



25th Annual Conference on **POLICY ANALYSIS**

Never Let a Serious Crisis Go to Waste

Wednesday, October 14, 2009

University of Minnesota

Continuing Education and Conference Center

St. Paul, Minnesota

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COLLEGE OF CONTINUING EDUCATION

UNIVERSITY OF MINNESOTA

25th Annual Conference on **POLICY ANALYSIS**

Never Let a Serious Crisis Go to Waste

In 2008, a global financial crisis dragged both the U.S. and world economies into what many are calling the “Great Recession.” Though only the wisdom of history will truly assess the severity of the current recession, our economy is on rockier ground than it has been in decades. Families, businesses, and government alike are struggling to operate in this new world.

Last November, then-incoming White House Chief of Staff Rahm Emanuel observed, “You never want a serious crisis to go to waste. And what I mean by that is an opportunity to do things you think you could not do before.” For the public sector, the current economic challenges are only exacerbating a growing recognition that the status quo is no longer sustainable, whether that means tackling new challenges or developing better solutions to continuing problems. Ten years ago, gardeners alone held green jobs, tweets were birdsongs, and only coalminers had carbon footprints. Who would have imagined the magnitude of either the run-up in housing prices earlier this decade or their more recent collapse? And who hasn’t hoped that future leaders would someday wisely solve seemingly intractable problems like homelessness, pollution, and racial disparities?

This year’s Policy Analysis Conference will examine how Minnesota is using the current recession to develop innovative public policies and prepare our state to come out of the recession stronger than ever. Join us as we discuss how communities are leveraging transit investments to transform their neighborhoods, how advances in free Web-mapping tools empower governments and nonprofits to do more with less, and how strategy-aligned management can help break the cycle of poverty. After all, we should never let a serious crisis go to waste.

About the Conference

The conference provides an opportunity for analysts and policy makers to explore timely topics that reflect the importance of analysis in formulating policy decisions in government. Conference sessions provide an opportunity to:

- gain insight into current trends and changes in the policy-making environment
- explore current policy issues and processes in concurrent sessions
- share ideas with others from around Minnesota

Who Should Attend

Economic and policy analysts from all levels of government and education; administrators; appointed and elected officials; representatives from the business and nonprofit communities; and others interested in policy analysis.

Conference Schedule

The conference is organized with three plenary sessions in the morning, followed by eight concurrent sessions in the afternoon that address current policy issues and processes. Immediately following the conference, attendees are invited to stay and attend a reception that will provide further opportunity to network with peers, meet and converse with session presenters, receive information from cosponsoring organizations, as well as enjoy complimentary hors d’oeuvres, beer, and wine. The reception is hosted by the conference cosponsors.

Program At A Glance

7:30 a.m.	Registration and Continental Breakfast	11:45 a.m.	Luncheon
8:30 a.m.	Welcome and Opening Remarks	12:45 p.m.	Concurrent Sessions 1-4
8:45 a.m.	Plenary Session I	2:30 p.m.	Concurrent Sessions 5-8
9:15 a.m.	Plenary Session II	4:00 p.m.	Reception
10:40 a.m.	Plenary Session III	5:00 p.m.	Adjourn

PROGRAM

Wednesday, October 14, 2009

7:30 a.m.

Registration and Continental Breakfast

8:30

Welcome and Opening Remarks

Libby Starling, Research Manager, Metropolitan Council

8:45

Part I: Keynote Address: Never Let a Serious Crisis Go to Waste!

Moderator: *Jay Kiedrowski*, Senior Fellow, Hubert H. Humphrey Institute of Public Affairs, University of Minnesota

Keynote Presenter: *Chris Farrell*, Economics Editor, American Public Media/Minnesota Public Radio



Chris Farrell is economics editor for "Marketplace Money," a weekly one-hour personal finance show syndicated nationally on public radio by American Public Media. He is economics correspondent for two other American Public Media programs,

the business program "Marketplace" and the documentary unit "American RadioWorks." He is contributing economics editor at *BusinessWeek* magazine. Chris is the author of two books: *Right on the Money: Taking Control of Your Personal Finances* and *Deflation: What Happens When Prices Fall*.

