of Mayors has strong policy in support of the Bank's reauthorization and has sent a letter of support to both House and Senate leaders.



Ballard Offers Hoosier Hospitality for 2016

By Mark Bode

At the Monday morning Plenary Session, Indianapolis Mayor Greg Ballard promised Hoosier Hospitality for the 84th Annual Conference of Mayors, which will take place in his city from June 17-20, 2016. Ballard touted the "burgeoning local food scene, thriving culture, world-class museums, and the world's largest urban state park" that are located steps away from the Conference hotel. Activities throughout the weekend will be staffed by some of the 75,000 hospitality professionals trained to greet the more than 26 million annual visitors to Indiana's capital. Accompanied by a video showcasing the vitality and walkability of the city, Ballard assured the mayors that Indianapolis is "ready to ensure a successful and productive conference for all." The June 17-20 Annual Meeting will be held at the JW Marriott in downtown Indy.



Indianapolis Mayor Greg Ballard describes the offerings of the 2016 Summer Meeting host city.



Mayors Focus on Reaching Every Child through Expanding Universal Pre-School and College Readiness

By Megan Cardiff

On Saturday, June 20, in his final meeting as Chair of The U.S. Conference of Mayors Educational Excellence Task Force, Denver Mayor Michael Hancock centered the discussion on the importance of college readiness and the necessity of universal pre-school in the nation's cities. Referencing the four key pillars of the Task Force, Mayor Hancock pointed out the need for increased access to high quality Early Childhood Education (ECE) and increased number of high performing seats, as well as ensuring students are on track to graduate and have access to and complete postsecondary pathways.

In his remarks, USCM President Sacramento Mayor Kevin Johnson discussed options for improving outcomes for students, stating "There's a disproportionate amount of young people, especially males, who are not graduating. Education should be non-partisan – we need to put kids first. Parents deserve choices so it's necessary we create options for young people as well as options for families. Investing in what works, replicating and expanding those best practices, is critical to cities."

Kansas City, Missouri Mayor Sly James of Kansas City, joined by Too Small To Fail Director Kara Dukakis, talked to fellow mayors about an innovative campaign in his city that aims to boost early learning and close the "word gap." Too Small To Fail is a joint initiative of the Clinton Foundation and Next Generation that helps parents and caregiv-

ers talk, read, and sing more with young children and engages businesses and community leaders to commit to closing the word gap. In Kansas City, Mayor James is leading a campaign to close the word gap by leveraging a range of community partners.

Jennifer Landrum, President and CEO of the Denver Preschool Program, spoke on the city's sales tax-funded initiative that extends preschool tuition support for all Denver four-year-olds with a tiered scale. The scale allows for low-income families and those whose children attend highly-rated preschools to receive more assistance and high-income families and those whose children attend lower-rated preschools get less. "A strong education system is important and beneficial for the entire community. The earlier we start, the likelier we will be able to close the achievement gap," stated Landrum.

Dr. Annmarie Kent-Willette, Education Commissioner for the City of Jacksonville, discussed the Learn to Earn Initiative, which is designed as an experimental college program that takes first generation college students and gives them a pathway to careers and college. The program partners with universities to immerse more than 500 high school students in a collegiate experience with a target of raising the high school graduation rate and increasing the number of Jacksonville residents with college diplomas.

"Education remains the single greatest tool to change the course of opportunity, but we still need to make changes. Partnerships with universities and colleges are an excellent way for mayors to use the expertise of academics to leverage city programs and initiatives

Mayor Rawlings noted the important work done by Mayor Hancock in establishing the Task Force's four pillars and on development of its online playbook, and he expressed his optimism and confidence in continuing this work.



Left to Right: Josiah Young, Executive Director of Stand Up; Jennifer Landrum, President and CEO of Denver Preschool Program; Kansas City (MO) Mayor Sly James; Denver Mayor Michael Hancock; Jacksonville Mayor Alvin Brown; Dallas Mayor Mike Rawlings; and Education Commissioner for the City of Jacksonville Annmarie Kent-Willette.

and you, as mayors, belong in this space of building bridges between high school and college completion," said Dr. Kent-Willette.

At the close of the meeting, Mayor Hancock announced that Dallas Mayor Mike Rawlings would be his successor as Chair of the Educational Excellence Task Force.



