

FALL 2012 | VOL. 14, NO. 2

Trust

The Pew Charitable Trusts

Australia's Natural Wonders

Conserving a continent's
treasures on land and sea

ALSO

Is the American
Dream Only
a Dream?

A Parkway for
the People



Access and Opportunity

During this pivotal election year, it is tempting to become enthralled by the daily political horse race. But all elections, including this one, provide an opportunity to embrace the powerful benefits of our democratic system to advance access and opportunity for the common good.

The topics in this issue of *Trust*—the American Dream of upward mobility, the refurbishment of Philadelphia’s Benjamin Franklin Parkway and Australia’s decision to create the world’s largest network of marine protected areas—all demonstrate how the enlightened pursuit of the democratic process, in the United States and abroad, can lead to remarkable progress.

The predominant theme of the 2012 elections is the state of the U.S. economic recovery. While some public surveys show increasing optimism, the struggle among young adults to enter the job market suggests that one victim of this recession may be the American Dream—the promise wired into our national psyche that each new generation can do better than the last. New research by Pew has found that while 84 percent of Americans have higher family incomes than their parents did at the same age, those born at the top and bottom of the income ladder are likely to stay put on these same rungs as adults.

As the 2012 campaign moves into high gear this fall, Pew’s Economic Mobility Project will continue helping to ensure a broad, nonpartisan understanding of the facts, figures and trends that will support an active policy debate about how best to improve economic opportunity—and reinvigorate the American Dream.

Few national heroes better personify the American Dream than Benjamin Franklin, a self-taught 17th child of an immigrant soap-maker turned successful printer and celebrated writer, inventor, scientist, politician, statesman and Founding Father. A new tribute to Franklin’s life and legacy, the transformation of the Benjamin Franklin Parkway running through the heart of Philadelphia, will provide access and opportunity for people from all walks of life to enjoy the best of arts and culture.

An expansive boulevard opened in 1917 and modeled

after the Champs-Élysées in Paris, the Parkway today is lined with some of the world’s great institutions of art, from the historic Philadelphia Museum of Art and Rodin Museum to the newest addition, the Barnes Foundation. In its new, highly acclaimed campus, the Barnes houses one of the world’s greatest collections of Impressionist, Post-Impressionist and Early Modern paintings, as well as Old Masters, important examples of African sculpture and Native American ceramics, American paintings and decorative arts, and antiquities from the Mediterranean region and Asia.

With support from a range of public, private and non-profit partners including Pew, the opening of the Barnes this past spring was an important part of a comprehensive refurbishment plan for the Parkway itself. With its reincarnation as a more pedestrian-friendly boulevard, the new Parkway will embody Franklin’s belief that access to arts and culture enriches our lives, society and national well-being.

As Franklin experienced in his travels as statesman and diplomat, our fledgling nation has no corner on democratic passions and processes—in fact, we borrowed much from abroad. Today, as the United States seeks creative and constructive ways to protect and preserve natural resources, we have a chance to learn from other nations as they harness the democratic process to balance a range of interests.

This summer, Australia announced a historic decision to form the world’s largest network of marine protected areas. Supported by the Pew Environment Group, they included the Coral Sea reserve, known in Australia as a national park zone, which will be the world’s second biggest marine reserve. The Coral Sea, east of the spectacular Great Barrier Reef, is recognized as the country’s aquatic jewel and one of the last intact tropical ocean ecosystems on the planet.

Access and opportunity are core tenets of democratic systems. As Franklin captured in his “13 virtues” and his life’s work, turning access *into* opportunity demands research, rigor, hard work and discipline—the approaches and principles that power the American Dream in all it brings, from upward mobility, to cities enriched by culture, to global natural treasures preserved for future generations.

REBECCA W. RIMEL
President and CEO

“Turning access into opportunity demands research, rigor, hard work and discipline—the approaches and principles that power the American Dream.”

The Pew Charitable Trusts

BOARD OF DIRECTORS

ROBERT H. CAMPBELL
 SUSAN W. CATHERWOOD
 ARISTIDES W. GEORGANTAS
 J. HOWARD PEW II
 J.N. PEW IV, M.D.
 MARY CATHARINE PEW, M.D.
 R. ANDERSON PEW
 SANDY FORD PEW
 REBECCA W. RIMEL
 ROBERT G. WILLIAMS
 ETHEL BENSON WISTER

PRESIDENT AND CEO

REBECCA W. RIMEL

MANAGING DIRECTOR OF COMMUNICATIONS

MELISSA SKOLFIELD

DEPUTY DIRECTOR OF COMMUNICATIONS

PETE JANHUNEN

EDITOR

DANIEL LEDUC

EDITORIAL ASSISTANTS

ANA BACA
 HONG-NHU MAI
 LILLIE SAUNDERS

CONTRIBUTING EDITOR

TIM WARREN

CONTRIBUTING WRITER

JANICA LOCKHART

PHOTO EDITOR

KATYE MARTENS

DESIGN/ART DIRECTION

DAVID HERBICK DESIGN

One Commerce Square
 2005 Market Street, Ste. 1700
 Philadelphia, PA 19103-7077
 Phone 215.575.9050

901 E Street NW, 10th Floor
 Washington, DC 20004-2037
 Phone 202.552.2000

On the Internet:
www.pewtrusts.org

Trust

FALL 2012 | VOL. 14, NO. 2

The Pew Charitable Trusts
 © 2012 The Pew Charitable Trusts
 ISSN: 1540-4587



6 Natural Wonders

Working with partners Down Under, Pew is helping conserve Australia's treasure of resources on the land and in the sea. *By Ashley Halsey III*

14 Is the American Dream Only a Dream?

Pew's Economic Mobility Project focuses public attention on Americans' ability to move up or down the economic ladder within a lifetime and from one generation to the next. *By Jodi Enda*

18 A Parkway for the People

Philadelphia's Benjamin Franklin Parkway has been refurbished with Pew's assistance as an "animated urban campus" and is now home to the famed Barnes Foundation art collection. *By Tom Ferrick Jr.*

23 Casting a Wide Net to Protect Oregon's Ocean

A Pew-led coalition brought together environmental organizations, coastal residents and other groups in a successful drive to establish landmark marine reserves. *By Tim Warren*

2 Briefly Noted

Pew's research on American cities and other news

30 Pew Partners

Saving land in the northeastern U.S.

26 Becoming a Trusted Source In Drug Safety Law's Passage

Pew's research and work with diverse groups helped drive bipartisan effort
By Tim Warren

32 Return on Investment

Some of Pew's recent accomplishments

36 End Note

INSIDE BACK COVER Now on the Web

28 On the Record

The Shark Attack that Changed My Life

WHO WE ARE: The Pew Charitable Trusts is a public charity driven by the power of knowledge to solve today's most challenging problems. Working with partners and donors, Pew conducts fact-based research and rigorous analysis to improve policy, inform the public and stimulate civic life.

Pew is the sole beneficiary of seven individual charitable funds established between 1948 and 1979 by two sons and two daughters of Sun Oil Company founder Joseph N. Pew and his wife, Mary Anderson Pew.

Briefly Noted

The Big Squeeze: Cities Face Declines in Taxes and Aid

The nation's cities, counties and school districts are facing a double whammy: For the first time since 1980, there have been simultaneous drops in state aid and property tax revenue, leaving local officials to make painful cuts even as demand for services increases.

This fiscal crunch is documented in *The Local Squeeze*, the first report from a new Pew research project on America's cities.

State aid on average accounts for nearly a third of local government budgets. It fell by \$12.6 billion, or 2.6 percent, in fiscal year 2010, the most recent year for which comparative

data are available, the study found.

Property taxes, which amount to 29 percent of local government revenues, also have shrunk because of the drop in real estate prices during the recession, according to the analysis. In 2010, revenues were \$11.9 billion, or 2.5 percent, lower than the year before, the first annual decline since the mid-1990s and the largest in decades. They fell again in 2011 by another 3.1 percent, or \$14.6 billion.

Expectations are bleak for 2012 and 2013 as well, reflecting how the economic downturn has been different from past recessions, when home values and property tax revenues

remained relatively stable.

The response to these declines has varied around the country, the report found. Some cities have raised taxes and fees, but most have resorted to budget cuts, and others have attempted to privatize services or make other innovations.

"The local squeeze will be felt for years to come," the study said. "The nation's ongoing housing crisis and fragile economic recovery, the likelihood of additional cuts in federal and state aid, and greater demand for services all presage a rough road ahead for local governments."

It was that prognosis that led Pew to look more deeply at cities now.

"The project will help leaders of big cities understand shared challenges and address pressing policy issues," said the project's director, Alyssa Lee.

"We're also going to work with policy makers at all levels of government to raise awareness about the impact federal and state decisions have on localities."

She said the project will look at three main topics: how local governments are coping with the fiscal pressures from the recession; how cities vary in the delivery of services; and the key factors that will affect them in the



Cities have had to adjust to declining property tax revenues due to lower real estate prices.

coming years, such as changing demographics and the transition from a manufacturing-based economy to a service-oriented one.

The new project will primarily focus on the most populous city in each of the country's 30 largest metropolitan areas. Together, those cities are home to 34 million people, more than one in 10 Americans.

"Most Americans either reside or work in cities, and the policies, programs and services delivered by local governments directly touch them every day," Lee said. "Whether cities succeed or fail will have a real impact on the nation's economic recovery and long-term prosperity."

To read the report and learn more about the project, go to www.pewstates.org/cities.
—Daniel LeDuc

Supermoms Fighting Superbugs

Everly Macario's 18-month-old son, Simon, woke up one morning crying and gasping for air, his skin ice-cold. Simon was rushed to an emergency room, but doctors couldn't determine what was wrong—and in less than a day, he died.

Tests determined he had contracted methicillin-resistant *Staphylococcus aureus*, or MRSA, an antibiotic-resistant infection also known as a "superbug." Alarming, cases like Simon's are becoming more common.

Public health scientists and doctors have warned for decades that antibiotics are becoming ineffective against life-threatening human infections in large part because they are overused on industrial farms. This year, the U.S. Food and Drug Admin-



Pediatrician Cecilia Di Pentima, left, and "Supermom" Everly Macario met with officials and lawmakers on antibiotic overuse.

istration called for veterinarians to oversee antibiotic use on such farms, which account for 80 percent of U.S. antibiotic sales.

The drugs are often given to healthy animals in low doses to promote fast weight gain and to compensate for unsanitary conditions. But those small doses encourage development of drug-resistant bacteria that can infect people.

Macario has a doctorate in public health from Harvard University, but she had not heard of MRSA until it took her son's life in 2004. She now volunteers with Pew's Supermoms Against Superbugs, an initiative of the Pew Campaign on Human Health and Industrial Farming, which educates mothers because they are most likely to buy their families' food and take their children to the doctor.

"Every time we use an antibiotic, we risk creating a superbug. Some-

times, when people or animals are sick, we must tolerate that risk and use those drugs to fight infection," Macario said. "But we cannot afford to throw these drugs around industrial farms simply to rush a healthy pig or chicken to reach slaughter weight."

Just after Mother's Day this year, Pew worked with the American Academy of Pediatrics to host "supermoms" from around the country in Washington, DC, for meetings with the Obama administration to strengthen the FDA's antibiotic policies and with members of Congress to promote the Preservation of Antibiotics for Medical Treatment Act. The legislation would limit use of drugs critical for treating human infections from use on healthy food animals.

For more on Pew's efforts in this area, go to www.saveantibiotics.org.

—Janica Lockhart

Most Muslims Desire Democracy

A majority of people in Arab countries and other predominantly Muslim nations in the Middle East increasingly are embracing democracy, according to the latest survey of the region by the Pew Research Center's Global Attitudes Project.

More than a year after the Arab Spring of 2011, large majorities of those polled in six countries in April said they see democracy as the best form of government. In Lebanon, 84 percent favored democracy, followed by Turkey (71 percent), Egypt (67 percent), Tunisia (63 percent), Jordan (61 percent) and Pakistan (42 percent).

But the survey reported that the

DIFFERING VIEWS ON HOW MUCH INFLUENCE THE QURAN SHOULD HAVE

	Strictly follow the Quran (%)	Follow the values and principles of Islam (%)	Not be influenced by the Quran (%)	Don't know (%)
Pakistan	82	15	0	2
Jordan	72	26	1	1
Egypt	60	32	6	3
Tunisia	23	64	12	2
Lebanon	17	35	42	7

United States “is not seen as promoting democracy in the Middle East.” Only 37 percent of those polled in Egypt, a key U.S. ally, said America wants democracy in the region. In other findings, many Muslims said they want Islam to play an important role in their country's political life, and Muslim nations largely rejected extremist groups, although some organizations got sizable support in several countries.

“What you see is that Muslim

publics have a number of important priorities,” said Richard Wike, the project's associate director. “They clearly want democracy, and they want free speech and competitive elections. But it's also clear that economics are important. Prosperity is a high priority. Most people polled would choose a strong economy over a democratic government.”

He said the survey also showed that “Turkey is emerging as a country with a lot of clout in the Middle East. A lot of people gave very high marks to Turkey and its prime minister, Recep Tayyip Erdogan. Turkey still has its own internal issues and controversies, but people in the Middle East do see democratic institutions there working.”

Wike acknowledged that in a region that is often volatile politically, polling has its challenges. “Politics, religion, extremism—these are all things that have to be dealt with,” he said. “It's hard to get good samples in some areas, for instance. You can see that in Pakistan, where it is just not safe in some parts, particularly in the northwestern tribal areas. But we still managed to conduct our polling in 80 percent of the country.”

The project's research in the region usually gains wide coverage in the United States, but it elicits keen interest in the Middle East as well, Wike said. “In many of those countries there is already polling done, but we find there is an appetite for our work. We do see the local press pick up our reports, and they become part of the conversation in that coun-

try. And people like to see how their country compares with others.”

For more on the report, *Most Muslims Want Democracy, Personal Freedoms, and Islam in Political Life*, go to www.pewglobal.org.

