FEEL THIS WAY?

KEEP YOUR EYES ON THE PRIZE!
<table>
<thead>
<tr>
<th>Education</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>High school graduate</td>
<td>87.65%</td>
</tr>
<tr>
<td>Some college</td>
<td>57.28%</td>
</tr>
<tr>
<td>Associate's and/or Bachelor's degree</td>
<td>40.58%</td>
</tr>
<tr>
<td>Bachelor's degree</td>
<td>30.94%</td>
</tr>
<tr>
<td>Master's degree</td>
<td>8.05%</td>
</tr>
<tr>
<td>Doctorate or professional degree</td>
<td>3.07%</td>
</tr>
</tbody>
</table>

Tonight’s Agenda

- Document Design Basics
- Report Layout Critique
- Microsoft Word Tips
- InDesign Demonstration
- Tips for Great Writing
- 298-B: What’s Next
PLANNERS MUST COMMUNICATE CLEARLY, EFFECTIVELY, PERSUASIVELY, CONFIDENTLY

...VERBALLY...

...GRAPHICALLY...

http://www.ci.selah.wa.us/frontpage_archives/sept222012.html
Town Center

The Town Center is the City’s historical nucleus and still contains some of the original buildings and uses from Yorba Linda’s early years. The Town Center contains a mixture of retail stores, restaurants, offices, public uses, and private homes.

The community appreciates the value of its Town Center and is seeking to invigorate the downtown core by introducing new commercial and residential uses, and by investing in improvements to the public and private realms. This vision has evolved over time, starting with the City's last general plan update in 1993, a Downtown Master Plan in 2003, and the current Town Center Specific Plan efforts.

The Town Center was the site of much of the early citizens’ life, labor, and leisure. Through sustained effort and coordination, the Town Center will continue to be the core of Yorba Linda.

Shopping Centers

A wide variety of shopping opportunities are available in Yorba Linda, ranging from small, independent shops and restaurants to national chains. A large number of the shops and restaurants can be found clustered together in small plazas or larger centers. The two largest shopping centers are the East Lake Village Center, which opened in 1985 and has approximately 210,000 square feet of commercial space, and the SAVI Ranch Center, which opened in 1997 and has approximately 306,000 square feet of commercial space.

Another nine neighborhood-scale shopping centers are found throughout the City and offer an average of 60,000 square feet of commercial space, though the individual centers are as small as 7,400 square feet and as large as 96,000 square feet.

Office and Light Industrial

There are two major office and industrial centers in Yorba Linda, both of which are found in the southeast portion of the City with easy access to the 91 Freeway in the SAVI Ranch Business Park and along La Palma Avenue. SAVI Ranch was developed to accommodate the introduction of various office, commercial, industrial, and open space uses into a single comprehensive development.

Light industrial uses are also located in the vicinity of Prospect Avenue and Imperial Highway in the northwest portion of the City. The majority of office and industrial businesses are related to research and development, assembly or storage of products, and wholesale facilities.
Document Design Basics
Front Matter?

Body?

Back Matter?
Immediately beyond the main entrance is a tall, glazed double door, through which one passes into the enormous rectangular room where the employees work, separated from the public by a long counter that seamlessly joins the two side walls, except for a movable leaf at one end that allows people in and out. The room is arranged, naturally enough, according to a hierarchy, but since, as one would expect, it is harmonious from that point of view, which just goes to show that there is no insurmountable contradiction between aesthetics and authority. The first row of desks, parallel with the counter, is occupied by the eight clerks whose job it is to deal with the general public. Behind them is a row of four desks, again arranged symmetrically on either side of an axis that might be extended from the main entrance until it disappears into the rear, into the dark depths of the building. These desks belong to the senior clerks. Beyond the senior clerks can be seen the deputy registrars, of whom there are two. Immediately beyond the main entrance is a tall, glazed double door, through which one passes into the enormous rectangular room where the employees work, separated from the public by a long counter that seamlessly joins the two side walls, except for a movable leaf at one end that allows people in and out. The room is arranged, naturally enough, according to a hierarchy, but since, as one would expect, it is harmonious from that point of view,
Clarity

