Instructor: Dr. Ralph B. McLaughlin
Office location: Washington Square Hall 218B
Telephone: 408-924-5860
Email: ralph.mclaughlin@sjsu.edu
Office hours: Tuesdays and Thursdays, 2pm – 3pm.
Class days/time: Section 1: Tuesdays, 4:30pm – 7pm; Section 2: Thursdays, 4:30pm – 7pm
Classroom: Clark Building 125
Class website: Section 1: https://sjsu.instructure.com/courses/1070256
Section 2: https://sjsu.instructure.com/courses/1069966
Prerequisites: Passage of the Writing Skills Test (WST)
Units: 4

Course Catalog Description

Analytical, historical and cross-cultural approaches to explain and evaluate the public policy making process with particular reference to urban and regional planning and development.

Course Description and Course Learning Objectives

Robust policy analysis is one of the most important tools a planner can wield in attempting to solve ‘wicked’ urban program. As such, one of the primary goals of this course is to equip planners to identify problems, work with data and establish evaluation criteria for analysis, assess alternatives and follow up with evaluation after implementation. The course is divided into modules that reflect this process, starting with study of the general process of policy analysis and concluding with monitoring and evaluation.

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

1. Develop a policy analysis / program evaluation plan for a planning-related public policy.

2. Communicate the policy analysis / program evaluation plan to the general public with the help of clear, accurate and compelling text and graphics in documents and oral presentations.

3. Apply policy analysis / program evaluation tools such as fiscal impact analysis and cost-benefit analysis.

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4. Construct and apply the quantitative tools for extrapolating data and projecting population and employment data.

5. Evaluate the environmental impacts of policy decisions and describe how different policy alternatives can negatively or positively impact sustainability.

6. Evaluate the economic impacts of policy decisions and describe how economic factors can impact growth and change.

7. Evaluate the implications and challenges of policy decisions made using the Classical Rational Problem-Solving Process.

**Planning Accreditation Board (PAB) Knowledge Components**

This course partially covers the following PAB Knowledge Components: 1e, 2a, 2b, 2c, 3c, 3d, 3e.

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

**Required Course Texts to Purchase**


**Course Assignments and Grading Policy**

Your grade for the course will be based on the following assignments and class participation:

<table>
<thead>
<tr>
<th>Assignments</th>
<th>Percent of Course Grade</th>
<th>Course Learning Objectives Covered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignment #1 (1000 words)*</td>
<td>10%</td>
<td>1 and 2</td>
</tr>
<tr>
<td>Assignment #2 (1000 words)*</td>
<td>10%</td>
<td>1 and 3</td>
</tr>
<tr>
<td>Assignment #3 (1000 words)*</td>
<td>10%</td>
<td>1,3, 4, 5</td>
</tr>
<tr>
<td>Class Participation</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>Final Project: Group (Engagement Unit)</td>
<td>25%</td>
<td>1, 2, 4, 6</td>
</tr>
<tr>
<td>Final Project: Individual</td>
<td>25%</td>
<td>7</td>
</tr>
</tbody>
</table>

*Assignments 1-3 cumulatively constitute 3000 words and 30% of your grade, and will allow you to demonstrate your competency in writing professional policy-analysis briefs.

**Assignment #1: Teenage Driver Auto Accident Rates**

Use the six-step policy analysis process to analyze policy issues related to teenage driver auto accident rates. Respond with a policy paper, and include a cover memo and an executive summary. Address your memo to one of the two prospective clients mentioned in the exercise, and phrase your memo accordingly.
Assignment #2: Seaside Economic Development

Review the data from a survey of resident attitudes towards attracting industry to their town. Provide your insight on the strength and demographic breakdown of support for economic development activity. Respond in memo format to the Mayor.

Assignment #3: State Tax on Plastic Shopping Bags

Write a memo providing analysis of a proposed state tax on plastic bags. Conclude with a recommended course of action. Ensure the memo considers the political aspects of the decision. Include calculations and explanations of methodologies in a technical appendix.

Class Participation

There will be short individual and group exercises, article write-ups, and other learning activities given on a regular basis to promote group discussions. While these exercises will not be graded, they will be used to calculate your class participation percentage.