National Parks Service Announces ‘Find Your Park’

By Mark Bode

National Park Service Director Jonathan B. Jarvis stopped by the Monday Plenary Luncheon to deliver remarks on a new partnership between the NPS and the nation's cities. Jarvis acknowledged that parks play an integral role in cities across the country, as they "revitalize communities, preserve local history, celebrate local heritage, create close-to-home opportunities for children and families to connect to nature, be active, and have fun." The new partnership is titled "Find Your Park" and is intended to "connect with and connect the next generation of park visitors, supporters, and advocates." The new initiative is a key component of the National Park Service's upcoming

centennial in 2016. Director Jarvis invited the mayors to join the movement and encourage participation in park programs and activities.



National Parks Service Director Jonathan B. Jarvis addresses mayors at the Inaugural Luncheon.

Crisis Planning and Communications

By Kathryn Kretschmer- Weyland

The "Crisis Planning and Communications in the 21st Century" panel, moderated by Mayor Stephen Benjamin of Columbia, South Carolina, featured crisis experts from Global Strategy Group (www.globalstrategygroup.com) and Shipman & Goodwin LLP (www.shipmanandgoodwin.com) who have helped government officials, CEOs of Fortune 500 companies, and national foundations and nonprofits navigate a wide range of issues and crises, from impeachments to data breaches to widespread natural disasters.

The session included a discussion of the evolving world of communications, and the challenges that come with responding to crises that are no longer defined by 24-hour news cycles. In today's world, where social media waits for no one, how one responds in a crisis situation can make or break a career, an Administration, or an organization. The panel resulted in a lively discussion among attendees, many of whom have faced their own challenges dealing with crises, and the ensuing media coverage and criticisms.

Roy Occhiogrosso, Theresa Gilbert, and

Ross Garber offered eight key tips for successfully navigating a crisis situation:

Assemble the right team. In the eye of the storm, you shouldn't try to make the critical decisions on your own. Assemble a small team of people you trust and ensure you have someone who understands the substance of the issue, someone who can provide legal guidance, someone who understands the political landscape, and someone who is a communications expert and who understands traditional and non-traditional media. While there's often tension between legal counsel and communications experts, these panelists demonstrated the value in having a team that understands and appreciates each person's critical role.

Develop a plan. Ultimately, a crisis is all about response. While many corporations and organizations are able to establish a communications plan to accompany their operational crisis plan, elected officials need clear protocols for how they'll respond in a crisis, and defined roles and responsibilities for responding.



Left to Right: Columbia, SC Mayor Steve Benjamin, Ross Garber of Shipman and Goodwin, Theresa Gilbert, Director at Global Strategy Group and Roy Occhiogrosso, Managing Director at Global Strategy Group.

Properly assess the situation. Not every problem is a crisis, and you need to gauge the risk level and potential consequences so you can react accordingly. This includes assessing the legal risks and defining the goal for how you respond.

Move quickly and be decisive, without rushing to conclusions or providing misinformation. Too many public officials are

criticized for a delay in reacting, often times because they want to have all the information before they begin briefing the press or constituents. Don't be afraid to say, "I don't know" and follow-up as information becomes available. In addition to moving quickly, be visible where and when the crisis is happening, especially as it's unfolding. Constituents look to leaders to lead during crisis, and to provide a calming presence.

Have the right tone and demeanor, and understand the optics. Non-verbal communications are every bit as important as verbal communications.

Be as transparent as possible. There's a common narrative in media coverage about elected officials and government hiding information. When you release information proactively, you have a better chance of controlling the narrative.

Know when it's over. Every crisis comes to an end, but until it's over, communicate publicly. Be prepared for repeat coverage on anniversaries of major crises.



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etemple@usmayors.org

David Thompson Gives U.S. Communities Update

By Kathryn Kretschmer-Weyland

On June 22, 2015, in the city of San Francisco, California, David Thompson spoke briefly to a large group of United States mayors on the U.S. Communities national purchasing cooperative at their 83rd Annual Meeting. Thompson, who is responsible for maintaining national sponsor relationships for the program, was introduced by U.S. Conference of Mayor's President, Mayor Kevin Johnson during the Monday morning business session.

