San José State University
Urban and Regional Planning Department
URBP-201: Community Assessment
Spring 2017

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Appointments strongly preferred. Sign up here: https://goo.gl/pEvVod
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Class days/time: Wednesdays 4:30 – 10:00 p.m.
Classroom: WSQ-208
Class website: urbp201.pbworks.com
Prerequisites: Instructor consent
Units: 6 units

Course Catalog Description
Through fieldwork and laboratory assignments, the student applies theories and techniques of analysis to identify the assets, problems, and opportunities of an urban community.

Course Overview
Professional planners are engaged in meaningful work that helps to create a comprehensive vision for a community. Good planning helps create communities that offer better choices for where and how people live. Planning also helps community members envision the direction their community will grow, and helps determine the right balance of new development and essential services, protection of the environment, and innovative change.¹ Fundamentally, urban planners help to shape our built environment.

The foundation for any meaningful and responsive planning effort is a thorough documentation of the location to be studied. We call this a Community Assessment, and typical components include an analysis of current conditions such as history, land use, transportation, urban form, streetscapes, demographics, and community stakeholders. In URBP-201 students are exposed to contemporary tools,

terms, and methods of community assessment. Completing such an assessment forms a baseline, or starting point, for later stages of the community planning and engagement process.

In this course you will be an integral part of a service learning team of Masters degree candidates in the Urban and Regional Planning Department who will collaborate closely with residents and business owners to assess San Jose's Northside neighborhood. It is bordered by E. Hedding St. on the north, Highway 101 and Coyote Creek to the east, N. 7th St. on the west, and E. Julian St. on the south. The culmination of the course is the production of a professional report that captures the primary assessment findings and which is shared with the community leaders for the next stages in the community design process. This semester, we will build on the preliminary assessment work conducted by students in the fall 2016 URBP-201 course, but we will shift our focus more towards collaboration with the neighborhood residents and business owners to determine their top neighborhood planning priorities. Another unique aspect of our work this spring will be the installation of a "tactical urbanism" project, a parklet, next to Northside's favorite donut shop.

Whereas traditional planning practice has focused on a "needs-based" assessment approach, this course instead adopts an "asset-based" approach by building relationships with local community leaders, business owners, and trusted institutions that already possess the capacity to shape and enact positive change in their community. This approach positions local residents and business owners as the true experts in their community's affairs. The faculty-guided student teams, in turn, are trained to develop expertise in the process of documenting current conditions qualitatively and quantitatively while facilitating fact-finding dialogues with community members.

You will have an exciting opportunity to craft a professional planning document through guided exercises, extensive research and documentation, and active community engagement. The draft assessment findings, to be presented to local residents at a Saturday, April 29th community open house, will present existing conditions in a manner designed to elicit input from Northside residents. Taking what we learn at the open house, we will complete a final Community Assessment Report in mid-May. This finished report will be of great value to Northside leaders, to the City of San Jose planning staff, and District 3 Supervisor Raul Peralez. Also, it will serve as a solid reference for partner organizations, local neighborhood business groups, and other key stakeholders with a strong interest in improving the health and vibrancy of the Northside neighborhood.

Community Engagement Opportunities
In addition to the assessment tasks described above, student teams will take part in activities that will involve direct engagement with many of the project stakeholders. Specifically, students will:

- Conduct extensive fieldwork to assess the neighborhood’s physical conditions (blocks, buildings, streets), document existing land uses, and identify community stakeholders.
- Take part in the conceptualization, design, neighborhood outreach, and implementation of a tactical urbanism project at Rollo's Donut shop. More details will be provided in class, but this project's objective is to create a temporary outdoor seating area by "reclaiming" parking space.
- Join informational walking tours led by Northside community leaders in order to better understand our project study area.
- Design, set up, and execute a Community Open House on Saturday, April 29th in order to summarize our assessment findings, share them with community stakeholders, and elicit feedback. Your attendance at this event is required.
• Attend Northside Board meetings to keep up with important progress with community improvement efforts. Students are not required to attend these meetings but members of certain project teams will be strongly encouraged to do so. Please note that these meetings will likely not fall within our designated class period so you will need to plan accordingly.

Course Structure
URBP-201 is a “learning by doing” course, a culminating experience where you apply what you've learned academically and professionally to a real-world planning study. Be prepared to contribute substantially each week, both individually and as a member of a small team. Put another way, this is NOT a passive-learning, lecture-based class, and the majority of your grade will be based upon how effectively you contribute to the project. You can think of your role this semester as a staff member in a small consulting firm with your instructors serving as the project managers. URBP-201 can be a lot of fun, and the work will be very rewarding and useful to your career development.

