

# policy notes

## toward a sustainable tomorrow

GSPP and the  
Green Economy



FALL 2013

A Clean Energy Proposal —  
A Race to the Top

Cisco DeVries Sets the PACE

Joseph Castro Named  
President of Cal State Fresno

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## Dean's Message



Dean Henry E. Brady

**THE GOLDMAN SCHOOL IS BURSTING AT THE SEAMS** with new ideas, new courses, and new people. In the past two years a marvelous group of over a dozen new faculty members and lecturers have arrived at GSPP. Just finding offices for everyone has been a struggle, but we have shoehorned them into our two buildings thanks to the patience and goodwill of our extraordinary staff.

To accelerate the process of getting to know one another, all faculty, lecturers, and senior staff went off to a one-day retreat at Cavallo Point, near the Golden Gate Bridge in Marin County. Our goals were to remind ourselves of the School's history, to talk about our research, and to make plans for the future.

The weather was lovely and the location sublime. Even better were the discussions of our history and faculty research. Professors John Ellwood, Michael O'Hare, and Robert Reich told us about how public policy schools developed in the late 1960s — with Berkeley in the forefront. Professors Lee Friedman and David Kirp talked about how Aaron Wildavsky, our founding dean, put together an interdisciplinary group of faculty who honed a new vision of education for public service that emphasized problem-solving and innovation based upon the best available social science knowledge. Hundreds of public policy programs have adopted this vision in the last forty-five years. Former deans Smolensky and Nacht talked about the 1990s and 2000s when we renovated our old building, built a new one, increased our program size, made stellar additions to our faculty, and became the best public policy school in the nation.



During the rest of the day, we talked about our research and our future. Unlike some places that are merely holding companies of scholars who are submerged in their disciplines with only a superficial interest in public policy, GSPP is truly a *school* of public policy where our faculty members are

- **Dedicated to solving public policy problems and making government work better.**
- **Committed to strong disciplinary competencies** that provide insight into human motivation, social influence, economics, institutional design, politics, and human action.

Continued on page 6

## table of contents



- 4** **Toward a Sustainable Tomorrow**
- 7** **Setting the PACE**  
Putting affordable solar power within reach.
- 10** **A Jobs Race to the Top**  
Governor Jennifer M. Granholm's plan to bring good jobs back to America.
- 18** **Fresno State's New President**  
Joseph Castro embraces the challenges facing higher ed.

## departments

- 8 Complexity and Interdisciplinary Approaches to Environmental Research
- 12 Faculty Notes
- 13 GSPP Bookshelf
- 14 Students: Municipal Waste into Biofuel?
- 14 From Martha Chavez
- 15 Students: EDF Climate Corps Fellowship
- 16 Event Highlights
- 19 Alumni:  
Stuart Cohen
- 20 Class Notes
- 23 From the Alumni Board
- 23 From Annette Doornbos
- 24 GSPP Donors
- 26 GSPP Global
- 27 Center for Environmental Public Policy

## Editor's Note

**WHEN PUTTING TOGETHER THIS ISSUE OF *POLICY NOTES***, I was struck by GSPP's extensive reach in the areas of clean energy and climate change. The list of faculty, alumni and students that might be included in this issue grew very quickly. As "problems" go, it was a good one.

This issue of *Policy Notes* highlights a few of the many Goldman School alumni, faculty and students who are working at the intersection of policy and business, the green economy. Whether it is the heavy lifting done by Professor Lee Friedman's paper on electricity rates and reducing greenhouse gases, Cisco Devries' (MPP '00) drive to finance solar power or student Kate Daniel's internship helping the City of Sacramento find ways to implement the program that Cisco pioneered, GSPPers are shaping the conversation about how to unleash new technologies and drive the innovations that will bring us that much closer to a greener, more sustainable tomorrow.

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Bora Reed  
Editor

# A More Sustainable Tomorrow, Today

**A GREEN ECONOMY**, one that promotes clean energy, reduces pollutants and greenhouse gases, requires an intersection of government regulation, business and innovation in both technology and public policy. Goldman School Professor Lee Friedman, postdoctoral fellow Hanna Breetz and Professor Michael O'Hare are diving into the complexities of regulation, business innovation and investment. Their research has direct bearing on policy today and is helping to shape a greener tomorrow.



Prof. Lee Friedman

California's Global Warming Solutions Act (AB32), aims to reduce greenhouse gas emissions to 1990 levels by 2020. It is groundbreaking and ambitious legislation that has set into motion new policy and regulatory efforts. But 2020 is less than a decade away. What happens after that?

"For green business investment, it is important for the State to be clear about what kinds of emissions reductions it is going to require in the 2021–30 period," says Professor Lee Friedman. "People who are making large scale investments now in things like new commercial buildings, need to decide whether the money they invest in making it green will repay itself in lower bills in the future. This is tied directly to emissions goals. If CA did nothing after it achieves its 2020 emissions goals, there would be no incentive to continue to reduce emissions. If the price of emission allowances increases steadily through continued regulation,

however, it incentivizes investment in green business."

Professor Friedman is the author of "Electricity Pricing and Electrification for Efficient Greenhouse Gas Reductions," a study which recommends that California's Air Resources Board (CARB) include a section about the years 2020–30 in its upcoming scoping plan. The recommendation was adopted by CARB in the draft of the plan.

"It's a critical first step," says Professor Friedman. "It tells green business investors that the system is going to continue for a long time."

Professor Friedman's report also encourages California to pay greater attention to linkages and partnerships with other jurisdictions.

"Because climate change is a worldwide problem, it doesn't make sense for California to make vigorous efforts to fight climate change on its own," he says. "The more partnerships and linkages there are, the better things are for green business."

Since the report's recommendation was released, California has forged a formal link with Quebec, allowing (among other things) the acceptance of one another's greenhouse gas allowances. Recently, California Governor Jerry Brown signed a memorandum of understanding (MOU) with China, making the State the first sub-national government to sign an MOU with China. The MOU provides for cooperation and partnership in the exchange of personnel, the sharing of trading systems information and adopting linkages that will help expand green business worldwide. Additionally, California has joined with Oregon, Washington, and British Columbia in the Pacific Coast Action Plan on Climate and Energy in an agreement to create a

regional carbon price, harmonize long-term reduction goals, set mid-term interim targets, and use similar rules to encourage greener transportation.

Finally, the report recommends the introduction of time-of-use pricing, which calibrates the price of (in this case) electricity to demand.

"Time-of-use pricing will unleash the market for investors in technology to store electricity because it will pay to fill up batteries at night when the electricity is cheaper and cleaner," says Professor Friedman. "Whole new industries will be created, including demand responsiveness programs that briefly reduce the flow of energy to customers for short periods of time and then aggregate that energy to meet demand in peak times without relying on polluting generators."

As a doctoral student at MIT, Hanna Breetz became interested in the relationship between policy innovation and the commercialization of green technology, particularly biofuels.

"The energy sector is typically divided between the power and transportation sectors," she says. "In transportation, the focus is mostly on liquid fuels, an area where change is especially hard. Finding substitutes for petroleum is a tough nut to crack."

As part of her doctoral dissertation, Hanna's research included process tracing, which aims to understand a sequence of events that results in a particular outcome. Her dissertation focused on the "crash programs" to develop petroleum substitutes wrought by the oil crises of the 1970s

## GSPP and the Green Economy

and the 2000s. She now brings that expertise to the examination of biofuels.

In a joint postdoctoral appointment with the Goldman School and Berkeley's Energy Biosciences Institute (EBI), Hanna is examining the political processes and policymaking related to ethanol. In a project that is just underway, she compares four fuel policies: CA's low carbon fuel standard, the Renewable Fuel Standard and two policies in the European Union. All four policies are trying to catalyze the commercialization of new fuels, using (depending on the policy) mandates, performance standards and penalties for non-compliance and/or annual targets. Three of the four policies are biofuel specific.

"The biofuel supply chain is very complicated and pulls together a lot of different actors (farmers, refiners, blenders, transporters and retailers) all of whose investments must be coordinated to get new biofuel to commercial scale," says Hanna. "Most policies affect one node of the supply chain and assume the incentives will percolate upstream and downstream. But I'm not convinced that's true."

Hanna plans to take a value chain approach to understanding how market structures mediate the impact of policies,

an approach that could challenge existing assumptions about how markets work.

"Economists assume that the most elegant and efficient policies are the ones that let the market decide. You shouldn't 'pick winners.' But there is a small-but-growing body of literature on the history of energy transitions that is increasingly making the point that when you want radical innovation as opposed to marginal improvements, there needs to be some picking of winners. Innovations cost a lot, so if you want to encourage people to adopt them, there may have to be targeted rather than market-oriented

policies. Market-oriented policies are theoretically more efficient but may end up directing resources to short-term marginal solutions rather than long-term radical solutions.

In her other research project, Hanna applies her expertise to examine California's Renewable Fuel Standard



Hanna Breetz

Continued on next page



(RSF), the Low Carbon Fuel Standard (LCFS) and the relationship between policy and business.

“The RSF is an important and incredibly controversial biofuel policy,” says Hanna. “Both the RSF and the LCFS are policies with life-cycle based greenhouse gas thresholds, meaning that the greenhouse gas emissions are calculated over the full lifespan of that power source, from groundbreaking to waste management.”

One of the key components of the RSF is that it takes into consideration Indirect Land Use Change (ILUC), the unintended consequences of releasing more CO<sub>2</sub> as more and more farmland around the world is devoted to growing (for example) corn to be turned into ethanol.

“The ILUC presents a fascinating policy making case,” says Hanna. “Typically, some degree of scientific consensus exists for years or decades before there is policy. In this case, policy has gotten ahead of scientific modeling. Now that it’s been written into the policy, the modeling itself becomes politicized. What does this mean for the development of modeling? For policy effectiveness? For environmental outcomes? These are the kinds of questions I hope to answer.”

