



# U.S. MAYOR

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## CONFERENCE OF MAYORS PRESIDENT JOHNSON, WALMART PRESENT FIRST MANUFACTURING INNOVATION AWARDS *See Story on Page 3*



*Left to right, North Carolina State University Professor Lisa Parillo Chapman, Raleigh Mayor Nancy McFarlane, Corvallis Economic Development Officer Amy Jauron, Indiana University-Purdue University Indianapolis Professor Andrés Tovar, Arlington (TX) Council Member Lana Wolff, University of Texas at Arlington Professor Aditya Das, Texas Tech University Professor Dean Ethridge, USCM President Sacramento Mayor Kevin Johnson, Walmart Foundation President Kathleen McLaughlin, Atlanta Mayor Kasim Reed, Georgia Tech Professor Sundaresan Jayaraman, and Oregon State University Professor Sundar Atre, during the first round presentation of the Walmart U.S. Manufacturing Innovation Fund in Denver on August 14.*

## Mayors Examine Economic Impact of Healthy Local Foods at Louisville Meeting

*By Crystal Swann*

Mayors and food policy directors from cities across the country gathered in Louisville to discuss how strategic public investments in local and regional food systems can stimulate local economies, during a meeting of the Conference of Mayors Food Policy Task Force held in the city August 28 and 29. Hosted by Louisville Mayor Greg Fischer and led by Task Force Chair Madison Mayor Paul Soglin, the meeting in many ways outlined a framework or blueprint for building and financing local food



*Left to right, Lexington Mayor Jim Gray, Louisville Mayor Greg Fischer, Madison Mayor Paul Soglin, and USCM Vice President Baltimore Mayor Stephanie Rawlings-Blake at the food policy session in Louisville.*

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**September 12, 2014  
Washington (DC)**

Less than three months ago, the nation's mayors left our 82nd Annual Meeting in Dallas upbeat with renewed resolve, plus the vision of the Cities 3.0 positive message brilliantly articulated by our President, Sacramento Mayor Kevin Johnson. I announced at that meeting that we had two meetings ahead of us: our Fall Leadership Meeting in Sacramento September 27 – 29, and our Community Policing Meeting with mayors and police chiefs being held at the William J. Clinton Presidential Center October 8 – 9.

Since we left Dallas, we have seen images of two Americans beheaded by ISIS terrorists, the body of Michael Brown lying on hot pavement for four hours after a fatal shooting, a video released by the Ferguson Police Chief of Michael Brown taking cigars out of a store, an NFL star punching his wife unconscious and then dragging her body out of an Atlantic City casino elevator.

In the fatal shooting of Michael Brown, this horrific incident is affecting our mayors and the police departments. Excessive force, some will argue, was definitely on display here. While we don't have the full story of the shooting, the way the basic protocols were ignored after the shooting and the militaristic show of force to protesters has caused the issue of excessive and deadly force to be put forth once again to our mayors, their police chiefs and our police forces.

Also at issue are the images of the military equipment, armed vehicles and rapid-fire automatic rifles that were pointed toward the act of protesters of Ferguson and surrounding areas.

The backlash of these images has caused the Senate Committee on Homeland Security and Governmental Affairs to hold hearings regarding the question of local governments and police departments owning and using military equipment.

The two beheadings of American citizens by ISIS and other issues have caused President Obama to go on television this week vowing to destroy ISIS. In England, Prime Minister Cameron has addressed his nation and raised Great Britain's terror level from international terrorism to "severe." In Australia, Prime Minister Tony Abbott last night raised his country's terror threat level to "high" from "medium."

Americans, of all ages, especially in the 40's age group, according to surveys, are stimulated and affected. No doubt, the images of the two towers in New York City are forever seared into their brains. The President's declaration to destroy ISIS brings the terrorist retaliation issue back up in the discussion of our city electorate in American cities.

While some will argue that every police department in the sixty plus municipal jurisdictions within the St. Louis metropolitan area should not have military vehicles, many mayors today are concerned that there may be a move to reduce the equipment and other resources of our targeted cities. This is especially troubling and it is unfair for Washington to even think about diminishing our resources due to the unfortunate occurrences in the Ferguson Police Department.

It means for us that we must discuss this and have a united front. USCM Past-President Philadelphia Mayor Michael Nutter has already let it be known that he will fight any move by Congress or the Justice Department to diminish resources and, further he says, it is unfair to use the unfortunate actions of one police department to be a part of diminishing the antiterrorist efforts we may need with ongoing an even stronger ISIS threats.

Yesterday, I received an e-mail from National Urban League President and Chief Executive Officer, USCM Past-President and former New Orleans Mayor Marc Morial. It was on his watch as our President that we were hit on 9/11 and called for the federalization of airport security establishing the Department of Homeland Security. And reminding all, we had to fight to secure the equipment we have today. Now is not the time for reduction; we should be calling for strengthening and modernization.

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# Walmart/Conference of Mayors Grants to Spur Innovations in Textile, Plastic, Small Motor Industries in United States

By Paul Leroux

The Conference of Mayors, Walmart, and the Walmart Foundation honored seven universities from around the country, as well as their respective mayors, for their work to bring manufacturing back to the United States. All seven schools and mayors were recognized by Conference of Mayors President Sacramento Mayor Kevin Johnson at the Walmart U.S. Manufacturing Summit in Denver on August 14. As winners in the Walmart U.S. Manufacturing Innovation Fund, these universities received over \$4 million in grants to develop technologies that will reduce the cost of making consumer products in the United States.

The seven grants awarded this summer are the first part of a five-year, \$10 million commitment between Walmart and the Conference of Mayors, announced at the 82nd Winter Meeting in January. Through this fund, universities present their best ideas for integrating new technologies, ranging from automation to 3-D printing, helping to modernize both products and processes. Many of the projects also focus on sustainability and public-private partnerships, both significant goals of the Conference of Mayors and Walmart.

## Johnson in Denver to Present Awards

Underscoring the commitment that mayors have made to this cause, Johnson travelled to Denver to present the awards to winning mayors and universities, along with Walmart Foundation President Kathleen McLaughlin. "When I look behind here and see 'Investing in American Jobs' or 'Made in the USA,' this is what it's about," Johnson said about the collaboration to restore America's manufacturing economy. "You guys aren't just doing the talk at Walmart, you're making it happen," he concluded.

Mayors have the opportunity to assist throughout this process by reaching out

to potential candidates and helping them to realize the benefits of successful projects. "We are so pleased that our organization has pursued this partnership with Walmart to spur job creation in America's cities," said Conference of Mayors CEO and Executive Director Tom Cochran. "Manufacturing is coming back to this country, and the nation's mayors want to support that wherever possible."

In a statement following his presentation, Johnson addressed the connection between the Innovation Fund and Cities 3.0, his signature agenda for the Conference of Mayors. "The projects recognized today are some of the best ways we've seen to bring American manufacturing into the Cities 3.0 era, helping to create hubs of innovation, entrepreneurship, and technology," he said. "Cities are becoming the laboratories and incubators of change by supporting projects like the ones recognized today."

## Winning Projects

The winning projects addressed a wide range of consumer production technologies, ranging from textile weaving to injection molding machines, and came from cities and universities across the country.

**Georgia Tech Research Corporation** received one award, for innovation of thread-count-based fabric motion control, allowing automated technology to accurately cut and sew articles of clothing. Atlanta Mayor Kasim Reed sponsored Georgia Tech's proposal and attended the presentation, saying in a statement, "I believe this generous Innovation Fund grant will help enable Georgia Tech to make cutting-edge advancements that will not only make an economic impact in Atlanta, but also in cities across the United States."

**Indiana University-Purdue University at Indianapolis** received a grant for metal 3-D printing that will help to create injection molds, one of the most critical tools for making small plastic products like toys, parts, and telecommu-



**USCM President Sacramento Mayor Kevin Johnson gives remarks during the presentation of the first round of the Walmart U.S. Manufacturing Innovation Fund in Denver on August 14.**

nications equipment. Mayor Greg Ballard appeared in a video aired during the Manufacturing Summit. "This Innovation Fund really has the potential to do so much, because when they put it to people who are really thinking toward the future, that's going to dramatically change the manufacturing base for Indianapolis and it's going to be great for the rest of the country," said Ballard.

**North Carolina State University College of Textiles** was awarded for its work to reduce the cost of making furniture cushions in the United States, implementing both fabric printing and automated cut-and-sew technologies. Raleigh Mayor Nancy McFarlane attended the Denver Summit to receive the award on behalf of her community. "This grant further validates North

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# FOODS

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systems that function as economic engines and job creation vehicles in cities.

One of the first and most important steps in this process is for cities to quantify the demand for local food, as well as the potential economic impact of local food spending. In metro Louisville, for example, food systems development consultant Karen Karp of Karp Resources looked at both consumer and commercial demand for local food and found that there's an \$800 million annual market for local food (out of \$2 billion in annual food spending overall). Local Food Association Executive Director John Mark Hack underscored the importance of quantifying the demand for local food from commercial/industrial markets, as well as consumer demand. As Hack noted, industrial markets are important for two reasons: first, they have the money to purchase local food on a large scale, and second, consumer demand is driving them toward making more local food offerings available.