He began by thanking the U.S. Conference of Mayors for being one of the four national founders of U.S. Communities and for contributing to the shared vision that makes it the leading national purchasing cooperative for public entities. He expressed immense gratitude for the organization's continued efforts to show citizens that governments can work collectively across jurisdictions to all levels to secure the best value for taxpayers.

Using statistics to illustrate the growth and success of the program, Thompson stated that there are close to 70,000 governmental entities registered with the program and that 2014 saw \$1.86 billion in sales. Among the benefits Thompson listed, he emphasized several attributes that set U.S. Communities apart:

- No user fees – no costs or fees to participate

- Best overall supplier government pricing – by combining the potential cooperative purchasing power of the current 70,000 registered users, the program can access the best overall pricing for users
- Only quality brands – U.S. Communities has thousands of the best brands in a wide variety of categories, services, and solutions; from Acro Service Corporation's temporary staffing solutions to The Home Depot for maintenance and hardware supplies, supplier range is growing
- Oversight by public purchasing professionals – according to Thompson, third party audits on contracts ensure that program pricing commitments are met, with benchmark comparisons conducted against other suppliers and retailers to guarantee participants the best overall value
- Integrity and trust – unlike other cooperative purchasing organizations, U.S. Communities was founded by four governmental associations and over 90 state, city, county and regional organizations. Thompson assured the mayors that participants view the endeavor as an admirable one and can trust the program.

Thompson then encouraged the mayors



David Thompson, Director of U.S. Communities National Sponsor Relationships addresses Mayors at Plenary Session.

to help keep the vision alive of ensuring that citizens are getting the best value for their taxes paid. He reiterated his gratitude to the U.S. Conference of Mayors and presented a call to action so that the growth and success of U.S. Communities could continue. Thompson concluded his speech by reminding the mayors of the importance of their support and

expressed hope and optimism that U.S. Communities would continue to be able to work so successfully with the invaluable U.S. Conference of Mayors sponsorship. For more information about U.S. Communities please contact Kathryn Kretschmer-Weyland at 301-460-5251 or kweyland@usmayors.org

Macon-Bibb Mayor Reichert Receives USCM Leadership Award

By Kathryn Kretschmer-Weyland

The United States Conference of Mayors (USCM) recognized Mayor Robert Reichert and Macon-Bibb County, at its annual summer conference for offering an enhanced retirement savings program for employees.

Macon-Bibb was awarded the "USCM Leadership Award: Leading the Climb

to a Bright Financial Future" for its recently enhanced 457(b) deferred compensation program which added Empower Retirement as a preferred provider for its employees.

In presenting the award, Brent Neese, Senior Vice President of Government Markets with Empower Retirement cited

the following reasons:

Plan improvements include:

- Consistent on-site educational services and tools for plan participants.
- Reduced plan fees
- A new participant website – Participants use the robust site for many aspects of plan engagement – including education about investment options, training, and access to the Retirement Income Control Panel, which provides a participant's projected monthly income in retirement.
- A revised investment menu

In accepting the award, Mayor Reichert said, "It was an easy decision to add the USCM Empower Retirement deferred compensation plan as a preferred provider. Our employees immediately benefited from a low fee structure and the hands-on education provided by Empower Retirement. As Mayor and a participant, I understand the importance of saving for retirement, and I am honored to receive the Retirement Readiness award on behalf



Macon-Bibb Mayor Robert Reichert and Brent Neese, Senior VP of Government Markets, Empower Retirement.

of Macon-Bibb County."

According to Tom Cochran, USCM CEO and Executive Director, "The retirement program not only focuses on providing excellent retirement solutions, but also on educating cities about meeting their fiduciary responsibilities. Macon Bibb County is a good example of a city helping their employees become retirement ready."

The USCM created its "USCM Leadership

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Left to right: USCM CEO and Executive Director Tom Cochran, USCM Vice President Oklahoma City Mayor Mick Cornett, Columbia, SC Mayor Steve Benjamin, Macon-Bibb Mayor Robert Reichert, USCM President Sacramento Mayor Kevin Johnson and Brent Neese, Empower Retirement, Senior VP of Government Markets.

