

Urban and Regional Policy Analysis – URBP 236  
San Jose State University – Fall 2007 revised 9-7-07 draft

Professor Earl G. Bossard, <sup>AICP</sup>  
Office: WSQ 218B

Sec. 1: Tues. 7:15-10:00 p.m.  
Sec. 2: Wed. 4:00-6:45 p.m.  
Boccardo Business Center Room 128

Office Phone: (408) 924-5860 Tue & Wed. Home Phone: (530) 758-1602 8 a.m.-9:30 p.m. Thur-Mon.  
Office Hours: Wednesdays. 1:00-3:30 p.m., (Sept. 26 to Oct. 24 Wed. office hours will be 9-11:30 a.m.)  
and by appointment, on Tues. 3-6 or 10-11 p.m., or Wed. 9 a.m. to 1:00 p.m.  
Email: [Bossard3@pacbell.net](mailto:Bossard3@pacbell.net) (A class website will be developed and open by Sept. 17, 2007)

### **Course Description**

This seminar course is an exploration of urban and regional development policy analysis. The course introduces methods of public policy analysis such as identifying data sources, establishing criteria for policy analysis, assessing policy alternatives, monitoring and evaluating policy implementation. Students will work on a policy case study to apply techniques of policy analysis. The course will provide an overview of the policy processes and the policy issues people working in urban and regional development have to face. The course theme this semester is sustainable development, with emphasis on transit-oriented development (TOD).

Class discussions will explore practical policy examples developed by institutions involved in urban and regional policy making. Additional readings will either be available on the internet, or handed out in class. Optional, but highly recommended field trips to visit sustainable developments and TOD projects and to meet persons associated with sustainable development and TOD policies and projects will be taken on some Wednesdays, typically in the early afternoon or morning, so that all students can be back on campus for 4:00 p.m. late afternoon classes. There will be one class meeting in Davis, on Saturday, September 22.

### **Policy Case Study Analysis**

The major course assignment will be a policy case study analysis focusing on a topic related to sustainable development or transit-oriented development. As such case studies are newly emerging phenomena without an established set of detailed guidelines, part of your assignment will be to develop and defend the procedure you use for your case study. “Transit-Oriented Development: Developing a Strategy to Measure Success,” a February 2005 report by Renne and Wells, is an example that could be used for the analysis of a TOD related policy (or project undertaken to implement a policy). [http://onlinepubs.trb.org/onlinepubs/nchrp/nchrp\\_rrd\\_294.pdf](http://onlinepubs.trb.org/onlinepubs/nchrp/nchrp_rrd_294.pdf).

### **Course Prerequisite:**

If you first enrolled in MUP program at SJSU during the fall 2006 semester, or later, to enroll in this course, you must have passed the Writing Skills Test (WST). For more information about the WST, visit the Learning Assistance Resource Center website at [http://www.sjsu.edu/larc/resources/wst\\_prep/tips/](http://www.sjsu.edu/larc/resources/wst_prep/tips/). (MUP students who first enrolled prior to the fall 2006 semester are exempt from the WST requirement.)

It is suggested that this course be taken by MUP candidates after their 1st year in the program.

**San Jose State University official concerns:**

You are responsible for understanding the policies and procedures about add/drops, academic renewal, withdrawal, etc. found at [http://sa.sjsu.edu/student\\_conduct](http://sa.sjsu.edu/student_conduct).

If you would like to include in your paper any material you have submitted, or plan to submit, for another class, please note that SJSU's Academic Integrity policy F06-1 requires approval by instructors.

The rules for plagiarism and cheating as set out in San Jose State University's Academic Integrity Policy apply in this class ([http://sa.sjsu.edu/student\\_conduct](http://sa.sjsu.edu/student_conduct)).

**Assignments/Grading**

| Assignment   | Percentage of grade                              |
|--|--|
| Class participation  | 10   |
| Reflection Papers and other assignments<br><i>(There will be 6 short reflection papers regarding field trips and walkability, neighborhood sustainability assessment, county and regional policies, and other topics.)</i> | 30 <i>(Based on average of highest 5 grades)</i> |
| TOD/Sustainable Development Seminar<br><i>(Teams of 1 to 3 will lead class for about twenty to thirty minutes per team member)</i>   | 20   |
| Policy case study written paper <i>(serves as final exam)</i> & presentation to the class  | 40   |
| Total  | 100  |

Late assignments submitted within one week after the due time will have their grade reduced by 10 points, late assignments submitted by the last class meeting will have a maximum possible grade of 83 (B). No assignments will be accepted after the last class meeting.