Karp and other presenters stressed the potential for local food spending to create jobs – New York City's well-regarded Green Carts Initiative has, for example, created more than 800 jobs in the city. And research into the potential impact of local food spending by Baltimore's school system revealed that every \$140,000

spent on local food investment creates one job – demonstrating the relatively low level of investment needed to create jobs through a local food system. As Soglin noted, investment in the food sector is essential, precisely because it may be the only sector where there are low, medium, and highly-skilled jobs available, offering employment opportunities for the broadest cross-section of constituents.

One of the issues raised by a number of issue experts who participated in the meeting was the need to understand that truly local food systems require different, more flexible solutions, from regulatory and other perspectives, than the conventional industrialized food system. Fischer underscored this point in his remarks, highlighting how he and other city leaders streamlined local bureaucratic and regulatory processes to facilitate the operation of farmers markets and food truck businesses in Louisville.

Still, as panelists noted, no model works unless it provides profitability for local farmers and other small businesses. As sustainable agriculture advocate and Berry Center Executive Director Mary Berry pointed out, our culture has a current tendency to romanticize local food,

recognizing its health and even economic benefits without realizing that for the small farmers who produce it, the current model/system isn't profitable and thus is untenable over the long term. Conference of Mayors Vice President Baltimore Mayor Stephanie Rawlings-Blake noted that the community-supported agriculture (CSA) model, in which a farmer offers "shares" of produce to consumers for a certain number of weeks per year, offers one innovative strategy that can simultaneously addresses consumer wellness and another model of financial opportunity for farmers. Baltimore's CSA – called



**Left to right, USCM Food Policy Task Force Chair Madison Mayor Paul Soglin, Madison Food Policy Director Mark Wolfe, and Baltimore Food Czar Holly Freishtat.**



**Left to right, Louisville Mayor Greg Fischer; renowned author, activist, and farmer Wendell Berry; and University of Kentucky Institute for Rural Journalism and Community Issues Advisory Board Chair, Tallgrass Farm Owner Lois Mateus.**



**Left to right, Union of Concerned Scientists' Director for Food and Environment Dr. Ricardo J. Salvador, Berry Center Executive Director Mary Berry, West Sacramento Mayor Christopher Cabaldon, Madison Mayor Paul Soglin, activist and food expert Wendell Berry, Louisville Mayor Greg Fischer and Tallahassee Mayor John Marks.**

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# MANUFACTURING

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Carolina State University and Raleigh as national leaders in innovation," Mayor McFarlane said in a statement. "Walmart, the Walmart Foundation and The U.S. Conference of Mayors have turned to N.C. State to help with American manufacturing."

**Oregon State University** was awarded a grant to continue its work on developing new, affordable injection mold fabrication approaches. Corvallis Mayor Julie Manning said in a statement, "This project builds on the steps taken in recent years to more closely align the economic development strategy of Corvallis and Benton County with the growing success of Oregon State University and other local employers in fostering innovation and job creation." Corvallis Economic Development Officer Amy Jauron accepted the award on her community's behalf.

**Texas Tech University** received a grant to support their research on dyeing denim using foam dyes, which would greatly reduce the energy and water usage, as well as the cost, of producing jeans in the United States. Lubbock Mayor Glen C. Robertson provided an endorsement for Texas Tech's application.

**The University of Texas at Arlington** was awarded for its work on developing an automated system to manufacture small motor components. Mayor Robert Cluck, MD, said in a statement, "We're looking forward to expanding the reach and scope of those programs to help our region continue to be a beneficial environment for industry. Arlington is a city that offers a particularly positive climate for business, and one of our largest areas of focus is manufacturing." Cluck and the City of Arlington were represented at the U.S. Manufacturing Summit by Council Member Lana Wolff.

**The University of Georgia Research Foundation** received a grant for its work to develop low-water

dyeing methods for cotton and polyester fabrics and yarns. Athens Mayor Nancy Denson said in a statement, "I'd like to thank Walmart and the U.S. Conference of Mayors for focusing on development of manufacturing in the U.S. This is the economic piece that will keep our country strong and raise the living standard of our families."

## Walmart U.S. Manufacturing Summit

The 2nd Annual Walmart U.S. Manufacturing Summit, which included this award presentation, was a national gathering of domestic manufacturers, elected officials, and Walmart executives. The two-day summit provided a chance for winning mayors and university officials to interact with key stakeholders and develop strategies for reinvigorating domestic manufacturing.

# FOODS

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Homegrown Baltimore Employee Wellness CSA – incentivizes employee participation by reimbursing employees costs up to \$250 per year – making it the first city in the country to do so.

During the meeting, mayors and food policy advocates were also treated to a rare public appearance from and conversation with author, naturalist, farmer and environmental advocate Wendell Berry (father of the aforementioned Ms. Berry and one of the founders of the Berry Center). Berry, recognized as a novelist, poet, and social justice activist, is perhaps most renowned for his revolutionary conception of the ways in which we do, and do not, interact with food in America. "Eating is an agricultural act," Berry is renowned for saying. His focus on gardening, local and sustainable farming, and exchanging our experiences with processed foods produced by the 'industrialized food complex' to ones organically grown and produced

has earned him acolytes from a variety of fields, from public health to politics, agriculture, economics and beyond.

Participants also learned about a variety of initiatives designed to increase investment in local food. Susan Roberts of the Partnership for a Healthier America and Patricia Mitchell of The Reinvestment Fund both highlighted initiatives supported and funded primarily by the private sector that are designed to increase local access to healthy food, and Dr. Ricardo Salvador of the Union of Concerned Scientists talked about federal funding, including funds available through the Affordable Care Act, that might be used to increase access to healthy local food. Meanwhile, Stephen Reily and Caroline Heine of Seed Capital Kentucky highlighted Kiva Zip, a crowd-sourced, internet-based micro-lending program that used to be focused internationally but now has a local/domestic component. Seed Capital Kentucky can endorse individuals or companies to receive funding – to date; they've already leveraged \$40,000 and have another \$30,000 in the pipeline.

Other activities during the two-day meeting included mayors and food policy officials sharing innovative strategies they've employed in their cities to create a healthy and economically vibrant local food system, as well as site visits to a number of local Louisville businesses that have benefitted from the city's investment in its food economy. Participants rounded out the meeting with a discussion of food policy legislative priorities, focusing on the upcoming Childhood Nutrition Reauthorization.

The meeting was made possible with support from the Leadership for Healthy Communities and farmCredit Mid-America. Presentations and other materials from the meeting will be available online at [www.usmayors.org/foodpolicy](http://www.usmayors.org/foodpolicy). To find out more about the Louisville meeting in particular, or the Food Policy Task Force in general, contact Crystal Swann by telephone at 202-861-6707 or send e-mail to [cswann@usmayors.org](mailto:cswann@usmayors.org).

# Action Needed from Mayors in Support for Ex-Im Bank

Dear Mayor:

We sent a letter on September 8, to House and Senate Leadership, signed by our Conference of Mayors leadership, calling on Congress to reauthorize the Export-Import (Ex-Im) Bank of the United

States before its charter expires on September 30.

Without support from Ex-Im, businesses in cities nationwide will face little or no financing alternatives, putting U.S. jobs in jeopardy.

We urge every mayor to sign-on. If you haven't already joined, you may do so at <http://usmayors.org/ExImLetter/> as soon as possible and no later than September 28.



## THE UNITED STATES CONFERENCE OF MAYORS

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FAX (202) 295-2353  
URL: [www.usmayors.org](http://www.usmayors.org)

September 8, 2014

The Honorable Harry Reid, Majority Leader  
U.S. Senate  
522 Hart Senate Office Building  
Washington, DC 20510

The Honorable Mitch McConnell  
Minority Leader  
U.S. Senate  
317 Russell Senate Office Building  
Washington, DC 20510

The Honorable John Boehner, Speaker  
U.S. House of Representatives  
H-232, The Capitol  
Washington, DC 20515

The Honorable Nancy Pelosi  
Minority Leader  
U.S. House of Representatives  
H-204, The Capitol  
Washington, DC 20515

Dear Leader Reid, Leader McConnell, Speaker Boehner, and Leader Pelosi:

As mayors of cities that count exports as a crucial contributor to our U.S. economy, we urge you to reauthorize the Export-Import Bank (Ex-Im Bank) of the United States before its charter expires on September 30. Without support from the Export-Import Bank, businesses in cities nationwide will face little or no financing alternatives, putting U.S. jobs in jeopardy.

In 2013, Ex-Im Bank provided more than \$27.3 billion in financing, enabling \$34.7 billion in exports and supporting more than 205,000 jobs nationwide. These jobs come from businesses of all sizes – not just large businesses as opponents have argued.

Small businesses need more certainty and protection to compete in new markets and help create jobs, which explains why Ex-Im Bank has financed more small businesses in the last five years than in the previous 11 years combined. In FY 2013, nearly 90 percent of Ex-Im Bank's transactions supported American small businesses.

To put things further in perspective, Ex-Im Bank support for small businesses led to more than 46,000 jobs in the state of Florida and more than 134,000 jobs in the state of California alone.

Support from the Ex-Im Bank enables local American businesses to get the financing needed to stay competitive internationally. In an ever-global economy, American businesses need the assurances provided by Ex-Im Bank financing to reach lucrative markets overseas. Furthermore, this financing is needed to compete with global competitors such as China and Germany with export credit agencies many times the size of the U.S. Ex-Im Bank.