- Help readers find message easily
- Help readers navigate
- Make explicit the internal structure
- Arrange visual density of pages
- Highlight key points of content

Consistency

- Apply formatting consistently
- Set a pattern and stick to it
- Internal rules: margins, headings

Conciseness

- Simplicity is best
- Enhances clarity
- Avoid clutter
BACKGROUND

FOREGROUND ELEMENTS
their arrangement creates visual density

Adapted from C. Kostelnick and D. Roberts, Designing Visual Language (Needham Heights, MA: Allyn & Bacon, 1998), 66
governments like to minimize the number of vehicles that “spill over” into on-street parking spaces in neighboring residential areas or illegal spaces.\textsuperscript{21}

Cities typically establish minimum parking requirements in one of two ways: by following examples set by neighboring cities or by using a manual developed by the Institute of Transportation Engineers, called \textit{Parking Generation}. However, according to parking policy researcher Donald Shoup, both of these methods are flawed. By copying the parking plans enacted by other local agencies, cities run the risk of repeating the mistakes of others, and may inadvertently replicate arbitrary calculations.\textsuperscript{22} The parking rates outlined in \textit{Parking Generation} are not generally applicable, as they are based on a few parking surveys that are conducted during peak hours in suburban locations.\textsuperscript{23} Although most cities lack the financial resources to conduct individual parking demand surveys for each land use, it is difficult to rationalize applying the ITE rates to all circumstances.

Since most cities follow the same rules of thumb to calculate parking requirements, many cities implement requirements that are similar. Typical minimum parking rates in California cities are as follows:\textsuperscript{24}

- Residential: one to two spaces per unit. (1:1 or 2:1)
- Office Space: three spaces per 1,000 square feet of office space.
- Retail: one to four spaces per 1,000 square feet of retail space.
- Restaurant: varies greatly by restaurant type and jurisdiction; but one space per 200 square feet is fairly typical.

Many developers choose to build more parking than the minimum amount required because funders favor projects with abundant parking.

Although drivers do not pay a direct fee to use most parking spaces, the spaces are not free: developers must pay to build the spaces and they add the fee to rental and purchase prices. Commercial tenants, in turn, pass the fee on to consumers by adding it to the prices for goods and services. The perception that parking is free and plentiful and the reality that free parking is nearly always available makes driving to a destination seem more cost effective than taking transit, which entails payment of a fare for each ride. Studies have found that minimum parking requirements can lower density, encourage sprawl, increase congestion, and reduce demand for transit services.\textsuperscript{25} These factors, in combination, create auto-centered communities and downtown areas with little streetscape vitality.

Planners are beginning to recognize the influence of plentiful parking on community vitality and are starting to scrutinize the practice of minimum parking requirements. As a result, some communities, such as Berkeley, California, allow exceptions to parking minimums for developers who opt to build fewer than the required number of spaces.\textsuperscript{26} Other cities, such as Seattle, Washington, have eliminated minimum parking requirements.

\textsuperscript{21} Ibid.
\textsuperscript{23} Ibid., 551.
\textsuperscript{26} Adam Millard-Ball, “Putting on Their Parking Caps,” Planning, April 2002.
4. Peer Review: How VTA Can Learn from Other Agencies

systems with its own transit services and it can also learn from their best practices of using performance standards. This research offers

PEER PERFORMANCE COMPARISON

This researcher performed a peer performance comparison of bus systems. Bus routes are quite heterogeneous within an agency and also between agencies. Imagine how tricky and complicated it would be to try and compare VTA’s 71 routes with a number of other agencies’ numerous routes, all of which are very different. Light Rail systems are a bit less complex since each agency’s system can be analyzed as a whole and differences in service areas can be minimized by selecting appropriate agencies for comparison.

VTA’s Light Rail system can be compared amongst its peers relatively easily using the National Transit Database (NTD), the Federal Transit Administration’s national database for transit agency statistics. Public transit agencies submit statistics to the Database on a regular basis, so it provides a comprehensive and useful set of data for analysis.

