

2022

STRATEGIC PARTNER CATALOG

Promoting ideas between
Corporate Leaders and the
**LEADERS OF AMERICA'S
CITIES, VILLAGES AND TOWNS.**



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Across the country, local leaders have the power to dictate the direction of their city and drive America's economy forward. However, they can't do that without hearing from and engaging with the private sector. That's where the National League of Cities (NLC) can help.

If you are interested in learning more about NLC's Strategic Partners program and our current partners, or if you are interested in becoming a partner, please see our Strategic Partners Brochure and reach out to the NLC Partnership Team at sponsorships@nlc.org.

NLC represents the 19,000 cities, towns and villages across America who are leading in innovation and advancement.

The NLC Strategic Partners program promotes the exchange of ideas between corporate leaders and the leaders of America's cities, towns and villages. NLC partners are recognized as thought leaders and creators of industry best practices.

Our strategic partners are dedicated to making NLC the premier resource for local governments and stand by that commitment by offering value-added solutions and cost savings to our member cities and towns and their residents.

NLC categorizes our partners into three levels:

1. **ENTERPRISE PARTNERS**, our highest level, are endorsed and vetted by NLC for their programs and the services they offer to municipalities; Enterprise Partners execute a revenue sharing plan with their product or service including NLC.
2. **CAPSTONE LEVEL** for private sector partners who are interested in thought leadership, deep engagement across NLC, and hosting events with local leaders.
3. **EXECUTIVE LEVEL** is available to companies that are interested in connecting with members at events, sharing best practices, and highlighting their commitment to supporting local leadership.

Enterprise Partners

The National League of Cities is committed to helping city leaders build better communities. To do that, **we join forces** with our Enterprise Partners, key private sector and non-profit organizations, to offer our members programs that **save them and their residents time and money.**

From prescription drug savings to residential home protection and municipal financing options, these Savings & Solutions programs are relevant to the **everyday needs of our members** and their constituents.

NLC members get access to the customized and fully endorsed programs from these partners as part of their member benefits.

To learn more, visit <https://www.nlc.org/about/partnerships/enterprise-partners/> or email savings@nlc.org.

NLC Service Line Warranty Program



Partner Title

NLC Service Line Warranty Program

Learn More

Website: <https://servicelinepartner.com/>

Contact: Robert Meston, Strategic Partnerships Manager

Email: Robert.Meston@HomeServeUSA.com

The NLC Service Line Warranty Program, administered by HomeServe, helps city residents save thousands on the high cost of utility service line repairs. This program is offered at no cost to NLC member cities and is the only warranty program fully endorsed by NLC.

The Service Line Warranty Program by HomeServe was conceived in partnership with NLC to educate property owners about their service line responsibilities and to help residents avoid the out-of-pocket expense for unanticipated and potentially costly service line repairs and replacements.

HOW IS THE NLC SERVICE LINE WARRANTY PROGRAM WORKING WITH CITIES?

Like many older cities, the City of Scranton, Pennsylvania, has seen a steady increase in water infrastructure problems, and local officials are often contacted by residents with water and sewer line issues on the “private side,” the portion of the line from the house to the water meter, for which the homeowner is responsible.

The City has received many calls from homeowners with broken or leaking service lines expecting assistance from the City. They are surprised to learn that the City can’t help, and this sometimes results in anger and dissatisfaction with the City. The City needed a way to educate Scranton homeowners about their service line responsibility and offer them affordable protection against this potentially expensive problem.

This public-private partnership program generates an ongoing, sustainable source of revenue for partner municipalities. Many cities use the revenue for assistance programs for disadvantaged residents. It also stimulates the local economy by using fully vetted local contractors to complete the repairs.

The City of Scranton made the decision to enter into a public-private partnership with the program in 2015 to educate residents and offer affordable protection.

“There are a lot of older homes,” David Bulzoni, former City of Scranton Business Administrator, said. “We have an older population, as well.” Bulzoni noted partnering with the program was a proactive way to address one of a myriad of issues that a city of Scranton’s size faces, and the program requires very little attention from the city.

