

PPPM Circle

SCHOOL OF ARCHITECTURE AND ALLIED ARTS

NUMBER 11 SPRING 2007

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Two New Faculty Members to Join PPPM

The Department of Planning, Public Policy and Management is excited to welcome two new faculty members in 2007. These positions were made available through a retirement and the growth in PPPM enrollment. A national search for the positions generated more than 140 applicants, and four finalists were interviewed for the positions. We are excited to welcome Laura Leete and Rob Young. They both come to us with extensive experience, and they will not only increase our teaching opportunities, but also offer some exciting new areas of research.



Robert F. Young

works in the fields of urban and regional planning, sustainable economic development, and urban ecology. As a practitioner in the public sector he has served as director of planning for the City of Philadelphia Recycling Office and was appointed

by New Jersey Governor Christine Todd Whitman to head the nation's first statewide Office of Sustainable Development. He also served as the New Jersey commerce department's representative on the board of the New Jersey State Planning Commission.

In the private sector, Robert founded two successful, large-scale composting firms in California and New Jersey. In addition he helped develop and was codirector of the Sustainable Business Alliance, a coalition of firms interested in expanding the market for environmental technologies and design. While pursuing these projects he was invited by the Department of City and Regional Planning at Cornell University to teach courses in environmental planning.

Robert's research and teaching interests focus on environmental and economic policy and planning, specifically the role that governance networks can have in advancing the development of more sustainable urban regions, and on environmental policy and planning history, specifically innovations in urban environmental theory and implementation from the nineteenth century to the present.

Laura Leete joins PPPM with research and teaching interests in social, workforce, and housing policy as well as in nonprofit organizations. Most recently she is coauthor of a forthcoming book on emerging labor market institutions, Staircases or Tread-



mill? Labor Market Intermediaries and Economic Opportunity in a Changing Economy, and a chapter on "Work in the Nonprofit Sector" in the recently released Nonprofit Sector Research Handbook. At PPPM, she looks forward to teaching in the M.P.A. and nonprofit certificate programs and to continuing work on policy issues relating to equity and the well-being of lower-income populations.

Leete holds master's and Ph.D. degrees in economics from Harvard University and an undergraduate degree from the University of California—Berkeley. She comes to PPPM after serving as the Fred H. Paulus Director of Public Policy Research at Willamette University. She also was previously on the faculty at Case Western Reserve University where she taught at the Mandel Center for Nonprofit Organizations and was a faculty research associate at the Center on Urban Poverty.

SCHLOSSBERG RECEIVES TENURE

The PPPM department is pleased to announce that Marc Schlossberg received tenure with a promotion to associate professor. Congratulations Marc! He will also be serving as interim department head while Rich Margerum is on sabbatical from September 2007 thru June 2008.

Vision Leadership Community



DEPARTMENT OF PLANNING, PUBLIC POLICY AND MANAGEMENT

MESSAGE FROM RICHARD MARGERUM, HEAD OF PPPM



Spring is always an exciting time at the University of Oregon. The campus is bursting with color and the growing number of sunny days beckons students and faculty members alike to linger out-

side. Inside Hendricks Hall, our final-year graduate and undergraduate students are rushing towards the home stretch of graduation, and an excellent set of new students has been admitted for the fall. This spring is particularly busy with several exciting events taking place in the PPPM department.

Two New Faculty Members. First and foremost, we will be welcoming two new faculty members, both of whom come with extensive experience. Laura Leete will be joining us to teach in both the public administration and nonprofit programs. Her research has focused on labor market intermediaries, nonprofit roles in

workforce investment, and welfare policy. Robert Young, who is completing his Ph.D. at Cornell, will be teaching in the planning program. He was director of the New Jersey Office of Sustainable Development, experience that will provide a significant boost to sustainability initiatives within the School of Architecture and Allied Arts.

Alumni Mentoring and Curriculum Review. We were overwhelmed by the response from alumni who were interested in mentoring students. In fact, so many alumni responded it has taken us several months to develop a system to pair alums with current students. This spring we will begin launching the first of these pairings and we also will pair new students in the fall with alumni mentors. This program is described in more detail in this newsletter

Alumni Giving. I continue to be impressed by the generosity of our PPPM alumni. Several people have asked how we use our donations. For those who give to scholarship funds, these growing endowments allow us to recruit top

students with small scholarships and fellowships. Donations to our PPPM Fund are used to support special activities such as guest lectures, student events and organizations, the PPPM newsletter, and the annual awards ceremony.

