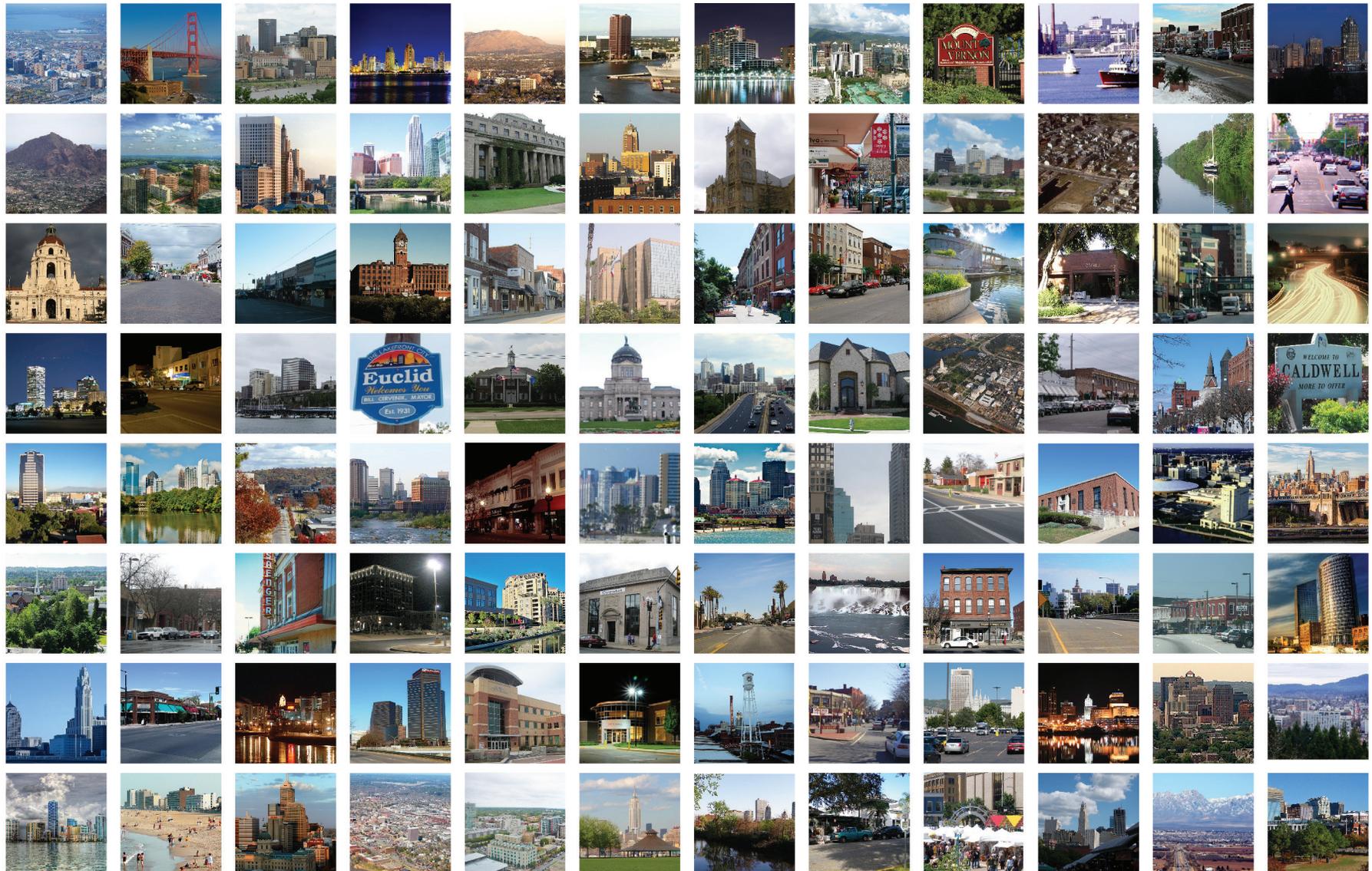


STATE *of the* CITIES 2014

NATIONAL
LEAGUE
of CITIES | CENTER
FOR CITY SOLUTIONS
AND APPLIED RESEARCH





ABOUT THE NATIONAL LEAGUE OF CITIES

The National League of Cities (NLC) is the nation's leading advocacy organization devoted to strengthening and promoting cities as centers of opportunity, leadership and governance. Through its membership and partnerships with state municipal leagues, NLC serves as a resource and advocate for more than 19,000 cities and towns and more than 218 million Americans. NLC's Center for City Solutions & Applied Research provides research and analysis on key topics and trends important to cities, creative solutions to improve the quality of life in communities, inspiration and ideas for local officials to use in tackling tough issues and opportunities for city leaders to connect with peers, share experiences and learn about innovative approaches in cities.

ABOUT THE AUTHORS

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STATE *of* the CITIES 2014

For the first time in human history, the majority of the world's population (54%) lives in urban areas, including 80 percent of Americans.¹ This number is expected to grow to 66 percent of the world's population by 2050.²

Increasing population growth in cities not only leads to greater citizen demand on local government but also creates an entire new ecosystem in which local governments must respond and adapt. In a world where the only constant is change, a mayoral focus on future opportunities and challenges is imperative. City leaders need to grapple with and understand how decisions today can help create socially cohesive places years into the future where the benefits of growth enhance quality of life for all residents.

For this reason, the National League of Cities (NLC) is publishing this yearly benchmarking report, *State of the Cities*, which provides an analysis of trends in cities and the response of local governments based on annual state of the city addresses from mayors across the country. With the growing centrality of cities, our mayoral voices provide a unique window into contemporary conditions and the future direction of our country.

While research has been done on the president's State of the Union address and on governors' state of the state speeches, very little analysis has been undertaken of mayoral state of the city speeches.^{3,4} NLC's *State of the Cities 2014* report is the first in a new endeavor to examine a broad cross-section of these speeches from cities across the country. This year's baseline report will provide the foundation for annual benchmarking for years to come and offer a valuable tool for assessing trends and strategies.