Professor Michael O’Hare first became interested in biofuels in 2006 when he

joined Professor Dan Kammen and Professor Alex Farrell at the Energy Resources Group. He eventually co-authored a paper on how ethanol can contribute to meeting energy and environmental goals. But the ILUC changed everything in how Professor O’Hare thought about biofuel, especially corn-based ethanol.

“The only way to get corn to make ethanol is to outbid someone who would use it for corn flakes or cattle feed,” he says. “That means corn price goes up on international commodity markets. Increasing corn prices will cause more corn to be planted instead of soybeans, and there will be less of both to be exported. In places like Brazil, someone will cut down and burn a bit of rain forest and plant grass to accommodate cattle that has been displaced to grow more soybeans — the price of which has gone up because everyone is planting corn. It’s like a row of dominos falling.

“The carbon discharge from clearing that forest drastically reduces the carbon advantage of using corn as fuel,” continues Professor O’Hare. “California’s Low Carbon Fuel Standard needs a number attached to every fuel that reflects the grams of CO<sub>2</sub> (or equivalent) released per unit of energy in the fuel: this number needs to reflect the carbon released that was not part of the original corn farmer’s intention.”

Professor O’Hare’s research, funded by the Air Resources Board that implements the LCFS, has to do with a variety of policy issues related to getting this number right, but also accounts for how much uncertainty to include. “Should it be, for example, +/- 10 grams? or 50 grams?” he asks.

“How should policy respond? What does it mean to be on the ‘safe side’ of this? The issue is further complicated by the fact that land use change carbon discharge occurs all at once, at the beginning of production, while the CO<sub>2</sub> from fossil fuel dribbles out over years. So the overall impact on global warming from fossil fuels might be less for decades, even though more carbon is ultimately released.”

“So far, biofuels have been a disappointment,” says Professor O’Hare. “It’s unclear to what degree they’ll ever play more than a niche role in our future energy picture. As usual, there is no ‘silver bullet’. If we want to save the planet, we have to change the way we live in many ways.” **G**



Prof. Michael O’Hare

Dean’s Message Continued from page 2

- **Adept at using an extraordinary array of methods** including experiments, observational data, interviews, statistics, ethnography, big data, history, coding of texts, and every other imaginable method.
- **Involved in doing research around the world** with no fewer than ten faculty members who are doing work involving other countries or the international system.
- **Engaged with critical topics** including energy, education, development, criminal justice, public finance, politi-

cal participation, national security, climate change, inequality and poverty, arts policy, drug policy, domestic violence, management, economic policy, health, and many other topics.

▪ **Working and talking together.**

This last point is the most important one. Our faculty, staff, and our students know that improving public policy requires using all the skills and insights of the social sciences. It also requires talking across disciplines and methodologies to solve real problems. GSPP not only wants

to speak truth to power, as our founding dean Aaron Wildavsky taught us, we also want to bring truth to power by informing the powerful about the facts and mobilizing the powerless through our ideas.

Henry E. Brady  
Dean, Goldman School of Public Policy  
Class of 1941 Monroe Deutsch Professor  
of Political Science and Public Policy

## Setting the PACE

By Cisco DeVries MPP '00

**START BY ASKING YOURSELF A QUESTION:** would you have a cell phone if you had to buy 20 years’ worth of minutes up front? The answer for most people is no. Similarly, we should not be surprised that it has been difficult to convince homeowners to make extensive energy efficiency home improvements. The energy and financial savings may be real, but such improvements require a lot of money up front — and it often takes a long time for the savings to make up for the cost.

Six years ago, I set out to try and solve this problem.

The idea that became PACE — Property Assessed Clean Energy — started with a big hole in the ground. A group of homeowners in Berkeley, California had petitioned the city to have all their utility lines placed underground. As part of an “underground utility district,” the city pays the up-front cost, usually from a bond, and the benefited homeowners repay the cost via a line item on their property tax bill over a number of years. As chief of staff to the mayor of Berkeley, I was called in when a last-minute political issue arose regarding this new district.

While trying to solve this problem, I was struck that the same law could potentially be used to cover the up-front cost of solar and energy efficiency. If we use this tool to pay for putting poles and wires underground, I thought, why not pay for putting them on the roof? The concept was simple — allow property owners the chance to repay the cost of solar or energy efficiency as an assessment on their property tax. I got to work understanding the law, talking to legal and financial experts, and developing a plan.

Six months later, the *San Francisco Chronicle’s* banner headline read “Berkeley’s Radical Solar Plan.” With that, the concept of PACE went public — and my phone hasn’t stopped ringing since.

As Berkeley’s program got under way — selling out the available spaces in its pilot program in just nine minutes — State and local governments around the country responded by passing legislation and building programs. Local and state governments — supported by the private sector — were leading a revolution in the way we pay for, use, and think about energy.

In October 2009, I joined Vice President Joseph Biden for a White House announcement of new rules for PACE as well as the approval of more than \$100 million in grants to speed its deployment. This accelerated the already remarkable efforts to expand PACE. Today, 30 states have PACE-enabling laws, and millions of dollars in PACE financing has been transacted.

But PACE is also a story of great frustration — of federal agencies working at cross-purposes, of regulatory intransigence, of an industry not quite ready for prime time, and of state policies that sometimes lacked context or flexibility.



Cisco DeVries

In the summer of 2010, Fannie Mae and Freddie Mac, the government-sponsored enterprises that dominate the home mortgage market, directly challenged the position taken by the White House. They issued new lender guidance that deemed PACE a violation of a property owner’s mortgage contract — and therefore a possible default on their mortgage. Faced with the potential risk to homeowners (and voters), almost all local and state governments responded by putting residential PACE programs on hold.

The reaction to this was massive. A politically diverse coalition of local and state governments, federal agencies, private companies, and nonprofit organizations came together to demand that this position be changed and PACE allowed to continue. More than 40,000 organizations and individuals sub-

mitted comments to federal regulators in support of PACE. For many working to save PACE, this is about protecting an important clean energy initiative. But for many local and state governments, this is also about protecting their rights.

For the first time in history, Fannie Mae and Freddie Mac determined that they have the power to tell state governments what’s an allowable tax and what isn’t. This is part of the reason why the State of California, as well as a number of local governments, sued to block the regulatory actions.

Today, residential PACE remains in legal and regulatory limbo. PACE financing for commercial properties has emerged as one of the hottest trends in energy efficiency finance, but we have not given up the fight for residential PACE. A few local communities have charged ahead with residential PACE in direct defiance of the directives from Fannie and Freddie. And the State of California, led by Governor Brown’s efforts, has created a new insurance reserve program to solve the risk to Fannie Mae and Freddie Mac. It looks increasingly like residential PACE will reemerge next year across the country.

It has been more than six years since I first wrote a memo proposing the PACE concept in Berkeley. Today, as the CEO of a company dedicated to helping our nation finance a clean energy transformation, I have a better sense of what works and what doesn’t. There have been successes and setbacks. Regardless of the outcome of the regulatory debates in Washington, we’ve proven that financing works, that we can make great change quickly, and that local and state governments can lead. Now it is up to us to make good on that promise. **G**

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# Complexity and Interdisciplinary Approaches to Environmental Research

By Dan Kammen



Dan Kammen is the Class of 1935 Distinguished Professor of Energy

AS WE AWAIT THE FULL DETAILS of the Fifth Assessment report (AR5), it is worth looking at the evolution of science assessment, policy evaluation, and normative action on climate.

The climate change Conference of the Parties meeting (COP), most recently in Doha in December 2012, has now come and gone. As has been dissected in the press, very little was accomplished. Some will see this as a failure, as I do, and others will reasonably enough note that this meeting was never intended to be a milestone moment. The current plan, in fact, is for a ‘post-Kyoto’ international climate agreement to be adopted only at the COP 20 summit in December 2015.

The science of climate change only continues to get clearer and clearer, and bleaker.

A summary of the Intergovernmental Panel on Climate Change’s findings from the First Assessment Report (1990) to the latest report is presented in Figure 1. This graphic is specifically not about the scientific record alone. What is most important about this figure is the juxtaposition of the language of science and the language of ... language.

Note, in particular that as the physical climate change metrics have progressed, the words — shown at right — have slowly but surely progressed. In 1990, at the time of the first assessment report (FAR) the strongest scientific consensus statement was that another decade of data would likely be needed to clearly observe climate change. Through the second to fourth (SAR, TAR, and AR4) reports, increasing clarity on the science of climate change translated into a consensus of overwhelming blame on human activities. The key statements from each report are not only about the growing evidence for anthropogenically driven climate change, but they have moved into the ecological and social impacts of this change. AR4 critically concluded that climate change would lead to climate *injustice* as the poor, globally, bear the brunt of the

impacts. Despite this ‘Rosetta Stone,’ translating science to language we have failed to act collectively.