Department Leadership. As this year comes to a close, I should also let you know that I am off to Australia for a yearlong sabbatical in Brisbane. While I am away, Marc Schlossberg will assume the role of interim department head until I return.

Let us know what you think. We have been updating and expanding our newsletters to offer information that you are interested to read. In this issue we have included a new section called "Postcards from Alumni." Please let us know what you would like to hear about from your fellow alumni and us.

Finally, please join us for our Alumni Awards Reception on Thursday, June 14, to honor three people who have made significant contributions to the State of Oregon.

Gregory Byrne to serve as Planning Director on Bainbridge Island

Gregory L. Byrne, M.U.P. '79, has returned to the Pacific Northwest after many years in Texas and most recently Colorado. Hired in February 2007 by the City of Bainbridge Island, Washington, to serve as its director of planning and community development, Greg brings his experience of fifteen years in a similar position in Fort Collins to his new island community. Intrigued by the uniqueness of working with an island community experiencing growth pressures and resource limitations, Greg was selected from thirty-three applicants for the position, due to his clarity of purpose and cutting-edge experience in Colorado.

Following receipt of his M.U.P. degree, Greg worked with the City of Eugene in its planning department. One of Greg's UO professors, Maradel Gale (retired), is a member of the Bainbridge Island Planning Commission with which Greg is now working, and they are both delighted to be reunited in confronting the planning challenges facing this island community

Julia Demichelis to be honored with Ellis F. Lawrence Medal

Julia Demichelis, M.U.P. '91, will be honored with the Ellis F. Lawrence Medal on June 16, 2007 at the School of Architecture and Allied Arts commencement ceremony. A&AA bestows this honor yearly on an alumnus or alumna whose achievements exemplify the Oregon spirit and reflect the integrity, educational philosophy, and commitment to design and artistic excellence of Ellis F. Lawrence.

Demichelis is currently serving as chief of party of the USAID-Morocco Parliament Support Project in Rabat, Morocco. She has applied her planning skills to create community reconciliation and reconstruction mechanisms within conflict and postconflict societies around the world including Sierra Leone, Liberia, the Yugoslav Successor States, Albania, Cote d'Ivoire, Burundi, and most recently, Iraq.

ANNUAL AWARDS RECEPTION



Laura Pryor retired as judge of Gilliam County after serving for more than nineteen years. She was chair of the Gilliam County Court and county CEO for administration and operations. She received the Oregon Department of Agriculture Distinguished Service Award in 2003 and the Governor's Gold Award in 2004.

As judge, Laura led the Gilliam County Court that played key roles in the creation of the Gilliam Grains Quality project, the building of a Grains Quality Laboratory, the construction of a blending plant, and the establishment of a new port at Willow Creek.

In 1999, Judge Pryor drafted the legislative concept and successfully lobbied for passage of legislation to create the Frontier Learning Network, which provides mobile classrooms, circuit riding teachers, two-way interactive audio-video instruction, and internet-based teaching for Oregon's most rural schools.

Judger Pryor was a founding member of and served the Lower John Day Partnership, Northern Oregon Regional Correctional Facilities (NORCOR), and the Eastern Oregon Rural Alliance. She served as a past president of the Association of Oregon Counties, chair of the Association of Oregon Counties Transportation Committee, a member of the Oregon Office on Rural Policy Board, and cochair of the Public Commission on the Oregon Legislature.



Steve Greenwood graduated in 1973 from the Wallace School of Community Service and Public Affairs. From 1974 to 1983 he worked in community and economic development, starting the Lane County Farmers' Market in 1979.

He received an M.P.A. from Harvard in 1984 and then served as air quality administrator and later regional administrator for the Oregon Department of Environmental Quality for more than fifteen years, where he pioneered the use of performance measurement and cross-program projects. He negotiated a state agreement with EPA and the federal fisheries agencies to coordinate Endangered Species Act requirements with the Clean Water Act. During his years with ODEQ, he was a Fulbright fellow in Portugal in 1991.