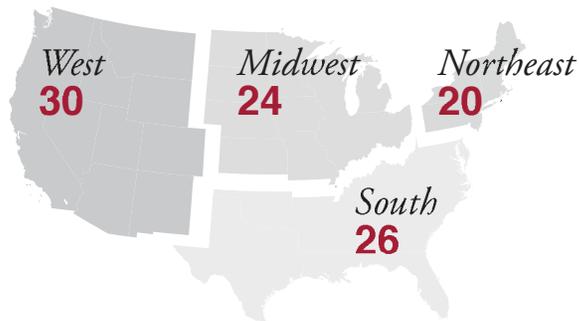
Key findings from this year's report:

- Topline issues for the nation's mayors are jobs and the economy, budget and finance, and public safety.
- Jobs, education and housing are common topics in the speeches of larger city mayors, whereas public safety is the leading priority issue in cities with population below 50,000.
- Transportation issues receive extensive attention from mayors in the West and South, environmental issues from mayors in the West, education from mayors in the Northeast, and housing from mayors in the West and Midwest.

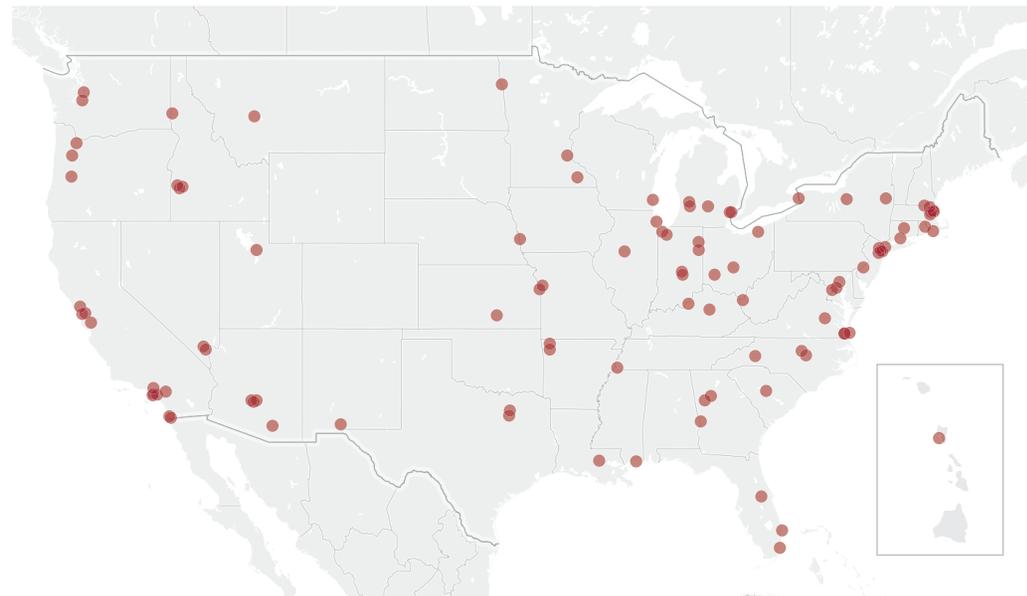
CITIES USED IN THE 2014 SAMPLE

For this report, we conducted a content analysis of 100 state of the city mayoral speeches from cities reflecting a diverse cross-section of population sizes and geographic regions (see Appendix 1 for the complete list of cities, page 17).

Number of speeches by geographic region



Map of city locations



Number of speeches by city population

| POPULATION | SPEECHES |
|-------------------|------------|
| <50,000 | 20 |
| 50,000 - 99,999 | 20 |
| 100,000 - 299,999 | 32 |
| 300,000+ | 28 |
| TOTAL | 100 |

KEY RESEARCH FINDINGS

Although national employment is on the upswing, the pace and quality of economic recovery that we are experiencing are troublesome. Low-wage jobs are growing more quickly than high-wage jobs, with mid-wage jobs trailing even further behind. In fact, while lower-wage industries constituted only 22 percent of recession job losses, they are responsible for 44 percent of recovery growth.⁵

Additionally, growth dominated by low-wage jobs is compounding a trend of income inequality. As of 2010, the top 1 percent of Americans held 35 percent of the nation's wealth while the top 10 percent of Americans accounted for 75 percent of that wealth.⁶ An examination of the economic mobility of the bottom 20 percent of income earners shows that nearly half stay in the same economic strata that they were born into.⁷ Even more troubling is that only 4

percent of those born into the lowest economic strata ever reach the top quintile.⁸

Coupling the widening gulf of unequal incomes and the lack of economic mobility with the fact that over 16 million children in the United States currently live in poverty reveals that the economic future is anything but certain.⁹

Given these conditions, it is not surprising that economic development and jobs were covered in nearly every mayor's annual state of the city address this year (98%, Figure 1). Budget and finance issues were a close second (83%), while issues concerning public safety (78%), transportation (75%) and education (70%) were also covered by more than two of every three mayors.

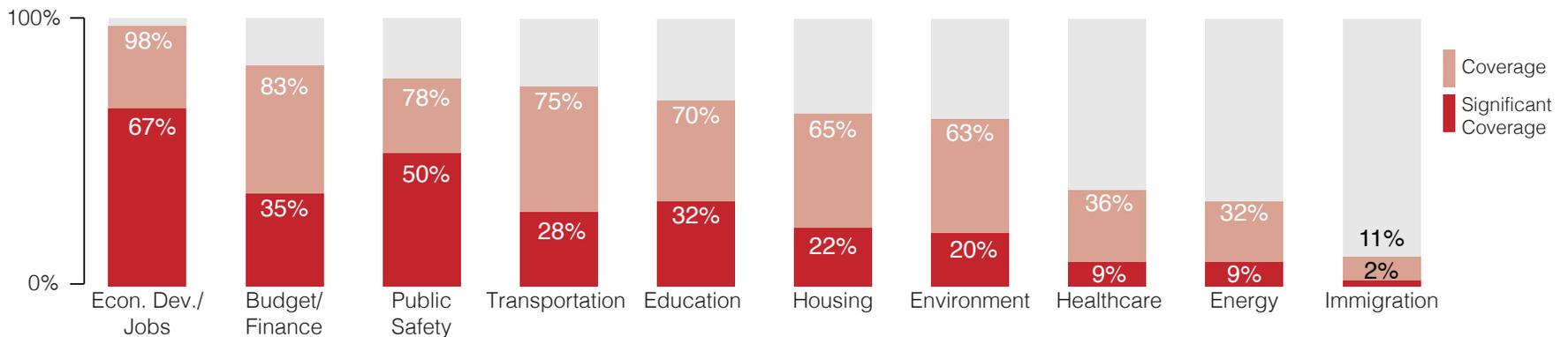
To better understand the priority issues of our nation's mayors, we examine the extent to

