

# USC Price

Sol Price School of Public Policy  
*Executive Education Forum*



## Building Capacity For Leaders

## EXED Forum For Local Leaders

**Dates: March 3-4, 2017**

Location: University of Southern California, USC Price Research Centers

**Friday, March 3, 2017**

8:00am-5:15pm- EXED Forum for Local Leaders

**Saturday, March 4, 2017**

8:00am-5:15pm- EXED Forum for Local Leaders

### Executive Education Forum

### Curriculum for March 3 and March 4 2017

#### **EXED Forum, Spring 2017- Price Research Centers**

Breakfast and Networking Starting at 8:00 a.m. each day

To bridge the gap between theoretical learning and real-life experience, the key topics covered during the program will include the following:

#### **March 3, 2017 9:00 a.m. to 12:15 p.m.**

#### **"Newgotiation":The Art of Collaborative Negotiation**



#### Course Description and Learning Objectives:

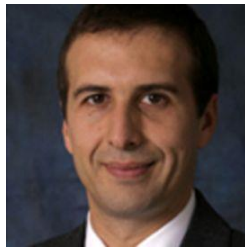
This course addresses complex group decision challenges across the public sector, nonprofit organizations, and private industry to better achieve broad-based policy consensus that can lay the foundation for more effective negotiations for policymaking and implementation. Throughout the negotiation process there are moments of reflection alternating with moments of action, allowing each participant to craft a path to a meaningful win/win. The

purpose of the course is to understand the theory and master the tools and techniques that facilitate a multi-stakeholder dialogue process, which we call Newgotiation. This is based on our book "Newgotiation for Public Leaders," which uses a recognized public

administration framework of collaboration and collaborative governance to achieve better results. Our methodology is all about identifying potential problems, crafting solutions and structuring value creation and value distribution based on organizational or individual priorities.

To develop your skills as a modern Negotiator. To solve public disputes with a consensus building approach, mapping the different interests and finding a mutually acceptable solution. Increase effectiveness in opening channels of dialogue and strengthen interpersonal communication skills. Master the techniques and art of negotiation and consensus building, including how to structure and manage the negotiation process and how to engage in mutual gains negotiations with governments, departments or others.

USC PRICE Faculty: **Frank Zerunyan, J.D.**  
Professor of the Practice of Governance  
Director of Executive Education



**Yann Duzert, Ph.D**  
Visiting Professor  
FGV, Brazil

**March 3, 2017 12:15 p.m. to 2:00pm-Lunch Session:**  
**Next Generation Economic Development: Projects, Districts & Digital**

Welcome to the next generation of Economic Development. Today, successful ED is achieved by creating partnerships and using digital tools which promote projects to develop an attractive community place while achieving sustainability, infrastructure upgrades, GHG reduction, transit connectivity, and improved resource management. This session highlights the potential to use new districts to create economic development projects applying tax increment financing tools to attract developers and private investment. The session will identify the newest online digital national economic development marketplace which has over 500 cities promoting prospective projects, sites and districts. Further, this session will introduce Digital Community Outreach to increase transparency and clarity on economic development projects in your community. This program enables cities to reach more constituents and expand project awareness, create transparency and provide the information balance needed to counteract “alternative facts” often promoted by a smaller but vocal group of project naysayers.

Presenter: **Larry Kosmont, CRE**  
President and CEO, Kosmont Companies

March 3, 2017 2:00p.m. to 5:15 p.m.

## Decision and Risk Analysis; Data Based Decision Making



### Course Description and Learning Objectives:

Decision analysis is an essential life skill but most people only acquire it through a process of trial and error. This module will present the foundations of decision making in government organizations as well as large enterprises. The module has two main objectives: the first is to give an overview of decision making and the need for a sound decision making process. The second is to demonstrate the use of decision analysis in disaster management and homeland security decisions.

The first half of the module will provide various demonstrations about decision making. Because a decision involves an irrevocable allocation of resources, participants are expected to participate in the decision making process being presented, and also to realize that they are committing some monetary resources for the decisions that will be provided. Participants will be introduced to the main elements of a decision: the frame, the alternatives, the uncertainties, the preferences, the logic, and the stakeholders. Participants will also be asked to reflect on some of the possible impediments to good decision making within an enterprise.

The second half of the module will demonstrate the use of decision making in disaster management and homeland security decisions as well as decisions faced by large enterprises, such as NASA. Following the examples, participants will be asked to identify the challenges and opportunities for using decision analysis in various forms of organizations.

A set of readings will be made available prior to the workshop to demonstrate the use of decision analysis in various settings.

