



U.S. MAYOR

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More Cities Struggle in 2013, but Still Drive U.S. Economy

By Dave Gatton and Elena Temple-Webb

Nearly one-third (119) of U.S. metros will experience no growth or declining economies in 2013, compared to only 73 metros in 2012, according to a new report released November 18 by The U.S. Conference of Mayors and prepared by IHS Global Insight.

The report also shows that two-thirds (244) of U.S. metro economies will see some measure of economic expansion in 2013, but almost 40 percent of them will grow by only one percent or less.

"Because the recovery is still very fragile, we cannot afford manufactured crises like sequestration, the debt ceiling battle and the federal government shutdown," said Conference of Mayors President Mesa Mayor Scott Smith. "So it is important

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MAYORAL ELECTIONS BRING CHANGE TO CITIES ACROSS U.S. See Story on Page 12

U.S. Mayors Honor Life, Legacy of President John F. Kennedy

By Elena Temple-Webb

Dallas recognized the 50th Anniversary of the assassination of President John F. Kennedy November 22 in a solemn ceremony at Dealey Plaza, the site of the shooting in 1963.

U.S. mayors across the country participated in the commemoration by ringing church bells at 12:15 p.m. Central Standard Time and observing a moment of silence at 12:30 p.m. CST, the time when the gunshots that ultimately killed Kenne-

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Dallas Mayor Mike Rawlings speaks during a ceremony to mark the 50th anniversary of the assassination of John F. Kennedy, November 22, at Dealey Plaza in Dallas. President Kennedy's motorcade was passing through Dealey Plaza when shots rang out on November 22, 1963.

AP Photo by Tony Gutierrez



**Washington (DC)
November 22, 2013**

Fifty years after his sudden death in Dallas on this day in 1963, Americans still are inspired by President Kennedy's life and his Presidency.

To those like me who lived through it, I still have the pain of losing him. So many came to be a part of public service when we were very young. And today he will still give us strength due to his spirit that is still with us.

The record shows that he loved politics and he loved mayors. His granddaddy was a mayor and his mother, a strong influence on him, had an essence of her being what it was to be a part of her father's life as the mayor of Boston.

We have created a space on our website at usmayors.org giving you some history as he engaged us first, and asked for the mayors to help him pass civil rights legislation. You can see him when he came to our annual meeting in Honolulu, June 1963. He needed the mayors' help with the civil rights legislation and after he was taken from us, mayors worked with President Johnson to enact the Civil Rights Act of 1964. It was indeed landmark legislation and started us on the road with other civil rights being enacted from that era to the present day.

We were so pleased Caroline Kennedy came to us in 2011 at our Winter Meeting to celebrate the 50th anniversary of her father's inauguration. She remarked on the occasion that mayors had kept him alive through our work with the JFK School of Politics at Harvard.

She was installed as our Ambassador to Japan this week. Thousands lined the streets to see her ride a horse drawn carriage through the streets of Tokyo to present her credentials to the Japanese government. She has worked hard to respond to the challenges and has done

a magnificent job in advocating for public service to be a part of our daily lives.

Our partnership with the JFK School, the New Mayors Sessions and other initiatives are all part of keeping President Kennedy and mayors alive, not just to recognize the 22nd of November, but every day we know we must continue to call out to our citizens - ask not what your city can do for you, ask what you can do for your city - and your nation. Today the polls show that people feel closer and trust their local governments more than state or federal governments. Today, with social media and the digital world mayors are engaging more people than ever to become involved in some aspect of their city.

And so we look back at 1963 when we lost him. And we look back at what we have done with others that followed him, and we can be proud as he would be, knowing that every day, we are put here to make it better for our cities and our great country. And knowing too, that we aren't going to stop believing that we can, and do, make a difference in the lives of so many when we all come together, strong and courageous, as leaders united within The United States Conference of Mayors.

He would be proud of all of you and our great national organization. He was here for such a short time and he remains with us 50 years later and he will be with us for generations to come.



U.S. MAYOR

**Publisher,
Editor-in-Chief
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ISSN 1049-2119

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U.S. MAYOR (ISSN 1049-2119) is published semi-monthly except for August, September and December by The United States Conference of Mayors, 1620 I Street, NW, Washington, DC 20006-4005.

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Send address changes e-mail to:
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Subscription: <http://usmayors.org/usmayornewspaper/>

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ECONOMY

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that Washington not return to dysfunction, which has real economic consequences in our cities and on Main Street," he said.

In 2013, U.S. cities and their metro economies are projected to grow at a lackluster 1.6 percent, slower than the national real GDP growth rate of 1.7 percent.

Yet in 2014, minus the manufactured crises cited by Smith, the national economy and U.S. metros are slated to grow by 2.5 percent with nearly all metros (258) positioned to experience some growth.

This year 290 metros will experience some employment growth, while 73 will see no employment gains or a decline in jobs.

U.S. Metros Still Key to National Economy

Despite the weak performance this year, the report shows that cities and their metros are still the key to growth in the national economy.

Thirty-six of the world's 100 largest economies are U.S. metros, with New York ranking 13th, followed by Los Angeles (20th) and Chicago (23rd). Houston, Washington (DC), and Dallas-Fort Worth rank 30th, 31st and 32nd respectively.

The ten largest U.S. metros, with a combined GMP of \$5.34 trillion, exceeds the economic output (\$5.04 trillion) of 36 states combined.

U.S. metro areas generate 90 percent of the nation's Gross Domestic Product, 86 percent of jobs, and 85.7 percent of the nation's population, according to the report's findings.

"If we choose to ignore our metro areas, we do so at our own peril," said Conference of Mayors CEO and Executive Director Tom Cochran. "To stay competitive as a country, we must invest in their economic growth and job generating power," he said.

METRO ECONOMIES REPORT
OCTOBER 2013



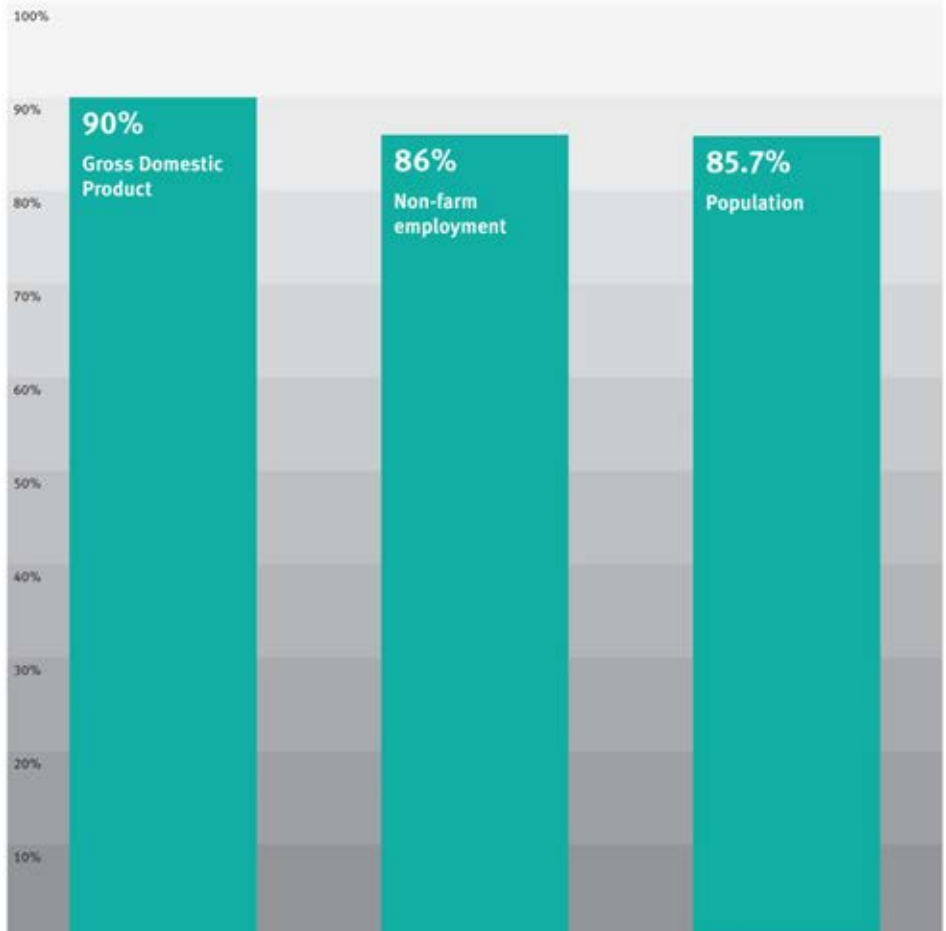
The United States
Conference of Mayors

Council for Metro Economies
and the New American City

Metro economies lead the U.S. economy

GMP share of U.S. economy, 2012

Metro areas generate 90% of GDP and 86% of employment.