Contrary to what critics have argued, these businesses cannot rely on support from the private sector should the Bank's charter expire. Due to the unique nature of financing provided by the Ex-Im Bank,

and the economies often involved in these deals, the private sector is unable or unwilling to assist these businesses.

The Ex-Im Bank assists American jobs at no cost to the taxpayer. In fact, the Ex-Im Bank actually contributed more than \$1 billion to the U.S. Treasury Department in 2013 through the fees charged for its services.

During the 82<sup>nd</sup> Annual Meeting of the United States Conference of Mayors in Dallas this past June where nearly 300 mayors convened, we unanimously adopted a resolution in support for Ex-Im Bank's Reauthorization.

The nation's mayors strongly urge you to reauthorize the Ex-Im Bank before its expiration on September 30. Allowing the Ex-Im Bank's charter to expire only jeopardizes American jobs and businesses in our cities, and puts U.S. exporters at a sharper disadvantage to global competitors.

Sincerely,

Kevin Johnson  
Mayor of Sacramento  
President of The U.S. Conference of Mayors

Stephanie Rawlings-Blake  
Mayor of Baltimore  
Vice-President of The U.S. Conference of Mayors

Mick Cornett  
Mayor of Oklahoma City  
Second Vice-President of The U.S. Conference of Mayors

Eric Garcetti  
Mayor of Los Angeles  
Chair, Trade Task Force  
The U.S. Conference of Mayors

Alvin Brown  
Mayor of Jacksonville  
Chair, Exports and Ports Task Force  
The U.S. Conference of Mayors



# Conference of Mayors President Johnson Appoints Chairs

Conference of Mayors President Sacramento Mayor Kevin Johnson has made the following appointments for Conference of Mayors standing committees, task forces and councils.

All appointed chairs, along with the elected Conference of Mayors leadership, are invited to the 2014 Fall Leadership Meeting in Sacramento September 27-29.

## STANDING COMMITTEES

### Children, Health & Human Services Standing Committee

James J. Schmitt, Green Bay, Chair  
Vincent Gray, Washington (DC), Vice Chair  
Mick Cornett, Oklahoma City, Vice Chair for Obesity Prevention

### Community Development and Housing Standing Committee

Setti D. Warren, Newton, Chair  
Ralph Becker, Salt Lake City, Vice Chair  
Ed Pawlowski, Allentown, Vice Chair

### Criminal & Social Justice Standing Committee

Annis Parker, Houston, Chair  
Karen Freeman-Wilson, Gary, Vice Chair  
T.M. Franklin Cownie, Des Moines, Vice Chair for Emergency Management  
Stephanie Rawlings-Blake, Baltimore, Vice Chair for Gangs and Youth Development

### Energy Standing Committee

Shane T. Bemis, Gresham, Chair  
Mary Ann Lutz, Monrovia, Vice Chair  
Buddy Dyer, Orlando, Vice Chair  
Jon Mitchell, New Bedford, Vice Chair for Renewable Energy  
Chris Watts, Denton, Vice Chair for Public Power

### Environment Standing Committee

Greg Stanton, Phoenix, Chair  
Bryan K. Barnett, Rochester Hills (MI), Vice Chair

### International Affairs Standing Committee

Jean Quan, Oakland, Chair  
William D. 'Bill' Euille, Alexandria, Vice Chair

### Jobs, Education and the Workforce Standing Committee

Christopher L. Cabaldon, West Sacramento, Chair  
Marilyn Strickland, Tacoma, Vice Chair  
Angel Taveras, Providence, Vice Chair for Grade Level Reading

### Membership Standing Committee

Brian C. Wahler, Piscataway, Chair  
Chris Koos, Normal, Vice Chair for Midwest  
Joseph Mcelveen, Sumter (SC), Vice Chair for Southeast  
Ken Miyagishima, Las Cruces, Vice Chair for West

### Metro Economies Standing Committee

Richard J. Berry, Albuquerque, Chair  
John Dickert, Racine, Vice Chair

### Tourism, Arts, Parks, Entertainment and Sports Standing Committee

Mitchell J. Landrieu, New Orleans, Chair  
Michael E. Bodker, Johns Creek (GA), Vice Chair  
Karl F. Dean, Nashville, Vice Chair  
Frank C. Ortis, Pembroke Pines, Vice Chair

### Transportation and Communications Standing Committee

Kasim Reed, Atlanta, Chair  
Charlie Hales, Portland, Vice Chair  
John Marks, Tallahassee, Vice Chair for Communications  
Alvin Brown, Jacksonville, Vice Chair for Ports  
Lee Leffingwell, Austin, Vice Chair for Aviation  
Paul Soglin, Madison, Vice Chair for City Livability/Bicycling  
Dennis P. Williams, Wilmington, Vice Chair for Passenger Rail  
Betsy Hodges, Minneapolis, Vice Chair for Transit

## TASK FORCES/COUNCILS

### Advanced Manufacturing Task Force

Virg Bernero, Lansing, Chair  
Denny Doyle, Beaverton (OR), Vice Chair  
Neil M. O'leary, Waterbury (CT), Vice Chair

### Brownfields Task Force

J. Christian Bollwage, Elizabeth, Chair

### Cities of Opportunity Task Force

Bill De Blasio, New York City, Chair  
Martin J. Walsh, Boston, Vice Chair

### Council on Metro Economies and the New American City

Michael B. Coleman, Columbus (OH), Chair

### Education Excellence Task Force

Michael B. Hancock, Denver, Chair  
Carolyn G. Goodman, Las Vegas, Vice Chair

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# APPOINTMENTS

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## Energy Independence and Climate Protection Task Force

James Brainard, Carmel, Co-Chair  
Bill Finch, Bridgeport, Co-Chair

## Food Policy Task Force

Paul Soglin, Madison, Chair

## Hunger and Homelessness Task Force

A.C. Wharton, Memphis, Co-Chair  
Helene Schneider, Santa Barbara, Co-Chair

## Immigration Reform Task Force

Raul Salinas, Laredo, Co-Chair  
Tom Tait, Anaheim, Co-Chair

## Mayors Business Council

Carolyn G. Goodman, Las Vegas, Chair

## Mayors and Police Chiefs Task Force

Ashley Swearengin, Fresno, Chair

## Mayors and Metro Universities Task Force

Buddy Dyer, Orlando, Chair

## Mayors Professional Sports Alliance

Gregory A. Ballard, Indianapolis, Chair

## Mayors Water Council

Stephanie Rawlings-Blake, Baltimore, Co-Chair  
Gregory A. Ballard, Indianapolis, Co-Chair

## My Brother's Keeper Task Force

Michael A. Nutter, Philadelphia, Co-Chair  
William A. Bell, Sr., Birmingham, Co-Chair

## Ports and Exports Task Force

Alvin Brown, Jacksonville, Chair  
Mark Stodola, Little Rock, Vice Chair

## Pipeline Safety Task Force

Ed Pawlowski, Allentown, Chair

## Small Business, Franchising and Entrepreneurship Task Force

Elizabeth B. Kautz, Burnsville, Co-Chair  
Sylvester "Sly" James, Jr., Kansas City (MO), Co-Chair

## Technology and Innovation Task Force

Edwin M. Lee, San Francisco, Chair

## Trade Task Force

Eric Garcetti, Los Angeles, Chair

## Vacant and Abandoned Properties Task Force

Stephen Benjamin, Columbia (SC), Co-Chair  
Roy Buol, Dubuque, Co-Chair

## Veterans Affairs Task Force

Ardell F. Brede, Rochester (MN), Co-Chair  
Joseph T. McElveen, Jr., Sumter (SC), Co-Chair

## Ex-Officio on all Task Forces/Councils

Kevin Johnson, Sacramento, President  
Stephanie Rawlings-Blake, Baltimore, Vice President  
Mick Cornett, Oklahoma City, Second Vice President

## Presidents Bush, Clinton Issue Call for Leaders

President George W. Bush and President Bill Clinton were together in Washington (DC) September 8 to launch the Presidential Leadership Scholars. This new program draws on the resources of the George W. Bush, Bill Clinton, George H.W. Bush, and Lyndon B. Johnson presidential centers to provide interactive learning opportu-

nities for emerging community leaders around the country.

Individuals who have demonstrated strong potential in the private, public, non-profit, and military sectors will gather together at each of the four presidential centers over a series of long weekends. They will study and learn from the presidents, interact with key members of

their administrations, and develop new collaborative networks.

This program is designed for mid-career professionals who have at least ten years of career experience. The presidential centers and their partners will cover all costs of attendance. Mayors are encouraged to consider leaders in their communities and submit personal applications or nominations online at [www.presidentialleadership-scholars.org](http://www.presidentialleadership-scholars.org).



# Mayors Can Help Shape Future of Water Resources Development

The Water Resources Reform and Development Act of 2014 became law June 10. Commonly known as WRRDA, the law authorizes projects and programs under the purview of the U.S. Army Corps of Engineers (USACE) and provides policy and administrative direction for USACE activities.

A key provision in WRRDA is under Section 7001, which requires USACE to solicit proposals from its local and regional stakeholders for water resources studies or project modifications to be conducted in partnership with USACE. Section 7001 provides an excellent opportunity for mayors and municipal officials to

shape the future of USACE by identifying beneficial and necessary water resources projects to be developed through federal/non-federal cost sharing.