In 2000 he accompanied an Oregon legislative delegation studying environmental issues in China and later chaired a reciprocal visit of environmental officials from Shanghai. Steve wears several hats now. Having served on the board of the Willamette Restoration Initiative, he is based in Eugene as an environmental and public policy consultant. Besides carrying the responsibilities of an associate at the National Policy Consensus Center at Portland State University, facilitating public-private sector collaboration, he also serves as the board president of the Oregon Environmental Council.



Tomas Endicott, M.C.R.P. '01, worked with the Oregon Economic Development Department as a member of the RARE program from April 1998 to April 2000, and then worked full-time as a program coordinator at the OECDD from January 2000 to April 2002.

In 2002, Tomas cofounded SeQuential Biofuels with Ian Hill, and he manages the company's government relations, communications and marketing, and business development. Since 2002, Tomas has worked with state agencies, the governor's office, and Oregon legislators to develop legislation to encourage production and consumption of biofuels in Oregon. His input and testimony has contributed to developing biofuels policy that will help all of Oregon.

In March of this year, SeQuential received a Brownfields Redevelopment Award from DEQ for its sustainably designed biofuels retail station that opened in Eugene in September 2006.

Tomas has appeared on many radio and television programs broadcast throughout Oregon, and he has been a featured speaker at numerous renewable energy and sustainable business conferences throughout the Pacific Northwest. As a spokesperson for SeQuential Biofuels, he has been the subject of newspaper and magazine articles. In 2005, *Oregon Business Magazine* named Tomas one of the "50 Great Leaders for Oregon".

Sixth Annual PPPM Awards Program

PPPM's sixth annual awards ceremony will be held Thursday, June 14, in the Alumni Lounge of Gerlinger Hall, 1468 University Street. Cocktails and graduate student displays will be at 2:00 p.m. and awards presentations at 3:00 p.m., with a reception following. No reservations necessary. Please come! Current information is posted on the events calendar, pppm.uoregon.edu/, or contact Zudegi Giordano, PPPM secretary, at (541) 346-3635 or pppm@uoregon.edu. All alumni and friends are welcome.

DEPARTMENT NEWS

Postcards from Alumni

Marian Blankenship, M.P.A. '06

Access Policy Lead Department of Human Services Portland, Oregon

Kate Bodane, M.C.R.P. '06

Public Involvement Specialist Zetlin Strategic Communications, Inc.

Portland, Oregon

Jessica Bradley, M.P.A. '05

Labor Relations Field Examiner National Labor Relations Board Portland, Oregon

Louis Fucilla, M.P.A. '05

Ph.D. Candidate Indiana University Bloomington, Indiana

Beth Goodman, M.C.R.P. and M.P.A. '05

Planner

ECONorthwest-Eugene Eugene, Oregon

Lorelei Juntunen, M.C.R.P. and M.P.A. '04

Planner

ECONorthwest-Portland Portland, Oregon

David Kell, B.A. '06

Economic Development Specialist Community Development Department

Lorain County, Ohio

Ross Owen, M.P.A. '04

Strategic Planning Specialist Department of Human Services St. Paul, Minnesota

Kim Rambo, M.P.A. '05

Performance Analyst Oregon University System Eugene, Oregon

Kitty Rasmussen, M.C.R.P. '05

Program Coordinator The Trust for Public Land Seattle, Washington

Tvron Reitman, M.P.A. '05

Healthy Democracy Oregon Salem, Oregon

Sarah-Kate Sharkey, M.P.A. '05

Development Director HIV Alliance Eugene, Oregon

Elliot Shuford, M.P.A. '04

Legislative Coordinator Healthy Democracy Oregon Salem, Oregon

PPPM Faculty Members Successful in First Round of OTREC Funding

The University of Oregon is a partner in a new congressionally authorized national transportation center called the Oregon Transportation Research and Education Consortium (OTREC). The other university partners are Portland State University, Oregon State University, and the Oregon Institute of Technology. Through research, education, and technology transfer, OTREC aims to address several strategic objectives relevant to Oregon, the Northwest, and the nation: safety, mobility, global connectivity, environmental stewardship, security, and congestion. In the first round of OTREC funding, three faculty proposals from PPPM were successful:

Marc Schlossberg: Active Transportation, Neighborhood Planning, and Participatory GIS

This multiyear project is aimed at developing, implementing, and evaluating new community-based walkability tools. The project will be conducted in conjunction with the National Center for Biking and Walking (NCBW), which works with communities across the country interested in assessing and improving their local neighborhood walkability conditions. This proposed project is designed to utilize new mobile GIS technology to develop tools that communities can use to assess, map, analyze, and deliberate for improving local walking conditions. The project includes the development, testing, evaluation, and transferring of GIS- and PDA-based tools that measure and map the pedestrian environment. The NCBW is a national nonprofit organization working with communities across the country to support efforts of pedestrian infrastructure improvement and increases in the numbers of pedestrian trips.