The report and its key findings can be found online at usmayors.org.



METRO ECONOMIES REPORT
OCTOBER 2013



The United States
Conference of Mayors

Council for Metro Economies
and the New American City

GMP vs. GSP

Gross metropolitan product of U.S. metro areas
and gross state product of U.S. states, 2012

The gross metropolitan product of the top 10 metro areas in 2012 exceeded the combined output of the following 36 states.

total GMP
\$5.34 trillion



is greater
than

total GSP
\$5.04 trillion

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

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

Top 100 U.S. metro economies

Gross metropolitan product (GMP), 2012
in billions of U.S. \$

1 New York-Northern New Jersey-Long Island, NY-NJ-PA	1335.1	51 Honolulu, HI	56.6
2 Los Angeles-Long Beach-Santa Ana, CA	765.7	52 Omaha-Council Bluffs, NE-IA	51.9
3 Chicago-Joliet-Naperville, IL-IN-WI	571.0	53 Tulsa, OK	47.9
4 Washington-Arlington-Alexandria, DC-VA-MD-WV	446.9	54 Rochester, NY	46.9
5 Houston-Sugar Land-Baytown, TX	449.7	55 Buffalo-Niagara Falls, NY	47.1
6 Dallas-Fort Worth-Arlington, TX	418.6	56 Baton Rouge, LA	47.7
7 Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	364.0	57 Albany-Schenectady-Troy, NY	42.5
8 San Francisco-Oakland-Fremont, CA	360.4	58 Des Moines-West Des Moines, IA	42.1
9 Boston-Cambridge-Quincy, MA-NH	336.2	59 New Haven-Milford, CT	40.1
10 Atlanta-Sandy Springs-Marietta, GA	294.0	60 Oxnard-Thousand Oaks-Ventura, CA	39.1
11 Miami-Fort Lauderdale-Pompano Beach, FL	274.1	61 Durham-Chapel Hill, NC	39.7
12 Seattle-Tacoma-Bellevue, WA	258.8	62 Albuquerque, NM	38.8
13 Minneapolis-St. Paul-Bloomington, MN-WI	218.5	63 Madison, WI	38.0
14 Detroit-Warren-Livonia, MI	208.4	64 Greensboro-High Point, NC	36.9
15 Phoenix-Mesa-Glendale, AZ	201.7	65 Dayton, OH	34.7
16 San Diego-Carlsbad-San Marcos, CA	177.4	66 Little Rock-North Little Rock-Conway, AR	34.4
17 San Jose-Sunnyvale-Santa Clara, CA	173.9	67 Grand Rapids-Wyoming, MI	35.3
18 Denver-Aurora-Broomfield, CO	167.9	68 Columbia, SC	34.3
19 Baltimore-Towson, MD	157.3	69 Tucson, AZ	33.4
20 Portland-Vancouver-Hillsboro, OR-WA	147.0	70 Bakersfield-Delano, CA	34.3
21 St. Louis, MO-IL	136.9	71 Knoxville, TN	32.4
22 Pittsburgh, PA	123.6	72 Fresno, CA	31.9
23 Charlotte-Gastonia-Rock Hill, NC-SC	125.2	73 Allentown-Bethlehem-Easton, PA-NJ	32.0
24 Tampa-St. Petersburg-Clearwater, FL	119.9	74 Worcester, MA	30.5
25 Riverside-San Bernardino-Ontario, CA	114.0	75 Charleston-North Charleston-Summerville, SC	31.0
26 Kansas City, MO-KS	113.8	76 El Paso, TX	29.6
27 Cleveland-Elyria-Mentor, OH	111.6	77 Harrisburg-Carlisle, PA	30.0
28 Indianapolis-Carmel, IN	112.8	78 Wichita, KS	29.4
29 Cincinnati-Middletown, OH-KY-IN	108.4	79 Toledo, OH	29.8
30 Orlando-Kissimmee-Sanford, FL	106.1	80 Akron, OH	29.5
31 Columbus, OH	99.7	81 Anchorage, AK	28.6
32 Sacramento--Arden-Arcade--Roseville, CA	97.6	82 Syracuse, NY	28.5
33 Las Vegas-Paradise, NV	95.6	83 Greenville-Mauldin-Easley, SC	28.4
34 Austin-Round Rock-San Marcos, TX	98.7	84 Colorado Springs, CO	28.0
35 Milwaukee-Waukesha-West Allis, WI	88.7	85 Trenton-Ewing, NJ	28.4
36 San Antonio-New Braunfels, TX	92.0	86 Boise City-Nampa, ID	27.5
37 Nashville-Davidson--Murfreesboro--Franklin, TN	91.1	87 Portland-South Portland-Biddeford, ME	26.9
38 Bridgeport-Stamford-Norwalk, CT	86.3	88 Jackson, MS	25.7
39 Virginia Beach-Norfolk-Newport News, VA-NC	85.2	89 North Port-Bradenton-Sarasota, FL	24.5
40 Hartford-West Hartford-East Hartford, CT	80.7	90 Lexington-Fayette, KY	23.9
41 New Orleans-Metairie-Kenner, LA	80.2	91 Springfield, MA	24.2
42 Salt Lake City, UT	74.8	92 Poughkeepsie-Newburgh-Middletown, NY	23.3
43 Providence-New Bedford-Fall River, RI-MA	69.5	93 Beaumont-Port Arthur, TX	23.3
44 Richmond, VA	70.0	94 Winston-Salem, NC	23.0
45 Memphis, TN-MS-AR	66.7	95 Manchester-Nashua, NH	22.2
46 Oklahoma City, OK	63.3	96 Shreveport-Bossier City, LA	19.2
47 Louisville-Jefferson County, KY-IN	63.8	97 Chattanooga, TN-GA	22.4
48 Jacksonville, FL	62.3	98 Huntsville, AL	21.7
49 Raleigh-Cary, NC	61.4	99 Corpus Christi, TX	21.9
50 Birmingham-Hoover, AL	59.0	100 Lancaster, PA	21.0

Conference of Mayors Metro Economies Report Receives Broad Media Coverage

(selected clips)

WALL STREET JOURNAL:

Economic gains in America's cities slowed this year as political maneuvering in Washington waylaid businesses and consumers, according to a new report by the nation's mayors. ... "As a whole I think we are still... not overly optimistic," said Scott Smith, president of the U.S. Conference of Mayors, which represents top elected officials from 1,398 U.S. cities. ... "We don't have a lot of confidence in Washington's ability to fully comprehend and understand just how badly they are screwing things up." ... Mr. Smith said prospects would brighten if Washington policy makers set a clearer course for the country, rather than devolving into another round of finger-pointing and fighting. "When cities have thrived, it's in spite of what happens in Washington," he said.

CNBC:

Forward-thinking mayors ... have made their cities magnets for foreign investment by investing in leading-edge technology like high-speed gig networks. ... That's good news. ... The strength of the U.S. economy is based on our cities that house 80 percent of the nation's population and drive more than 90 percent of GDP, according to the U.S. Conference of Mayors and IHS Global. The clout of these metros is a whopping \$13 trillion, or nearly one-quarter of the economic output of the 200 largest countries combined.

WASHINGTON POST:

Metropolitan areas offer a key insight into the performance of the economy as a whole. Last year, they were home to 92 percent of new jobs and 89 percent of economic growth, according to the report. This year, they are projected to be responsible for 86 percent of new jobs and 90 percent of economic gains—as measured by real gross domestic product growth. Metro economies are expected to enjoy a broader rebound in 2014, but only if the automatic federal spending cuts under sequestration and the threat of further federal government shutdowns are removed. "The US economy cannot afford to be stifled or endangered by avoidable, self-manufactured crises similar to that to which it was exposed to in October," the report concludes.