Does your municipality have a problem with frequent flooding? Does the port that supports your local and regional economy need improvements? Would the quality of life in your community be improved by restoring an urban stream or watershed? Is your growing economy dependent on additional water supply? The key missions of USACE support the development of water resources projects to tackle these types of issues. Through the Section 7001 solicitation, mayors

can help USACE and Congress identify where scarce federal resources can be invested to address our nation's water resources priorities.

USACE is currently requesting proposals from non-federal interests – such as mayors and their staffs – for proposed feasibility studies and proposed modifications to authorized water resources development projects. The request is open until December 3. Once proposals are collected, USACE will publish an Annual Report to Congress listing the proposed projects. The Annual Report is intended to be the sole list of water resources projects to be considered for authorization in future legislation. This important opportunity gives mayors and other municipal officials a voice on USACE's focus into the future.

The official notice of the request for proposals can be found in the Federal Register at <http://www.gpo.gov/fdsys/pkg/FR-2014-08-05/pdf/2014-18495.pdf>.

## 2015 Excellence in Public/Private Partnership Awards

*The Excellence in Public/Private Partnership Awards were established by The United States Conference of Mayors to recognize the remarkable achievements made possible by the partnerships between the member companies of the Mayors Business Council and the member cities across the nation. These awards will be presented at our 2015 Winter Meeting in Washington (DC). Award winning projects will be highlighted on our website and can be used as models for other cities to replicate.*

*The Excellence in Public/Private Partnership Awards' application is available at [www.usmayors.org/bizcouncil](http://www.usmayors.org/bizcouncil).*

**Deadline for  
application submission  
is October 1**

**No extensions will be granted.  
No exceptions.**

# Dollarwise Concludes 2014 Summer Youth Jobs Contest, Record Participation Numbers

By James Kirby

DollarWise: Mayors for Financial Literacy has concluded its third annual Summer Youth Jobs Contest, where a record number of youth in summer jobs had the opportunity to win iPads, Kindles, and iPods by completing five online financial education modules. These modules were designed to help youth responsibly manage the money that they earned in their summer jobs.

Partnering with The U.S. Conference of Mayors Workforce Development Council, DollarWise registered over 2,600 participating youth from 127 cities across the United States. This number was an increase from 1,500 in 2013 and 720 in 2012.

"We are incredibly excited about the number of youth who participated in this year's contest," said Conference of Mayors CEO and Executive Director Tom Cochran. "Combining a summer job with financial education is a win-win for these youth."

This summer, DollarWise worked with BetterMoneyHabits.com to provide the online contest curriculum. The five modules included information on: general better money habits, how to set a budget, credit and debit cards, how interest works, and easy ways to save money.

The contest ran for seven weeks total. DollarWise held six raffles – one each Friday, from June 27 until August 1. Eighteen youth from cities including Baltimore, Boston, Charlotte, Columbus, Corpus Christi, Durham, Hartford, Jacksonville, Kansas City (MO), Los Angeles, Miami, Palm Bay, Sacramento, San Diego, St. Louis, Tacoma, Washington (DC) and Wichita won prizes in the weekly raffles.

Three youth also won an iPad, Kindle, and an iPod during the DollarWise Video Contest, where youth were invited to send in videos discussing their summer job experience and how they used the DollarWise online contest modules to save for a summer savings goal. The first place winner was from Loraine (OH), the second place winner was from St. Louis, and the third place winner was from Chester (PA).

The following mayors held presentations with winners from their cities: Charlotte Mayor Dan Clodfelter, Columbus Mayor Michael Coleman, Hartford Mayor Pedro Segarra, Jacksonville Mayor Alvin Brown, Sacramento Mayor Kevin Johnson, and Tacoma Mayor Marilyn Strickland. Presentations are currently being planned in Baltimore, Palm Bay, Los Angeles, and San Diego.

DollarWise again worked this year with Baltimore and Wichita to create their own contests based on the DollarWise online contest modules. Youth in these cities won prizes including laptops, ipads, tablets, and gift cards for their participation.

In Los Angeles, 300 HIRE LA's Youth leader participants utilized the DollarWise Modules as a requirement for graduating from their summer jobs initiative. These youth also gained access to savings accounts as part of the program.

DollarWise would like to thank each of the cities and mayors who participated in the 2014 Summer Youth Jobs Contest, along with the members of the Workforce Development Council, for promoting the contest within their communities and for helping to make the contest possible. DollarWise encourages cities to continue their efforts in expanding their summer youth employment and financial literacy programs, and invites them to participate in the Summer Youth Jobs Contest again next year.

The DollarWise Summer Youth program is sponsored by the Bank of America Charitable Foundation.



**USCM President Sacramento Mayor Kevin Johnson with DollarWise iPad Winner**



**Charlotte Mayor Dan Clodfelter with DollarWise iPad Winner**



**Hartford Mayor Pedro Segarra with DollarWise iPad Winner**



**Tacoma Mayor Marilyn Strickland with DollarWise iPad Winner**



**Jacksonville Mayor Alvin Brown with DollarWise Kindle Winner**

# Conference of Mayors Responds to Events in Ferguson

By Laura DeKoven Waxman

Like many across the nation, the attention of America's mayors was on Ferguson (MO) following the August 9 shooting of 18-year-old Michael Brown by a police officer and the demonstrations and rioting that ensued in the suburban St. Louis community. On the mayors' behalf, Conference of Mayors President Sacramento Mayor Kevin Johnson has taken the following actions:

## Initial Statement

Johnson issued a statement on August 15 on the shooting on behalf of the Conference of Mayors:

"We offer our heart-felt condolences to the family of Michael Brown who was shot and killed by a police officer last Saturday in Ferguson. While details of the shooting are still largely unknown, it is clear that this young man lost his life at far too young an age.

"We urge law enforcement officials and the community they serve to work together openly to determine exactly what occurred. We applaud President Obama's commitment to a thorough investigation by the Justice Department and the FBI.

"The Conference of Mayors has a long track-record of working with Mayors and Police Chiefs to achieve effective community policing. As part of that, we will work with the nation's police chiefs to further identify and implement police department policies, which will help to prevent such incidents from occurring in the future.

"As we work with President Obama on his My Brother's Keeper Initiative, we will examine the relationship between young black men and boys and the police and identify effective models that have improved that relationship, as well as others that support the healthy growth and development of young men of color."

## Leadership Call

Johnson convened a call on August 21 of the Conference of Mayors leadership, during which St. Louis Mayor Francis Slay updated the mayors on the current situation in Ferguson and several mayors in leadership roles, including Houston Mayor Annise Parker, Chair of the Conference of Mayors Criminal and Social Justice Committee, and Philadelphia Mayor and Past President Michael Nutter and Birmingham Mayor William Bell, co-chairs of the Conference of Mayors My Brother's Keeper Task Force, provided their perspective on the situation and actions the Conference of Mayors should take, including the development of policy recommendations that would respond to what occurred in Ferguson.

During the call, both Johnson and Conference of Mayors CEO and Executive Director Tom Cochran discussed two upcoming Conference of Mayors meetings that would provide an opportunity to discuss and build on the lessons learned from the events that occurred in Ferguson and the way the situation was handled: the September 27-29 Leadership Meeting in Sacramento and the October 8-9 community policing meeting with mayors and police chiefs at the Clinton Presidential Center in Little Rock.

## Leadership Statement

Johnson, Conference of Mayors Vice President Baltimore Mayor Stephanie Rawlings-Blake, Parker, Bell, Nutter, and Slay issued the following statement on August 26 on behalf of the nation's mayors:

"America's mayors are thankful that the rioting and violence have subsided in Ferguson and hope residents can find a way forward to live and work together in peace. Challenges remain, but the funeral of Michael Brown represented not only the end of a precious life but also the beginning of greater understanding among all Americans.

"First and foremost, we want to express

our deepest sympathies to the family and friends of Michael Brown. While the details surrounding his death remain unclear, we know that a mother and father lost a son and Ferguson lost a young black man in a violent incident. We want to reiterate President Barack Obama's earlier sentiments calling for peace and an end to the violence in Ferguson. Violence and continued unrest will only further harm the fabric of this community.

"We commend President Obama for the leadership he has exercised and the balance he has tried to bring to the situation in Ferguson. We also commend the President for the actions of his Administration to assist in quelling the unrest and to thoroughly and independently investigate the tragic shooting that led to it. Attorney General Eric Holder's trip to Ferguson affirmed the Administration's strong commitment to a comprehensive and impartial investigation, to restoring order and trust to the community of Ferguson, and to providing support to the family of Michael Brown.

"The U.S. Conference of Mayors, in conjunction with its member mayors and their police chiefs will be identifying policy recommendations to address the root causes of the problems that contributed to the tragic events in Ferguson and to identify actions that can be taken in our cities and by our federal government to avoid such catastrophic consequences in the future. We will be working through our Criminal and Social Justice Committee, our Task Force of Mayors and Police Chiefs, and our recently established My Brother's Keeper Task Force, which is intended to create ladders of opportunity for young men of color.

"Now more than ever, we need leadership in every community to ensure a tragedy such as this does not happen again."





