

# URBPLAN 793: Applied Projects in Urban Geographic Information Systems Syllabus (1/20/23)

Spring 2023—3.0 Credits

Tuesday, 5:30 p.m. to 8:10 p.m., SARUP 158 (Computer Lab)  
Course Instructor: Jennifer Rybarczyk, GISP ([rybarczyk@uwm.edu](mailto:rybarczyk@uwm.edu), 414-305-1917)  
Office Hours: By Appointment (flexible times), Online

## Course Background

This course is a “capstone” in a series of GIS courses. The primary objective of this course is to use GIS with local data to solve real problems or address real issues raised by a client—a local government or other organization. In addition, it provides a structured approach to a GIS project, introducing you to management techniques that are necessary to shepherd a project from its conception through final completion.

During the course you will learn about developing a project scope of work, working with a team, and explaining GIS concepts to practitioners who may have limited GIS knowledge. You will also gain additional exposure to the data and technology needed to complete a GIS project. This includes ESRI products, and you may also utilize internet GIS, geoprocessing tools, and other technologies.

This course is organized into two parts. Part 1 will introduce you to uses of GIS within an organization and practical project management techniques. During Part 2, you will complete two group projects for clients using GIS. This phase will involve developing a vision and scope of work for each project. The vision should meet the needs of the client, so coordination meetings will be necessary.

You will conduct analysis, prepare a report, and present to each client. The course includes lectures, two short individual assignments, and two group projects that will be delivered through several assignments. These are discussed in greater detail, below. For the group projects, each student should make a significant contribution to the team. At the end of each group assignment, each individual team member will assess other student contributions to his or her group. The assignments will give you practical GIS, project management, and group coordination experience that will be useful to your future work as a GIS professional or any career path you pursue.

I am looking forward to a great semester with all of you!

Jenny

## COVID Policies

Text in this section is taken directly from and modified from the UW-Milwaukee “COVID-19 Syllabus Statements, Spring 2022” website: <https://uwm.edu/cetl/covid-19-syllabus-statements/>.

**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:

- UWM recommends that all individuals visiting UWM facilities wear face coverings while indoors.
- UWM recommends getting vaccinated for COVID-19 and getting the most recent booster shot available to you.
- UWM requires that you check daily for COVID-19 symptoms and not come to campus if you are feeling sick. If you are feeling sick, get tested for COVID-19 and quarantine until symptoms subside. Use the [CDC Quarantine and Isolation Calculator](#) to determine next steps.
- If you test positive for COVID-19, UWM requires that you self-report at the [COVID-19 Case Submission Form](#). Use the [CDC Quarantine and Isolation Calculator](#) to determine next steps. Additional details about student and employee expectations can be found on the [UWM COVID19 webpage](#).

## Face-to-Face Class Recording (Lecture Capture)

Our class sessions may be audio-visually recorded. If you do intend to participate online, please inform the professor by email at [rybarczy@uwm.edu](mailto:rybarczy@uwm.edu) and plan to attend at the scheduled class time so that you can participate in discussions. Note that the recordings may not capture all aspects of small group discussions or student questions, and there may be technical difficulties. Students who participate during an in-person class session are agreeing to have their audio/video or image recorded. If and when students participate in class remotely, they are also agreeing to have their audio/video or image recorded.

## Potential for Reversion to Fully Online Instruction

Changing public health circumstances for COVID-19 may cause UWM to move to fully online instruction at some point during the semester. UWM will communicate with students about moving to fully online instruction if the situation develops.

## Hardware and Software

We will have class in person in the SARUP Room 158 computer lab, so you will be able to use the resources in that room. However, the course is also designed so that you can attend lectures, participate in group meetings, and do all individual and group assignments from your own computer with an internet connection. In preparation for the course, you should

make sure that you have ESRI ArcGIS Pro (student license), and the Microsoft Office suite installed on your computer.

Other computers can also be used on campus, such as the computers in SARUP Room 208. You may also consider accessing other computers remotely by VPN (see <https://uwm.edu/sarup/resources/computer-labs/>).

## Text

Readings will be available on the course website. There is no need to purchase a textbook. Several readings are from:

Huxhold, W.E. and A.G. Levinsohn. Managing GIS Projects, Oxford University Press, Available from: <https://www.amazon.com/Managing-Geographic-Information-Projects-Spatial/dp/0195078691>, 1995. (ISBN 0-19-507869-1)

## Readings and Class Participation (10%)

You are expected to attend lectures and participate in class during the designated class times. A different topic will be covered each class session. The readings listed under each session below are required readings that should be done before you get to class. Readings will be posted on the class Canvas website. All students are expected to read all the assigned readings BEFORE class and to actively participate in discussions.