**Class Participation**

Preparation for class attendance is an essential component of participation, since you must be prepared in order to contribute to the class. Students will have responsibility for leading one seminar session during the term in addition to presenting a policy case study analysis to the class at the end of the semester. Participation also consists of reading the assigned material before class, contributing relevant comments to class discussions, engaging in constructive criticism, assisting other class members, and communicating with the instructor and with other class members.

**Required texts** (available at the SJSU Spartan Bookstore)

**(C&M)** Clemons, Randall S. and Mark K. McBeth, *Public Policy Praxis - Theory and Pragmatism: A Case Approach*, (Upper Saddle River, New Jersey: Prentice Hall Inc., 2001).

**(NTT)** *The New Transit Town – Best Practices in Transit-Oriented Development*, edited by Hank Dittmar and Gloria Ohland, (Washington, D.C. : Island Press, 2004) ISBN 1-155963-1171.

Renne and Wells : *Transit Oriented Development: Developing A Strategy to Measure Success*  
RRD 294 on Internet: [http://onlinepubs.trb.org/onlinepubs/nchrp/nchrp\\_rrd\\_294.pdf](http://onlinepubs.trb.org/onlinepubs/nchrp/nchrp_rrd_294.pdf)

Additional Readings will be available on the course website or distributed in class

### Course Schedule, Including C&M and NTT Text Readings

| Class - Date  | Topic   | Text Reading      |
|---|---|-------------------|
| 1 - 8/28-29   | Course Introduction Intro to Web Information sources<br>Reflection Assignment 1: Use of the Internet to Evaluate Neighborhood Walkability   |                   |
| 2 - 9/4-5   | Fiscal Impact Analysis, Regional Development Trends and Housing Problems<br>Review of previous course student final presentations.<br>Assignment 1 presentation due.<br><br>Student Seminar leaders, topics & dates agreed upon with the instructor (see list of possible topics at end of this greensheet)   | NTT ch. 1-6       |
| 3 - 9/10-11   | No class - Seminar teams meet independently<br>Make up class held in Davis Sat. Sept. 22<br>Assignment 2 regarding TOD issues in Mountain View, Redwood City, or Hayward distributed via email.   | NTT ch. 7-12      |
| 4 - 9/ 18-19  | Different Approaches to the Policy Making Process I:<br>Rationalist Paths and Beyond; Introduction Sustainable Development Websites<br><b>Wed. late afternoon class starts at 4:15 p.m. in BBC 128 on this day.</b><br>Assignment 1 short written paper due<br>Assignments 3 & 4 regarding VTA and Rational and Pragmatic Alternatives for Policy Planning and Analysis distributed | C&M ch. 1, 2, & 3 |
| <p>Wed. Sept 19 (Morning <b>Field trip to Mountain View</b> – set for 9:45 a.m. to 11:30 a.m.)<br/>           Details to be confirmed in email to URBP 236 class lists.<br/>           Optional Caltrain San Jose to Mountain View depart San Jose 9:10 a.m.<br/>           Arrive Mountain View 9:29 a.m. for 15 minute walk to City Hall.<br/> <b>9:45 a.m. meet with Planner Martin Alkire at Mountain View City Hall, 500 Castro St.</b><br/> <b>10:45 – 11:59 a.m. walking tour of downtown Mountain View TODs</b><br/> <a href="http://www.ci.mtnview.ca.us/civica/filebank/blobdload.asp?BlobID=2768">http://www.ci.mtnview.ca.us/civica/filebank/blobdload.asp?BlobID=2768</a><br/> <a href="http://www.ci.mtnview.ca.us/civica/filebank/blobdload.asp?BlobID=2779">http://www.ci.mtnview.ca.us/civica/filebank/blobdload.asp?BlobID=2779</a><br/> <a href="http://www.ci.mtnview.ca.us/city_hall/community_development/planning/plans_regulations_and_guidelines/precise_plans.asp">http://www.ci.mtnview.ca.us/city_hall/community_development/planning/plans_regulations_and_guidelines/precise_plans.asp</a><br/> <a href="http://www.tndwest.com/mountainviewdowntown.html">http://www.tndwest.com/mountainviewdowntown.html</a></p> |   |                   |
| <p>Wed. Sept 19 Early Afternoon <b>Field Trip to Redwood City</b><br/>           Option: 11:59 a.m. train to Redwood City arrive RWC 12:19 p.m. lunch in RWC<br/> <b>1:00-2:55 p.m. Meet with RWC Planning Manager Jill Ekas and take walking tour Downtown RWC, noting TODs, parking innovations, downtown plaza, etc.</b><br/>           Option: Take 2:55 p.m. Caltrain from RWC – arrive San Jose 3:38 p.m. Take VTA 22 bus to near campus on Santa Clara St.<br/> <a href="http://www.tndwest.com/redwoodcitydowntown.html">http://www.tndwest.com/redwoodcitydowntown.html</a></p>  |   |                   |
| <p>Sept. 21: Students are welcome to take the Friday evening Capitol Corridor Amtrak train<br/> <a href="http://www.capitolcorridor.org/">http://www.capitolcorridor.org/</a> to Davis and stay over at the Bossard residence</p>   |   |                   |
| <p>Sat. Sept. 22 makeup class for cancelled classes on September 11-12<br/> <b>Sustainable Development in Davis, Ca</b></p>   |   |                   |