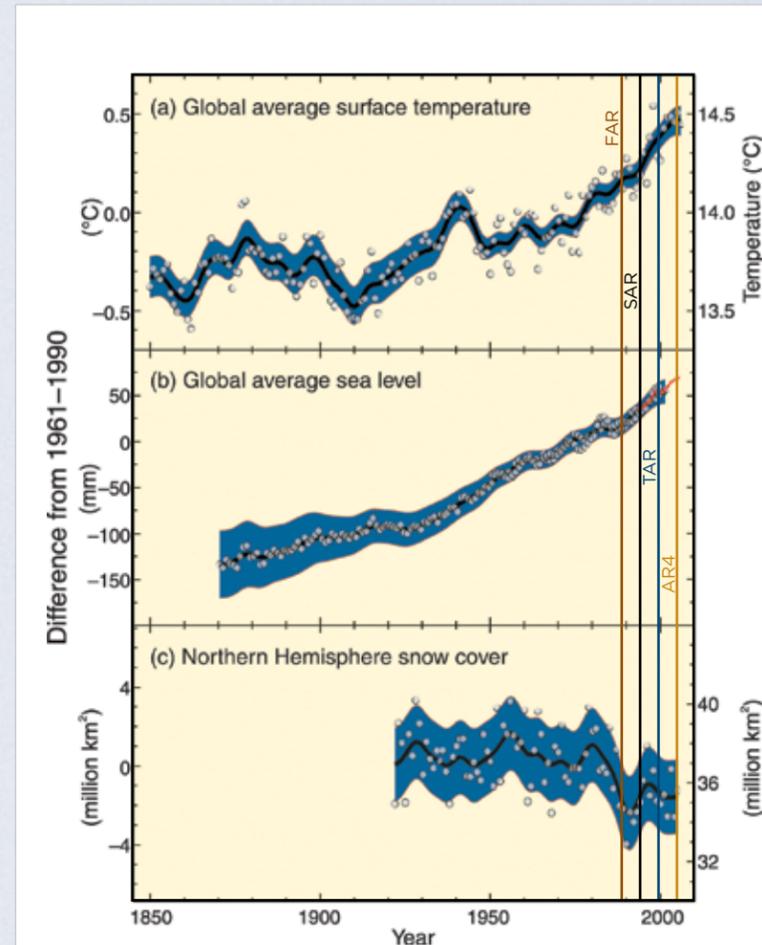
One area where a deeper policy discussion can rapidly advance the overall conversation is on this science/action interface. As AR5 emerges, the climate change/climate response interface will need deep, substantive action that responds rapidly to new ideas and opportunities. The rapid publication and open access features of *ERL* are particularly critical here as events such as Hurricane Sandy, economic or political advances in climate response made by cities, regions or nations, all warrant assessment and response. This is one of many areas where *ERL* has been at the forefront of the conversation, through not only Letters, but also commentary pieces and the conversation that *Environmental-researchweb* can facilitate.

This process of translating proposed solutions — innovations — between interest groups, has been in far too short supply recently. One promising example has been the science/action dialog between a leading climate research center and the World Bank.

“The Earth system’s responses to climate change appear to be non-linear,” points out Potsdam Institute for Climate Impact Research (PIK) Director, John Schellnhuber. “If we venture far beyond the 2° guardrail, towards the 4° line, the risk of crossing tipping points rises sharply. The only way to avoid this is to break the business-as-usual pattern of production and consumption.”

This assessment came in a report on climate science commissioned by the World Bank. Dr. Jim Yong Kim, president of the World Bank, noted succinctly and critically that:

*“... most importantly, a 4°C world is so different from the current one that it comes with high uncertainty and new risks that threaten our ability to anticipate and plan for future adaptation needs.”*



**FIGURE 1:** A superposition of the state of climate science in three key data sets, and the dates of the First, Second, Third and Fourth Assessment Reports (FAR, SAR, TAR, and AR4, respectively) plotted as vertical lines. At right are the key statements from each of these reports, along with the conclusion of the Special Report on Renewable Energy (SRREN, completed in 2011) which found that up to an 80% decarbonization of the global economy was possible if we can enable and launch a large-scale transition to a clean energy system consistent with what a number of ‘leading edge’ cities, regions, and nations have already accomplished or started.

**FIRST IPCC ASSESSMENT (1990)**  
Unequivocal detection of human impact not likely for a decade.

**SECOND (1995)**  
Balance of evidence suggests discernible human influence.

**THIRD (2001)**  
Most of the warming in the last 50 years is likely (>66%) due to human activities.

**FOURTH (2007)**  
Most of the warming very likely (>90%) due to human activity. Warming will most strongly and quickly impact the global poor.

**SRREN (2011)**  
80% clean by 2050 possible, if...

This statement warrants careful discussion. Not only is World Bank President Kim affirming the results of the PIK study, and by direct extension the IPCC (because the same authors at PIK are also central to the work of the IPCC), but he is clearly noting that while many climate analysts rightly talk about the need to not exceed a 2° temperature increase, the path the world is currently on, namely 4–6° will be catastrophic. This may come as too soft a state-

ment to many in the science community, but it opens the door to an increasingly detailed dialog between climate change science and agencies engaged in action.

This interplay of analysis and wider scrutiny can play a critical role in moving climate science and assessment to climate solutions. The story is far from one just at the global level. As *climatehotmap.org* and many other location specific assessments detail, the environmental change

story is playing out in millions of critical cases. Each warrants reporting and action, as well as integration with assessments of current data gathering and ‘big data’ needs, and with wider socioeconomic questions of effective political and policy response. Through that dialog, papers in *ERL* will be critically important to advancing not only climate science, but the interactive dialog between knowledge and action. **G**



**WASHINGTON HAS BEEN THE INCUBATOR OF BAD PRACTICES LATELY**, from gridlock to shutdown to utter inaction on the country’s crucial needs. The most pressing of those needs is a strategy to create good-paying middle class jobs in America — when we are competing for those jobs globally. We need to be creative and daring. And we need to think less top-down and more bottom-up.

We need a jobs moon shot — a Jobs Race to the Top. The goal: create three million new jobs in three years. It’s doable with an aggressive strategy that respects and incentivizes the governors to act.

**Here’s how it could work:**

- The US currently spends about \$170 billion across agencies on various economic development programs. Take a small portion — say, 2% — of those dollars and redirect the funds toward a Jobs Race to the Top competition among the nation’s governors and regions. For it to have an effect, it must be the size of the education Race to the Top in 2009, which was initially \$3.4 billion. That competition convinced 48 governors — Democrats and Republicans — to persuade 48 state legislatures to change their education standards. If a competition can stoke massive educational change across the nation, it can also stoke job creation. Believe me, governors love to cut ribbons.
- Focus the competition on clean energy job creation, which has been called the

“mother of all markets,” and which can create all kinds of jobs for all kinds of people in all kinds of regions in the country. In 2012, the private sector invested over \$260 billion globally in this sector, but the US is continually losing to China in the race to attract those investments. Unlike the US, China has aggressively courted this sector.

- Devote the Jobs Race to the Top competition to rewarding the most effective public-private partnerships developed at the state and local level. Define “effective” by the numbers of lasting jobs created quickly.
- Reward states that build on their strengths, partner with the private sector and change public policy to drive jobs results. Take the Sunbelt states: in exchange for federal dollars to offset a company’s upfront capital costs or new

technology installation, these states might create a dramatically streamlined permitting process for solar farms. Or they could offer a partnership with specific private-sector solar energy producers to build out the energy generation, and ensure strong demand for renewable energy inside the state through a robust Renewable Energy Standard. Or they could partner with their universities and colleges to dramatically accelerate solar technology transfer from labs to factories, and to train workers for those jobs. The regional governments might lease land tracts at low rates, or even offer them for free. State governments might provide incentives for solar production. Public utility commissions might offer ways to partner with the Federal Energy Regulatory Commission to streamline electric grid siting.

The Sunbelt states might team together to create a regional clean energy bank to provide access to capital for solar manufacturing or distributed generation. Allow states to partner to make their best competitive case, developing the most dynamic and effective public policy and use those federal dollars to drive technological advances and investment that might otherwise head to another country.

- The same analysis could be done for other regions — including the nation’s high wind areas, or the best places to manufacture clean energy or energy efficiency products, or regions with the potential to develop biofuels, nuclear, hydro-energy, geothermal or waste-to-energy technologies. Every region of the country has something to offer to our clean energy future, and every region could be creating all kinds of jobs for their citizens right now — if the incentives were right.
- To get quick results, announce the competition in early 2014 and announce the winners within six months.

In Michigan we tried our own version of this race — focused on the lithium-ion

battery for the electric car, a high-tech product previously manufactured almost exclusively in Asia. We offered irresistible state tax incentives for manufacturers of “advanced energy storage.” We pancaked our state incentives on top of the competitive federal Department of Energy grants to advanced battery companies and suppliers. We created robust public-private partnerships. In just over a year, we attracted 18 domestic and international battery companies, projected to create 60,000 private sector jobs in Michigan. With breathtaking speed, we built an entire advanced battery “ecosystem” for the purpose of electrifying the automobile.

If the states are the laboratories of democracy, if the federal government and Congress want to respect the states, Washington can take a lesson from what has been happening in Michigan.

Comprehensive clean energy projects require lots of local collaboration and private sector involvement. Without a financial carrot, the difficult regulatory changes at the local level would take years, if not decades. As we saw with the education Race to the Top, a financial incentive in these fiscally tight times can cause dramatic changes at the state level. A clean

energy Jobs Race to the Top will ensure that America will actually be at the table to feast on this explosive growth jobs sector — instead of watching our global economic competitors eat us for lunch.

This new era of joblessness and partisan gridlock demands a bottom-up economic development approach: businesses creating jobs through local public-private partnerships in an economic sector critical to our national strength and incentivized by the federal government. The models are there. The federal experiment with Race to the Top worked. The state experiments with public-private partnerships are working. Let’s combine the two and create millions of jobs in America. **G**

**Jennifer M. Granholm** is a Distinguished Practitioner of Law and Public Policy. She served as Michigan’s 47th governor from 2003 to 2011. Her TED Talk, “A Clean Energy Proposal — Race to the Top,” can be found at [gspp.berkeley.edu/a-clean-energy-proposal](http://gspp.berkeley.edu/a-clean-energy-proposal)

**Steven Raphael** has a paper in the October issue of the *American Economic Review* entitled, "Incarceration and Incapacitation: Evidence from the 2006 Italian Collective Pardon." His book, *The New Scarlett Letter? Negotiating the American Labor Market with a Criminal Record* is forthcoming from the WE Upjohn Institute for Employment Research.

**Solomon Hsiang** published a research article in the journal *Science* titled "Quantifying the Influence of Climate on Human Conflict" that unified findings from numerous fields of science to show that climatic changes have repeatedly led to human conflict around the world and throughout human history. The work was covered by over one hundred media outlets around the world including CNN, the AP, NPR, AFP, the BBC, *Reuters* and the *Economist* and he was invited to explain the findings in a *New York Times* Op-Ed. Hsiang was also named the inaugural recipient of the new "Science for Solutions Award" by the American Geophysical Union for "significant contributions in the application and use of Earth and space sciences to solve societal problems."

