

Methods of Planning Analysis II (34:970:516)
Professor Dan Chatman
Fall 2008
Edward J. Bloustein School of Planning and Public Policy

Tue 9:50 am-12:30 pm
113 CSB

Optional, but highly recommended, lab session: Fridays, 1-3 pm, 3rd floor computer lab

Office hours: Monday, 2 to 4 pm, 356 CSB (sign up on door)
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Teaching Assistant: Cory Yemen
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Lab sessions: Friday, 1-3 pm in 3rd floor computer lab
Office hours: Tuesday afternoons, by appointment

Class sakai site (<http://sakai.rutgers.edu>): "PM2 Fall 08"
Class listserv address: pm2@sakai.rutgers.edu

Summary schedule

W	DATE	LECTURE TOPIC	EXERCISES
1	Sep 5	Introduction	
2	Sep 9	Field methods; observation	Exercise 1 distributed
3	Sep 16	Interviewing	in-class interviewing exercise
4	Sep 23	Focus groups	in-class focus group exercise
5	Sep 30	Survey methods	Ex. 1 due, Ex. 2 distributed
6	Oct 7	Demography; measuring inequality	
7	Oct 14	Content analysis; mixed methods	
8	Oct 21	Population projections	Ex. 2 due; Ex. 3 distributed
9	Oct 28	Economic base analysis & projections	
10	Nov 4	Fiscal impact analysis	
11	Nov 11	Benefit-cost analysis	Ex. 3 due; Ex. 4 distributed
12	Nov 18	Development finance	
NC	Nov 25	<i>Thanksgiving Break</i>	
13	Dec 2	Public participation: theory and purpose	
14	Dec 9	Public participation: implementation	Ex. 4 due; in-class pub part exercise

Course description

This is a practice-oriented survey course covering common methods of data collection and analysis for planners, as well as an introduction to principles of public participation. The course is not intended to train you to be an expert in any of these methods, though

you will emerge understanding the essentials. Other courses provide more in-depth instruction (e.g., Professor Zukin's course on survey methods).

The course is in three parts. The first part is primarily about collecting information, either via original data collection or by compiling secondary sources. Topics in this section of the course includes field observation, interviewing, focus groups, and surveys. There will be a field observation exercise in this part of the course and we will practice interviewing and focus group techniques in class.

The second part focuses on analysis, or information synthesis. We briefly cover the major forms of technical analysis traditionally used by planners. Topics include demographic descriptions, population projections, economic base analysis, benefit-cost analysis, development finance, and fiscal impact analysis. Spreadsheets will be used for exercises, and there will be some training in Excel and optional computer lab sessions on Fridays.

The last part focuses on public participation. Facilitating groups and managing processes of public participation is an increasingly important part of what planners do. There will be an in-class exercise on this topic, requiring written preparation.

There will be one three hour class session each week and one three hour optional lab session. Grades will be based on four written memos and attached spreadsheets or appendixes (20 percent each); the participation exercise (10 percent); and participation in the interviewing and focus group exercises (10 percent). Most of the exercises involve computer work and consist of short exercises applying the methods learned to small data sets. Late assignments are not accepted. I will occasionally raise or lower the final grade, by up to one-third of a grade, for stellar participation and attendance or for very poor participation and attendance.

One of the exercises may be used to fulfill the professional paper requirement for the MCRP degree. More information will be provided later.

Note that the spring semester section of Methods II taught by Prof. Andrews focuses primarily on quantitative methods and less on data collection.

A note about Excel and math

In the first few weeks at the lab sessions you will have a chance to brush up on your Excel skills. If you are an Excel novice, you should immediately buy a book and start going through the exercises. We assume that you can make your way around a spreadsheet, and unfortunately we don't have the time to provide remedial instruction. The same goes for logarithms and exponents. The class assumes basic, non-calculus preparation in math, economics and statistics. Recommended prep books are below:

Spiegel, M.R., and R.E. Moyer. 2005. *Schaum's Outline of College Algebra*, 3rd ed. New York: McGraw Hill.

CustomGuide, Inc. 2004. *Excel 2003 Personal Trainer*. O'Reilly Media.

Submitting assignments via Sakai

To submit all exercises, use the “Assignments with grades” link at the Sakai site (on the left hand side). Upload your assignment as an attachment. If you have any difficulty, please contact me and Cory via email.