**Davis Bicycle/Walking Tour**, with special attention to Village Homes, bicycle/greenbelt development, Davis Farmers' Market, and use of Sanborn principles to rate neighborhood sustainable development.

Sat. Sept. 22 **Sustainable Development in Davis, Ca** makeup class (continued.)

A continental breakfast is available at the Bossard's after 8 a.m.

Please rise early and arrive early.

**Bike tour starts at 9:30 a.m. from Bossard Residence, 401 Del Oro Ave. Davis, CA 95616, phone 530-758-1602.**

9:30 a.m. Briefing on Sustainable Davis

9:50 a.m. Depart on bikes for greenbelt trip to north and west Davis

11 a.m. Village Homes gazebo,

12:00 – 1:00 p.m. lunch @ Davis Farmers' Market, 3<sup>rd</sup> & C St.,

1:00-1:45 p.m. Downtown Davis walking tour including Aggie Village

1:45 p.m. 3 p.m. Undertake Sanborn Principles neighborhood assessment of a Davis Census tract for assignment 3. Reference EN II Chapter 7 June 2007 draft.

1:45 - 3:15 p.m. Return to Bossard residence by bike.

<http://www.cityofdavis.org/cdd/gp/>

<http://www.city.davis.ca.us/>

<http://www.villagehomesdavis.org/>

<http://www.tndwest.com/aggievillage.html>

Either Carpool or Amtrak back to Bay Area

Amtrak departs from Davis @ 2:30 3:50, 4:55, 5:55 and 7:25 p.m.

(4:40 pm train only to Oakland)

(Students can makeup for missing the Davis experience by writing a short paper reviewing the Sanborn criteria for sustainable development and using the criteria to review a residential neighborhood census tract of their choice as described in assignment 3.)

| Class - Date | Topic  | Text Reading  |
|--------------|--|---------------|
| 5 – 9/25-26  | Reading: Different Approaches to the Policy Making Process II: Assignment 2 for Mountain View or Redwood City due at start of class in either BBC 128 or at the VTA. | C&M ch. 4 & 5 |

**Wed. Sept 26 Field Visit to Santa Clara County Valley Transit Authority Offices 3331 N. First Street, Bldg. B, San Jose, CA 95134**  
Near River Oaks LRT Station. 1 p.m. to 3 p.m. meeting with George Naylor (Principal Transportation Planner, Modeling and Analysis) and several others

<http://www.vta.org/projects/index.html>

**Wed. Sept 26 3-4 p.m. Optional walk through TOD northeast of RiverOaks LRT station.**

**4-6 pm Class meeting at VTA with Van Every**, Executive Vice President for Republic Urban Properties. Van is responsible for developing mixed-use, urban communities throughout the greater San Francisco Bay Area.