GOVERNING MAGAZINE:

Many metropolitan areas hit a bump in the road to economic recovery this year, a report released Monday finds. ... Jim Diffley, a chief regional economist for IHS who authored the report, attributed the meager growth rates to a slowdown in the overall national economy and the expiration of the temporary 2 percent Social Security tax cut earlier this year. While sequestration and the partial government shutdown have, of course, led to

reductions in federal spending, the private sector weathered the cuts better than most expected, Diffley said. ... Much like this year, the recovery at the local level in 2014 will depend, to an extent, on actions lawmakers take in Washington. "Budget negotiations and the debt limit will play a role again in how 2014 plays out," Diffley said.

BLOOMBERG TV:

Metro economies, which are independent, self-contained units of economic activity, really drive the U.S. economy and are major players in the world economy." -- Jim Diffley, IHS Global Insight Sr. Regional Director

THE ARIZONA REPUBLIC:

A new national report predicts the Phoenix area will be among the fastest-growing metro regions of the country next year, posting figures well ahead of the more-plodding gains forecast by Arizona's economists. ... Mesa Mayor Scott Smith, who is the president of the Conference of Mayors, acknowledged the report "may be more bullish on metro areas." But the Phoenix area "economy is more diverse than people give us credit for," he said. ... In an effort to underscore the value of metro areas, the report also compares the largest to states and nations. The Phoenix area economy is larger than Oregon and 25 other states. It is also bigger than the nation of Peru, the report found.



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TRIBUTE

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dy were fired. Mayors also took part in local events, issued proclamations and

designated the day as an official 'day of remembrance.' Additionally, mayors are featured in a video tribute on the Conference of Mayors website at usmayors.org explaining what President Kennedy's life and tragic death meant to them.

Conference of Mayors CEO and Executive Director Tom Cochran issued the following statement regarding President Kennedy's involvement in the Conference of Mayors:

We are pleased to be a part of this commemoration. President Kennedy had a special relationship with The United States Conference of Mayors. His grandfather was the mayor of Boston and his mother's life was intertwined in city politics. President

Kennedy savored and enjoyed local politics throughout his life. Mayors were involved in all aspects of his policy as he genuinely knew that mayors were the closest to the hearts and minds of the American people.

In June of 1963, he chose our Annual Meeting in Honolulu as the forum to announce his five-point plan on civil rights. Mayors also supported his 1963 Nuclear Test Ban Treaty. Today we continue to work for all to have basic human rights and we work with mayors across the globe supporting the non-proliferation of nuclear weapons.

The legacy of President Kennedy's deep respect for politics and public service is very much alive as The U.S. Conference of Mayors keeps his legacy and vision alive with the strong partnership we respectfully hold with the JFK Institute of Politics at Harvard. For decades since his tragic death, we continue to bring new mayors and old mayors together to learn, and carry forth the best ideas and the best actions to be shared to make our cities and our nation better for all.

Following are Dallas Mayor Michael S. Rawlings' remarks from the ceremony:

A new era dawned and another waned a half century ago when hope and hatred collided right here in Dallas. We watched the nightmarish reality that in our front yard our President had been taken from us, taken from his family, taken from the world.

President John Fitzgerald Kennedy's presidency – his life and yes, his death – seemed to mythologically usher in the next fifty years to come.

What ensued was five decades filled with other tragedies, turmoil, and great triumphs.

We were all very young... our lives, our hopes and dreams in front of us. Dallas was very young as well, barely a century old. And given the nature of youth we all felt invincible.

Well, it seems that we all grew up

that day, city and citizens, and suddenly we had to step up to trying to live up to the challenges of the words and visions of a beloved, yet now late president.

Our collective hearts were broken.

Like so many of us who were too young to fully comprehend, I remember being called into the school gymnasium, told the terrible news, and told to go home.

Stunned civic leaders at the Trade Mart luncheon awaited a president who would never arrive.

Crowds prayed outside Parkland Hospital. Traffic stopped in cities as the news spread from car to car. And the world grieved with us as word went forth.

Newspapers reported that flags were lowered to half-staff around the globe. Germans on both sides of the Berlin Wall placed lit candles in their windows. And in Africa, an eight-year-

old Nigerian girl, awoken in the middle of the night with the news, proceeded to recite the entire Inaugural Address from memory, as her father wept.

While the past is never in the past, that was a lifetime ago. Now, today, we, the people of Dallas, honor the life, legacy and leadership of the man who called us to think not of our own interests, but of our country's.

We give thanks for his life and service.

We offer our condolences to his family – to his daughter, Caroline, especially – on this difficult day.

We pay tribute to an "idealist without illusions," who helped build a more just and equal world.

We salute a Commander-in-Chief who stared down a nuclear threat to our country.

We praise a writer who profiled true

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DALLAS

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courage ... and modeled it himself.

We applaud a visionary who created a corps of young Americans to promote peace around the globe.

We stand in awe of a dreamer who challenged us – literally – to reach for the moon, though he himself would not live to see us achieve that goal.

But other goals were even tougher – have taken longer to reach – and we, the United States, still struggle towards some even as we speak.

As do we, here in Dallas.

But we are fortified by the knowledge that we have always had big goals and big aspirations in our city.

Set by founding fathers like John Neely Bryan and George Dealey, the namesake of this plaza.

Re-energized by Mayor Erik Jonsson, who led Dallas in the post-assassination years.

These five decades have seen us turn civic heartbreak into hard work.

They've seen us go from youthful invincibility to existential vulnerability, towards greater maturity as a city and a community.

In a radio address on the one-year anniversary of the assassination, Levi Olan, the late rabbi of Temple-Emanuel and one of our city's greatest spiritual leaders, gave voice to Dallas' communal pain unleashed on that day.

Rabbi Olan said, Quote ... "Contrary to the impassioned judgment of that horrible moment, the city is not guilty of the crime," But in "those awesome days following the assassination ... the most powerful searchlight man possesses was focused on this city... Every flaw, every raw spot, every wrinkle,

and every uncleanness was put under a microscope and shown to the world."

He continued: "The city of rich palaces and tall towers of commerce were set amidst slums and hovels. As the powerful light shown upon it, the city, it was learned, had been inhospitable to honorable debate."... End quote

Rabbi Olan captured the heartbreak and hurt the city felt; he stated plainly the defects and failings that were laid bare before the world.

But most important, he called for Dallas to use this tragedy to seek a true transformation.

Look around today, and I believe we have heeded that call.

The people of this city have been filled with a sense of industry born of tragedy – driven to improve the substance of Dallas, not just the image of it.

Today, because of the hard work of many people, Dallas is a different city.

I believe the "New Frontier" did not end that day on our Texas Frontier.

And I'd hope that President Kennedy would be pleased with our humble efforts toward fulfilling our country's highest calling: that of providing the opportunity for all citizens to exercise those inalienable rights of life, liberty and the pursuit of happiness.

The City of Dallas must continue on that course.

The man we remember today gave us a gift that must not be squandered. He and our city will forever be linked.

In tragedy, yes. But out of that tragedy an opportunity was granted to us: the chance to learn how to face the future when it is darkest and most uncertain. How to hold high the torch even when the flame flickers and threatens to go out.

As the people of Dallas did then,

each of us must meet our oncoming challenges head-on, with courage – honoring but not living in the past ... and never flinching from the truth.

We must meet the future with the same vigor, optimism and unfailing sense of duty that our young president embodied.

President Kennedy brought that message in his pocket down that street on November 22, 1963.

That message was to be delivered a few miles away, in a speech to Dallas leaders following his parade.

It was a speech he never got to make.

But those unspoken words resonate far beyond the life of the man.

To commemorate that day and those words, we are unveiling this memorial right here in this historic plaza.

It is inscribed with the last lines of that undelivered speech, and will serve as a reminder and permanent monument to President Kennedy's memory.

I leave you with those resonant words: We in this country, in this generation, are – by destiny rather than choice – the watchmen on the walls of world freedom. We ask, therefore, that we may be worthy of our power and responsibility, that we may exercise our strength with wisdom and restraint, and that we may achieve in our time and for all time the ancient vision of "peace on earth, good will toward men."

That must always be our goal, and the righteousness of our cause must always underlie our strength.

For as was written long ago: "except the Lord keep the city, the watchman waketh but in vain."