Your work in this course will take place during three phases:

• **Phase One**: Getting to Know Our Client and the Key Issues in the Northside community
• **Phase Two**: Data Collection and Analysis; Preparations for April 29 Open House
• **Phase Three**: Preparation of a comprehensive *Community Assessment Report*

Thank you in advance for your energy, hard work and dedication to the production of a professional-quality planning report. We hope you really enjoy this service-learning course and use it as an opportunity to practice the work of professional planners, develop new skill sets, apply your existing strengths and talents, and serve an important San Jose community.

Course Learning Objectives
Upon successful completion of the course, students will be able to:

1. Use a systematic urban planning process to identify, analyze, communicate, and develop solutions to complex real world situations. The planning processes that students will learn to conduct include, at a minimum, the following components:
   a. Selecting, managing and applying appropriate research strategies for identifying the assets, problems and opportunities present in a community.
   b. Selecting, managing and applying appropriate outreach strategies for engaging diverse community stakeholders in the planning process. Community engagement strategies include, among others, stakeholder interviews, focus groups, door-to-door canvassing, community workshops and charrettes.
   c. Applying a collaborative, community-based process to develop a plan in partnership with a client community.

2. Create graphics (including base maps, analytical and conceptual diagrams, and illustrative plans), written materials and oral presentations to clearly communicate to a client community the results of the community assessment and plan development processes.

3. Evaluate, select, and develop the best means to disseminate the information synthesized in the plans. Dissemination methods include, among others, oral presentations at public meetings, visual displays, written reports, websites, and videos.

4. Work effectively as members and leaders of diverse planning teams, and apply an understanding of interpersonal group dynamics to assure effective group action.
5. Prepare a plan to effectively facilitate a meeting.
6. Describe and explain how theories of community participation and engagement can be used to bring about sound planning outcomes.
7. Compare and contrast community participation in planning in different countries.
8. Describe and explain key ethical issues related to working with clients.
9. Describe and explain the role of officials, stakeholders, and community members in the planning process.
10. Describe and explain the social and cultural factors that influence urban growth and change.
11. Describe and explain the equity concerns of the community planning process.

Planning Accreditation Board (PAB) Knowledge Components
This course partially covers PAB Knowledge Components 1b, 1d, 1e, 1f, 2a, 2b, 2d, 2e, 2f, 3a, 3b, 3d, 3e.

A complete list of the PAB Knowledge Components can be found at http://www.sjsu.edu/urbanplanning/courses/pabknowledge.html.

Required Course Readings
There are no textbooks to purchase for this course. Instead, all required readings will be available via the class website in downloadable PDF format, as well as e-books from the MLK Library that you can read online and download. Sorry, but due to cost constraints, you may not use department printers to print reading materials – thank you for understanding. From time to time, we may distribute additional short readings during class – all details will be explained clearly when we meet.

Please note: unless otherwise indicated, the readings below can be downloaded from the course website.


**Recommended Course Readings**

We encourage each student to select a few of the recommended readings (listed, with links, on the course website) that sound interesting – they will enhance your learning experience in URBP-201. Students working in small project teams during Phases 2 and 3 of the course will be strongly encouraged to complete some of the recommended readings to assist with their assigned tasks.

**Work Materials and Locations**

The computer laboratory in WSQ208 and “mini-lab” (in the Planning Department lounge area in WSQ 218) are available to you to complete class assignments and homework. If you plan to use your personal computer to complete assignments started in class, a USB flash drive with at least 2 GB of capacity is strongly recommended for saving your in-class work and transferring it to your personal computer. To take full advantage of the course resources, each student should have access to a computer with an Internet connection and have access to a web browser (e.g. Chrome, Internet Explorer, Firefox), Adobe Acrobat Reader (available for free at www.adobe.com), Microsoft Word, Microsoft Excel, and Microsoft PowerPoint.

It is strongly recommended, though not required, that each student purchase a basic sketch book (approx. $10) and engineer’s scale (approx. $8) in order to maintain an ongoing record of analysis and techniques introduced in class, particularly cognitive mapping, urban design analysis, field work sketches, and other graphical exercises. Above all, it is hoped that your sketchbook will be a valuable resource to you during the semester and in your future urban planning career. As for the scale, every planner should have this simple and useful tool at the ready, in our opinion.
Fundamentals for Success in this Course

We will make every effort to help you succeed in this course so that you can apply what you’ve learned to your personal and professional growth. Naturally, it is your responsibility to complete all assignments and to take advantage of the many learning opportunities this semester. Your final grade will reflect your overall commitment to learning; higher grades correlate with student efforts that exceed expectations.