Active participation in class is an important component of this course. In the interest of promoting a productive learning environment for all, please:

- Arrive on time and stay for the duration of class.
- Turn off or mute audible mobile devices for the duration of class.
- Turn off laptops unless they are being used for notes, you are checking facts discussed in class, or if you are instructed otherwise. Bottom line: stay engaged in the class discussions.

## Assignments (90%)

All assignments should be uploaded to the course Canvas site by 5:30 p.m. on the due dates listed. If you have any problems with the Canvas site, you can e-mail your assignment to [rybarczy@uwm.edu](mailto:rybarczy@uwm.edu).

The assignments are described below.

*Assignment 1: Create a Map-Based Infographic to Illustrate Change in Milwaukee County (Individual Assignment; Distribute 1/24/23; Due 1/31/23) (5%)*

This individual assignment will give you practice obtaining, analyzing, and mapping American Community Survey (ACS) data to illustrate planning-related changes in Milwaukee County. Your final product will be an infographic that includes a map (displaying all or part of the county) and other simple text or charts to convey a clear message. Hint: focus on communicating a single main message (or maybe two) with your infographic. Examples of map-based infographics can be found at the following websites:

<http://www.montgomeryplanning.org/transportation/bikeways/documents/COMMENTM APINFOGFX12.2.pdf>

<https://cssauthor.com/15-best-examples-of-infographic-maps/>

<http://visual.ly/tornado-tracks>

<http://visual.ly/american-migration>

<http://visual.ly/what-geographic-information-systems>

In order to create some consistency between student projects, you will have the following requirements:

- Use ArcGIS Pro
- Use any type of ACS data, but two good options are total population and median income
- Display data at the census tract level
- Illustrate and describe changes between the 2006-2010 ACS reporting period (using 5-year ACS estimates) and the 2016-2020 ACS reporting period
- Make your infographic readable when printed on 11" x 17" paper (turn in your final infographic as an 11" x 17" PDF file)

This assignment is due in one week. It will give you practice developing a map-based document to communicate information clearly in a short timeframe. This is a common challenge for a real-world job.

As you work on the assignment, track the total number of hours you spend on thinking/preparation and producing your infographic. The number of hours should be reported as a note in the Canvas Dropbox or by e-mailing the instructor. Note that this should be a rough estimate of time, and it will not factor into your grade. In other words, you are graded on the quality of your work, not the time you report. The main purpose of this is to help you understand how long it takes to think, collect data, conduct analyses, and produce an attractive document. 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 will also help you think about budgeting hours as you develop the scope of work for your group projects.

*Assignment 2: Geocode Raw Data and Create a Policy-Relevant Map (Team & Individual Assignment; Distribute 1/31/23; Due 2/14/23) (5%)*

This two-week assignment requires you to geocode raw data and create a map that is useful for establishing policies. You will be given a raw database from a local organization. During the first week of the assignment, you should work with classmates to geocode the data. During the second week, each individual student should use the final GIS layer and associated variables to create a map that could help inform planning efforts for the organization. You should create the following products:

- Week 1: A GIS point layer with associated data. (Whole class only needs to submit one final set of files. 15% of assignment grade.)

- Week 1: A brief description of the geocoding process (one-half to one page, single spaced). As a part of this description, please provide some basic contextual information about the data, including the data source, timeframe when the data were collected, geographic extent of the data, total number of records, and any comments about the general accuracy of the data. (Whole class only needs to submit one description; all will get the same grade. 15% of assignment grade.)
- Week 2: A map that could help inform planning efforts for the organization. This map should be submitted as an 11"x17" PDF file. It should be clear enough to interpret on its own, even though a brief description of its policy implications should also be submitted (see next bullet point). (Each student creates a separate map. 50% of assignment grade.)
- Week 2: A brief description of how the map could be useful for informing planning efforts for the organization (one-half to one page, single spaced). (Each student provides a separate description. 20% of assignment grade.)

