

PBI'S 18TH ANNUAL CALIFORNIA POLICY ISSUES CONFERENCE *LOS ANGELES 2010 AND BEYOND: MOVING THE SOUTHLAND FORWARD*



The Framing the Future panelists. L-R: Bob Ross, Elise Buik, Maria Elena Durazo, Shirley Jahad, Stewart Kwoh, and Jaime Regalado

PBI's 18th Annual California Policy Issues Conference, *Los Angeles 2010 and Beyond: Moving the Southland Forward* was held on November 4, 2010 at California State University, Los Angeles. The daylong policy event convened almost 300 attendees from across the sectors, including elected officials, community leaders, corporations, and students.

The metropolitan region of Los Angeles—and indeed, the entire state of California—is experiencing unprecedented challenges on many fronts, including our economy, housing, transportation, and infrastructure. PBI positioned this year's conference to explore how we move beyond these hurdles in order to right ourselves and return to the great

state that former Governor Pat Brown envisioned. PBI's acclaimed *Los Angeles 2010: State of the City Report* served as the backdrop for the conference proceedings, with five of the eight report authors setting the context for several of the breakout sessions.

The conference kicked-off with a dynamic plenary panel moderated by Los Angeles Times' reporter, Cathleen Decker. Senator Alex Padilla, CSULA's Melina Abdullah, KCAL 9's Dave Bryan and Allan Hoffenblum with California Target Book, dissected November 2th election results and analyzed the implications for California in general and Los Angeles more specifically. Although the panelists had

INSIDE THIS ISSUE

PBI'S 18 TH ANNUAL POLICY ISSUES CONFERENCE	1
FROM THE EXECUTIVE DIRECTOR	2
2010 DISTINGUISHED LECTURE/ JAMES R. GALBRAITH FELLOW	4
2011 CALIFORNIA AGENDA	5
HEALTH POLICY OUTREACH CENTER	6
YOUTH ENRICHMENT POLICY PROJECT	7

PBI MISSION STATEMENT

The Pat Brown Institute of Public Affairs, a presidentially chartered institute at California State University, Los Angeles is dedicated to the quest for social justice and equality of opportunity, enlightened civic engagement, and enhancing the quality of life for all Californians.

The Pat Brown Institute is a non-partisan public policy center dedicated to sustaining the vision and legacy of former California Governor Edmund G. "Pat" Brown through convening public policy forums, engaging multi-sector stakeholders and diverse communities, and conducting timely policy research and community-driven initiatives.



FROM THE EXECUTIVE DIRECTOR

Dear Friends and Colleagues:

Welcome to the spring 2011 edition of the PBI Newsletter, a bi-annual update on happenings in the PBI world begun eighteen years ago. I believe it is fitting for me to mention the historical frame of the newsletter inasmuch as it has served as a public report and record of sorts of the programmatic history of the Pat Brown Institute for almost two decades. It is a record of which I am extremely proud.

I was privileged to have had lunch meetings with the former California Governor, Edmund G. "Pat" Brown from 1991 through 1993. In that period, he was actively engaged with the PBI as "Honorary Chair of the Board." Quarterly meetings of PBI's Board of Advisors were evenly split between Cal State LA and his office in Century City. He would open each of the meetings with whatever was on his fervent mind. Usually, he would tell enriching stories of California's political history that correlated well with contemporary state and local issues.

In my lunches with Pat Brown, he always wanted to know what "his" institute was up to. He very clearly wanted us to make a strong and immediate impact in inner-city communities and on those either victimized and/or forgotten by society at large—action projects that would make a positive difference! Thus, our calling to work closely with and for communities came early in my tenure. The university loved it, and so did we!

Over time, PBI became as much a center for community engagement and wellness as it did a center for applied and alternative public policy. Its programs speak to this linked duality with an array of public policy and community education forums, policy publications and reports, and an annual statewide policy conference on the one hand, and programs reaching into the heart and souls of communities through youth leadership development, gang and youth violence prevention and intervention, community policing training, and health policy outreach programs on the other. The leadership of the institute, beginning with the university and its visionary president, Dr. James M. Rosser, PBI's Board of Advisors, and a modest but outstanding staff are committed to this unique duality that defines PBI.