which mayors devote significant coverage or significant portions of their speech to discussing specific strategies related to these issues (see methodology for coding guidelines, page 16).

From this perspective, economic development and jobs (67%) still hold strong at the number one spot, with more diversity of priorities across other issues. Public safety (50%), budget and finance (35%) and education (32%) also received noteworthy attention, while health care (9%), energy (9%) and immigration (2%) were given less coverage.

On the following pages, we examine these issues by population size and geographic region to uncover variation in how cities are prioritizing these issues and to understand differences in how these issues are playing out locally.

Figure 1: Percentage of speeches with coverage/significant coverage of topics



BREAKDOWN BY POPULATION

Issues of economic development and jobs, budget and finance, public safety, education and transportation were the top five priority issues across nearly all population segments (Figure 2). Transportation and environmental issues, in particular, showed remarkable consistency, ranging between 25 and 31 percent and between 15 and 22 percent, respectively, in terms of the percentage of cities in each population category in which a significant portion of mayoral speeches were devoted to the issue (see Appendix 2 for full data breakdowns, page 18).

Jobs, education and housing were much more prevalent topics in the speeches of larger city

mayors, whereas public safety was the leading priority issue in cities with populations of less than 50,000. Health care, energy and immigration were not given significant attention in any small city speeches.

Unpacking these broader issues, we find that the size of the city determines which aspects of the issue are most pertinent to particular cities. For example, in economic development and jobs, mayors from cities with more than 300,000 people were more likely to talk about entrepreneurship (36%) and minimum/living wage (14%) than their counterparts in mid-sized and smaller communities, whereas mayors from cities with populations of 50,000-99,999

people were more likely to talk about workforce development (30%). In transportation, mayors from large cities were more likely to discuss bike lanes (18%); mayors from cities in the 100,000-299,999 range were more likely to address buses (44%); and mayors from smaller communities more likely to talk about sidewalks (50%).

When it comes to public safety, smaller-city mayors focused their speeches on police (95%) and fire departments (60%). Larger-city mayors were more likely to address guns (21%), prison (18%) and violence (43%).

Figure 2: Percentage of speeches with significant coverage of topics by population

| | Less than 50,000 | 50,000 – 99,000 | 100,000 – 299,999 | More than 300,000 |
|----|---------------------------|---------------------------|---------------------------|---------------------------|
| #1 | Public Safety 45% | Economic Dev./Jobs 65% | Economic Dev./Jobs 69% | Economic Dev./Jobs 86% |
| #2 | Economic Dev./Jobs 40% | Public Safety 60% | Education 50% | Public Safety 53% |
| #3 | Budget/Finance 35% | Budget/Finance 25% | Public Safety 44% | Education 43% |
| #4 | Transportation 30% | Transportation 25% | Budget/Finance 41% | Housing 39% |
| #5 | Environment 15% | Environment 20% | Transportation 31% | Budget/Finance 36% |

BREAKDOWN BY GEOGRAPHIC REGION

Turning to regional variations, at least 60 percent of mayors across all regions dedicated a significant portion of their speeches to economic development and jobs (Figure 3). Discussions of health care and energy issues were also relatively consistent across each geographic region, ranging from 8 to 10 percent and from 5 to 13 percent, respectively. Regional differences across other issues, such as transportation, education, environmental issues and housing, were more pronounced.

Mayors from cities in the West (40%) and the South (30%) were more likely to prioritize transportation in their speeches than were mayors in the Northeast or Midwest (15%

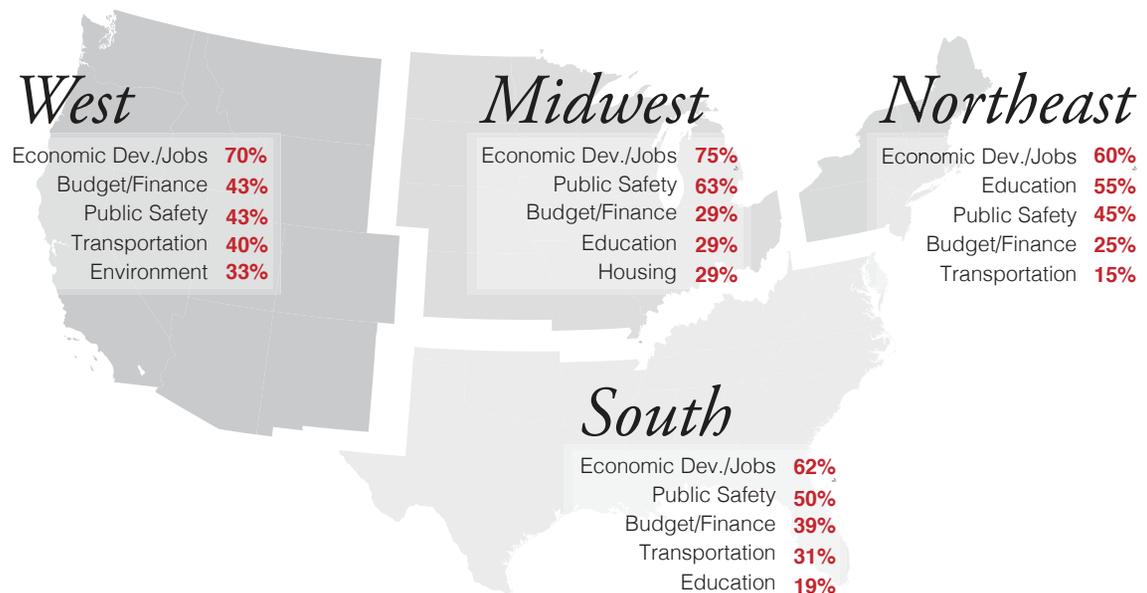
and 21%, respectively). In addition to roads, mayors from the South focused on bridges (39%) and sidewalks (39%), while those in the West focused more heavily on bicycles (50%) and trains (40%).