To meaningfully compare VTA’s Light Rail system with its peers, a targeted peer review was performed. The NTD identified a total of 29 public agencies operating light rail service in the United States. Many of these agencies are quite unlike VTA and were not included in the peer review. Therefore, the following were removed from the peer review:

- agencies with service areas of population greater than 4 million (VTA’s service area has a population of approximately 1.5 million)
- small agencies that operate less than 100 vehicles in maximum service (VTA operates between 500 and 999 vehicles in maximum service)
Visual Hierarchy

Which page layout has greater visual prominence?

Adapted from C. Kostelnick and D. Roberts, Designing Visual Language (Needham Heights, MA: Allyn & Bacon, 1998), 66
Decide your 298B Layout Approach

Consider Binding and Margins
Mirror Margins and Gutter
How can we improve visual clarity?
How can we improve visual clarity?
2. Common Performance Measures

Virtually all transit agencies agree on the need to measure performance, however few agree on how best to do so. The same disagreement exists throughout the literature on transit performance — even the experts disagree on how performance should be measured. ¹ The disagreement is especially striking when the goal is to measure qualitative characteristics of transit such as comfort, safety, and accessibility. ² This research focuses on the quantitative measures of transit service performance, if for no other reason than the qualitative measures are simply too difficult to standardise in any meaningful and consistent way, in addition to the reality that they are difficult to make effective. This chapter introduces the types of performance measures and gives an overview of some commonly used measures.

QUALITATIVE VERSUS QUANTITATIVE MEASURES

Performance measures are numerous. A study by Phillips catalogued a menu of no less than 222 different performance measures in use throughout the industry. ³ Other studies found fewer measures, though they do confirm that there are plenty. Benn found the use of 44 different measures in use amongst the 111 agencies he surveyed. ⁴ Distilling the multitude of performance measures helps to understand them. Performance measures can be grouped into two broad categories based on whether they measure qualitative or quantitative characteristics.

Some measures are qualitative in nature and attempt to measure characteristics such as safety, security, comfort, convenience, or accessibility. These are the tough ones to use, because they require quantifying a qualitative feature. Imagine a transit manager tasked with improving safety throughout a system of several dozen bus routes. First, he would need to assess the safety of each route, which would require somehow defining and quantifying the term “safety.” Immediately this becomes a subjective exercise, because safety can be quantified in many ways. Should the manager use the number of traffic collisions the transit buses were involved in? Or perhaps tackle safety from the passenger perspective and survey how safe the riders feel at the route’s stops? Like other qualitative measures, it is very difficult to produce an objective assessment of the characteristic measured. This is not to say that these measures are not important. Indeed, Smart et al. believe

¹ Rhasnalis et al., “Comparative Study,” 499.
² Ibid.
⁴ Benn, Bus Route Evaluation Standards, 25.
Headings: Spatial Conventions

Centered

Flush left

Run-in

Marginal

Always Use Descriptive Headings

BACKGROUND

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Population diversity and its effects on park planning

Observations of park use in Santa Clara County

Recommendations for park planning in largely Latino and Asian communities
Recommendations

- Ensure that sidewalks are installed on both sides of the street, even if pedestrian traffic is expected to be low. Sidewalks on both sides of the street reduce instances of pedestrians needing to cross the street and allows for pedestrians to face both directions of traffic.\(^{255}\)

- Encourage property owners to install missing sections of sidewalks (Figure 45). The city should also work with property owners to dedicate portions of their property frontage for sidewalk continuity, or at least require it for building permits.

**Item B13- Sidewalk connectivity**

*Findings*

The results confirmed that FWBT has greater connectivity than WE. Only 37 percent of street segments in WE are connected to more than four sidewalks while 52 percent of FWBT’s street segments meet the criteria. The suburban street pattern in WE is mostly to blame for its low connectivity. The few street segments that are connected to six or more other sidewalks received particularly high median walkability scores; 67.5 in FWBT and 69.5 in WE. See Table 26 in Appendix C for more details.

*Recommendations*

- Pursue opportunities to create pedestrian paths through current barriers. A great example is at the west terminus of Chopin Avenue adjacent to Liberty Baptist Church in WE. Chopin Avenue is prevented from connecting to the King Road arterial because of the church’s walled-in parking lot. The city and church should work together to create an opening through the wall and construct a direct path from Chopin to King.