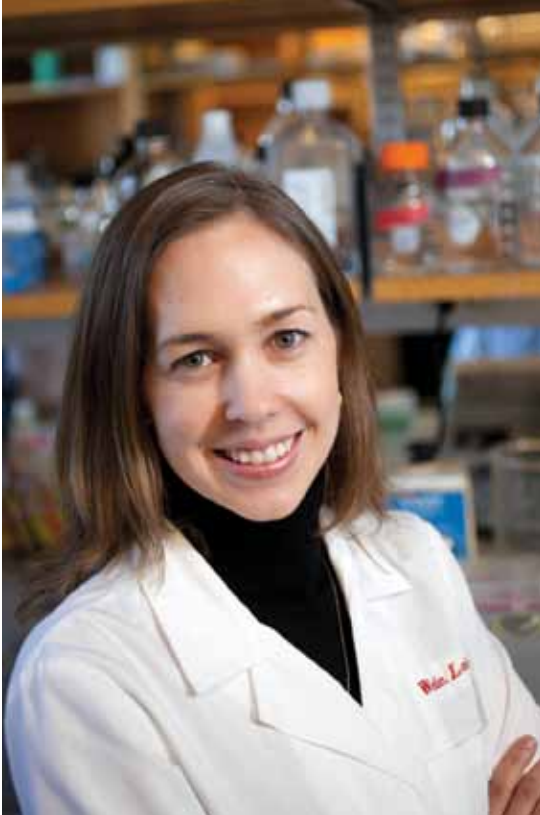
—Tim Warren

Promising Scientists Selected as Pew Biomedical Scholars

Some of the top young scientific researchers in the country were recently chosen as Pew Scholars in the Biomedical Sciences. The awards provide four years' worth of funding, which will allow these 22 scientists to do innovative work in such areas as antibiotic-resistant infections, liver disease, cancer and evolutionary genetics.

The grants are meant to bolster these researchers' work “when they are often most innovative,” said Rebecca Rimel, president of The Pew Charitable Trusts, noting that the program “has paid incalculable dividends due to our Scholars' record of producing groundbreaking research.” Since the fellowships were established in 1985, nearly 550 grants totaling \$130 million have been awarded, and some Pew Scholars have gone on to win the Nobel Prize or become MacArthur Fellows.

“It's a really humbling experience because the Pew Scholar community is such a highly accomplished group,” said Kathryn Wellen, an assistant professor in cancer biology at the University of Pennsylvania and one of the 2012 recipients. Her research has centered on nutrient metabolism



Kathryn Wellen of the University of Pennsylvania is one of 22 new Pew Biomedical Scholars.

and how it may affect diseases such as cancer and diabetes.

Gary Gibbons, a 1994 Pew Scholar who was just selected as director of the National Heart, Lung, and Blood Institute, said the fellowships encourage recipients to pursue research that is “perhaps a little bit riskier and more edgy than others. Getting the scholarship was incredibly influential on my whole life journey. It gives you the freedom to explore an idea that perhaps wasn’t quite ready for the usual mechanisms of funding.”

In July, four recent Pew Scholars received Presidential Early Career Awards for Scientists and Engineers from the White House: Valerie Horsley from the 2010 class, and Erica N. Larschan, Niels Ringstad and Georgios Skiniotis, all from 2011. The award is considered the highest honor the U.S. government gives to science and engineering professionals in the early stages of their research.

For more on this class of Pew Scholars and a list of earlier recipients, go to www.pewscholars.org.

—Tim Warren

Payday Loans Cost More than People Think They Do

Payday loans, which may look like a quick, easy answer to cash-flow problems, actually cost borrowers far more than anticipated because the loans often take months to repay, according to a survey by Pew’s Safe Small-Dollar Loans Research Project.

“The way a payday loan is packaged—as a short-term solution for unexpected expenses—is a problem,” said project director Nick Bourke. “We found that consumers are in debt on average for five months. The loans can be challenging because the borrower either must pay in full on the next payday or submit another fee to move the due date forward two weeks.”

The report, *Payday Lending in America: Who Borrows, Where They Borrow, and Why*, found that Americans spend \$7.4 billion on such loans annually. Of the 5.5 percent of adults who used payday loans in the past five years, three-fourths went to storefront

lenders and nearly one-fourth went online. Sixty-nine percent of first-time borrowers used the loans for paying utility and credit card bills and other recurring expenses.

Payday Lending surveyed nearly 50,000 adults in the continental United States over nine months to get a representative sample and convened 10 focus groups.

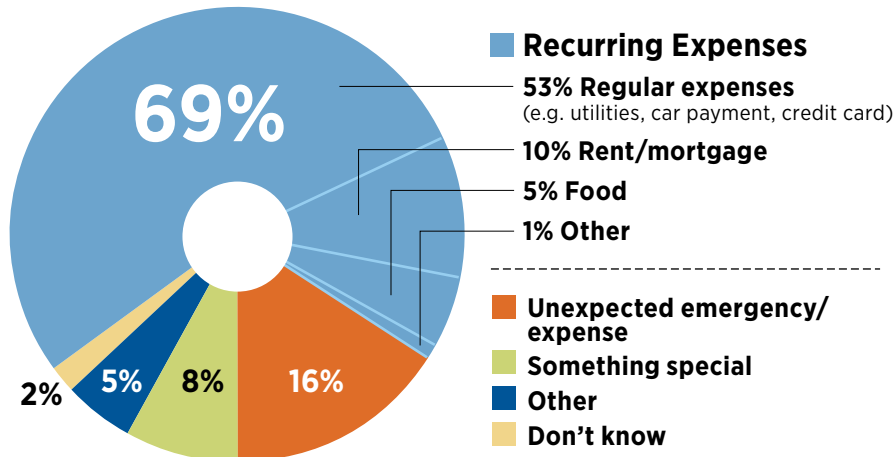
“We gained a lot of insight into how people manage their finances and what they think about borrowing,” Bourke said. “A lot of people who have been struggling financially become familiar with credit cards, student loans and other debt and are skeptical of taking on more. That’s one reason they chose a payday loan—the promise of a short-term solution. Most often, that’s not the result.”

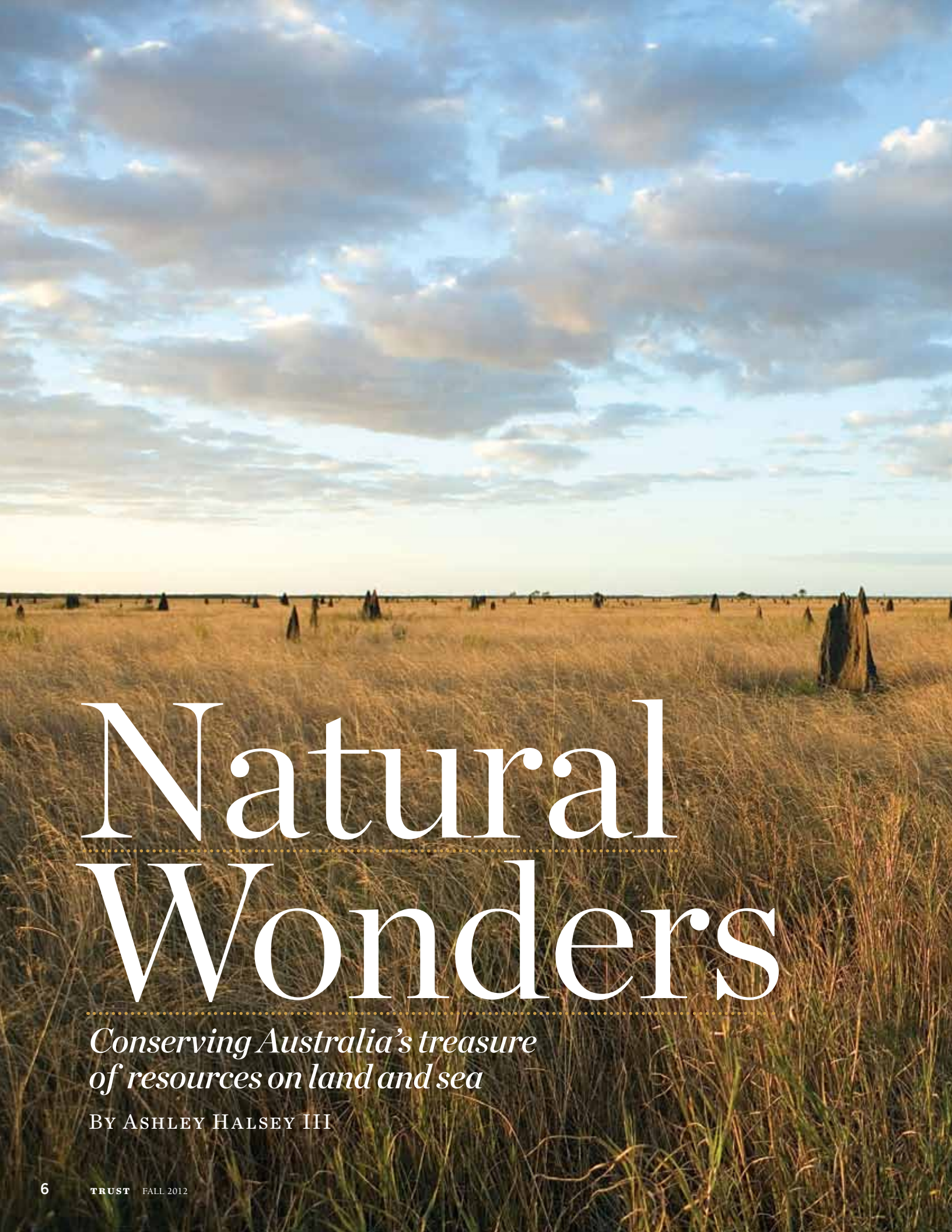
The report comes at an important time because the Consumer Financial Protection Bureau has been tasked with creating a national policy on payday loans. Pew project staff met with the bureau about the findings and plans other reports.

To learn more, go to www.pewtrusts.org/small-loans.

—Tim Warren

MOST BORROWERS USE PAYDAY LOANS TO COVER ORDINARY EXPENSES, NOT UNEXPECTED EMERGENCIES





Natural Wonders

*Conserving Australia's treasure
of resources on land and sea*

BY ASHLEY HALSEY III



Termite mounds in Cape York Peninsula reflect Australia's unique landscape, a result of its geographic isolation.

PHOTO BY ANDREW BAIN/ALAMY

W

ater sloshes over the white hood of his truck as Angus Emmott plows through floodwaters running thick red with soil, talking all the while about this place that is his heritage and his treasure.

Hat brim snapped down against the sun, blue shirt unbuttoned in the heat, his foot stays hard on the gas pedal as he bounces across a swollen river that sat arid for a decade.

This is his place in the universe, a piece of Australia's western Queensland. His family has raised cattle here for almost a century in one of the most wondrous ecosystems in the world, and certainly one of the last of this scale to have largely escaped man's heavy hand.

"We're in a wonderful position," he says. "We've got some of the last major dryland rivers anywhere in the world that are in great shape, and if we make the right decisions now we can keep them that way. But if we make the wrong decision once, we can lose them as well."

Australia's vast and fragile ecosystems and the belief they

could be protected against mounting outside pressures drew Pew to this continent, which spreads across almost 3 million square miles but has 10 million fewer people than urban Tokyo. Surrounding it are some of the world's most important waters, including the fabled Coral Sea. They are home to teeming species of aquatic life and create an island nation, isolating its ecosystems from the rest of the world.

"We have an opportunity here to get out ahead of the curve, to do conservation planning in advance, to set aside very large areas reserved for nature and to apply state-of-the-art management practices to protect the ecosystem," said Steven Kallick, who leads Pew's campaign to preserve Canada's boreal forest and was dispatched five years ago to determine whether a similar effort could succeed Down Under.

"I was just blown away by the respect that the average people had for the ecological importance of Australia—a real basic love for their country," he said. "There were a bunch of reasons that it looked like a very favorable place for us to work."

Among them was that love of country, which has been translated into a political will to protect its natural resources, and a strong network of environmental groups eager to form coalitions to promote that cause.

At the same time, the threat to Australia's natural bounty was growing. There is an increasing demand for minerals from East Asian countries and overfishing was a mounting concern.

The people with the most knowledge about how to protect an area are those who live there. So Pew recruited Australians who could help lead the local efforts

Conservation Efforts Span the Continent





and guide the mission. There are now six campaigns spread across the country, as well as work being done to protect the ocean there.

“We decided that we were going to mount a 10-year effort to try to protect a series of very specific areas that we felt were unique in many ways, and where there was a real opportunity to get the job done,” said Joshua Reichert, managing director of the Pew Environment Group.

Halfway through that effort, the successes have been mounting. The most recent came just this summer when the Australian government announced a historic decision to create the world’s largest network of marine reserves that provide varying levels of protection. The move included a fully protected marine reserve for the Coral Sea that, at 194,000 square miles, is the second largest reserve of its kind on the planet.

Deeper in the red center of the Outback, other accomplishments have included helping the indigenous Aboriginal people return to the land that some had left and some had been forced to leave. They have been custodians of the land for thousands of years, and their involvement has been essential to control-

The new reserve for the Coral Sea is intended to protect a rich variety of marine life, such as this green turtle.



ling wildfires, invasive plants and feral animals that threaten unique species of animal life. With significant federal funding that flows through the Aboriginal groups, a network of indigenous rangers has been created to manage the land.

“Australia has been isolated for 30 million years,” said Barry Traill, an Australian who has directed Pew’s Outback program since 2007. “It has been stable climatically and geologically. You compare that with North America, most of which was scraped clean by multiple ice ages. Places like Australia’s Great Western Woodlands haven’t had that sort of catastrophic sweep-clean of life, so things have been puttering along, evolving for millions of years, and because of that you get this great flowering of diversity.

“There are parts of the Outback, like the Arnhem Land, the Kimberley, the Great Western Woodlands and Cape York, that are sort of the jewels within the Outback, and that’s where we focus,” Traill said, ticking off the places where Pew is at work.

Another jewel is the area that surrounds Angus Emmott's home in Noonbah Station, where the Vergemont Creek flows into the Thomson River in southwestern Queensland.

But the creek and river don't flow that often. For years on end, they sit empty. The landscape beside them fades from green to brown, the soil grows so dry that it cracks and some species cease to breed as they once did.

Then, on a schedule so erratic that the wet years are savored in memory much as an oenophile recalls Bordeaux's fabled vintages, the water comes in torrents when the rare hurricane strays south into the center of Australia.

"The Vergemont can be three miles wide overnight, it rises that quickly," said Emmott, a board member of the Aus-

Wild Rivers Act, which protects more than 15,000 square miles of watershed made up by the Georgina and Diamantina rivers and Cooper's Creek.

"It is," Quinlan said simply, "the strongest water protection act in the world."