The City of Scranton receives royalty payments once a month from the program, based on the number of homeowners who sign up for repair plans. These funds, along with those collected from bank fees related to City of Scranton foreclosed property listings, are dedicated to the Scranton Homebuyer Assistance Program (SHAP). Administered by Neighbor Works of Northeastern Pennsylvania, SHAP provides financial assistance for exterior home repairs. Eligible homebuyers who purchase a home in Scranton can receive up to \$5,000 for exterior home repairs and improvements, including (but not limited to) roofing, siding, windows, doors, porches, fences, landscaping, and sidewalks.

“Applying the funds to this program as opposed to the general operating budget of the City enables us to fully leverage dollars to create improvements in the lives of our citizens and enhance the beauty and livability of our neighborhoods,” said David Bulzoni. “The SHAP program has been incredibly well received by our citizens and we are glad to have the additional revenue source to enable continued funding.”



There are a lot of older homes, we have an older population, as well.”

DAVID BULZONI,
former City of Scranton
Business Administrator



Partner Title
Polco

Learn More
Website: [Polco's page on NLC.org](#)

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Polco's online community engagement polling platform provides the information governments and other public sector leaders need. Together with our National Research Center (NRC) survey science team, we provide insights and results that leaders can trust.



HOW IS POLCO WORKING WITH CITIES?

Hundreds of cities, towns, and villages nationwide use Polco for strategic planning, budgeting, and empowering resident voices. We make civil, verified community engagement online not only possible, but accessible.

For example, Ashland, Massachusetts uses The National Community Survey (The NCS), the nation's premier community survey, to guide continuous improvement.

"In the 2016 iteration of (The NCS) survey, we looked at the data in the aggregate to revise and implement our initiatives. While this yielded very positive results, we will use the 2019 data to identify groups or categories of people that feel less positive about the town or perhaps excluded from opportunities to participate," said Ashland Assistant Town Manager Jenn Ball.

As another example, Bloomington, Minnesota uses the Polco platform to guide their COVID-19 response and recovery.

"We selected the Polco platform because of its ability to provide quick snapshots of how constituents we're faring and gather feedback on budget and service issues," said Diann Kirby, Bloomington's Community Services Director. "The use of the Polco citizen engagement platform has helped the City of Bloomington to increase engagement, improve transparency and inform decision-making on issues that matter to the city's residents. It is helping the City to stay abreast of public opinion and key trends, especially at a time when in-person engagement is significantly constricted due to a public health crisis." Kirby added.



We selected the Polco platform because of its ability to provide quick snapshots of how constituents we're faring and gather feedback on budget and service issues."

DIANN KIRBY,
Bloomington's Community Services Director

Mission Square

RETIREMENT

Partner Title

MissionSquare Retirement

Learn More

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MissionSquare Retirement is dedicated to guiding those who serve our communities toward a secure and confident financial future. Founded in 1972, MissionSquare Retirement is a mission-based, nonstock, nonprofit, financial services company focused on delivering retirement plans, investment options, and personalized guidance to more than 1.6 million participant accounts. For 50 years, our mission has been constant — to help those who serve reach their retirement goals with confidence.

At MissionSquare Retirement, our goal is to promote an environment that recognizes the value and diversity of every individual and fosters respect throughout our entire organization. We take pride in our people and in the work we do helping our clients and their participants prepare so they can enjoy a secure retirement.

HOW IS MISSIONSQUARE RETIREMENT WORKING WITH CITIES?

MissionSquare Retirement works with cities through thought leadership. MissionSquare Retirement has produced research and communications on:

1. The impact the COVID-19 pandemic is having on state and local employees and their employers;
2. Effective action strategies for developing the future public sector workforce;
3. The financial sustainability of retirement and health benefits as workforce management tools;
4. Adapting best practices in employer-based financial wellness programs for application to public service organizations; and
5. A wide range of additional topics related to retirement plans and trends.

MissionSquare Research Institute plays a unique role by:

1. Examining critical issues facing local/state governments, as well as education, health care, and non-profit agencies, shaping our research agenda to address real-world needs;
2. Bringing government and community service leaders and practitioners together with respected researchers;
3. Gathering accurate and relevant data;
4. Identifying and promoting best and promising practices;
5. Producing, directing, and supporting first-class research;
6. Informing the media and the public; and
7. Translating rigorous research into practical products that policy leaders, public employees, and elected officials can use to make informed decisions.



