SAN JOSÉ STATE UNIVERSITY

URBAN AND REGIONAL PLANNING DEPARTMENT

URBP 236 URBAN AND REGIONAL POLICY ANALYSIS, IMPLEMENTATION, AND EVALUATION: TOOLS AND METHODS FALL 2021

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Office hours:	Tuesdays 1:30-3:30 pm or by appointment
Class days/time:	NA (asynchronous online)
Prerequisites:	None
Units:	4

Course Catalog Description

Analytical approaches to explain and evaluate the public policy making process with particular reference to urban and regional planning and development. Apply quantitative methods such as extrapolation techniques, population and economic projection models, and spatial interaction models for policy analysis.

Course Description and Course Learning Objectives

Policy analysis is defined as a systematic evaluation of processes and potential outcomes of proposed alternatives to solve our contemporary planning problems. A key objective is to equip students leaving this course with the skills to help communities develop, implement and evaluate policies relevant to the field of urban and regional planning. Together we will examine foundations of policy analysis, and investigate its common models, processes, tools and techniques. In this course, students practice the role of community change agents that are engaged in: diagnosing a public problem related to the field of urban and regional planning, and developing a prescription for intervention and change.

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

1. Develop a policy analysis / program evaluation plan for a planning-related public policy. The evaluation plan should organize material logically and clearly, so that a reader can easily understand the ideas presented, and at a minimum it should include:

    a. A description of the history and context for the problem to be addressed.

    b. A stakeholder analysis that identifies the interests and power of the stakeholders.

c. A description of the criteria to be used in the evaluation and justification of why they were chosen.

d. A discussion of the data needs and sources for acquiring that data.

e. A description of the policy or program options to be evaluated.

f. A description of the analytical methods to be used.

g. Final recommendations.

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.

4. Construct and apply the quantitative tools for:

   a. Extrapolating data

   b. 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 equity implications of policy decisions, and develop strategies to address the racial and ethnic injustices in our communities.

8. Analyze economic values, ethics and other contextual variables potentially impacting policy development, decisions and/or implementation.

9. Describe and explain how the methods of analysis covered in this course can be used to influence the future.

10. Plan for policy implementation, monitoring, and evaluation.

Planning Accreditation Board (PAB) Knowledge Components

This course partially covers the following PAB Knowledge Components: 1d, 1e, 2a, 2b, 2c, 2d, 2e, 2f, 3b, 3c, 3d, and 3e. A complete list of the PAB Knowledge Components can be found at https://www.sjsu.edu/urbanplanning/courses/pabknowledge.html

Course Format

This course adopts an online asynchronous format. Students are expected to complete assigned readings, assignments, and other graded activities asynchronously.

This 4-unit course has a community engagement component which accounts for 25% of the grade. Assignments 3, which account for 25% of the grade, is designed to meet this requirement. The goal is to provide the students with opportunities to integrate theory and practice, and to get involved in real-life planning processes. The students will engage with local organizations and/or members of the community through participation in and/or observation of planning related activities. Then, the

students will reflect on what they learned through engagements with the community by writing a report and sharing their findings and experiences through a discussion activity. For the 1-unit engagement activity, the instructor will spend an additional 15 hours per semester on activities such as: designing the engagement unit activities and the related assignments, coordinating with community partners to implement the activities, advising students as needed, and grading the engagement unit activity assignments.

Required and Recommended Course Texts

Required

Meltzer, Rachel, and Alex Schwartz. *Policy analysis as problem solving: A flexible and evidence-based framework.* 1st ed. New York: Taylor and Francis, 2019. (ISBN 9781315209678 (Master eBook); ISBN 9781351807364 (Web pdf); ISBN 9781351807357 (ePub); ISBN 9781351807340 (Mobipocket); ISBN 9781138630161 (hardback); ISBN 9781138630178 (pbk.) Price: Buy e-Textbook online for $44.99 on Amazon. Buy used for around $48 from various online sellers or buy new for $51.11 from various Amazon sellers.)

Additional readings from academic journals, agency reports and other sources may also be used to supplement the course book. Further details will be communicated with the students through e-mail and/or Canvas.

Recommended

Patton, Carl V., David S. Sawicki, and Jennifer Clark. *Basic Methods of Policy Analysis and Planning.* 3rd ed. New York: Routledge, 2016. (IBSN-13: 978-1138463219. Price: Buy used for around $55 from various online sellers or rent e-Textbook for $38.46 on Amazon.) This book is also available at SJSU Library.

Lejano, Raul P. *Frameworks for policy analysis: Merging text and context.* New York: Routledge, 2006. (ISBN-13: 978-0415952767. Price: Buy used for around $21 from various online sellers or buy new for $54.10 on Amazon.)

Course Requirements and Assignments

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

Assignments and Other Graded Activities	Due Date(s)	Percent of Course Grade	Course Learning Objectives Covered
Participation and Engagement	NA	10%	2b, 2f
Assignment 1a: Problem diagnosis	September 14 (Initial) October 5 (Final)	10%	1d, 2b, 2f, 3d
Assignment 1b: Peer feedback	September 21	5%	2b, 2e, 2f
Assignment 2: Policy analysis	November 16	20%	1d, 2a, 2b, 2c
Assignment 3: Engagement Unit Activity (25%)			
Assignment 3: Report & Presentations	November 30	25%	2a, 2b, 2c, 2e, 2f, 3b

Final Paper: Policy prescription	December 14	30%	1d, 1e, 2a, 2b, 2c, 2d, 2e, 2f, 3b, 3d, 3e

The course includes two major types of assignments: 1) policy analysis (assignments 1a, 1b, 2, and the final policy prescription paper), and community engagement (assignment 3). Students select a policy problem for the first assignment (assignment 1a) and receive feedback from the instructor and their peers during the entire semester to develop the final policy prescription paper. This means that assignments 1a, 1b and 2 are important building blocks of the final policy prescription paper. Assignment 3 entails working with a client, such as a community organization, a governmental agency, or a research center, to address a real-world policy problem. Students will receive written comments on each assignment they submit on Canvas and are encouraged to make an appointment during office hours to further discuss their progress. All students will have a chance to work on their final policy prescription paper one-on-one with their instructor. Additional details on each assignment will be communicated with the students through Canvas, and/or e-mail. Please note that Canvas offers the most updated and detailed information about assignments and other course activities.