THE SERENGETI OF THE SEA

The majestic turquoise water lapped against the boat's hull, dark shadows hinting at what lay below.

From more than half a mile down in the Coral Sea, a mountain that might sit comfortably among the Himalayas rises until it almost breaks the surface. Descend through that water and the mountain wall sprouts massive soft coral, big

"It was magical. Probably the most amazing experience I've had underwater. The barracuda were as entranced by us as we were by them."

tralian Floodplain Association, which works with Pew. For 10 years, the Channel Country sat bone-dry. Then in 2009, and for the next three years, the rains have come. Animals of every species—from the smallest of insects to fish and native animals—engage in a breeding bacchanalia that quickly fills the landscape with wildlife. Millions of water birds arrive to mate, so many that they collide like bumper cars as they paddle about in the billabong.

"Some of these water birds are pelicans from the south coast of Australia," said Rupert Quinlan, who manages the Channel Country campaign for Pew. "No one has worked out how they actually know when these rivers flood."

The whole Great Artesian Basin, almost one-sixth of Australia, drains down the Cooper, Georgina and Diamantina river systems into Lake Eyre, a vast salt lake that covers almost 3,700 square miles.

With Pew's help, unlikely alliances were formed to push back against mining and irrigation interests that wanted to use large amounts of water.

"We managed to get a coalition of Aboriginal folks, local mayors, ranch groups—a whole range of people who very rarely sit around the table and talk to each other," said Quinlan. "During a three-year period, we managed to negotiate our way to a very extensive common ground."

The results achieved by that Western Rivers Alliance: The

sea fans and giant gorgonians. Then the sharks command attention: fifty-two species, 18 of them unique to these waters.

Thousands of other fish catch shafts of sunlight that glance off their spectacular colors. And then scores of barracuda, spinning in a silver circle like lions parading the center ring under the big top.

"It was magical. Probably the most amazing experience I've had underwater," said Imogen Zethoven, Coral Sea campaign director for Pew's Global Ocean Legacy project. "These barracuda just kept getting closer and closer to us. We just kept hanging in the water staring at them, and they were as entranced by us as we were by them."

Sixty miles beyond the border of the heralded Great Barrier Reef lies Osprey Reef, an iconic and pristine gem of the Coral Sea.

Close to 400,000 square miles in all, the Coral Sea shares its waters with 25 species of whale, sometimes found in pods of up to 400, and five threatened turtle species. Where its reefs and undersea mountains break the water surface to form atolls and small islands, seabirds are found in abundance: terns, frigates and boobies among them.

After the thunder of a pivotal World War II battle receded, the Coral Sea quickly reverted to a natural state of evolution that has endured for thousands of years. That peace was punctured by longline fishing vessels whose

baited hooks run for up to 30 miles, and by trawlers and charter boats carrying sport fishermen—potent political forces Down Under. As Pew set out to build a coalition to protect the Australian portion of the Coral Sea, the nation's affection for the Great Barrier Reef sitting beside it posed a surprising hurdle.

“It was difficult to create an identity for a body of water right next to the most cherished area in Australia and among the most admired in the world,” said Zethoven, who before joining Pew had worked to help designate one-third of the reef as a marine park. “Our challenge was to create the Coral Sea as its own iconic area.

“We realized,” she said, “that this is an underwater Serengeti. This is a place teeming with large migratory ocean fish such as mighty tunas, marlin and sharks, just as the Serengeti is home to an annual migration of wildebeests, zebras and gazelles.”

The Pew-led coalition—Protect Our Coral Sea—grew from four member organizations to 15 as momentum built, aided by a high-profile communications and outreach cam-

.....
A diver inspects a huge sea fan in the Coral Sea. The marine reserve there will be the world's second-largest.

paign and work with Australian media.

“The government received almost half a million public comments, and virtually all of them were supporting a higher level of protection,” Zethoven said.

In its June announcement, the government proposed to ban mining and oil exploration on more than 615,000 square miles of the Coral Sea. Longline fishing would be prohibited in almost two-thirds of that area and trawling would be limited to less than 1 percent.

“This is a massive step forward in ocean protection,” said Australia's environment minister, Tony Burke. “It's a bigger step forward than the globe has ever previously seen.”

Burke called the Coral Sea reserve “the jewel in the crown” of the largest network of marine reserves in the world, totaling 1.4 million square miles, and ringing the entire continent.

Before June's announcement, about 4 percent of Australia's territorial waters were protected sanctuary zones. The government plan now moving toward approval more than triples that to 13 percent.

“It's just a simple fact: No nation has ever put in place a system of marine protection on this scale,” said Michelle Grady,





Pew's director for marine and Western Australia. "I know it sounds like heavy rhetoric, but it's not."

A MYSTERIOUS, AMAZING PLACE

Cut a diagonal line through the continent from the Great Barrier Reef and its adjacent Coral Sea, and you land in the heart of the South West waters. They encompass more than a half million square miles of azure ocean, covering huge underwater mountain ranges and deep-sea canyons.

The 13,000-foot-deep Perth Canyon, about 25 miles out from the city for which it is named, ranks as perhaps the most stunning among them. Like the rest of the South West waters, it benefits from a quirk of nature. The prevailing ocean flow—equivalent to the Gulf Stream—runs from north to south along the coast. That pushes warm equatorial water toward Antarctica, supporting over the millennia the evolution of unique species.

"It is a mysterious and amazing place," Grady said. "As the currents come through, they dip into this incredible canyon, pushing all the nutrients up off the sea floor and creating an oasis which results in a feeding frenzy of marine life."

It is one of three places in Australia where endangered blue whales come

The moon rises behind a boab tree, one of the distinctive natural features of the Kimberley in Western Australia.




to feed. It also is a paradise for commercial and recreational fishing as have been most of the South West waters until catches in rock lobster, dhufish and other species began to decline. Once the government plan is completely in place, they will be protected.

"In the South West we were very careful to run a positive campaign," Grady said. "Australians, before we started, mostly had the perception that the oceans are deep and uniform and that the important things tend to be just in tropical areas. So we needed to educate them to the fact that there are incredible, and mostly unique, marine life off Australia's southern shores."

ANCIENT CULTURES AND RAINFORESTS

When the massive maw of the largest hydraulic digging machine in the world works with a fleet of the largest dump trucks on earth, the burnt-orange soil that hides the vast iron ore fields of Western Australia vanishes rapidly.

The biggest of them all, at Cape Preston in the Pilbara of Western Aus-

 To learn more, go to www.pewenvironment.org/campaigns

tralia, already has swallowed \$8 billion in Chinese investment to slice open pits down to 600 feet below sea level, build a desalination plant and create a new port facility where ships can be loaded with 28 million tons of ore a year bound for steel plants in China.

The Cape Preston mine figures to be the largest yet, and among the biggest in the world. It is just one of many enormous open mines that have been dug across the landscape in the past several years as resource-hungry Asian interests train their sights on mineral-rich Australia.

“We are very concerned that some mines are now going more and more into sensitive areas such as the Kimberley coast,” Grady said.

A wedge in the country’s northwest corner, the Kimberley sprawls over about 115,000 square miles of stunning rainforest, sandstone gorges and stark ridges before smoothing out to where half a million cattle graze.

The marks of ancient indigenous cultures—whose heirs still reside there—are etched in rock walls. An estimated 22,000 humpback whales arrive yearly to breed just offshore, and the snub-nosed dolphin is the most recent new species found in an ongoing process of discovery.

The land and the waters off its coast make up one of the largest intact natural areas in the world, and they are the

THE GREAT WESTERN WOODLANDS

For a day and a half they drove into the wilderness, jolting down a two-track dirt road into a forest. The tree canopy and plant species changed from one mile to the next, the variety of birds and animals seemed to evolve at the same pace, and the overwhelming sense was that while man may have passed through before, there was no evidence he lingered long.

“It was like going back 30 million years,” said Pew’s Kallick, recalling the expedition he and Traill took into the Great Western Woodlands, located amid the 62,000-square-mile wilderness in South West Australia known as Gondwana Link. “I can actually imagine that if you’d been alive at that time, it wouldn’t have been very different.”

Traill agreed: “The Great Western Woodlands is by far the most intact Mediterranean woodlands ecosystem left on the planet.”

It is a place that was named, quite literally, by Pew and the others who seek to save it as a protected and well-managed preserve. Until fairly recently, it simply was known as “the bush around Kalgoorlie,” a town of about 30,000 people that sits beside an open-pit gold mine carved into the landscape. “Conservationists gave it a name,” Traill said. “We gave it a status.”

In the woodlands, Pew works with Gondwana Link, a regional conservation organization. They support the Western

“It was like going back 30 million years. I can actually imagine that if you’d been alive at that time, it wouldn’t have been very different.”

focus of a Pew-led protection campaign.

Mining projects alter the landscape and put sacred Aboriginal lands at risk. The expansion of mining has touched virtually everywhere in some fashion in the Northern Territory and Western Australia, and now the push is on in the Kimberley.

Protecting the Kimberley, and working with indigenous people to achieve that, is the goal of a campaign supported by Pew that includes backing an ambitious protection-area agenda by the state government.

“It’s not that there can’t be any mining,” Grady said, “but we certainly think that there’s a much better approach that can be taken which will allow for economic development but which allows the people and the ecology of the Kimberley to have a long term future.”

Australian state government’s efforts to provide long-term protection for the region.

On another day, Traill was driving through the Great Western Woodlands with a botanist, Wayne O’Sullivan.

“He said, ‘See that hill over there? There’s a species of eucalypt that’s only found on that hill.’”

And that tree was not an exception, not in the Great Western Woodlands, not in all of Australia. Scores of unique species—trees, herbs and shrubs—that separated from their sister species 50,000 to 100,000 years ago, as Traill tells it, have “just been sitting there quietly on a hill and evolved into a new species.” ■

ASHLEY HALSEY III has been a writer and editor for the *Philadelphia Inquirer* and the *Washington Post*.

Is the American Dream Only a DREAM?

Pew's Economic Mobility Project focuses public attention on Americans' ability to move up or down the economic ladder within a lifetime and from one generation to the next

BY JODI ENDA | Illustration by Yarek Waszul

There are few things more American than the American Dream. The notion that this country is a place of equal opportunity and economic mobility, where anyone who plays by the rules and works hard can get ahead, is engraved on the national psyche and has lured millions to our shores. Over the centuries, through good times and bad—including the current economic downturn—Americans have held true to their belief in the Dream.

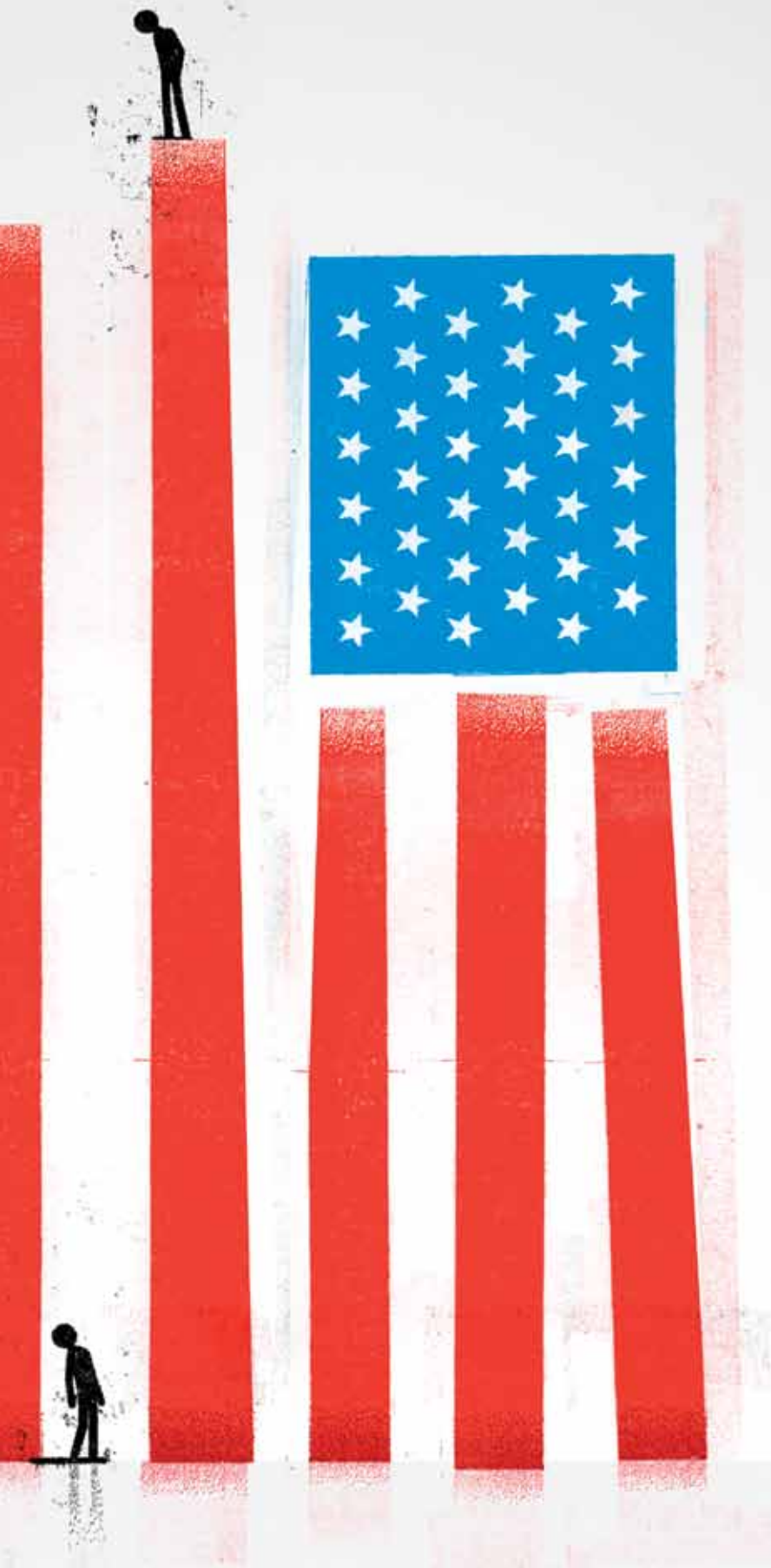
But comprehensive research by the Pew Economic Mobility Project shows that it is not always easy for children born into poverty to move up the economic ladder. Rich people, more often than not, remain rich, and poor people, more often than not, remain poor.