# President Clinton to Address Little Rock Community Policing Meeting

By Laura DeKoven Waxman

Bill Clinton, the 42nd President of the United States, will kick off the Conference of Mayors meeting of mayors and police chiefs scheduled for October 8 and 9 at the William J. Clinton Presidential Center in Little Rock. The meeting will commemorate the 20th anniversary of the establishment of the COPS Program and Office, examine the current state of community policing in cities, and provide information on promising practices which mayors and police chiefs can employ today and in the future to make their cities safer.

The COPS Program, which empowered law enforcement agencies around the country to hire 100,000 additional community officers, was one of the major contributors to the historic drop in crime rates that began during the early 1990s and continued through President Clinton's two terms in office and beyond.

The meeting is co-sponsored by the COPS Office. Director Ron Davis will be present. Little Rock Mayor Mark Stodola, who was instrumental in securing President Clinton's confirmation for the meeting, will host the meeting.

Twenty years ago, The U.S. Conference of Mayors worked closely with President Clinton and members of his administration to develop, secure passage of, and implement the COPS Program. Ever since then, the Conference of Mayors has worked in close partnership with the COPS Office to instill community policing in cities across the nation.

Information on the meeting has been sent to all member mayors and they have been encouraged to bring their police chiefs to the meeting. The meeting will be a mix of presentations by mayors and police chiefs about exemplary efforts to address key problems and addresses by prominent officials.



Photo courtesy of Clinton Foundation

**President Bill Clinton, Founder, Clinton Foundation, 42nd President of the United States**



2015  
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OBESITY  
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U.S. Conference of Mayors is proud to announce an exciting new partnership with the American Beverage Association.

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# U.S. Mayors Featured on Sunday Political Talk Shows

## NBC's Meet The Press with Host Chuck Todd

### Cities Moving Forward with Little Help From Washington:

"Citizens have begun to differentiate between the type of government they don't mind paying for and the type they don't like to pay for. ... We have to invest in ourselves. No one is going to come bail us out."

– USCM Second Vice President Oklahoma City Mayor Mick Cornett

"We are living in a new normal. ... Washington has to understand that it is about getting the job done. It really is not about the political bickering that holds us back. ... What is the ultimate goal? What is the shared vision? There has to be compromise to ensure success."

– Pittsburgh Mayor Bill Peduta

"[Cities] share stories of resilience. Economies that struggled in the past are trying to rebound through innovation. ... We must focus on the goal and not the partisanship of what can happen."

– Tacoma Mayor Marilyn Strickland

## CNN's State of The Union with Host Candy Crowley

### Mayors on Safety in U.S. Cities After 9-11:

"There is no question that we are safer, smarter and much more aware of world events and local events now [post 9-11]. ... There is a new normal in America. ... We are constantly building in new processes,



**Left to right, USCM Vice President Oklahoma City (OK) Mayor President Mick Cornett, Tacoma (WA) Mayor Marilyn Strickland, and Pittsburgh (PA) Mayor Bill Peduta are featured on Chuck Todd's inaugural show of Meet The Press, Sunday, September 7, 2014.**

new procedures and new ways of getting information; and collaboration is at its highest level. ... We are only trying to get better ... and on the ground this level of coordination between law enforcement and security agencies is built in now as a part of our day-to-day activity."

– Philadelphia Mayor Michael Nutter

"The [safety] threat in our cities is constantly changing and evolving. We have to be ahead of it. ... Key to that is getting down to the neighborhood level. ... In our city, we are encouraging citizens, 'If you see something; say something.' ... There

**See TALK SHOWS on page 15**



**Left to right, featured on State of The Union show with Candy Crowley on Sunday, September 7, are Philadelphia Mayor Michael Nutter, Boston Mayor Martin Walsh, and San Diego Mayor Kevin Faulconer.**



# Google, Conference of Mayors Host Local Award Presentation in Garland, Louisville

By David W. Burns

In two separate local award presentations, Google and The United States Conference of Mayors showcased the local efforts by Garland (TX) Mayor Douglas Athas and Louisville Mayor Greg Fischer for their award-winning work with the Get Your Business City Challenge.

The Conference of Mayors and Google presented the award August 25 in Garland during the Garland Chamber of Commerce's monthly luncheon. Athas and his team targeted their downtown and small business community and partnered with their Chamber of Commerce to help small businesses get online. They received the award in the mid-size city category.



**Google's Gerardo Interiano, left, and USCM's David W. Burns, right, present the Get Your Business Online City Challenge Mid-size city award to Garland (TX) Mayor Douglas Athas, center.**



**At left, USCM Vice President Stephanie Rawlings-Blake presents Louisville Mayor Greg Fischer with the Get Your Business Online Large City Award.**

The large city award was presented August 28 to Fischer in a special ceremony. He received the award from Conference of Mayors Vice President Baltimore Mayor Stephanie Rawlings-Blake. Louisville's strategy focused on incorporating the campaign into their "Digital Economic Corridors" strategy.

The Get Your Business Online City Challenge was launched in June 2013 at the 81st Annual Conference in Las Vegas. With 97 percent of Americans looking online for goods and services, the challenge aimed to get small businesses online, of which 50 percent are not.

## TALK SHOWS

from page 14

is nothing too small. ... The local partnership neighborhood by neighborhood is the best way to share information and make sure we are communicating."

— San Diego Mayor Kevin Faulconer

"I start each morning with a call from my police commissioner. And while there is attention on ISIS, our police do not have the luxury of worrying about just one group. A potential terrorist attack can come from any area in the world. ... Pre 9-11, people were concerned about crime in their neighborhoods. Today, it is so different. ... People in the community are

now more aware and engaged. ... We have to have constant communication. ... We can never put our guard down."

— Boston Mayor Martin Walsh



By Kathryn Kretchmer-Weyland

As a result of a recent ruling by the 8th U.S Circuit Court of Appeals, the Conference of Mayors has issued a Call to Action for mayors in an August 26 letter from Conference of Mayors CEO and Executive Director Tom Cochran and Columbia Mayor and Trustee Stephen K. Benjamin.

The court ruling has affirmed that the plan sponsor (your city) is responsible for monitoring fees charged to participant accounts under a defined contribution pension plan.

Many mayors have already reported taking action on the recommended steps in the article, and have begun sharing their progress with the Conference of Mayors. In addition to the three steps outlined in the article, the following tips may help you and your staff to complete the steps more easily:

### 1 Hire an Independent Consultant

It will usually be easier for you and your staff if you retain an independent consultant to help guide the public bid process and negotiate a final contract with the winning bidder.

Professional, independent consultants know of all the companies that should be included in a public bid, and how to evaluate and rank them. They also know how to obtain references and service evaluations from other cities of similar size and characteristics.

Another important factor in hiring a consultant is integrity of the public bid process. Past experience has shown that employees and other stakeholders in the process usually place more confidence in the bid results if an independent consultant was hired to oversee the process. This makes the evaluation more transpar-

# Call to Action Issued to Address Court Ruling

ent and reduces the chance that the bid selection is tainted by politics, favoritism or other factors.

### 2 Cost Should Not be an Excuse to Avoid Hiring a Consultant

If your city cannot afford to pay a fee to a consultant to handle a public bid process (generally \$10,000-\$25,000, depending on the size of your plan), then you can build the fee into the bid itself. This is a practice used by many public employers.

After selecting your consultant (more on that below) and finalizing the fee they are to be paid, you make it a requirement of the bid that the winning bidder pays the consulting fee. They simply build the fee into their cost proposal. Since most contracts are awarded on a 3-5 year basis, the impact of this fee is generally small when amortized over the contract term. In nearly every situation, the cost of the consultant is more than offset by the fee savings and other benefits that are obtained as a result of the bid process. If you have doubts about this, many consultants may agree to a provision that their fee will be waived if a bid process under their purview fails to produce lower fees and better investment options than existed prior to the bid.

### 3 Avoid a Conflict of Interest When Hiring a Consultant

Any consultant you hire must be prohibited from submitting a bid for any services from their own firm, or through an affiliate. They must be independent, and may not benefit directly, or indirectly from the bid award.

For example, as the author of this article, this consultant would refuse to accept any consulting contracts for bid management from cities taking action as a result of this particular "Call to Action." Other-

wise, to do so during this particular bid cycle could create a conflict by benefitting from a recommendation.

For other guidelines on avoiding a conflict of interest go to the website [www.gregoryseller.com](http://www.gregoryseller.com). Select the articles tab and view the article dated February 5, titled "Does Your Consultant Have a Conflict of Interest?"

### 4 Don't Exempt Any of Your Programs from Public Bidding

Most cities have one defined contribution plan and one vendor to handle it. Some cities have "multiple vendors", although this is certainly not a "best practice" for a number of reasons. However, if you have two or more vendors, be sure to subject all of them to the public bid process and try to select the best vendor. If you exempt one or more of your vendors from the bid process, you have tainted the entire process by failing to provide oversight on the programs used by all employees. Programs added through collective bargaining cannot be exempt from a public bid process unless you want to compromise your fiduciary duty. Doing so entails risk to you, the city, taxpayers, and employees.

### Conference of Mayors is Here to Help

Conference of Mayors staff are here to help you with this process. Contact Kathryn Kretchmer-Weyland at [kweyland@usmayors.org](mailto:kweyland@usmayors.org) or Jeff Bean at [jbean@usmayors.org](mailto:jbean@usmayors.org) for immediate assistance with this important issue.