USC Price Faculty: **Professor Ali E. Abbas, Ph.D.**  
Professor of Industrial and Systems Engineering  
and Public Policy  
Director, Center for Interdisciplinary Decisions and  
Ethics (DECIDE)

**March 4, 2017. 9:00 a.m. to 12:15 p.m.**

**Housing Policy in the Wake of the Crisis and California's Loss of Redevelopment**



Course Description and Learning Objectives: Housing has long been a major policy issue, but recent years have brought housing to the policy forefront in ways not before seen. The housing market's collapse – prices nationally fell for more than 30 consecutive months – dragged the economy into recession. Foreclosures were once an extremely rare event; prior to the crisis even extended loan delinquencies were uncommon. Now, some markets and neighborhoods are threatened by foreclosure rates exceeding 1 in 10 homes, which, introduces the prospect of blight and mayhem.

Further, the crisis has not eased the major affordability challenge many markets and families face. Indeed, between 2007 and 2009, the number of worst case needs households – lower-income families receiving no rental assistance but paying more than 50 percent of their income for housing – increased by 20 percent. And, with developments like the demise of redevelopment agencies in California, we are losing major funding strategies.

In this module, we will focus on providing a flavor of the issues communities face regarding housing policy. After a quick review of where the market stands, the session will begin with a review of the current landscape of housing policy, including a review of the key tools available to those seeking to produce, preserve, and improve the housing stock. The session will then turn to the challenges that remain in the marketplace – with a particular emphasis on challenges faced by western states and Los Angeles – and engage in a discussion of how these might be overcome. Despite the decision-making that occurs on specific projects that occurs by local governmental bodies, the module will highlight the important role that state and federal policies play in facilitating the functioning of the housing market. The session will conclude with a review of possible new strategies that could emerge given the current state of play and key hot button issues, such as redevelopment policy, which will spark a discussion about possible ways forward.

Participants will be expected to actively contribute their insights and opinions and participate in group activities. Some limited preparatory material will be provided. At the end of the module, program participants should have a better understanding the history and prevailing dynamics of housing markets, recognize the various tools for providing, preserving and improving housing and their relative strengths and weaknesses, be familiar with the current challenges in housing policy, and be thinking about ways to successfully implement innovations in their local communities.

**USC PRICE Faculty:**    **Raphael W. Bostic, Ph.D.**  
Judith and John Bedrosian Chair in Governance and  
the Public Enterprise  
Chair, Department of Governance, Management  
and the Policy Process

**March 4, 2017 12:15 p.m. to 2:00pm-Lunch Session:**  
**Southern California Edison's Plan for Expanding Electrical  
Transportation**

On Friday, January 20, 2017, Southern California Edison filed with the California Public Utilities Commission a wide-ranging plan for expanding electric transportation, which is critical to California achieving its climate and environmental goals. SCE's plan describes the company's vision for transportation electrification (TE), and proposes a portfolio of projects specifically tailored to Southern California, where the goods movement industry is crucially important to the state and local economy, but is also a major source of greenhouse gas emissions and air pollution. If approved, the overall package would mean an investment of more than \$570 million in programs and infrastructure to help grow the transportation electrification market and reduce greenhouse gas emissions.

The proposed projects will benefit all SCE customers, with a particular focus on disadvantaged communities — areas that are disproportionately affected by pollution and economic hardship, often located along transportation corridors. SCE expects to propose additional pilots and programs in the future, and looks forward to collaborating with stakeholders to improve the well-being of communities, drive innovation, and improve cost efficiency for electric customers

Presenter:                    **Laura Renger**  
Principal Manager, Air & Climate  
Southern California Edison

**March 4, 2017. 2:00 p.m. to 5:15 p.m.**  
**Understanding and Managing Freight in Cities**



**Course Description and Learning Objectives:** Freight traffic on freeways and city streets is growing. In metro areas that are major centers of international trade, such as Los Angeles, San Francisco and San Diego, the growth in trade is accompanied by a growth in truck traffic and increased warehousing and distribution activities. At the same time, the rapid growth of e-commerce is changing the way businesses and households acquire goods and leading to more local truck trips. This session will address the following topics: 1) role of trucking in the goods movement supply chain; 2) trends in supply chains and

their impact on truck transportation; 3) impacts of truck traffic on the local environment; 4) best practices in managing freight and its local impacts; 5) case study: accommodating freight at a mixed use TOD.

**USC Price Faculty:**

**Genevieve Giuliano, Ph.D.**

Ferraro Chair in Effective Local Government  
Director, METRANS Transportation Center



**Tom O'Brien, Ph.D.**

Associate Director, METRANS CSULB Programs  
California State University Long Beach