The economy is uppermost on many people's minds these days but the project's research looks back over time, comparing generations. And while the long-term impact of the latest downturn is yet to be seen, the picture from the past is troubling. "Seventy percent of

people who start at the bottom never get to the middle," said Erin Carrier, the Economic Mobility Project manager.

With the economy continuing to sputter four years after the Great Recession began, it may not be surprising that economic mobility has entered the political lexicon, especially in this campaign season. Candidates in both parties have embraced Pew data, and policy makers in Congress, with the project's assistance, have formed a bipartisan caucus on the issue.

Pew's attention to the subject predates the latest concerns on the economy, going back before the downturn, which hit in 2008. Two years earlier, the institution assembled a group of experts representing the breadth of the ideological spectrum to begin research on economic mobility in the United States. That research has led to a series of reports, fact sheets, public opinion polls and the first state-by-state look at the subject. Before Pew's work, the very term "economic mobility" was not widely used. Today, it is part of the



vernacular in political debates, policy forums and the news media. There is a reason the work has resonated so much, Currier said: “It gets to the heart of the American Dream.”

PICTURE AN ESCALATOR

There are two types of economic mobility, and both are important. “Absolute mobility” refers to how people are faring compared with their parents. By this measure, America is doing well: A full 84 percent of adults have higher incomes than their parents did at a comparable age, according to the latest project study released in July. It reviewed family income and wealth from 1968 to now and, like all project work, adjusted for inflation.

“Relative mobility” is another thing altogether. It refers to whether people change places compared with others on the income ladder. The United States is not doing as well by that measure. The study, *Pursuing the American Dream: Economic Mobility Across Generations*, reported that 43 percent of people whose parents were in the bottom fifth of the economic ladder stayed there as adults and 70 percent of them remained below the middle quintile. Only 4 percent of this group has moved to the top fifth of the income ladder.

Conversely, a full 40 percent of people whose parents were in the top fifth of the ladder have remained there as adults, and 63 percent stayed above the middle quintile. Just 8 percent slipped to the bottom. So even though the vast majority of Americans are earning more than their parents did, a much smaller segment has moved ahead compared with their contemporaries.

It’s as if everyone were on an escalator that was moving them up, but relatively few people changed places on the steps. High absolute mobility

coupled with somewhat stagnant relative mobility is partly due to the tremendous economic growth that has occurred over the past 40 years.

“The rungs of the income ladder have widened during the past generation, reflecting economic growth at all levels, but especially at the top,” the report said. Although the median income for people on the bottom rung of the ladder grew by 74 percent from one generation to the next, it increased by 126 percent for people on the top rung. So, even if people who start at the bottom earn significantly more than their parents did, their income growth may not be enough to move them to the next rung of the ladder. Put another way: “The world got more unequal. Rewards got differentiated by a ton,” said Tim Smeeding, who is on the project’s advisory board and directs the Institute for Research on Poverty at the University of Wisconsin-Madison, where he is a public affairs and economics professor.

Results are particularly stark for African Americans. Nearly two-thirds—65 percent—of African Americans in the study were raised at the bottom quintile of the income ladder, compared with 11 percent of whites. All told, 83 percent of African Americans were raised below the median fifth of the income ladder.

In absolute terms, the vast majority of people in both races exceeded their parents’ incomes, though whites did so in greater percentages. But when it came to relative mobility—moving to a different step on that escalator—a sharp difference emerged. More than half of African Americans, or 53 percent, who were raised at the bottom income level remained there as adults, compared with 33 percent of whites. African Americans move down the ladder more commonly than whites do, too. More than half—56

percent—of African Americans raised in the middle of the income ladder slipped to one of the bottom two rungs as adults, compared with 32 percent of whites. Moreover, African Americans have significantly smaller median incomes than whites: \$29,000 versus \$55,000.

Based on the data, the project concluded that three key elements most strongly influence Americans’ movement up and down the income ladder: education, savings and neighborhoods. People who attend and graduate from college and those who save money and buy assets, such as homes or property, have a distinct advantage over those who don’t.

What’s more, people who grow up in high-poverty neighborhoods—even if their families are not themselves impoverished—are at a definite disadvantage. This is a problem for the vast majority of African Americans. “If you’re poor, you’ll be less likely to make it to the top quintile or to middle-class status. But if you’re in the wrong neighborhood, you’re less likely to make it as well,” said Eugene Steuerle, a fellow at the nonpartisan Urban Institute and one of nine principals who worked on the project from its inception. “That’s something we need to worry about.”

According to Smeeding, family and environment also play a big role in mobility. “Some parents are much better equipped than others,” Smeeding said. “Parents who have been through the education system can advise their kids. People who haven’t graduated from high school aren’t going to walk to a school and say, ‘What’s going on?’ or counsel their kids on where to go to college. It’s harder.”

Steuerle and Smeeding are just two of several experts involved with the project who are concerned about Americans’ ability to fulfill the American Dream.

One notable achievement of the project was forging uncommon agreement among principals representing the right, the center and the left of the ideological continuum, each of whom weighed in on the project’s research agenda and reports prior to release.

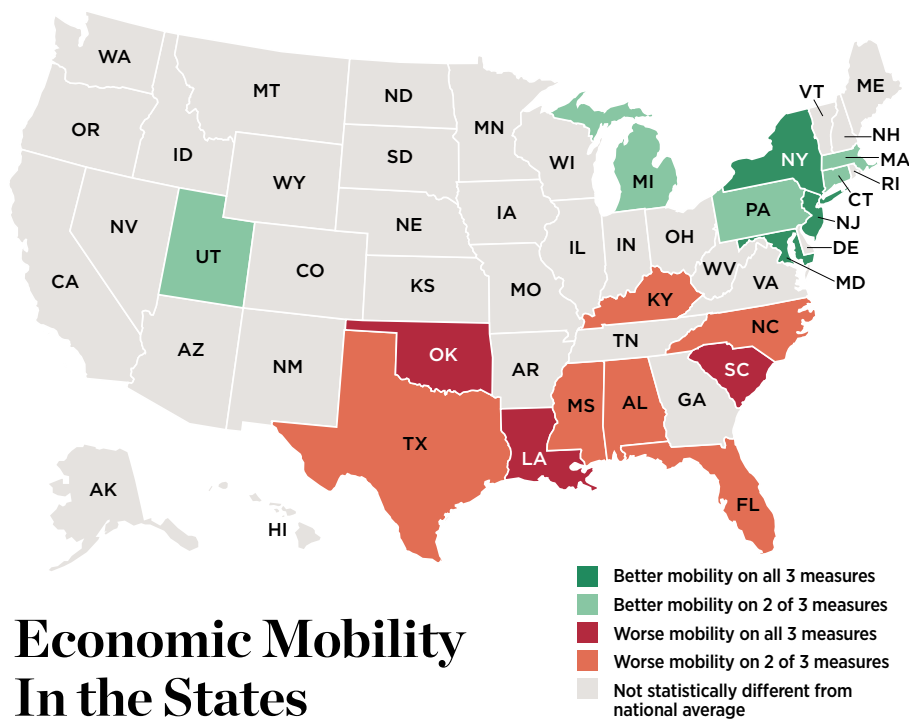
A ROAD MAP

Although the notion of economic mobility is a tenet of American society, Pew concluded it might be more in reach elsewhere. Sixteen studies commissioned by Pew, the Russell Sage Foundation and the Sutton Trust looked at the relationship between parents’ education and economic levels and their children’s achievements in the United States, Canada, Australia and seven countries in Europe.

The link between parents’ levels of education and their children’s achievements was strongest in the United States. Here adolescents whose parents attended at least some college reaped an achievement advantage of 85 percentage points compared with adolescents whose parents had little schooling. In Australia, the gap was narrowest, at 34 percent. “There are other places that look like they’re doing a better job of creating upward mobility for their citizens,” said Reid Cramer, an Economic Mobility Project principal and director of the Asset Building Program at the New America Foundation, a liberal think tank.

The question, then, becomes what to do about it. Two opinion polls conducted by Pew showed that not only do people still believe in the American Dream, “they believe there’s a role that government should play in leveling the playing field,” Currier said.

The project’s bipartisan principals group did fashion a “road map,” published in late 2009, that laid out policy ideas to enhance the possibility of up-



Economic Mobility In the States

The Pew Economic Mobility Project conducted the first state-by-state analysis of American's economic mobility. The study measured the ability to move up and down the economic ladder over a 10-year period using three measures: absolute, relative upward and relative downward. Absolute mobility measures residents' average earnings growth over time. Relative mobility measures residents' rank on the earnings ladder relative to their peers, as well as upward and downward movement along the ladder.



Go to www.economicmobility.org to see an interactive graphic with additional information, and watch a video explaining the differences in how to measure economic mobility.

ward mobility for all Americans.

"We, as leading scholars with perspectives spanning the ideological spectrum, believe that more can and must be done to make the American Dream accessible to all Americans," the road map began. "Our shared goal is to improve upward mobility for everyone, with a particular emphasis on lower-income Americans, those who face the most difficulty in moving up the income ladder. We are calling for nothing less than a fundamental shift toward government policies that are mobility-enhancing and a more targeted allocation of existing mobility expenditures towards low- and moderate-income families."

The experts criticized the federal government for not sufficiently helping Americans move up the income ladder. Citing project research, they pointed out that in 2006, the United States spent \$1.3 trillion on "income maintenance programs," such as Temporary Assistance for

Needy Families, Social Security and food stamps, that aim to keep recipients from falling below a minimum income level, but just \$746 billion on programs that would help improve their station in life. On top of that, they said, that money went disproportionately to higher-income families. The road map recommended a shift in priorities, at no net cost to taxpayers. It called for a rejiggering of expenditures to help people get an education—from preschool through college—and learn work skills. It suggested easing welfare rules that make it harder for people to move up the ladder by penalizing them if, for instance, they save money or get married. It said the government should promote marriage and responsible fatherhood, and make it easier for people to move out of poor neighborhoods. It recommended adjusting tax policies to help low-income families save money, buy homes and open retirement accounts.

"The primary thing we've got to focus on is people at the low end, who really don't have a chance to start moving up the ladder," said Stuart Butler, a principal on the project and director of the Center for Policy Innovation at the Heritage Foundation, a conservative think tank. "The real problem is people who don't get on the ladder in the first place."

Butler noted that the project focused on economic mobility rather than income inequality, an issue that also has been in the news of late. Income inequality refers to yawning wage gaps between the rich and the poor. Economic mobility is all about opportunity. "They may not particularly like those billionaires," Butler said, "but Americans put a much higher value on the opportunity to move up than on differences in outcomes."

Still, he and others said, moving up is more challenging now, in part because of the recession. Not only did people lose jobs and savings, but as housing prices fell so did the ability to tap into their equity to send their children to college. "It's getting really hard to give your kids a chance," said Smeeding, of the University of Wisconsin. It will be harder still for the next generation of parents, people who now are in their 30s, he said.

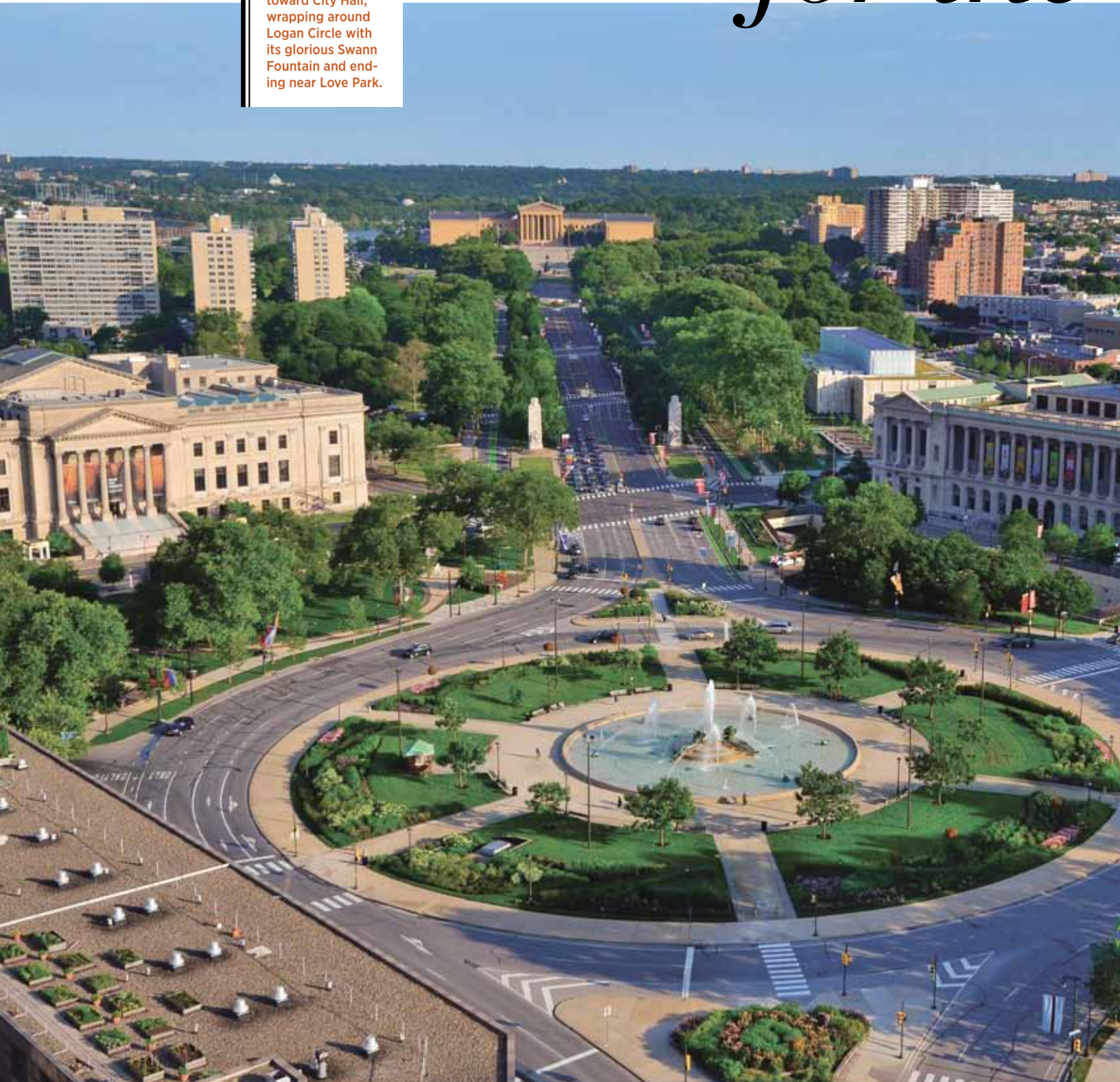
In mid-July, Pew helped form a congressional Economic Mobility Caucus, a bipartisan group that will share the latest mobility data and help lawmakers assess the impact of public policy on Americans' ability to move up the economic ladder. The caucus will be chaired by Sen. Ron Wyden, a Democrat from Oregon, and Sen. Jerry Moran, a Republican from Kansas.