Although there were other university competitors to permanently locate the PBI in 1987, Pat Brown made the final decision in choosing Cal State LA. He envisioned and understood the emerging California in the demographic setting of the university and in the promise of its diversity. He was right you know!

Sincerely,

Jaime A. Regalado, Ph.D.



PBI'S 18TH ANNUAL CALIFORNIA POLICY ISSUES CONFERENCE LOS ANGELES 2010 AND BEYOND: MOVING THE SOUTHLAND FORWARD

Continued from front cover

divergent views on many topics, they all agreed that now more than ever is the time for Californians to be engaged and to have their voices heard.

The luncheon keynote was presented by Los Angeles City Controller Wendy Greuel.



Los Angeles City Controller Wendy Greuel calls on cities to reduce waste, operate more efficiently, and chart a course for the future.

The conference concluded with a special session that included some of LA's finest leaders and visionaries. The panel, *Framing the Future: Envisioning Los Angeles Beyond 2010*, included Elise Buik, United Way of Greater Los Angeles, Maria Elena Durazo, LA County Federation of Labor, AFL-CIO, Stewart Kwoh, Asian Pacific American Legal Center of Southern California, and Robert Ross, The California Endowment. Shirley Jahad, long time on-air reporter with KPCC, kept the afternoon session flowing to engage the speakers and the audience in determining how the public, private, nonprofit, philanthropic, and labor sectors can work together to build a strong future in Los Angeles.

There was no shortage of thought-provoking and challenging discussions throughout the day. Other conference topics and speakers included:

A Sustainable Future: Jobs, the Economy, and Green Growth in Los Angeles

Daniel Flaming, Economic Roundtable
Cynthia Kurtz, San Gabriel Valley Economic Partnership
Manuel Pastor, University Southern California
Molly Petersen, KPCC
Holly Schroeder, Building Industry Association

Political Dynamics in the Southland: Structures, Coalitions, Reforms, and Bell

Honorable Kevin de León, California State Assembly
Kathay Feng, California Common Cause
Patrick Healy, NBC
Raphael Sonenshein, California State University, Fullerton

Putting National Healthcare Reform into Practice for Angelenos

Diana Bontá, Kaiser Permanente
Michael Cousineau, University of Southern California
Shari Doi, SEIU Local 721
Cástulo de la Rocha, AltaMed

Immigration and Immigrant Communities: Integration and Settlement in the Southland

Joe Hicks, Community Advocates, Inc.
Gening Liao, National Immigration Law Center
Victor Narro, UCLA Labor Center
Dowell Myers, University of Southern California
Hector Tobar, Los Angeles Times

All of the conference sessions were filmed and may be viewed on-line at www.patbrowninstitute.org.

2010 DISTINGUISHED LECTURE WITH JOE MATTHEWS CO-AUTHOR, STRENGTHENING THE GOLDEN STATE: MENDING A “CRACKED” CALIFORNIA

Joe Mathews, Irvine Senior Fellow at the New America Foundation, freelance journalist, and co-author of “Strengthening the Golden State: Mending a “Cracked” California” was PBI’s 2010 Distinguished Speaker. He delivered a thought-provoking lecture to a fully-engaged crowd the evening of October 26th, concluding the 2010 California Agenda public policy forum series on a high note.

Mr. Mathews cleverly began the discussion by examining how we evolved into a “broken Golden State” and pulled from his rich knowledge of California’s political history to point out the critical missteps that set the foundation for California’s dysfunctional government. Mr. Mathews, however, did not linger in the past, but with wit and humor, transitioned to his recommendations for reforming and rectifying our state.