The first week of the assignment will give you practice working with classmates on a technical problem, and the second week will give you practice using raw data to create a policy-relevant map. As you work on the assignment, track the total number of hours you spend each week. The number of hours should be reported as a note in the Canvas Dropbox or by e-mailing the instructor. Note that this should be a rough estimate of time, and it will not factor into your grade.

*Assignment 3: Client #1 Project Vision and Scope of Work (Team Assignment; Client Background Presentation 2/14/23; Client #1 Vision and Scope of Work document due 2/21/23) (10%)*

Overall, the Client #1 project will involve coordinating with a client organization to understand a specific problem and determine how to use GIS to address the problem. Your group will then collect and analyze GIS data and ultimately deliver a final product to the client organization.

During this first part of the client project (Assignment 3), your team will develop a vision and scope of work that will guide your data collection, analysis, and presentation efforts during the Client #1 project (2/14/23 to 3/14/23). To do this, you should meet with your client, research the client organization and how it identifies and addresses problems, and prepare a document to provide guidance for conducting the project. The first part of this document will be a vision that describes the desired outcome of the project. The second part of this document will be a scope of work that describes specific project tasks (e.g., collect data, conduct analysis, deliver the final presentation and products to the client), timing of these tasks (between 2/14/23 to 3/14/23), and personnel conducting these tasks, including an estimated number of hours per team member per task. This scope of work document should be no longer than three pages. The task descriptions should fill approximately one full page.

Your team should submit the Vision and Scope of Work document to the instructor in the course Canvas Dropbox. You should also send this document to your client for review. Ask the client to provide feedback on this document sometime within one week. Make adjustments to the document based on client feedback (these revisions are not graded but will help improve the products that you produce in Assignment 4).

As you work on the assignment, track the total number of hours you spend each week and note on which tasks you worked (separate hours as necessary). The number of hours should be reported as a note in the Canvas Dropbox or by e-mailing the instructor. Note that this should be a rough estimate of time, and it will not factor into your grade.

*Assignment 4: Client #1 Project Presentation and Products (Team Assignment; Start Assignment 2/21/23; Presentations to Client and Final Products Due 3/14/23) (25%)*

During the second part of the Client 1 project (Assignment 4), you will execute the tasks that you described in your Scope of Work. This process will include gathering GIS and supporting data, conducting analysis, revising your analysis approach (since you are likely to run into challenges during the process), generating results, and summarizing the most important and relevant findings for your client. Make phased implementation recommendations that the client can use (i.e., What should they do first? What needs more time for resources or support to develop?). It will be important to make consistent progress on the project over the period before you present your analysis and results to your client. Therefore, you will meet with your team and report progress and problems to the instructor on a weekly basis. Give an update to show where your project is with respect to your original timeline. The process of discussing challenges and figuring out creative ways to address them is a core aspect of the course.

An important part of the assignment will be to deliver a 15-minute presentation of your analysis and results to the client (with additional time for questions). This presentation will be done on March 14th.

During the previous week, you will give a practice presentation to the course instructor. You should revise your presentation based on feedback that you receive. The PowerPoint presentation should be graphically-oriented (the slides should include many pictures and maps and relatively little text). Presentation content should include:

- Vision statement (Strategic Plan elements)
- Brief overview of project scope/timeline
- Data collection
- Data analysis Challenges
- Findings
- Products
- Recommendations for the future (that the client can use)

Your Assignment #4 deliverables will be the 15-minute PowerPoint presentation (to be given to your clients on March 14th), the PowerPoint presentation slides, and a brief report

(15-20 double-spaced pages) describing your data collection, analysis approach, findings, and limitations. Appendices may be included, and they do not count against the report page limit. Deliverables may also include other products that are useful for your clients, including GIS files, databases, instruction guides, webpages, etc. You should submit these final products to the instructor on the course Canvas Dropbox and e-mail your final products to your client.

The presentation that you deliver in class will be worth 50% of your Assignment 4 grade, and the report and supporting documentation will be worth 50% of your Assignment 4 grade.

At the end of this assignment, each individual team member will assess other student contributions to his or her group by awarding up to 100 points to each other team member. This team member assessment will be factored into each individual's course participation grade. Ratings must be submitted confidentially by each group member and will not be shared by the course instructor. See Appendix A for more detail.

Note: the scores that you assign and comments that you make in your team member assessment provide important information for me to consider, but they are not tied to a specific, pre-determined change any teammate's overall grade. Since it is my responsibility to assign scores and grades, I will take your input under advisement and make any final grade adjustments as fairly as possible.