The majority of mayors from cities in the Northeast (55%) focused large portions of their speeches on education, significantly more than those in the next highest region (West, 30%). Nearly one in four mayors from cities in the Northeast discussed pre-school (25%), the achievement gap (20%) and the graduation rate (20%), while 15 percent discussed community college and 10 percent discussed charter schools.

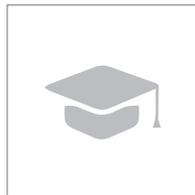
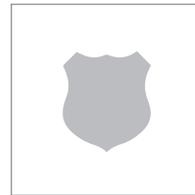
Mayors from cities in the West (33%) were at least twice as likely as others to significantly address environmental issues in their speeches. Commonly addressed issues among them related to water and wastewater (67% and 23%, respectively), recycling (23%), climate change (20%) and carbon (10%).

Housing was more likely to be given considerable attention by mayors in the West (30%) and Midwest (29%) than by those in the Northeast or South (10% and 15%, respectively). Key concerns among these mayors were homelessness (43% and 29%, respectively) and affordable housing (27% and 21%, respectively).

Figure 3: Percentage of speeches with significant coverage of topics by geographic region.



TOPIC BREAKDOWNS



ECONOMIC DEVELOPMENT/JOBS



A mayor's role in creating the environment for economic growth, from well-paying jobs to a skilled workforce to an area attractive to families and business owners, takes on many forms. The diversity in the initiatives discussed by the mayors underscores the range of economic development approaches that cities will be spearheading over the next several years.

On the workforce side, cities are focusing on building up their homegrown talent pool. Cities such as Milwaukee, Wisconsin; Tacoma, Washington; and Evanston, Illinois, have summer jobs programs for youth that build up and train the cities' future workforce. In Massachusetts, New Bedford Mayor Jon Mitchell captured what many other cities are also thinking by saying, "We will continue to modernize our workforce development programs in a way that suits the needs of employers, so that we train people for jobs that are likely to be available."

Regardless of city size, mayors are recognizing the need for regulatory reform. They are pledging to cut red tape at city hall and make it easier for local companies to comply with the city's regulatory requirements. "The spirit of entrepreneurship is alive and well in Seattle, and we need to make sure the city is contributing to – and not inhibiting – that energy and enthusiasm," said Seattle Mayor Edward Murray.

Lastly, our analysis demonstrates that mayors are approaching economic development from a holistic lens. In Salem, Oregon, Mayor Anna Peterson explained, "Corporations today, and the employees of tomorrow, are looking for more—they are looking for quality of life, new entertainment, and recreational opportunities right out their front door. In other words, they are looking for vibrancy. And we have that, and more is coming."



98
PERCENT

of speeches covered jobs and economic issues.



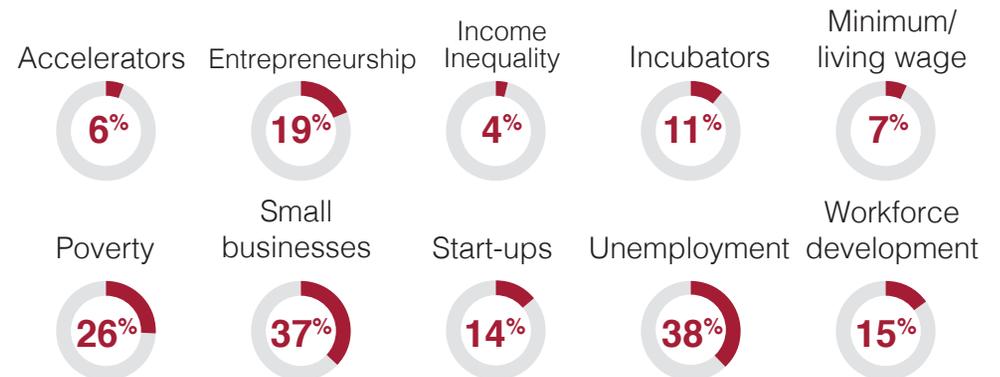
67%

had significant coverage of these issues.

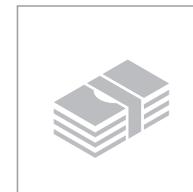
“Small and local businesses are the backbone of our City's economy. Successful small, local, minority and women-owned businesses transform neighborhoods, expand opportunities, create jobs, and grow our city.”

Mayor Stephanie Rawlings-Blake
Baltimore, MD

Percentage of speeches discussing the following issues:



BUDGET/FINANCE



For city governments, the looming challenge of slow economic growth gets to the fundamental fact that economic conditions drive fiscal health. According to NLC's *City Fiscal Conditions 2014* report, city finances are starting to turn the corner, but revenues are projected to stagnate as cities close the books on 2014.¹⁰

Pension reform was a common topic for mayors. Mayor Kasim Reed of Atlanta proudly said that the city had achieved meaningful pension reform by bringing together the business community, civic community, nongovernmental organizations and labor groups and passing a bill that will save \$270 million over the next 10 years. Reed said that due to reform, "there is a retiree that we may never meet who is going to retire in 5, 10, 15, 20, and 30 years; and they are going to have the peace of mind knowing that they are going to get 100 cents on that retirement dollar."