"It's time," said Cramer, "to re-Americanize the American Dream." ■

JODI ENDA is a Washington-based journalist who last wrote for *Trust* about Pew's work to improve the administration of elections.

A Parkway *for the*

The Benjamin Franklin Parkway stretches from the Philadelphia Museum of Art toward City Hall, wrapping around Logan Circle with its glorious Swann Fountain and ending near Love Park.



PEOPLE



Philadelphia's Benjamin Franklin Parkway has been refurbished with Pew's assistance as an "animated urban campus" and is now home to the famed Barnes Foundation art collection.

BY TOM FERRICK JR.



P

hiladelphia's iconic Benjamin Franklin Parkway has a split personality inherited from two of the principal planners of the broad, mile-long boulevard that runs in a diagonal from City Hall to the Philadelphia Museum of Art. Paul Cret, a French

classical architect who practiced in Philadelphia, envisioned it as a grand boulevard, much like Paris' Champs-Élysées, lined with civic, cultural and educational buildings.

His countryman Jacques Gréber, a landscape architect who took over design work when Cret returned to France to fight in World War I, saw the Parkway as a vast—and mostly empty—swath of greenery that would, as he wrote, open the gritty city to “the sanitary breezes” of the 4,100 acres of Fairmount Park, which begins at the Museum.

In short, Cret wanted the Parkway to be the cultural heart of the city; Gréber wanted it to be the lungs.

Today, the Parkway is a bit of both. There are institutions clustered at the end closest to City Hall (the Franklin Institute, the Academy of Natural Sciences, the main branch of the city's Free Library, to name three.) Then it quickly falls off

Home to some of the world's greatest art, the new campus of the Barnes Foundation has won accolades from critics for retaining the collection's unique character and has become a centerpiece of the refurbished Parkway. Below left, Sister Cities Park was re-envisioned as a water park and is now a draw for neighborhood children.



to lawns, trees and not much else until it reaches the steps of the Philadelphia Museum of Art, the city's art deco temple that sits atop Fairmount hill.

As Don Kimelman, managing director of The Pew Charitable Trusts' Philadelphia programs, put it, “The Parkway is something Philadelphians take pride in. It's unique and it's beloved, but it's flawed as well. It sort of works more from a distance than from up close.”

The view from the top of the steps of the Art Museum toward City Hall can be breathtaking, as anyone who has seen the 1976 movie *Rocky* can attest. When the young boxer runs up the museum steps, then turns and throws his hands into the air in triumph, he is overlooking the Parkway.

In the years before World War I, when Cret and Gréber did their work, the automobile was an afterthought. By the 1970s ... well, let's put it this way: *Rocky* was lucky he made his famous run at dawn. Had he made it an hour later, he probably would have had to dodge traffic. At that point, the boulevard had been taken over by a third group of designers: traffic engineers. To them, the Parkway existed to move a huge volume of cars in and out of Center City and had become a major commuter thoroughfare.

Cret's vision of the Parkway as a cultural hub was enhanced in May by the opening of the Barnes Foundation at 20th Street and the Parkway, a \$100 million project that Pew helped champion and to which it contributed \$20 million.

The move of the Barnes from its original home in Merion, Pa., a suburb just across the city line, was contentious. Op-



PHOTOS BY: KATYVE MARTENS/THE PEW CHARITABLE TRUSTS (LEFT); TOM CRANE/THE BARNES FOUNDATION (TOP)



ponents said it would be a sacrilege to take the astonishing collection of Post-Impressionist and modern art collected by Dr. Albert C. Barnes from its original home, which was, as it happened, also designed by Cret. The Barnes was opened in 1925, one year before the Parkway was finished and three years before completion of the Museum of Art.

By the 1990s, however, the Barnes Foundation was in financial peril. A move to the Parkway was seen by many civic

leaders as a way to restore it to fiscal health and end its days as one of the art world's best-kept secrets. Critics feared a new location would be artificial and trample on Barnes' forceful (and unconventional) ideas of how art should be displayed.

For the most part, the criticism came to a full stop when the Barnes opened. Reviews of the new building, designed by the New York husband-and-wife architects Tod Williams and Billie Tsien, ranged from enthusiastic to rhapsodic. In a front-page essay in the *New York Times*, Roberta Smith wrote: "Against all odds, the museum . . . is still very much the old Barnes, only better."

In the *New Yorker*, Peter Schjeldahl confessed: "In this magazine in 2004, I termed the proposed relocation 'an aesthetic crime,' because I couldn't imagine that the integrity of the collection . . . would survive. But it does, magnificently."

If the Barnes was a showpiece, Pew's work on the rest of the Parkway was less obvious, but also significant. By the turn of the new century, as Kimelman put it, the Parkway had become "shabby"—a byproduct of the city's precarious finances combined with the boulevard's subservience to the automobile. It was a period Paul Levy, head of the Center City special services district, has dubbed "the Run for the Arts" era. Pedestrians often had to make a mad dash to get to the Art Museum's steps or sprint across Logan Circle, home to the glorious Swann Fountain, because there were no traffic signals.

Clearly, the Parkway needed help. In 2001, Pew took its first step by contributing \$3 million to the Center City District for a \$5.5 million project to relight the Parkway, removing ugly '60s-era highway lights and replacing them with more attractive fixtures. Work was also done to light the facades, statues and monuments that line the boulevard. "We figured we couldn't fix everything," Kimelman said. "But we could make it lovely at night."

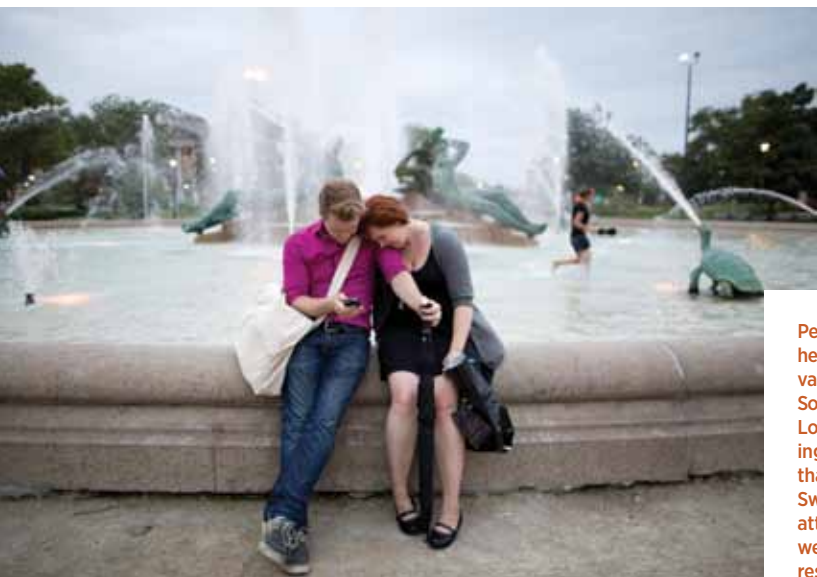
It was apparent that the Parkway was prime for major

Culture Walk

With its refurbishment, the mile-long Parkway has become a welcoming place for visitors to stroll between some of Philadelphia's best art museums and parks.



PHOTO BY RYAN DONNELL/THE BARNES FOUNDATION (ABOVE). MAP BY DAVID HERBICK



Pew's assistance helped the Pennsylvania Horticultural Society re-landscape Logan Circle, creating a new garden that along with the Swann Fountain attracts visitors as well as Center City residents.

renewal and that Pew was interested in helping that happen. In 2003, Kimelman and a Pew colleague, senior officer Timothy Durkin, walked the length of the Parkway with Blaine Bonham, then vice president of the Pennsylvania Horticultural Society, a premier practitioner of urban horticulture.

They saw that Gréber's green boulevard was not so green. Especially dingy was Logan Circle, with its centerpiece Swann Fountain. "The fountain was wonderful," Kimelman said, "but the landscaping was not. It was seedy."

In 2004, Pew made a \$750,000 grant to a \$1.4 million project to landscape the Circle, a project of the horticulture society. All trees, shrubs and plants were removed and replaced with fresh, durable plantings. Today, the Circle has a beautiful landscaped garden along with its wonderful fountain.

At the Center City District, Levy was also planning. His object was not to make the Parkway more grand, but to make it more human. "This is a grid city," he said, "and these diagonal boulevards are a challenge and an opportunity. The question was: How can we take all the lessons we have learned about mixed use, density and pedestrian fabric [in the grid] and apply them to the Parkway?"

In 2008, these efforts led to a coming together that Pew encouraged of the city, the state, the Museum of Art and three of Philadelphia's major philanthropic organizations—Pew and the William Penn and Knight foundations—for a \$21 million redo of the Parkway. Pew contributed \$2 million to plan and implement a number of these projects. They included traffic "calming," to tame the force of the automobile; creation of bike lanes; new landscaping and pedestrian-friendly traffic signals so visitors could cross the Parkway safely.

The Rodin Museum, which sits on the block to the west of the Barnes, got special attention. Created by movie theater owner Jules Mastbaum,

the small museum opened in 1929 and also was a joint project of Cret and Gréber. But 83 years later, it looked a bit forlorn, needing new landscaping, lighting and interior repairs. That project was completed in July.

Some of the work along the boulevard consisted of smaller but much-needed improvements: new granite curbs, new benches, new signs for the 109 flags of nations that line the Parkway. Some was inspired: new directional signs that also told stories about the Parkway. Levy said the idea was to turn it into an "animated urban campus" with a pedestrian experience every minute.

What began as a single project for Pew—new lighting—had turned into a major redesign and improvement initiative. "I'd like to be able to say we had a grand vision for the Parkway, but like a lot of things it was serendipitous," said Kimelman.

Pew's reputation for careful vetting of proposals before funding them makes it easier to attract partners. Such was the case with the Parkway. "Pew has been essential to this," said Levy. "They have been in it for the long haul."

The most surprising success was a redo of Sister Cities Park, a 1.3-acre park directly across from the Roman Catholic Cathedral of Sts. Peter and Paul on 17th Street, which had become a barren, little-used piece of land.

The design team, which included local architects from the DIGSAU firm and landscape architect Bryan Hanes, envisioned Sister Cities as a water park for children. There are now small fountains—each one representing a Sister City—set on a flat bluestone surface where children can play. There is a sailing pond and a cleverly designed "hill" that children can climb by walking up channels that carry water. There is also an airy glass-and-wood café.

On one hot summer weekday afternoon, the park was crowded with toddlers, teenagers and adults, with strollers in abundance. Levy said parents and children often walk from a dozen blocks away to visit Sister Cities. Like the Barnes, it has been an instant success. All these improvements, grand and small, add a new dimension to the Parkway.

These days, if you stand atop the steps at the Art Museum and look toward City Hall, you get more than a great panoramic view. You also get to see people enjoying this special place—something Rocky would have missed. ■

 For a gallery of Parkway photos, go to www.pewtrusts.org/parkway

TOM FERRICK JR. has been a reporter, columnist and editor in Philadelphia for four decades.



Casting a Wide Net to Protect Oregon's Ocean

A Pew-led coalition brought together environmental organizations, coastal residents and other groups in a successful drive to establish landmark marine reserves.

BY TIM WARREN

Cascade Head is one of three recently designated marine reserves in Oregon. These areas will help preserve the habitats of fish, birds and mammals.

PHOTO BY GREG VAUGHN/ALAMY

The Oregon coast has some of the most diverse and rich marine ecosystems in the United States. It is home to marine mammals, more than 40 species of fish and thousands of seabirds, as well as kelp forests and rocky reefs that are essential for nurturing sea life.

So when sharp declines in West Coast fish stocks, including the number of coho salmon and groundfish, became evident in the 1990s, Oregonians had cause for concern. Some scientists, state managers and environmentalists began advocating for no-take marine reserves to preserve vital habitats where fishing and mineral extraction would not be allowed. In 2000, Gov. John Kitzhaber suggested the state study the feasibility of such reserves.

But progress can take time. Due to term limits, Kitzhaber left office in 2003. His successor, Ted Kulongoski, directed the state to continue the policy discussion, and in 2009 Oregon approved its first two reserves. This was a good start for conservation efforts, not only because of the new sites, but because officials recommended that four potential reserves be evaluated to balance ecological and economic changes.

When Kitzhaber became governor again in 2011 he said creating the new reserves was a priority for him. By then, the Oregon Department of Fish and Wildlife had focused on three of the reserves after a public process that included testimony from commercial and recreational fishing as well as marine science experts and conservationists.

In May, after a campaign by a coalition lead by the Pew Environment Group (PEG), Kitzhaber signed into law new, no-take ocean reserves surrounded by marine protected areas at Cape Falcon, Cape Perpetua and Cascade Head. Oregon's five reserves mean about 9 percent of its coastline is protected.

"We are going to be able to look back

on this day as a day in which we laid the foundation for future generations of Oregonians to manage our resources in a way that benefits the environment, the communities and those who depend on the ocean for their economic well-being," Kitzhaber said at the signing ceremony.

Listening to him that May morning was Susan Allen, manager of the Pew-led Our Ocean coalition, which since its creation in October 2007 had worked with environment groups, foundations, civic organizations, fishing interests and other stakeholders to help pass the legislation. "For a woman like me who grew up in rural Oregon, it was almost unbelievable to hear the governor that day," she said. "And if you were interested in civics at all, it was an amazing process to invest in."

Amazing, but not easy, even though Oregon has a proud history of protecting its resources and Kitzhaber and Kulongoski had supported reserves. "It was a very long process," said Steve Ganey who oversaw PEG's involvement in the Oregon reserves campaign. "Reserves were a very sensitive issue. Fishing is one of the founding industries in Oregon, so we had to painstakingly overcome initial resistance."

The state's Ocean Policy Advisory Council, known as OPAC, had recommended a system of reserves in 2002. Some fishing interests expressed opposition because they felt protected areas would adversely affect recreational and commercial fishing. Conservation groups advocated for the reserves, but by the mid-2000s the effort had stalled.