Here are some tips to help you succeed this semester:

**Enjoyment of Learning:** A strong motivation to learn, explore and have fun while learning is essential. This course will require a significant amount of independent work and relies heavily on student initiative. The course is intended to be a culminating experience in which you apply all of your knowledge from previous coursework, professional practice, and your own life experiences to create a planning document for a real-world community. As in the planning profession itself, a great deal of self-initiative is required. A sense of humor always helps, too!

**Understanding Roles:** The role of the *instructor* in a studio course is to teach, guide, mentor and encourage the project teams. The role of the *student* is to take full advantage of the freedom and flexibility offered by a studio course to collaborate with fellow students, to complete assigned tasks in a manner that exceeds expectations wherever possible, to serve a community, and to produce a professional-grade document and presentation for the student's portfolio. The course will be conducted in a manner that mirrors professional practice in order to help you develop valuable workplace skills.

**Focus and Respect:** We fully understand the temptations and distractions we all face today with email, web sites, Twitter, Facebook and IMs vying for our attention, but lab computers may not be used for getting other work or e-mail done. Out of respect for everyone in a focused learning environment, we ask you to turn computer monitors off when not being used for course exercises. If you have to "get something else done" during the class period, please do it elsewhere. Mobile phones need to be in silent mode, or turned off.

**Professional Conduct:** We will conduct this course in a manner that mirrors professional practice in order to help you develop valuable workplace skills. We all need to be in agreement that the following standards will apply, as listed in the two sections below.

**Instructor responsibilities include:**

- To create a physically and intellectually safe and stimulating environment for learning
- To assist students as much as possible with their individual and collective learning goals
- To help resolve conflicts that hinder learning by answering student questions clearly and promptly, or to research answers and reply to the student as soon as possible
- To treat students with respect and kindness, using encouragement and humor to foster learning
- To arrive prepared and organized, with clear learning objectives and a schedule for each class period
- To evaluate/grade student work fairly and accurately while providing constructive feedback

**Student responsibilities include:**

- To attend each class session and to arrive punctually, bringing all needed materials
- To treat other students and the instructor with absolute respect, supporting fellow students whenever possible with their learning objectives, and minimizing distractions in class
- To complete all assignments on time and professionally according to requirements listed in this syllabus
- To fully read and understand all aspects of this syllabus and to carry out the requirements herein
- To actively and consistently participate in class discussions and question-and-answer sessions
• To demonstrate self-reliance and self-direction in setting and completing learning objectives
• To accept responsibility for working collaboratively in the learning process

More Success Tips

Students that typically do well in studio courses:

• Pull their weight by sharing the workload equally with team members and attend all team meetings and discussions
• Consistently demonstrate enthusiasm for the project, even when deadlines loom and stress levels elevate
• Consistently demonstrate full support for their team
• Proactively raise concerns with team members and, if necessary, the instructors, and attempt to address them in a respectful and positive manner
• Devise strategies for carrying out the team’s short- and long-term tasks and goals
• Are organized, respectful and professional in their conversations with community members and agency officials
• Embrace the flexibility and inherent creativity of a studio course to actively pursue career interests and the acquisition of new skills
• Quickly adapt to changes in project goals and schedule changes (though these will be minimized to the extent practicable)
• Have confidence in their abilities and recognize that their contributions are valuable and important
• Know when to ask for help, then ask for it
• Are organized and diligent note-takers
• Are respectful of everyone in the class and handle disagreements professionally and assertively, focusing on the issues at hand and not the person
• Share ideas with others and offer constructive suggestions to improve work processes and project goals

Students that typically do not do well in studio courses:

• Expect the course to be “an easy A”
• Rely on their team members to perform the bulk of the work
• Do not take initiative at key moments to move their team and the project forward
• Focus on setbacks and negativity rather than finding proactive solutions
• Are consistently late to class and to group meetings
• Add a minimum of effort, rather than quality work that reflects the best of their abilities
• Fail to ask for assistance when it is needed

It is important to remember that the instructor’s primary role in a planning studio course is to help you succeed and grow as a professional planner. Therefore, you should always feel welcome to ask for help during the class period, privately during office hours, or remotely via e-mail. Asking for assistance will never be perceived as a liability and will never impact your grade negatively.

