

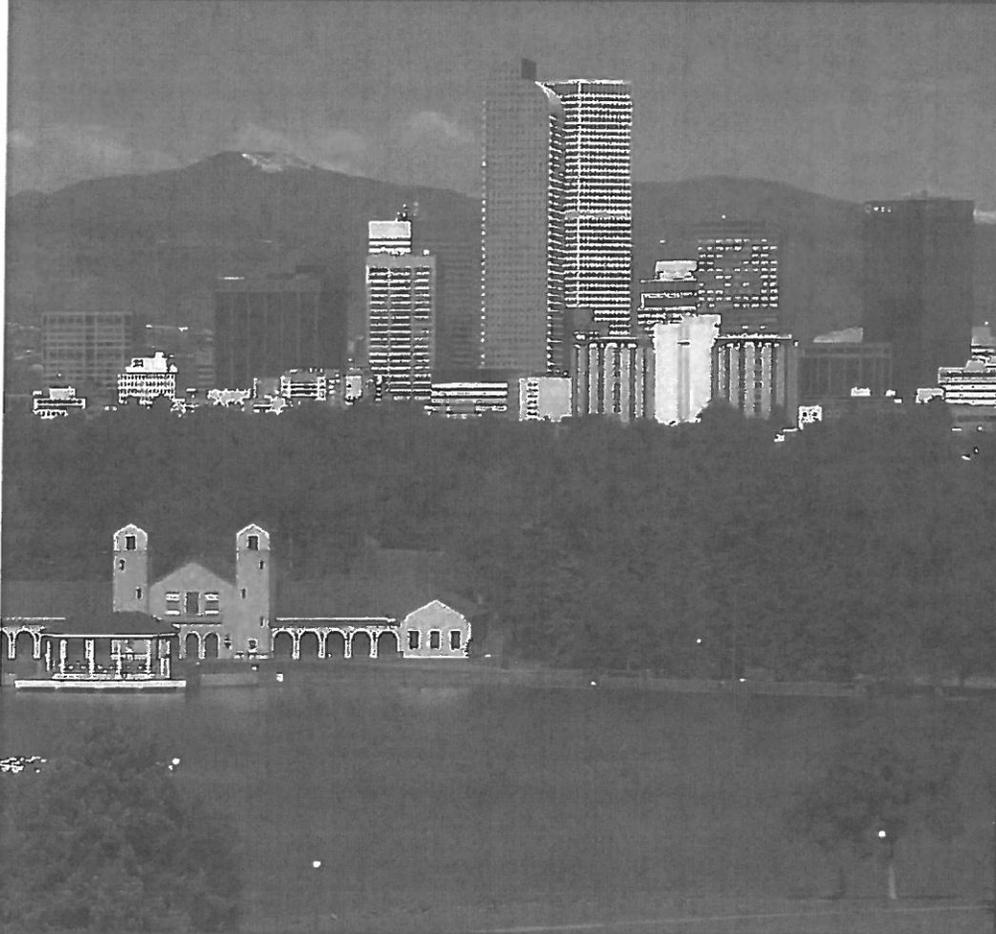
NATIONAL
LEAGUE
of CITIES



CONGRESS OF CITIES & EXPOSITION

PROGRAM and EXPOSITION GUIDE

Helping City Leaders Build Better Communities



November 30 — December 4, 2010

Colorado Convention Center • Denver, Colorado

www.nlc.org



WEDNESDAY • DECEMBER 1

PROGRAM-AT-A-GLANCE

EXPOSITION AND EXHIBITOR SOLUTIONS THEATER

- 6:30 p.m. – 8:00 p.m.
- NLC Exposition Opening and Welcome Reception
 - NLC Pavilion and City Showcase Open

GOVERNANCE

- 9:00 a.m. – Noon
- Finance Administration & Intergovernmental Relations (FAIR) Policy and Advocacy Committee Meeting
 - Human Development (HD) Policy and Advocacy Committee Meeting
 - Information, Technology & Communications (ITC) Policy and Advocacy Meeting
- 9:30 a.m. – 4:30 p.m.
- NLC Board of Directors
- 10:30 a.m. – 3:30 p.m.
- NLC Advisory Council Meeting
- 1:30 p.m. – 4:30 p.m.
- Public Safety & Crime Prevention Policy (PSCP) and Advocacy Committee Meeting
 - Transportation Infrastructure & Services (TIS) Policy and Advocacy Committee Meeting
 - Community & Economic Development (CED) Policy and Advocacy Committee Meeting
 - Energy, Environment & Natural Resources (EENR) Policy and Advocacy Committee Meeting

LEADERSHIP TRAINING INSTITUTE SEMINARS

- 9:00 a.m. – 5:00 p.m.
- L10: Strategic Leadership and Decision Making in Local Government
- 9:00 a.m. – Noon
- L11: Strategic Communications: Making Persuasion and Influence Work
 - L12: Voyage of Endurance: Lessons in Adaptive Leadership
 - L13: The Restoration of Community: Fiscal Accountability and Community Engagement
 - L14: Local Government Finance: Guarding the Public Checkbook
- 1:30 p.m. – 5:00 p.m.
- L15: Effective Tools for Communication and Innovative Thinking
 - L16: How to Balance Your Political, Personal and Professional Life
 - L17: How to Inject Innovation Into Local Government
 - L18: Realistic Solutions to Meet the Challenges of Local Economic Development

MOBILE WORKSHOPS

- 9:00 a.m. – Noon
- National Renewable Energy Laboratory
 - Providing Sustainable Recycling Solutions Through a Public/Private Partnership
 - Smaller Cities Development of Sports, Event, and Community Venues
- Noon – 1:00 p.m.
- Mobile Workshop Debrief
- 1:00 p.m. – 4:00 p.m.
- Fastracks Transit System & TOD (Transit-Oriented Development)
 - Scientific and Cultural District
 - The U.S. 36 Multi-Modal Transportation Project & Corridor Coalition Building
 - Re-Use of Major Facilities: Lowry, Stapleton & Fitzsimons
 - Smaller Cities Development of Sports, Event and Community Venues
- 4:00 p.m. – 5:00 p.m.
- Mobile Workshop Debrief

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THURSDAY • DECEMBER 2

PROGRAM-AT-A-GLANCE

GENERAL SESSIONS

8:45 a.m. – 11:00 a.m.