GWAR

University Policy S94-7 requires that all graduate students demonstrate competency in written English for advancement to candidacy within a master's program. This course satisfies the GWAR requirement for SJSU. In order to meet the GWAR requirement, you must receive at least a "C" grade on the "Final Paper: Policy Prescription" portion of this course. 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. **The "Final Paper: Policy Prescription" must be a minimum of 3,000 words exclusive of front and back materials, figures, tables, and/or appendices.** Please check with me if you are unclear about these requirements.

Grading Information

The course grade consists of seven items (i.e. assignments and graded activities) as listed in the table above. For example, "Assignment 2" is 20% of the final grade, and "Participation and Engagement" is 10% of the final grade. This means that "Assignment 2" is worth 20 points toward your final grade, and "Participation and Engagement" is worth 10 points. I add the points for each assignment or graded activity to arrive at the final score for the course. Then, I use the following grading scheme to convert the final score into a letter grade:

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

F (below 63)

Other Grading and Assignment Issues

Students are expected to submit all assignments on the specified due dates on Canvas. Please do not e-mail your assignments to me. Late assignments will be accepted but the score will be reduced 15% for missing the due date, and 5% for each day delayed afterwards. Missed assignments will result in a score of zero. Students who turn assignments in on time will normally receive comments from me and (if applicable) their peers within 7-10 days. For late papers, the turnaround time may well take fourteen or more business days, and these students may lose the opportunity to receive feedback from their peers. Canvas assigns peer-reviewers automatically on the due date. Students that do not submit their assignment on time on Canvas will only have a chance to receive peer-feedback if someone volunteers to review their work. This could significantly impede a student's ability to pass the course because these assignments are the building blocks for writing the policy prescription paper.

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 practice. 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 on readings, assignments, and other 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. For this class, you will have to undertake additional activities such as observation of a community event or interviews with planners. Details on how to complete these activities will be discussed on Canvas and provided as a part of assignment guidelines.

Participation Guidelines

You are expected to have carefully read the assigned readings and watch recorded videos on Canvas BEFORE participating in online discussion board activities. Failure to watch recorded videos or read the assigned chapter(s) and/or article(s) will seriously hinder your ability to engage in online discussions and/or activities impacting your participation points and final grade. I encourage you to take notes while reading assigned materials or watching recorded videos on Canvas. Participation in online discussions accounts for 10% of your final grade. To receive full credit in participation, I expect you to:

- Respond to the main question(s) first and comment on at least two other submissions posted by your peers (unless otherwise stated in discussion guidelines)
- Respond to questions raised
- Ask good questions
- Present alternative views to those offered by class readings, other students or the instructor
- Raise comments that encourage other students to get engaged in the discussion

- Discuss connections between materials covered in this class and other experiences or materials covered in other classes

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 second system: in-text parenthetical references, plus a corresponding reference list.

Library Liaison

The SJSU Library Liaison for the Urban and Regional Planning Department is Ms. Peggy Cabrera (peggy.cabrera@sjsu.edu).

URBP 236: URBAN AND REGIONAL POLICY ANALYSIS, IMPLEMENTATION, AND EVALUATION
FALL 2020
COURSE SCHEDULE

Subject to change with fair notice. Please follow the Canvas home page, which offers the most updated information.

Week	Date	Topic	Readings	Assignments due
Part I: Understanding Key Frameworks				
1	Aug. 24	Introduction Basic vs. researched analysis	Course Syllabus	
2	Aug. 31	Policy analysis process	Chapter 1	
3	Sep. 07	Problem diagnosis	Chapter 2	
4	Sep. 14	Identifying alternatives	Chapter 3	Assignment 1a (Initial)
Part II: Identifying and Analyzing Alternatives				
5	Sep. 21	Evaluation criteria	Chapter 4	Assignment 1b
6	Sep. 28	Evaluation tools and techniques (part I)	Chapter 5	
7	Oct. 05	Evaluation tools and techniques (part II)	TBD	Assignment 1a (Final)
8	Oct. 12	Analysis and making recommendations	Chapter 6	
9	Oct. 19	Research and analysis	Chapter 7	
Part III: Dealing with Challenges, Risks, Uncertainties and Equity Concerns in Decision Making				
10	Oct. 26	Professional context of policy analysis	Chapter 8	
11	Nov. 02	Case studies (part I)	TBD	
12	Nov. 09	Case studies (part II)	TBD	
13	Nov. 16	Optional policy analysis & community engagement online workshop	TBD	Assignment 2
Part IV: Implementation, Monitoring and Evaluation				
14	Nov. 23	Policy implementation (A framework of analysis); Gathering political support	(Sabatier & Mazmanian) Appx. D (Bardach)	
15	Nov. 30	Monitoring and Evaluation	TBD	Assignment 3
16	Dec. 07	Recorded Presentations		
Finals Week	Dec. 14	Submit final paper on Canvas in lieu of final exam		Final Paper