We look forward to a creatively exciting semester with each student. You are encouraged to offer your views of the course at any time during the semester; you do not need to wait for the formal end-of-semester course evaluation. We very much wish for this course to be useful, interesting and exciting for you, so please let us know how you feel the course is progressing. Compliments and constructive criticisms are both welcome!
Course Assignments and Grading Policy

Your grade for the course will be based on the following assignments and other graded activities:

<table>
<thead>
<tr>
<th>Assignments and Other Graded Activities</th>
<th>Percent of Course Grade</th>
<th>Course Learning Objectives Covered</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assignment 1 (due Feb. 8)</strong>&lt;br&gt;Reflections on readings about effective teamwork and community assessment starting points.</td>
<td>5%</td>
<td>1, 4</td>
</tr>
<tr>
<td><strong>Assignment 2 (due Feb. 15)</strong>&lt;br&gt;Reflections on readings about assessment of physical and qualitative community assets and liabilities.</td>
<td>5%</td>
<td>1, 6</td>
</tr>
<tr>
<td><strong>Assignment 3 (due Feb. 22)</strong>&lt;br&gt;Cognitive Map of Northside neighborhood.</td>
<td>5%</td>
<td>2</td>
</tr>
<tr>
<td><strong>Assignment 4 (due Mar. 1)</strong>&lt;br&gt;Demographic analysis maps using Esri Community Analyst to display decennial/American Community Survey data.</td>
<td>10%</td>
<td>2</td>
</tr>
<tr>
<td><strong>Assignment 5 (due Apr. 5)</strong>&lt;br&gt;Completion of summary report related to assessment surveys (block/vacant lot conditions, building conditions, others as needed).</td>
<td>10%</td>
<td>1, 4</td>
</tr>
<tr>
<td><strong>Assignment 6 (due Mar. 22 and Apr. 12)</strong>&lt;br&gt;Phase 2 Draft and Final Deliverables: tasks include gathering citywide and neighborhood-specific data, reviewing pertinent city and regional regulations, preparation of maps and graphs, conducting interviews with community stakeholders, creation of an assessment findings video, and preparations for the April 29 Community Open House.&lt;br&gt;- <strong>Mar. 22:</strong> 50% draft Phase 2 deliverables due&lt;br&gt;- <strong>Apr. 12:</strong> 100% draft Phase 2 deliverables due</td>
<td>25%</td>
<td>1 - 5</td>
</tr>
<tr>
<td><strong>Assignment 7 (due May 3)</strong>&lt;br&gt;Reflections on course readings: students will choose any six readings from those not tied to Assignments 1 and 2, and summarize main points of each, tying reading material directly to the assessment process used in this course.</td>
<td>15%</td>
<td>6 - 11</td>
</tr>
<tr>
<td>*<em>Assignment 8 (due May 10 and May 17</em>)**&lt;br&gt;Phase 3 Draft and Final Deliverables: tasks include refining Phase 2 deliverables, planning and executing final presentation to community stakeholders, and production of final assessment report.&lt;br&gt;- <strong>May 10:</strong> Draft Assessment Report&lt;br&gt;- <strong>May 17</strong>: Final Assessment Report *tentative date, pending unanimous approval by URBP-201 students and college Dean; otherwise, May 24.</td>
<td>25%</td>
<td>1 - 5</td>
</tr>
</tbody>
</table>

Calculation of Final Course Letter Grade

We will calculate the final letter grade for the course by weighting the grade for each assignment according to the percentages in the table above. To do this, we first convert the letter grade for each assignment to a number using a 4-point scale (A+ = 4.33, A = 4.0, A- = 3.67, B+ = 3.33, B = 3.0, B- = 2.67, C+ = 2.33, C = 2.0, C- = 1.67, D = 1, and F = 0).
We then use these numbers and the weights for each assignment to calculate a final, numerical grade for the course based on a 4-point scale. That number is converted back to a letter grade (A = 3.85+, A- = 3.50 – 3.84, B+ = 3.17 – 3.49, B = 2.85 – 3.16, B- = 2.50 – 2.84, C+ = 2.17 – 2.49, C = 1.85 – 2.16, C- = 1.41 – 1.84, D+ = 1.17 – 1.40, D = 0.85 – 1.16, F = 0 – 0.84).

Please visit the “Grading Standards” section of the class website for more details pertaining to how the instructors will evaluate written and oral work.

**Participation in Class and Attendance**

Student participation in class discussions is a vital component of this course and students should make every attempt to attend all classes and actively participate in discussions. You can participate in many ways such as helping explain a concept to others, sharing a thoughtful perspective that aligns with the topic covered in section, monitoring yourself so you don’t hold the floor for too long and dominate the discussion, coming to office hours with thoughtful questions, commenting on your peers’ work, asking questions, and responding to questions thoughtfully. Your intellectual contribution to the discussion will be noted each time you participate.