• Opening General Session

Speakers:

Ronald O. Loveridge,
Mayor, Riverside,
California, NLC President

Chuck Hagel,
Former Senator (R-NE)
and author of *America:
Our Next Chapter*,
Omaha, Nebraska

EXPOSITION AND EXHIBITOR SOLUTIONS THEATER

11:00 a.m. – 5:00 p.m.

- Exposition Hall Open

11:00 a.m. – 1:00 p.m.

- Exposition Hall Opening Luncheon

EXHIBITOR SOLUTIONS THEATERS

1:00 p.m. – 1:45 p.m.

- Home Fire Sprinklers: Protecting Your Community
- Migration – Future Proofing Your AMR System

EXHIBITOR SOLUTIONS THEATERS

2:00 p.m. – 2:45 p.m.

- Renovation Financing as a Useful Tool to Revitalize Neighborhoods and Communities
- Traffic Safety Cameras: Potential Success Through Enhanced Public Safety

2:30 p.m. – 3:00 p.m.

- Dessert Break in the Exposition Hall

EXHIBITOR SOLUTIONS THEATERS

3:00 p.m. – 3:45 p.m.

- Learn What GPS, First Responders and Your Car Have in Common
- Save Time and Money Using GSA's Programs for Local Government

EXHIBITOR SOLUTIONS THEATERS

4:00 p.m. – 4:45 p.m.

- Using Community Analytics for Efficient and Effective Strategies

GOVERNANCE

1:30 p.m. – 4:00 p.m.

- Resolutions Committee Meeting

4:00 p.m. – 6:00 p.m.

- NLC Nominating Committee Meeting

WORKSHOPS, FACILITATED DISCUSSIONS, MOBILE WORKSHOPS

WORKSHOPS

1:00 p.m. – 2:30 p.m.

- A Call to Service: City Leadership to Mobilize Volunteers
- Greening Your Water Infrastructure
- Growing Your Own: Support for Local Businesses
- Leading for Results: How to Make Real Change for Local Children and Families
- Partnerships for Service Delivery
- Smarter Public Safety: Innovating to Boost Your Efforts
- Technology 101: What Your City Needs to Know About Broadband

FACILITATED DISCUSSION

1:00 p.m. – 2:30 p.m.

- Sustainability Goals for Cities

MOBILE WORKSHOPS

1:00 p.m. – 4:00 p.m.

- Fastracks Transit System & TOD (Transit-Oriented Development)
- Scientific and Cultural District
- The U.S. 36 Multi-Modal Transportation Project & Corridor Coalition Building
- National Renewable Energy Laboratory
- Providing Sustainable Recycling Solutions Through a Public/Private Partnership
- River Vision Implementation Plan
- Re-Use of Major Facilities: Lowry, Stapleton & Fitzsimons
- Smaller Cities Development of Sports, Event and Community Venues

WORKSHOPS

3:00 p.m. – 4:30 p.m.

- Bridging the Gap
- Democracy at Work: Local and Global Public Engagement Practices
- Financing Solar Energy Projects: The Role of Local Government
- The Global Economy: Why You Need to Care and What You Can Do About It
- An Ounce of Prevention: Building Healthier Cities and Towns
- Regional Perspectives on Water Infrastructure

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PROGRAM-AT-A-GLANCE

GENERAL SESSIONS

8:45 a.m. – 10:15 a.m.

• **Morning General Session**

Speakers:

L. Hunter Lovins, President and Founder of National Capitalism, Inc., Denver, Colorado

EXPOSITION AND EXHIBITOR SOLUTIONS THEATER

10:15 a.m. – Noon

- Exposition Hall Open

10:15 a.m. – 11:00 a.m.

- Exposition Hall Break

EXHIBITOR SOLUTIONS THEATERS

11:00 a.m. – 11:45 a.m.

- Shopping for Retail
- Innovative Strategies for Economic Revitalization: Sustainable Solutions for Capital-Constrained Cities

Noon – 12:45 p.m.

- Enhancing Revenue in Your City

2:00 p.m. – 2:45 p.m.

- Better Quality of Life Through Real-Time Adaptive Traffic Control

3:00 p.m. – 3:45 p.m.

- The Telephone Town Hall Advantage: Expanding and Refining Community Conversation
- Stretching Your City Budget with NLC Enterprise Programs

GOVERNANCE

WORKSHOPS, FACILITATED DISCUSSIONS, MOBILE WORKSHOPS

WORKSHOPS

11:00 a.m. – 12:30 p.m.

- How to Ensure Safe Communities and Successful Citizens After Arrest
- LEED-ND: A New Sustainability Tool for Cities
- Neighborhood Recover Strategies
- People-Based Economic Development
- Technology 201: How Your City Can Utilize Broadband To Its Fullest

FACILITATED DISCUSSION

11:00 a.m. – 12:30 p.m.

- Clean Energy 101

MOBILE WORKSHOPS

1:00 p.m. – 4:00 p.m.

- FasTracks Transit System & TOD (Transit-Oriented Development)
- Scientific and Cultural District
- Providing Sustainable Recycling Solutions Through a Public/Private Partnership
- River Vision Implementation Plan
- Re-Use of Major Facilities: Lowry, Stapleton & Fitzsimons
- Smaller Cities Development of Sports, Event and Community Venues

WORKSHOPS

2:00 p.m. – 3:30 p.m.