Ladies and gentlemen, would you join me in a moment of silence in honor of the life of John Fitzgerald Kennedy.

Letter from Bridgeport Mayor Bill Finch

One of my sons is just about eight years old. He is at the exact same point in life I was when President John F. Kennedy was killed. I can vividly remember how proud my family was that a Catholic, like them, was elected to the Presidency of the United States.

I remember how excited the adults were around me that their President was a war hero, a Pulitzer Prize winning author and a great visionary. I know that my parents were very proud of JFK and thankful for the wonderful role model he was for their children's generation. It meant a lot to my father that a Navy man, who had his ship sunk just like him, was now the commander in chief.

We lived in the Kennedy time when all things were possible; nuclear disarmament, equal rights, curing disease and poverty and exploration of the oceans and the solar system. The President and his young family looked like a lot of our families and he and our Dads had made the world safe for democracy. They made it safe to dream collectively and as Americans, united in pur-

pose, through our government we could achieve great things.

Then it all changed. Friday, November 22, 1963 was a brilliantly beautiful day, think 9/11/2001. I was a student at St. Ann's school and our principal announced in the middle of the day that we "should all go home to be with our parents, because something bad had happened and we needed to be with them." I rarely did what the nuns told me to do, at least not the first time. I hung around the schoolyard until all my schoolmates had walked home and I went inside to see if Sister Lucile needed her erasers clapped. This was a very unusual day in that I wasn't staying after to write: "I will not speak out in class" 100 times. It was a day I thought I could build some good will with my disciplinarians I so often frustrated; little did I know.

Entering the school was eerie. None of the nuns were in their classrooms, but the library door was open and I could hear the TV. When I got to the door of the library a worried looking Monsignor Skully was sitting with all the nuns. He silently motioned with his hand for me to come in and sit next to him and be

quiet. I remember their soft sobbing, muffled emotions and their religious habits, which were always meticulous, now were askew. Something horrible really had happened and the authority figures I had always feared were very scared themselves.

I don't remember if it were Cronkite, Reynolds, Huntley or Brinkley who announced the cataclysmic moment; I just remember the sobbing. There was lots of sobbing that weekend. I thought the whole City was at church that night, I can remember squeezing in to the pews and I remember we held candles. I can still feel the sadness; can still feel the loss.

Kennedy was a great public leader. His inspiration still motivates me today. He taught me – Every man can make a difference and every man must try; with a great collective vision we can achieve great things. He taught me that I should dedicate myself to things greater than myself; not to feel entitled but to empowered by service to others. There have been few great men like Kennedy. I just wish we could have had him longer. I have missed him since I was 8 years old, indeed the whole world has.



President Kennedy addresses The United States Conference of Mayors Annual Meeting in Hawaii on June 9, 1963 on the subject of civil rights.

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Mayoral Elections Bring Change to Cities Across U.S.

By David W. Burns

The last big wave of mayoral elections for the year occurred November 5 as over 300 cities held elections to determine their new chief executive.

Nationally, the two highest profile races were in New York and Boston, where Democrats Bill de Blasio and Marty Walsh will succeed New York City Mayor Michael R. Bloomberg and Conference of Mayors Past President Boston Mayor Thomas M. Menino, respectively. Bloomberg has served three terms as mayor while Menino was in his fifth term when he chose not to run again.

Other large cities will have new faces as well. In Seattle, challenger Ed Murray defeated incumbent Mike McGinn with 56.1 percent of the vote. In Detroit, Mayor Dave Bing chose not to run for reelection. He will be succeeded by Mike Duggan. Cincinnati will also have a new mayor in John Cranley. Current mayor and Conference of Mayors Advisory Board member Mark Mallory was term limited. In Minneapolis, Betsy Hodges will succeed Mayor R.T. Rybak who did not seek reelection. She won with 48.95 percent of the vote. Charlotte has elected Patrick Cannon with 53 percent of the vote. Cannon is succeeding Patsy Kinsey who was appointed after former Mayor Anthony Foxx became U.S. Secretary of Transportation. Lastly, the new Mayor in Pittsburgh is William Peduto, winning his bid to become mayor.

Not all cities though are seeing changes. In Houston, Mayor Annise Parker, who serves as Conference of Mayors Criminal and Social Justice committee chair, won her reelection bid with 56.8 percent of the vote. In Atlanta, Mayor Kasim Reed was elected to his second term with 85 percent of the vote. Reed serves as Chair of the Conference of Mayors Transportation and Communications committee. Conference of Mayors Community Development and Housing Chair Newton Mayor Mayor Setti Warren was reelected with 72 percent of the vote. Santa Barbara Mayor Helene Schneider won her reelection



New York City Mayor-Elect Bill de Blasio



Boston Mayor-Elect Marty Walsh



Charlotte Mayor-Elect Patrick Cannon



Detroit Mayor-Elect Mike Duggan



Minneapolis Mayor-Elect Betsy Hodges



Pittsburgh Mayor-Elect William Peduto

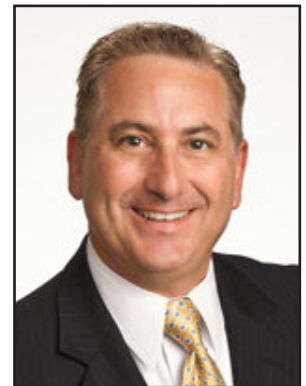
tion bid with 73 percent of the vote.

Elsewhere, former Chicopee (MA) Mayor Richard Kos will succeed four-term Mayor Michael D. Bissonnette. In Norwalk (CT), former police chief Harry Rilling unseated Mayor Richard Moccia who was running for a fifth term. In St. Petersburg (FL), Rick Kriseman was elected with 56 percent of the vote.

In San Diego, a primary election was held November 19 to determine who would fulfill the remainder of former Mayor Bob Filner's term. Republican Kevin Faulconer will take on Democrat David Alvarez in February of next year.



Seattle Mayor-Elect Ed Murray



St. Petersburg Mayor-Elect Rick Kriseman

For a complete list of election results, visit our election center online at usmayors.org/elections.

Promising Partnerships May Shape Future of Workforce Development

By Kathy Wiggins

The U.S. Conference of Mayors Workforce Development Council (WDC) and American Association of Community Colleges (AACC) convened a meeting November 5 of workforce investment board (WIB) leaders and community college presidents to discuss successful partnerships and ways to jointly promote their common goals of job training and economic development.

"The timing couldn't be better for leadership from workforce systems and community colleges to come together and expand upon our complementary common ground. Job seekers, industry and our economy across the country are counting on us to 'get it right,'" said WDC Board President and CEO Marlene Sessions, Workforce Development Council of Seattle-King County.

Mayors repeatedly hear from businesses that rely on skilled workers – such as machinists, welders and electricians – that they have difficulty finding qualified applicants to fill their open positions. Partnerships that help align the skill needs of

businesses with the curriculum and training offered by community colleges are a solution to assist in building a stronger workforce. The partnerships discussed at this event, along with the ideas for developing new local partnerships, will serve as the foundation for moving forward to help solve this dilemma.

The meeting included presentations on WIB/community college partnerships in Spokane, Charlotte, Fort Worth and Tampa. Directors and presidents from those communities detailed their collaborations to improve workforce development and to work together to meet the needs of local business and industry. In addition to presentations on successful WIB/ community college partnerships, participants also heard about the obstacles, challenges and solutions to such efforts, from state and federal policy changes to better educating future college leaders on workforce development issues.

In Spokane, the WIB is located at the Community College of Spokane, which has helped the organizations to align their missions and to share staff and data. In North Carolina, Charlotte Works and

Central Piedmont Community College teamed on workforce issues to bring Siemens to the area. The WIB screened the skills of some 10,000 applicants for 700 new jobs at Siemens, while the college has served as the German company's training provider of choice for its Charlotte operations.

"Community colleges are the nation's training ground for careers in the skilled trades and play a vital role in providing education and career paths for students and workers," said AACC President and CEO Walter Bumphus. "These partnerships are in the vanguard of innovative thinking that will help ensure we have a highly educated population, fundamental to our country's economic growth."

While there has been tension between WIBs and community colleges in the past – traditionally over funding issues – leaders at the joint session were determined to move past those issues to work together. "It is critical that we develop a more seamless system to best serve our communities," said Sessions.