By Laura DeKoven Waxman

Fifty-six mayors from 27 states, the District of Columbia and Puerto Rico co-signed a September 8 U.S. Conference of Mayors letter to Congressional leaders urging quick action on the \$3.7 billion supplemental appropriation requested by President Barak Obama July 8 to address the humanitarian crisis resulting from the influx of migrants into the country across the Southern border. In their letter to Senate Majority Leader Harry Reid (NV), Senate Minority Leader Mitch McConnell (KY), House Speaker John Boehner (OH) and House Minority Leader Nancy Pelosi (CA), the mayors called on Congress to make passage of the supplemental the first order of business when they returned to Washington following the August recess.

The mayors' letter explained that because of Congress's failure to act on the supplemental, federal agencies have had to reprogram funds away from other critical missions to meet the immediate humanitarian need. They said that the Department of Homeland Security alone has had to reprogram \$405 million from other parts of the Department including FEMA's Disaster Relief Fund base, the U.S. Coast Guard, and the Transportation Security Administration.

The mayors also pointed out that Congress has denied some agencies the flexibility to make these adjustments, and had prohibited the Justice Department from reprogramming funds to provide increased legal services to migrants facing court proceedings.

# Mayors Urge Congress to Act on Border Supplemental

The funding requested in the supplemental would provide funds to the Departments of Homeland Security, Health and Human Services, Justice, and State for increased efforts focusing on:

- Deterrence, including increased detainment and removal of adults with children and increased immigration court capacity to speed cases;
- Enforcement, including enhanced interdiction and prosecution of criminal networks, increased surveillance, and expanded collaborative law enforcement task force efforts;
- Foreign Cooperation, including improved repatriation and reintegration, stepped-up public information campaigns, and efforts to address the root causes of migration; and
- Capacity, including increased detainment, care, and transportation of unaccompanied children

The mayors who signed the letter are:  
 Conference of Mayors President Sacramento Mayor Kevin Johnson  
 Conference of Mayors Vice President Baltimore Mayor Stephanie Rawlings-Blake  
 Akron Mayor Don Plusquellic, Conference of Mayors Past President  
 Philadelphia Mayor Michael A. Nutter,  
 Conference of Mayors Past President  
 Little Rock Mayor Mark Stodola  
 Phoenix Mayor Greg Stanton  
 Tucson Mayor Jonathan Rothschild  
 Fremont Mayor Bill Harrison  
 Los Angeles Mayor Eric Garcetti  
 Oceanside Mayor Jim Wood  
 Pasadena Mayor Bill Bogaard  
 Torrance Mayor Patrick J. Furey  
 West Sacramento Mayor Christopher Cabaldon

Denver Mayor Michael B. Hancock  
 Bridgeport Mayor Bill Finch  
 Hartford Mayor Pedro Segarra  
 New Haven Mayor Toni Harp  
 Wilmington Mayor Dennis Williams  
 Washington (DC) Mayor Vincent C. Gray  
 Mayor of Cape Coral Marni Sawicki  
 Hallandale Beach Mayor Joy Cooper  
 Pembroke Pines Mayor Frank Ortis  
 Atlanta Mayor Kasim Reed  
 Davenport Mayor William Gluba  
 Waukegan Mayor Wayne Motley  
 Elkhart Mayor Dick Moore  
 Louisville Mayor Greg Fischer  
 Newton Mayor Setti Warren  
 Flint Mayor Dayne Walling  
 Lansing Mayor Virg Bernero  
 Edina Mayor Jim Hovland  
 St. Louis Mayor Francis G. Slay  
 University City Mayor Shelley Welsch  
 Asheville Mayor Esther Manheimer  
 Durham Mayor William Bell  
 Indian Trail Mayor Michael Alvarez  
 Irvington Mayor Anthony Vauss  
 Pleasantville Mayor Jesse Tweedle  
 Piscataway Mayor Brian Wahler  
 Niagara Falls Mayor Paul Dyster  
 Syracuse Mayor Stephanie Miner  
 Lima Mayor David Berger  
 Dayton Mayor Nan Whaley  
 Beaverton Mayor Denny Doyle  
 Easton Mayor Sal Panto  
 Allentown Mayor Ed Pawlowski  
 Pittsburgh Mayor William Peduto  
 Camuy (PR) Mayor Edwin Garcia  
 Columbia (SC) Mayor Stephen Benjamin  
 Houston Mayor Annise D. Parker  
 Laredo Mayor Raul G. Salinas  
 Socorro (TX) Mayor Jesus Ruiz  
 Tacoma Mayor Marilyn Strickland  
 Seattle Mayor Edward Murray  
 Madison Mayor Paul Soglin





By Laura DeKoven Waxman

U.S. Commerce Secretary Penny Pritzker announced September 4 the appointment of Houston Mayor Annise D. Parker, Chair of the Conference of Mayors Criminal and Social Justice Committee, and four other experts on public safety, wireless broadband communications, and state and local government to serve on the First Responder Network Authority (FirstNet) Board. Parker will complete the remaining year in former Denver Mayor and Conference of Mayors President Wellington Webb's term on the board.

Following the announcement, Conference of Mayors President Sacramento Mayor Kevin Johnson said, "America's mayors commend the Obama Administration for making sure that cities and their public safety communications needs will be well represented on the national board responsible for overseeing the planning, development, maintenance and operation of the nationwide wireless public safety communications network."

## Houston Mayor Parker Appointed to FirstNet Board

Secretary Penny Pritzker has recognized the important contribution which an experienced and successful mayor can bring to the work of this Board," Johnson commented. "She follows former Denver Mayor and Conference President Wellington Webb who has done an outstanding job on the FirstNet Board over the last two years and made sure that the interests of the nation's cities and first responders were taken into account in its deliberations."

Also appointed were Salt Lake City Police Chris Burbank, Hennepin County Sheriff Richard Stanek, former Vermont Governor James H. Douglas, and Frank Plastina, a North Carolina technology executive. Retired telecommunications executive Ed Reynolds was reappointed to the Board.

Johnson also praised the appointment of Burbank to the Board. "It is critically important that police chiefs be represented on the Board and we know that Chief Burbank will do an outstanding job of making sure that law enforcement needs are taken into account in the work of the Board," he said.



**Houston Mayor Annise D. Parker**

ors Executive Director and CEO Tom Cochran. "Mayor Parker will be a great member of the FirstNet Board and a great representative of the mayors of this nation," Cochran continued.

The 15-member FirstNet Board of Directors was authorized through the public safety broadband communications provisions of the Middle Class Tax Relief and Job Creation Act of 2012, which was signed by the President on February 22, 2012. The law requires that at least three of the board's members represent state and local governments, tribes and territories, and that at least three others have served as public safety professionals. The law focuses on the reallocation of critical spectrum – the so-called D Block of the 700 MHz – to public safety and funding for the development, maintenance and operation of the network.



"By appointing Mayor Parker, who has been our leader on this issue since legislation to develop the nationwide public safety broadband network and establish FirstNet was first proposed, Commerce

"The Conference of Mayors has always been committed to making sure that mayors' interests and concerns are well represented in the federal government," commented Conference of May-



By Judy Sheahan

A bill that would prohibit the Environmental Protection Agency (EPA) and the Army Corps of Engineers (Corps) from “developing, finalizing, adopting, implementing, applying, administering, or enforcing” the proposed rule that would redefine “waters of the United States” under the Clean Water Act (CWA) passed the House by a vote of 262-152. Thirty-five Democrats joined all but one Republican to vote for the H.R. 5078, the Waters of the United States Regulatory Overreach Protection Act.

The bill is attempting to stop EPA and the Corps’ proposed rule that they released in March and whose comments are due by October 20. The proposed rule is supposed to clarify what water is considered a “waters of the United States” and therefore subject to the Clean Water Act. It is supposed to clarify two Supreme Court rulings in 2001 and 2006 that caused confusion regarding what water is and is not considered a “waters of the U.S.” Ever since the proposed rule has been released, there has been a fair amount of controversy surrounding it.

H.R. 5078 would require the EPA and the Corps to engage in a federalism consultation with the states and local governments to formulate recommendations for a consensus regulatory proposal that would identify the scope of waters to be covered under the Clean Water Act, and those waters to be reserved for the states to determine how to regulate. The proposal would need to be consistent with the applicable rulings of the United States Supreme Court. In addition, a draft report describing the recommendations for a consensus regulatory proposal would be developed and published in the Federal Register for public review and comment

## Prohibition of “Waters of the U.S.” Rule Passes House

as well as preparing and submitting to Congress a final report describing those recommendations.

The House has already voted to block the “waters of the U.S.” proposal by placing a provision in the 2015 energy and water appropriations bill. On the Senate side, a similar provision was supposed to be included in their Appropriations bill but Democratic leadership pulled the bill. Also on the Senate side, a similar amendment in the Water Resources Development Act (WRDA) bill with 52 Senators (including eight Democrats) voted to support the amendment. However, the amendment needed 60 votes to pass.

The Conference of Mayors passed policy in June of this year outlining some concerns with EPA and Corps’ draft proposal. In the policy, the mayors stated that EPA and the Corps should “engage local governments and other stakeholders in drafting a rule that addresses to the satisfaction of local governments and other stakeholders the full economic impact for all sections of the Clean Water Act beyond Section 404 (e.g. Sections 301, 311, 401, 402); incorporates the conclusions of the Science Advisory Board; and fully addresses the concerns raised by local governments (listed below) and other federal agencies with water management and regulatory responsibilities prior to finalizing the rule.”