**Hilary Hoynes** ended her two-year term as a member of the advisory committee of the National Science Foundation and as a national advisory committee member for the Robert Wood Johnson Foundation Scholars in Health Policy Research Program. Professor Hoynes was the keynote speaker for the Southern California Conference in Applied Microeconomics, 2013. She renewed a second 3-year term as Co-Editor of the *American Economic Review*.

Professor Hoynes published an oped on "Child Hunger and the Safety Net" in *US News and World Report*. She is working on a pilot program for evaluating the EITC for childless workers with MDRC. Her research on the effects of childhood receipt of food stamps on adult health was cited by the *New York Times*, *Bill Moyers and Company*, and the *Atlantic*.

She presented research on the "Safety Net in the Great Recession" at the National Press Club and research on "Food Stamps and Consumption" at the Brookings Institution.

**Alexander Gelber** served as Deputy Assistant Secretary for Economic Policy at the US Treasury and later Acting Assistant Secretary for Economic Policy and Acting Chief Economist of the US Treasury. He worked on the entire spectrum of microeconomic and macroeconomic issues, including the federal budget, the Fiscal Cliff, housing, Social Security, labor, education, immigration, energy and environment, and health care policy. In recognition of his service, Professor Gelber won the US Treasury Meritorious Service Award with a citation for "exemplary service."

Professor Gelber gave several academic seminars at UCSD, UC Davis, the All-California Labor Economics Conference, the NBER Summer Institute, and the Social Security Retirement Research Consortium. He gave several speeches and appeared in several public venues on economic policy, including through the Treasury Borrowing Advisory Committee statement, the National Congress of American Indians, the Brookings Institution, the Kettering Foundation, Voice of America, and the local news station KPIX.

His paper, "Children's Schooling and Parents' Behavior: Evidence from the Head Start Impact Study," was published in the *Journal of Public Economics*. The paper shows that when children are randomly chosen to enroll in Head Start, their parents invest substantially more in them. "Equalizing Outcomes and Equalizing Opportunities" was released as a National Bureau of Economic Research Working Paper. It also shows that there are substantial gains to economic welfare and economic equality from a more progressive tax system, since this puts more income in the hands of the lower-income parents whose resources have the greatest impact on their children's outcomes. "Earnings Adjustment Frictions: Evidence from the Social Security Earnings Test" was released as a National Bureau of Economic Research Working Paper. The paper shows that the elderly face substantial barriers to adjusting their earnings to Social Security policy changes, such as lack of knowledge of the relevant policy changes or difficulty in finding new work arrangements. "Taxation and the Earnings of Husbands and Wives" was accepted at the *Review of Economics and Statistics*. New data is used to show that taxation may have only modest impact on husbands' and wives' joint decisions about how much to earn.

**Jack Glaser** is now serving as Associate Dean of the Goldman School. He was recently awarded a \$1 million, 3-year grant from the National Science Foundation for which he is co-principal investigator with Phillip Goff of UCLA. GSPP's Professor Steve Raphael is an associate investigator. The project aims to develop a national database of police stop records, supplemented with demographic, departmental, psychological, and other variables to enable analyses aimed at better understanding and reducing racial and ethnic bias in policing. Professor Glaser was elected to the national governing Council of the Society for the Psychological Study of Social Issues, and the Board of Directors of the Center for Policing Equity, a consortium of American and Canadian police chiefs and social scientists working to make policing more equitable.

**Michael Nacht** gave invited lectures on space policy at Washington's Stimson Center and on US national security policy at Harvard's Kennedy School of Government. His paper "US and China in Space: Cooperation, Competition or Both?" was published in September 2013 by the Stimson Center. He will be the co-principal investigator with colleagues from UC San Diego on a three-year project on "detering complex threats" funded by the Minerva program of the US Department of Defense. He has been asked to chair the Advisory Board of the newly-established UC Berkeley Global Engagement Office, created to provide international education coordination across campus units.

On September 16, a reading of **Professor Robert Reich's** play, "Milton and Augusto," an account of the 1975 meeting in Santiago, Chile between Augusto Pinochet and economist Milton Freedman, was done under the auspices of the Center for Latin American Studies, in acknowledgement the 40th anniversary of the Pinochet coup. On September 17, the movie "Inequality for All" was released to overwhelmingly positive reviews (91% on Rotten Tomatoes). A clip from recent PBS NewsHour interview about the documentary is available in the webcast section of the GSPP website. <http://gspp.berkeley.edu/events/webcasts>

**Robert MacCoun's** recent publications include the following: "The Paths Not (Yet) Taken: Lower Risk Alternatives to Full Market Legalization of Cannabis," in *Something's in the Air: Race and the Legalization of Marijuana*; "Cheap Talk and Credibility: the Consequences of Confidence and Accuracy on Advisor Credibility and Persuasiveness," in *Organizational Behavior and Human Decision Processes*; and "Moral Outrage and Opposition to Harm Reduction," in *Criminal Law & Philosophy*.

He serves as a member of BOTEC team providing technical assistance to the Washington State Liquor Control Board (implementation of I-502, state legalization of cannabis). From 2012-2013 he was the inaugural chair of the Faculty Senate Committee on Demonstrations and Student Actions at UC Berkeley.

Professor MacCoun's talks have included the Society for Experimental Social Psychology (28 September 2013), San Francisco Sentencing Commission (24 July 2013), Summer Institute in Political Psychology, Stanford University (19 July 2013) and the Wharton School, University of Pennsylvania (21 May 2013).

**Blas Pérez Henríquez's** book *Environmental Commodities Markets and Emissions Trading: Towards a Low Carbon Future*, published by Resources for the Future Press and Rutledge earlier this year, will be translated into Spanish by Mexico's Center for Economic Research and Teaching (CIDE).

**Amy Lerman's** new book, *The Modern Prison Paradox: Politics, Punishment, and Social Community*, was published in August 2013 by Cambridge University Press.

**Larry Rosenthal** and his colleagues at UCLA and the Brookings Institution won a 3-year, \$610,000 grant from the John D. and Catherine T. MacArthur Foundation. Among just six grantees out of more than three hundred applicants in MacArthur's 2012-13 "How Housing Matters" competition, Rosenthal's team will study "Irrational Exuberance at City Hall: Local Government Resilience during Housing Booms and Busts." The research project will explore connections among municipal fiscal health, local public choice, and drastic fluctuations in real estate markets.

# GSPP Bookshelf 2013

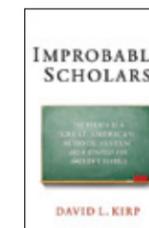


**BLAS LUIS PÉREZ HENRÍQUEZ**, *Environmental Commodities Markets and Emissions Trading Towards a Low-Carbon Future*, RFF Press, December 2012

**SARU JAYARAMAN**, *Behind the Kitchen Door*, ILR Press, February 2013



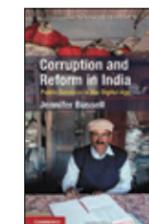
**DAVID KIRP**, *Improbable Scholars: The Rebirth of a Great American School System and a Strategy for America's Schools*, Oxford University Press, April 2013



**STEVEN RAPHAEL** and Michael A. Stoll, *Why Are So Many Americans In Prison?*, Russell Sage Foundation, May 2013



**JENNIFER BUSSELL**, *Corruption and Reform in India: Public Services in the Digital Age*, Cambridge University Press, August 2013



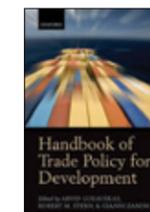
**AMY LERMAN**, *The Modern Prison Paradox: Politics, Punishment, and Social Community*, Cambridge University Press, August 2013



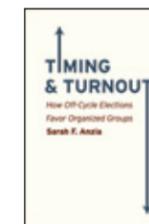
**ROBERT REICH**, *Aftershock: The Next Economy and America's Future*, with new introduction, new graphs, and new afterward, Vintage, September 2013



Arvid Lukauskas, **ROBERT M. STERN**, and Gianni Zanini, *Handbook of Trade Policy for Development*, Oxford University Press, October 2013



**SARAH ANZIA**, *Timing and Turnout: How Off-Cycle Elections Favor Organized Groups*, University of Chicago Press, December 2013



## students **Municipal Waste into Biofuel?**



By **Anna Scodel** *MPP Candidate '14*

**THE LOW CARBON FUEL STANDARD** (LCFS) mandates a 10% reduction in the carbon intensity of the California's fuel mix by 2020. Established in 2007 in support of the state's climate change goals, the standard phases in gradual reductions from 2011–2020. A number of scenarios could achieve these goals. The LCFS is technology-neutral, which means it is likely that a combination of increased use of electric vehicles, high-tech fuel cells, and low-carbon fuels will meet the standard. ICF International recently estimated that CA will require about 340 million gallons of advanced biofuel (biofuels that achieve at least a 50% reduction in carbon emissions over a petroleum baseline) in 2020 to comply with LCFS.

Local production of advanced biofuels could offer substantial economic benefits to Californians.

This fuel could presumably be produced outside of California, and certainly some of it will be. However, local production of advanced biofuels could offer sub-

stantial economic benefits to Californians. For instance, idled oil refineries provide pre-existing infrastructure that could be modified to produce advanced biofuels. Furthermore, delivering this fuel from other states or countries increases in-state fuel costs.

In Spring 2014, I will work with Environmental Entrepreneurs to explore the role of municipal solid waste (MSW) in conversion to liquid fuel. MSW is one of the most promising feedstocks for advanced biofuel development in California — it is already aggregated, and much of it sits unused in landfills. Current waste policies consider conversion to fuel to be equivalent to disposal in a landfill. Small policy changes could mean cleaner fuel for the state, less waste in landfills, and substantial economic development. It is critical, however, that any advanced biofuel development does not create unintended environmental consequences. My project aims to uncover the economic, environmental, and social implications of MSW conversion to fuel.