In cases where a student misses a significant number of lectures or does not actively participate in discussions, this will impact the final course grade negatively. According to SJSU policy F69-24, “Students should attend all meetings of their classes, not only because they are responsible for material discussed therein, but because active participation is frequently essential to ensure maximum benefit for all members of the class. Attendance per se shall not be used as a criterion for grading.”

**Completing Assignments on Time and Professionally**

Assignments are due at the date and time specified on each assignment handout. In only rare instances will late assignments be accepted, as described below. Late assignments will receive a one-letter grade deduction for each day an assignment is late. For example, if the assignment would normally receive a grade of “B” but is submitted one day late, it will receive a final grade of “C”.

We realize that life happens. If you expect not to be able to complete an assignment on time, it is important for you to do two things:

1. Contact your instructor *at least 24 hours prior to the due date* and, if appropriate, the other students in a group (for group project work). If you do not communicate an anticipated late assignment within this timeframe, the assignment will receive a grade of zero.

2. Provide a date and time by which the late assignment will be submitted. If the late assignment is not received on the date promised, the assignment will receive a grade of zero.

**A maximum of two late assignments that adhere to this policy will be accepted;** all subsequent late assignments will receive an automatic grade of zero. Sorry, no exceptions to these policies will be granted, in fairness to the majority of students who submit their assignments on time.

Since this course focuses on the development of professional skills used by urban planners, the presentation of submitted materials will be considered as part of the assignment’s grade. All assignments must include the student’s name, date, course number, assignment number and other items as directed by the instructor. Neatness, clarity and organization do count.

As in a professional setting, typed submissions are expected; handwritten assignments are not acceptable. Printing assignments on the clean sides of already-printed paper is neither professional nor acceptable (though the resource conservation intent is appreciated, of course). Assignments not meeting these fundamental practices of professional presentation will generally receive a one-half to one-point deduction in the grade.
Final Examination or Evaluation
Assignment 8, Part 2 (team-based completion of the final Community Assessment Report) will essentially constitute the final examination for this course, along with an individual end-of-the-semester reflection on the community assessment process. Attendance on Dec. 14 is mandatory.

Course Workload
Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of forty-five hours over the length of the course (normally 3 hours per unit per week with 1 of the hours used for lecture) for instruction or preparation/studying or course related activities including but not limited to internships, labs, clinical practica. Other course structures will have equivalent workload expectations as described in the syllabus.

Because this is a six-unit class, you can expect to spend a minimum of fifteen hours per week in addition to time spent in class. You should plan to set aside a significant amount of time for out of class activities including, but not limited to, required course readings, data collection and analysis, group meetings, research, preparation of final client materials, etc.

University Policies
Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs’ Syllabus Information web page at http://www.sjsu.edu/gup/syllabusinfo/"

Plagiarism and Citing Sources Properly
Plagiarism is the use of someone else’s language, images, data, or ideas without proper attribution. It is a very serious offense both in the university and in your professional work. In essence, plagiarism is both theft and lying: you have stolen someone else's ideas, and then lied by implying that they are your own.

Plagiarism will lead to grade penalties and a record filed with the Office of Student Conduct and Ethical Development. In severe cases, students may also fail the course or even be expelled from the university.

If you are unsure what constitutes plagiarism, it is your responsibility to make sure you clarify the issues before you hand in draft or final work.

Learning when to cite a source and when not to is an art, not a science. However, here are some common examples of plagiarism that you should be careful to avoid:

- Using a sentence (or even a part of a sentence) that someone else wrote without identifying the language as a quote by putting the text in quote marks and referencing the source.
- Paraphrasing somebody else's theory or idea without referencing the source.
- Using a picture or table from a webpage or book without reference the source.
- Using data some other person or organization has collected without referencing the source.

The University of Indiana has developed a very helpful website with concrete examples about proper paraphrasing and quotation. See in particular the following pages:

- Overview of plagiarism at www.indiana.edu/~istd/overview.html
- Examples of plagiarism at www.indiana.edu/~istd/examples.html
- Plagiarism quiz at www.indiana.edu/~istd/test.html
If you still have questions, feel free to talk to me personally. There is nothing wrong with asking for help, whereas even unintentional plagiarism is a serious offense.

**Citation style**

It is important to properly cite any references you use in your assignments. The Department of Urban and Regional Planning uses Kate Turabian’s *A Manual for Writers of Research Papers, Theses, and Dissertations*, 8th edition (University of Chicago Press, 2013, ISBN 780226816388). Copies are available in the SJSU King Library. Additionally, the book is relatively inexpensive, and you may wish to purchase a copy.