- Civic Engagement and Recent Immigrant Communities
- Fewer Dollars, Greater Need: Serving Children and Families in Tough Economic Times
- Fees or Flames: Is It Time for a New Social Compact Between Government and the People
- Managing Your Commercial Property Market
- Regional Collaboration: MPOS and the Challenges They Face
- Food Access as a Community Development Strategy

FACILITATED DISCUSSION

2:00 p.m. – 3:30 p.m.

- Green Schools

WORKSHOPS

3:45 p.m. – 5:15 p.m.

- Building a Green Economy: Strategies for Cities
- Exploring Transportation Financing Alternatives
- Pathways Out of Poverty: Building Bridges to the Middle Class
- Practical Strategies to Attract and Retain Economic Investment

4:00 p.m. – 5:00 p.m.

- Mobile Workshop Debrief

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PROGRAM-AT-A-GLANCE

GENERAL SESSIONS

8:45 a.m. – 10:15 a.m.

• **Opening General Session**

Speakers:

John E. "Jeb" Bush,
Former Governor of
Florida, Miami, Florida

Robert D. Putnam,
Professor of Public Policy,
John F. Kennedy School
of Government, Harvard
University, Cambridge,
Massachusetts

12:30 p.m. - 2:00 p.m.

• **Delegates Luncheon
and General Session**

EXPOSITION AND EXHIBITOR SOLUTIONS THEATER

GOVERNANCE

2:30 p.m.

• **National League of
Cities Annual
Business Meeting**

WORKSHOPS

WORKSHOPS

10:30 a.m. – Noon

- Immigrant Integration:
Listen, Reflect, Act
- Speed Learning: Vital
Issues for Cities

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THURSDAY, DECEMBER 2, 2010

EXHIBITOR SOLUTIONS THEATER

HOME FIRE SPRINKLERS: PROTECTING YOUR COMMUNITY

1:00 p.m. – 1:45 p.m. Room 406

Home fire sprinklers are now included in national building codes. Learn about the life-saving and environmental benefits of home fire sprinklers in new construction homes.

Speaker:

Peg Paul, Director, Peg Paul & Associates, Frankfort, Illinois

Exhibiting Presenter: Home Fire Sprinkler Coalition

EXHIBITOR SOLUTIONS THEATER

MIGRATION - FUTURE PROOFING YOUR AMR SYSTEM

1:00 p.m. – 1:45 p.m. Room 405

What do you do when you're sure you need to move forward but unsure of the route to take? First, you get your bearings. Next, you decide on the vehicle you need to get there. Then, you get moving. That's good advice for anyone, but especially for a water utility. What about those who say migration isn't possible? You keep on going — knowing that, not only is migration possible but also that water and gas utilities do it every day with Neptune's R900® radio frequency technology.

Speaker:

Brandon Segrest, Product Marketing Manager, Tallahassee, Florida

Exhibiting Presenter: Neptune Technology Group, Inc, an NLC Associate Member

EXHIBITOR SOLUTIONS THEATER

RENOVATION FINANCING AS A USEFUL TOOL TO REVITALIZE NEIGHBORHOODS AND COMMUNITIES

2:00 p.m. – 2:45 p.m. Room 405

Communities across the country are finding a new tool to help them with housing challenges — Renovation Financing. We will explain how this program — particularly the government insured FHA 203(K) loan program — can help cities revitalize neighborhoods.

Speakers:

Phillip Bracken, Executive Vice President, Wells Fargo, Ellisville, Missouri

Linda E. Pond, Vice President National Renovation Program Manager, Wells Fargo Home Mortgage, Richmond, Virginia

Exhibiting Presenter: Wells Fargo Home Mortgage, an NLC Capstone Corporate Partner

EXHIBITOR SOLUTIONS THEATER

TRAFFIC SAFETY CAMERAS: POLITICAL SUCCESS THROUGH ENHANCED PUBLIC SAFETY

2:00 p.m. – 2:45 p.m. Room 406

A practical look at the real world gains to public safety and community leadership that traffic safety cameras have. This session will detail how the implementation of this important technology has helped to save lives, increase police efficiency and save money in a time when local governments are struggling with public safety budgets and the ability to keep offices on the streets. This session will also address many of today's common myths surrounding this time tested technology and what it can mean for the safety, efficiency and finances of your community.

Speakers:

Donald L. Bertrand, Council Member, Lafayette, Louisiana

Bruce D. Glasscock, Deputy City Manager of the Public Safety Services Business Center, Plano, Texas

Aaron Rosenberg, Phd, Executive Vice President, Redflex Reaffix Systems, Phoenix, Arizona

Exhibiting Presenter: Redflex Traffic Systems

EXHIBITOR SOLUTIONS THEATER

LEARN WHAT GPS, FIRST RESPONDERS AND YOUR CAR HAVE IN COMMON

3:00 p.m. – 3:45 p.m. Room 406

B&C Electronic Engineering, Inc. will unveil 911 Emergency Traffic Alerts, a revolutionary application that will alert motorist of RESPONDING emergency vehicles via GPS, Smartphones, and Personal Navigation Devices. 911 ETA is the conduit for sending reverse-911 information to personal navigation devices. Although this technology was developed to improve traffic and public safety during emergency response the applications and benefits are much more broad in scope. Please attend this presentation to view this ground breaking approach.

