



NEWS The United States Conference of Mayors

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THREE 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 **outstanding partnerships between cities and private companies** at the Conference's 78th Winter Meeting. In addition to Las Vegas Mayor Oscar B. Goodman, who serves as Chair of the Mayors Business Council, Conference President Burnsville Mayor Elizabeth B. Kautz and U.S. Conference of Mayors CEO and Executive Director, Tom Cochran, participated in the awards ceremony.

In announcing the awards, Mayor Goodman remarked, "Today's awards recognize three successful and outstanding relationships between cities and businesses. These businesses support the Conference's goal of creating a strong and engaged business community in cities all over the country. Our public-private partnerships make cities -- and ultimately our nation -- economically stronger."

The Mayors Business Council established the 'Best Practice' 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 (two awards presented).

The award winners and program descriptions are as follows:

AWARDS OF EXCELLENCE:

City	Business Council Member	Partnership
Los Angeles, CA	AT&T (California)	"Hire LA's Youth Campaign"

OUTSTANDING ACHIEVEMENT AWARDS:

Columbus, OH	Malcolm Pirnie, Inc.	"Project Clean River"
Westland, MI	RecycleBank	"An All-American City Rewards All for Recycling"

AWARD OF EXCELLENCE:

Los Angeles, CA/AT&T California

The “*Hire LA’s Youth*” Campaign, a partnership between AT&T California and the City of Los Angeles, is aimed at helping young adults ages 14-24 to gain and retain entry level employment and develop work readiness skills.

Since its inception in 2005, the *HIRE LA’s Youth Campaign* has placed more than 28,000 local youth in crucial, first-time paid positions.

Through *HIRE LA’s Youth*, participants receive work readiness training that builds a strong foundation of critical skills to carry out responsibilities and learn on the job. The Work Readiness Certification streamlines the hiring process by identifying a work-ready pool of job applicants. Once candidates are certified, they are connected to a pool of private employers, where they gain access to job leads and hiring events and prove they are work ready.

Not only has AT&T provided monetary contributions, but their senior leadership is fully committed to the campaign and has been stalwart supporters of the Mayor and his effort to make youth employment a top priority for the City of Los Angeles.

For more information, please contact: John Donner, Executive Director, AT&T California at 213-743-7020 or john.donner@att.com or Larry Frank, City of Los Angeles at 213-922-9740 or larry.frank@lacity.com.

OUTSTANDING ACHIEVEMENT AWARDS:

Columbus, OH/Malcolm Pirnie, Inc.

The City of Columbus and Malcolm Pirnie, the City’s Professional Program Manager, have used “*Project Clean Rivers*” as an engine to drive economic, workforce, education and minority and women business benefits that greatly multiply the value of the construction program to the community.

Columbus historically experienced wet weather overflows in the sewer system, which led Mayor Coleman and his Public Utilities Department to develop a comprehensive wet weather management plan, “*Project Clean Rivers*”. Since the start of the project, approximately 40 jobs have been added each year to the MBE/WBE consulting firms involved. And the construction has led to approximately 450 jobs added each year for contractors.

Strengthening the capacity of Columbus’ minority and female-owned businesses is contributing to the boost that the local economy receives from the Project-- \$2 is returned to the community for every \$1 spent on construction. The economic benefit of “*Project Clean Rivers*” is almost \$500M to date in engineering and construction services.

Also, another benefit of this partnership is the Diversity Empowerment and Enhancement Program (DEEP) which provides two full-ride scholarships each year for two students to study engineering at Ohio universities.

The successful collaboration between Malcolm Pirnie and the City of Columbus, OH will improve water quality, the environment and public health, and it will have an even greater impact on the quality of life for City residents and establish Columbus as a leading community to live, work, and raise a family.

For more information, please contact: Sandra Ralston, Senior Associate, Malcolm Pirnie, Inc. at 843-853-

7140 or sralston@pirnie.com or Greg Davies, deputy Chief of Staff, City of Columbus at: 614-645-7671 or gjdavies@columbus.gov.

Westland, MI/RecycleBank

The partnership, “*An All-American City Rewards All for Recycling*” between RecycleBank and the City of Westland, brought Westland residents the RecycleBank program, introducing a brand new way to look at recycling and the effort is paying off for the residents, the city and the local businesses too. Under this partnership, Westland went from 90 tons of recycled materials per month (180,000 pounds) to 500 tons per month picked.

Through this partnership, homes in the region are provided with wheeled, recycling carts that features an ID tag that matches the cart to the household address and account number. Trucks, retrofitted with special technology, track recycling activity. Once the pick-up route is complete, the total weight of the amount of material the community recycled will be divided amongst participating households and converted into RecycleBank Points. Similar to frequent flier programs, the more a community recycles, the more RecycleBank Points each household will earn.

Members can watch their RecycleBank Points grow online at www.recyclebank.com, as well as learn about their personal environmental impact through recycling. They can also get their Point balances by calling the RecycleBank Customer Care Center. RecycleBank Points can be redeemed for rewards, gift cards, groceries and products with national RecycleBank Reward Partners such as Coca-Cola, Kraft Foods, and CVS/pharmacy, as well as local participating Westland businesses. There is also an option to donate RecycleBank Points to local school environmental programs and non-profit organizations.

Mayor Wild has the environmental leadership put in place for the city to not only stay the course, but continue to surpass their goals. He has taken responsibility along with the families of Westland, to be caretakers of the Earth. Financially, the city is saving money too—every ton recycled saves Westland money in landfill tipping fees—the amount coming to approximately \$10,000 in savings.

For more information, please contact: Lisa Pomerantz, Vice President of Communications, RecycleBank at 215-870-1218 or lisap@recyclebank.com or Jade Smith, City of Westland at 734-467-3200 or jsmith@cityofwestland.com.

The U.S. Conference of Mayors is the official nonpartisan organization of cities with populations of 30,000 or more. There are 1,139 such cities in the country today, each represented in the Conference by its chief elected official, the Mayor.

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