- Identify direct pedestrian routes to schools, places of employment, parks, libraries, bus stops, and other neighborhood destinations.\(^{256}\)

- Upon redevelopment/subdivision of large sites, encourage new streets to be laid out in a grid pattern to increase connectivity within the project area and outside to other streets.\(^{257}\)

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\(^{255}\) Ibid.

\(^{256}\) City and County of Denver, *Pedestrian Master Plan*. 29.
I.

II.

A.

B.

III.

A.

1.

a.

b.

c.

2.

3.

B.
GROUPING TECHNIQUES

GROUP BY HEADINGS

HIERARCHICAL HEADINGS

BULLETED LIST

UNIFY GRAPHICS DISPLAY (SIZE, SHAPE, FRAME, ETC.)

SERIF:
GOOD FOR BODY OF THE TEXT

Garamond  Palatino  Bookman  Georgia

SANS SERIF:
GOOD FOR HEADINGS, CHAPTER TITLES…

Arial  Calibri  Verdana  Gill Sans
Typeface Treatments

all caps  HEADING

boldface  Heading

Italics  Heading

Underline  Heading
Avoid!

Monospace

Courier
Miriam
Lucida

Decorative

Matura
Braggadocio
STENCIL

Scripts

Edwardian
Brush Script
Santa Fe
Market Almaden
ASSESSING THE EFFECTS OF CITY PLANNING POLICY ON FOOD ACCESS IN WEST OAKLAND (1935 TO PRESENT)

CAITLIN KNIAZEWYCZ
MAY 2011
TRANSFORMING AUTO-CENTRIC COMMUNITIES INTO WALKABLE NEIGHBORHOODS: WALKABILITY AUDITS OF TWO NEIGHBORHOODS IN SAN JOSÉ

GEORGE SCHROEDER
K.O.N.A.
Community Services Network

Urban and Regional Planning Department
San José State University

for the
City of San José Strong Neighborhoods Initiative

April 2005
Document Critique

• Identify methods for establishing visual consistency.

• Evaluate effectiveness of headings as a navigational aid.

• What would you recommend to improve visual appeal and legibility?
Microsoft Word Tips
Clear and Effective Writing

Tips for Planners
First Step: Understand your Audience

Neighborhood Residents

Planners communicate with many audiences.....

Elected and Appointed Officials

People from different cultures than yours

Activists

People for whom English is a second (or third) language

Scientists

People who do not know what “planning” entails

Funders and Supporters

Allies and Adversaries

NIMBYs

Technical information?

What do they need?

Professors

Staff Reports? Maps?

Peers and Colleagues

Recommendations?

Attorneys

Community Assessments?

Analysis and Hard Data?

Engineers

Persuasive Arguments?

People of varying educational backgrounds

Jargon-Free Support?
WHAT IS YOUR RESEARCH QUESTION?

WHO IS THE AUDIENCE FOR YOUR PLANNING REPORT?
#1: Recognize that WE ALL Wrestle with Writing Clearly

A writer is a person for whom writing is more difficult than it is for other people.

Thomas Mann
#2: Step Outside of Yourself Frequently

Ask Yourself:

• Have I laid out a clear structure?

• Have I unfolded a clear story? Have I respected my reader’s time by GUIDING him or her?

• Have I written in a way that is clear, concise?

• Have I proofread in order to locate and fix all distracting grammar, spelling and syntax errors?

• Has my 298B buddy taken a look?
#3: Clear Writing Can be Mastered with Practice, Guides, Dedication…. and Studying Great Writing
#4: Determine the Main Message, then Guide Your Reader

## 1. Poor Transit Performance: Not Your Neighbor’s Problem

This research examines the practice of performance measurement in public transit service. The topic may seem trivial, but the implications are certainly not. An agency that has a good performance measurement system in place can offer transit service most efficiently and potentially save millions of taxpayer dollars. This section explains how the performance of transit service is related to the well-being of the community as a whole.
#5: Determine What You Can Leave Out

- Planners trained to synthesize information but...
- Too much information can bury the main points
- Can material be moved to a table or chart?
- Can material be moved to an appendix?
- Consider setting page limits
#6: Keep your Paragraphs Short; Write Simple Sentences

Tips:

• Long sentences with complicated words are tempting, but could be a form of camouflage. Readers (and advisors) will sense that you are bluffing
• Keep sentences to 20-25 words
• Express one main idea
• *Some* long sentences okay, to reduce choppiness

Adapted from "Planning in Plain English, Natalie Macris"
#7: Minimize Jargon and Remove Unneeded Words

The project will provide a golf course **facility**

Grading activities will begin in the spring.

