

**UNIVERSITY OF WISCONSIN-MILWAUKEE  
SCHOOL OF ARCHITECTURE AND URBAN PLANNING**

**URBPLAN 721 – Applied Planning Methods  
Course Syllabus - Fall 2023**

**Course Date, Time & Location:** Mondays – 9:00am to 11:10pm, Room AUP 110

**Instructor:** Yaidi Cancel Martinez, PhD ([yemartin@uwm.edu](mailto:yemartin@uwm.edu))

Office Hours: By appointment only, please reach out via email.

**Teaching Assistant:** Jake Boxrud ([jtboxrud@uwm.edu](mailto:jtboxrud@uwm.edu))

Office Hours: By appointment.

### **Course Description**

Urban and regional planning is an applied and interdisciplinary field with implications for decision-making processes concerning the built environment and the social fabric. Understanding planning processes and building on effective communication, project management, and technical skills will allow you to advance in your career in urban planning now and in the future. This graduate-level course will help you learn about methods that are often used in the planning field. Broadly, the course is organized into five main parts:

1. Understanding the context,
2. Collecting various forms of data,
3. Analyzing data and interpreting results,
4. Communicating results to a diverse audience, and
5. Making informed recommendations for implementation.

This course also provides you with an opportunity to think critically about the tools and methods used by planners. For example, how are these tools useful (or not) in the planning process? What is missing from the planning process? What can you as a professional planner and as an individual do to improve the planning process?

### **Learning Goals**

This course aims to introduce students to relevant planning practices, skills and tools which can be expanded upon throughout future coursework and work experience. The course is conducted as an active-learning seminar incorporating elements of individual work, teamwork projects and small group discussion sessions. We will strive for a supportive and inclusive learning environment.

By the end of this course, students should be able to:

1. Identify and scope planning challenges and opportunities.
2. Determine the information required to address issues and build upon assets.
3. Collect, analyze and synthesize information useful in planning and development.
4. Make informed recommendations and communicate findings to a diverse audience.

## Course Requirements

Students must fulfill each of the following for successful course completion:

1. **Mindful participation** includes:
  - a. **Participating in activities** during meetings and those posted in Canvas.
  - b. **Leading a discussion** on a current topic related to the week's module  
*Lead at least 1 discussion this semester.*
2. **Complete individual and group assignments.**
3. **Group Project - Neighborhood Data StoryMap** for a selected neighborhood in Milwaukee, discuss key characteristics, challenges, assets, projections and recommendations.
4. **Presentation** based on the StoryMap.

Students will be evaluated and graded upon completion of the course requirements. This course has no mid-term or final exams. The course is designed to facilitate student inquiry, critical thinking, engagement, and participation.

Details about the course's requirements are found below.

### ***1. Participation***

**Participating in the course is essential and constitutes 10% of the course grade.**

Participation is more than just showing up to the classroom, it means engaging in meaningful and respectful discussion with the instructor and peers, answering questions during class or group discussions, and leading a discussion at least once during the semester. A sign-in sheet will usually be circulated at the beginning of class.

#### **Leading a discussion**

Each week, up to 2 students will be assigned to identify an event/issue or journal article related to the module under discussion. The student will provide a brief overview of the event/issue/paper to the class and lead a brief discussion on the topic. Posting the article or link and leading a discussion constitutes 50% of your participation grade. Students **should lead a discussion at least once** this semester. A sign-up sheet will be made available in Canvas. Talk with the instructor if you have questions or need assistance. Since our class meets on Mondays, **please post your article and/or link to the Canvas Discussion Board no later than 5 pm on Friday.** That way, everyone can review it over the weekend and participate in class on Monday.

#### **In-Class case studies**

Students have the opportunity to apply concepts learned in class through individuals and group in-class exercises. Students are expected to participate in these class exercises and encouraged to ask questions and discuss with the instructor and peers.

#### **General participation**

In the interest of promoting a productive learning environment for all, please:

- Arrive on time and stay for the duration of class.
- Mute cell phones, mobile devices, and alarms for the duration of class.