Speaker:

Keith Mehrens, Marketing & Business Development, B&C Electronic Engineering, Inc. Denver, Colorado

Exhibiting Presenter: 911 Emergency & Traffic Alerts

EXHIBITOR SOLUTIONS THEATER

SAVE TIME AND MONEY USING GSA'S PROGRAMS FOR LOCAL GOVERNMENTS

3:00 p.m. – 3:45 p.m. Room 405

This course provides an overview covering all six current GSA state and local programs, including, Cooperative Purchasing, Disaster Recovery Purchasing, 1122 Counter-Drug, Wildland Fire, Computers for Learning and Personal Property Surplus Programs. Attendees will develop an awareness of the different GSA programs, both purchasing and non-purchasing that can help local governments secure our homeland and get the

EXPOSITION HALL/CITY SHOWCASE

Wednesday: 6:30 p.m. – 8:00 p.m.
Exhibit Hall Opening Reception
Thursday: 11:00 a.m. – 5:00 p.m.
Friday: 10:15 a.m. – NOON

REGISTRATION HOURS

Monday: 3:00 p.m. – 5:00 p.m.
Tuesday: 7:30 a.m. – 6:00 p.m.
Wednesday: 7:30 a.m. – 8:00 p.m.
Thursday: 7:00 a.m. – 5:30 p.m.
Friday: 7:00 a.m. – 5:30 p.m.
Saturday: 7:00 a.m. – 2:00 p.m.

products and services then need when they need them. GSA eTools, GSA Advantage and eBuy, facilitate the streamlined buying process. These eTools will be covered briefly so attendees fully understand not only what programs we offer, but how to utilize them.

Exhibiting Presenter: U.S. General Services Administration

EXHIBITOR SOLUTIONS THEATER USING COMMUNITY ANALYTICS FOR EFFICIENT AND EFFECTIVE STRATEGIES

4:00 p.m. – 4:45 p.m. Room 405

Proactive leaders are utilizing community analytics to gain a depth of knowledge about their citizens to be competitive and successful. Uses of data and analysis include profiling new residents, assessing the status of healthcare resources, quantifying senior citizen understanding the ethnic make-up of a community for outreach and retail needs and much more. Join the discussion on best-in-class uses of data and analytics to strategically keep your community strategically planning and growing.

Speaker:

Joseph Fackel, Senior Vice President, Buxton,
Fort Worth, Texas

Exhibiting Presenter: Buxton, an NLC Associate Member

FRIDAY, DECEMBER 3, 2010

EXHIBITOR SOLUTIONS THEATER SHOPPING FOR RETAIL

11:00 a.m. – 11:45 a.m. Room 405

NLC Capstone Partner, the International Council of Shopping Centers along with Corporate Partners Home Depot, Starbucks, Walgreens and Wal-Mart will discuss marketing strategies for attracting retail to location communities. You will learn what type of site information is needed by retailers; how to identify suitable retail space for retailers; key demographic data – what's important and what's not; and how to utilize ICSC resources, including conferences and deal making events, to market your sites to retailers and developers.

Speaker:

Cynthia Stewart, Director, Community Relations,
International Council of Shopping Centers,
Washington, DC

Exhibiting Presenter: International Council of Shopping Centers, an NLC Capstone Corporate Partner

EXHIBITOR SOLUTIONS THEATER INNOVATIVE STRATEGIES FOR ECONOMIC REVITALIZATION; SUSTAINABLE SOLUTIONS FOR CAPITAL-CONSTRAINED CITIES

11:00 a.m. - 11:45 p.m. Room 406

This session will demonstrate how a Greening Cities program and an integrated approach to creating harmonized communities can drive economic revival. Weston Solutions, Inc. delivers integrated environmental, sustainability, property redevelopment, energy and construction solutions to communities through out the United States and internationally. This session will present an overview of energy projects around the world with a focus on two Colorado-based success stories - working with the Renewal Authority of the City of Wheat Ridge and leveraging the Economic Development Zone with the City of Lakewood - to highlight what is possible in your community.

Speakers:

Steve Blarr, Development Director, Lakewood, Colorado
John Reinsma, Development Manager, Lakewood,
Colorado

Presenting Exhibitor: Weston Solutions, an NLC Corporate Partner

EXHIBITOR SOLUTIONS THEATER ENHANCING REVENUE IN YOUR CITY

Noon - 12:45 p.m. Room 405

In this economy, many U.S. cities have had to cut hours, services, and even staff. Even in better times, cities are challenged to generate sufficient revenues to sustain their general fund operations. While taxpayers demand enhanced services, they're also pressuring you to hold the line on tax and fee increases. In this interactive session using real-world examples, attendees will learn how to CH2M Hill has partnered with several U.S. cities and counties to help them discover and recover uncollected revenues.

Speaker:

Don Howell, National Director of Operations,
Englewood, Colorado

Exhibiting Presenter: CH2M Hill, an NLC Corporate Partner

EXHIBITOR SOLUTIONS THEATER BETTER QUALITY OF LIFE THROUGH REAL-TIME ADAPTIVE TRAFFIC CONTROL

2:00 p.m. – 2:45 p.m. Room 405

Is your city looking for ways to go green, improve livability and attract new residents and businesses while also saving money? Join Reggie Chandra, President and CEO of Rhythm Engineering, to see how this company's innovative InSync adaptive traffic control can make a positive difference in your community. Independent studies prove that InSync reduces stops by up to 90% and cuts fuel consumption and emissions by at least 25%. This state-of-the-art technology will improve public

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EXHIBITOR SOLUTIONS THEATER, *continued*

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safety, foster health and wellness, further your green initiatives and actually save you money over costly infrastructure projects. Find out how to get your traffic signals and your city – InSync.