Final Project (Engagement Unit): Group Portion (25%) & Individual (25%) = Total (50%)

All students must participate in an engagement project to reflect the work required for the engagement unit of the total 4-unit course. Falling within the realm of Participatory Action Research, the final project involves choosing a contemporary urban issue and conducting a complete six-step Classical Rational Problem-Solving Process to your issue with three other students in the class. The issue you choose must be current, and there should be sufficient coverage about it so that it can be made into a collective term paper with sufficient and proper policy analysis. Please review the SPUR San Jose website [www.spur.org/sanjose] for possible topic ideas and contemporary policy issues. We will discuss more about this in class and decide on topics during the first four weeks of class.

You will be evaluated as a group (25%) as well as your particular individual contribution (25%) to the project.

Specifically, the group component of the final project will be based on demonstrating and assessing the six steps of the Classical Rational Problem-Solving Process which will include the appropriate Quick Analysis methods in addition to the conducting of some of your own quick research and subsequent analysis (for example semi-structured interviews with appropriate planning professionals, cost-benefit analysis of existing recent data, etc.). The group project will also entail undertaking a 20-minute PowerPoint presentation about your analysis and findings during the last two weeks of the term to your instructors and class colleagues, and handing in a collective 15- to 20-page report at the end of the last class.

The individual portion of the final project will include selecting one of four key roles found within the policy analysis process, namely (1) the Analyst; (2) the Decision maker; (3) the Stakeholder; or (4) the Advocate, and conducting an analysis on the role and influence that this particular player has within the larger policy analysis process of your chosen policy issue. This component of the final project should be between 2 to 3 pages in length, and will be included as part of the larger 15-20 page final report. You will also present your findings on the role of this player as part of your final group presentation to your instructors and class colleagues at the end of the term.
**Graduation Writing Assessment Requirement for Master of Urban Planning Students**

This course satisfies the GWAR requirement for SJSU. In order to meet the GWAR requirement, you must receive at least a “C” grade on each of the three assignments. Students who receive a grade below “C” for this part of the course will not meet the GWAR requirement, even if their overall grade for the course is higher. Please check with us if you are unclear about these requirements.

**Calculation of Final Course Letter Grade**

The course grade consists of five assignments and a participation component. The first three assignments are worth 10% of the grade each, and the final project is split between a 30% group grade and 20% individual grade. There is also a class participation grade that is worth 20%. The first assignment is worth 10 points, the second 10 points, the third 10 points, the final project is 30 points (group) and 10 points (individual), and class participation is worth 20 points. Thus, the class points add up to 100. If a student named “Joe” obtains 4 points on the first assignment, 9 on the second, 8 on the third, 25 on the final group project, 18 on the final individual project, and 17 for class participation, his final letter grade can be calculated using the following steps:

a) Calculate the score for each assignment, and sum the total:

- First assignment: 4/10
- Second assignment: 9/10
- Third assignment: 8/10
- Final Project (Group): 25/30
- Final Project (Individual): 18/20
- Class Participation: 17/20

**Total Course Points = 81/100**

b) Using the following grading scheme to convert your final score into a letter grade.

Grading scheme:

- A+ (96 and above); A (93 to 95); A- (90 to 92); B+ (87 to 89); B (84 to 86); B- (81 to 83); C+ (78 to 80); C (75 to 77); C- (72 to 74); D+ (69 to 71); D (66 to 68); D- (63 to 65); F (below 63)

**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 four-unit class, you can expect to spend a minimum of nine hours per week in addition to time spent in class and on scheduled tutorials or activities. Special projects or
assignments may require additional work for the course. Careful time management will help you keep up with readings and assignments and enable you to be successful in all of your courses.

**Academic Integrity Statement, Plagiarism, and Citing Sources Properly**

SJSU’s Policy on Academic Integrity states: “Your own commitment to learning, as evidenced by your enrollment at San Jose State University, and the University's Academic Integrity Policy requires you to be honest in all your academic course work. Faculty members are required to report all infractions to the Office of Student Conduct and Ethical Development” (Academic Senate Policy S07-2). The policy on academic integrity can be found at [www.sjsu.edu/senate/docs/S07-2.pdf](http://www.sjsu.edu/senate/docs/S07-2.pdf).

