

COURSE SYLLABUS: PPPM 613 – PLANNING ANALYSIS

Instructors:	Robert Parker (rgp@uoregon.edu) / Beth Goodman (lab; egoodman@uoregon.edu)
Office:	107 Hendricks
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Office Hours:	10-11:30 am Tuesdays or by appointment
Class Meeting:	10:00-11:20 am Mondays and Wednesdays; 8:00-9:50 Fridays (lab)
Room:	122 McKenzie / 442 McKenzie (lab)

I Course Overview

This class is designed to (1) introduce you to planning and policy analysis, and (2) refine your skills in a variety of research methods associated with professional planning work. I take an applied approach to this course. In short, this course will strive to teach common methods and approaches that can be applied to a variety of planning projects and processes. More specifically, this course will cover:

Basic Planning Analysis Tools

- Policy analysis process
- Technical memos and reports
- Standard planning data sources
- Data evaluation and presentation
- Basic quantitative approaches to planning problems (using percents, ratios, shares, discounting, etc)

Specific Research Techniques

- Forecasting
- Community economic analysis
- Housing needs analysis
- Land needs analysis
- Public involvement
- Market analysis

You will learn these various tools and techniques through (1) class discussions, (2) several assignments, (3) an extensive final team project that will result in a 30-40 page report and presentation, (4) a mid-term exam; and (5) a final exam. Both exams will be take-home.

I have high expectations of students. These expectations will be reflected in (1) the demands of the work assigned, and (2) how I grade your work. This course will demand a substantial time commitment. By the end of the course you should be able to apply various tools and techniques to conduct high-quality planning and policy analyses that would be expected of professional planners.

II. Reading Materials

1. Patton, Carl V. and David S. Sawicki, *Basic Methods of Policy Analysis and Planning*. 2nd Edition, Prentice-Hall, 1993.
2. Natalie Macris, *Planning in Plain English: Writing Tips for Urban and Environmental Planners*, Published by APA Planners Press, 2000
3. Reading materials posted to the class Blackboard site.

III. Grading

Your grade will be determined based on the following:

Attendance & Participation	5%
Assignments (4)	20%
Project	25%
Lab	15%
Mid-Term Exam	20%
Final Exam	<u>15%</u>
Total	100%

Late assignment policy: I strongly discourage submitting assignments late. Late assignments will receive a 20 percent penalty for each day past the due date.

IV. Statistics Requirement

By now you are all aware of the statistics requirement for this course. The CRP program requires students to have, at a minimum, one undergraduate level course in basic statistics. If you have not completed the statistics requirement, you should consider enrolling in a statistics course in your *first year* of graduate studies. Please meet with me after class if you have not completed the statistics requirement.

Statistical techniques are an important component of any planner's analytical toolbox. Due to limited time and resources, we will focus on statistical tools that are commonly applied by practicing planners. We will *not* cover basic statistical concepts such as central tendencies, probability, and regression. These are all concepts that are more appropriately covered in basic undergraduate statistics courses. We will offer a statistics review in the Lab.

That said, you should not be intimidated by the quantitative aspects of this course. The concepts we will cover in class are relatively basic, and do not require calculus or even advanced algebra. My objective is to ensure that students have a basic comprehension of quantitative techniques and research design and are able to identify and apply appropriate methods within the framework of the rational policy analysis model.

IV. Computer Applications

As with nearly every profession, computer applications will greatly enhance your efficiency and effectiveness as a planner. Toward that end, you will be using a variety of computer applications to complete various course activities. The zero week training and availability of various computer labs on

campus will provide the resources you need to integrate computer applications into your coursework. The Planning Analysis Lab is intended to assist with the integration of computer applications with your coursework.

I expect all course assignments to be completed using a word processor. Additionally, some assignments will require use of a spreadsheet program for data analysis and graphing. You will also be required to use PowerPoint for a presentation at the end of the term on your final project. To facilitate your coursework, class materials will be available via Blackboard. The Blackboard site can be accessed at:

<http://blackboard.uoregon.edu>

All class notes and handouts will be posted on the Blackboard site. Part of the intent of the Blackboard site is to provide access to those materials without having to photocopy them. The Blackboard site will be updated at least once a week to include additional information.

V. Planning Analysis Lab

The Planning Analysis Lab is a 1-credit required supplement to the Planning Analysis class. The Lab is taught by Beth Goodman and meets from 8:00 – 9:50 am on Fridays in 442 McKenzie Hall. The purpose of the lab is to provide applied instruction in the use of computers in analyzing planning data and to supplement the class lectures with examples. You will have a lab assignment most weeks. The lab assignments are worth 10% of your grade.

VI. The Course Project

Early in the term we will assign and discuss the course project. The purpose of the project is to apply techniques covered during class to a planning project in a team setting. Groups of 4-6 students will be assigned to teams to work on the project.

The term project for the Planning Analysis and Introduction to Professional Planning Practice classes will be combined. What that means is that you will have the opportunity to integrate information presented in both classes into your report. You will also have the opportunity to work with your peers in a team setting in accomplishing this research.

To assist you in this process we will provide the research topic and some background information and data. That information may include survey results, GIS databases, and spreadsheet data that you will be required to analyze and interpret. You will supplement this data with other data sources to create a 30-40 page report. Your team will prepare and deliver a 30-40 minute presentation on your findings during the last week of class.