Speaker:

Reggie Chandra, President/CEO, Rhythm Engineering, Lenexa, Kansas

Exhibiting Presenter: Rhythm Engineering, an NLC Corporate Partner

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EXHIBITOR SOLUTIONS THEATER
**THE TELEPHONE TOWN HALL ADVANTAGE:
EXPANDING AND REFINING COMMUNITY
CONVERSATION**

3:00 p.m. – 3:45 p.m. *Room 405*

In a tough economy, explaining cost-driven decisions on municipal projects is nearly impossible. Learn how telephone town hall meetings can do what direct mail, email, and websites cannot; bring community members into an active discussion that makes understanding possible. Imagine a captive audience of thousands engaging your city manager through live Q&A and real-time polling. Telephone town halls make real issue education possible.

Speaker:

Curt O. Cerven, Owner/CEO, TTHM, Golden, Colorado; Lee Feldman, City Manager, Palm Bay, Florida

Presenting Exhibitor: Telephone Town Hall

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EXHIBITOR SOLUTIONS THEATER
**STRETCHING YOUR CITY BUDGET WITH NLC
ENTERPRISE PROGRAMS**

3:00 p.m. - 3:45 p.m. *Room 406*

U.S. Communities Government Purchasing Alliance and PFM Financial Services LLC will introduce new programs that can save your city time and money through streamlined procurement services and practices. From receiving the best government pricing and an online marketplace for thousands of products to expediting payment to vendors and receiving rebates, these NLC Enterprise Programs offer innovative ways to stretch your city budget.

Exhibiting Presenter: NLC Enterprise Programs

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2010 CITY SHOWCASE

The City Showcase is an exhibition of creative and successful programs from cities across the country. Representatives from the featured cities will be on hand to discuss how they planned and implemented their innovative programs. Meet and compare notes with your colleagues about a wide variety of programs. The City Showcase is located in the Exposition Hall.

Booth #1066 Resuscitation Choreography Aurora, CO

Kevin Waters, EMS Bureau Manager
(303) 326-8997
kwaters@auroragov.org

The Aurora Fire Department, Rural/Metro Ambulance, The Medical Center of Aurora, The University of Colorado Hospital, and The Children's Hospital developed a process that emphasizes the importance of a comprehensive approach to treating cardiac arrest victims. Resuscitation Choreography begins the moment someone calls 911 with a medical emergency. Public safety communications operators facilitate the Aurora Fire Department's and Rural/Metro Ambulance's response and coach the caller to perform Cardio Pulmonary Resuscitation (CPR). Rescuers arrive within eight minutes of the 911 call, continue patient care, and transport the patient to one of the three hospitals in Aurora where physicians and nurses in the emergency room continue advanced life saving therapies.

Booth #1068 Xeriscape Rebates Aurora, CO

Zach Versluis
(720) 859-4360
zverslui@auroragov.org

Aurora offers rebates of up to \$1.00 per square foot to replace high water consuming plant material with xeriscape. Xeriscaping reduces water consumption through planning and design, appropriate turf amount, soil preparation, mulching, efficient irrigation, water efficient plants, and proper maintenance. Aurora Water

maintains xeriscape demonstration gardens, leads free educational programs, and offers professional landscape design services. With this program, the City of Aurora ensures a more sustainable future by lowering citizens' water bills, promoting positive interactions between the water department and its customers, and increasing the efficiency of the water system.

Booth #1056 Power2 Charlotte Charlotte, NC

Kimberly Pearson-Brown
(704) 336-2180
kpearson@charlottenc.gov

Charlotte's "Power2" program offers resources and services to help Charlotte residents, business owners and local government save energy, money and the environment. The city-wide program promotes and encourages increased conversation and the use of clean renewable energy consumption. Funded by a grant from the U.S. Department of Energy, the Power2 Charlotte campaign is one of 17 City of Charlotte projects to receive funding through the Energy Efficiency and Conversation Block Grant Program, part of the American Resource and Recovery Act.



Booth #954 PinPoint-Public Works Clemson, SC

Awards for Municipal Excellence Silver Winner – Population Category Under 50,000

Richard Cotton, City Administrator
(864) 653-2030
rcotton@cityofclemson.org

The PinPoint – Public Works™ technology was developed to streamline the way the Clemson Public Works department deals with debris pick-up. It allows the department to coordinate and map where debris is located before debris removal crews leave the department. Using the equipment included with the system, a driver can simply touch a button to report issues in categories ranging from piles of

leaves, to overhanging limbs, to code violations. At the end of the day, all of the marked issues are uploaded to an administrator's computer and compiled into a list of work orders for city workers the next day.

Booth #869 Gordon Square Arts District Cleveland, OH

Joy Roller, Executive Director, Gordon Square Arts District
(216) 961-4242
jroller@sbcbglobal.net

The Gordon Square Arts District is a collaboration of the City of Cleveland and three non-profit organizations, Cleveland Public Theatre, Near West Theatre, and Detroit Shoreway Community Development Organization. At the center of the partnership is a high priority role for the arts as a catalyst for economic development and job creation through preservation and renovation of historical buildings and complimentary new construction. The district's five major construction projects, targeted for completion by 2013, have generated hundreds of jobs and millions of dollars in new tax revenue to the city, county and state.

Booth #965 Denver Metro Mayors Caucus Colorado Regional Partnership

Catherine Marinelli, Director, Civic Results
(303) 477-8065
catherine@civicresults.org

Founded in 1993, the Metro Mayors Caucus is comprised of the mayors of 39 Denver area municipalities. The Caucus relies upon cooperation and collaboration to address the region's complex issues. It provides a forum to discuss common issues and multi-jurisdictional challenges, and serves as a partner and sounding board for leaders from other sectors. The Caucus and its staff develop consensus positions on key issues and advocate their adoption; monitor policy at the local, regional, state and federal levels; inform discussions and partner with

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private, non-profit, and public sectors to implement change; provide a forum for the resolution of differences among jurisdictions; and provide opportunities for enhancing personal relationships and building trust among the region's municipalities.