• ***Complete weekly required readings and course materials before class***—This will prepare you for discussions in class. Canvas will show you what items should be completed. Please note Canvas may report which items have been read or completed.

Cannot make it to class? Please contact the instructor. While the instructor promotes flexibility, **absences must be cleared before class meetings by sending an email to [ycmartin@uwm.edu](mailto:ycmartin@uwm.edu).** Students are responsible for the content and information provided in all sessions. Please reach out to the instructor with questions or concerns.

## ***2. Assignments***

**Completing the assignments constitutes 40% of the course grade.**

The course assignments are designed to help you practice relevant concepts, including but not limited to collecting, analyzing and presenting planning-related data. Your assignments should be written clearly and formatted to a professional standard. In all assignments, please include your name, the name of your team members (for group assignments), date, and course number.

### **Teamwork**

For this course, you are allowed to discuss and work together on some assignments. For group assignments, only one assignment needs to be submitted for the group, but each person should be able to explain and understand all responses. Group members will evaluate other members' contributions to the group.

### **Time management**

For each assignment, track the total number of hours you (or your whole group) spend on thinking/preparing and producing the document that you submit. The number of hours should be listed at the top of your assignment. Note that this should be a rough estimate of time, and it will not factor into your grade. This means, you are graded on the quality of your work, not the time you report (although there may be a correlation). The main purpose of this is to help you understand how long it takes to think, collect data, conduct analyses, and write documents. As a professional, you will develop your own budgets with labor-hours and review budgets from other people with labor-hours, so this is an important but often overlooked skill in school. It may even help you budget your time in future graduate school classes and professional work.

### **Submitting assignments**

**All assignments should be uploaded to the course site Canvas on the due dates listed.**

If you have any questions or concerns about the assignment, please contact the instructor before the assignment is due.

If you have any problems with the site, you can e-mail your assignment to the instructor at [ycmartin@uwm.edu](mailto:ycmartin@uwm.edu) and copy the teaching assistant ([jtboxrud@uwm.edu](mailto:jtboxrud@uwm.edu)). The assignments are listed below in chronological order. Detailed instructions for each assignment are in Canvas.

- **Assignment # 1 (Individually)**: Explore a comprehensive plan, report your observations. **Due September 18**

- **Assignment #2 (Group):** A Tale of Two Milwaukee – Comparing the city and metro. **Due September 25**
- **Assignment #3 (Group):** In-dept characteristics – Milwaukee at the census tract. **Due October 9**
- **Assignment # 4 (Group):** Developing a community asset map. **Due October 16**
- **Assignment #5 (Group):** Neighborhood field data plan and collection tool. **Due October 23**
- **Optional Assignment (Individually):** Milwaukee Data Day Event - Report key lessons; **Due October 23**
- **Assignment # 6 (Group):** Examining neighborhood change and trends. **Due October 30**
- **Assignment # 7 (Group):** Estimate future changes and discuss potential challenges and benefits. **Due November 6**
- **Assignment # 8 (Group):** Draft Neighborhood Data StoryMap. **Due November 20**
- **Assignment # 9 (Group):** Communication plan + Data infographic draft. **Due December 4**

### ***3. Group Project – Neighborhood Data StoryMap***

Using secondary and primary (observational) data, develop a StoryMap for a selected neighborhood in Milwaukee. Students will be assigned one or two key topic including but not limited to:

- a. Housing/residential characteristics,
- b. Transportation,
- c. Economic characteristics,
- d. Education
- e. Access to food
- f. Environment

The StoryMap must include quantitative, qualitative and observational data (based on the field data collection tool), community assets map, and a discussion about the potential implications based trends and estimated change. **A draft is due on November 20 (Assignment #8) and the finalized StoryMap product is due on December 11.**

Detailed instructions about the Group Project will be posted on Canvas.

**Successful completion of the Group Project constitutes 30% of the course grade.**

#### 4. Presentation

**The presentation constitute 20% of the course grade.** The presentation goes in hand with the Group Project and includes 2 deliverables.

