

# 2010 Wharton Transportation Executive Program

July 26-29, 2010

Steinberg Conference Center, Wharton School at the University of Pennsylvania

## Preliminary Program Outline

### MONDAY 26 JULY 2010

- **Evening Reception**

### TUESDAY 27 JULY 2010

- **Welcome and Introductions**
- **Session 1: Preparing for a High Impact Learning Experience**

This session will provide an overview of the Wharton Transportation Executive Program, with a focus on how to maximize learning during the program and how to most effectively take the learning back to work.
- **Session 2: The Art of Persuasion: Making the Case for Transportation Investment and Revenue**

Every transportation executive understands the need for increased investment in infrastructure – and the consequences of underinvestment. The ability to communicate these concepts to a broad range of stakeholders and decision makers – including users of transportation systems, voters, boards, legislators, and governors – and to persuade these parties of their importance is essential to garnering support for transportation programs and revenue initiatives. This session will draw on research from Wharton’s Strategic Persuasion Workshop: The Art and Science of Selling Ideas and on the experience of several states and transportation agencies that have designed and prosecuted transportation-related revenue initiatives as documented in NCHRP 20-24 (62) Making the Case for Transportation Investment and Revenue.
- **Session 3: Valuing P3 Approaches in Project Finance Initiatives**

This session will provide an overview of strategies for leveraging private sector resources and capital to develop public infrastructure projects. The discussion will highlight key elements of several benchmark project finance initiatives, including funding sources, capital structure, and use of Federal credit assistance. This discussion will set the stage for Session 6, which will focus on the policy and management aspects of alternative project delivery mechanisms.
- **Dinner Program**

Keynote Speaker: Jane Garvey, North American Chair, Meridiam Infrastructure  
“Public Private Partnerships in Today’s Market”



## WEDNESDAY 28 JULY 2010

- **Session 4: Program and Project Evaluation**

Budgetary constraints and limitations in available investment resources at all levels of government and across the transportation sector increasingly require the maximization of returns from infrastructure investments. These circumstances have placed a premium on the need to develop strategic capital programs, to measure performance, and to link the predicted outcomes of these programs to clearly understood goals and benefits. In this session we will examine the challenges of developing and applying credible performance metrics to strategic capital programs. We will also examine analytical tools, including benefit-cost analyses, and their relevance to the specific investments and actions that are the component elements of capital programs. This examination will include consideration of successful and less successful applications of these analytical tools and the challenges of incorporating these tools into the capital programming process.

- **Session 5: Corporate Strategy Development and Implementation**

This session will incorporate elements of a business school case study to illustrate how many companies identify and assess potential business ventures. Issues to be discussed include: cost of capital, capital budgeting, and rates of return on investments. Faculty will use the corporate examples as a starting point for a discussion of private sector goals and strategies in the U.S. infrastructure market.

- **Wine and Cheese Hour**

Informal discussion on reauthorization and the status of transportation funding and introduction of tomorrow's session on "Policy and Management Aspects of Public Private Partnerships."

## THURSDAY 29 JULY 2010

- **Session 6: Policy and Management Aspects of Public Private Partnerships**

This session will provide a forum for discussion of policy and management aspects of public private partnerships and strategies for leveraging private sector resources to develop public infrastructure projects. Representatives of several state DOTs will discuss the goals of their state's P3 program, the partnership structures and financial models that are being used, the policy framework that guides provider selection and project delivery, and the process used to ensure securing "value for money."

- **Session 7: Bringing It Back to Work**

A discussion of the key take-aways from the program and strategies for implementing lessons learned in program participants' work settings.