Polls showed that many Oregonians

saw the need for such protections. But environmental groups in the Pacific Northwest, known for their independence, were not working well together, said Paul Engelmeyer of the Audubon Society of Portland, which became a significant partner in the Our Ocean coalition. "Talented organizations were working on different pieces of conservation, but what we needed was a consistent voice," he said.

Bill Lazar felt the same way. His Lazar Foundation had for years been a major funder of environmental efforts in the Pacific Northwest, and he was also interested in establishing a system of reserves along Oregon's coast.

With the backing of a few other foundations, a consultant was hired to assess the situation. "He said, 'If you want to get what you want, have a campaign,'" Lazar said.

At the same time, Ganey, a PEG deputy director who lives in Portland, held discussions with Lazar and other funders about possible next moves. Ganey became convinced that with the then-governor, Kulongoski, sympathetic to protecting the ocean—and if efforts by conservation groups and funders could

In Reserve

Cape Falcon, Cascade Head and Cape Perpetua are the three new no-take marine reserves on Oregon's coast.





The saltwater fountain Thor's Well is part of the diverse ecosystem at Cape Perpetua, a new marine reserve on the central Oregon coast.

be repurposed—creating the reserves could be done. In mid-2007, he flew east to consult with Joshua Reichert, PEG's managing director, who agreed. Shortly afterward, Pew authorized the Our Ocean campaign.

"People in the funding world realized that what they had in place wasn't sufficient to win a policy that would create a marine reserves program in the state, and Pew had the experience and the organization," Ganey said. "Pew brought in a director, a field manager and six full-time organizers, a lobbyist and polling—and worked with coastal residents, the Ocean Policy Advisory Council, the legislature and the Governor's office."

"Pew brought resources and talent," Lazar said. "And Steve really knows how campaigns are organized and run, and how to focus on an objective."

To Allen, the key was forming a broad coalition, especially of funders and conservation groups. "Our diversity was and still is our biggest strength," she said. "We embraced the political structure

in each region, such as working with leaders in coastal communities. We knew that building lasting relationships would lead to better policy.

"Our campaign was based on the principle that Oregonians are conservationists at heart, and we reached out to many nontraditional allies. We also kept an ongoing dialogue with members of the recreational and commercial fishing industries. And we got endorsements from such groups as the state AFL-CIO and the Oregon League of Minority Voters." The groups in Our Ocean now represent 250,000 Oregonians.

One community group that has aligned itself with Our Ocean is the Port Orford Ocean Resource Team. Many of its board members are part of the fishing community in the southern Oregon town. Leesa Cobb, who directs the team and is married to a second-generation commercial fisherman, said, "The framework of a coalition was important, because we now had one place to talk to conservation groups instead of seeking them out individually.

And it helped unify goals and messages, which was a real advantage."

In May 2009, a turning point in the campaign came when the state legislature authorized two reserves and set up a process to evaluate other potential sites. OPAC ultimately accepted the recommendations for Cape Falcon, Cape Perpetua and Cascade

Head, and this year the state legislature overwhelmingly passed legislation authorizing the reserves.

It was a resounding affirmation of everyone's efforts—"a huge win," said the Audubon Society's Engelmeyer.

The coalition's inclusive approach continues. The Lazar Foundation and other funders have also contributed to Pew's work to protect wilderness lands in the state. "I hope the spirit of collaboration will continue," Lazar said. "Foundations that worked on this coalition see that they can work with Pew."

And there is still more work for Our Ocean, as it monitors the scientific assessments of the three reserves, provisions mandated by the legislation for this year and 2013, as well as the management practices to be implemented in 2014, Allen said. She calls the reserves "ecological savings accounts" that will enrich Oregon's ocean.

Leesa Cobb sees something else: "They are our future. For those of us in the fishing community, they will allow us to pass on our way of life to our children and our grandchildren." ■

TIM WARREN is a contributing editor to *Trust*.

BECOMING A TRUSTED SOURCE IN DRUG SAFETY LAW'S PASSAGE

Pew's research and work with diverse groups helped drive bipartisan effort **BY TIM WARREN**

When President Obama signed the FDA Safety and Innovation Act in July, it was the culmination of a strong and rare bipartisan effort by Congress. It also represented a significant victory for proponents in the pharmaceutical industry, medical community and consumer advocates who have been working to bolster the safety and innovation of the nation's drugs and medical devices.

The new law will increase inspections of overseas drug manufacturers, provide incentives for pharmaceutical companies to develop new antibiotics, bring generic drugs to market more quickly and expand the U.S. Food and Drug Administration's authority to monitor medical devices, from artificial hips to cardiac defibrillators.

Those provisions were backed by the Pew Health Group, which had begun working with FDA officials and congressional staff more than two years earlier, providing in-depth, data-supported research that helped guide the final legislation. Their efforts illustrated the hallmarks of the way the health group operates—strong policy analysis and the convening of meetings in which Pew acts as a facilitator, bringing together disparate experts and interested parties to find common ground.

It has been successful before. The

methodology marked the health group's approach when it helped champion the first overhaul of the U.S. food safety system since the Great Depression. Pew helped bring together industry representatives and consumer groups and supplied research to support the new law, which Obama signed in January 2011.

On the drug safety legislation, Pew sought early on to be known as a trusted source for policy makers and their staffs, said Allan Coukell, director of the health group's medical programs. One major step in that area was the release in July 2011 of the report *After Heparin*, which

drugs were coming from overseas, and that the FDA was essentially absent. The agency would conduct inspections of U.S. drug facilities every two years but overseas it was every nine years, if that."

Equally important was a conference Pew hosted on the issues raised by *After Heparin*. "We had a convening of every group out there, from the industry side to the FDA," said health group managing director Shelley Hearne. "We listened to everybody, and everybody had a say in the recommendations. That document and the conference were really key to the process in which we could sit down and

"People were shocked to hear that 80 percent of drugs were coming from overseas."

brought out serious concerns about how U.S. prescription drugs are manufactured and distributed.

"It was read by a wide variety of people—congressional staff, consumers, professionals—and really established our bona fides," said Coukell, who also testified on Capitol Hill several times about the legislation. "It had detailed case studies and was thoroughly vetted by a number of experts. A lot of people were shocked to hear that 80 percent of

hammer out how those recommendations could be incorporated."

The success of the report and the conference also affirmed the health group's conclusion that its policy objectives on drug safety and reviving the antibiotic supply chain could be packaged with upcoming legislation to renew user fees for drug and medical-device manufacturers. A 1992 law—the Prescription Drug User Fee Act, or PDUFA—enabled the FDA to speed its reviews of new drug applications and stipulates the fees must be extended every five years, and the



To learn more, go to www.pewhealth.org/medical



PHOTOILLUSTRATION BY DAVID HERBICK, BOTTLE PHOTO BY JOE BELANGER/ISTOCKPHOTO

next renewal date was to occur in 2012.

For the first time, makers of generic drugs signaled they wanted to pay user fees, in part to fund inspections of manufacturing sites, particularly those overseas. “U.S. manufacturers saw this as a level-playing-field issue,” Coukell said.

The health group, along with colleagues from Pew’s Government Relations team, spent much of 2011 working with congressional staffers and lawmakers who had taken an interest in drug safety or antibiotics issues. The Government Relations staff has deep experience in how to work on Capitol Hill. Its members know, as Sarah Despres, a senior officer who was key in guiding Pew’s efforts on the Hill, said: “By working with the Hill staffers directly, you earn their trust.” Managing direc-

tor Tamera Luzzatto noted that staffers “know what their bosses’ impulses are, which issues their bosses will roll up their sleeves for.”

Pew’s meticulous preparation and analyses were noticed by policy makers on both sides of the aisle. Rep. Phil Gingrey (R-Ga.), whose Generating Antibiotic Incentives Now Act was ultimately incorporated into the overall legislation, attended a Pew-sponsored event on developing new antibiotics to treat members of the military. Rep. Henry Waxman (D-Calif.) said at a hearing, “I know that Pew has had a long-standing interest in making sure that we get more antibiotics, new antibiotics, so our arsenal is full.”

As with any major bill on Capitol Hill, there were many advocates, interest groups and others wanting to be heard.

“You’ve got to be able to stand out, and Pew did that right up until the final bill was passed,” Luzzatto said. “We made a case for policy change based on fact, and that message resonated.”

Although much was made of the unusually collaborative proceedings on the Hill, getting the final provisions into the bill was no given. “There was tough negotiating and markedly different positions on many, many issues to be worked out,” Coukell said.

When the process reached its final stage—reconciling the House and Senate bills in June—Pew’s effort went into overdrive. “We wrote three long, detailed papers,” Coukell said. “One was on the provision to create incentives for new antibiotics, one was on medical devices, and one was on the supply chain. On antibiotic incentives, for example, we were going through the bill with a fine-tooth comb and trying to very clearly lay out how this would work.

“In a period of a few weeks, we were reacting to a Senate committee draft, a House committee draft, a Senate final draft, a House final draft and then a conference draft,” he continued. “We were going through them over and over and producing detailed analysis, and often responding on short notice to requests from one staff or another for elucidation, or additional analysis or talking points—sometimes on all three of those issues in the same day. We were also in that phase in closed-door sessions with the FDA and the industry over the supply chain provisions.”

In the last, frantic days of negotiating, Pew’s goal of being a trusted source had been met. “The Pew staff had to be available 24/7,” Hearne said. “That is the dream of every organization that wants to do something for the public good.” ■

TIM WARREN is a contributing editor to *Trust*.

Pew staff members frequently contribute articles and essays to media organizations. The piece excerpted here appeared in the European diving magazine *Unterwasser* and the German newspaper, *Die Welt* (The World).

The Shark Attack That Changed My Life

BY DEBBIE SALAMONE

In the instant the shark's jaws clenched around my ankle, my life changed forever.

I kicked furiously to break free, but the shark bit down harder. I screamed for help and struggled to escape in the waist-deep water.

Suddenly the shark let go and I frantically made my way to shallower water, where someone dragged and then carried me to shore. I collapsed onto the sand and looked in horror at my shredded right foot.

It happened in 2004, in the Atlantic Ocean 50 feet off a Florida beach. My Achilles tendon was severed, and my heel was torn apart. I underwent surgery, but it would be three months before I could stand up, and even longer before I could walk more than a short distance.

During the difficult times, I sought answers. Why did this happen? My hobby was competitive ballroom dancing. Would I ever dance again? I had always loved nature, swimming in the ocean, and writing about the environment as an investigative newspaper reporter. Why did nature turn against me?

Finally, I came to see this terrifying

DEBBIE SALAMONE works with the Pew Environment Group's Global Shark Conservation Campaign and is communications manager for Pew's efforts to end overfishing in the Southeastern United States.

encounter as a test of my resolve, my love of wildlife, and my dedication to protecting our oceans and all the animals that call it home. Sharks are a part of a wondrous ecosystem, and I knew I had to help save the ultimate predator.

Only about 65 people are attacked by sharks worldwide each year, and becoming one of them refocused my life vision. I decided to earn a master's degree in environmental sciences and policy, and I left my job as a newspaper editor. I went to work for the Pew Environment Group, where I could help save sharks from extinction—a likely fate if humans do not stop killing them by the tens of millions each year. And yes, I even returned to the dance floor.

I have recruited other shark attack survivors from around the world to join our cause. Some lost arms or legs. Some nearly died. Yet all are now passionate defenders of the ocean and its inhabitants, including sharks. We forgive our attackers and recognize that our misfortunes make us ideal advocates.

"Are we so self-important . . . that we think we have the right to drive any animal to the brink of extinction before any action is taken?" asks Pew volunteer Paul de Gelder, 35, an Australian navy diver who lost a leg and hand in 2009 when a shark attacked him during a training exercise in Sydney Harbor.

For more than 400 million years, sharks have roamed the seas. Today, however, nearly a third of all shark species are in danger of extinction. Up to 73 million are killed each year for their fins, which can fetch up to \$300 per pound and are sold mostly to Asian markets as a soup ingredient.

Many countries have banned finning—slicing off a shark's fins at sea and dumping the animal, sometimes still alive, into the ocean, where it drowns or bleeds to death. In 2009, the survivors were instrumental in advocating legislation that closed loopholes in the U.S. shark finning ban. Although the cruel practice is declining, demand for fins remains strong. Fishermen simply bring dead sharks back to port and cut off the fins on land.

In addition to being sought for their fins, sharks are frequently caught accidentally by fishermen targeting other species, particularly tuna and swordfish. In some instances when fishermen use long hooked lines, sharks can make up 25 percent of the catch. Because they are slow-growing, late to mature, and bear few pups, sharks have difficulty recovering from these losses.

Killing too many can devastate the ocean. Some studies show that a decrease in sharks can dramatically change coral reefs, sea-grass beds and other habitats. If sharks are not present to eat prey, those animals' numbers can increase, adversely affecting the food web.

One remedy is gaining momentum: shark sanctuaries. Since 2009, Pew has been instrumental in helping nations establish protected areas where commercial shark fishing and trade in fins and other shark products are banned. Six countries—Palau, the Maldives,

Honduras, the Bahamas, Tokelau, and the Marshall Islands—have created sanctuaries that together span nearly 1.8 million square miles of ocean.

Beyond the environmental benefits, sanctuaries make economic sense. Australian researchers compared the tourism value of a shark in Palau, a top diving destination, with the commercial value of its fins. The fin cut from one dead reef-dwelling shark for soup: \$108. Tourism dollars generated by that living shark: \$1.9 million over its lifetime.

In the Bahamas, shark tourism has added more than \$800 million to the economy during the past 20 years, according to the Bahamas Diving Association. The Bahamas is home to more than 40 shark species, which have flourished because of fishing restrictions and a ban on long lines.

Although local actions are helpful, global solutions have been slow. World leaders have agreed on trade protections for only a handful of shark species, and virtually no limits exist on fishing on the high seas. Even though United Nations member countries agreed more than a decade ago to develop conservation plans, those that exist aren't enough.

In 2010, shark attack survivors and Pew took our cause to the U.N., asking countries to follow through on promises to save sharks. We continue to call on nations to

commit to setting sustainable catch levels, stop fishing for the most vulnerable species, and establish shark sanctuaries. We also want them to require safer fishing gear to reduce accidental catch of sharks.