**Deliverable #1** – Poster Infographic showing up to 5 key findings included in the Neighborhood Data StoryMap. A draft Infographic is due on December 4 (part of Assignment #9) and the finalized product is due on December 11.

**Deliverable #2** – Oral Presentation of the StoryMap. Due on December 11.

The presentation will focus on the final results, discussion, and recommendations about how to make informed decisions in the neighborhood based on the data/information presented. Groups will also discuss the limitations of the project.

At the end of the final presentation, the student will lead a short discussion Q/A on the topic. Students are encouraged to prepare 2-3 questions to guide the discussion. The instructor may have additional questions. The presentation and discussion should be no longer than 15 minutes.

A rubric with details on how each deliverable will be graded will be posted in Canvas. **All presentation deliverables are due on December 11.**

#### Summary of Evaluation and Grading

Course evaluation will be based on:

<b>Participation (including leading a discussion and in-class exercises)</b>	<b>10%</b>
<b>Assignments (9)</b>	<b>40%</b>
<b>Group project</b>	<b>30%</b>
<b>Presentation</b>	<b>20%</b>

For each required coursework, students will be evaluated according to the percentage above.

The grading scale for the course is:

<b><u>Grade</u></b>	<b><u>Percent</u></b>
A	93% and above
A-	92% - 89%
B	83% - 88%
B-	79% - 82%
C	69% - 78%
D	55% - 68%
F	54% and below

Statement of time investment during the course: On average, students should spend 48 hours per credit per semester on activities in online sessions/meetings and outside of meetings (e.g., readings, assignments, research, projects). For this 3-credit course, students are expected to spend approximately 144 hours spread throughout the 16 weeks of the course. Please note that

the average time investment presented here is an estimate and students are assessed based on their performance rather than the time put into the course.

## **Other Important Items**

### ***Reasonable accommodations***

Students with limitations due to a disability may request any reasonable accommodations. You can get more information at the [Accessibility Resource Center](#) to better understand the nature of reasonable accommodations.

The University of Wisconsin Milwaukee supports the right of all enrolled students to a full and equal educational opportunity. The Americans with Disabilities Act (ADA), Wisconsin State Statute (36.12) requires that students with disabilities be reasonably accommodated in instruction and campus life. Reasonable accommodations for students with disabilities are a shared faculty and student responsibility. Students are expected to inform faculty [me] of their need for instructional accommodations by the end of the third week of the semester, or as soon as possible after a disability has been incurred or recognized. Faculty [I], will work either directly with the student [you] or in coordination with the Accessibility Resource Center to identify and provide reasonable instructional accommodations. Disability information, including instructional accommodations as part of a student's educational record, is confidential and protected under FERPA.

Students will be allowed to complete assignments or other requirements that are missed because of religious observance, illness, family emergencies, or other circumstances. If special accommodations are needed to meet any of the requirements of this course, please contact the instructor as soon as possible.

### ***COVID-19***

In response to the COVID-19 pandemic, it is important to be mindful of challenges and promote self-care. If you are experiencing symptoms related to COVID-19, taking care of someone that is ill, or facing challenges, please do not hesitate to contact the instructor to make reasonable accommodations. Go to the [UWM COVID-19 website](#) for up-to-date information.

**Panther Community Health and Safety Standards:** UWM has implemented health and safety protocols, taking into account recommendations by local, state, and national public health authorities, in response to the COVID-19 pandemic. As a member of our campus community, you are expected to abide by the Panther Interim COVID-Related Health & Safety Policy, which was developed in accordance with public health guidelines. These standards apply to anyone who is physically present on campus, UWM grounds, or participating in a UWM-sponsored activity. Go to the [UWM COVID-19 website](#) for up-to-date information.

### ***Students in Need***

Any student who faces challenges securing their food, housing, or technology, or is struggling with mental, physical, or emotional health, and believes this may affect their performance in the course is urged to contact the Dean of Students ([dos@uwm.edu](mailto:dos@uwm.edu)) for support. Please notify the instructor if you are comfortable. Also, please check the following resources that may provide additional support such as UWM's [Mental Health website](#) and [University Counseling Services](#).