Beverage Industry Remains Committed to Healthy Weight Through Balanced Choices and Physical Activity

By Crystal Swann

On Sunday, June 21, American Beverage Association's Chief Executive Officer and President Susan Neely highlighted the non-alcoholic beverage industry's continued commitment to work with local elected officials to promote healthy weight initiatives. In 2012, the U.S. Conference of Mayors partnered with the American Beverage Association to create the childhood obesity prevention award program. Since its inception the program has awarded grants to 18 cities totaling \$1.3 million to support mayoral driven anti-obesity programs focused on children and youth.

Neely remarked that the industry's work did not stop with the USCM. Just last year, the industry joined with the former

President Bill Clinton and the Alliance for a Healthier Generation to announce a landmark agreement to reduce beverage calories in the American diet – by twenty percent per person nationally by 2025. "This Balance Calories initiative is the single-largest voluntary effort by an industry to help fight obesity," Neely remarked.

In addition, through a partnership The American Beverage Foundation for a Healthy America, The U.S. Conference of Mayors will extend the childhood obesity prevention awards program for another three years. USCM will begin accepting new applications August 1, 2015. For more information check usmayors.org.



ABA CEO Susan Neely updates mayors on obesity prevention.

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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. The award is presented annually to a mayor whose city has shown outstanding excellence through education, due diligence, and participation in the city's supplemental retirement program.

For more information about the USCM Deferred Compensation Plan, please contact Kathryn Kretschmer-Weyland at 301460 -5251 or kweyland@usmayors.org.

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- Better Response Options—\$550 million in savings
- Better Use of Existing Information—\$1.2 billion in savings
- Better Field Operations—\$2.3 billion in savings

The Census Bureau has always strived to achieve an accurate count of people in conducting the decennial census. Christy pointed out that significant progress has been made in reducing the undercount over the last four decades. The net undercount was 1.4% in 1980, 1.61% in 1990, -0.49% in 2000, and -0.01% in 2010. He also explained that the Census Bureau is looking into and testing several things in preparation for the 2020 Decennial Census: (1) increased self-response options; (2) use of administrative records and improvements to the census address list; (3) reengineered field work; (4) enhancing the Census Bureau's ability to motivate and engage the public, particularly in

hard to count communities; (5) and content testing. He said local governments will soon have the opportunity to assist the Census Bureau update its address list, and provide public education and awareness of the 2020 Census. Christy ended by encouraging mayors to do two things now to get ready for the census count: (1) organize their data on addresses; (2) and assess their resources to support 2020 activities.

Minority Business Development

Alejandra Castillo, Minority Business Development Agency (MBDA) National Director at the U.S. Department of Commerce told mayors that "while MBDA grew out of the civil rights movement, we are here today to serve in the economic movement." She informed mayors that the agency's Lab-to-Market program will help Minority Business Enterprise (MBE) in the innovation space by commercializing government research for global markets. She further explained that "With 95 percent of potential consumers residing outside of the United States, it is critical that MBEs and metro economies take advantage of these global markets to grow their business." As they do so, she said minority businesses will hire people in the local community and create jobs in their own neighborhoods.

The MBDA has been around for 45 years and is the only federal agency tasked to assist minority businesses realize their full economic potential through technical assistance, public and private contracting opportunities, advocacy, research, education and by serving as a strategic partner for growth and development. Castillo said the bulk of her agency's work is accomplished through a nationwide network of MBDA Business Centers that provide services that assist businesses in accessing capital, contracts, and new markets, as well as helping them grow in size and scale.

In conclusion, Castillo encouraged mayors to partner with MBDA and other

Department agencies to grow their local business communities. "As cities continue to be the laboratories of innovation, MBDA's work with USCM is imperative to our economic stability and strength," she said.

Adopted Resolutions

- Defending the Tax Exemption of Municipal Bonds
- In Support of Ending Sequestration Now
- Recognizing the Importance of New Markets Tax Credits in Revitalizing Economically Distressed Neighborhoods and Communities
- In Support of Paid Parental Leave
- Helping Americans Build Savings and Wealth

- In Support of Addressing the Nation's Wealth Gap
- Support for Social Impact Financing and Pay Success Models
- In Support of Social Innovation
- In Support of the Administration's Efforts to End Veteran's Homelessness
- Medal of Honor Resolution for Dorie Miller
- America's Creative Industries
- Local Arts Agency Census
- In Support of National Efforts to Promote Manufacturing Communities
- Urging Support for Passage of the Remote Transaction Parity Act

Mayor Cornett Convenes Mayors of Amtrak-Served Cities



Left to Right: Amtrak Government Affairs and Corporate Communications Vice President Joe McHugh, Conference Second Vice President Oklahoma City Mayor Mick Cornett, Amtrak Board of Directors Member Yvonne Burke, and Amtrak Board of Directors Member Tom Carper, who joined mayors of Amtrak-served cities at the June 22 meeting of the Amtrak Mayors' Advisory Council.