The economic crisis of 2008-2009 may go down as the most severe national and international economic setback since the Great Depression of the 1930s. The "Great Recession of 2008-2009" saw U.S. economic growth decline 3 to 3.5 percent, unemployment rise from 4.5 to 9.5 percent (June 2009), and stock market averages decline by 49 percent before rebounding in early 2009. The U.S. government anticipates a \$1.2 trillion federal deficit in 2009, while Minnesota state government addresses a \$4.8 billion deficit (including federal stimulus offsets) for the 2010-2011 biennium, and anticipates a \$5.1 billion deficit in the 2012-2013 biennium. Given current national and state economies, what are the implications for future economic growth in Minnesota and nationally? Will we be "out of the woods" in 2010? What future

economic "shocks" can we anticipate? How can we best respond to the current economy and prepare for a better economy in 2010 and beyond?

9:15

Part II: Recovering from the Crisis

Moderator: *Jay Kiedrowski*, Senior Fellow, Hubert H. Humphrey Institute of Public Affairs, University of Minnesota

Panelists: *Chris Farrell*, Economics Editor, American Public Media/Minnesota Public Radio; *Julian Schuster*, Dean, Hamline University School of Business; *Tom Hanson*, Commissioner, Minnesota Management and Budget; *Terry Speiker*, Director of Public Affairs and Special Initiatives, Ramsey County

Last February, President Barack Obama signed the American Recovery and Reinvestment Act, pushing \$787 billion into the U.S. economy. Early estimates suggested that state and local governments in Minnesota would receive nearly \$4.6 billion from the federal economic stimulus. Eight months later, what has been the effect of the stimulus on both the national economy and on Minnesota government? How is the economic stimulus influencing different populations? How will we recognize if the economic stimulus package is a success? Panelists will provide both a national and Minnesota-specific focus.

10:20

Break

10:40

Part III: Public Services After the Great Recession

Moderator: *Lori Sturdevant*, Editorial Writer/Columnist, *Star Tribune*

Panelists: *Steven Bosacker*, City Coordinator, City of Minneapolis; *Jim Mulder*, Executive Director, Association of Minnesota Counties; *Cal Ludeman*, Commissioner, Department of Human Services

2009 has been a year of economic hardship at all levels of government as the Great Recession is depleting already sparse public coffers. Even the anticipated economic recovery over the next years will not return struggling public budgets to the days of budget surplus. With structural challenges

persisting well into the future, governments are looking at restructuring the social contract. While nearly all governments are cutting budgets and reducing their level of services, this session will focus on how governments are planning now to provide leaner, smarter, and more efficient public services in the future.

**11:45
Lunch**

**12:45 p.m.
Concurrent Sessions**

1. Is It Time for a Green New Deal?

Moderator: *Trudy Richter*, Executive Director, Richardson, Richter & Associates, Inc.

Panelists: *Lorrie Louder*, Development Director, St. Paul Port Authority; *Jeremy Kalin*, Representative, Minnesota House of Representatives; *David Foster*, Executive Director, Blue Green Alliance (invited); *Cathy Polasky*, Economic Development Division Director, City of Minneapolis

As the nation confronts an economic crisis, can investments in renewable energy create green jobs and promote economic growth? What would this look like? How is Minnesota positioned to compete in the green economy?

2. Aftermath of the Housing Bubble

Moderator: *John Patterson*, Research Director, Minnesota Housing

Panelists: *Christopher Galler*, Chief Operating Officer, Minnesota Association of Realtors; *John S. Adams*, Professor Emeritus, Co-Director, University Metropolitan Consortium, University of Minnesota; *Jim Solem*, Consultant, Rethinking Housing Project

After years of unprecedented exuberance in the housing market, housing prices have fallen and mortgage credit standards jumped dramatically over the last one to two years. Once the housing market restabilizes, what will the new normal look like? How will changing demographics, new economic realities, and increased environmental awareness influence what kinds of new homes builders construct and what buyers want to purchase? Might the future be smaller, cheaper, and greener homes?

3. Minnesota Compass

Moderator: *Craig Helmstetter*, Consulting Scientist, Wilder Research

Panelists: *Tom Gillaspay*, State Demographer, Minnesota State Demographic Center; *Nancy Straw*, President, West Central Initiative; *Pam Wheelock*, Vice President, Bush Foundation; *Tarryl Clark*, Senator, Minnesota State Senate

Many attendees are familiar with Twin Cities Compass, a regional “indicators and action” project. During 2009, Wilder Research has been working on a statewide version of the project, showing state, regional, and even some county-level data on indicators ranging from demographics and the economy to early childhood and public safety. See what we are finding as we assemble the project, and hear how it may be used to drive change at both the state and regional level.