As budget conditions mend, mayors reported that they are strengthening municipal operations by restoring services and the workforce. Mayor Chuck Reed of San Jose, California, said that because of improving finances, the city had been able to keep 49 firefighters whose federal grants had expired and to increase wages of police officers and other city employees. Said Reed, "It will take time to restore pay to the levels we want . . . but this is an important step in keeping a quality workforce."

Property, income and sales taxes are key revenue sources for cities. The future stability of these revenues hinges on housing values, the employment and incomes of local residents, and those residents' ability and willingness to buy goods and services. These factors have not yet shown sustained signs of improvement, leaving city leaders cautious about their fiscal future.



83
PERCENT

of speeches covered budget and finance issues.



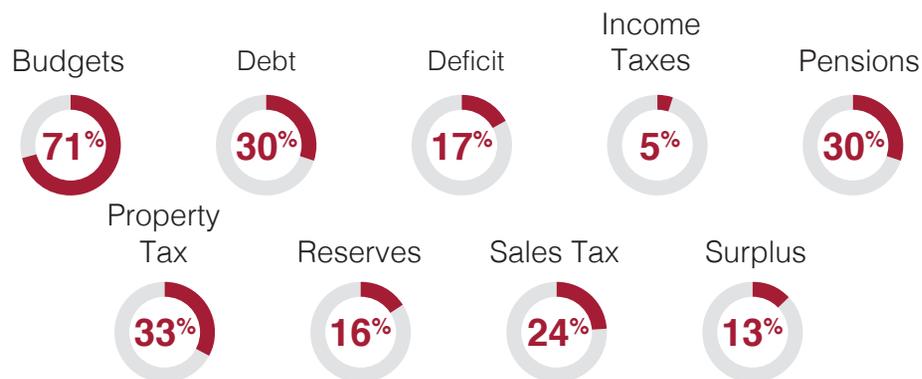
35%

had significant coverage of these issues.

“In the next year, we will make the necessary changes and difficult decisions to reduce the deficit, while evaluating many of the inequities that have existed in our salary structure for too long.”

Mayor Karen Freeman-Wilson
Gary, IN

Percentage of speeches discussing the following issues:





PUBLIC SAFETY

Providing for the public’s safety is ultimately the responsibility of municipal government. “Public safety” means not only addressing issues of crime and violence that affect the everyday lives of residents, but also, and just as importantly, delivering life-saving rescue services, preventing fires, and preparing for and responding effectively to domestic terrorism and natural disasters.

Many mayors described the safety of city residents as a top priority and addressed issues of crime, gun violence and gangs. In Syracuse, New York, Mayor Stephanie Miner highlighted the success of the TRUCE program, a partnership between law enforcement, service providers and the community designed to target gang and gun violence through deterrence sessions with chronic offenders. Miner said that these sessions “communicate the consequences of violent behavior, but also offer direct social services and other supports” and noted that since the start of the program in 2013, there had been a 32 percent decline in gang-related shootings.

Mayors also saw prisons as an interrelated element of public safety, and many focused on strategies for proactively addressing individual challenges that often lead to prison time. Mayor Eric Hogue of Wylie, Texas, discussed a new Homeless Outreach Team designed to address the needs of the homeless population in a variety of ways, and said that “now when officers respond to 911 homeless calls, they focus on steering them into shelters, homes and ultimately jobs rather than jail.”

Events such as the continued occurrence of school shootings and rising fears over the spread of the Ebola virus ensure that public safety concerns will remain a top priority for mayors in 2015.



78

PERCENT

of speeches covered public safety issues.



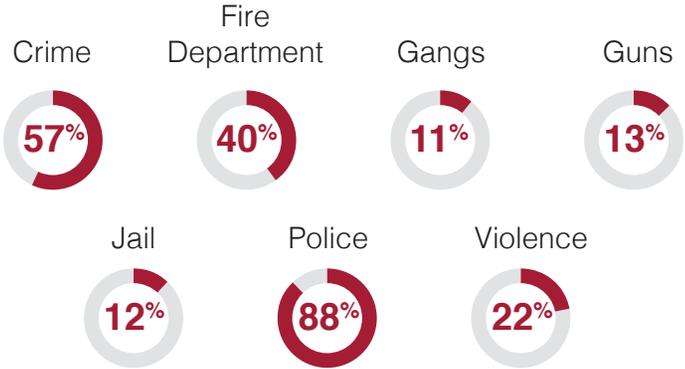
50%

had significant coverage of these issues.

“Our approach to fighting crime has been multi-faceted, partnering with residents, community groups, businesses, religious organizations, philanthropists and non-profits to prevent violence in our City.”

Mayor Michael Nutter
Philadelphia, PA

Percentage of speeches discussing the following issues:





TRANSPORTATION

The movement of people and goods via highways, railways and public-transit systems drives economic growth, directly affects the day-to-day lives of individuals and is central to the well-being of cities. While transportation projects suffered in the wake of the economic downturn, mayors expressed commitment to restoring transportation investments.¹¹

Transportation infrastructure was commonly addressed in the speeches covered in our sample. In Providence, Rhode Island, Mayor Angel Taveras proudly noted that a \$40 million project to fix 62 miles of roads in Providence would be completed by the end of the year. For many cities, infrastructure projects form part of a long-term approach to develop multimodal transportation systems. Mayor Kirk Caldwell of Honolulu emphasized the role of multimodal transportation in creating social equity, saying that public transportation “is the great equalizer for the people of our community.”

Bicycles and bike lanes were frequently mentioned as a component of multimodal transportation. Mayor George Heartwell of Grand Rapids, Michigan, said that the city had recently installed 41.6 new miles of bike lanes toward a 2015 goal of 100 miles, while Mayor Caldwell, who devoted over a third of his speech to transportation issues, said that \$1.4 million of the upcoming budget was specifically devoted to a bike plan and bike lane improvements. In San Diego, Mayor Todd Gloria said that investing in bicycles “makes sense for public health, our environment, reducing traffic congestion and for greater interaction in our neighborhoods,” and he announced a new bike-sharing program.