Again, be sure that you are tracking your time by task and email to professor on a weekly basis.

*Assignment 5: Client #1 Project After Action Review (Team Assignment; Start Assignment 3/28/23 and Due 4/4/23) (5%)*

The team will conduct an Informal After Action Review on the project to help understand what took place, why it happened the way it did, and how to improve on it. It can highlight areas of strength or concern in your project. This review will be submitted by the team at the completion of the project. Please submit a double-spaced report (no length requirements) with the following information answered:

1. Project Name
2. Student's Names
3. Did the project meet vision goals established at the beginning of the project?
4. Did the scope of the project sufficiently cover all activities identified for the project?
5. What went well with the project?
6. What did not go well with the project?

Note: A Formal After Action Review will also be conducted with our client by the professor and shared with the team once received.

Again, be sure that you are tracking your time by task and email to professor on a weekly basis.

*Assignment 6: Client #2 Project Vision and Scope of Work (Team Assignment; Client Background Presentation 4/4/23; Phase 2 Vision and Scope of Work document due 4/11/23) (10%)*

The Client #2 project will go from 4/4/23 until 5/9/23. The Vision and Scope of Work document will be similar to the Client #1 Vision and Scope of Work document (from Assignment 3). Follow the same procedure as in the Client #1 project.

Again, be sure that you are tracking your time by task and email to professor on a weekly basis.

*Assignment 7: Client #2 Project Presentation and Products (Team Assignment; Start Assignment 4/11/23; Presentations to Client #2 and Final Products Due 5/9/23) (25%)*

During the second part of the Client #2 project (Assignment 7), you will execute the tasks that you described in your Client #2 Scope of Work. This process will be similar to what you did for Client #1. The Client #2 presentation will be done on 5/9/23.

Your Assignment #7 deliverables will be the 15-minute PowerPoint presentation (to be given to your clients on 5/9/23), the PowerPoint presentation slides, and a report (15-20 double-spaced pages) describing your data collection, analysis approach, findings, limitations/suggestions for future research and recommendations for your client to address their problem. Appendices may be included, and they do not count against the report page limit. Deliverables may also include other products that are useful for your clients, including GIS files, databases, instruction guides, webpages, etc. You should submit these final products to the instructor on the course Canvas Dropbox and e-mail your final products to your client.

At the end of this assignment, each individual team member will assess other student contributions to his or her group by awarding up to 100 points to each other team member. This team member assessment will be factored into each individual's course participation grade. Ratings must be submitted confidentially by each group member and will not be shared by the course instructor. See Appendix A for more detail.

Note: the scores that you assign and comments that you make in your team member assessment provide important information for me to consider, but they are not tied to a specific, pre-determined change any teammate's overall grade. Since it is my responsibility to assign scores and grades, I will take your input under advisement and make any final grade adjustments as fairly as possible.

Again, be sure that you are tracking your time by task and email to professor on a weekly basis.



*Assignment 8: Client #2 Informal Project After Action Review (Team Assignment; Start Assignment 5/9/23 and Due 5/11/23) (5%)*

The team will conduct an Informal After Action Review on the project to help understand what took place, why it happened the way it did, and how to improve on it. It can highlight areas of strength or concern in your project. This review will be submitted by the team at the completion of the project. Please submit a double-spaced report (no length requirements) with the following information answered:

1. Project Name
2. Student's Names
3. Did the project meet vision goals established at the beginning of the project?
4. Did the scope of the project sufficiently cover all activities identified for the project?
5. What went well with the project?
6. What did not go well with the project?

Note: A Formal After Action Review will also be conducted with our client by the professor and shared with the team once received.

Again, be sure that you are tracking your time by task and email to professor on a weekly basis

### Academic Misconduct and Plagiarism

All work in this course should be your own, though you will draw upon other references. In written work, cite your sources for quotes, facts, and opinions, both in the body of your work (at the end of the specific sentence where the information is cited) and in the bibliography. Do not copy word for word unless you place the words in quotation marks. Do not paraphrase the ideas of others without identifying the sources.

Students are expected to adhere to conduct policies at the following website:

<https://uwm.edu/deanofstudents/academic-misconduct-2/>

Academic misconduct is an act in which a student:

- seeks to claim credit for the work or efforts of another without authorization or citation
- uses unauthorized materials or fabricated data in any academic exercise
- forges or falsifies academic documents or records
- intentionally impedes or damages the academic work of others
- engages in conduct aimed at making false representation of a student's academic performance
- assists other students in any of these acts

Any academic misconduct (plagiarism) will be dealt with as a serious ethical breach. If you have questions about whether you are crossing an ethical line, ASK me.