His “fixes” include replacing single-member legislative districts with multi-member districts elected by proportional representation as a way to reduce political gerrymandering and create more substantive campaigns. Mr. Mathews explained that voters would also benefit because they would have the opportunity to learn about specific elections in their respective regions. He also suggested that fiscal gridlock could be removed by eliminating California’s supermajority vote requirements for budgets and policy mandates for spending and taxes. He stressed the importance of giving voters both more choices (by allowing the legislature to place a counter-proposal on the ballot next to each initiative) and more power (by making it easier for voters to overturn legislation via referendum). Lastly, Mr. Mathews recommended that we move power out of Sacramento by requiring that spending and revenue-producing decisions for programs be made at the same level of government, with fiscal rewards for success and costs for failure.



Distinguished Speaker, Joe Mathews, engages the audience.

JAMES R. GALBRAITH FELLOW PLACED IN CONGRESSWOMAN JUDY CHU’S OFFICE

Joey Apodaca, a graduate student in CSULA’s political science department, was selected as PBI’s 2010 James R. Galbraith Fellow. Joey was chosen from a large pool of CSULA applicants from diverse disciplines and his high qualifications earned him the ten-week placement in the district office of Congresswoman Judy Chu.

Joey tells us that his experience reinvigorated his passion for politics and his interest in pursuing a career in the public policy field. During his fellowship, Joey was exposed to the inner-workings of the Congresswoman’s office by working closely with Chu’s district director, Fred Ortega. Joey was assigned to various projects, including constituent correspondence, research and long range efforts to improve the Congresswoman’s district. Joey was especially pleased to see some of his projects come to fruition and to know that he had helped improve the quality of life for some of the Congresswoman’s constituents.

James Galbraith, PBI emeritus board member and the generous sponsor for the fellowship, had a chance to meet Joey at PBI’s California Policy Issues Conference in November. Mr. Galbraith said that he was impressed by the fellow’s previous experience interning with Congressman Mike Thompson’s Capitol Hill office and his commitment to environmental and social justice issues.

The Galbraith Fellowship is offered to one outstanding CSULA graduate student a year who has a strong interest in pursuing a career in public affairs or public policy.

2011 CALIFORNIA AGENDA PUBLIC POLICY FORUM SERIES

PBI's 2011 California Agenda is officially underway with a strong line up of forums and events. Please check our website at www.patbrowninstitute.org to register for an upcoming event and see video excerpts of previous forums.

February 25th – Weathering California's Economic Crisis: Ensuring Pathways to Higher Education

Facing continued cutbacks, fee hikes and furloughs, California's three-tiered public higher education system is at the forefront of the state budget crisis. To ensure continued access for all students, this panel focused on improving California's pathways to community college, CSU, and UC campuses.

Panelists: Patrick Callan, The National Center for Public Policy and Higher Education
Jay Cortez, Los Angeles Community College
Anita Gabrielian, Glendale Community College Board of Trustees
Michele Siqueiros, The Campaign for College Opportunity
Moderator: Caprice Young, ICEF Public Schools

March 31st – The NFL in LA: A Touchdown for Angelenos?

For years, Angelenos have debated building a new NFL stadium and bringing professional football back to LA. But outside of a potential renewed sense of civic pride, is the landing of a NFL team an economic engine that will bring revenue streams to Southland coffers and trickle down to surrounding communities? Or, might it become a financial albatross on taxpayers and the city for years to come, with few trickle-down benefits? This panel focused on the potential risks and benefits of building a stadium.

Panelists: Hon. Jan Perry, Los Angeles City Council
John Semcken, Majestic Realty Company
Daniel Beckman, AEG
Moderator: Frank Stoltze, KPCC
David Pettit, Natural Resources Defense Council



L-R: Frank Stoltze, KPCC, Dan Beckman, AEG, Hon. Jan Perry, David Pettit, NRDC, and John Semcken, Majestic Realty

April 14th – Equality for All Californians: Governor Edmund G. "Pat" Brown and Racial Reform, 1959-1967

This lecture focused on the successful effort of Governor Pat Brown to prohibit racial discrimination in private employment, public and private housing, and the state government. Through his efforts, and those of previous California Governor Earl Warren, California became a leading national voice and example for racial justice and equity.