The resolution also states that any final Waters of the U.S. rule should include the following provisions that are priority concerns for local governments:

- Separate municipal storm sewers will continue to be regulated and permitted under Section 402 of the Clean Water Act, and shall not be considered, either in their entirety or any individual feature thereof, Waters of the U.S.;
- Green infrastructure developed to improve water quality or achieve multiple public benefits shall be encour-

aged and given priority consideration that does not impose additional financial and regulatory burdens of permittees and shall not be considered Waters of the United States;

- Water delivery, reuse, and reclamation systems and facilities shall not be considered waters of the U.S.;
- Ditches and other drainage features that protect and ensure the operation of public infrastructure shall not be considered waters of the U.S.;
- Wastewater treatment systems and all associated infrastructure shall not be considered waters of the U.S.;
- Any proposal to regulate waters within a floodplain, riparian, or any other general area must include a specific definition, including the specific boundaries, of the floodplain, riparian, or other area subject to the rule;
- The rule must include sufficient clarity and specificity to better inform regulators and permittees and to minimize the potential for litigation; and
- That failure to address any one or all of these concerns shall be considered an unfunded mandate and the federal government shall provide funding to local governments to address the cost of implementation.

The action now moves to the Senate side, which may place Democrats who face tough reelection bids in a difficult position. The White House has already announced that it would veto the bill if it comes before them. Comments on EPA and Corps’ proposed rule, which can be found online at <http://www2.epa.gov/uswaters>, are due on October 20.





By Eugene T. Lowe

Gary Mayor Karen Freeman-Wilson welcomed newly appointed HUD Secretary Julian Castro to her city August 20 to see two projects funded by the federal housing department. Castro, four weeks into his new job, accompanied Freeman-Wilson on a tour of the Sheraton Hotel demolition site and the South Shore Commons, a homeless veterans center.

Castro said, "It is here in Gary that HUD has a great partnership with other federal departments and the city through its Strong Cities, Strong Communities." The Secretary added, "The president has set a goal to eliminate veteran homelessness by the end of 2015 and we are determined to meet that goal. Here in Gary and at the South Shore Commons you have a lot you should be proud of.

## HUD Secretary Julian Castro Tours Gary Facilities

Here in America's local communities is where things get done."

Freeman-Wilson praised the appointment of the new HUD Secretary. "I knew that as mayor of San Antonio he understands what we as mayors go through everyday and that we would have a sympathetic ear in HUD who would be able to articulate to others in the cabinet and in Washington what our needs are," Freeman-Wilson said.

Of the Secretary's visit, Freeman-Wilson said, "To be able to spend time and just talk about what our needs are. Driving through the city he saw the abandoned buildings and he understands that while we got \$6 million going toward that effort now we probably have a 60 million dollar abandoned building issue. It also gives him a chance to see the positive things that are going on and



**At left, Gary Mayor Karen-Freeman Wilson with HUD Secretary Julian Castro.**

the challenges we continue to have and how HUD might be able to fit into those challenges."

(Quotes in this article were taken from a story by David Denson of the Gary Crusader).

## San Diego Mayor Faulconer on Hill Promoting Water, Wastewater Infrastructure Investment

By Judy Sheahan

San Diego Mayor Kevin Faulconer joined other government leaders at a Capitol Hill event on September 10 highlighting the importance of water and wastewater infrastructure that was co-sponsored by the Conference of Mayors.

"From agriculture to manufacturing to transportation, America's economy runs on water," said Faulconer. "Whether it's

brewing a San Diego craft beer or providing electricity for millions in New York, our cities depend on reliable water infrastructure – and we need to invest now so that when it comes to our future, the glass is half full."

A letter cosigned by the Conference of Mayors, National League of Cities, National Association of Counties, Value of Water Coalition, American Society of Civil Engineers, the National Associa-

tion of Manufacturers, and the Building America's Future, was given to House and Senate members who have an interest in water and wastewater infrastructure issues. They include Senator Ben Cardin (MD), and Representatives Bob Gibbs (OH) and Tim Bishop (NY).

The letter calls on the Administration and Congress to:

- Expand access to low-cost loan and grant programs for all water providers to accelerate water infrastructure projects across America;
- Leverage private financing and partnership opportunities; and
- Support workforce development programs that prepare the next genera-

**See WATER on page 21**





By Larry Jones

New regulations were jointly issued by the Federal Reserve Board, Federal Deposit Insurance Corporation, and the Office of the Comptroller of the Currency on September 3 to strengthen the liquidity position of large banks with \$250 billion or more in total assets. The new rules are in response to the 2008 fiscal crisis and aimed at ensuring that big banks are capable of funding their operations for 30 days during periods of financial stress. Under the new rules, big banks must continuously maintain enough High Quality Liquid Assets (assets that can be easily converted to cash) to cover at least 100 percent of its total net cash outflows over a 30-day period. High Quality Liquid Assets (HQLA) include cash, Treasury bonds and highly rated corporate bonds

## New Liquidity Rules for Big Banks Could Increase State, Local Borrowing Costs

that banks could sell in order to meet their financial obligations.

The Conference of Mayors and other state and local groups in a letter earlier this year to the federal regulating agencies urged that municipal securities be classified as a HQLA. They expressed concern that failure to classify municipal securities as HQLA not only overlooks an investment category that contributes to greater market stability, but this oversight will have significant negative effects on the municipal securities market and communities across the country. They said it "would significantly reduce the appeal of municipal securities for banks to underwrite these securities and for investors to purchase them, resulting in increased borrowing costs for state and local governments and public service entities to finance desperately needed infrastructure projects." The financial impact on

state and local governments could be significant considering that bank holdings of municipal securities and loans have increased 86 percent since 2009.

Although final regulations have been issued, there are already indications that the regulations may be tweaked to address concerns raised by state and local groups. In a prepared statement, Daniel Tarullo, one of the Governors on Federal Reserve Board of Governors, confirmed that regulators are already considering modifying the rules to allow some state and municipal bonds to qualify as HQLA. He said recent staff analysis "suggest that the liquidity of some state and municipal bonds is comparable to that of the very liquid corporate bonds that can qualify as HQLA" and that staff has been working to develop criteria for determining which municipal bonds might qualify.

## WATER from page 20

tion of workers who will be stewards of our nation's water systems.

A new report by the Water Research Foundation and the Water Environment Research Foundation entitled, *The Economic and Labor Impact of the Water Sector*, was also released. According to the report, 30 large water and wastewater agencies are planning to invest \$233 billion into the economy in the next decade. This will result in \$524 billion in economic output over the next ten years and support 289,000 jobs annually.



**Left to right, Representatives Tim Bishop (NY) and Bob Gibbs (OH), San Diego Mayor Kevin Faulconer and Senator Ben Cardin (MD) at a Capitol Hill event promoting the importance of water and wastewater infrastructure investment.**

# Platinum Partner Linebarger Goggan Receives Patriot Award for Military Support

Linebarger Goggan Houston partners Norman Nelson and Chip Sutton recently accepted the Employer Support of the Guard and Reserve (ESGR) Patriot Award on behalf of the law firm. Nelson is a retired United States Air Force Officer, and encourages all military reservists working in the Houston office to continue their military service. Sutton has taken time from his own personal schedule to ensure that active military reservist employees can attend training or battle assembly that has conflicted with work schedules. The firm was nominated by Houston office partner Derick Mendoza, who is a Major in the U.S. Army Reserves.

As a recognized leader in the accounts receivable management industry, Linebarger Goggan is no stranger to public service. A four-time winner of USCM Public-Private Partnership awards, the firm fully understands the meaning of customer service and the benefits of true partnerships. Linebarger Goggan received its first USCM Public-Private Partnership award in 2001 for its work with Dallas. To date, it has collected over \$1.2 Billion for the city and school district in delinquent taxes. In 2004, the Conference of Mayors recognized the firm



***Left to right, Linebarger Goggan Partners E. Derick Mendoza, Chip Sutton, and Norman Nelson with ESGR Representative Wyvette McLendon.***

for its efforts to help Chicago collect its outstanding fees and fines, such as parking tickets; that partnership has collected over \$380 Million. In January 2007, the Conference of Mayors bestowed yet another outstanding achievement award on Linebarger Goggan for its program to

assist Houston with inner city revitalization and development of affordable housing through its delinquent tax collection program. And, in 2010 the firm garnered another Conference of Mayors award for its partnership with Port Arthur to transform blighted and abandoned properties in inner-city neighborhoods following Hurricane Ike using the firm's tax sale process.

Since 1976, Linebarger Goggan has focused on debt collection services for local and state government agencies. The law firm currently serves over 500 cities, designing customized solutions to help them collect their delinquent taxes, fees, fines, service charges, and other miscellaneous government debts. The firm will help its government clients recover nearly \$1 billion this year alone.

For more information about Linebarger Goggan, contact U.S. Mayor Enterprises COO Kathryn Kretschmer-Weyland at 301-351-4350 or send e-mail to [kweyland@usmayors.org](mailto:kweyland@usmayors.org).