As California moves towards a low-carbon future, a variety of technologies will contribute to a cleaner transportation sector. Perhaps fuel created from waste will play a part. **G**

## from the desk of **Martha Chavez**

### **Exciting Fall Semester!**



Martha Chavez is the Assistant Dean for Academic Affairs

**THE FALL IS ONE OF MY FAVORITE** times of year. We get to welcome another new amazing cohort of 80+ Master of Public Policy students who are among the very best, brightest, and most diverse individuals. This year's class represents over 50 universities throughout the United States and world, and their academic backgrounds

include over 50 majors ranging from Biology, Drama, Electrical Engineering, Finance, International Peace Studies, Linguistics, Mathematics, Political Science, and Psychology. Approximately 20% of the incoming class are international students from Australia, Canada, Chile, China, Colombia, Costa Rica, India, Japan and Mexico, and 23% are diverse students from underrepresented communities.

The Fall is also a time when students are energized to test new ideas, and many will launch new student leadership clubs. This Fall we have five new student clubs includ-

ing the Conflict and Security Policy Group, Inequality Action Group, Goldman-Haas Collective, South Asians in Public Policy Group, and Thinking About Privilege and Policy Group. There are also 19 continuing leadership clubs that are being led by Goldman students. Through the clubs, students launch a wide variety of exciting activities ranging from policy discussions to internship panels to networking events with alumni.

Recently, the Politics in Public Policy Group (PiPP) hosted renowned campaign and political strategist, Dan

## students **EDF Climate Corps Fellowship**

By **Kate Daniel** *MPP Candidate '14*

**THIS PAST SUMMER, I HAD** the privilege of working with two organizations that are fostering a green economy. Along with two of my GSPP classmates — Leo Covis and Xiaoding Zhuo — I joined the Environmental Defense Fund (EDF) Climate Corps. Climate Corps is a key example of EDF's business-friendly strategy: EDF deploys Fellows to host organizations to identify opportunities to save energy, and therefore money. Whether Apple or a small public school district, the fresh, creative perspective of a Climate Corps fellow can help the host organization get past financial or cultural barriers to energy improvements.

My placement at Greenwise Joint Venture in Sacramento varied a bit from the typical Climate Corps engagement. Greenwise is a regional non-profit focused on building a green economy in and around Sacramento. Instead of identifying energy-savings opportunities for my host itself, my goal was to identify how it could encourage other entities to conduct energy retrofits or install renewable generation.

My work focused on how to promote Property Assessed Clean Energy (PACE) financing for energy efficiency and renewable energy projects. Pioneered by Cisco Devries (MPP '00) for the City of Berkeley, PACE financing enables property owners

to pay the costs of an energy project over time as an assessment on their property tax bill. The mechanism addresses many of the key obstacles to energy projects: it provides up-front capital, carries low-interest rates, allows for long-term financing (up to 20 years), and may even address split incentive problems, as landlords would be allowed to pass property tax expenses on to tenants, who will still benefit overall from the energy savings.

PACE is an important policy tool because it aligns environmental and financial incentives in a progressive way. Unfortunately, the growth in PACE programs stalled when the Federal Housing Finance Agency issued a decision that Fannie Mae and Freddie Mac should not underwrite any mortgages with a PACE lien. This action stymied residential PACE, and has resulted in some uncertainty within the industry about how to move forward with PACE programs.

This challenge for PACE has reinforced two valuable lessons for me as a policy student: first, the public sector has very broad objectives with sometimes competing goals; and second, that conflicting or unclear policy signals can reduce the effectiveness of those policies. This is one of the many challenges of policy analysts — to identify such conflicts and find solutions so that private actors act in a way that



Kate Daniel with Sacramento Mayor Kevin Johnson

maximizes the public good. PACE programs that have retooled to focus on commercial properties, which are not subject to FHFA authority, have proven very successful. The solution for residential energy financing lies just in reach of the next GSPP policy entrepreneur. **G**

Schnur, who discussed what policymakers need to know about political messaging to win elections, build coalitions, and move their agendas forward. The Conflict and Security Policy Group organized a screening of the documentary film *The Fog of War: Eleven Lessons from the Life of Robert S. McNamara*, a “disquieting and powerful essay on war, rationality, and human nature.”

*PolicyMatters Journal* (PMJ) and the International Public Policy Group (IPPG) both have launched graduate student led courses. PMJ's class, “Writing and Pub-

lishing in Public Policy,” provides students with the unique opportunity to utilize writing, editing, communication, and design skills through blog entries, individual opinion pieces, and contributing to the various stages of the PMJ publishing process--article selection, editing, layout, distribution, blogging, and website development. IPPG's class, “International Public Policy Speaker Series,” exposes students to the many different facets of development in the international context. The class convenes expert practitioners from academia, international development

agencies, foundations, consulting firms, think tanks, social enterprises and large for-profit businesses, and topics include poverty, health, education, women's rights, energy and the environment, agriculture, microfinance, corporate social responsibility, and human rights. These are just a sampling of the many exciting activities that are organized and led by Goldman students. For a complete listing of GSPP student clubs, visit: [gspp.berkeley.edu/student-life/gssp-student-groups](http://gspp.berkeley.edu/student-life/gssp-student-groups). **G**

# event highlights



## Cal Day 2013: Makers v. Takers: A Sensible Way to Debate the Role of Government?

Dean Henry E. Brady, Professor Hilary Hoynes and Professor Cybelle Fox discussed inequality in America in terms of the rhetoric of the last election cycle, its rationale, and resulting impacts on bi-partisanship, civility and public discussion. Richard “Dick” Beahrs (BA '68), Center on Civility & Democratic Engagement advisory board member, moderated the panel. The event was sponsored by the Center on Civility & Democratic Engagement.

## Commencement 2013

Amory B. Lovins, physicist and chief scientist of the Rocky Mountain Institute addressed the Goldman School class of 2013 at its commencement.

From left: Jeff Bellisario, Holly Axe, Linda Alves, Wally Abrazaldo, Andrew Abordonado.



## Wildavsky Forum

Professor Theda Skocpol, the Victor S. Thomas Professor of Government and Sociology, Harvard University addressed, “The ObamaCare Challenge: Partisan Conflict and the Implementation of a Nationwide Reform in Fifty States,” at the 2013 Wildavsky Forum. The Wildavsky Forum is sponsored annually by the Goldman School and honors the memory of Aaron Wildavsky, GSPP’s founding dean.

## GSPP Board Dinner: A Clean Energy Proposal

Goldman School distinguished practitioner and former Michigan governor Jennifer Granholm addressed “A Clean Energy Proposal — Race to the Top” at the spring advisory board meeting.

Below, left photo (from left): Advisory board members James D. Marver (MPP '74; PhD '78), UCB Vice Chancellor John Wilton and Dr. Douglas Goldman with Governor Jennifer Granholm.

Below, right photo: Motion picture executive Sid Ganis, board member John DeLuca and former UC Student Regent Jonathan Stein (MPP/JD '13).



## UCDC Reception

The Center on Civility & Democratic Engagement and the Robert T. Matsui Center for Politics and Public Service co-hosted a reception honoring recipients of their UC in Washington DC fellowships. At the reception, UC in Washington alumni met with newly selected Fall 2013 Fellows.



From left to right: Chanel Adikuono (UCDC Alumna); Matsui Fellows Katherine Nguyen and Tara Yarlagadda; CCDE Fellows Michelle Nelson, Andrew Ayala and Michael Tarkington; and Elizabeth Marsolais (UCDC Alumna).



CCDE board member Jesse Ante (UCB BS '68; MS '70) with UCDC alumna Chanel Adikuono.

# Joseph Castro Named President of Fresno State



ON AUGUST 1, 2013, Joseph Castro (MPP '90) assumed his post as president of the California State University, Fresno. Joe was previously a vice chancellor at the University of California, San Francisco. He spoke with Policy Notes about the GSPP toolkit and what it means to come home to CA's central valley.

## Have you always had an interest in higher education?

I was the first in my family to attend a university when I enrolled at Berkeley in 1984. This opportunity completely transformed my life. I realized this almost immediately and decided during my junior year at Cal to pursue a career in higher education policy. I was fortunate to be admitted to the Sloan Fellowship Program in 1987 [now PPIA], which helped prepare me for admission to the Goldman School in 1988.

## What aspects of your GSPP training have you found most useful in your roles at UCSF and now as you take up the leadership of Cal State Fresno?

I met many of my closest friends and work colleagues at GSPP. Todd Greenspan (MPP '84) was my first supervisor in the UC State Governmental Relations Office in Sacramento and Claudia Martinez (MPP '97) and Brian Rivas (MPP '92) have worked closely with me over the years. I was also Daniel Stone's (MPP '90) best man in his wedding.

The entire GSPP "tool kit" has been essential throughout my career. I have used virtually every part of it in every job. The economics, organizations, law and policy analysis core courses and Professor Martin Trow's higher education policy course have been most helpful to me. As I assume the presidency at Fresno State, I will draw upon all of my experiences, especially those from studying and working (with Eugene Smolensky and Lee Friedman as Associate Dean in 1993–97) at GSPP.

## What do you see as your top priorities as you step up to this new challenge?

My overall top priority at Fresno State will be to help guide the institution to new heights of success. I want to raise awareness of how great the institution is and strengthen further its academic and athletic programs. Advances in technology provide many exciting opportunities to enhance academic programs while possibly achieving greater efficiencies. Over 70% of Fresno State's students are first generation to college students. I will work

closely with my colleagues to graduate as close to 100% of our students as possible and do so in a timely way. By doing this, we will help to transform their lives and strengthen the Central Valley economy.