Lecturer: Dr. Martin Schiesl, professor emeritus of history at California State University, Los Angeles

UPCOMING EVENTS

May 19, 2011- Finding the Silver Lining in the Golden State's Economic and Budgetary Crisis

Californians know that the state's economic and budget crisis is an ongoing challenge, but is there a silver lining? Is there an opportunity for the Golden State to recover and create a solid economic future that will keep us going strong for the next 10 to 20 years? How have other governments managed to weather the financial storms? The morning will start with a presentation from the Swiss Parliament on their budgetary and political model before shifting to a panel of Californians who will explore and discuss the contrast between our state's economic condition and that of the Swiss experience with public debt and fiscal responsibility.

Honorable John Chiang, California State Controller
Nicholas Dungan, author "Gallatin: America's Swiss Founding Father."
Mr. Pankraz Freitag, Senator, Member of the Council of States, President of the Council of States Finance Committee

Continued on page 6

June 23, 2011- A Paradigm Shift in California's Energy Environment

A paradigm shift is occurring in California's energy environment. The shift, eventually becoming national in scope, features an increasing turn toward renewable energy sources (wind, solar, electric) and away from traditional fossil sources. While many Californians think this is a good idea-going increasingly green and sustainable-others are not so sure. But how does it all fit? Do we have the necessary capacity and infrastructure to accommodate this paradigm shift in energy? Who does it most benefit? Who pays?

October 13, 2011- Forecasting California 2020: How Do We Get There and What Will We Become?

Dr. Stephen Levy, Director and Senior Economist of the Center for Continuing Study of the California Economy (CCSCE)

With Jerry Brown's return as California Governor and the Golden State reeling from budget cuts and the ongoing effects of the economic crisis, what is the forecast for California's future? When it comes to housing, transportation and education, where are we headed? What can policymakers do to ensure the sustainability of the Golden State? For the 2011 Distinguished Lecture of the California Agenda series, our esteemed speaker will address these and other questions about California's future.

The 2011 California Agenda public policy forum series is sponsored by Southern California Edison, Wells Fargo, and Sony Pictures Entertainment. Funding for the forums on higher education and sustainable energy has also been provided by Vons.



FIGHTING ADOLESCENT OBESITY

PBI's Health Policy Outreach Center (HPOC) hosted its final forum for 2010, "Adolescent Obesity: Feeding the Hunger of Los Angeles Youth." The event, which was held on November 9th on the CSULA campus, featured Nicola Edwards, PBI's 2008 Galbraith Fellow and now a nutrition advocate with California Food Policy Advocates; Yolanda Lasmaria, school nurse and SNAPO program manager with Los Angeles Unified School District; and Dr. Amy Porter, pediatrician with Kaiser Permanente. The panel was skillfully moderated by CSULA's own Dr. Anne Larson, who included discoveries from some of her own research working with youth in our local schools as an associate professor in the School of Kinesiology & Nutritional Science.

In previous conversations with community based organizations, HPOC learned that while the topic of childhood obesity is very current and "hot," there is very little information on how to prevent and deal with adolescent obesity. With that in mind, panelists addressed a crowd of approximately 85 students, faculty, and community representatives and engaged them in a lively exchange on this challenging issue. The presentations included different tactics for reducing adolescent obesity, including improving access to clean drinking water on campuses, improving the quality of school meals, increasing physical activity in all grades, and modifying physical exercise to meet the developmental needs of the youth. They also addressed some of the social-emotional challenges that arise when working with adolescents confronted by obesity.



The panel on adolescent obesity drew a large number of CSULA classes and students.

The 2011 HPOC series will delve into mobile health, also known as "mHealth." HPOC will focus on the opportunities and challenges that may result from this new wave of medical treatment, especially with regards to our communities of color and seniors. The first forum in the 2011 series will feature Dr. Paul Fu, UCLA Medical Center. For more information about this and other HPOC events, please visit our website at www.patbrowninstitute.org/events.