Attendance

Students are expected to attend class regularly. Absent students are responsible for all material and course changes announced in class. You **MUST** attend on days when in-class assignments are scheduled (interviewing, focus groups, and public participation). Those dates are currently set for September 16th and 23rd, and December 9th.

Academic integrity

Academic honesty and intellectual integrity are fundamental to the process of learning and to evaluating academic performance. This is the responsibility of all members of the university, and students share the responsibility for creating and maintaining an atmosphere of honesty and integrity. If you have any doubt about what constitutes academic integrity, consult <http://teachx.rutgers.edu/integrity/policy.html>.

Textbooks

The required text and the Berke *et al* text are available at the Rutgers Bookstore.

Required

Qualitative Analysis for Planning and Policy. 2007. John Gaber and Sharon Gaber. Chicago: APA Planners Press. ISBN 9781932364323.

Recommended

Planning and Urban Design Standards (student edition). 2006. Edited by Frederick R. Steiner and Kent Butler. Hoboken, NJ: John Wiley & Sons. ISBN 978-047176090-0.

The Planner's Use of Information (2nd edition). 2003. Edited by Hemalata Dandekar. Chicago: Planner's Press. ISBN 978-1-884829-72-7.

Urban Land Use Planning (5th edition). 2006. Philip R. Berke, David R. Godschalk, and Edward J. Kaiser. Chicago: University of Illinois Press. ISBN 0-252-03079-6.

Readings not found in Gaber & Gaber will be posted online in PDF form on the course web site on Sakai. To access the site, sign in using your Rutgers NetID at <https://sakai.rutgers.edu/>. Once you sign in, you should see a tab for this course, labeled “PM2 Fall 08.” If you have difficulties, email Cory at cyemen@eden.rutgers.edu.

You may contact the class listserv with questions, interesting articles, or other news by sending email to “PM2@sakai.rutgers.edu.”

READINGS BY WEEK**Week 1 — Sept 6****Introduction.***Required readings*

Chapter 1 in *Qualitative analysis for planning and policy* — “Introduction.” John Gaber and Sharon Gaber. 2007.

“Introduction.” Hemalata C. Dandekar. 2003. Pages 1 to 20 in *The planner’s use of information*, 2nd ed., edited by H. Dandekar. Chicago: Planners Press.

“Planning in the political context.” Kristina Ford. 2003. Chapter 11 in *The planner’s use of information*.

Optional

“Quantitative and research methods in planning: Are schools teaching what practitioners practice?” Sanda Kaufman and Robert Simons. 1995. *Journal of Planning Education and Research* 15 (1): 17-34.

Week 2 — Sept 9**Overview of field methods; observation.**

Exercise 1 distributed.

Required

Chapters 2 and 3 in *Qualitative analysis for planning and policy* — “Field research” and “Photographic research.” John Gaber and Sharon Gaber. 2007.

“Observational techniques.” Patricia A. Adler and Peter Adler. 1998. In *Collecting and interpreting qualitative materials*, edited by N.K. Denzin and Y.S. Lincoln. Thousand Oaks: Sage.

Recommended

“New York and Tokyo: A study in crowding.” William H. Whyte. 2000 (1977). In *The collected works of William H. Whyte*, edited by Albert LaFarge. New York: Fordham University Press.

Optional

“Fieldwork: The basic arts” and “Fieldwork: The darker arts.” Harry F. Wolcott. 1995. In *The art of fieldwork*. Walnut Creek, CA: Altamira Press.

“Starting to look” (pp. 1-13), “Clues” (pp. 30-84), and “Looking back” (pp. 133-141). Allan B. Jacobs. 1985. In *Looking at cities*. Cambridge, MA: Harvard University Press.

“Understanding and evaluating qualitative research.” Anne-Marie Ambert, Patricia A. Adler, Peter Adler, and Daniel F. Detzner. 1995. *Journal of Marriage and the Family* 57 (4) 879-893.

Week 3 — Sept 16

Interviewing.

2-page memo for Exercise 1 due.

In-class exercise; attendance required.