## What do you see as the key public policy challenges for higher education in the next decade?

The most significant challenge facing public higher education institutions is to find a new balance of access to a larger population of diverse students while better managing costs. Advances in technology and more innovative approaches to delivering content provide opportunities for a new equilibrium in higher education. Berkeley and Stanford are at the leading edge in achieving this new balance. Fresno State has also been successful. I want to position Fresno State to achieve a new higher level of excellence and diversity within our fiscal realities. I will invite private individuals, foundations and businesses to invest more in Fresno State. In return, we will provide more highly skilled graduates and do more to help strengthen the economy. We will continue to educate the next generation of leaders.

## You grew up in CA's central valley. What does it mean to you to "come home" and serve as Cal State Fresno's next president?

The opportunity to serve as President of the largest and oldest public university in my home region is a dream come true. I grew up 40 miles from the campus and I can get to every town in the region without a GPS. I will be the eighth president in Fresno State's 102 year history and the first Californian, first Valley native and first Latino to serve. The response to my appointment throughout the Central Valley and state has been incredibly positive. Over 5,000 people from my hometown in Hanford welcomed me back a few weeks ago as graduation speaker at my high school. I was blown away by the outpouring of support. Using my own life path as an example, I reminded the young people in attendance that their future is bright — even if they live in a small house, if their family has little money, or if they are the first to imagine going to college. I receive many calls and emails each day from people of all backgrounds offering to help me and the campus. I have never experienced anything like this before. On my first visit to Fresno as President-Designate, I went to visit a business leader at his home. As I walked from my car to his house, I saw him — a 95 year old man — in the front doorway of his house get up out of his wheelchair and raise his arms up pumping them in the air. We had never met before, but he and I share a bond of growing up in the Central Valley. He pledged his support for me and I will do whatever I can to support him and his family. Go Bears! Go Dogs! **G**

# alumni Stuart Cohen

STUART COHEN (MPP '97) IS THE EXECUTIVE DIRECTOR OF Transform, which advocates for public transportation and walkable communities. He spoke with Policy Notes about coalition building, how transportation is linked with opportunities for low income people and the lessons learned from surviving his first year at GSPP.

## You co-founded Transform in 1997. What was your initial vision for starting the organization?

As a cyclist, I had come to understand how 60 years of subdivisions, strip malls and highway-exit corporate parks were devastating our country. Planning for all this sprawl meant public transportation was being bled dry while highway projects got the green light. Huge numbers of people — especially low-income families, youth and many seniors — were cut off from opportunity.

I'd always wanted to reverse these trends. But turning the tide on sprawl had become a true mission for me when I started working on global warming with Nancy Skinner in 1993. Transportation is responsible for 38% of California's greenhouse gas emissions and the idea that all this driving could also devastate this planet, flood much of Bangladesh and whole islands was a bit too much for me.

## What are the key ways that Transform has grown and evolved?

Our early coalition-building helped change this cycle of sprawl. In 1998 we convinced our regional agencies to do a "smart growth scenario" that would focus growth in walkable, compact town and city centers, and then to focus investments to help support that growth. We continued this work at the regional scale, building coalitions that helped gain more than \$6 billion dollars for expanding public transportation and bike lanes in the Bay Area. Other regions in California soon followed suit.

While transportation decisions happen at the regional scale, the only way to truly garner the tremendous benefits of compact, walkable communities happens if the whole region shifts. In 2006 I co-founded the Great Communities Collaborative, a unique partnership of foundations and Bay Area non-profits. In 2007 I also co-founded a statewide coalition, ClimatePlan, that pushed for "smart growth blueprints" that eventually became law. The following year, the landmark law, SB 375, was passed. Each of California's major regions now focus their transportation planning with the specific goal of reducing driving per capita to meet climate targets for 2020 and 2035. We now have a Sacramento office and build statewide networks for change.

## How have you seen Transform's strategic priorities intersect with green business and innovation?

We were frustrated that developers that were trying to be green were often stunted by outdated codes that required excessive parking, especially for affordable housing. So we created a third-

party certification for buildings, called GreenTRIP, that supports cities and developers that plan for low-traffic, low-carbon developments. GreenTRIP certification is given to projects that cut traffic, with incentives like free transit passes or CarSharing on-site, instead of excessive parking. This certification helps fosters community support to get the best developments approved while giving property owners a marketing edge.

## Which areas of the transportation sectors seem most promising vis-a-vis green business?

Transportation has so much excess built into the system — with so many cars and most cars having just the driver. This leaves tremendous growth potential for new technology-enabled car- and ride-sharing. Getaround.com is a great example, allowing individuals to make money by leaving their car at home (for someone else). With just 1 shared car needed for every 10 people the potential efficiencies are enormous.



## What aspects of your GSPP training have been most useful to you?

After my first year at GSPP, very few policy problems seem overwhelming! The training has given me the tools to add to crunch data and develop truly implementable policy proposals. One of my favorite reports, "Windfall for All," used census track data and cost modeling to show how Bay Area neighborhoods with the greatest access to public transit had transportation costs that were \$5,450 lower, and reduced their greenhouse gases by 42%, relative to other parts of the region. We used maps illustrating this correlation during our state advocacy days, creating maps to match the region of the particular legislator. It has helped change the frame of public transit from a system that is wasteful and requires subsidy to one that helps families live affordably. **G**

**Claudia Johnson** (MPP '92) was invited to speak at the first legal aid convening in MA for public interest lawyers in May 2013. She was a co-panelist with Peter Edelman in the kick off session, and then she talked about the changes in poverty demographics and the implications for legal nonprofits. She also participated in a technology panel with MRLI and VLSP of Boston.

Claudia also participated in the Equal Justice Conference 2013 and was a presenter in three workshops. One workshop looked at language access for those in court without lawyers, with Judge Fisher from New York Courts, Bonnie Hough of the California AOC, and Ana Maria Garcia of Neighborhood Legal Services. Another panel looked at the technology of the feature to facilitate legal language translation, in partnership with Jeff Hogue from New York.

In November, Claudia will present three workshops at the ABA/National Legal Aid and Defender Conference — one topic is on cultural competency in legal services, the other one is on the growth of suburban poverty and strategies legal nonprofits can use to reach those communities, and the other one is on technology with focus on online forms — focusing on a project that is led by Bet Zedek in Los Angeles.

In August, Claudia did a national webinar on Technology for the Unrepresented — where she shared emerging technologies that legal aid and courts can use to enhance, improve services and outcomes in the legal context. <https://www.lsnatp.org/blogs/online-resources-and-innovative-technologies-assist-unrepresented>

Lastly, Claudia was a member of the working group, led by the Self Represented Litigant Network, that published Principles and Best Practices for Access-Friendly Court Electronic Filing: <http://tig.lsc.gov/sites/default/files/Best-Practices.pdf>. She has been working on an e-filing project in Minnesota to make easy document assembly forms e-fileable in Hennepin County, using LawHelp Interactive, the platform she manages at Pro Bono Net. This project is being watched as it is the first project that does this in the US.

**Gretta Goldenman** (MPP '89/JD '90) is in the process of transitioning back to Berkeley for retirement after a fascinating 23 years in Brussels working on environmental law and policy studies for the EU institutions. She thinks that it would be great to be in touch with any other GSPP students who remember her from the years she was doing her dual degree (1986-1990).

**Richard Raya** (MPP '96) is now the Executive Director of Youth Radio. He and his wife Marisa also welcomed Johnny Emrys Raya to the family, born August 31, 2013.

**David Agrawal** (MPP '07) married Olga Malikova on June 30, 2013 in Norwich, CT.

**Elizabeth Garcia** (MPP '04) decided to enroll in UCSF's Adult Gerontology Nurse Practitioner Program after a great run with policy work in the City and County of San Francisco and with the support of several Goldman Alumni. She received her Registered Nurse License in July and looks forward to the Masters in Science of Nursing degree in 2015.

**Martha Ture** (MPP '04) is retiring from the California Public Utilities Commission at the end of 2013. Martha and Jim will continue to play music, read, write, garden, travel, study, and do things which they hope are contributions to planetary well-being, community, and neighborhood creativity.

**Anne Hartman** (MPP/JD '96) continues at her long time firm of Goodin MacBride in San Francisco, where she is now a partner. At the firm, she represents whistleblowers in False Claims Act litigation, filing actions on behalf of the government against those that commit fraud on government programs: Medicare fraud, defense contract fraud, natural resources fraud, and many different kinds of government purchasing programs. Successful whistleblowers are awarded a percentage of amounts recovered by the government, creating a public-private partnership to uncover and combat fraud that has led to the recovery of billions in government funds. The success of the federal False Claims Act has also led to the passage of state and even local False Claims Act, as well as whistleblower-incentive programs at the Securities Exchange Commission, the Internal Revenue Service, and the Commodities Future Trading Commission.

**Kenji Shiraishi** (MPP '10) and his wife, Ayako, welcomed a daughter, Hanaka, in December 2012.

**Debbie Gordon** (MPP '89) has joined the Carnegie Endowment for International Peace as a Senior Associate in the Energy & Climate Program. Her policy research centers on emerging unconventional oils (See: [carnegieendowment.org/specialprojects/CarnegieOilInitiative/](http://carnegieendowment.org/specialprojects/CarnegieOilInitiative/)) Unbelievably, she and her GSPP classmate-husband (**Eric Patashnik**, MPP '89) are about to become empty nesters!

**Amy (Boone) Vierra** (MPP '05) and her husband welcomed their second child, Natalie Bella, on August 21. Amy also recently became Deputy Director of the California Ocean Protection Council — a state agency charged with protecting and sustainably managing California's coasts and ocean.

**Lin Tien** (MPP '07) recently joined Oaktree Capital Management as a credit analyst in the US senior loan fund. He is responsible for evaluating all of the fund's investments in the technology and chemical sector.

**Doug Spencer** (MPP '08) was hired this fall as an Associate Professor of Law & Public Policy at the University of Connecticut.