Left to right, Senate Budget Committee Senior Advisor Scott Cheney, USCM WDC President and CEO Seattle-King County Workforce Development Council Marlene Sessions, and President and CEO American Association of Community Colleges Walter Bumphus.

Mayor Garcetti Establishes Cyber Intrusion Command Center

By Laura DeKoven Waxman

Through an October 30 Executive Directive, Los Angeles Mayor Eric Garcetti has created a Cyber Intrusion Command Center to lead Cybersecurity preparation and response across city departments. The center will be led by the Mayor's Office and will include assistance from the FBI and Secret Service.

"I'm creating this Cyber Intrusion Command Center so that we have a single, focused team responsible for implementing enhanced security standards across city departments and serving as a rapid reaction force to cyber-attacks," Garcetti said. "Today, our traffic lights, our routing system for trash pick-up, and so much more are electronic. Cybersecurity means protecting the basic services at the core of city government, and it means protecting our critical infrastructure like our port and airport, which we know are top targets."

Garcetti's Executive Directive, establishes the following goals for the center:

- Facilitate the identification and investigation of cyber threats and intrusions against city assets;
- Ensure incidents are quickly, properly, and thoroughly investigated by the appropriate law enforcement agency;
- Facilitate dissemination of cyber security alerts and information;
- Provide uniform governance structure accountable to city leadership;
- Coordinate incident response and remediation across the city;
- Serve as an advisory body to city departments;
- Sponsor independent security assessments to reduce security risks; and
- Ensure awareness of best practices.

The Executive Directive calls on all city departments to contribute personnel, resources, and data to the Cyber Intrusion Command Center. Specifically each department is to:

- Establish and maintain permanent liaisons with the Cyber Intrusion Command Center;
- Report information about significant



Los Angeles Mayor Eric Garcetti

cyber-related events occurring in its departments;

- Identify personnel who require notification about distributed threat information;
- Provide resources for cooperative actions as situations may require.

In addition city departments are directed to enhance their own Cybersecurity by adhering to the following minimum standards:

- Prevent Unauthorized Access;
- Promote and Enforce Password Security;
- Maintain Anti-Virus Software;
- Promote a Culture of Cybersecurity Awareness;
- Plan for Business Continuity and Disaster Recovery.

The directive encourages city employees to promote a culture of Cybersecurity within their departments and to report issues that they identify. Specifically it calls on employees to engage in the following practices:

- Prevent Unauthorized Access;

- Promote Password Security;
- "Smart" Usage of Internet and E-mail Attachments;
- Use Systems Only For City Business Activities.

Garcetti's directive is available online at <http://cbsla.files.wordpress.com/2013/10/cyberattack.pdf>.

MAYORS BUSINESS COUNCIL Member Profile

KHAFRA Engineering Consultants

KHAFRA specializes in environmental engineering specifically planning, design, construction and program management and the operations and maintenance of water and wastewater treatment facilities. We are additionally engaged in engineering specialties of civil, structural, mechanical, electrical, plumbing, fire protection, transportation, aviation, value engineering studies, design-build, process, architectural, and GIS work.

Our firm is DBE certified in 40 jurisdictions, including the Department of Transportation in eight states.

We are a can-do company with vision, helping our clients, our communities and our firm meet today's challenges and achieve tomorrow's goals.

Special Interests: Environment, Public Works, Transportation, Waste Disposal, Waste Water Treatment

For more Business Council profiles visit the Conference of Mayors website at usmayors.org/buscouncil

Mayors and Universities' Presidents to Work Together

By Tom McClimon

"We need to move into talking about best practices," said, Conference of Mayors CEO and Executive Director Tom Cochran as he addressed a meeting of the Coalition of Urban Serving Universities Presidents. Cochran's remarks to universities presidents gathered for their annual meeting in Washington (DC) on November 10 was the next step in the work of the Conference of Mayors Task Force on Mayors and Metro Universities led by Orlando Mayor Buddy Dyer.

Participating on a panel, "Solving Urban Challenges," Cochran was joined by former Indianapolis Mayor William Hudnut, San Francisco State University President Leslie Wong, and Annie E. Casey Foundation Center for Community and Economic Opportunity Senior Associate Charles Rutheiser. Some of the issues discussed for possible joint collaboration were transportation, jobs for students after graduation, and affordable housing. All the panelists agreed that mayors and metro universities' presidents face many common issues and that the task force provides a good opportunity to exchange ideas in the months ahead.

At a private luncheon with the universi-



At left, USCM CEO & Executive Director Tom Cochran with Indiana University-Purdue University Chancellor and Coalition of Urban Serving Universities Chair Charles Bantz after signing Memorandum of Understanding between both organizations.

ties presidents, Cochran signed on behalf of the Conference of Mayors a Memorandum of Understanding with the Coalition of Urban Serving Universities that sets forth areas for future collaboration and exploration. The MOU was co-signed by Charles Bantz, Chancellor of Indiana University-Purdue University Indianapolis

and Chair of the Coalition of Urban Serving Universities.

The Mayors and Metro Universities Task Force will meet at the Conference of Mayors upcoming 82nd Winter Meeting, January 22-24 in Washington (DC), to discuss follow-up activities.

Mayor Coleman, Consumer Finance Bureau (CFPB) Announce New Partnership to Help Columbus Consumers

Columbus (OH) and the Consumer Financial Protection Bureau (CFPB) announced on November 12 a new partnership to connect consumers with the CFPB to ask questions and submit complaints about financial products and services. Columbus consumers can now dial the Mayor's Constituent Service Hotline at 311 to be connected with the Bureau.

"We are proud to be teaming up with Mayor Coleman to give Columbus resi-

dents new ways to access help with financial products and services," said Director Richard Cordray. "Consumers deserve to have someone on their side, and we look forward to working with the City of Columbus to do just that."

"I want to thank Rich Cordray and the Consumer Financial Protection Bureau for the outstanding work they do to protect American consumers," Mayor Michael B. Coleman said. "I am pleased we can use

311 to assist them in their cause."

In Columbus, the phone number 311 is a non-emergency line connecting residents to city services. City representatives are available weekdays from 6 a.m. to 7 p.m. to respond to service requests and issues. Columbus residents who call the mayor's hotline with a question or complaint about consumer financial products

See COLUMBUS on page 16

DollarWise Presents Innovation Grant Award to San Francisco

By James Kirby

The DollarWise Campaign visited San Francisco October 31 to present the city and the San Francisco Office of Financial Empowerment with a check for \$15,000 as the 2013 Innovation Grant Award winner. The presentation took place during a financial education training session for local financial planners, hosted in partnership with the Federal Deposit Insurance Corporation and the Consumer Financial Protection Bureau. San Francisco Treasurer José Cisneros, whose office oversees the city's financial empowerment efforts, also participated in the event.

Each year, DollarWise awards three cities with innovative and replicable financial education initiatives \$15,000 to expand their programs. Funds awarded to San Francisco will go toward the creation of a comprehensive toolkit that will illustrate financial best practices directed at domestic violence survivors, residents of public housing, adults with disabilities, and older adults. It will also provide guidelines on how to create impactful financial education workshops.

The DollarWise Campaign is underwritten by the Bank of America Charitable Foundation. For more information on DollarWise and the Innovation Grant Award, visit the DollarWise website: www.bedollariwise.org, or contact Program Manager James Kirby at jkirby@usmayors.org.



Left to right, San Francisco Office of Financial Empowerment Director Leigh Phillips; San Francisco Office of Financial Empowerment Financial Education and Access Program Manager Marco Chavarin, DollarWise Campaign Program Manager James Kirby, and Charles Schwab Foundation Director of Programs of the Schwab Community Services Elinore Robey.

COLUMBUS from page 15

or services will be transferred directly to the Bureau, which can answer questions and accept complaints.

The CFPB works with consumers on the challenges that they face with financial products and services, and now handles

consumer complaints on credit cards, mortgages, bank accounts and services, private student loans, consumer loans, credit reporting, money transfers, debt collection, and payday loans. The CFPB screens complaints to make sure that they are complete, are not duplicates of existing complaints, and relate to issues that the Bureau covers. The CFPB then sends complaints that meet this criteria to the

company – bank or nonbank – for review and response. Companies are given 15 days to respond and are expected to close all but the most complicated complaints within 60 days.