### Time Requirements

In general, it is expected that students will spend approximately three hours in class per week plus an additional seven hours per week on readings, assignments, and other preparation. However, grading is based on the quality of work produced rather than amount of time spent working.

## Other Course Policies & Campus Resources

This course adheres to campus policies regarding students with disabilities, religious observances, active military service, incompletes, discriminatory conduct, academic misconduct, complaints about the course, grade appeals, and firearms. For details about these policies as well as university COVID-19 policies, see <https://uwm.edu/secu/syllabus-links/>.

If you are very sick and cannot attend class, please let me know prior to class.

### **Campus Resources for Students**

<https://uwm.edu/studentuccess/>

### **Mental Health America Resource Locator**

<https://www.mhanational.org/finding-help>

### **Suicide Prevention Hotlines 24/7**

National Suicide Prevention Lifeline | 1-800-273-8255

National Crisis TEXT line | Text HELLO to 271-271

Please visit <https://uwm.edu/mentalhealth/> for more information.

## Diversity, Equity, and Inclusion

The Department of Urban Planning is committed to addressing systemic racism across all of its dimensions in our curriculum. Towards this goal, the Department of Urban Planning acknowledges the historical roles of urban planning in creating and replicating racial inequities in the built environment.

We are committed to developing pedagogical approaches and curricular content to train urban planners on anti-racist planning strategies. We desire to foster and reinforce an inclusive culture in which democratic principles embrace the richness of our diverse society. The Department of Urban Planning facilitates and advances respectful dialogues among participants (students, instructors, class project clients, community members, and so on) of diverse backgrounds and experiences. This course welcomes diverse backgrounds and thoughts and strives to make our community more equitable and inclusive.

## Grading

Grades will be given on an A to F scale based on the following components of the class:

- Overall class attendance and participation (10%)
- Assignment 1 (5%)
- Assignment 2 (5%)
- Assignment 3 (10%)
- Assignment 4 (25%)
- Assignment 5 (5%)
- Assignment 6 (10%)
- Assignment 7 (25%)

- Assignment 8 (5%)

Assignments are due prior to class (by 5:30 pm) on the dates listed above. Each calendar day late will result in loss of one grade (i.e., an “A” assignment will be given a “B”). An assignment received at 5:31 p.m. on the due date is considered one day late.

The grading scale will be based on points earned out of 100 possible points. Number grades correspond with the following letter grades:

- 98 and above = A+
- 93 to 97.9 = A
- 91 to 92.9 = A-
- 88 to 90.9 = B+
- 83 to 87.9 = B
- 81 to 82.9 = B-
- 78 to 80.9 = C+
- 73 to 77.9 = C
- (and so on)

Grading is based on a combination of factors that contribute to professional-quality work. These include completeness of presentations and documents, logic, clarity, and creativity. Each of these factors is explained in the table on the following page. Assignments that are judged to be professional quality will receive an “A”. Assignments with some deficiencies in the four factors described in the table will receive lower grades. The instructor will provide written feedback (and additional oral feedback, as requested) so that students can understand aspects of their work that may need improvement. While the table on the following page provides some guidance, it falls well short of experiencing the process of completing assignments, receiving feedback, and taking this feedback into account on your next assignment.

Grading is based on the quality of work produced. It is not based on student background, prior education, or natural talent.

