



The United States Conference of Mayors

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FOUR CITIES HONORED FOR EXCELLENCE & INNOVATION IN PUBLIC-PRIVATE PARTNERSHIPS

The U.S. Conference of Mayors Presents 'Best-Practice' Awards

WASHINGTON, D.C. — The U.S. Conference of Mayors today recognized **partnerships between cities and private companies** at the Conference's 81st Winter Meeting. Mesa (AZ) Mayor Scott Smith presided over the awards ceremony. U.S. Conference of Mayors CEO and Executive Director, Tom Cochran, also participated in the ceremony.

In announcing the awards, Mayor Smith remarked, "Mayors have always understood the power of the private sector to affect change and improve lives and we can point to successful public private partnerships in cities across the nation. Today's awards recognize four successful and outstanding relationships between cities and businesses."

The Mayors Business Council established the awards to encourage businesses and cities to work together to improve local communities. An independent panel of judges was appointed by the Conference of Mayors to review individual submissions. Selections were made based on a set of criteria including: improvement in delivery of services, replicability, sustainability, cost-savings, creativity of approach, benefits to both public and private partners, economic and business benefits, and measurable results.

There were two award categories: The Award of Excellence (one award presented) and Outstanding Achievement Awards (three awards presented).

The award winners and brief program descriptions are below. To read additional information on these award-winning programs on our website, go to <http://www.usmayors.org/busouncil/>.

AWARDS OF EXCELLENCE:

City	Business Council Member	Partnership
San Francisco, CA	Citi Community Development	" <i>Kindergarten to College</i> "

OUTSTANDING ACHIEVEMENT AWARDS:

Chicago, IL	Comcast	" <i>Internet Essentials</i> "
Gresham, OR	Veolia Water North America	" <i>Achieving a Green Vision for Energy Independence</i> "
Philadelphia, PA	Recyclebank	" <i>Philadelphia Recycling Rewards</i> "

AWARD OF EXCELLENCE:

San Francisco, CA/Citi Community Development

A child with a savings account is seven times more likely to attend college. Over the course of a lifetime, people with college degrees earn 75 percent more than those with just a high-school diploma – nearly a million dollars more in total. Yet for many families, achieving that degree means confronting overwhelming financial obstacles. Research and practice show that even modest savings can give children and youth not only a foundation to begin paying for their education, but also the financial skills students will need throughout their lives to plan and make informed financial decisions.

In 2010, the City and County of San Francisco, led by the Office of the Mayor, the Office of the Treasurer, the Department of Children, Youth, & Their Families and the San Francisco Unified School District, partnered with CFED, EARN, the New America Foundation, San Francisco Foundation, and Citi Community Development to launch Kindergarten to College, the nation's first universal college savings account program. In 2012, San Francisco's Mayor Edwin M. Lee and the Board of Supervisors approved funding in the city's budget to expand the two-year pilot into a universal program providing savings accounts for every child entering kindergarten. The program is designed to embed a savings culture among San Francisco's children as a driver to expanding college access and increasing college completion rates by automatically opening a savings account for every child entering kindergarten in the City's public school system. To facilitate this, Citibank created a platform where accounts can be opened and managed electronically. Since Kindergarten to College's launch, more than 8,000 accounts have been opened, and all 72 San Francisco Unified School District elementary schools are participating in the program.

The account initially contains \$50 from the City and County of San Francisco and an additional \$50 to students who participate in the federal free and reduced lunch program. Once the account is opened, the program provides opportunities for matched savings and incentives for families to save more. For example, Kindergarten to College offers a one-to-one match for the first \$100 saved by a family and an additional "Save Steady" bonus of \$100 for families that make six consecutive monthly deposits of \$10 or more. Instilling the value of saving in a child as early as kindergarten will better prepare them for the financial responsibilities that accompany college completion.

"Kindergarten to College is a groundbreaking initiative that is creating a brighter future for San Francisco's children and setting them up for success," said San Francisco Mayor Edwin M. Lee. "I thank the Mayors' Business Council for recognizing San Francisco's efforts to build a true public and private partnership that is investing in and strengthening families in our City."

"Citi is proud to collaborate with the City and County of San Francisco on Kindergarten to College, the country's first universal college savings account program. We expect this will become a national model for expanding financial inclusion, education and the goal of saving for college," said Bob Annibale, Global Director for Citi Microfinance and Community Development.

For more information, please contact: David Roskin, Citi Community Development at 212-559-4767 or david.roskin@citi.com, or Greg Kato, San Francisco Office of the Treasurer & Tax Collector at 415-554-6888 or greg.kato@sfgov.org.

OUTSTANDING ACHIEVEMENT AWARDS:

Chicago, IL/Comcast

In May 2011, Chicago Mayor Rahm Emanuel and Comcast's Executive Vice President David L. Cohen launched Internet Essentials locally and nationally. Internet Essentials, an ambitious program aimed at closing the digital divide, offers affordable Internet access, affordable computer hardware, and free digital literacy training (online, in print or in person) to families with at least one student eligible to receive free or reduced-cost lunches through the National School Lunch Program. As of August 2012, more than 7,000 Chicago families had joined the program in its first year to bring fast, reliable, and affordable Internet into their homes, making Chicago the top city in the country for Internet Essentials participation. The number of Internet Essentials connects in the city of Chicago doubled in 2012 and now there are over 11,000 families – or an estimated 44,000 individuals – participating. This success has been driven by highly visible public leadership from Mayor Emanuel and strong, ongoing coordination with Comcast.