As city leaders invest more significantly in transportation systems, the notion that transportation is about people, service and sustainability will continue to undergird their decisions.



75
PERCENT

of speeches covered transportation issues.



28%

had significant coverage of these issues.

“We can and must keep pushing toward a goal where 75 percent of our commuters travel to work by walking, biking, transit or carpool.”

Mayor Ed Murray
Seattle, WA

Percentage of speeches discussing the following issues:

Bicycles



Bridges



Buses



Roads



Sidewalks



Trains





EDUCATION

Mayors recognize that quality education is the foundation of efforts toward achieving long-term prosperity. Although most mayors do not have control over their schools, their speeches reflect their influential and varying roles in shaping educational outcomes.

Creating a system of universal pre-K was a common proposal. Mayors discussed various strategies relating to this goal, including funding an expansion through a tax on people making over \$50,000 a year (Mayor Bill de Blasio, New York), building new educational facilities designed exclusively for pre-K (Mayor Steve Fulop, Jersey City, New Jersey) and requesting funding from the private sector, nonprofits, and state and federal governments (Mayor Michael Coleman, Columbus, Ohio). Mayor Coleman, who devoted over half his speech to education, described pre-K as an “essential foundation of a quality education” and said, “This is an expensive proposition, but it would be the best money we ever spent.”

Charter schools, another prominent educational issue, were touted as having a positive impact in cities such as Indianapolis and Phoenix. In defending the rising number of charter schools in Phoenix, Mayor Greg Stanton said, “I don’t have time for philosophical debates that pit traditional public schools against charter schools – results are what matter to me.” Stanton complimented the recent success of charter schools and an upcoming proposal to open 25 new charter schools focused specifically on math and science and located in low-income neighborhoods.

Moving forward, mayors will continue to prioritize education as essential to the future of cities. Said Mayor Chris Coleman of St. Paul, Minnesota: “Successful children have always been the key to a truly successful city.”



70

PERCENT

of speeches covered education issues.



32%

had significant coverage of these issues.

“We all agree a good education is the solution to poverty and the path to upward mobility and that better schools will attract and keep families in Hartford.”

Mayor Pedro Segarra
Hartford, CT

Percentage of speeches discussing the following issues:

Achievement Gap



Charter Schools



Community College



Graduation Rates



Pre-K/Preschool



Tuition



HOUSING



The implosion of the housing market in 2008 and the resulting recession continue to present cities with housing-related challenges. At the forefront of housing issues is affordability, which has been complicated by recent reductions in the federal resources that aid cities in developing affordable housing.¹²

In Beaverton, Oregon, Mayor Denny Doyle noted a recent citywide tax exemption to support affordable housing, while Mayor Ed Lee of San Francisco detailed a seven-pillar plan to complete 30,000 new and rehabilitated homes by 2020 and an executive order giving priority status to permits for affordable housing developments. Said Lee, “We have to set aside the politics and traditional ideologies and instead work together, in the service of real solutions for housing.”

Homelessness is another central issue related to accessible housing. Mayor Greg Stanton proudly highlighted the fact that Phoenix recently became the first city in the United States to end chronic homelessness among military veterans. “When we took on [the challenge] more than two years ago, it seemed impossible,” he said. “But we knew we had a responsibility to take care of those who served and sacrificed.” Mayors from Eugene, Oregon; Columbus, Georgia; Norfolk, Virginia; and Saint Paul, Minnesota each noted this accomplishment as motivation.

As cities continue to heal from the housing crash, opportunities exist to strengthen local efforts to ensure that resources are used effectively and efficiently. When these collaborations are initially developed around a subpopulation such as homeless veterans, their benefits can be extended to meet a city’s evolving needs.



65
PERCENT

of speeches covered housing issues.



22%

had significant coverage of these issues.

“On any given night, across the U.S., more than 57,000 men and women who served our country and protected our freedoms find themselves without a home. It is nothing short of shameful.”

Mayor Chris Coleman
Saint Paul, MN

Percentage of speeches discussing the following issues:

Affordable Housing



Blight



Foreclosures



Homelessness



Vacancies



ENVIRONMENT



With a long history of protecting and preserving the environment and of managing the consequences of environmental emergencies and hazards, city leaders have originated some of the most practical and innovative environmental policies, programs and ideas.

Mayors discussed a variety of methods for building more sustainable cities. Mayor Todd Gloria of San Diego, who said that “we must . . . prepare our city for the effects of a warming climate,” highlighted a recently adopted Zero Waste Initiative, which has a goal of diverting all waste from city landfills by 2040 through conservation, recycling and composting. Salt Lake City Mayor Ralph Becker, who focused practically his entire speech on environmental issues, called the level of air pollution in Salt Lake City “completely unacceptable.” He proposed initiatives to reduce fossil fuel emissions by automobiles, harness alternative energy sources and expand the city’s transit system.

In Columbia, South Carolina, Mayor Stephen Benjamin announced that the city would be working with private sector partners to build a facility to divert tons of sewer sludge from their waste stream to be recycled and produce high-quality fertilizer, compressed natural gas for city vehicles and enough electricity to power 500 homes. He called the proposal “the single most impactful green initiative our city has ever undertaken.”

It will take leadership throughout all levels of government and all sectors to create truly sustainably communities, but our research demonstrates that cities across the country are at the forefront of addressing environmental issues.



63
PERCENT

of speeches covered environmental issues.



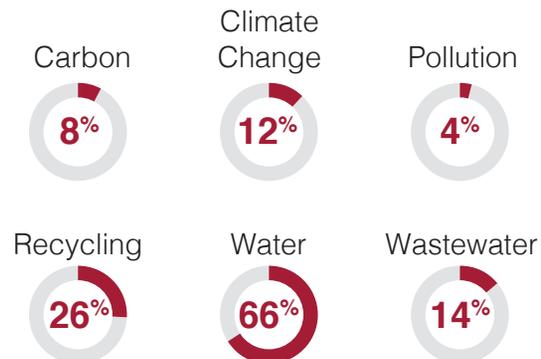
20%

had significant coverage of these issues.