Jessica Greene: The Influence of Community Walkability and Safety on Active Transportation Among Low-Income Children

This study will examine two key research questions. First, it will examine the contributions of walkability measures and perceived neighborhood safety (traffic and crime-related) on active transportation among an ethnically diverse group of low-income children. Second, it will investigate the relationship between children's active transportation and overall physical activity and obesity. This research will use cross-sectional survey data from 765 parents and guardians of children in Florida aged 5–18 who receive Medicaid, the health coverage program for low-income groups. The data will be used to develop multivariate regression models to identify the independent influences of walkability and safety of active transportation, while controlling for children's individual characteristics. It will test whether walkability factors are equally important in communities that are perceived to be safe and those that are unsafe. It also will examine the relationship between active transportation, overall physical activity, and obesity for these children.

Robert Parker and Bethany Johnson: Linking Experiential Learning to Community Transportation Planning

The primary objectives of this project are to (1) create a City of Eugene Bicycle and Pedestrian Strategic Plan, and (2) prepare a case study describing strategies for incorporating experiential learning in community-based transportation planning projects. The project will use facilitated community workshops, a steering committee process, an internal City of Eugene committee process, and focused research. The Community Planning Workshop (CPW) will apply principles of experiential learning found in the literature and document the experiential learning processes used to develop the City of Eugene Bicycle and Pedestrian Strategic Plan. CPW will then synthesize strategies used to create an effective experiential learning process and prepare a case study describing the benefits of experiential learning in transportation planning and strategies for engaging students in community-based transportation planning. The project will produce a complete City of Eugene Bicycle and Pedestrian Strategic Plan, will involve fifteen to twenty students in experiential learning, will build partnerships between the University of Oregon and the City of Eugene, and will result in a case study describing the methods used to integrate experiential learning into transportation planning processes.

DEPARTMENT NEWS

A Selection of Recent Faculty Publications

Neil Bania

Bania, Neil, Gray, Jo Anna, and Stone, Joe A. 2007. Growth, Taxes, and Government Expenditures: Growth Hills for U.S. States. *National Tax Journal*, forthcoming.

Bania, Neil, Eberts, Randall W., and Fogarty, Michael S. 2006. Universities and the Startup of New Companies: Can We Generalize From Route 128 and Silicon Valley? *Technological Entrepreneurship*, ed. Siegel, Donald S., Cheltenham, United Kingdom: Edward Elgar Publishing. Originally published in *The Review of Economics and Statistics*, 75(4): 761–766, 1993.

Jessica Greene

Greene, J., Rogers, V., and Yedidia, M.J. 2007. The Influence of Implementing the Chronic Care Model in Residency Training on Asthma Outcomes. *Academic Medicine*, 82:2, 161–167.

Greene, J., Hibbard, J.H., Dixon, A., and Tusler, M. 2006. Which Consumers Are Ready For Consumer-Directed Health Plans? *Journal of Consumer Policy*. 26:3, 247–262.

Greene, J., Blustein, J., and Weitzman, B. 2006. Race, Segregation, and Physicians' Participation in Medicaid. *Milbank Quarterly* 84(2): 239–272.

Michael Hibbard

Hibbard, Michael, and Lurie, Susan. 2006. Some Community Socio-Economic Benefits of Watershed Councils: A Case Study from Oregon. *Journal of Environmental Planning and Management*, 49(6), 891–908.

Lurie, Susan, and Hibbard, Michael. 2007. Community Based Natural Resource Management: Ideals and Realities for Oregon Watershed Councils. *Society and Natural Resources*, forthcoming.

Renee Irvin

Irvin, Renee A. 2006. Collaborative Approaches to Nonprofit Production: Consorting for the Public Good. In *Financing Nonprofits: Putting Theory into Practice*, ed. Dennis R Young. Lanham, Maryland: AltaMira Press.