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](http://www.indiana.edu/~istd/overview.html)
- Examples of plagiarism at [www.indiana.edu/~istd/examples.html](http://www.indiana.edu/~istd/examples.html)
- Plagiarism quiz at [www.indiana.edu/~istd/test.html](http://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*. San José State University

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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 option 1.

Accommodation for Disabilities

If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Presidential Directive 97-03 requires that students with disabilities requesting accommodations must register with the AEC (Accessible Education Center) to establish a record of their disability.

You can find information about the services SJSU offers to accommodate students with disabilities at the Accessible Education Center website at www.sjsu.edu/aec.

Consent for Recording of Class and Public Sharing of Instructor Material

Common courtesy and professional behavior dictate that you notify someone when you are recording him/her. You must obtain the instructor’s permission to make audio or video recordings in this class. Such permission allows the recordings to be used for your private, study purposes only. The recordings are the intellectual property of the instructor; you have not been given any rights to reproduce or distribute the material.

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.

SJSU Writing Center

The SJSU Writing Center is located in Room 126 in Clark Hall. It is staffed by professional instructors and upper-division or graduate-level writing specialists from each of the seven SJSU colleges. Our writing specialists have met a rigorous GPA requirement, and they are well trained to assist all students at all levels within all disciplines to become better writers. The Writing Center website is located at http://www.sjsu.edu/writingcenter.
<table>
<thead>
<tr>
<th>Date Section 1</th>
<th>Date Section 2</th>
<th>Topic</th>
<th>Reading</th>
<th>Assignments due</th>
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</thead>
<tbody>
<tr>
<td>1/28</td>
<td>1/30</td>
<td>Course Intro/Policy Analysis: Problem Framing</td>
<td>BMPAP Ch. 1</td>
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<tr>
<td>2/4</td>
<td>2/6</td>
<td>Policy Analysis: Process &amp; Verification</td>
<td>BMPAP Ch. 2 and 4</td>
<td>Assignment #1 Assigned</td>
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<td>2/11</td>
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<td>2/18</td>
<td>2/20</td>
<td>Methods of Data Analysis: Population &amp; Basic Statistics</td>
<td>BMPAP Ch. 3</td>
<td>Assignment #1 due</td>
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<td>2/27</td>
<td>Methods of Data Analysis: Problem Definition</td>
<td>Assignment #2 assigned</td>
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<td>3/4</td>
<td>3/6</td>
<td>Methods of Data Analysis: Evaluation Criteria</td>
<td>BMPAP Ch. 5</td>
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<td>3/11</td>
<td>3/13</td>
<td>Policy Analysis: Identify Alternatives</td>
<td>BMPAP Ch. 6</td>
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<td>3/18</td>
<td>3/20</td>
<td>Policy Analysis: Evaluate Alternatives</td>
<td>BMPAP Ch. 7</td>
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<td>3/25</td>
<td>3/27</td>
<td>SPRING BREAK</td>
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<tr>
<td>4/1</td>
<td>4/3</td>
<td>Policy Analysis: Evaluation Methods</td>
<td>Assignment #2 due</td>
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<tr>
<td>4/8</td>
<td>4/10</td>
<td>Methods of Data Analysis: Interviews and Surveys</td>
<td>Assignment #3 assigned</td>
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<td>4/15</td>
<td>4/17</td>
<td>Policy Analysis: Matrix Assessment</td>
<td>BMPAP Ch. 8</td>
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<td>4/22</td>
<td>4/24</td>
<td>Monitoring and Evaluating: Implemented Policies</td>
<td>BMPAP Ch. 9</td>
<td>Assignment #3 due</td>
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<tr>
<td>4/29</td>
<td>5/1</td>
<td>Presentation Preparation #1</td>
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<tr>
<td>5/6</td>
<td>5/8</td>
<td>Presentation Preparation #2</td>
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<td>5/13</td>
<td>5/15</td>
<td>No Class</td>
<td>No Class</td>
<td>Final Project due 5/16</td>
</tr>
</tbody>
</table>

Finals Week Schedule: Section 1 will meet on 5/20, Section 2 will meet on 5/15. Both will be held in the regular classroom from 4:15-7:30pm. The meeting will consist of final project presentations.