Please note that Turabian’s book describes two systems for referencing materials: (1) “notes” (footnotes or endnotes), plus a corresponding bibliography, and (2) in-text parenthetical references, plus a corresponding reference list. In this class, students should use the “notes” style plus corresponding bibliography.

**Library Liaison**

The SJSU Library Liaison for the Urban and Regional Planning Department is Ms. Toby Matoush. If you have questions, you can contact her at toby.matoush@sjsu.edu or 408-808-2096.

**About the Instructor: Rick Kos, AICP**

I am very much looking forward to working with you this semester and expect that you will learn quite a bit in our 3-1/2 months together. We’ll have some fun along the way, too. My goal is to teach you a number of fundamental skills used by today’s planners while demonstrating professional project management techniques.

A little about my background: my formal training is in environmental planning and urban design (B.S., Rutgers University, 1985) as well as regional planning and New Urbanism (Masters, University of North Carolina at Chapel Hill, 1993). In the late 1980s, I worked as an assistant planner in Middlesex County, NJ, reviewing subdivision and site plan proposals for compliance with county regulations. In the 1990s, I served two rapidly-growing North Carolina municipalities in a dual role as town planner and GIS coordinator (the latter being a role I created for both towns), so I am equally conversant in the language of both disciplines. From 1996 - 2000, I served as Senior Town Planner for Huntersville, North Carolina - the fastest-growing town of its size in the state at the time. The New Urbanist principles mandated by the Town's development regulations applied to both greenfield and infill sites. Since the regulations were design-based (i.e., non-Euclidean), they required me to make frequent subjective judgments on the visual qualities of streets, the orientation of proposed buildings to public spaces, and the relationship of buildings and land uses to one another. I thoroughly enjoyed defending the principles of traditional town planning, often to developers and citizens that weren’t particularly receptive at first to deviations from conventional suburban planning.

After relocating to the Bay Area in 2000, I worked with the Metropolitan Transportation Commission as a GIS Planner/Analyst. The Bay Area Lifeline Transportation Map that I completed for MTC locates disadvantaged neighborhoods and thousands of geocoded essential destinations (e.g., grocery stores, daycare centers, clinics) within the 9-County region, along with existing public transit services. The spatial analyses enabled by this mapping work allowed transportation planners to locate gaps in transit service so that decision-makers could direct funding to alter bus schedules, connections and routing for improved neighborhood connectivity.

From 2003 to 2007 I served as GIS Manager for Design, Community & Environment, a 45-person planning and design firm in Berkeley. I managed all aspects of the firm's GIS practice and took great pride in keeping hundreds of data layers organized across multiple projects, ensuring that the firm's
metadata was up-to-date, training staff to use ArcGIS and ArcCatalog, and managing the production of hundreds of maps for General Plans and EIRs throughout California.

I recently was a digital cartographer with WorldLink, based in the Presidio of San Francisco. I helped to create an engaging geobrowser application called Interactive Earth that is designed to excite school-age children about geography and in becoming world citizens. I am also a part-time GIS instructor with the GIS Education Center affiliated with City College of San Francisco. Additionally, I have co-authored a book titled *GIS for Economic Development* with Professor Mike Pogodzinski of the SJSU Economics Department. The book was released in late 2012 by Esri Press.

I also engage in occasional freelance GIS projects. For example, I am now assisting Mobility Planners, LLC in the preparation of bus routing studies in various rural California communities. I am also assisting the Mori Foundation (Japan) with the collection of geospatial data sets for the City of Los Angeles in support of a project that compares the competitiveness of major world cities using a variety of metrics.

This will be my tenth year teaching at San José State and, I must admit, it is my favorite job of the many I’ve listed above. Welcome, and let’s work hard and have fun! I’m here to help you succeed.

**About the Instructor: Kevin Fang, Ph.D.**

I am also looking forward to working with all of you this semester, and particularly excited to work with some of you for the second or third time! This will be my second year teaching at San Jose State. Last year I taught Land Use Planning and Law, Planning Report Proposal Writing, and advised for Planning Report Development and Completion. This year, I am teaching Quantitative Methods in addition to this class. I have also previously taught Computer Applications for Planning at Cal Poly – San Luis Obispo from 2007-2009, and Environmental Impact Assessment (CEQA) at UC Davis since 2015. In addition I have served as a teaching assistant for various other courses for five-plus years.