Consumers can check the status of their complaint and provide feedback about the company's response online at: www.consumerfinance.gov/complaint

Mayors Visit New Panama Canal with Vice President Biden

By Dave Gatton

Vice President Joe Biden travelled to Panama last week to witness first hand progress on the expansion of the Panama Canal that will open in 2015 and change the world of global shipping and trade. He was accompanied by Conference of Mayors Second Vice President Baltimore Mayor Stephanie Rawlings Blake, Conference of Mayors Past President Philadelphia Mayor Michael A. Nutter, Conference of Mayors Transportation Chair Atlanta Mayor Kasim Reed and former Charlotte Mayor Secretary of Transportation Anthony Foxx.

Biden told the President of Panama, "You've weathered the worldwide recession in part because of this bold commitment you and your people have made.... And we're ready for the new Panama Canal to contribute to our economy as well." Over two-third of the goods that go through the Panama Canal originated in, or are destined to, the United States.

The new Panama Canal will present challenges to U.S. ports. The new canal will accommodate much larger ships that will require 50-foot drafts. The ships will be longer and wider in addition to requiring that U.S. ports be able to handle their deeper drafts. Many U.S. ports will require significant dredging and infrastructure improvements to receive the new ships.

Biden said, "Panama is making the investment, and the United States has to do the same now." He cited the \$48 billion of infrastructure investment in the Recovery Act, but said that each port has



Photo by Official White House Photographer David Linenmann

Vice President Joe Biden visits the Panama Canal Miraflores Expansion Site. Left to right, Senator Johnny Isakson, Philadelphia Mayor Michael A. Nutter, USCM Second Vice President Baltimore Mayor Stephanie Rawlings-Blake, Congresswoman Debbie Wasserman Schultz, Atlanta Mayor Kasim Reed, and Secretary of Transportation Anthony Foxx in Panama City, Panama, November 19.

unique modernization needs. He implied that more needs to be done as "communities across our country are working to address these [modernization] problems, and through federal grants, we're working to modernize state and public funding."

Biden acknowledged that the larger ships would save shipping costs and fuel, and make U.S. manufacturers and farm-

ers more competitive. He also said that as energy production grows throughout the U.S., the expanded canal would play a critical role in "bridging growing energy supplies in the Atlantic with growing demand in the Pacific."

The U.S. Conference of Mayors, through its Metro Exports and Ports Task Force, has pushed for full use of the Harbor Maintenance Trust Fund (HMTF) to be used for its original purpose of modernizing ports. Only a portion is currently used and the Trust Fund has a \$7 billion surplus. The reauthorization of the Water Resources Development Act, currently winding its way through Congress attempts to devote more of the HMTF to ports, but it remains to be seen if the provision can be passed with the necessary teeth to result in an actual increase in funding.

***"Panama is making the investment, and the United States has to do the same now."
– Vice President Joe Biden***

Call for Entries: 2014 DuPont Challenge

Writing Competition Encourages Students to Think Critically About Meeting Needs of 21st Century

The 2014 DuPont Challenge Science Essay Competition is accepting entries beginning November 15. In its 28th consecutive year, the DuPont Challenge essay contest encourages students to consider how science and innovation can be used to meet the needs of the 21st century for food, energy and protection.

As the world population continues to grow and become more connected than ever, The DuPont Challenge asks students to consider our most important challenges by researching and writing a 700-1,000-word science essay in one of the four categories:

- Together, we can feed the world.
- Together, we can build a secure energy future.
- Together, we can protect people and the environment.
- Together, we can be innovative anywhere.

The first three categories reflect the global challenges on which DuPont as a company focuses its efforts. The fourth

category opens up possibilities for students to address other important topics, using scientific research to solve issues that can range from medicine and health to mathematical computation to any science, technology, engineering, and math (STEM) topic that students are passionate about.

We are inviting mayors to send this out to their school districts to encourage all students in grades 7-12 across the United States, Canada, and U.S. territories to submit their essay entries from November 15, 2013 to January 31, 2014.



Essays will be evaluated in two divisions: Junior Division (grades 7, 8, and 9) and Senior Division (grades 10, 11, and 12). DuPont will be offering more than \$100,000 in prizes and awards and the top three winners in each division plus a parent and their sponsoring teacher receive an expenses-paid trip to the Walt Disney World® Resort and an exclusive tour of the Kennedy Space Center in Orlando, Fla. In addition, winning students will receive a savings bond and sponsoring teachers will receive grants. All winners receive digital reference materials from Britannica

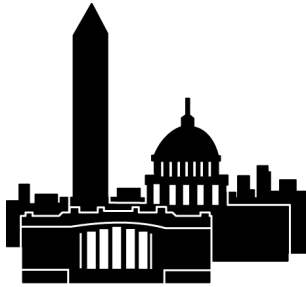


Digital Learning and the NBC Learn Science Collection for both their personal use and for their entire school.

The winners of the 2013 DuPont Challenge researched, studied and experimented their way through global problems in order to come up with possible solutions. The topics they addressed included the following: (1) How can nanotechnology help diabetics? (2) What does synesthesia teach us about human memory? (3) How much energy can we really get from the sun? and (4) What can we do to protect rice crops around the world?

More information is available online, including official rules, entry form and details on awards, visit the website: thechallenge.dupont.com or e-mail: scienceintheschoolday@verizon.net.

The 2014 DuPont Challenge Science Essay Competition is sponsored by DuPont in collaboration with A+ Media, Britannica Digital Learning, NASA, NBC Learn, Turnitin, National Science Teachers Association (NSTA), and the Walt Disney World® Resort.



City Water Customers Ask Questions

By Rich Anderson

The amendments to the 1996 Safe Drinking Water Act (SDWA) requires EPA to issue a new list of 30 unregulated contaminants to be monitored in public water systems (PWS) every five years. Referred to as the Unregulated Contaminants Monitoring Rule (UCMR); the first (UCMR 1) was published in 1999; the second (UCMR 2) was published in 2007; and the third (UCMR 3) was published in the Federal Register on May 2, 2012 (more detailed information is available online at <http://water.epa.gov/lawsregs/rulesregs/sdwa/ucmr/ucmr3>). Each such release has resulted in city water customer questions about public health, and EPA lacks the information to answer these questions.

Why Should Cities Be Knowledgeable?

This monitoring program serves as a basis for future regulatory actions to protect public health. EPA states that the monitoring program "...benefits the environment and public health by providing EPA and other interested parties with scientifically valid data on the occurrence of these contaminants in drinking water, permitting assessment of the population being exposed and the levels of exposure. This data set is one of the primary sources of occurrence and exposure information the Agency uses to develop regulatory decisions for emerging contaminants."

EPA Releases Preliminary Data on Unregulated Drinking Water Contaminants

Any contaminants detected by a PWS must be included in the annual Consumer Confidence Reports that are required to be sent to every customer. Additionally, EPA also makes the results available online via its National Drinking Water Contaminant Occurrence Database.

Reporting the detection of contaminants is not necessarily an indication that they are harmful to public health. Nor does it mean that EPA intends to establish a National Drinking Water Standard, although the EPA Administrator has the authority to initiate a standard setting process.

Experience suggests that public notification of contaminant detection leads to questions and concerns on the part of customers. The American Water Works Association, one of the largest and most credible water professional societies in the world, has prepared information on several of the listed UCMR3 contaminants. That information can be found online at DrinkTap.org website.

City Drinking Water Systems Are Included

All PWS serving 10,000 population or more are required to monitor (collect samples and submit them for laboratory testing) for 28 chemicals and two viruses. Another 800 PWS serving populations less than 10,000 are required to monitor for a slightly shorter list of contaminants, and EPA states it will pay for the analysis of samples for these systems.