**Booth #873
Energy Efficiency &
Conservation Block Grant
Colorado Springs, CO**

Carrie McCausland, Environmental Sustainability Coordinator
(719) 385-2746
cmccausland@springsgov.com

The City of Colorado Springs is applying a \$3.6M Department of Energy (DOE) Energy Efficiency and Conservation Block Grant (EECBG) to five activities: Municipal facility energy efficiency retrofits, an LED streetlight project, affordable housing energy efficiency windows and doors, a greenhouse gas inventory, and a pilot project with higher education institutions to perform commercial audit & retrofits. The higher education partnership combines the expertise of an engineering firm with the supervised paid help of students to provide an introduction to "green jobs." The partnership is anticipated to result in a 4,510 metric ton reduction in local greenhouse gas emissions over ten years.

**Booth #871
The City of Colorado Springs
Engineering Division
Colorado Springs, CO**

Jeff Besse
(719) 385-5256
jbesse@springsgov.com

City Engineering focuses on gaining efficiencies with the Infrastructure Asset Management System (IAMS). This system electronically tracks citizen requests, work orders, maintenance history and inspections for assets, such as signs, markings and bridges. Knowing the true condition of the city's assets helps engineers manage and budget more accurately for the future of

the city. Public education and outreach is an essential part of the city's Federally-Mandated Municipal Stormwater Discharge Permit (MSDP). Through this program, the city promotes behavioral change and public involvement by providing presentations, informational literature and training to help protect local water quality.

**Booth #855
Cupertino Block Leaders
Cupertino, CA**

Laura Domondon Lee, Community Relations Coordinator
(408) 777-3331
laural@cupertino.org

The Cupertino Block Leader program encourages residents to become more engaged with their neighbors and their city. Block leaders get to know their neighbors, participate in emergency response training, and establish neighborhood watch programs. Cupertino supports the block leaders with a part-time community relations coordinator, funds for a block party for each neighborhood, and modest grants for neighborhood beautification programs. Block leaders meet quarterly for information sharing and training. Given Cupertino's extensive diversity, the program brings neighbors from very different cultures together to address issues of common interest. Currently, there are over 350 active block leaders covering 25% of the city.

**Booth #966
B-Cycle
Denver, CO**

Parry Burnap, Executive Director, Denver Bike Sharing
(303) 825-3325
parry.burnap@denverbikesharing.org

Denver B-Cycle is a bike sharing program owned and operated by Denver Bike-Sharing, a 501(c)(3) non-profit. It was the first city-wide, large-scale bike sharing program in the United States with 500 bikes and 50 stations located throughout Denver. Denver B-Cycle is the outcome of 18 months of collaboration between Denver

Bike Sharing and the Office of the Mayor, Greenprint Denver, Office of Economic Development, City Attorney's Office, Public Works, Community Planning Department, Environmental Health, Parks and Recreation, Theaters and Arenas, the Mayor's Bicycle Advisory Committee, Downtown Denver Partnership, the Regional Transportation District, Visit Denver, BikeDenver, Bicycle Colorado and other members of the community.

**Booth #964
Denver's New Zoning Code
Denver, CO**

Molly Urbina
(720) 865-2922
molly.urbina@denvergov.org

The City and County of Denver adopted a new zoning code in June 2010. It represents a new form-based and context-based approach to zoning, compared to the old code. The update involved remapping the zoning for most of the city to Denver's new zoning districts. The adoption of the code was the culmination of a 5-year process that involved extensive citizen involvement and input from the Denver City Council, which adopted the new code unanimously.

**Booth #962
Denver Office of Cultural Affairs
Denver, CO**

Erin Trapp, Director
(720) 865-4305
erin.trapp@denvergov.org

The Denver Office of Cultural Affairs advances the arts and culture in Denver by supporting and providing opportunities for residents and visitors to participate in rich cultural activities. The programs include public art, public concerts and events and Create Denver, which fosters creative innovation and entrepreneurship.

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**Booth #970
 Denver's Road Home
 Denver, CO**

Melanie Lewis, Program Coordinator
 (720) 944-2884
 melanie.lewis@denvergov.org

Five years into the Denver's 10-year plan to end homelessness, Denver's Road Home has helped the city become better at counting the homeless, targeting homeless services, and maximizing impact of the funds allocated via partnerships with the homeless providers in Denver. The program is extending its focus on sustainability and regional development. In the face of new economic challenges, the program remains committed to ensuring that every man, woman, and child has a safe alternative to living life on the streets.

**Booth #968
 Greenprint Denver
 Denver, CO**

Mim Mirsky, Executive Assistant
 (720) 865-9017
 mim.mirsky@denvergov.org

Greenprint Denver provides leadership and solutions to ensure a prosperous community where people and nature thrive. Guiding principals include: communicate sustainability as a public value and expand the concept of the city as steward of public resources; support sustainability as a core business value to improve efficiencies in resource use, reduce environmental impact; incorporate "triple bottom line" analysis; set clear metrics of success and report on progress moving forward; pursue activities that support environmental equity and health for all citizens; and partner with community organizations, cultural institutions and businesses to achieve broad impact.

**Booth #859
 Doin' The Right Things!
 Durango, CO**

Greg Caton, Assistant City Manager
 (970) 375-5002
 catongl@ci.durango.co.us

The City of Durango wanted to make it easier for the community to "do the right things" for the environment, so it developed consumer-driven niche websites to complement the government all-inclusive site. Sites like getarounddurango.com, for transportation and multi-modal resources; durangorecycles.com, for recycling information and encouragement; and dotherightthings.net link community members to information about healthy living, transportation, water conservation, recycling, and more. These websites create a culture of "doing the right things," which promotes Durango as an attractive place to live, work, and play.