Like perhaps many of you, I am somewhat of a convert to planning as my undergraduate degree was actually in Integrative Biology from UC Berkeley in 2006. I then completed Masters of City and Regional Planning and Transportation Engineering from Cal Poly in 2009, and a PhD in Transportation Technology and Policy from UC Davis in 2015. While biology and planning may seem unrelated at first glance, I think the two are actually intimately connected. When studying things like ecology, you can’t help but cover how biological systems are affected by human activity. The built environment we create is arguably our biggest activity, and the transportation system is a major part of the built environment.

My research activities focus on sustainable transportation and the land use policies that enable or prevent sustainable transportation. The research group I worked in at UC Davis focused on non-motorized transportation, which included my dissertation research on skateboarding as a mode of travel. Our group also has a paper coming out this fall in the *Transportation Research Record* on the impacts of a road diet project on walking, bicycling, and driving. Some of my other brewing research projects include California’s changes to traffic impact analysis of development projects and how the public votes on transportation policy-related ballot measures.

In addition to more academic research, I have also worked on projects for various government agencies over the years including the City of Grover Beach, a General Plan Housing Element update for the City of San Luis Obispo, the San Joaquin Valley Air Pollution Control District (SJVAPCD), the California Strategic Growth Council (SGC), and the California Governor’s Office of Planning and Research (OPR).
URBP 201: COMMUNITY ASSESSMENT, SPRING 2017

COURSE SCHEDULE

The following course schedule serves as a guide for topics and assignments covered in class. Details are subject to change. We will communicate changes via email and verbally in class. Your work in this course will take place during three phases:

- **Phase One**: Getting to Know Our Client and the Key Issues in the Northside Community
- **Phase Two**: Data Collection and Analysis; Preparations for April 29 Open House
- **Phase Three**: Preparation of a Comprehensive Community Assessment Report

<table>
<thead>
<tr>
<th>Date</th>
<th>Our Work as Contemporary Urban Planners: discussions and guest speakers pertaining to community assessment techniques, the tools of our trade, ethical considerations, and related topics</th>
<th>Required Readings and Assignment Due Dates</th>
</tr>
</thead>
</table>
| **PHASE ONE**  
Getting to Know the Client and Key Issues in the Northside Neighborhood | | |
| Wed. Feb. 1 | Overview and Brainstorming  
- Introductions and course overview  
- Assessment “brainstorm” session  
- Aerial photo and Google Street View observations of Northside study area | None |
| Wed. Feb. 8 | Our Client, Study Neighborhood, & Community Assessment Starting Points  
- Walking tour of the study area and meeting with our clients in Northside  
- Discussion: effective teamwork techniques and student character strengths  
- Lecture/Discussion: Techniques for Initial Community Assessment (Part 1)  
  - Adopting an asset-based approach vs. a needs-based approach  
  - Jane Jacobs: “Sidewalks” | Assignment 1 Due  
Reading 1: West, pgs. 3-37 and your personal teamwork experiences  
Reading 2: City of San Diego, pgs. 7-8, 25-36 (skim)  
Reading 3: Jacobs, pgs. 105-109  
Reading 4: Jones, pgs. 11-38 |
| **PHASE TWO**  
Community Assessment Data Collection and Analysis | | |
| Wed. Feb. 15 | Public Realm and Demographic Assessment  
- Lecture/Discussion: Techniques for Initial Community Assessment (Part 2)  
  - Kevin Lynch: Elements of City Form  
  - Mental/Cognitive Mapping  
  - Video: “Insights into a Lively Downtown”  
- Esri Community Analyst for Demographic Mapping  
- Overview of Phase 2 tasks and teams | Assignment 2 Due  
Reading 5: Lynch, Whyte, pgs. 499-517  
Reading 6: New Urbanism, Calthorpe, Gehl, pgs. 356-359, 360-365, 530-539 |
<table>
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<tr>
<th>Date</th>
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| Wed. Feb. 22 | **Our Work with CommUniverCity**  
* Guest Speakers: CommUniverCity San Jose staff  
* Phase 2 Studio Team Work |
|            | Assignment 3 Due: Cognitive map of Northside neighborhood  
Reading 7: Christensen and Jackson, pgs. 42-69 |
| Wed. Mar. 1 | **Assessment of Social & Cultural Factors**  
* Block & Vacant Lot Conditions Assessment  
* Guest Speaker: Flo Pucci  
* Phase 2 Studio Team Work |
|            | Assignment 4 Due: Demographic analysis maps  
Reading 8: Brenman, pages. 1-14 (skim), pgs. 15-44  
Reading 9: Putnam, pgs. 134-142 |
| Wed. Mar. 8 | **Transportation and Land Use Assessment**  
* Lecture: Transportation Assessment Techniques  
* Phase 2 Studio Team Work |
|            | Reading 10: SPUR Report: “Freedom to Move” |
| Wed. Mar. 15 | **Urban Form & Streetscape Assessment**  
* Lecture: Evaluating Urban Form, Density, and Streetscapes  
* Exercise: Urban planning in other countries  
* Phase 2 Studio Team Work |
|            | Reading 11: Bosselmann and Macdonald, pgs. 168-180  
Reading 12: Jacobs, pgs. 28-37 |
| Wed. Mar. 22 | **Professional Data Synthesis Techniques**  
* Lecture: Stakeholder Identification and Analysis, Role of Officials, Stakeholders, and Community Members in the Planning Process  
* Setting a Road Map: Report Outline Development  
* Professional Report Design and Writing  
* Overview of Phase 3 teams and tasks |
|            | Assignment 6 (Part 1) Due: 50% Draft Phase 2 Deliverables  
Reading 13: Sirianni |