**Mitchell Bard** (MPP '83) has just published his first novel, *After Anatevka — Tevye Goes to Palestine*. The story follows Sholom Aleichem's timeless character, Tevye the milkman, as he moves his family from Russia to Palestine. Tevye, the wisecracking, Bible-quoting man of God, tells the story of his family's new life against the backdrop of the conflict between Jews and Arabs in the Holy Land prior to the establishment of the State of Israel.

**Merav Zafary-Odiz** (MPP '00) and her family moved to Vienna, Austria, in mid August 2013. On October 16, Merav assumed the position of Israel's Ambassador to the International Atomic Energy Agency and the Preparatory Commission for the Comprehensive Test Ban Treaty Organization.

**Mark Sawicki** (MPP '03) was recently appointed as the new Community & Economic Development Director with the City of Vallejo, CA, with responsibility for Planning, Building, Economic Development and Asset Management.

**Beau Kilmer** (MPP '00) is a senior policy researcher at the RAND Corporation, where he co-directs the RAND Drug Policy Research Center. His co-authored book on marijuana legalization was published by Oxford University Press and his essays on marijuana policy have been published by CNN, *New York Times*, *USA Today*, and *Wall Street Journal*. He continues to love living in Oakland with his wife Erin Kilmer Neel.

**Alex Marthews** (MPP '01) is living in Belmont, MA, with his wife Catherine and daughters Cordelia and Elizabeth. He runs a small nonprofit, Digital Fourth, which opposes the surveillance state ([www.warrantless.org](http://www.warrantless.org)).

**Jamie Allison** (MPP '06) was appointed to the Citizen's Committee on Community Development by Edwin M. Lee, Mayor of San Francisco.

**Randy Hill** (MPP '86) was appointed in April 2013 to serve as a Judge on the Environmental Appeals Board (EAB) of the US Environmental Protection Agency. The EAB is the final decision maker on administrative appeals under all of EPA's major environmental statutes. Randy has previously served in a variety of legal and executive positions at EPA.

**Natasha Avendaño García** (MPP '08/PhD '11) has worked for the Colombian Tax and Customs Administration (DIAN) as Adviser to the Tax Commissioner since September 2011. Her main role was as the Technical Coordinator of the 2012 Tax Reform. Proposed by the government and enacted by Congress in December 2012, the tax reform was the biggest and most important reform the country had in the past 30 years. It introduced changes to tax legislation that improved equity within the system, generated better conditions to formal employment, and simplified the structure of some taxes to improve efficiency in compliance and collection. After her definitive role, she was designated in July 2013 as Deputy Director of Operational Research and Economic Analysis, a department within the Tax Administration responsible for developing the business intelligence models for the operation of control, auditing, risk assessment, economic studies and analysis.

**Kris Organ** (MPP '85) is now retired and works occasionally with his brother Larry on civil rights lawsuits. He moved to 99 Redwood Road, Fairfax, CA, 94930. He can be contacted at [kris@civilrightssca.com](mailto:kris@civilrightssca.com).

**Trish Koman** (MPP '94), as part of a multidisciplinary team, received national recognition from US Health Resources and Services Administration and Association of Schools and Programs of Public Health (ASPPH) for a "Promising Practice" for her innovative teaching at the University of Michigan School of Public Health, "Michigan Engaging Community Through the Classroom."

**Michael Look** (MPP '85) continues in his position as Manager of the Community Development Block Grant program with the City of Seattle. He recently completed a two-year term as President of the Northwest Association of Community Development Managers and is currently Secretary/Treasurer of the National Community Development Association.



#### Beller Wedding

From left: David Beller (MPP '07), Sundar Chari (MPP '07), Adam Lang (MPP '07) with daughter, Eliana, Deborah Lang (MPP '07), Aaron Edwards (MPP '07), Elena Livanis.

**James Savage** (MPP '78) is a professor of politics at the University of Virginia. Cambridge University Press will publish his new book, *Reconstructing Iraq's Budgetary Institutions: Coalition State Building after Saddam*. A portion of the book was written while Jim was a Jennings Randolph Senior Fellow at the United States Institute of Peace. Jim is the 2013 recipient of the Aaron Wildavsky Award for Lifetime Scholarly Achievement in the field of public finance, presented by the Association of Budgeting and Financial Management. Aaron Wildavsky, the founder of GSPP, was also a founder of ABFM. Aaron served on Jim's dissertation committee.

**Doug Detling** (MPP '73) retired September 30 as Human Resources Director for the City of Medford after more than 13 years of service and more than 38 years of public service in California and Oregon. He continues to serve as Chairman of the Board of the HRA VEBA Trust, a three-state health benefits trust serving more than 40,000 local government participants from Oregon, Washington and Idaho. Doug also continues to serve on the International Public Management Association for Human Resources Oregon.

**Sundar Chari** (MPP '07) is glad to be back in the Bay Area after six years in Chicago and is now the Director of Innovation & Technology for Education for Change, a charter school network in Oakland. The role includes leading technology-based learning initiatives and supporting the development of new school models.

**Carla Javits** (MPP '85) has worked at the Roberts Enterprise Development Fund (REDF) for seven years, giving her a chance to work at the intersection of public policy and business, which has been eye-opening in terms of the very different perspectives and motivations at play, but also the opportunity to align around some social objectives — like job creation and workforce development. REDF has had a GSPP intern every year — each one contributing analyses with immediate value — although previous to her arrival REDF only used MBA interns. GSPP continues to be a tremendous resource and it is exciting to see more interplay between the policy and business schools at Cal — hopefully more to come.

**Brian Turner** (MPP '06) recently left five years doing climate policy and federal affairs for the California Air Resources Board to begin doing climate policy, federal affairs, and about a hundred other things as deputy executive director at the California Public Utilities Commission.

**Hosung Sohn** (MPP '10/PhD '13) received an "Honorable Mention" in the Association for Public Policy Analysis & Management's (APPAM) 2013 competition recognizing the best dissertations in public policy and management.

**Kris Homme** (MPP '92/MPH '96) initiated a resolution to discourage dentists from using mercury dental amalgam, which was passed by the Berkeley city council September 17, 2013. Kris has been disabled with chronic mercury poisoning since the mid 1990s.

**Michelle Angier** (MPP '05) became Director of WIN at eBay Inc. in April. WIN is eBay's CEO-sponsored global initiative to enable women to have lasting careers at eBay Inc. At eBay's 3rd annual Global WIN Summit in early October, Michelle hosted Sheryl Sandberg as keynote speaker (and took the stage several times herself) before the audience of over 400 global leaders in Scottsdale, AZ.

**Elisabeth Hensley** (MPP '05), **Denise Bradby** (MPP '88), and **Christina Stearns** (MPP/JD '08) will be part of the new P-12 Center in the Education and Workforce Development Division (part of the Social, Statistical, and Environmental Sciences Business Unit) at RTI International, a multidisciplinary research organization based in North Carolina with the lead of **Karen Levesque** (PhD '04). Previously employed by Berkeley-based MPR Associates, Inc., which merged with RTI International in May 2013, they will continue to conduct research on a wide range of P-12 education topics for their clients from the downtown Berkeley office of RTI International.

**Katharine Gale** (MPP '92) served as a Policy Director in 2013 with the United States Inter-agency Council on Homelessness. Her areas of responsibility included family homelessness, research, and performance measurement. She also supported the agency's regional work in Northern California, Arizona and Nevada. She leaves the Administration at the end of the year to return to Focus Strategies, a California-based consulting firm she co-founded in 2011 to help communities use local data to increase the impact of housing and services.

**Elaine Hussey** (MPP '70) is having a wonderful time in retirement and recently celebrated her 45th Cal '68 reunion and her 50th Fairfax High School (Los Angeles) reunion. She notes that it was great to see everyone and remember the sixties! Go Bears — Go Lions!

**Enrique Ruacho** (MPP '12) is enjoying Santa Barbara as District Representative for State Senator Hannah-Beth Jackson. But most importantly, he is looking forward to serving fellow GSPers on the Alumni Board!

**Ben Ceja** (MPP '98), **Zara Bukirin** (MPP '10) and **Roy Morales** (MPP '87) are playing an integral role as the City of Los Angeles transitions to Performance Based Budgeting. In their respective roles as Assistant City Administrative Officer, Assistant Budget Director for Mayor Eric Garcetti, and Legislative Analyst for the City Council, Ben, Zara, and Roy are helping redesign the City's budget process, providing guidance to departments, and will be developing recommendations for the Mayor and Council to consider for the 2014-15 budget.

**Steven Rosenbaum** (MPP '79) was named a John & Elizabeth Boalt Lecturer at Berkeley Law after 25 years of adjunct teaching. He also received the annual Eleanor Swift Public Service Award in May. Steve is continuing his second year as a Visiting Senior Lecturer at Univ. of Washington (UW) School of Law, where he teaches a course in human rights advocacy and comparative clinical law tutorial for master's students from Central and South-east Asia. In early 2014, he will co-pilot a UW clinic devoted to business and human rights.

**Andy Manale** (MPP '81) has left what remains of the policy shop at EPA to establish his own consulting business on environmental policy analysis. In the interim, he hiked the length of the Camino de Santiago de Compostela in France and Spain. Expect soon a book on his experiences and ruminations on the ancient pilgrimage route. He continues his interest in soil and water issues whereby he has served as chair of the Science and Policy Committee of the Soil and Water Conservation Society and now serves as the president of the National Capital Chapter of the society. He still manages Shizumi Dance Theatre in his free time.



GSPers in Philanthropy

**Back row:** Matt Ingram (MPP '11), Angie Chen (MPP '07), Justina Cross (MPP '10), Vivian Pacheco (MPP '11)

**Front row:** Balu Iyer (MPP '00), Cecelia Echeverria (MPP '97), Jamie Allison (MPP '06), Marian Mulke (MPP '89)

alumni board **Ways to Connect**

**WITH THE END OF THE YEAR BEARING** down and budget planning in full swing, it is time for alums to start scouring their budgets for money for summer interns. While roughly 70 percent of Goldman School students are paid for their internships, the remaining 30 percent are unpaid. Money understandably is tight in many non-profit organizations and in government, but if at all possible, for those alums offering internships, let's find avenues to make it pay. Paying the students is a way to ensure that the internship is of value not only to the student, but for your organization as well.