**Booth #861
 Clear Vision Civic Engagement
 Eau Claire, WI**

Mike Huggins, City Manager
 (715) 839-4902
 mike.huggins@eauclairewi.gov

In 2007 the City of Eau Claire collaborated with local government and community organizations to initiate Clear Vision Eau Claire, a citizen-led visioning and community organizing project. Using a civic organizing model, the Clear Vision project identified six long-term community performance areas and 125 action strategies, all linked by a concept of civic engagement that trains citizens in problem-solving skills and developed public leadership and collaboration among community governments, organizations, and institutions. Diverse citizen work teams address critical issues in jobs for underemployed, sustainability, education, community facilities, regional transit, and treatment instead of incarceration.

**Booth #1062
 Compressed Natural Gas
 (CNG) Project
 Grand Junction, CO**

Laurie Kadrich, City Manager
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 lauriek@gjcity.org

The City of Grand Junction's CNG Project is the first of its kind in the nation to capture excess digester gas from the City's wastewater treatment plant and convert it into compressed natural gas to be utilized as a vehicle fuel for the City's fleet. Implementation of the project is supported by state and federal grants, and produces nearly 400 gallons of CNG daily, at a price of only \$1.10 per gallon. Environmental benefits include displacing more than 3 million tons of carbon emissions annually. The CNG project is an essential step towards the comprehensive utilization of natural gas as a vehicle fuel, which supports the economic development of Western Colorado.

**Booth #1064
 Grand Junction's Main Street -
 A Cultural/Artistic Icon
 Grand Junction, CO**

Debbie Kovalik, Executive Director,
 Grand Junction Visitor & Convention
 Bureau
 (800) 962-2547
 visitgj@gjcity.org

In 1963 "Operation Foresight" created a serpentine park-lined promenade skirted by quaint shops, galleries, and restaurants in downtown Grand Junction. During a downturn in the economy in 1984, the "Art on the Corner" project attracted businesses, visitors, and residents by adding over 100 pieces of sculptured art along Main Street. Forty-seven years after the initial design, the Downtown Development Authority (DDA) and the City of Grand Junction are replacing aging infrastructure, enhancing the urban forest, improving pedestrian safety, and expanding public spaces. When completed, the "Downtown Uplift" will provide additional areas to expand "Art on the Corner" exhibits.

Capital funding is provided by the DDA through district-generated grants.

Booth #1060
Jumpstart Jackson Community Wellness Initiative
 Jackson, TN

Sandra MacDiarmid, Superintendent, Recreation and Parks Department
 (731) 425-8316
 smacdiarmid@cityofjackson.net

Jumpstart Jackson is a community health/wellness project initiated by the City of Jackson, the Jackson Recreation & Parks Department, and the Jackson-Madison County School System to improve the opportunities for improved health, wellness, and physical fitness in the community.



Booth #956
Higher Education Initiative
 Kingsport, TN

Awards for Municipal Excellence Gold Winner – Population Category Under 50,000

John Campbell, City Manager
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 johncampbell@kingsporttn.gov

With drastic cuts to manufacturing jobs, a stagnant local housing market, and non-existent retail expansion, the City of Kingsport renewed its focus on education to spur economic development. As a result, the Educate and Grow scholarship program, funded by the City, provided up to four semesters at Northeast State Community College (NeSCC) at no cost to all city high school graduates who met the college's entrance requirements. This program is now available in all five counties of the NeSCC service area. The city also constructed a new NeSCC downtown satellite location, the Regional Center for Applied Technology (RCAT) where nearly 1,600 students attend classes.

Booth #863
Denver-Lakewood West Corridor TOD Collaborative
 Lakewood, CO

Bob Murphy, Mayor
 (303) 987-7040
 bmurphy@lake-wood.org

The West Corridor Light Rail is the first of nine FASTracks lines to be under construction and will open in 2013. Its path threads through historic residential communities and connects major employment centers in downtown Denver, the Federal Center, Lakewood, and Golden. The Denver-Lakewood West Corridor TOD Collaborative is a unique combined effort of the cities of Denver and Lakewood, their two respective Housing Authorities, the federal government's General Services Administration, and the Regional Transportation District to plan Transit Oriented Development comprehensively to create livable communities with affordable housing and connectivity to employment, health care, and education, as well as retail, recreational, and cultural opportunities.

Booth #963
Littleton Immigrant Integration Initiative
 Littleton, CO

Alejandra Harguth, Coordinator
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 aharguth@littletongov.org

The Littleton Immigrant Resources Center (IIRC) is a division of Bemis Public Library, a department of the City of Littleton. Its One-Stop Information Center provides area immigrants with information on employment, health, recreation, education, housing, legal issues, transportation, emergency needs, and more. The IIRC also encourages two-way integration by matching newcomers with community volunteers for friendship and cultural exchange, and it encourages citizenship and civic community involvement by coordinating citizenship mentoring programs, sponsoring English as a Second Language (ESL) classes, and offering

opportunities to participate in local activities and events.

Booth #867
Technology and Telecommunications in Your City
 Longmont, CO

Sandra Seader, Assistant to the City Manager
 (303) 651-8634
 sandra.seader@ci.longmont.co.us

Longmont, Colorado is a hotbed of telecommunications innovation and technology. In 1997, the City-owned electric utility encircled Longmont with an 18-mile fiber ring to increase capacity of communication between substations, other City infrastructure, and to provide telecommunication services to residents. The City leveraged the fiber investment with a private wireless partner to provide wifi access anywhere in Longmont. In return, the City uses the wifi connection for fire, police, and building inspection services. In addition, the City has partnered with a private wifi provider to provide computers and internet access to hundreds of children in the community who are on the free or reduced price lunch program.