Senate Transportation Panel Approves Bipartisan Plan to Renew Key Portion of the Federal Surface Transportation Law

By Kevin McCarty

Senate Environment and Public Works Committee Chairman Jim Inhofe (OK) and Ranking Committee Member Barbara Boxer (CA) recently introduced their bipartisan six-year proposal to renew the highway, bridge and safety programs of the federal surface transportation law, followed by committee approval of the plan

The measure, called the "Developing a Reliable and Innovative Vision for the Economy (DRIVE) Act," would provide \$315 billion over 6 years for highway, bridge, freight and safety projects, increasing current spending levels by roughly 3 percent annually.

"We have been working for this day for a long period of time. You know it is always hard to come up with a long-term bill and, yet, when you look at the things that need to be done, you can't do it on short-term extensions," said Inhofe at a June 23 press event releasing details of the measure. The next day, members of the committee voted to approve the measure unanimously.

Tulsa Mayor Bartlett: "Mayors Need Long-Term Bill"

Joining with committee leaders and representatives of various public and private industry organizations for the bill's release was Tulsa Mayor Dewey Bartlett. "I am here representing not only the great City of Tulsa, Oklahoma, but also an organization that I am a very active member in, The U.S. Conference of Mayors. Yesterday, they held their Annual Business Meeting enacting new policies and they have come four-square in support of this legislation," he said.

In discussing elements of the Conference's position, Bartlett said, "Mayors need a long-term renewal." He then reminded

the transportation leaders that "we (mayors) want to make certain we are given additional resources," explaining further that it is "not only about money but also about avoiding red tape." Finally, he said, "The commitment we see is long-term."

Bartlett also talked about how mayors see transportation investment and why a long-term bill is so important, explaining that "what we are trying to do (with our transportation plans) is coordinate efficiently the movement of people and commerce for all forms of major and all forms of minor transportation and emerging forms of transportation, besides vehicles, air and barge traffic, and trying to conform to changes in our society like bicycling, walking and running."

Emphasizing why a sustained and long-term commitment is so important, Bartlett said, "If we don't maintain and improve our existing infrastructure systems, our ability to compete in this world is damaged, irreparably in some cases."

Senator Boxer, who was instrumental in crafting the baseline law known as MAP-21, talked about the urgency to act on a long-term bill, noting that the current 60-day extension expires at the end of July. "This is what you call an emergency. This committee has once again stepped in. We are moving forward," she said.

Reflecting this urgency, the panel's Ranking Subcommittee Member Tom Carper (DE) said, "This is all-hands-on-deck. We need your help, and with your help, we will get it done."

Among the industry advocates speaking at the event, American Road & Transportation Builders Association (ARTBA) President & CEO Pete Ruane said, "The leadership of the Environment

and Public Works Committee has once again proven that improving the nation's transportation network and strengthening the U.S. economy is once again where the two parties can come together for the good of the American people."

Committee Acts Quickly to Approve the DRIVE Act

Immediately following the press event, the full Senate Environment and Public Works Committee met June 24 and approved a slightly amended version of the DRIVE Act proposal, S. 1647, completing the panel's work on the legislation.

The legislation largely leaves the current program structure in place, but importantly authorizes a new formula-based freight program to help states improve goods movement. It also directs by formula all Transportation Alternatives

Program (TAP) funds to local areas, in place of the current 50 percent share allocated to local areas. It also directs new funding to improve bridges that are not on the National Highway System and ineligible for Off-system Bridge funding now provided under current law. Local organizations, including the Conference of Mayors, will be pressing for changes to improve the legislation further once it comes before the full Senate, which could occur as early as late July.