Internships are just one way alumni can help Goldman students. We also can help connect them to jobs and give them the chance to find out about an organization

and what they can do through IPA and APA projects.

Helping students is a key function of the Alumni Association Board of Directors and the board's commitment to students is one reason that the Student Services Committee drew the most members during October's alumni board meeting.

At the meeting, the board elected new officers: Mark Hoffman (MPP '75), as Chair; Sarah Sattelmeyer (MPP/MPH '11), as Vice Chair and Rob Letzler (MPP '03/PhD '07) as Secretary/Treasurer. Mark, who was re-elected to a second board term, led the board's efforts to develop a strategic plan, aided by Rob, who played the lead role in developing a dashboard for the plan. The board emphasized that their efforts focus on people,

and not metrics. To that end, board members are busy planning events for students and fellow alumni at the regional level. Rotating out of leadership roles are Co-Chairs Jackie Bender and Stuart Drown and Vice Chair Christian Griffith. Rob will encore his role as Secretary/Treasurer.

The board welcomes new members Shelly Gehshan (MPP '85), Adam Nguyen (MPP '07), Clare Nolan (MPP '03), Enrique Ruacho (MPP '12), and Kathy Wilson (MPP '11).

The school and the alumni association would like to thank everyone who participated as a candidate and everyone who voted in the election. It is an important contribution to the school and to your fellow alumni. **G**

from the desk of **Annette Doornbos**

**Building GSP's Future: The Campaign for the Goldman School**



Annette Doornbos is the Assistant Dean of External Relations and Development

port for faculty and students. The campaign is also setting the stage for the next facility expansion, all while supporting our growing menu of scholarly and programmatic activities.

The *Campaign for the Goldman School* supports excellence at the heart of the School's mission, with priorities targeting:

**Graduate Student Fellowships**

GSP now has twenty-three endowed funds for recruiting top MPP candidates, capitalized with gifts ranging from \$20,000 to \$1.5M.

**Endowed Chairs and Professorships**

Three funds of \$1M-\$2M each for chairs and professorships offer our prestigious faculty a reliable source of research funds and also support graduate student fellowships.

**Facilities Expansion**

The campaign has secured \$8.5M for the first phase of fundraising for a major new facility.

We will complete the campaign by mid-2014. Alumni and friends of the Goldman School now have new choices for determining how they want their gift to impact the School. Giving to the Dean's Opportunity Fund will support our present activities and ever-expanding program for today's students. Giving to an endowed fund, e.g. one of the many funds named for a faculty member, is a vote for keeping the School on a path of growth and ever-greater influence and prominence. Visit [gspp.berkeley.edu/make-a-gift](http://gspp.berkeley.edu/make-a-gift) for the full list of funds.

Whether it is a gift for fellowships and the long-term support for students they represent or to ensure that the Dean has the funds need to take advantage of the creativity and drive of our academic community, the takeaway is simply to make sure you cast your philanthropic vote and give.

*Annette Doornbos*

Annette Doornbos  
doornbos@berkeley.edu



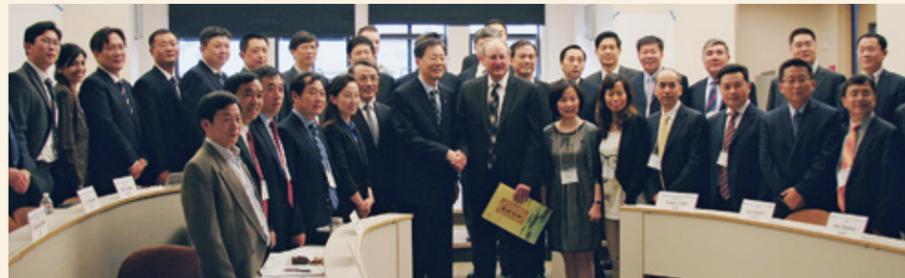
# GSPP Global

GLOBAL AND EXECUTIVE PROGRAMS AT THE GOLDMAN SCHOOL had an active Summer and Fall 2013, hosting 1–2 week customized programs for groups from around the world: Jiangsu Province CEOs from China, Delta State Legislators from Nigeria, and Kochi University of Technology faculty and administrators from Japan, to name a few. Bringing groups like these to GSPP provides immense value by facilitating the School's global presence and impact, giving our MPP students access to international internships and projects, and gaining perspectives from practitioners around the world.

We are thankful for the opportunity to facilitate dialogues with leaders from around the world ranging from leadership, innovation, corruption, and inequality. Our goal is to exchange knowledge, enhance our global learning, and create a commitment towards a common good. **G**



Governor Li, Xueyong of China's Jiangsu Province arrives at the Goldman School, June 2013



Innovation Management and Leadership, China Jiangsu Province CEOs, June 2013



The Power of Legislation, Nigeria Delta State Legislators, July 2013



Faculty and administrators from the Kochi University of Technology, Japan, August 2013

## Upcoming Open-Enrollment Programs

### The Art of Leadership: Just Say 'YES'

May 5–9, 2014

This program, led by former Michigan Governor Jennifer Granholm, will focus on strategic decision making and leadership practices with the goal of honing and enhancing skills that will carry over into women's professional, personal and public domains.



### Negotiations for Public Leaders

May 19–23, 2014

This program, led by Goldman School Lecturer and attorney Amy Slater, is designed to be relevant to the broad spectrum of negotiation problems that are faced by government professionals.



For more information, please contact GSPP's Global and Executive Programs: (510) 643-0464 [gsppglobal@berkeley.edu](mailto:gsppglobal@berkeley.edu)

# Center for Environmental Public Policy

By Blas Pérez Henríquez and Leo Covis

## Speaker Series

The Center for Environmental Public Policy hosted several informative seminars in the 2013 spring semester.

In March, Mark Trexler (MPP '82/PhD '89) asked, "What's the Real Problem with Climate Change Policy?" Mark is a seasoned climate policy expert and now heads the online project *The Climatographers*. In his talk, he explained how the risks associated with climate change do not trigger the brain's normal risk aversion response because the consequences are unclear and in the future. Mark warned that comprehensive public policy may not come until the effects of climate change are readily observable. That is, not until the problems have become immediate and dangerous.

In April, Adam Bumpus, lecturer in Geography and the Environment at Melbourne University, shared his research on how information communication technologies for development can help make climate policy more transparent and effective. By deploying communication technology, such as mobile phones, into communities in South Pacific islands, policymakers can receive real time feedback on the effects of sea level rise and people's responses. These insights can be used to design policies that respect the values and protect the homes of the people who live on the frontlines of climate change.

At the end of the semester, Michael McCormick, Local and Regional Affairs

## Environmental Alumni Dinner - April 25, 2013

With the student-led Environmental Policy Group, CEPP co-sponsored Goldman's annual Environmental Alumni Dinner. Professor Lee Friedman opened the event with a talk about Goldman's environmental work and his own work on California's climate program. He mentioned the research he conducted for the non-partisan group Next10 and his conclusion that California's long-term goal of cutting greenhouse gas (GHG) emissions by 80 percent from 1990 levels by the year 2050 will be tougher, less efficient, and more expensive without a significant shift toward electrification. This would require a revamping of our electricity pricing structure, an expansion of our carbon trading program, and increased market certainty for clean tech investors.

The keynote speaker of the event was Goldman alumnus Francisco DeVries (MPP '00) who innovated the concept of Property Assessed Clean Energy (PACE), which was named one of the top 20 "world-changing" ideas by *Scientific American* magazine in 2009.

To find out more about CEPP's faculty and affiliates, current visiting scholars, speakers, and upcoming events, visit [gspp.berkeley.edu/cepp](http://gspp.berkeley.edu/cepp)

Advisor to Governor Jerry Brown, discussed the considerations that California must make in crafting climate policy, even after setting ambitious emissions targets for 2020 and 2050. Among the interactions that he considered were the stresses that a growing population will place on a water supply that may also be constrained by reduced rainfall. To prepare for the environmental, social, and economic effects of climate change, Californians must confront the issue in many policy areas, not just energy and emissions.

## OECD Forum - May 28–29, 2013

During the 2013 Organization of Economic Cooperation and Development (OECD) Forum in Paris, France, CEPP



Blas Pérez Henríquez (far right) leads a discussion at the OECD Forum. Photo credit: OECD

Director Blas Pérez Henríquez was invited to serve as a discussion leader of the Forum's Ideas Factory: What Energy Choices for a Sustainable Future? The policy roundtables identified key shifts needed to help the world meet its climate change objectives and support a more sustainable energy path. It was apparent from the debate that the deeper challenge is how to renew the foundations of modern energy systems while tackling the connected challenges, such as food security. OECD Secretary General Angel Gurría and Crown Prince Haakon of Norway opened the forum.

<http://www.oecd.org/forum/about/OECD-IdeaFactory-2013-Energy.pdf>

## policy notes

FALL 2013

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## GET INVOLVED WITH GSPP

### **HIRE Students**

Post jobs, internships, or policy projects on GSPPjobs, GSPP's on-line job posting system. <http://gsppjobs.net>

### **ENGAGE with GSPP Student Groups**

Student groups range in substance including Students of Color, Environment, International, Women, LGBT, and Youth.

<http://gspp.berkeley.edu/student-life>

### **CONTRIBUTE to PolicyMatters**

To achieve its full potential, PolicyMatters needs alumni input through submitting articles, responses or online discussion. <http://www.policymatters.net/>

### **UPDATE Contact Information**

Visit GSPP's website to update your alumni directory information and reconnect with fellow alumni. <http://gspp.berkeley.edu/directories/alumni>

### **FIND US on Facebook, Twitter and LinkedIn!**

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