Irvin, Renee A. 2007. Citizen Participation in Decision Making: Is It Worth the Effort? *International Journal of Public Participation*, forthcoming, inaugural issue. Originally published in *Public Administration Review*, 64(1): 55–65, 2004.

Irvin, Renee A. 2007. Regional Wealth and Philanthropic Capacity Mapping. Nonprofit and Voluntary Sector Quarterly, 36(1): 165–172.

Rich Margerum

Margerum, Richard D. 2007. Overcoming Locally Based Collaboration Constraints. *Society & Natural Resources*, 20(2): 135–152. Margerum, Richard D. Forthcoming. A Collaborative Typology for Environmental Management. *Environmental Management*.

Marc Schlossberg

Schlossberg, Marc; Greene, Jessica; Paulsen Phillips, Page; Johnson, Bethany; and Parker, Robert, 2006. School Trips: Effects of Urban Form and Distance on Travel Mode. *Journal of the American Planning Association*, Vol. 72, No. 3, 337–346.

Schlossberg, Marc, 2007. From TIGER to Audi Instruments: Using GIS-Based Street Data to Measure Neighborhood Walkability. Transportation Research Record: Journal of the Transportation Research Board, No. 1982, 48–56.

Transportation Study Receives Outstanding Paper Award

Assistant professor Marc Schlossberg and graduate student Vanessa Bekkouche, both from the UO Department of Planning, Public Policy and Management—along with their teammates assistant professor Asha Weinstein and student Katja Irvin from San Jose State University's Department of Urban and Regional Planning—were awarded the 2007 Outstanding Paper Award for their paper "How Far, by Which Route, and Why? A Spatial Analysis of Pedestrian Preference." This paper was presented recently at the Transportation Research Board annual conference attended by approximately 11,000 participants held January 21–25 in Washington, D.C. The Committee on Pedestrians, which selected two out of fifty-two papers for this honor, presented their award.

Mike Hibbard Teaches Joint Class with OSU

During fall term 2006, Mike Hibbard cotaught a course with professors Bruce Weber and Brent Steel of Oregon State University. Eight PPPM graduate students and an equal number of students from OSU's Master of Public Policy program and Department of Agricultural and Resource Economics joined together in an advanced course on the use of community indicators in rural community development.

The class met weekly, alternating between Corvallis and Eugene. The Coquille Valley in southwest Oregon volunteered to be the case study community for the class. Community members were heavily involved in all aspects of the course, including hosting a daylong seminar. It is hoped that this class will be the first in a series of activities jointly sponsored by PPPM and the OSU Center for Rural Studies, which Weber directs.

DEPARTMENT OF PLANNING, PUBLIC POLICY AND MANAGEMENT

SPOTLIGHT ON STUDENTS

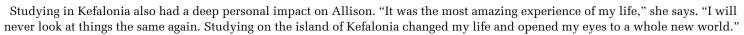
PPPM Students Study Abroad in Sustainable Community Development Program in Greece

PPPM undergraduates Neil Obringer and Allison Freeh participated in a unique study-abroad experience in Kefalonia, an island off the western coast of Greece. The Sustainable Community Development program focuses on rebuilding the communities of the coastal town of Argostoli and the mountain village of Farsa.

In 1953, a massive earthquake struck the island of Kefalonia, destroying most of the buildings on the island. This led to a mass migration away from the island. The Argostoli and Farsa communities were fragmented until recently when a group of concerned residents of Athens, with origins in Kefalonia, began to take steps to restore the communities.

The program worked on projects that included not only natural resource management, design, and sustainable development, but also social and community development. As a result, the skills that Neil and Allison acquired as PPPM undergraduates in the Leadership and Change

course sequence were particularly useful in their studies and their projects.



The Kefalonia program initially was open only to undergraduate students. But, the program generated a significant level of enthusiasm and interest, so it was recently opened to graduate students for spring term. As a result, three PPPM graduate students are leaving for Greece this spring.



Environmental Policymakers and Planners (EPP)

In its second year of formation the Environmental Policy Makers and Planners, affectionately known as EPP, has started to build an organization that involves interested students in environmental policy and planning issues on campus and in the community. The group was formed originally to help fill the gap in environmental awareness that was left after professor John Baldwin passed away unexpectedly two years ago. With this mission in mind, the group has worked hard to provide a forum for enthusiastic environmentally conscious policy makers and planners.