4. Blog, Twitter or Get Out of the Way

Moderator: *Mike Dean*, Founder, Tipping Point Strategies

Panelists: *David Brauer*, Reporter, *MinnPost*; *Carrie Carlson*, Telecommunications and Marketing Director, American Red Cross, Twin Cities Area Chapter; *Barry LaGrave*, Director, House Public Information Services

In today’s fast-paced policy world, the old ways of communicating – releasing reports, publishing newsletters, and sending out e-mails – are no longer enough for an on-demand society. New communications tools like blogs, Twitter, and Facebook are increasingly being used in the professional world to both gather and share information. This session will look at the benefits, pitfalls, and internal considerations when an organization starts engaging in social media.

**2:15
Break**

2:30 Concurrent Sessions

5. Capping Carbon: Creating a New Commodity

Moderator: *Christina Wessel*, Deputy Director, Minnesota Budget Project

Panelists: *Pam Marshall*, Executive Director, Energy CENTS Coalition; *Michael Noble*, Executive Director, Fresh Energy; *Bill Grant*, Associate Executive Director, Izaak Walton League; *Rick Evans*, Director of Regional Government Affairs, Xcel Energy

At both the national and regional level, there is a strong movement to reduce carbon emissions by instituting a “cap and trade” system. Such a system could generate billions in new revenues by putting a price on pollution. But how should the resources from this new commodity be distributed? This panel will discuss some of the major ideas being considering, including a universal dividend, environmental investments, aid to the energy sector, and assistance for low-income communities.

6. Driving Development: The Impact of Public Transitways

Moderator: *Arlene McCarthy*, Director, Metropolitan Transportation Services, Metropolitan Council

Panelists: Hiawatha LRT: *Ed Goetz*, Director, Center for Urban and Regional Affairs, University of Minnesota; Northstar: *Joy Miciano*, Associate, Richardson, Richter & Associates, Inc; Cedar Avenue BRT: *Sam O’Connell*, Transit Specialist, Dakota County Office of Transit; Central Corridor: *Jonathan Sage-Martinson*, Executive Director, Central Corridor Funders Collaborative and Learning Network

With the opening of the Hiawatha light rail line in 2004, the Twin Cities entered a new era of public transit. Now in 2009, Northstar Commuter Rail will open, the Cedar Avenue Bus Rapid Transit is under construction, and the Central Corridor is in the design phase. Today’s panelists will discuss how each of these four transitways is influencing land use and development patterns both along each corridor and across the region.

7. Communities of Hope: The Power of Strategy-Aligned Management

Moderator: *Libby Starling*, Research Manager, Metropolitan Council

Panelists: *Bill Barberg*, President, Insightformation, Inc.; *Paul Halvorson*, Senior Consultant, Insightformation, Inc.

Many communities collaboratively develop plans to end homelessness or improve community public health but stumble on the execution, alignment, and management. Bill and Paul will share their work on the “Communities of Hope,” an initiative engaging a broad array of stakeholders to transform subsidized housing complexes in Detroit into healthy, supportive, and positive environments for people to live – thereby breaking the cycle of poverty. Blending corporate transformation, social entrepreneurship, and technologies, Communities of Hope demonstrates how a strategy-centric approach can lead to a major impact without a huge number of new dollars.

8. Free Web Mapping Tools

Moderator: *Will Craig*, Associate Director, Center for Urban and Regional Affairs, University of Minnesota

Panelists: *Randy Knippel*, GIS Manager, Dakota County; *Alison Slaats*, Geospatial Services Manager, 1000 Friends of Minnesota

Web mapping can be a great boon to government and nonprofit organizations, but commercial software is expensive to buy and complicated to use. Free or inexpensive tools are available as an alternative. Presenters at this session will describe how to access and use Google Maps/Google Earth and GeoMoose, an open source, feature-rich, Web-based solution developed in Minnesota.

4:00 Reception

5:00 Adjourn

The University of Minnesota is committed to the policy that all persons shall have equal access to its programs, facilities, and employment without regard to race, color, creed, religion, national origin, sex, age, marital status, disability, public assistance status, veteran status, or sexual orientation.