In the Mayor's first year progress report "Changing Chicago Together" he touted the public-private partnership with Comcast as an enabling tactic to help him to fulfill the goal of offering affordable broadband access to more Chicago families.

The Mayor collaborated with Comcast to produce Public Service Announcements aimed at promoting broadband adoption and the Internet Essentials program.

Comcast and Mayor Emanuel value the ongoing partnership that has made an impact in the lives of thousands of Chicagoans who now have broadband access in the home. Mayor Emanuel promised continued leadership and support – vowing that Chicago will remain the number one city in the nation for Internet Essentials participation.

For more information, please contact: Ron Orlando, Senior Director of Government Affairs, Comcast at 215-286-4517 or ron_orlando@comcast.com or David Spielfogel, City of Chicago at david.spielfogel@cityofchicago.org.

Gresham, OR/Veolia Water North America

Many companies and organizations pledge to "go green." But it's rare for an entire city to make that pledge and then actively take steps to achieve it. Gresham, Oregon is doing just that – and its partnership with Veolia Water plays a key role in achieving the city's vision of sustainability.

Gresham had an ambitious goal: It wanted its wastewater plant to produce more energy than it consumed. So the city commissioned the design of a cogeneration engine that would use biogas produced from the wastewater plant's digesters to generate electrical power and heat. But the city needed a partner who had the experience and technical expertise to ensure maximum output from the cogeneration engine, and who knew how to successfully manage plant operations to reduce energy usage.

Veolia Water has actually surpassed Gresham's up-time requirement. Electricity costs at the facility have been reduced by an average of \$23,100 a month. Even more important, the co-generator has enabled the plant to produce more than 50 percent of the energy it uses by capturing naturally-occurring methane gas from the wastewater process and transforming it into energy.

Through the combination of the cogeneration engine and solar panels, more than 70 percent of the facility's energy is generated on site from the sun and naturally-produced methane gas.

Working with the city, Veolia Water has reduced the average monthly energy use from 556,000 kilowatt hours (kWh) per month to 452,000 kWh per month (an approximate 20% reduction in energy use), and has completed construction of various process improvements. Veolia Water and the City are able to drive down capital maintenance and replacement costs, increase asset lifecycle, improve reliability and reduce unnecessary and inefficient energy usage. The City of Gresham is achieving its vision of becoming a completely sustainable city and expects to eventually generate and capture more power than it needs so it can actually become a sustainable energy provider as well.

For more information, please contact: Matt Demo, Communications Director, Veolia Water at 312 552-2887 or matt.demo@veoliawaterna.com or Eric Chambers, City of Gresham at 503-618-2584 or eric.chambers@greshamoregon.gov.

Philadelphia, PA/Recyclebank

When Mayor Michael A. Nutter took office in 2008, Philadelphia's recycling rate was less than 8%. The Mayor knew that in order to follow through on his goal of making Philadelphia the greenest city in America by 2015, that statistic would need to change. In 2009, he launched *Greenworks Philadelphia*, the City's comprehensive sustainability plan, which includes a target of diverting "70% of solid waste from landfill." when the plan was released, only 53% of solid waste was being diverted. By partnering with Recyclebank to create "Philadelphia Recycle Rewards," City government saw the potential to engage residents and raise the recycling rate.

The City collected 45,000 tons of recyclables in FY 2007 and collected 118,500 tons in FY 2012.

Residents who sign up for Recyclebank earn rewards points for each week they recycle. These points can then be redeemed for offers and discounts at local businesses, restaurants and cultural institutions.

More than 185,000 households are signed up for Recyclebank. Rewards points earned totaled about 217 million in FY 2012, and there were 102,000 redemption transactions.

This partnership has an economic impact as well. According to the EPA, recycling creates about 10 times more jobs on a per-ton level than regular disposal. The process of turning what was once landfilled into a new stream of collected materials creates a chain of economic activity that can result in business expansion, jobs and community growth across all of Philadelphia. Recycling businesses earn profits and reinvest in plants and further infrastructure and job growth and labor market. There is also an increased need for material collection and sorting jobs and an increased need in manufacturing sector as recycled materials turn into new higher skilled labor opportunities.

For more information, please contact: Denise McVeigh, Philadelphia Coordinator/Account Manager at Recyclebank at 267-273-5680 or dmcveigh@recyclebank.com or Kate Hagedorn, City of Philadelphia, at 215-686-6210 or kate.hagedorn@phila.gov.

To read additional information on this award-winning program on our website, go to <http://www.usmayors.org/busouncil/>.

The U.S. Conference of Mayors is the official nonpartisan organization of cities with populations of 30,000 or more. There are 1,295 such cities in the country today, and each city is represented in the Conference by its chief elected official, the mayor. Like us on Facebook at [facebook.com/usmayors](https://www.facebook.com/usmayors), or follow us on Twitter at twitter.com/usmayors.

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