We take pride in our people and in the work we do helping our clients and their participants prepare so they can enjoy a secure retirement.”



Partner Title
CGI Digital

Learn More
Website: [CGI's page on NLC.org](#)

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CGI Digital is dedicated to promoting cities across the country. Our Community Showcase Video Program has helped over 5,000 municipalities tell their story through the power of video while showcasing the impact businesses have on their community. This powerful synergy is a crucial element to CGI's mantra of creativity, growth and inspiration.

CGI highlights the assets and attributes of cities through a series of custom videos that welcome new residents and visitors, recruit new business and increase civic pride. The videos feature topics on economic development, education, real estate and relocation, quality of place, attractions and more. The finished content is placed on your city's official website and social media outlets to provide your city with a high-quality promotional tool.

The best part about this program is that it is offered at NO-COST! Learn more by visiting our official website, www.cgidigital.com, or call us to get involved today!

HOW IS CGI DIGITAL WORKING WITH CITIES?

Dana Briggs, Economic Development Director for the City of Idaho Falls, ID stated, "Idaho Falls is a member of a regional economic development organization that markets Eastern Idaho as a whole, but we lacked an ability to market our specific community in one centralized location. Different organizations such as the Chamber of Commerce, Downtown Development Organization, and individual businesses marketed Idaho Falls in various ways, but having a 'one-stop shop' area for marketing was a challenge."

She continued, "The Idaho Falls Video Tour, powered by CGI Digital, helped tell Idaho Falls' story in a comprehensive and visually aesthetic way. We were able to choose what industries and focus areas to highlight, and by doing so, the message that we are now able to share about Idaho Falls is truly what our community is known for, becoming, and working towards."

Dana concluded, "CGI Digital is a wonderful company to work with. Idaho Falls has had nothing but a positive experience working with the CGI team, and our Video Tour creation process from pre-production to publication was a pleasure. I recommend the Video Tour product to any municipality that is seeking increased marketing and economic development resources."



CGI Digital is a
wonderful company
to work with."

DANA BRIGGS,
Economic Development
Director, City of Idaho Falls, ID

Other Enterprise Partners



Capstone Partners

NLC's Capstone Partners
***play a leadership role** within the NLC
Strategic Partner Leadership Council,*

***bring a deeper level of investment**
to supporting local leaders,*

***and work across NLC with different
programs and centers to provide private-
sector perspectives to issues facing cities.***

To learn more, visit
<https://www.nlc.org/about/partnerships/capstone-partners/> or email sponsorships@nlc.org.


Partner Title

Enterprise Holdings

Learn More

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Contact: Brian Rothery, Vice President of Government and Public Affairs at Enterprise Holdings

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Enterprise Holdings and its affiliates offer extensive car rental, carsharing, truck rental, fleet management, retail car sales and other transportation services. There are nearly 1.7 million vehicles in Enterprise Holdings' global fleet.

WHAT DO CITIES SAY ABOUT WORKING WITH ENTERPRISE HOLDINGS?

“Enterprise has played a major role in assisting the City of Sacramento with in-town and out-of-town transportation needs in times of civil unrest, social distancing, youth funding programs, out of town travels, and other work-related needs. During COVID, Enterprise has been able to serve as a back up to provide social distancing for our workers who shared one vehicle. For our yearly youth program, Enterprise has delivered more than 10 trucks to our location to aid car sharing for our Youth Students. Lastly, Enterprise has eased our out-of-town travels from Sacramento to other airports and supported our workers who may need a vehicle to loan while their regular unit was in service.”