### ***Academic honesty and integrity***

The University of Wisconsin-Milwaukee has a responsibility to promote academic honesty and integrity and to develop procedures to deal effectively with instances of academic dishonesty. Students are responsible for the honest completion and representation of their work, for the appropriate citation of sources, and the respect for others' academic endeavors.

Appropriate academic conduct is key to your success. Please review the rules relating to student academic misconduct procedures which are specified in Chapter UWS 14 and Faculty Document No. 1686 at the [UWM Dean of Students website](#).

**All work in this course should be your own.**

**Always cite sources. Plagiarism is unacceptable.**

In any written work and presentation materials, the student must cite sources for quotes, facts, and opinions (other than yours), both in the body of their work and in the bibliography/references section. Properly cite sources and place word-for-word quotes in quotation marks. Any plagiarism is a serious breach of ethics.

### ***Course Policies***

This course adheres to campus policies regarding students with disabilities, religious observances, active military service, incompletes, discriminatory conduct, academic misconduct, complaints about the course, and grade appeals. For details about these policies, see UWM's [Syllabus Links](#).

### **Course Materials**

**No textbook is required for this course.** Readings and other course materials are built upon various resources including academic articles, book chapters, videos, and online resources.

**Required weekly materials and supplemental (optional) materials are available in Canvas.**

Required readings or resources are marked with a star (\*).

**The following book is highly recommended:**

Li Y. and Zhan S. (2022). Applied Research Methods in Urban and Regional Planning. Available as an e-textbook. Go to the UWM Library for more information.

I also suggest that you get access to ArcGIS pro or ArcGIS online.

## Course Schedule

Week	Module	Theme	Date	Class/Meeting	Deliverable Due
1	1	Understanding the context	9/11/2023	1. Introduction to the course. Data, skills and urban planning's influence in shaping cities - Comprehensive planning basics	
2	2	Collecting various forms of data	9/18/2023	2.1. A planner's toolbox (part 1): Secondary data sources, collection methods, and basic visualization - tables and charts	Assignment #1
3			9/25/2023	2.2. A Planner's tool box (part 2): Geographic Information Systems Tools in Planning - More than just maps. Guest: <u>Stephen Appel, UWM Library, GIS</u>	Assignment #2
4			10/2/2023	2.3. Data in community settings - Community engagement and partnerships. Guest: <u>Ian Bautista, GMF</u>	
5			10/9/2023	2.4. Looking beyond the needs: Asset mapping - Identifying assets and resources in a community. Guest: <u>Dr. Arijit Sen</u>	Assignment #3
6			10/16/2023	2.5. Field data collection: Observational data and survey research	Assignment #4
7			3	Analyzing data and interpreting results	10/23/2023
8	10/30/2023	3.2. Common Planning analysis methods (part 2): Projections and forecast models			Assignment #6
9	11/6/2023	3.3 Common planning analysis methods (part 3): Analyzing the local economy: Past, present, future			Assignment #7
10	11/13/2023	3.4. Common planning analysis methods (part 4): Housing and transportation planning. Guest: <u>TBD</u>			
11	11/20/2023	3.5. Other planning assessments: Environmental and health impact analysis. Guest: <u>Adam Mednick, WI-DNR</u>			Assignment #8 (Draft StoryMap)



### Course Schedule (*Continued*)

Week	Module	Theme	Date	Class/Meeting	Deliverable Due
12	4	Communicating to a diverse audience	11/27/2023	4.1. Tools for effective communication in planning. <u>Guest: TBD</u>	
13			12/4/2023	4.2. The art and science of public meetings: Communication and engagement	Assignment #9 + Draft Infographic
14	5	Making informed recommendations	12/11/2022	5.1. <u>Group presentations</u> - Neighborhood Data Event	Finalized StoryMap + Infographic
15			12/18/2023	5.2. Lessons learned: Course wrap-up and evaluations	Course evaluations