The nearly 200 nations that are part of a treaty governing endangered species, the Convention on International Trade in Endangered Species of Wild Fauna and Flora, will meet in 2013. At the most recent meeting in 2010, nations bowed to commercial fishing interests and declined to protect some of the most severely depleted sharks, including hammerheads. Only three species currently have trade protections—great white, whale and basking sharks. Countries should realize that short-term fishing profits can risk the long-term health

Attack survivors, from left, Al Brenneka of Fort Lauderdale, Fla.; Krishna Thompson of New York, and Mike Coots of Kauai, Hawaii, join Pew's Debbie Salamone to advocate for new protections for sharks around the globe.

and economic benefits of the ocean ecosystem.

For shark attack survivors, the fight is personal. We want our misfortune to inspire us to serve a greater good. Krishna Thompson believes he survived his ordeal so he could pursue this calling and his volunteer work with Pew.

A Wall Street banker, Thompson was on an early morning swim in the Bahamas in 2001 when he saw a fin heading toward him. He tried to jump out of the way, but the shark caught his leg, shaking him wildly from side to side. Then, in one brief moment of calm, Thompson swung around and punched the shark. Miraculously, it let go. Thompson watched it swim away, surfaced for a desperate breath of air, and then looked at his leg. Only bone remained.

He summoned all of his energy to get to shore, where he collapsed. Bleeding severely, Thompson was rushed to the hospital, and he almost died before doctors could revive him. His leg was amputated. It was a long recovery, but today Thompson, now 46, walks with a prosthesis and occasionally plays basketball.

"I have a second chance at life," he says. "There has to be a reason I'm here, and I believe part of that reason is shark conservation. I'm here to give a voice to these animals, to make the environment and society a better place for all of us." ■



PHOTO BY KATY MARTENS/THE PEW CHARITABLE TRUSTS

Conservation Collaborations

Pew is working with land trusts in the Northeast to preserve America's disappearing natural heritage.

BY JANICA LOCKHART

Over the past century, the wilderness, wildlife habitat and farmlands that characterized much of the northeastern United States have disappeared in the face of accelerated suburban sprawl. Fields and fertile soils that helped feed an early nation have been paved over, and the forests that once carpeted the Northeast have been diminished by the demands of rapid population growth.

But philanthropists and other visionaries recognized that without action to permanently preserve the landscapes that had long defined America's natural heritage, this decline would continue. Their efforts resulted in the establishment of the national park system, beginning with the creation of Yellowstone in 1872, and also inspired efforts at the local level with the creation in the early 1900s of the first private land trusts. Today, there are more than 1,500 local and regional land trusts around the United States, protecting more than 9 million acres of important natural habitat and landscape. Building on this legacy, and recognizing that decades of environmental conservation experience could aid the land trust community's efforts, Pew launched the Northeast Land Trust Consortium (NLTC) in 2006 to help safeguard some of the nation's most beloved woodlands, farms and shores in the northeastern United States.

Through strategic conservation partnerships with some of the most accomplished land trusts in the region, the NLTC has enabled donors to amplify the impact of their gifts through a 20 percent match grant provided by Pew. To date, Pew's investment of \$10 million in seed funding has generated a total of nearly \$50 million in gifts. In addition, NLTC donors benefit from Pew's 60 years of coalition-building expertise, access to a carefully vetted and approved conservation network, and a demonstrated return on investment.

Through this project, 550 philanthropists and 60 foundations have

joined with Pew to secure more than 825,000 acres of the Northeast's most treasured landscapes. These permanently protected parcels stretch from the rugged interior woodlands of Maine and New Hampshire, across the dramatic vistas of New York's Hudson Valley and through the productive farms of Vermont, Connecticut and Pennsylvania.

Thomas Curren, NLTC project director, works closely with local land trusts to identify properties with the highest conservation value and to multiply challenge donations by attracting additional support from donors for these initiatives. "Through the NLTC, donors are leveraging their funds to protect more lands and waters for future generations," Curren said. "Rural areas have been disappearing, limiting access to local food sources and clean waters, so it is critically important that we take action now to preserve the lands that support wildlife and provide recreational and agricultural resources throughout the Northeast."

Partners aided in preserving Kitteredge Brook Forest's waterway in Maine.



PHOTO COURTESY OF MAINE COAST HERITAGE TRAIL



By protecting this farm, land trusts helped maintain Vermont's rural way of life.

By contributing to these projects, supporters are continuing the legacy of such trailblazers as the Rockefeller family, Charles Eliot and George Dorr, whose efforts led to the creation of Acadia National Park in Maine in 1919. These early conservationists sought to protect the wilderness of Mount Desert Island for the enjoyment of all. Today, the pressures from developers in this region are even more intense. Tracts of houses could have replaced the untouched expanse of wetlands and woods known as the Kitteredge Brook Forest adjacent to the park but philanthropists and foundations, acting in concert with the NLTC and in partnership with Maine Coast Heritage Trust, were able to secure its protection in 2011.

“The results of the partnership between Maine Coast Heritage Trust and

Pew can be found in critical additions to Acadia National Park, and the many conserved estuaries of Cobscook Bay,” said Tim Glidden, president of the trust, which works to steward and preserve the state’s islands and shores. “With the support of the NLTC, we have been able to extend our record of success in conserving the iconic beauty and ecological integrity of coastal Maine.”

Maine’s white-capped waves and rocky coast have inspired philanthropists such as Forrest Berkley, Dr. Richard Rockefeller and foundations such as the Elmina B. Sewall Foundation to save 15 miles of shoreline and seven islands with the NLTC’s help. “In protecting coastal Maine, we build on the momentum established by the accomplishments of generations of conservationists before us,” said Berkley,

a board member of the Maine trust.

After six years of accomplishment, the NLTC’s work still is not done. New projects are under way throughout New England, New York and Pennsylvania, and successful collaborations between donors and land-trust partners could result in a total of 1 million acres safeguarded by the NLTC in the next few years. “Land prices in many areas have been reduced to figures not seen in decades,” Curren said. “Continued population growth in the Northeast and the critical need to protect farmland and wildlife habitat in the region make timely action imperative. Private philanthropy has a real opportunity to preserve the landscapes that secure our regional health and well-being.”

Those wishing to learn more about leveraging their conservation gifts should contact Curren at tcurren@pewtrusts.org. ■

JANICA LOCKHART is a contributing writer to *Trust*.

Return *on* Investment

The Pew Charitable Trusts' program investments seek to improve policy, inform the public and stimulate civic life through operating projects managed by Pew staff; partnerships, which allow us to work closely with individuals or organizations to achieve shared goals; and targeted grantmaking. The following highlights some recent Pew work. Additional information is available at www.pewtrusts.org.



THE ENVIRONMENT

Major Wins for Forage Fish

The Pew Environment Group (PEG) marked three victories for forage fish that will, when implemented, lead to significantly improved management for species on the U.S. Atlantic and Pacific coasts. Forage fish are important prey species and these measures represent the first time federal managers have acted to adequately monitor the catch and taken steps to prevent new forage fisheries:

- The Mid-Atlantic Fishery Management Council voted to recommend 100 percent at-sea observer coverage on the industrial mackerel fleet and to develop a cap on river-herring bycatch. The council also voted to initiate an

amendment to make river herring a “stock in the fishery,” bringing this fish under federal management. The amendment has been a cornerstone of PEG’s work in the region since the Forage Fish Conservation Initiative’s inception.

- The New England Fishery Management Council voted for 100 percent observer coverage on the Atlantic herring fishery, requirements to weigh all fish caught by industrial trawlers, and the first-ever limits on “slippage” (dumping unwanted catch at sea). PEG has been working on this amendment since the summer of 2007; in its latest efforts, the team helped deliver 48,000 public comments and a letter signed by 25 members of Congress in support of a cap on river-herring catch.

- The Pacific Fishery Management Council declared its intent to prohibit the development of new fisheries on currently unmanaged forage species until an ecosystem-based approach can be put in place.

In Venezuela, Important Protections for Sharks

Efforts by PEG’s shark conservation campaign resulted in the adoption of measures that will safeguard sharks in Venezuela’s waters, including fully protecting sharks within an area encompassing 1,440 square miles of the Caribbean around the Los Roques and Las Aves Archipelagos. The measure also bans shark finning in all Venezuelan waters by requiring sharks to be landed with their fins naturally attached, and it implements protection measures for bigeye thresher, oceanic whitetip, hammerhead and silky sharks in the Atlantic as well as oceanic whitetip sharks in the Pacific. The Los Roques Archipelago is among the world’s most biologically diverse archipelagos; at least 21 shark species are found in its waters.

Oceans Get Global Attention at Rio+20

As a result of PEG’s extensive work at the United Nations, as well as its global advocacy and communications efforts, ocean health and conservation were squarely on the agenda for the once-in-a-decade Rio+20 U.N. sustainable development conference, which took place at the end of June. Much-needed commitments were made by governments to end overfishing, take action to stop illegal fishing, phase out harmful subsidies, eliminate destructive fishing practices and protect vulnerable marine ecosystems. There

were also decisions to make regulating the catch of commercial species such as tuna more transparent.

Ontario Implements Boreal Forest Agreement

Ontario is the first province to incorporate an agreement, brokered by Pew, between the forest products industry and conservation groups that envisions protecting 178 million acres of boreal forest across Canada. The pact is being implemented through negotiations, area by area. In June, Ontario agreed to manage 7.5 million acres in the Abitibi River Forest, protecting caribou habitat as well as jobs in the forest products industry. Two million acres previously scheduled for logging will be left intact, and the remainder of the area will be managed under strict sustainable-development standards.

THE ECONOMY

Strategies to Improve The Housing Market Are Focus of Pew Conference

Sheila Bair, a Pew senior adviser and former chair of the Federal

Deposit Insurance Corporation, led an invitation-only, day-long discussion of the challenges facing the U.S. housing market, the impact they are having on the nation's economic recovery, and potential short- and medium-term policy options. Pew supported 13 research papers by prominent thinkers in the field to inform conversations among the more than 120 participants, who included leaders from the financial industry, academia and housing and regulatory organizations. The conference proceedings will be summarized in a forthcoming white paper.

Regulators React to Pew's Call for Action on Bank Overdrafts

Pew urged the Consumer Financial Protection Bureau to adopt a one-page disclosure document to better protect checking account holders from questionable bank overdraft policies. In response, the bureau has launched a public inquiry into attitudes and experiences related to these practices. The data collected will inform future regulations and policy making on overdrafts.

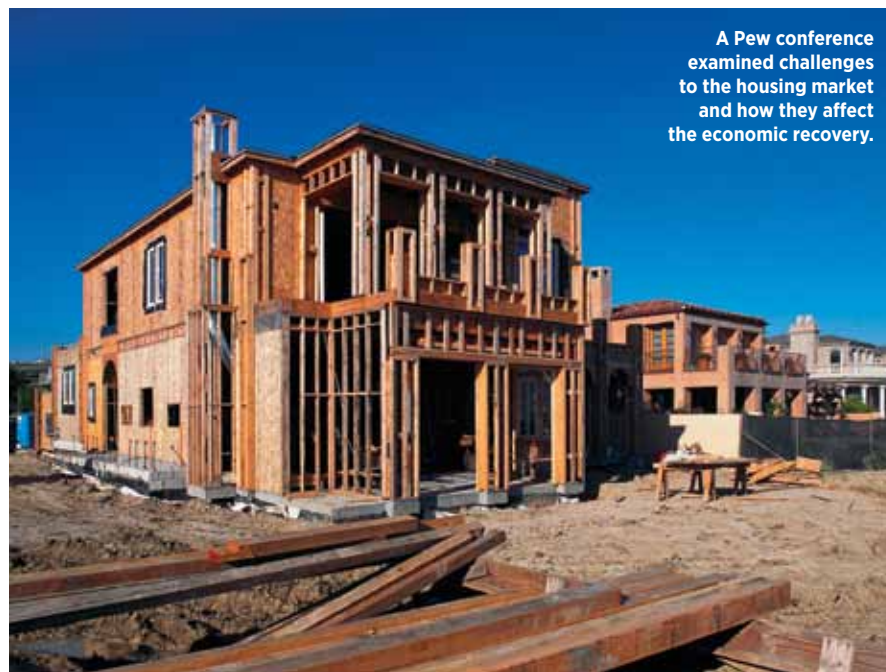
HEALTH

Turning Prominent Chefs Into Advocates

As part of its work to promote food safety, the Pew Health Group is working with the James Beard Foundation to recruit and mobilize prominent chefs as public advocates. The Campaign on Human Health and Industrial Farming hosted the first of these efforts, in which more than a dozen chefs learned about the issue of antibiotics overuse in farming and were trained on effective presentation, advocacy, media outreach and interview techniques. The goal is to deploy them as part of Pew's overall strategy to promote policies to rein in the overuse of antibiotics in meat and poultry production. From popular programs such as "Top Chef" to the Food Network, chefs have achieved widespread public recognition and have access to the media and policy makers, some nationally and many more in their home regions.

Health Impact Assessment Evaluates New USDA School Nutrition Standards

The Kids' Safe and Healthful Foods and Health Impact projects released the first-ever health impact assessment evaluating a national policy. The *Health Impact Assessment on National Nutrition Standards for Snack Foods and Beverages* explored the likely impact of the U.S. Department of Agriculture's upcoming rule on sales of these foods in schools, reviewing over 300 published peer-reviewed scientific articles and providing a detailed economic analysis. The study found that national nutrition standards would improve children's



A Pew conference examined challenges to the housing market and how they affect the economic recovery.

health without negatively affecting school districts' bottom lines.

IN THE STATES

Pew Helps States Lower Crime at Less Cost

Intensive support from the Public Safety Performance Project was instrumental to passing comprehensive sentencing and corrections reforms in half a dozen states this year. In Pennsylvania, a new package of policies includes more effective sentences for nonviolent, misdemeanor offenders and a program of swift and certain sanctions for probation violators. Similar laws, developed with data-based research, were adopted by broad bipartisan majorities in Georgia, Hawaii, Louisiana, Missouri and Oklahoma. These reforms are expected to generate combined savings for taxpayers of approximately \$1 billion over the next five years.