The committee-approved bill will become part of a larger legislative package to be brought before the full Senate once three other Senate committees act on their areas of jurisdiction, with the Senate Finance Committee tasked with finding at least \$90 billion in new revenues to pay for a six-year renewal plan.



At podium, Senate Environment and Public Works Committee Chair Jim Inhofe (OK) discusses the bipartisan DRIVE proposal, with Tulsa Mayor Dewey Bartlett at left and Ranking Committee Member Barbara Boxer at right during a June 23 press event on Capitol Hill.

Supreme Court Rules In Favor of Nationwide Health Care Subsidies

By Crystal Swann

In a 6-3 ruling, the United States Supreme Court allowed the federal government to provide nationwide tax credits to eligible individuals regardless of whether they purchase their insurance on one of the 34 state exchanges or on the federal exchange. The Court's opinion in *King v. Burwell* focused largely on the consequences of ruling to the contrary: the destruction of health insurance markets.

Chief Justice Roberts, writing for the majority, began his opinion by pointing

out that the Affordable Care Act relies on three reforms: making sure health insurance is available to everyone regardless of their health and not charging higher premiums depending on health, requiring everyone to be insured, and offering tax credits to those with low-income so they can afford insurance. If only the first reforms were implemented a well documented economic "death spiral" occurs, where health insurance premiums skyrocket, because only the sick buy insurance.

The ACA allows the states and the federal government to sell insurance on health care exchanges. The ACA states that tax credits are available when insurance is purchased through "an Exchange established by the State." So the technical legal question in this case was whether a Federal Exchange is "an Exchange established by the State" that may offer tax credits. In this case, the court ruled, "yes."

USCM President Baltimore Mayor Stephanie Rawlings Blake had this

comment regarding the ruling, "The United States Conference of Mayors commends the decision by the United States Supreme Court to uphold the fundamental tenets and intentions of the Affordable Care Act to make health care available and affordable to all who need it.

"The Conference of Mayors has long been on record as supporting affordable health care for all Americans, and has

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Rawlings-Blake Hails Supreme Court Decision on Marriage Equality

By Laura DeKoven Waxman

Responding to the Supreme Court’s June 26 decision legalizing same-sex marriage nationwide, Conference President and Baltimore Mayor Stephanie Rawlings-Blake, said: “Today is a great day for America’s families. The U.S. Conference of Mayors hails the Supreme Court’s decision today on marriage equality. This historic decision will dra-

matically improve the lives of same-sex couples in cities across the nation.”

“It is particularly gratifying for an organization such as ours that has been in the forefront of efforts to provide full equality for gay and lesbian Americans since 1984,” Rawlings-Blake continued. “USCM adopted policy opposing dis-

crimination on the basis of sexual orientation in 1984. In 2009, we adopted policy in support of the freedom to marry, and one year ago reaffirmed that policy and urged the U.S. Supreme Court to rule that freedom to marry is the right of all Americans.

“The Conference was proud to sign onto

a brief along with 226 mayors, 40 cities, Mayors for the Freedom to Marry, and other national organizations that urged the Court to end marriage discrimination nationwide. We all believed it was the right thing to do, and now, the Supreme Court has affirmed that belief and made marriage equality the law of the land.”

Administration Announces New Initiative to Deploy Solar Energy Systems Across the Country

By Debra DeHaney-Howard and Alex Frith

White House officials announced on July 7 a new initiative to expand access to solar energy for communities across the nation, with a special focus on low and moderate-income communities. Administration officials led by White House Senior Advisor for Energy and Climate Brian Deese and Baltimore Congressman Elijah Cummings joined with U.S. Conference of Mayors President Baltimore Mayor Stephanie Rawlings-Blake at an East Baltimore neighbor center to unveil details of the initiative.

As a part of a series of actions by President Obama to address energy and climate change issues, the administration has set a goal to increase the installation of solar and other renewable energy systems in federal housing to 300 megawatts by 2020 and also set a goal of training 75,000 workers to enter the solar industry over the next five years. Talking about the new solar program, Mayor Stephanie Rawlings-Blake said, “It’s about sustainability and saving money but it’s also about job training and job creation.”