**Note: On Sept. 26 the Wednesday class session is at the VTA office on First Street from 4 to 6 p.m. and not in BBC 128.**

- 6 – 10/2-3 Transportation Related Aspects of TOD  
 Student Seminar Sessions 1A&B:  
 1A. Neighborhood Walkability: Tue - EGB?; Wed- Kristy Le & James Frank;  
 1B. Bicycle Friendliness : Tue – Bruce Wolff; Wed - Jennifer Donlon & Jeff Krump  
 Collaborative Path read C&M ch. 6 & 7  
 Note: California APA conference meets in San Jose this week.  
 Assignment 3 due at start of class.
- 7 - 10/9-10 Student Seminar 2A & 2B:  
 2A. Parking: Tue – Brian Stanke; Wed. Noren Caliva;  
 2B. Bus Rapid Transit: Tue – EGB?; Wed - Taryn Hanano  
 Read: Different Approaches to Policy Making Process IV:C&M ch. 8 & Append  
 Assignment 5 on Assessing Neighborhood Sustainable Development  
 due at the start of class in BBC 128

**Wednesday October 10, 2007 – Hayward BART vicinity field trip**

**1:00 p.m. Meet at Hayward City Hall** (777 B St. Hayward) with Community and Economic Development Director, Susan Daluddung and others, followed by walking tour of downtown Hayward TODs.

<http://www.tndwest.com/haywarddowntown.html>

<http://www.bart.gov/docs/planning/HAYWARD.pdf#search=%22Hayward%20redevelopment%20Agency%22>

- 8 – 10/16-17 Student Seminars 3A & 3B  
 3A. Health and Neighborhood Design: Tue- Steve Adams & Ember Crouch  
 Wed – Chris Lepe & Alex Weiss  
 3B. Affordable Housing: Tue – EGB?: Wed – Steve Prosser, Jr  
 read TNCHRP Research Results Digest 294 report by Renne and Wells.  
 Different Approaches to the Policy Making Process III: Working with Indicators

**(either Oct 17 or 24 (9:30- 3 pm) tentative: subject to confirmation**

**ABAG/MTC, Metro Center, 101 Eighth St, Oakland, Ca** at Lake Merritt BART station.

Perhaps meet with Ted Droettbroom, Kearey Smith, Valeria Knepper, Hing Wong, Jim Corless, and others

Possible topics for the day include: Data for Policy Analysis, Policy Based Projections, TOD Policy, Focusing Our Vision, Sustainable Development/Smart, Corridors Project, Growth and GIS tools for identifying desirable TOD areas.

10:00 – 12:00 a.m. meet in ABAG/MTC

12:00 noon. – 1:00 p.m. lunch break for Cambodian food with ABAG & MTC Officials in at Phnom Penh Restaurant in Oakland's Chinatown, 2 blocks away.

1:00 – 3:00 p.m. meet in ABAG/MTC

Preparation: Study ABAG and MTC websites

<http://www.abag.ca.gov/planning/baasd/baasd.html>

[http://planning.abag.ca.gov/research/projections\\_policy\\_based.html](http://planning.abag.ca.gov/research/projections_policy_based.html)

<http://planning.abag.ca.gov/currentfcst/modeling5.html>

<http://planning.abag.ca.gov/currentfcst/gl4lu.html>

[http://www.mtc.ca.gov/maps\\_and\\_data/GIS/maproom.htm](http://www.mtc.ca.gov/maps_and_data/GIS/maproom.htm)

<http://www.bayareavision.org/corridors/corridorshome.html>

see Regional Smart Growth Strategy example map:

<http://gis.abag.ca.gov/website/sg1/viewer.htm>

[http://www.mtc.ca.gov/library/state\\_of\\_the\\_system/2005/transit\\_ridership.pdf](http://www.mtc.ca.gov/library/state_of_the_system/2005/transit_ridership.pdf)