“We have the ability to change our ways so that we can keep Utah beautiful. ‘People start pollution, people can stop it.’ And we can do it together.”

Mayor Ralph Becker
Salt Lake City, UT

Percentage of speeches discussing the following issues:



CONCLUSION

Mayors are at the frontlines of our nation's most pressing issues. Despite the challenges before them, there is optimism in our cities with mayors, whether Republican, Democrat, or Independent, tackling head-on what others may view as intractable problems. That's just what mayors do. They act, they lead.

Looking forward to 2015, economic recovery will continue to define leadership agendas in cities across the country. In light of a disappointing job recovery and a persistent achievement gap and despite the fact that few mayors have control over their school systems, education is likely to remain a high priority. Additionally, demands on local budgets, such as transportation and pensions, are likely to persist and hold back local budgets from full recovery for years to come. In the wake of gun violence and renewed calls for community policing, we also anticipate that public safety will remain front and center.

Key issues that did not receive high levels of attention from mayors this year – health care, energy and immigration – are still playing out locally and demand attention from state and federal partners. With the nature of these issues being heavily influenced by the national political environment, the outcome of the 2014 congressional elections may bring these issues more to the fore in 2015. Cities are central to our nation's future, and in order for any priority issue to achieve lasting success, a partnership among levels of government must be strong.

The city of the future will continue to be about people and the great places in which they live, work and play, and success in our urban century requires our leaders to think about and anticipate what is on the horizon. Coming shifts in technology, demographics, climate and more will affect cities well into the future. The *State of the Cities* provides not only a snapshot of what is currently happening in cities, but also a baseline for further exploration and understanding of what will be happening next.

The National League of Cities will undertake this effort by continuing and expanding on the work of *State of the Cities* through the *City of the Future* initiative, which will delve into key priorities of city leaders. Long-term thinking and planning is imperative. As we observe from their state of the city addresses, mayors are not only reacting to challenges before them but also seizing opportunities to create a more prosperous future.

METHODOLOGY

For the past three years, NLC has published a *State of the Cities* blog series analyzing mayors' state of the city speeches. These blog series typically analyze about 30 speeches and identify trends in city policy and leadership. As part of a new *City of the Future* initiative to explore key drivers of change in cities, we expanded the *State of the City* project to a broader set of 100 cities. We also conducted a deeper and more thorough content analysis of the speeches, testing for 10 major topics and the prevalence of subthemes within each topic. This expanded annual effort provides a baseline of key issues, challenges and strategies in cities, and, over

time, a consistent and measurable benchmark on emerging trends.

We included nearly all state of the city speeches given between January 1 and March 31, 2014, for which transcripts were available online. City population sizes and geographic regions are broken down to allow for comparisons among categories, but sample size limitations prevent findings from being generalizable to all cities.

In constructing the content analysis, we created guidelines for coding each of the 10 major topics (see coding guidelines). During this process, we referred to the work of Sarah

Beth Gehl and Katherine Willoughby, who conducted a content analysis of state of the state speeches in 2013.¹³ Through our content analysis, we were able to answer three main questions for each topic: the percentage of speeches covering the topic, the percentage with significant coverage of the topic, and the average percentage of speech content devoted to the topic.

CODING GUIDELINES

The coding guidelines are as follows:

Speech covered the topic. A speech was considered to cover a topic if the mayor specifically discussed the topic as relevant to city operations and the budget going forward. Just mentioning a topic such as "economic development" in a speech did not classify the topic as being "covered." A mayor's review of past accomplishments in any particular issue area counted in the content analysis so long as the mayor suggested that the issue area would continue to be a priority in the future.

Speech provided significant coverage of the topic. Speeches were considered to provide "significant coverage" of a topic if the relevant section(s) met the criteria for covering the topic and the mayor dedicated at least three full paragraphs (or a roughly equivalent portion of text) exclusively to the topic and articulated issues relating to it in detail.

APPENDIX I: List of Cities Used in the Report

| City | Mayor |
|------------------|--------------------------|
| Anaheim, CA | Tom Tait |
| Atlanta, GA | Kasim Reed |
| Baltimore, MD | Stephanie Rawlings-Blake |
| Baton Rouge, LA | Melvin "Kip" Holden |
| Beaverton, OR | Denny Doyle |
| Biloxi, MS | A.J. Holloway |
| Bluffton, IN | Ted Ellis |
| Bowie, MD | Frederick Robinson |
| Caldwell, ID | Garret Nancolas |
| Centerville, OH | Mark Kingseed |
| Chesapeake, VA | Alan Krasnoff |
| Chula Vista, CA | Cheryl Cox |
| Columbia, SC | Steve Benjamin |
| Columbus, GA | Teresa Tomlinson |
| Columbus, OH | Michael Coleman |
| Durham, NC | William "Bill" Bell |
| Euclid, OH | Bill Cervenik |
| Eugene, OR | Kitty Piercy |
| Evanston, IL | Elizabeth Tisdahl |
| Fairburn, GA | Mario Avery |
| Fayetteville, AR | Lioneld Jordan |
| Ferndale, MI | Dave Coulter |
| Fort Wayne, IN | Tom Henry |
| Gary, IN | Karen Freeman-Wilson |
| Glendale, AZ | Jerry Weiers |
| Grand Forks, ND | Michael Brown |
| Grand Rapids, MI | George Heartwell |
| Greenwood, IN | Mark Myers |
| Hartford, CT | Pedro Segarra |
| Helena, MT | James Smith |
| Henderson, NV | Andy Hafen |
| Hoboken, NJ | Dawn Zimmer |
| Honolulu, HI | Kirk Caldwell |
| Huntington, WV | Steve Williams |