List of Contaminants Included in UCMR3 Monitoring Mandate

Volatile Organic Compounds (7)

- 1,2,3-trichloropropane

- 1,3-butadiene
- chloromethane (methyl chloride)
- 1,1-dichloroethane
- bromomethane (methyl bromide)
- chlorodifluoromethane (HCFC-22)
- bromochloromethane (halon 1011)

Synthetic Organic Compounds (1)

- 1,4-dioxane

Metals (6)

- vanadium
- molybdenum
- cobalt
- strontium
- chromium *
- chromium-6

Oxyhalide Anion (1)

- chlorate

Perfluorinated Compounds (6)

- perfluorooctanesulfonate acid (PFOS)
- perfluorooctanoic acid (PFOA)
- perfluorononanoic acid (PFNA)
- perfluorohexanesulfonic acid (PFHxS)
- perfluoroheptanoic acid (PFHpA)
- perfluorobutanesulfonic acid (PFBS)

Hormones (7)

- 17- β -estradiol
- 17- α -ethynylestradiol (ethinyl estradiol)
- 16- α -hydroxyestradiol (estriol)
- equilin
- estrone
- testosterone
- 4-androstene-3,17-dione

Viruses (2)

- enteroviruses
- noroviruses



By Laura DeKoven Waxman

While talking with reporters November 12, House Speaker John Boehner (OH) said that the House will not take up the Senate-passed comprehensive immigration bill (S. 714) and will not go to conference with the Senate on that bill. The Senate passed the compromise measure June 27 on a 68-32 vote, with all Democrats and 14 Republicans voting in favor of it. The Conference of Mayors supports the bill.

Boehner said that he wants the House to deal with immigration reform, but "in a common sense, step-by-step way." He said that Judiciary Chairman Robert

Boehner Rules Out House Action on Senate Immigration Bill

Goodlatte (VA) is working on a set of principles for immigration reform and that they will be released to the public when they are ready.

Several bills are pending in the House which deal with components of the immigration system. Last summer the House Judiciary and Homeland Security Committees reported out five bills, none of which have moved to the floor:

- The Border Security Results Act (H.R. 1417);
- Strengthen and Fortify Enforcement (SAFE) Act (H.R. 2278);
- Legal Workforce Act (H.R. 1772);
- Agricultural Guest Worker Act (H.R. 1773);
- Skills Visa Act (H.R. 2131).

Majority Leader Eric Cantor (VA) and Goodlatte are working on a "Kids Act," which would allow those young people brought to the U.S. illegally by their families to remain in the country. Oversight and Government Reform Committee Chairman Darrell Issa (CA) is preparing a bill that would provide legal status to undocumented immigrants for six years, but not necessarily put them on a path to citizenship.

Led by Leader Nancy Pelosi, House Democrats announced the introduction of bipartisan comprehensive immigration reform legislation October 2. The bill incorporates most of the provisions in the Senate bill. Since the announcement the number of co-sponsors has grown to 190, with three Republicans among them.

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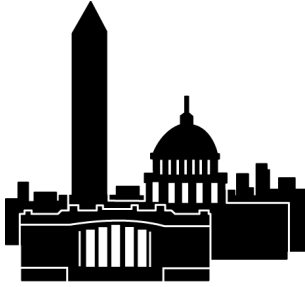
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President Obama Appoints Key Conference of Mayors Leaders to Climate Preparedness Task Force

By Kevin McCarty

President Barack Obama tapped key Conference of Mayors leaders to join with other local officials, governors and tribal government leaders to develop recommendations to the federal government on actions it can take to help communities prepare for the effects of a changing climate.

As part of his Climate Action Plan, President Obama announced his appointment of 13 mayors to join with 13 other officials to form the State, Local, and Tribal Leaders Task Force on Climate Preparedness and Resilience, a panel charged with completing its work over the next twelve months.

In its November 1 announcement, the White House release stated, "Across America, states, cities, and communities are taking steps to protect themselves from extreme weather and other climate impacts by updating building codes, adjusting the way they manage natural resources, investing in more resilient infrastructure, and planning for rapid recovery from damages that nonetheless occur."

"The federal government has an important role to play in supporting community-based preparedness and resilience efforts by establishing policies and prioritizing investments that promote preparedness, protecting critical infrastructure and public resources, supporting science and research needed to prepare for climate impacts, and ensuring that Federal operations and facilities continue to protect and serve citizens in a changing climate," the statement continued.

Among the mayors selected for the task force are key Conference of Mayors leaders, including Conference Vice Presi-

dent Sacramento Mayor Kevin Johnson, Past Conference President Philadelphia Mayor Michael A. Nutter, Conference of Mayors Trustee and Climate Protection and Energy Independence Task Force Co-chair Carmel (IN) Mayor James Brainard, Conference of Mayors Trustee Des Moines Mayor Frank Cownie, and Conference of Mayors Advisory Board Member Salt Lake City Mayor Ralph Becker.

The other mayors on the task force are Greensburg Mayor Bob Dixon, Los Angeles Mayor Eric Garcetti, Grand Rapids Mayor George Heartwell, Houston Mayor Annise Parker, Perdido Beach Mayor Patsy Parker, Knoxville Mayor Madeline Rogero, Fort Collins Mayor Karen Weitkunat, and Hoboken Mayor Dawn Zimmer.

Maryland Governor Martin O'Malley, Illinois Governor Pat Quinn, Vermont Governor Peter Shumlin, Fond du Lac Band of Lake Superior Chippewa Chairwoman Karen Diver, and Northwest Arctic Borough Mayor Reggie Joule.

Along with announcing its appointments to the task force, the White House also released details of a new Presidential Executive Order, "Preparing the United States for the Impacts of Climate Change," which establishes an interagency Council on Climate Preparedness and Resilience, chaired by the White House and composed of more than 25 federal agencies.

The Presidential Order directs these federal agencies to: modernize federal programs to support climate-resilient

President Obama announced his appointment of 13 mayors to join with 13 other officials to form the State, Local, and Tribal Leaders Task Force on Climate Preparedness and Resilience.

The other officials to serve on the task force are Franklin County Commissioner Paula Brooks, Santa Barbara County Supervisor Salud Carbajal, Broward County Mayor Kristin Jacobs, Hawaii Governor Neil Abercrombie, California Governor Jerry Brown, Guam Governor Eddie Calvo, Washington Governor Jay Inslee, Delaware Governor Jack Markell,

investments; manage lands and waters for climate preparedness and resilience; provide information, data and tools for climate change preparedness and resilience; and plan for climate change related risk. In accomplishing these actions, the agencies are directed to consider the recommendations of the newly-established task force.

Saint Paul Mayor Coleman Elected President of the National League of Cities

By Ed Somers

At the conclusion of their annual Congress of Cities and Exposition in Seattle on November 16, Saint Paul Mayor Chris Coleman was elevated to President of the National League of Cities (NLC).

Salt Lake City Mayor Ralph Becker moved up to First Vice President, and Joplin (MO) Mayor Melodee Colbert Kean was elected the new Second Vice President.

Coleman was first elected Saint Paul Mayor in 2005 after several years as a city councilmember, community and neighborhood leader. He was overwhelmingly re-elected to a third term this November. In his eight years as mayor, he has been an advocate for education and public safety, and was instrumental in championing the Central Corridor Light Rail line – the largest transit project ever undertaken in the state of Minnesota.



Left to right, Saint Paul Mayor Chris Coleman, Salt Lake City Mayor Ralph Becker, Joplin Mayor Melodee Colbert Kean, Avondale Mayor Marie Lopez Rogers, and NLC Executive Director Clarence Anthony.

See NLC on page 23



National League of Cities



USCM President Mesa Mayor Scott Smith addressed the NLC gathering on November 16. Smith congratulated his neighbor Avondale Mayor Marie Lopez Rogers for her work as NLC President, and pledged to work with the new officers on priorities such as protecting municipal bonds, enacting immigration reform, and passing the Marketplace Fairness Act.





Left to right, Seattle Mayor-Elect Ed Murray, USCM President Mesa Mayor Scott Smith, and USCM CEO and Executive Director Tom Cochran met in Seattle to discuss priorities and the how USCM can assist the Mayor-Elect on his transition.



At left, USCM Staff Debra DeHaney-Howard with USCM Advisory Board Member Rochester (MN) Mayor Ardell Brede.



At left, USCM Advanced Manufacturing Task Force Vice Chair Beaverton Mayor Dennis Doyle with USCM Staff Kevin McCarty.



Left to right, USCM Staff Debra DeHaney-Howard, USCM Trustee Southfield Mayor Brenda Lawrence, and USCM Staff Katie Pirolt.



At left, USCM Staff Katie Pirolt with Easton Mayor Sal Panto.