**Oct 17 or 24?? Optional visit to Fruitvale BART TOD before going to Metro Center**

<http://www.tndwest.com/oaklandbart.html>

- 9 – 10/23-24 Public Policy Analysis - Pulling it all together  
 Student Seminar 4A & 4B:  
 4A. TOD versus TAD: Tue. – Raid Elbdour; Wed – Marja Marin  
 4B. Density and Neighborhood acceptance: Tue - Bridgette Carroll; Wed – Robin Bolster
- 10 – 10/30-31 Student Seminar 5A & 5B:  
 5A. Green building: Tue – Kevin Balak; Wed. Noah Downing & Adam Metaxas  
 5B: Accessibility to Jobs and Public Facilities – Tue: Theresa Alster; Wed. EGB?  
 Assignment 6, Regional Sustainability and TOD due at start of class.
- 11 – 11/6-7 Student Seminar 6A & 6B:  
 6A. Smart Growth, TOD & Fiscal Impacts: Tue –Brent Slama;  
 Wed. – Amy Fauria & Marlene Subhashini  
 6B: Sustainable Development: Tue.- Pixan Serna;  
 Wed. - Gabriella Condie & Travis Yokoyama  
 Assignment 4, Regional and Pragmatic Policy Alternatives due at start of class.
- 12 – 11/13-14 Student Seminar 7:  
 7. TOD-New Urbanism Nye-Sayers: Tue. Robert Smith  
 Wed. Seon Joo Kim & Aaron Scott
- 13 – 11/21 Tuesday: Computer techniques workshop TBA; EGB office hours 3-5:30 p.m.  
 (Open lab in WSQ 218 or 208 to create side by side stacked bar charts  
 and confer regarding term paper topics)  
 Wed. No class – Thanksgiving Holiday
- 14 – 11/28-29 Student Presentation of Term Projects
- 15 – 12/4-5 Student Presentation of Term Projects  
 Written Term report Due, Last class  
 No assignments accepted after last class.
- FYI: other TOD locations <http://www.tndwest.com/>

**Possible Student Seminar Topics**

Each student will be expected to lead the class in a seminar session they organize (either alone or in teams of two or three students being responsible for about twenty to thirty minutes of class time per student leader.) Student seminars should include a reading/ internet reference list (usually requiring less than hour to implement) and set of discussion questions presented to the instructor two weeks before the seminar date and distributed at the class meeting previous to the seminar. Student seminar leaders should both make presentations and lead discussions. Student seminar teams, topics, and dates will be decided upon by the end of the second class meeting. The student seminar activity will count 20% of the final class grade.

### Possible Student Seminar Topics

- A. Neighborhood Walkability and TOD
- B. Neighborhood Bicycle Friendliness and TOD
- C. TOD versus its “evil twin” TAD  
i.e. Neighborhood public transit usage and TOD or transit-adjacent development status
- D. Density and neighborhood acceptance of new TODs
- E. Smart Growth, TOD and fiscal impacts on communities
- F. Sustainable Development – Ways to evaluate the long term prospects of neighborhoods
- G. Green building
- H. Accessibility to jobs and public facilities as a determinant of TOD viability
- I. Health and Neighborhood Design – What a Role for TOD?
- J. Evaluating the Perspectives of TOD-New Urbanism Nye-Sayers – Randall O’Toole, Joel Kotkin, Wendell Cox, and Others (This could include a debate type format on Nov. 13-14.)
- K. Parking and TOD
- L. Affordable Housing
- M. Others? Including Bus Rapid Transit

### **Reflection Papers and Other Assignments:**

Usually these assignments will entail preparing an informal one to two page paper, based on materials available on the internet, in the required readings, or from field observation.

While the optional field trips can be very helpful in doing the assignments, top A grades are possible on the assignments without participating in the field trips.

Oftentimes these papers will be shared with a classmate and/or be the basis of discussion by either small groups or the entire class

1. Reflection Assignment 1: Use of the Internet to Evaluate Neighborhood Walkability
2. Reflection Assignment 2: TOD issues in Mountain View, Redwood City, or Hayward
3. Reflection Assignment 3: VTA and TOD issues
4. Reflection Assignment 4: Rational and Pragmatic Alternatives for Policy Planning and Analysis
5. Reflection Assignment 5: Assessing Neighborhood Sustainable Development
6. Reflection Assignment 6: ABAG, MTC, and Regional Sustainability and TOD Issues

The average of the highest 5 grades on the reflection papers and other assignments will count for 30% of the course grade.