| City | Mayor |
|---------------------|-------------------|
| Indianapolis, IN | Greg Ballard |
| Jersey City, NJ | Steve Fulop |
| Kansas City, MI | Sly James |
| Lakewood, CA | Steve Croft |
| Lansing, MI | Virg Bernero |
| Las Cruces, NM | Ken Miyagishima |
| Lawrence, MA | Dan Rivera |
| Lenexa, KS | Mike Boehm |
| Lexington, KY | Jim Gray |
| Linden, NJ | Richard Gerbounka |
| Long Beach, CA | Bob Foster |
| Louisville, KY | Greg Fischer |
| Melrose, MA | Rob Dolan |
| Memphis, TN | A C Wharton Jr |
| Meridian, ID | Tammy de Weerd |
| Mesquite, TX | John Monaco |
| Miami, FL | Tomas Regalado |
| Milwaukee, WI | Tom Barrett |
| Morganton, NC | Mel Cohen |
| Moscow, ID | Bill Lambert |
| Mt. Dora, FL | Cathy Hoechst |
| Mt. Vernon, NY | Ernest Davis |
| Nampa, ID | Bob Henry |
| Nashua, NH | Donnalee Lozeau |
| New Bedford, MA | Jon Mitchell |
| New Haven, CT | Toni Harp |
| New York, NY | Bill de Blasio |
| Niagara Falls, NY | Paul Dyster |
| Norfolk, VA | Paul Fraim |
| North Las Vegas, NV | John Lee |
| Novato, CA | Michael Frank |
| Oakland, CA | Jean Quan |
| Omaha, NE | Jean Stothert |
| Pasadena, CA | Bill Bogaard |

| City | Mayor |
|----------------------|---------------------|
| Peabody, MA | Ted Bettencourt |
| Peoria, IL | Jim Ardis |
| Philadelphia, PA | Michael Nutter |
| Phoenix, AZ | Greg Stanton |
| Providence, RH | Angel Taveras |
| Raleigh, NC | Nancy McFarlane |
| Richmond, VA | Dwight Jones |
| Riverside, CA | William Bailey |
| Rochester, MN | Ardell Brede |
| Rogers, AR | Greg Hines |
| Salem, MA | Kimberley Driscoll |
| Salem, OR | Anna Peterson |
| Salt Lake City, UT | Ralph Becker |
| San Diego, CA | Todd Gloria |
| San Francisco, CA | Edwin Lee |
| San Jose, CA | Chuck Reed |
| Saratoga Springs, NY | Joanne Yepsen |
| Scottsdale, AZ | W.J. "Jim" Lane |
| Seattle, WA | Edward Murray |
| Somerville, MA | Joseph Curtatone |
| Southfield, MI | Brenda Lawrence |
| St. Paul, MN | Chris Coleman |
| Syracuse, NY | Stephanie Miner |
| Tacoma, WA | Marilyn Strickland |
| Tucson, AZ | Jonathan Rothschild |
| Valparaiso, IN | Jon Costas |
| Virginia Beach, VA | William Sessoms |
| Washington, DC | Vincent Gray |
| West Palm Beach, FL | Jeri Muoio |
| Wichita, KS | Carl Brewer |
| Wylie, TX | Eric Hogue |
| Wyoming, MI | Jack Poll |

APPENDIX II: Data Breakdowns by Population/Geographic Region

Percentage of speeches with coverage/significant coverage of topics by population

| | <50,000 | | 50,000-99,999 | | 100,000-299,999 | | 300,000+ | |
|---------------------------|--------------|---------------------------|---------------|-----|-----------------|-----|----------|-----|
| | Coverage (C) | Significant coverage (SC) | C | SC | C | SC | C | SC |
| Economic development/jobs | 90%* | 40% | 100% | 65% | 100% | 69% | 100.0% | 86% |
| Budget/finance | 75% | 35% | 75% | 25% | 88% | 41% | 89% | 36% |
| Public safety | 70% | 45% | 90% | 60% | 72% | 44% | 82% | 54% |
| Transportation | 85% | 30% | 75% | 25% | 75% | 31% | 66% | 25% |
| Education | 60% | 5% | 65% | 15% | 72% | 50% | 79% | 43% |
| Housing | 55% | 15% | 70% | 15% | 63% | 16% | 71% | 39% |
| Environment | 55% | 15% | 75% | 20% | 56% | 22% | 68% | 21% |
| Healthcare | 25% | 0% | 30% | 10% | 44% | 9% | 39% | 14% |
| Energy | 25% | 0% | 35% | 15% | 31% | 9% | 36% | 11% |
| Immigration | 0% | 0% | 15% | 0% | 9% | 3% | 18% | 4% |

*90.0% of speeches from cities with a population of less than 50,000 covered the economic development/jobs topic.

Percentage of speeches with coverage/significant coverage of topics by geographic region

| | Northeast | | Midwest | | South | | West | |
|---------------------------|--------------|---------------------------|---------|-----|-------|-----|------|-----|
| | Coverage (C) | Significant coverage (SC) | C | SC | C | SC | C | SC |
| Economic development/jobs | 90%* | 60% | 100% | 75% | 100% | 62% | 100% | 70% |
| Budget/finance | 80% | 25% | 83% | 29% | 89% | 39% | 80% | 43% |
| Public safety | 70% | 45% | 91% | 63% | 77% | 50% | 73% | 43% |
| Transportation | 70% | 15% | 83% | 21% | 65% | 31% | 80% | 40% |
| Education | 90% | 55% | 75% | 29% | 62% | 19% | 60% | 30% |
| Housing | 75% | 10% | 79% | 29% | 50% | 15% | 60% | 30% |
| Environment | 50% | 10% | 67% | 17% | 54% | 15% | 77% | 33% |
| Healthcare | 25% | 10% | 42% | 8% | 39% | 8% | 37% | 10% |
| Energy | 30% | 5% | 29% | 13% | 23% | 8% | 43% | 10% |
| Immigration | 15% | 0% | 17% | 4% | 4% | 0% | 10% | 3% |

*90.0% of speeches from cities in the Northeast region covered the Economic Development/Jobs topic

ENDNOTES

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