# Las Vegas Mayor Goodman, City Leaders Celebrate Winning Top Mayors' Climate Protection Award

## "Green Chips" Group Receives Walmart-Sponsored Grant

Las Vegas Mayor Carolyn Goodman and other city leaders August 20 joined together to celebrate winning the Conference of Mayors' 2014 Mayors' Climate Protection Award (First Place in the Large City Category). At the city hall event, Goodman awarded "Green Chips," a public-private collaborative on sustainability serving the city and broader region, a \$25,000 grant provided by Walmart, the sponsor of the annual climate awards program.



**Left to right, Las Vegas Management Analyst Marco Velotta, USCM CEO and Executive Director Tom Cochran, Las Vegas Chief Sustainability Officer Tom Perrigo, Las Vegas Mayor Carolyn Goodman, Opportunity Village Prospect Research and Donor Acquisition Manager Greg Gudenkauf, Walmart Public Affairs Director Amelia McLearn, and Green Chips Executive Director Lauren Boitel.**

## COCHRAN from page 2

Twenty years ago tomorrow, President Clinton signed the Violence Against Women Act. We worked closely drafting and supporting the legislation with then Delaware Senator Joe Biden. Throughout our history, the Conference of Mayors has openly had task force discussions, plenary sessions on battering, domestic violence, and violent crimes against women and girls.

The recent video of Rutgers and Baltimore Raven star Ray Rice showing him punching his wife unconscious and dragging her body out of an elevator has caused outrage and the violent act depicted on the video has spilled over into the public debate. Further, this violent behavior, committed daily on women and girls existing in cities throughout America, is now an issue being discussed in the body politic of our American cities.

Domestic violence in the home, according to many police officers, is one of the most dangerous parts of police work due to the proliferation of guns, and drugs, legal and illegal.

The NFL handling of the situation, the love of Ray Rice by Ravens fans, and that tough complicated issue of this being a family matter does not exempt the need for our local police officers to enforce the laws of their jurisdiction. Lost somewhere in the video and social media is the fact that Mr. and Mrs. Rice were arrested and charged with assault after the brutal punching altercation at the Revel Casino in Atlantic City.

In March, a grand jury indicted Mr. Rice on aggravated assault with criminal charges later dropped after he agreed to counseling. All through this, the police had their job to do and they did it. My mentioning this is not to make judgments but to point out the statistics of violence, some fatal, against women and girls is there. And it's our police who have to deal with it in

the homes of many Americans, and yes, in hotels after a violent unconscious punch-out in an elevator. Our police are being tested and burdened more than ever and they are our employees. Mayors and police chiefs working with their departments must discuss, learn and continue to provide safety for all. The Conference of Mayors will continue to foster opportunities for mayors and chiefs to learn from each other.

In Sacramento this month, and even more focused in Little Rock in October, we will continue to do our best to provide police protection and tranquility in our nation's cities.

Mayor Johnson has asked that we use the best practices and information coming out of Sacramento and Little Rock meetings to provide a report and recommendations to the President, Justice Department and Congress. We look forward to working with all of you as we go forward.

And I look forward to seeing many of you in Sacramento and later in Little Rock in the coming weeks.



## ABOUT THE MAYOR



**Southfield Mayor Brenda Lawrence**

### Southfield

Southfield Mayor **Brenda Lawrence** defeated State Representative



**At right, Indianapolis Mayor Gregory A. Ballard with Boston Red Sox President and CEO Larry Lucchino.**

Rudy Hobbs and former Congressman Hansen Clarke to win the Democratic nomination in Michigan's 14th Congressional district on August 5.

Lawrence will face Republican Christina Conyers in November in a race to replace Rep. Gary Peters, who is running for Senate in Michigan.

Lawrence is a Trustee of The U.S. Conference of Mayors.

### Indianapolis

Indianapolis Mayor **Gregory A. Ballard** participated in a sports summit sponsored by Bloomberg News in New York City. The mayor talked about the impact that hosting the super Bowl and other sport events on his city.

# USCM on the WEB

[usmayors.org](http://usmayors.org)



## Palm Bay Mayor Raises Thousands for Anti-Bullying Effort

In September of 2013, more than 150 people celebrated Palm Bay Mayor William Capote's inaugural Mayor's Ball, with the proceeds from the event going to benefit Tiny Girl Big Dream, Inc., an organization that promotes friendship in order to overcome bullying in schools. The 2013 Mayor's Ball raised more than \$15,000 in order to supply "Friendship Benches" to local schools.

Acacia Woodley, a recent graduate of Palm Bay Elementary School, decided to turn the negative action of bullying among young people into a positive promotion of friendship. Acacia brought the idea of friendship benches to Palm Bay schools and public spaces as a way to spread the message about the importance of friendship. Rather than focus on anti-bullying, Acacia, through the friendship bench project, is totally focused on friendship!

"When I first met Acacia I was so impressed with her," said Capote. "I was so thankful to all those who came out to the first Mayor's Ball to help us support this worthy mission of infiltrating our schools with positive encouraging thoughts and action, and the event was such a success, that I plan to hold a second Mayor's Ball to support the boy scouts this year."

Capote was the first to join The U.S. Conference of Mayors' Campaign to End Bullying, a national partnership with The Bully Project to wipe out bullying in the nation's schools. Led by Houston Mayor Annise Parker, the campaign will create an unprecedented local and national civic call to action: end bullying and make schools a safe place for all learners.

With the overall success of the 2013 Mayor's Ball, Tiny Girl Big Dream, Inc. will be able to supply approximately 20 schools in Palm Bay with friendship benches. So far, the benches can be found in 48 U.S. and Canadian schools, according to officials with C.R. Plastic Products, the company that makes the brightly colored benches. "We quickly jumped on board," said C.R. Plastic Products Finance and Administration Vice President Bruce Ballantyne, which manufactures recycled patio furniture. "We make the benches out of scrap from our production process. If a board has a defect of some kind, we save it to use in these benches, so each bench we make is unique."

The overall goal is to place these benches in every school across the United States and promote "...a world where kindness, compassion, and humanity are recognized, appreciated and rewarded; a world where acts of violence are replaced by acts of kindness."



**Palm Bay Mayor William Capote and Acacia Woodley on a Friendship Bench.**



**Palm Bay Mayor William Capote**

According to Ballantyne, Acacia's desire to foster kindness and friendship stems from her own life experience. "When she moved to a new school in Florida, she was bullied by the popular girl in school," he said. "She has no right hand and only two fingers on her left hand — she's been that way since birth — so she's very small and different, and she was an easy target for this girl to pick on. Acacia didn't even want to go to school." Then Acacia came up with an idea. "She decided that maybe this bully needs a friend, so she invited her to her house to talk to her, and what she found out was that the girl was going through a bunch of issues at home. This girl is now one of Acacia's best friends," Ballantyne continued.

From that experience, Acacia came up with the idea of putting a Friendship Bench at her school, so her mom helped her buy a wooden Adirondack bench, which they painted in many colors and placed in the school. Then C.R. Plastic Products was contacted to make more

**See BULLYING on page 26**

# Best Practices

## BULLYING from page 25

benches for other schools.

When a Friendship Bench is placed in school and someone is feeling bullied, or maybe they're the new kid in class and they're feeling lonely, they're taught to go sit on the bench. Other kids are taught that if they see someone sitting alone on the bench, they're to go sit with them and be their friend. Acacia also came up with the idea of students being written up for friendship — for being kind to a fellow student who's sitting on the bench — an ironic twist on the traditional practice of students being written up for bullying.

The benches, which sell for \$700 apiece, are made from recycled plastic and are hand-painted with words of encouragement and positive character traits such as hope, respect, listen, dream



**Palm Bay Mayor William Capote with Acacia Woodley.**

and encourage. Each bench also has three quotes about friendship — one on each arm and one along the front edge.

Schools purchasing a bench also receive sample "Friendship Reports" for writing up students who befriend others; plastic wristbands engraved with the words "I Am Amazing" for each child in the school; a letter from Acacia about her mission; and a video in which she explains how the benches are to be used.

For more information on the Mayors' Campaign to End Bullying, and to learn what other mayors are doing in support of the campaign, contact Kathy Wiggins at [kwiggins@usmayors.org](mailto:kwiggins@usmayors.org).

Mayors are invited to submit the "Best Practices" of their cities to U.S. MAYOR. Contact Public Affairs at 202-293-7330 or send e-mail to [usmayor@usmayors.org](mailto:usmayor@usmayors.org)



## Calendar of Events

(Updated 08/13/14)



### 2014

#### September 27-29

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



For updates or changes, check our web site at

[usmayors.org](http://usmayors.org)

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

- Community Policing: Oct 8-9
  - Ports/Exports and Imports: Oct 10
- Contact: Carol Edwards [cedwards@usmayors.org](mailto:cedwards@usmayors.org) / 202-293-7330; Sponsorship: Geri Powell [gpowell@usmayors.org](mailto:gpowell@usmayors.org) / 202-861-6774. Registration Open

#### October 15-17

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

### 2015

#### January 21-23

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

#### June 19-22

**83rd Annual Conference of Mayors**, San Francisco. Contact: Carol Edwards [cedwards@usmayors.org](mailto:cedwards@usmayors.org) / 202-293-7330; Sponsorship: Geri Powell [gpowell@usmayors.org](mailto:gpowell@usmayors.org) / 202-861-6774. Registration Opens Spring 2015