Booth #959
Terminal Island Renewable Energy (T.I.R.E.) Project
 Los Angeles, CA

Awards for Municipal Excellence Silver Winner – Population Category Over 500,000

Omar Moghaddam, Regulatory Affairs
 (310) 648-5423
 omarmoghaddam@lacity.org

The Terminal Island Renewable Energy (T.I.R.E.) Project is the nation's first and only full scale application of deep well injection technology to convert wastewater residual solids, or biosolids, into green power while simultaneously sequestering greenhouse gases. The project is a five-year demonstration project and has been in operation for over 20 months. So far, over 50 million gallons of bioslurry, which

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includes wastewater by-products such as brine, treated effluent, digested sludge, and biosolids, have been successfully injected. A monitoring system provides real-time data on the subsurface activities, including seismic, to a Technical Advisory Committee for evaluation.

**Booth #865
 Milwaukee Downtown, Business Improvement District #21
 Milwaukee, WI**

Elizabeth Nichols, Executive Director
 (414) 220-4705
 behn@milwaukee downtown.com

Milwaukee Downtown, BID #21 is an organization established in 1998 to support the interests of the downtown Milwaukee business community in partnership with the City of Milwaukee. Created through private sector leadership, Milwaukee Downtown is a management district organization that oversees 120 square blocks representing approximately 400 property owners in the center of downtown Milwaukee. The organization funds specific initiatives aimed at creating a clean, safe, and friendly downtown.

 **Booth #960
 The Financial Empowerment Center Initiative
 New York, NY**

*Awards for Municipal Excellence
 Gold Winner – Population Category
 Over 500,000*

Amelia Erwit, Chief of Staff
 (212) 487-4341
 aerwit@dca.nyc.gov

The Financial Empowerment Center Initiative delivers free, confidential, one-on-one financial counseling to consumers struggling with their finances. The Initiative now includes 5 Centers which are embedded into existing human services programs, such as homelessness prevention, workforce development, and foreclosure prevention. The financial counselors

work with clients on a range of financial needs such as money management, budgeting, credit and debt assistance, and accessing safe and affordable financial products. Fundamental to the model is the integration of safe financial products that enable the consumer to enter the financial mainstream and start to save and build assets.



**Booth #961
 No Longer Lost in Translation:
 Strengthening Ties with the Hispanic Community
 Newport News, VA**

*Awards for Municipal Excellence
 Gold Winner – Population Category
 150,001-500,000*

Xavier Falero, Police Sergeant
 (757) 928-4532
 faleroxo@nngov.com

In response to the increasing victimization of Hispanics in Newport News, the Newport News Police Department implemented a Hispanic outreach initiative. This effort was expanded to include the City Manager, a host of city and community agencies, and the Hispanic Advisory Committee to the City Manager (HAC). A detailed strategic plan outlined several goals, including holding a public listening forum, developing informational tools, and partnering with community groups and public agencies to break down language and cultural barriers and effectively serve the Hispanic Community.



**Booth #958
 North Charleston's Sustainable Urban Revitalization
 North Charleston, SC**

*Awards for Municipal Excellence
 Silver Winner – Population Category
 50,001-150,000*

Ryan Johnson, Public Information Assistant to the Mayor
 (843) 556-4905
 rjohnson@northcharleston.org

In 1996, the City of North Charleston formally adopted a Comprehensive Plan envisioning a sustainable, community-driven effort combining private, public, and non-governmental organizational support to revitalize a city that was falling into a pattern of socio-economic blight. The plan outlined existing conditions, while identifying future needs, including generating employment, increasing homeownership, implementing green building practices through private development, improving stormwater management to preserve ecosystems, and improving streetscapes.

**Booth #1070
 Philadelphia's Green City, Clean Waters Plan
 Philadelphia, PA**

Howard Neukrug, Deputy Commissioner
 (215) 685-6319
 howard.neukrug@phila.gov

Philadelphia's Green City, Clean Waters plan will invest nearly \$2.0 billion over the next 25 years to significantly reduce Combined Sewer Overflows (CSOs) and create clean, accessible, and safe waterways. Rather than sinking funds underground to increase sewer system capacity by building tanks and tunnels, the program will "surface" these dollars by promoting rainwater conservation, source control, and green infrastructure, thereby creating a more sustainable city. Efforts also include creating incentives for private and public landowners to green their properties; setting new regulations for development and new zoning and building codes; creating an environmental excitement and knowledge among the citizenry, and setting behavior patterns by charging the true cost of water service.

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Booth #1058
Waste Cooking Oil to Biodiesel
Santa Monica, CA

Wes Thompson, Recycle Coordinator
(310) 458-8546
wes.thompson@smgov.net

The City of Santa Monica Resource, Recovery, and Recycling Division partnered with an outside vendor, Geogreen, to collect and process waste cooking oil into biodiesel. The waste oil is collected and processed for free by Geogreen, which also provides tamper-proof collection containers.



Booth #957
Northeast
Neighborhood
Revitalization
South Bend, IN

Awards for Municipal Excellence Gold Winner – Population Category 50,001-150,000

Stephen Luecke, Mayor
(574) 235-9261
sluecke@southbendin.gov

The Northeast Neighborhood revitalization is an effort by the City of South Bend, neighborhood residents, and major institutions like the University of Notre Dame to redevelop the area near campus. Key partners formed the Northeast Neighborhood Revitalization Organization, with a board represented equally by institutional funders and neighborhood residents. Development projects include a new \$215-million mixed-use development; a new neighborhood of 60 low-to-moderate-income and market-rate homes; thirty new infill housing units; Innovation Park, a state-certified technology park; and redevelopment of a former hospital.

Booth #967
Energy and Waste Reduction
Boulder, Colorado (Colorado Regional Partnership)

David Driskel, Executive Director of Community Planning and Sustainability
(303) 441-3425
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