PBI CELEBRATES TWO ESSAY CONTEST WINNERS

PBI held its first ever essay contest for high school students who attended the California Policy Issues Conference in November. Students submitted their reflections on what they learned from the conference for a chance to win tickets to Six Flags Magic Mountain.

In addition to learning more about them below, you can read their winning essays on the PBI website at www.patbrowninstitute.org. Please join us in congratulating these outstanding students!

Melanie Barajas

Melanie Barajas is a senior at Roosevelt High School. Born and raised in Boyle Heights, Melanie will be the first in her family to attend college. Melanie attributes her tenacious and resilient character to having grown up in a household with five brothers. "They are just waiting for me to make a mistake, but I use that as my motivation," Melanie explains.

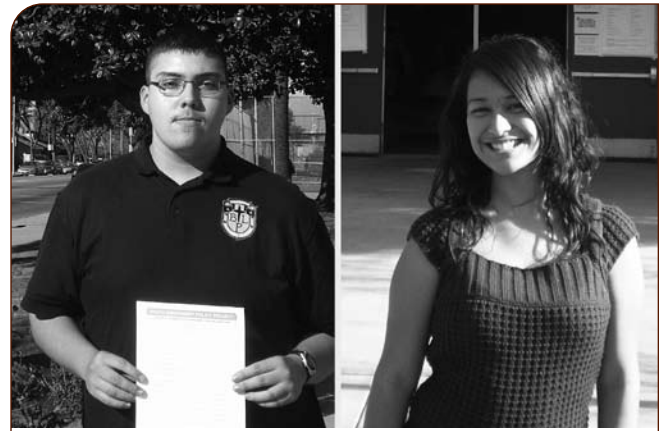
In the fall, Melanie will attend UC Santa Barbara as a political science major. Melanie is particularly concerned about education. "I don't want students to struggle like I have," Melanie says. "I want them to feel confident about their future. If I can do it, so can they!"

Martin Romero

Martin Romero, a senior at Huntington Park High School, will attend the University of the Pacific in Stockton in the fall, majoring in either aerospace or mechanical engineering. "Martin has made us forget the struggles we went through," Martin's father says with pride.

Martin is also on the Huntington Park Spartan's decathlon team and he mentors younger students by speaking to classes and groups about overcoming challenges to pursue an education.

Martin says that he is inspired by the Wright Brothers. "I have that in common with them -- I sometimes fail, but I never give up," Martin says.



Essay contest winners Martin Romero and Melanie Barajas.

YOUTH VIOLENCE: PREVENTION AND INTERVENTION FORUM



Back Row (l-r): Jaime Regalado, Toni Guinyard, Taffany Lim, Jessica Roosinisdal-Gomez Front Row (l-r): Lt. Cheryl Newman, Kenny Green, Denise Herz, Guillermo Cespedez

The Youth Enrichment Policy Program culminated 2010 at the Cathedral Center on December 9th with a large-scale forum on "Youth Violence: Prevention and Intervention in Los Angeles County." The forum was designed as a follow-up to the well-received panel discussion PBI hosted on the same topic in 2008 and to provide an update on how the landscape of gang violence prevention and intervention has changed over the past few years.

Panelists, including Dr. Denise Herz, CSULA, Guillermo Cespedez, Deputy Mayor of Gang Reduction and Youth Development with the City of Los Angeles, Kenny Green, Gang Interventionist, Toberman Neighborhood Center and Lieutenant Cheryl Newman with the Los Angeles County Sheriff's Department described the progress and challenges they have faced in forging a unique, cross-sector partnership to address youth violence with a more systemic and holistic approach. Toni Guinyard, a reporter with NBC, reprised her role as panel moderator and skillfully incorporated the voices of the audience, which included representation from community based organizations, law enforcement, education, corporations, and community stakeholders.

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PBI GOES GREEN!

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