SOUG MOUA, CITY OF SACRAMENTO FLEET ADMINISTRATION


Partner Title

Accela

Learn More

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Accela – the leading provider of cloud-based solutions for government – provides state and local governments with technology and expertise that empower city, county, and state agencies to offer critical public services, ensure public safety, and build thriving communities. Accela's built-for-government software delivers consumer-like experiences to streamline licensing, permitting, code enforcement, and service requests. In the face of a rapidly changing civic landscape, Accela equips governments with the tools to provide services virtually and respond digitally to evolving citizen demands. Accela works with 80% of the largest cities in the U.S. and serves 275 million citizens globally. As a testament to the quality of its government partnerships and leadership in providing agencies with innovative tools to navigate the challenges of the COVID-19 pandemic, Accela was recognized in 2020 by Inc., Microsoft, SaaS Mag, San Francisco Business Times, and Government Technology.

WHAT DO CITIES SAY ABOUT WORKING WITH ACCELA?

“Like our counterparts throughout the country and across the world, we have been on the frontlines of local government response to the COVID-19 pandemic. Nearly overnight we saw an exponential influx of emergency requests to put critical processes like payment processing and permitting online. Having the tools in our toolkit and the enterprise system in place made it easy to look at the business requirements and build something out of the box to meet our needs in a matter of days—not weeks. We were glad to see that our expert teams, end users, and our constituents agreed that this process was simple and allowed us to move faster than many other jurisdictions.”

ROB O'CONNOR, Director of Information and Technology for Baltimore County, MD



Partner Title
Tyler Tech

Learn More
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Tyler Technologies (NYSE: TYL) provides integrated software and technology services to the public sector. Tyler's end-to-end solutions empower local, state, and federal government entities to operate more efficiently and connect more transparently with their constituents and with each other. By connecting data and processes across disparate systems, Tyler's solutions are transforming how clients gain actionable insights that solve problems in their communities. Tyler has more than 27,000 successful installations across more than 11,000 sites, with clients in all 50 states, Canada, the Caribbean, Australia, and other international locations. Tyler was named to Government Technology's GovTech 100 list five times and has been recognized three times on Forbes' "Most Innovative Growth Companies" list. More information about Tyler Technologies, an S&P 500 company headquartered in Plano, Texas, can be found at www.tylertech.com.

Other Capstone Partners



Executive Partners

Executive Partners of NLC are companies and organizations that pledge to support our mission to strengthen local communities.

We are thankful to have our Executive Partners as a resource to the NLC Strategic Partners Leadership Council.

To learn more, visit <https://www.nlc.org/about/partnerships/executive-partners/> or email sponsorships@nlc.org.



Aetna, a CVS Health business, serves an estimated 38 million people with information and resources to help them make informed decisions about their health care. Aetna offers a broad range of traditional, voluntary and consumer-directed health insurance products and related services, including medical, pharmacy, dental and behavioral health plans, and medical management capabilities, Medicaid health care management services, workers' compensation administrative services and health information technology products and services.

Aetna's customers include employer groups, individuals, college students, part-time and hourly workers, health plans, health care providers, governmental units, government-sponsored plans, labor groups and expatriates. Aetna works with city governments such as the government of Washington, DC through their FITDC3 program, to promote health and fitness for all residents.

For more information, visit www.aetna.com and explore how Aetna is helping to build a healthier world.

Partner Title
Aetna

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Partner Title

Airbnb

Learn More

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Founded in 2008, Airbnb exists to create a world where anyone can belong anywhere, providing healthy travel that is local, authentic, diverse, inclusive and sustainable. Airbnb uniquely leverages technology to economically empower millions of people around the world to unlock and monetize their spaces, passions and talents to become hospitality entrepreneurs.

Airbnb’s accommodation marketplace provides access to 6+ million unique places to stay in 100,000+ cities and 191 countries and regions. With Experiences, Airbnb offers unprecedented access to local communities and interests through 40,000+ unique, handcrafted activities run by hosts across 1,000+ markets around the world. Airbnb’s people-to-people platform benefits all its stakeholders, including hosts, guests, employees and the communities in which it operates.



The American Gas Association, founded in 1918, represents more than 200 local energy companies that deliver clean natural gas throughout the United States. There are more than 76 million residential, commercial and industrial natural gas customers in the U.S., of which 95 percent — more than 72 million customers — receive their gas from AGA members. Today, natural gas meets more than thirty percent of the United States’ energy needs

Partner Title

The American Gas Association

Learn More

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Partner Title
American Institute of Architects

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The American Institute of Architects (AIA) is the world’s largest design organization. Our 95,000 members are committed to protecting the health, safety, and welfare of the public. Since 1857, this concern has been central to all that we do.