VII. The Salem Field Trip

First year CRP students are encouraged to participate in the Salem field trip. The field trip is jointly sponsored by the PPPM Department and the state Department of Land Conservation and Development (DLCD). The DLCD is responsible for implementing Oregon's statewide land use planning program. Staff from the DLCD, the Governor's office, the Department of Emergency Management, the Department of Economic and Community Development will provide background on their agencies and professional careers. There is plenty of time for students to ask questions and interact with the agency staff.

The session lasts all day; lunch and refreshments will be provided as well as transportation to and from Salem. Additionally, students from the PSU planning program, the OSU geography department, and the RARE program will be invited this year. This is an outstanding opportunity for you to find out how state government works.

The Salem field trip is scheduled for **Friday, October 23rd** and will last from 7:30 am until 5:00 pm.

VIII. H1N1 Policy

The UO has an H1N1 policy, which is included below. My perspective on illness is, if you are ill, please stay home and get better. We can work out arrangements to address your coursework later.

Students with severe respiratory or flu-like illness must avoid attending class until they are without fever for 24 hours without the aid of fever-reducing medication. Students with absences related to severe respiratory or flu-like illness will be given the opportunity to make up their assignments and class content without penalty. It is the responsibility of the student to notify the instructor, in advance, when absent due to influenza. Faculty are under no obligation to excuse absences related to concerns of acquiring influenza by coming to class. Pregnant students in clinical areas where direct contact with patients positive for influenza is likely should work with their instructor to prevent exposure. All students should utilize the following precautions to prevent influenza exposure: 1) Frequent handwashing - consider carrying a bottle of alcohol cleanser with you at all times; 2) Cover your cough; 3) Place used tissues immediately in the waste basket followed by washing your hands; 4) Use approved disinfectants on shared surfaces - such as doorknobs, desk tops, etc. and, 5) Stay home if you have severe respiratory or flu-like illness. Call your health care provider if you are experiencing flu-like symptoms AND you have an underlying health condition which increases your risk of complications OR if you become concerned about your condition. Seek care immediately if you develop warning signs of more severe infection.

Students should anticipate absences and assure they have access to the Internet and Blackboard. Regardless of a student's H1N1 status, students must complete the requirements of the course to receive a passing grade.

VIII. Class Schedule

Class #	Date:	Topic	Reading	Assignment
1	Sept 30	The Policy Analysis Process	Reading: P&S Chapters 1-2	Assignment #1: Downtown Development Case Study
2	Oct 5	Writing Technical Memos and Reports	Reading: Planning in Plain English; BB: Writing Technical Memos & Reports	Assign/Discuss Final Project
3	Oct 7	Research Methods 1: Data Sources \Problem Definition	Reading: P&S Chapter 3; 4; BB: Planning Without Preliminaries; Data Sources for Planners	
	Oct 9	<i>Gresham Field Trip</i>		<i>Get yourself to Gresham</i>
4	Oct 12	Creating Teams that Work Design Charrette	Facilitator: Amanda West Facilitator: Nico Larco	Design Charrette: 1:15-5:00 pm
5	Oct 14	Forecasting	Reading: P&S Chapter 5 Reading: P&S Chapter 7; BB: Evaluating Small-Area Population Projections; Projection, Forecast & Plan	<i>Assignment #1 Due</i>
6	Oct 19	Research Methods 2: Working with US Census Data	BB: Overview of the Census	<i>Assignment #2: Data Reduction & Technical Memoranda</i>
7	Oct 21	Research Methods 3: Measurement, Qualitative and Quantitative Analysis	BB: Analytical Methods	
	Oct 23	<i>DLCD Field Trip</i>		<i>Get yourself to Salem</i>
8	Oct 26	Community Economic Analysis 1. Overview	Community Economic Analysis Tools Reading: P&S 276-280;	<i>Assignment #2 Due</i> <i>Assignment #3: Community Economic Analysis</i>
9	Oct 28	Community Economic Analysis 2: Methods	BB: Community Economic Analysis Tools	
10	Nov 2	Housing Needs Assessment	BB: Housing Strategies Workbook	
11	Nov 4	Land Supply Monitoring 1	BB: Land Supply Monitoring Methods	<i>Assignment #3 Due</i> <i>Take Home Midterm Exam</i>
12	Nov 9	Land Supply Monitoring 2		
13	Nov 11	Market Analysis	BB: How to conduct a market analysis	<i>Midterm Due</i> <i>Assignment # 4: Forecasting and land capacity analysis</i>
14	Nov 16	Evaluation Criteria and Decision Making strategies	P&S Chapter 5	
15	Nov 18	Identifying and Displaying Alternatives	Reading: P&S Chapter 6, 8	
16	Nov 22	Contingency Tables/Discounting	<i>BB: The Valuation of Future Consequences: Discounting</i>	Assignment #4 Due
17	Nov 25	Public Involvement	BB: The Theory of Citizen Participation; Web: Putting the People in Planning	
18	Nov 30	Monitoring & Evaluation	Reading: P&S Chapter 9	
19	Dec 2	Project Presentations (9:30-2:30)	Take Home Final	<i>Final Project Due Day of Presentation</i> <i>Final Exam Due Dec. 9¹</i>

¹ The final exam is scheduled for 10:15 Tuesday, December 8th. The final exam is a take home exam that will be distributed on December 2nd and is Due on December 9th by 3 pm.