The “Open Space” designation includes marshland **areas**, bayland **corridors**, and waterfront recreational **facilities**.

The project could potentially be expected to increase the rate and volume of drainage runoff

### Instead of….

<table>
<thead>
<tr>
<th>Instead of…</th>
<th>….Try this</th>
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<tr>
<td>Adequate number of</td>
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<td>At the present time</td>
<td>Now</td>
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<td>Because of the fact that</td>
<td>Because</td>
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<td>With respect to</td>
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<td>With regard to</td>
<td>About</td>
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<tr>
<td>The manner in which</td>
<td>How</td>
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</table>
Active voice describes a sentence where the subject performs the action stated by the verb. In passive voice sentences, the subject is acted upon by the verb.

**Passive Example:**
The entire stretch of highway was paved by the crew.

**Active Example**
The crew paved the entire stretch of highway.

**Passive Example:**
The objective of the committee is the establishment of citywide planning goals

**Active Example:**
The committee will establish citywide planning goals

---

**Passive Voice “Red Flags”...**
A form of the verb “to be”
(am, is, are, was, were, be, been....)
#9: Use Lists Selectively

Planning documents use lists in many ways. Examples include:

• Objectives, goals, and policies in a plan,
• Conditions of approval for a development project,
• Requirements for an application submittal, and
• Recommendations for a planning commission action
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.

Examples:
• 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 referencing the source.
• Using data some other person or organization has collected without referencing the source.

Always okay to ask for advice. Techniques to avoid plagiarism?
Grading and Evaluation System for 298B

URBP 298B is graded on a Credit/No Credit (CR/NC) basis.

To receive a grade of Credit for 298B, students must complete a Planning Report that meets the department’s minimum standards for professional-quality analysis. Advisers evaluate completed Planning Reports using the following list of criteria:

1. Are the research questions and/or goals well defined and clearly stated?
2. Does the author demonstrate in-depth familiarity with relevant literature on the subject?
3. Is the methodology appropriate to answer the research question(s)?
4. Is the collected data sufficient in quality and depth to answer the research question?
5. Is the analysis direct, competent, and appropriate?
6. Are the conclusions sophisticated and based on the results of the analysis, as a logical extension of the findings?
7. Does the author show how his/her analysis and findings fit into the larger context of the literature and current professional practice?
8. Is the material logically organized, so that a reader can easily follow the writer’s train of thought?
9. Is the writing grammatically correct and free of typos?
10. Do tables and figures add useful/important information for the reader?
11. Is the report attractive and professional in appearance?
12. Are citations included where appropriate, and are footnotes and bibliography properly formatted?
Help over winter break – limited

Start of spring semester: submit schedule, updated outline, research proposal, and a statement of understanding to your advisor

** Read 298-B syllabus **

No class meetings

**FIRST** Draft (beginning Oct): cover to cover, mainly complete, not yet perfect

**SECOND** Draft (end of Oct): basically done, advisor may request changes

**FINAL Report:** (Dec) 100% done. Advisor gives it a quick skim

**FINISHED Report:** (Dec) CD with PDF (no more printed versions)

298B can be daunting and lonely, so set up support systems:
- Meet regularly with other 298-Bers
- SJSU Writing Center
- Proofreaders (friends, family, professional editor)
- Carve out dedicated 298 B time each week, part of your routine

Excellent reports: candidates for Honors designation. **Tip: read one**

“Application for Award of Master’s Degree” form (easy, get it done)

Complete online exit survey shortly before completing 298-B (early Dec); necessary before dept. submits last form you’ll need to graduate.

**Graduation! Woo!! You DID IT!!**