AT&T Inc. (NYSE:T) is a diversified, global leader in telecommunications, media and entertainment, and technology. It executes in the market under distinct operating units. WarnerMedia’s HBO, Turner and Warner Bros. divisions are world leaders in creating premium content, operate the world’s largest TV and film studio, and own a world-class library of entertainment.

AT&T Communications provides more than 100 million U.S. consumers with entertainment and communications experiences across TV, mobile and broadband services. Plus, it serves more than 3 million business customers with high-speed, highly secure connectivity and smart solutions. AT&T Latin America provides pay-TV services across 11 countries and territories in Latin America and the Caribbean, and is the fastest growing wireless provider in Mexico, serving consumers and businesses. AT&T ad and analytics provides marketers with innovative, targeted, data-driven advertising solutions around premium video content.

Partner Title
AT&T

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Partner Title
FLO

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FLO is a leading North American electric vehicle charging network operator and a major provider of smart charging software and equipment. Every month, FLO enables over half a million charging events thanks to over 50,000 high-quality stations deployed on public networks, commercial and residential installations. FLO’s headquarters and network operations centre are based in Quebec City, and its assembly plant is located in Shawinigan (Quebec). The company also has offices in Montreal, Vancouver and California, and regional teams located in Ontario, New York, and Texas. For more information, visit flo.com.



Partner Title
Clear Channel Outdoor

Learn More
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Clear Channel Outdoor is one of the world’s largest outdoor advertising companies, reaching millions of people monthly in 31 countries across North America, Europe, Latin America and Asia. A growing digital platform includes more than 15,000 digital displays in international markets and more than 1,900 digital displays (excluding airports), including more than 1,400 digital billboards, in the U.S.



Partner Title
Linkedin

Learn More
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Founded in 2003, LinkedIn connects the world’s professionals to make them more productive and successful. With more than 722+ million members worldwide, including executives from every Fortune 500 company, LinkedIn is the world’s largest professional network. The company has a diversified business model with revenue coming from Talent Solutions, Marketing Solutions, and Premium Subscriptions products. Headquartered in Silicon Valley, LinkedIn has offices across the globe.



NuHarbor Security delivers end-to-end security programs and is a trusted partner to businesses and public organizations. We strive to be the best security services firm in the market today. We offer a complete portfolio of security services and best of breed security technologies to our clients. Today, we maintain a portfolio of over 200 clients ranging from small businesses and institutions to Fortune 100 companies.

Partner Title
NuHarbor Security

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Partner Title
Stantec

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Communities are fundamental. Whether around the corner or across the globe, they provide a foundation, a sense of place and of belonging. That’s why at Stantec, we always design with community in mind.

We care about the communities we serve—because they’re our communities too. This allows us to assess what’s needed and connect our expertise, to appreciate nuances and envision what’s never been considered, to bring together diverse perspectives so we can collaborate toward a shared success.

We’re designers, engineers, scientists, and project managers, innovating together at the intersection of community, creativity, and client relationships. Balancing these priorities results in projects that advance the quality of life in communities across the globe.



Sustainable land uses continue to be a challenge in the U.S. as communities continue to expand. Transit-oriented developments (TODs) have emerged as incentives for residents to live closer to public transit, helping to alleviate the pressures of sprawl. Vehicle sharing is critical within any TOD, enabling residents and businesses to reduce dependence on private vehicle ownership while still meeting transportation needs.

U-Haul is the largest vehicle sharing company with 175,000 vehicles serving the DIY moving public in all 50 states. Compact city development rests on limited living space. Self-storage is a localized business with most tenants living within two miles of their storage unit. U-Haul provides convenient and affordable storage options for the occasional use of bulky or seasonal items such as bicycles, camping gear and holiday décor. Offering self-storage with full-service truck and trailer sharing options, brands U-Haul as the preferred one-stop-shop for residents’ moving and storage needs.

Partner Title
U-Haul International

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Other Executive Partners























To get involved, please contact:
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