Required

“Listening, hearing, and sharing social experiences” and “Why we do what we do: Philosophy of qualitative interviewing.” Rubin, Herbert J. & Irene S. Rubin. 2005. In *Qualitative interviewing: The art of hearing data*. Thousand Oaks: Sage.

“Depth interviewing.” Sue Jones. 1985. In *Applied qualitative research*, edited by R. Walker. Aldershot, England: Gower.

Optional

“The analysis of depth interviews.” Sue Jones. 1985. In *Applied qualitative research*, edited by R. Walker. Aldershot, England: Gower.

Week 4 — Sep 23

Focus groups.

In-class exercise; attendance required.

Required

Chapter 4 in *Qualitative analysis for planning and policy* — “Focus group research.” John Gaber and Sharon Gaber. 2007.

“Overview of focus groups,” “Planning the focus group study,” “Developing a good questioning route,” and “Participants in a focus group.” Krueger, Richard A. and Mary Anne Casey. 2000. In *Focus groups: A practical guide for applied research*. 3rd Ed. Thousand Oaks: Sage.

Optional

“Selecting individual or group interviews.” Benjamin F. Crabtree, M. Kim Yanoshik, William L. Miller, Patrick J. O'Connor. 1993. In *Successful focus groups: Advancing the state of the art*, edited by D. L. Morgan. Thousand Oaks: Sage.

Week 5 — Sept 30**Survey methods**

Exercise 1 due; Exercise 2 distributed.

Required

“Survey methods for planners.” Nancy Nishikawa. 2003. Chapter 2 in *The planner’s use of information*.

“Cornerstones of a quality survey” and “Choosing a survey method.” Priscilla Salant and Don A. Dillman. 1994. Chapters 2 and 4 in *How to conduct your own survey*. New York: John Wiley & Sons.

“Designing questions to be good measures.” Floyd J. Fowler, Jr. 1993. Chapter 5 in *Survey research methods*. 2nd ed. Newbury Park, CA: Sage.

Optional

“Practical surveys” and “Deciding what information you need.” Priscilla Salant and Don A. Dillman. 1994. Chapters 1 and 3 in *How to conduct your own survey*. New York: John Wiley & Sons.

“Designing and evaluating survey questions” and “Survey interviewing.” Floyd J. Fowler, Jr. 1993. Chapters 6 and 7 in *Survey research methods*. 2nd ed. Newbury Park, CA: Sage.

Week 6 — Oct 7**Demography; measuring inequality.***Required*

“Information from secondary sources.” Maria Yen and Grace York. 2003. Chapter 3 in *The planner’s use of information*.

“The dimensions of residential segregation.” Douglas S. Massey and Nancy A. Denton. 1988. *Social Forces* 67(2): 281-315.

Excerpts from *Measuring inequality*, 2nd ed. Frank Cowell. 1995. New York: Prentice Hall.

Optional

“Where are we? Analysis of existing conditions in the community.” Eric Damian Kelly and Barbara Becker. 2000. Chapter 3 in *Community planning: An introduction to the comprehensive plan*. Washington, DC: Island Press.

“Crosscutting methods” (excerpt). Carl Patton and David S. Sawicki. 1993. Chapter 3 in *Basic methods of policy analysis and planning*. 2nd ed. Prentice Hall.

Chapters 1 and 2 in *Measuring inequality*, 2nd ed. Frank Cowell. 1995. New York: Prentice Hall.

Week 7 — Oct 14

Content analysis; mixed methods.

Required

Chapters 5 and 6 in *Qualitative analysis for planning and policy* — “Content analysis and meta-analysis” and “Getting the big picture.” John Gaber and Sharon Gaber. 2007.

Week 8 — Oct 21

Population projections.

Exercise 2 due; Exercise 3 distributed.

Required

“Population and economy.” Philip R. Berke, David R. Godshalk, and Edward J. Kaiser. 2006. In *Urban land use planning*, 5th ed, p 117-148 (Chapter 5). Chicago: University of Illinois Press.

“Projections and demand analysis.” Stuart Meck. 2007. In *Planning and Urban Design Standards, Student Edition*, edited by F.R. Steiner and K. Butler, p 299-302. Hoboken, NJ: John Wiley & Sons.

Optional

“Where can we go? Projecting possible futures for the community.” Chapter 4 in *Community planning: An introduction to the comprehensive plan* (ibid).