**PHASE THREE**  
Synthesis of Assessment Findings and Assessment Report Production; Community Open House Preparation

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>Wed. Mar. 29</td>
<td>No class meeting – SPRING BREAK</td>
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</table>
| Wed. Apr. 5 | **Professional Meeting Facilitation Methods**  
* Lecture: Tips and Tricks for Facilitating Great Meetings  
* Guest Speaker: Laurel Prevetti  
* Community Open House Preparations |
|            | Assignment 5 Due: Survey Summary Report  
Reading 14: Nat'l Inst. Of Health, pgs. xv-xvii, 3-44 (skim), 45-53  
Reading 15: CommunityPlanning.net  
Reading 16: Collins, pg. 1185 |
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<thead>
<tr>
<th>Date</th>
<th>Activity</th>
<th>Assignment/Reading Due</th>
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</thead>
<tbody>
<tr>
<td>Wed. Apr. 12</td>
<td><strong>Professional Presentation Techniques</strong></td>
<td><strong>Assignment 6 (Part 2) Due:</strong> 100% Draft Phase 2 Deliverables</td>
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<td>Lecture: Using PowerPoint Effectively</td>
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<td>Phase 3 Studio Team Work</td>
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<td>Community Open House Preparation</td>
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<tr>
<td>Wed. Apr. 19</td>
<td><strong>Open House Preparations</strong></td>
<td><strong>Reading 17:</strong> Al-Kodmany, pgs. 37-44</td>
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<td>Phase 3 Studio Team Work</td>
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<td>Community Open House Preparation</td>
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<tr>
<td>Wed. Apr. 26</td>
<td><strong>Equity and Ethical Concerns for Planners</strong></td>
<td><strong>Reading 18:</strong> Davidoff, pgs. 331-338</td>
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<td>Lecture: Equity Concerns in the Planning Process</td>
<td><strong>Reading 19:</strong> Arnstein, pgs. 238-250</td>
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<td>Phase 3 Studio Team Work</td>
<td><strong>Reading 20:</strong> Brenman, pgs. 45-61</td>
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<td></td>
<td>Community Open House Preparation</td>
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<tr>
<td>Sat. Apr. 29</td>
<td><strong>COMMUNITY OPEN HOUSE</strong></td>
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<td>(Attendance required)</td>
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<tr>
<td>Wcd. May 3</td>
<td><strong>Final Report/Presentation Preparation</strong></td>
<td><strong>Assignment 7 Due:</strong> Reading Reflections</td>
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<td>Phase 3 Studio Team Work</td>
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<tr>
<td>Wcd. May 10</td>
<td><strong>Final Report/Presentation Preparation</strong></td>
<td><strong>Assignment 8 (Part 1) Due:</strong> Draft Community Assessment Report</td>
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<td>Phase 3 Studio Team Work</td>
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<td>Draft/Practice Presentation of Assessment Findings</td>
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<tr>
<td>Wcd. May 17*</td>
<td><strong>Final Presentation</strong></td>
<td><strong>Assignment 8 (Part 2) Due:</strong> Final Community Assessment Report</td>
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<td>Final Presentation of Assessment Findings to Community Leaders</td>
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<td>All students are required to attend this course culminating experience</td>
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<td></td>
<td>Reflections on course accomplishments and evaluation of planning project outcomes</td>
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* tentative date, pending unanimous approval by URBP-201 students and approval by college Dean. If this date is not approved, the final exam day will be Wed. May 24.