Update on Partner America: The Mayors' Small Business Initiative

By Jeff Bean

Bridgeport Mayor Bill Finch summarized PartnerAmerica™ best when he said, "Small businesses are the engine of growth for cities and towns across America. They stabilize our neighborhoods, create jobs and serve our communities. In Bridgeport, we're working with Partner America™ to provide our small businesses with a wealth of tools and information to help them thrive and succeed."

PartnerAmerica™ is a public-private partnership that was created by The United States Conference of Mayors and American Management Services, Inc (AMS). This program helps small and medium-sized businesses in cities across the nation improve profits and sales through management assistance. PartnerAmerica™ is designed to assist mayors in providing the resources and information small businesses need to thrive within their local communities and global economy.

Because of the program's success and positive impact on cities, the PartnerAmerica™ program has been extended, thanks to the dedication of the Conference of Mayors and the generous support of AMS. Conference of Mayors CEO and Executive Director Tom Cochran said, "The PartnerAmerica™ program has been extremely successful and we anticipate continued success throughout the coming years."

PartnerAmerica™ focuses on combining the resources and programs offered by local and federal government agencies with the management and technical expertise provided by private enterprise. The program initiated the compilation and publication of Best Small Business Practices, assisted mayors across the country in hosting small business roundtables and conferences, and helps local companies enjoy sustained growth through increased profits and sales. Jacksonville Mayor Alvin Brown, who hosted an event



in his city, explained, "This is the type of partnership that Mayors really need in their cities when it comes to small business. Partner America™ is invaluable and I would encourage every mayor to reach out to USCM about this partnership."

In 1999, AMS was selected to administer PartnerAmerica™, and is authorized to offer The Business Survey™ to qualified owners. Since the inception of PartnerAmerica™, AMS has conducted over 3500 Business Surveys with companies in virtually every business sector, with 70 percent of these being family owned and operated. The PartnerAmerica™ Business Survey has helped AMS to target the specific needs of small business, increase profit, and improve management technique. Indianapolis Mayor Greg Ballard noted, "All businesses need technical assistance, especially small businesses. The Partner America™ program provides resources to help keep companies profitable and growing."

As the backbone of the national economy, the Conference of Mayors truly understands why communities need successful small businesses. Mayors' Small Business events, through PartnerAmerica™, spread this message to the businesses that can benefit from this program's information and expertise.

If you have any questions regarding the PartnerAmerica™ program, contact Jeff Bean, Managing Director, at 202-446-8140 or send e-mail to jbean@usmayors.org.

MAYORS BUSINESS COUNCIL

Member Profile

Starbucks Coffee Company

Our story began in 1971. Back then, we were a roaster and retailer of whole bean and ground coffee, tea and spices with a single store in Seattle's Pike Place Market. Today, we are privileged to connect with millions of customers every day with exceptional products and more than 17,000 retail stores in over 55 countries. From the neighborhoods where our stores are located to the ones where our coffee is grown – we believe in being involved in the communities we're a part of. Bringing people together, inspiring change and making a difference in people's lives – it's all part of being a good neighbor.

Areas of Special Interest or Expertise: Retail, Environment, Community Development, Jobs, Education, Workforce, Health, and Food Policy

Special Interests: Community Development, Economic Policy, Environment, Health Care, Other

For more Business Council profiles visit
the Conference of Mayors website at
usmayors.org/buscouncil



Best Practices

Houston “Recipe for Success” Initiative Teaches Children New Way to Eat Healthy

Recipe for Success (RFS) was born of founder Gracie Cavnar’s concern about marketing “junk food” to children in school settings. Through her involvement in the effort to prohibit student access to vending machines in elementary schools (in 2003 Texas passed legislation to do so) Cavnar learned more about childhood obesity, and started to look for ways that she could help. After talking to a variety of stakeholders and investigating a variety of different initiatives, Cavnar decided to launch her own program – one that didn’t replicate existing programs and was adaptable by different communities. She focused on elementary school-children, because research suggests that weight patterns and food attitudes are set by age 11. After that you’re working not to establish but to change behaviors.

Recipe for Success (RFS) began in 2005, with the goal of actively changing the way children eat. Since 2005, RFS’ Seed-to-Plate Nutrition Education™ program (S2P) has taught more than 20,000 Houston children in school and after-school settings how to grow, harvest, and cook their own healthy food, aided by professional chefs, gardeners, teachers, and nutritionists volunteering their time and talents to the initiative.

Parents of S2P alums report that their children are cooking at home and making healthy food selections. Teachers report improved behavior and attention spans in class. And on average, children’s fruit and vegetable intake increases 30 percent after a year in the program.

But it’s not enough for children to ask for healthier foods; parents must provide



Houston Mayor Annise D. Parker

them. To that end, RFS’s Hope Farms Rolling Green Market will deliver reduced-price fresh fruits and vegetables directly to families in Houston’s ‘food deserts.’ But the Rolling Green Market differs from similar programs in its execution. For RFS this is less public assistance, more upscale farmer’s market – for example, the Rolling Green Market will feature professional chefs giving cooking demonstrations and lessons. While its primary goal is to serve food deserts, RFS sees the Rolling Green Market as a citywide amenity. Their strategic approach is to position healthy eating as an on-trend lifestyle choice for everyone, and provide a ‘product’ – the Rolling Green Market – catering to that lifestyle.

USCM/ABA Childhood Obesity Prevention Grant:

RFS partnered with Houston Mayor Annise D. Parker to apply for The United States Conference of Mayors and the American Beverage Association (ABA) Childhood Obesity Prevention Awards, and in January 2012 received a \$25,000 grant to fund the Rolling Green Market.

See OBESITY on page 26



MacGregor Elementary School third graders show off their salad recipes for Houston Mayor Annise Parker during their Iron Chef Competition with Recipe for Success.

Photo courtesy Recipe for Success

Best Practices

OBESITY from page 25

For RFS, the grant is like the Good Housekeeping Seal – it's provided 'startup' funds to develop promotional materials and to leverage additional funding.

For Houston, this initiative is but one vital component of a broader anti-obesity initiative. In 2012 Parker launched Healthy Houston, designed to reduce obesity and increase healthy eating and exercise in the city. To lead the initiative, Parker convened the Healthy Houston Task Force (Cavnar is one of the inaugural members), whose charge is to recommend and implement specific actions to reduce the incidence of obesity and its health and economic impacts in Houston. Task Force initiatives include installing new vegetable container gardens throughout the city; working with grocers to provide economic incentives to help spur grocery/supermarket development in critical areas; and the launch of Bike Share in Houston, along with the significant expansion of bike lanes and trails.

Lessons Learned:

Rather than conventional behavior change models to address childhood obesity, Recipe for Success employs corporate marketing principles and strate-

gies to promote healthy eating. The goal is to make healthy eating a lifestyle choice for the children they serve, and their families. It's a subtle but important revision.

The other important aspect to the RFS approach is to develop programming that is both scalable and adaptable. They've developed the Recipe for Success Affiliate Partners initiative, to support the nationwide scaling of the Seed-to-Plate Nutrition Education™. Through the initiative RFS trains and certifies S2P instructors and provides partners with extensive curriculum support – including access to the RFS curricula library, with its more than 320 lesson plans for pre-K to 5th graders. The affiliate program is open to any organization upon application and agreement to the terms of program implementation (applications are available on the RFS website).

For more information, contact Houston Office of Sustainability Director Laura Spanjian at 832-393-0849 or send e-mail to Laura.Spanjian@houstontx.gov.

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



Calendar of Events

(Updated 11/20/13)



2014

January 22-24

82nd Conference of Mayors Winter Meeting, Washington (DC). Contact: Carol Edwards cedwards@usmayors.org / 202-293-7330. Sponsorship: Geri Powell gpowell@usmayors.org / 202-861-6774. Registration Now Open

April 25-27

Tourism, Arts, Parks, Entertainment and Sports (TAPES) Committee Meeting, New Orleans. Contact: Jocelyn Bogen jbogen@usmayors.org / 202-861-6727. Registration Available Winter 2014

June 20-23

82nd Annual Conference of Mayors, Dallas. Contact: Carol Edwards cedwards@usmayors.org / 202-293-7330. Sponsorship: Geri Powell gpowell@usmayors.org / 202-861-6774. Registration Available Spring 2014



For updates or changes, check our web site at usmayors.org

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