Iowa and Michigan Direct Home-Visiting Dollars to Proven Programs

The Pew Home Visiting Campaign worked with advocates to pass laws that will help ensure high-quality home visiting services for families in Iowa and Michigan. The new statutes, which were based on Pew's model policy framework, create two of the strongest systems in the nation for using solid evidence and data-driven accountability systems to get the best outcomes from states' home visiting dollars. Michigan's law mandates that all of its \$30 million investment in home visiting go to proven, effective programs. Iowa's requires that 90 percent of its home visiting funds support programs



This man has moved back to his home town, one of many immigrants who left the U.S. to return to Mexico.

with a record of achieving at least one meaningful family outcome.

Four States Act to Increase Access to Dental Care

Backed by research and support from the Pew Children's Dental Campaign, Kentucky, Virginia and West Virginia changed laws or rules this year so that more children can receive sealants applied by dental hygienists. Sealants prevent 60 percent of tooth decay at one-third the cost of filling a cavity. The campaign also worked successfully with stakeholders to improve access to dental care in New Hampshire, where nearly 60,000 residents live in areas with a dentist shortage. Governor John Lynch signed a law in June that expands the scope of services dental hygienists can perform.

Pew Experts Advise States on Tax Incentives

A first-of-its-kind report by the Pew Center on the States showed that half the states have not taken the

basic steps to know whether their tax incentives for economic development are delivering a strong return. The study highlighted several promising approaches to ensure that evidence about incentives' effects informs policy makers' decisions. Officials in Louisiana, Massachusetts, North Carolina, Texas and Washington have requested Pew's assistance in improving how they evaluate these investments.

PEW RESEARCH CENTER

Trends in American Values

Americans' values and basic beliefs are more polarized along partisan lines than at any point in the past 25 years, according to the latest report on American values by the Pew Research Center. The values gap between Republicans and Democrats, which increased dramatically during the George W. Bush and Barack Obama years, is now greater than divides in gender, age, race or class. Republicans are most distinguished

by their increasingly minimalist views about the role of government (just 40 percent agree that “It is the responsibility of the government to take care of people who can’t take care of themselves,” down 18 points since 2007), and lack of support for environmentalism (only about half agree that “there needs to be stricter laws and regulations to protect the environment,” a decline of 17 points since 2009). Democrats have become more socially liberal (about half agree that “We should make every effort to improve the position of minorities, even if it means giving them preferential treatment,” an 11-point increase since 2007) and secular (roughly three-quarters say they “never doubt the existence of God,” down 11 points over the past decade).

European Unity in Trouble

A survey of eight key European countries by the Pew Research Center’s Global Attitudes Project revealed a crisis in public confidence in the

economy, the future, the benefits of European economic integration, membership in the European Union, the euro and the free market system. Europeans report being very worried about joblessness (nearly 9 in 10 say unemployment poses a major threat to their economic well-being), inflation and public debt (8 in 10 think their country’s national debt is a major threat), and those fears are fueling much of this uncertainty and negativity. They reject the notion of closer economic integration, yet want to retain the euro as a common currency.

Immigration From Mexico at a Standstill

The Pew Hispanic Center found that after four decades that brought 12 million current immigrants from Mexico to the United States (more than half of whom came illegally), the net migration flow has stopped and may have reversed. Between 2005 and 2010, 1.4 million Mexicans immigrated to the United States, and about 1.4 million

Mexican immigrants and their U.S.-born children moved from the United States to Mexico.

PHILADELPHIA

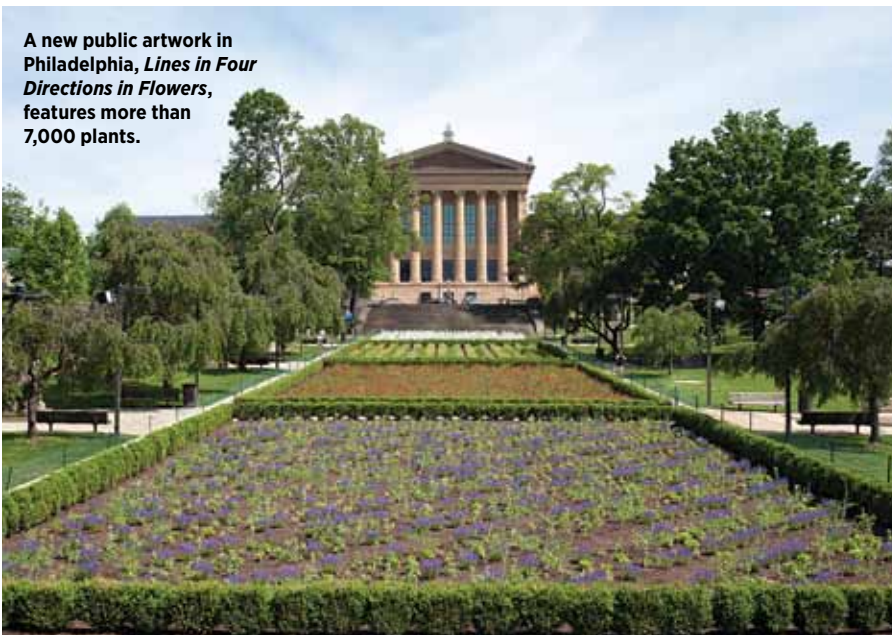
Sol LeWitt Sculpture Blooms at Last

The Philadelphia Museum of Art, with Pew support, introduced a public artwork that was planned 30 years ago by American artist Sol LeWitt but not realized until now. Sited alongside the Anne d’Harnoncourt Sculpture Garden at the museum, the piece, titled *Lines in Four Directions in Flowers*, is composed of four large, rectangular flower beds, each bordered by boxwood and planted with flowers of a single color in a unique pattern of lines. Comprising more than 7,000 individual plants, the work will evolve over two years as seasonal blooms emerge.

Pew Center for Arts and Heritage Completes 2012 Grantmaking

The Pew Center for Arts and Heritage, through its six artistic initiatives, has wrapped up its grantmaking for 2012, awarding more than \$5.2 million in funding for 49 projects and \$720,000 for 12 Pew Fellowships in the Arts. Highlights include: a major multidisciplinary exhibition at the Philadelphia Museum of Art centered on its Marcel Duchamp collections; the Pennsylvania Ballet’s mounting of its third and most challenging work by internationally acclaimed choreographer William Forsythe; and the Arden Theatre’s two-year study of the work of Russian dramatist Anton Chekhov, in partnership with Trinity Repertory Company, in Providence, R.I. ■

A new public artwork in Philadelphia, *Lines in Four Directions in Flowers*, features more than 7,000 plants.

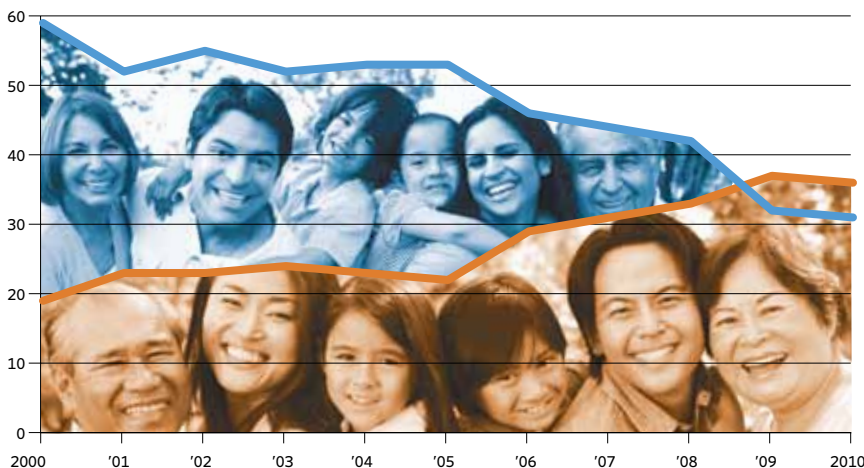


The Rise of Asian Americans

Asian Americans are the highest-income, best-educated and fastest-growing racial group in the United States, with Asians now making up the largest share of recent immigrants, according to a comprehensive study by the Pew Research Center. The analysis found that Asian Americans are more satisfied than the general public with their lives, finances and the direction of the country, and they place a greater value on marriage, parenthood, hard work and career success.

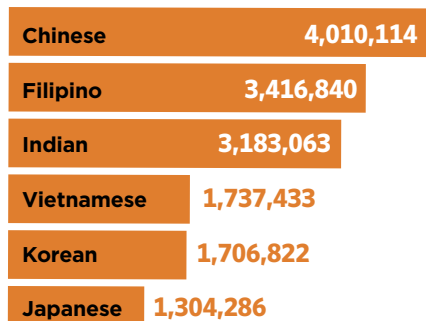
Asians Overtake Hispanics

Percent of immigrants by year of arrival, 2000–2010

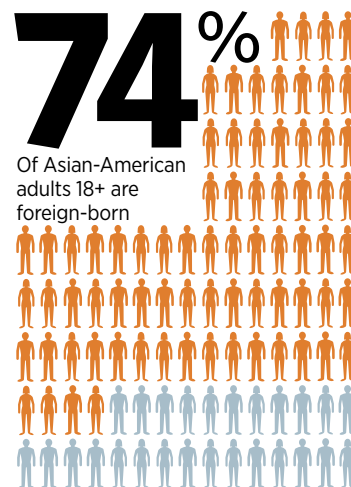
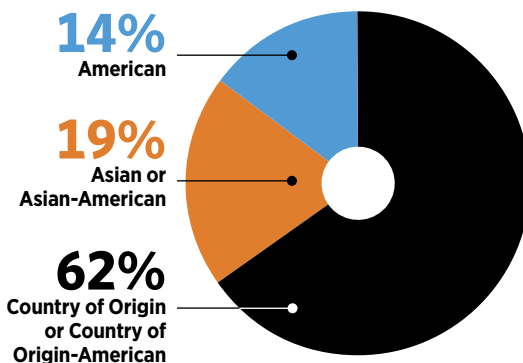


Asian American Identity

Six groups make up at least 83% of the Asian-American population

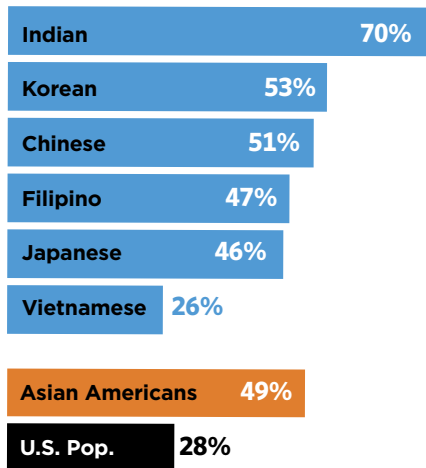


Far more respondents identified themselves by country of origin while only 1 in 5 described themselves most often as Asian or Asian American



Asian Americans and Higher Education

Percent of Asian Americans (25+) with a bachelor's degree or higher



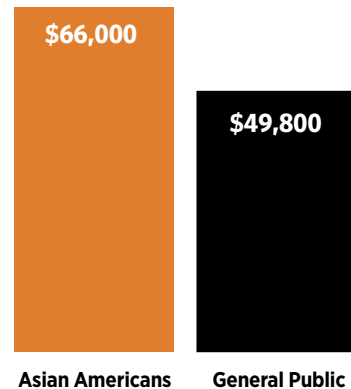
Does Hard Work Equal Success?

Percent saying that most people who want to get ahead can make it if they are willing to work hard



Median Annual Household Income

Households headed by adults ages 18+



To read the full report online, go to www.pewsocialtrends.org/asianamericans

THE PEW
CHARITABLE TRUSTS

Pew Center on the States
Good policy depends on good information.

Site Map

Search Pew Center on the States

Home Issues States Research & Analysis Projects Experts News Room About Us

HOW the GOVERNMENT SPENDS MONEY ACROSS the ECONOMY →

PAYDAY LENDING: WHO BORROWS and WHY →

CITIES' GROWTH OUTPACING METRO AREAS →

The LATEST

Subscribe to News Feeds

Analysis | Results First Today

Better Programs, Better Results

This case study focuses on quality assurance monitoring in juvenile justice programs in Washington state—which has led the way in using cutting-edge cost-benefit analysis to guide its budget and policy choices. [i]

Washington | Public Safety, Government Performance

Dispatch | Election Initiatives Today

Voter Registration in Four States

A recent analysis from the Pew Center on the States reveals the massive challenge election officials face in processing registration forms right before a presidential election. Data from four states—Colorado, Florida, Maryland, and Virginia—clearly show that, every four years, election offices must deal with a huge spike in voter registration applications. [i]

Colorado, Florida, Maryland, Virginia | Voter Registration

Stateline Story Today

Choices Often Limited in 'School Choice' Programs

Many top private schools have chosen not to participate in statewide voucher and scholarship tax credit programs in states such as Ohio, Louisiana and Florida. [i]

Louisiana, Ohio | Education

Stateline Story Today

Report: Cost of Walker Recall Effort Topped \$80 Million

Wisconsin's unprecedented 15 recall races for governor, lieutenant governor and state senate in 2011 and 2012, prompted a record amount of campaign spending, according to a report released Wednesday (July 25). Candidates, groups and committees spent a total of about \$137.5 million on races, including about \$84.5 [i]

Pew on the Web

- The Pew Charitable Trusts ▶
- Pew Center on the States
- Pew Environment Group ▶
- Pew Health Group ▶
- Pew Research Center ▶

Stateline

Today

Choices Often Limited in 'School Choice' Programs

By Ben Wicker, Staff Writer

Many top private schools have chosen not to participate in statewide voucher and scholarship tax credit programs in states such as Ohio, Louisiana and Florida. [i]

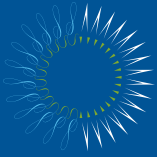
Stay Updated

Pew Center on the States

Join our e-news list and receive our monthly newsletter.

The Pew Center on the States provides nonpartisan reporting and research, advocacy, and technical assistance to help states deliver better results and achieve long-term fiscal health by investing in programs that provide the strongest returns.

Learn more at www.pewstates.org



THE
PEW
 CHARITABLE TRUSTS

One Commerce Square
 2005 Market Street, Suite 1700
 Philadelphia, PA 19103-7077

NONPROFIT ORG
 U.S. POSTAGE PAID
 CINNAMINSON, NJ
 PERMIT NO. 579



Philadelphia's Sister Cities Park, situated on a once-barren piece of land, is now a water park crowded with toddlers, teenagers and adults. Like the new campus of the Barnes Foundation, the park has been an instant success. They are among many improvements adding a new dimension to the Benjamin Franklin Parkway.

—from "A Parkway for the People," page 18

PHOTO BY KATYE MARTENS/THE PEW CHARITABLE TRUSTS