Disability accommodations for this event will be provided upon request. This brochure is available in alternative formats. Please call 612-624-3708.

Registration and Fees

The fee for the conference is \$125 if postmarked by October 1; \$150 if postmarked after October 1. Full-time students can register at the special student fee of \$50 if postmarked by October 1; \$75 if postmarked after October 1. Students must attach a current fee statement at time of registration to be eligible for the student rate. The registration fee includes all sessions, materials, lunch, breaks, and the reception.

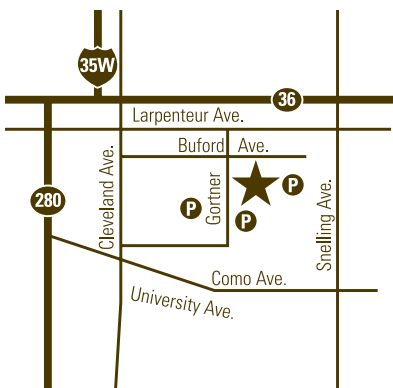
If you need to cancel your registration, a refund of the registration fee, minus a \$30 cancel fee, will be made if written cancellation is received by October 7. Cancellations after this date are ineligible for a refund. The University reserves the right to cancel the conference if necessary and would issue a full refund.

Continuing Education Units (CEUs)

Participants who attend the entire conference will receive 0.6 CEUs signifying six hours of program participation. One (1.0) CEU is defined as 10 hours of participation in an organized continuing education program. A CEU certificate will be sent to each participant after the conference. The University of Minnesota Transcripts Office maintains a permanent record of CEUs earned.

Location and Parking

The conference will be held at the Continuing Education and Conference Center, 1890 Buford Avenue, Saint Paul, Minnesota (on the Saint Paul campus of the University of Minnesota). Parking is available in lot S104 for \$6 per day or across the street in lot S108 for \$3.75 per day.



Accommodations

Convenient lodging for out-of-town participants is available at the Ramada Plaza Minneapolis Hotel, 1330 Industrial Boulevard, Minneapolis, Minnesota. To make your reservation, call 888-627-8129 or 612-331-1900 and ask for the University of Minnesota rate. Shuttle service is available to the Continuing Education and Conference Center upon request. You are encouraged to make your reservation early to ensure the best rate.

For More Information Contact

Sara Van Essendelft
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Telephone: 612-624-3708
E-mail: cceconf5@umn.edu

Or visit the conference Web site at www.cce.umn.edu/policyanalysis.

2009 Conference Planning Committee

Will Craig, University of Minnesota

Catherine Flannery, University of Minnesota

Ed Hodder, Minnesota Department of Employment and Economic Development

Mary Karcz, Ramsey County

Michou Kokodoko, Federal Reserve Bank of Minneapolis

Tom Major, Minnesota Department of Health

Kris Norman-Major, Hamline University School of Business

Tom Norman, University of Minnesota

Jeff Schneider, City of Minneapolis

* *Libby Starling*, Metropolitan Council

Sara Van Essendelft, University of Minnesota

Christina Wessel, Minnesota Council of Nonprofits

* Planning Committee Chair

REGISTRATION
25th Annual Conference on
POLICY ANALYSIS
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#183201

Name (Last)	(First)	(M.I.)
Company/Institution	Title/Position	
E-mail Address		
Business Address (Street/P.O.)		
City	State	Zip Code/Postal Code
Telephone	Fax Number	

I do NOT wish to be listed on the conference registrant list for distribution to participants.

Please check which concurrent sessions you plan to attend:

12:45-2:15 p.m. 1 2 3 4

2:30-4:00 p.m. 5 6 7 8

Conference Fee

- Enclosed is \$125 (postmarked by October 1).
 Enclosed is \$150 (postmarked after October 1).
 Enclosed is \$50 for the student fee (postmarked by October 1). Enclose a copy of your current student fees statement.
 Enclosed is \$75 for the student fee (postmarked after October 1). Enclose a copy of your current student fees statement.

Method of Payment

- Enclosed is a check payable to the University of Minnesota.
 Enclosed is a purchase order or a letter or authorization to bill.
 Charge the fee to my credit card:
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How to Register

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please pass one on to an interested colleague.*

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