Key components of the new solar initiative include launching a National Community Solar Partnership, installing 300 megawatts (MW) of renewable energy in federally subsidized housing, and providing technical assistance and job training to

make it easier to install solar and expand the workforce. Additionally, more than \$520 million in independent commitments from philanthropic and impact investors, states, and cities to advance community solar programs and energy efficiency for low- and moderate- income households.



U.S. Conference of Mayors Baltimore Mayor Stephanie Rawlings-Blake (at podium) is joined by White House Senior Advisor for Energy and Climate Brian Deese (at right) and Baltimore Congressman Elijah Cummings (at left) during the announcement of the Administration’s national solar initiative.

HEALTH

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supported this law from the beginning, as well as throughout the legislative process. This is a win for the American people, the millions of people already covered, and the millions more that will be covered in the future. For our cities, which typically shoulder burden of the uninsured and underinsured, this marks a tremendous victory for our most vulnerable citizens including parents with children and seniors.”

METRO

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ported nearly a decade ago.

“This report makes clear that to stay competitive in an ever-expanding global economy, the U.S. must continue to invest in its cities and metro areas,” says USCM CEO Tom Cochran. “While almost all cities are seeing economic growth, there is still work to be done in many to create jobs that were lost during the recession. This is why the Conference continues to push Congress to support key investments in infrastructure, workforce training and community development to ensure that all cities participate in the recovery.”



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The United States Conference of Mayors Business Council



Title Sponsor and USCM Platinum Partner Wells Fargo & Company Executive Vice President/Director of Government and Company Relations Jon R. Campbell addresses mayors during the Opening Plenary Session.



Sponsor and USCM Platinum Partner Philips Lighting Americas President Amelia A. Huntington addresses the mayors during the Inaugural Luncheon Honoring the 73rd President of The United States Conference of Mayors Baltimore Mayor Stephanie Rawlings-Blake.



Sponsor JPMorgan Chase & Company Senior Market Executive of Government Banking, Healthcare, Higher Education & Not-for-Profit Banking-Pacific Region Joni K. Topper speaks during the Inaugural Luncheon Honoring 73rd President Baltimore Mayor Stephanie Rawlings-Blake.



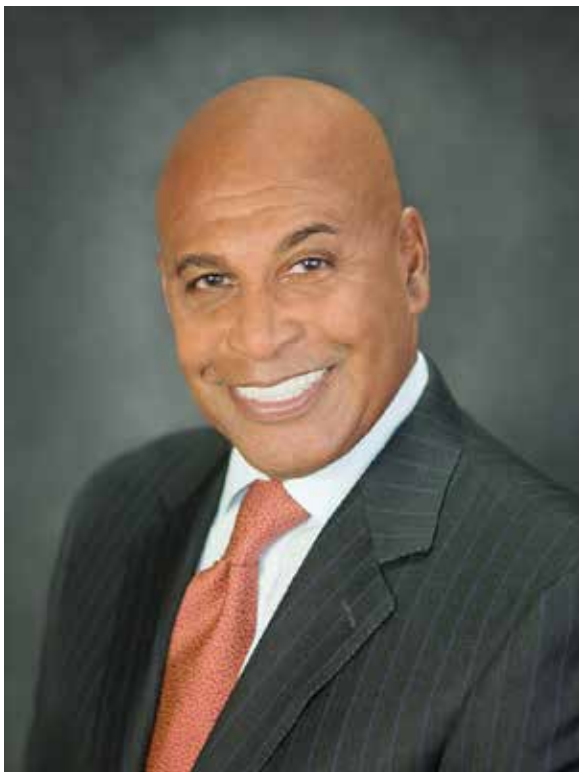
USCM CEO and Executive Director Tom Cochran, Outgoing USCM President Sacramento Mayor Kevin Johnson and Incoming USCM President Baltimore Mayor Stephanie Rawlings-Blake surrounded by sponsors Comcast Communications, HDR, Linebarger Goggan Blair & Sampson LLP and Zipcar at the Gavel-to-Gavel Reception.



USCM President Sacramento Mayor Kevin Johnson, Membership Standing Committee Chair Piscataway Mayor Brian C. Wahler, and host San Francisco Mayor Ed Lee welcome California Mayors at the California Mayoral Reception sponsored by Comcast Communications and Philips Lighting during the 83rd Annual Meeting.



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