“Extrapolation technique: An introduction,” “Alternative extrapolation curves,” and “Cohort-component technique: An introduction.” Richard E. Klosterman. 1990. Chapters 1, 2 and 4 in *Community analysis and planning techniques*. Savage, MD: Rowman & Littlefield.

Week 9 — Oct 28

Economic base analysis and projections

Required

“Economy composition analysis” and “Economic base analysis.” Avrom Bendavid-Val. 1991. In *Regional and local economic analysis for practitioners*, 4th ed, chs 7-8. New York: Praeger.

“Economic base and econometric projections.” Stuart Meck. 2007. In *Planning and Urban Design Standards, Student Edition*.

Optional

“What local economic developers actually do: Location quotients versus press releases.” John M. Levy. 1990. *Journal of the American Planning Association* 56 (2).

Week 10 — Nov 4

Fiscal impact analysis

“Fiscal impact analysis.” L. Carlson Bise. 2007. In *Planning and Urban Design Standards, Student Edition*.

“Fiscal impact analysis.” Mary M. Edwards. 2000. Pages 9-27 in *Community Guide to Development Impact Analysis*. Madison, WI: Wisconsin Land Use Research

Week 11 — Nov 11

Benefit-cost analysis

Exercise 3 due; Exercise 4 distributed.

Required

“Project identification,” “Project evaluation,” and “Benefit-cost analysis.” Chapters 15, 16 and 17 in *Regional and local economic analysis for practitioners* (ibid).

“Measurements of benefits and costs: Welfare surpluses,” “... : Distributional considerations” and “... : Uncertainty and risk.” J.A. Schofield. 1987. Chapters 4, 6 and 7 in *Cost-benefit analysis in urban and regional planning*. London: Allen & Unwin.

Week 12 — Nov 18

Development finance

Required

“Financing methods and techniques,” and “Financial planning and analysis: The pro forma.” Stephen B. Friedman. 2007. Pp 406-414 in *Planning and Urban Design Standards, Student Edition*.

“Property level pro forma analysis.” Peter Linneman. 2004. Chapter 4 in *Real estate risks and opportunities*. Draft textbook.

Recommended

“Capital improvement programs.” Colorado Department of Local Affairs and Stuart Meck. 2007. Pages 401-402 in *Planning and Urban Design Standards, Student Edition*.

Optional

“Tax increment financing.” Rachel N. Weber. 2007. Pages 403-405 in *Planning and Urban Design Standards, Student Edition*.

“Prerequisite I: The basics of discounted cash flow and net present value analyses.” Peter Linneman. 2004. From *Real estate risks and opportunities*. Draft textbook.

“Prerequisite II: IRR: What it is and what it isn’t.” Peter Linneman. 2004. From *Real estate risks and opportunities*. Draft textbook.

“Prerequisite III: Amortization fundamentals.” Peter Linneman. 2004. From *Real estate risks and opportunities*. Draft textbook.

“The interest factor in financing.” William B. Bruegemann and Jeffrey D. Fisher. 1996. Chapter 3 in *Real estate finance and investments, 10th Ed.* Boston, MA: Irwin / McGraw Hill.

Nov. 25 — NO CLASS – Thanksgiving Break**Week 13 — Dec 2****Public participation: theory and purpose**

Participation exercise—preparation instructions distributed.

Required

“A ladder of citizen participation.” Sherry Arnstein. 1969. *Journal of the American Institute of Planners* 35 (4): 216-224.

“Risk assessment and environmental crisis: Toward an integration of science and participation.” Frank Fischer. 1991. *Industrial Crisis Quarterly* 5 (2).

Recommended

“Participation purposes.” Henry Sanoff. 2000. Chapters 1 and 2 in *Community participation methods in design and planning*. New York: John Wiley.

Week 14 — Dec 9**Public participation: implementation, working with small groups**

Exercise 4 due.

In-class exercise; attendance required.

Required

“Working with small groups.” Peter Ash. 2003. Chapter 5 in *The planner’s use of information*.

“Public participation.” Elaine Cogan. 2003. Chapter 6 in *The planner’s use of information*.

Recommended

“Participation methods.” Henry Sanoff. 2000. Chapters 1 and 2 in *Community participation methods in design and planning*. New York: John Wiley.