The group kicked off the fall term by cosponsoring a panel on sustainability with the Ecological Design Center (EDC). During the winter term, EPP partnered with the GTFF film series to show films to raise awareness about some of the negative impacts of pesticide use on Oregon farms and forests. In addition, the EPP has successfully organized panel discussions for the Public Interest Environmental Law Conference (PIELC) and the Holistic Options for Planet Earth's Sustainability (HOPES) conference.

This spring EPP is partnering with the Eugene Water & Electric Board (EWEB) Earth Day event to cosponsor the John Baldwin Memorial Film and Lecture Series at the EWEB plaza on April 22. Lastly, EPP has been formally recognized by ASUO and has secured an annual budget for next year's activities.

Student Advisory Committee (SAC)

Now an ASUO recognized school group, the PPPM Student Advisory Committee continues to expand its role as an advocate for PPPM student interests. In addition to coordinating entertaining student activities, SAC also has worked with students and faculty members to create unique programs that enhance professional development and facilitate contact with the faculty and other organizations.

SAC members Sandra Macillas, Del Villar, and Kate Alexander have worked with Megan Smith, director of the PPPM Internship Program, to make sure PPPM interests are well represented at the April 26 Career Fair in Portland. Kate Alexander and Megan Smith also have been collaborating on institutionalizing the PPPM mentoring program that matches undergraduate and graduate students with alumni in a powerful network. Additionally, Tracy Rogan and Kathryn Klatt have been working with department head Rich Margerum to develop a student feedback survey to proactively address class offerings, as well as student preferences and desires.

SPOTLIGHT ON STUDENTS

International Rural Community Partnership Project

Joy Gipson, a PPPM undergraduate, developed community connections by writing several thought papers to focus her idea and then contacting a rural development professional in Finland to implement her idea. With his enthusiasm and then the enthusiasm of other community leaders, a partnership was born.

"The purpose of this program is to give locals more tools for generating grassroots answers to their communities' challenges and to build community capacity through broadened perspectives." For more information, see an article in *Oregon Business Magazine* at www.oregonbusiness.com/.docs/action/detail/rid/22373/pg/10003.

Alumni-Student Mentoring Program

More than 160 alumni volunteered to provide some mentoring for current students. We are grateful for this terrific response, but it has meant that it has taken longer to develop a system for tracking and pairing mentors with students. We plan to pair up our first group of students this spring and will be pairing incoming students in the fall. Therefore, some of you may be contacted right away, while others may get an opportunity later this year or next year.

What does this mentoring involve? It really depends upon the alumnus and the student, but the main goal is for current students to be able to make contact with someone to talk about things such as skill sets, job advice, and résumés. In-person meetings may take place in some cases but are not necessary, particularly since many alumni are out of the area or out of state. If you would still like to volunteer for mentoring, please go to the PPPM website and click on "Volunteering for PPPM" under the Quick Links.

Student to Present at GIS in Public Health Conference

Master of Public Administration degree candidate Lori Quillen will present findings from the study she and assistant professor Jessica Greene are conducting entitled "The Influence of Safety and Walkability on Physical Activity and Obesity Among Low-Income Children" at the upcoming Urban and Regional Information Systems Association (URISA) conference on GIS in Public Health. The conference will be held May 20–23 in New Orleans. For more information, see urisa.org/conferences/health.

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I would like to designate my gift to PPPM Department Fund	☐ Scholarships for PPPM students
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Giving Opportunities

Donations to the PPPM department are used to support many important initiatives, including:

- Annual Alumni Awards Ceremony
- PPPM newsletter
- Student events and activities
- Guest lectures and events

In 2007–8, we have identified our special priorities:

- Renovation of PPPM's Conference Room 100
- Upgrading of computers in the PPPM student computer lab
- Student research and travel opportunities
- Student scholarships*

If you are interested in donating to PPPM or one of its scholarship funds, please return the donation form on page 7.

* A comprehensive list of specific scholarship funds is listed in the spring 2006 newsletter, page 11, found at our website pppm.uoregon.edu/downloads/pdf/pppm_2006_newsletter.pdf.

PPPM Circle

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is produced annually for alumni and friends by the Department of Planning, Public Policy and Management

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