**Main Factors Considered when Grading Assignments**

<b>Factor</b>	<b>Definition</b>	<b>Low Quality</b>	<b>Medium Quality</b>	<b>High Quality</b>
Completeness	The degree to which all aspects of the assignment are addressed in documents or presentations. In general, more thorough discussions are better, but this must be balanced with length limits.	Parts of questions are not answered or sections of a policy analysis are not included.	All parts of questions are answered and all sections of a policy analysis are included, but some responses or discussions may not cover the issue in depth.	All parts of questions are answered and sections of a policy analysis are included, and all responses and discussions are thorough.
Logic	The degree to which an argument written in text, presented on a map, or described in an oral presentation makes sense. Good arguments are supported by well-researched examples, high-quality studies, and/or well-analyzed data.	Many arguments do not make sense or are not supported by examples, studies, and/or empirical data.	Some arguments do not make sense or have weak support from examples, studies, and/or empirical data.	All arguments make sense and are supported by examples, studies, and/or empirical data.
Clarity	The degree to which an assignment is written and organized well. For maps, this includes attractiveness of the layout and ease of understanding what you are trying to show. For presentations, this includes the and the organization of the presentation.	The writing is wordy, uses poor sentence structure, grammar, punctuation, etc. The writing is inconsistent and poorly organized, making it very difficult to understand the issue, analysis, or conclusions.	The writing is understandable, but it suffers from some wordiness, errors, and poor proofreading. The writing has several inconsistencies or poorly organized sentences or paragraphs.	The writing is in a professional tone that is concise and has no grammatical errors. It communicates a clear sense of the issue, analysis, & recommendations; paragraphs and sentences are organized logically.
Creativity	The degree to which an assignment or presentation considers a wide range of relevant analysis approaches and relevant possible solutions, including some that may not be readily apparent to a client. This also includes recognizing limitations of your approach.	Analysis approaches and possible solutions are obvious or limited in number, other potential approaches and solutions were not considered, and limitations were not discussed.	Several analysis approaches and possible solutions were considered, potentially including some that were not readily apparent to a client. A few limitations were discussed.	A wide range of relevant analysis approaches and relevant possible solutions were considered, including some that were not readily apparent to a client. Most limitations were discussed.

## Class Topics and Reading List

### Part 1: Institutional Context & Project Management

#### **Class 1 (1/24/23) – Course Preview & Real World GIS**

Today's Topic – Course Preview & Real World GIS

Collaborate – Distribute Assignment #1

Readings (Optional):

United State Department of Transportation, Geographic Information Systems (GIS) Strategic Plan, 2022-2024, Available online,

<https://www.transportation.gov/sites/dot.gov/files/2022-06/US-DOT-GIS-Strategic-Plan-2022-24.pdf>

Smith, Cy and DenOuden, Bob, State of Oregon, "GIS Data Standards in Oregon: A Program That Works", ArcNews, ESRI, Fall 2015, Available online,

<https://www.esri.com/about/newsroom/arcnews/gis-data-standards-in-oregon-a-program-that-works/>

Wisconsin State Cartographer's Office (SCO), Strategic Plan, 2018-2021, Available online,

<https://www.sco.wisc.edu/wp-content/uploads/2018/07/sco-strategic-plan-2018-2021.pdf>

Milwaukee County, Milwaukee County Covid Surveillance Dashboard, Available Online,

<https://www.arcgis.com/apps/dashboards/018eedbe075046779b8062b5fe1055bf>

"Connect 2050: Wisconsin's Statewide Long-Range Transportation Plan", Bureau of Planning and Economic Development, Wisconsin Department of Transportation, May 2022, Available online,

<https://www.wisdotplans.gov/connect2050#:~:text=WisDOT%20has%20adopted%20Connect%202050,plan%20through%20January%202024%2C%202022>

"Wisconsin Electric Vehicle Infrastructure Plan", Wisconsin Department of Transportation, September 14, 2022, Available online,

<https://wisconsin.dot.gov/Documents/projects/WEVI-plan-final-22-0914.pdf>

#### **Class 2 (1/31/23) – Project Management for GIS**

Review - Assignment #1 Due/Student Presentation

Today's Topic – Project Management for GIS

Collaborate – Distribute Assignment #2

Readings:

Huxhold, W.E. and A.G. Levinsohn. Chapter 6, "Implementation Management," Managing GIS Projects, Oxford University Press, 1995. (Read pp. 165-202)

### **Class 3 (2/7/23) – Teamwork & Communication**

Review – Check in Assignment #2

Today's Topic – Teamwork & Communication

Collaborate – Continue Assignment #2

Readings:

Fournier, Keith, “How much?”, Innovative Systems Design Limited, Incorporated Enterprise Technology Consultants, Project Management White Paper Series, 1996-2008, Available online,

[https://www.e-education.psu.edu/geog871/sites/www.e-education.psu.edu/geog871/files/papers/%235-  
ISD%20Project%20Management%20Whitepaper%20Series-Who%20says.pdf](https://www.e-education.psu.edu/geog871/sites/www.e-education.psu.edu/geog871/files/papers/%235-ISD%20Project%20Management%20Whitepaper%20Series-Who%20says.pdf)

### **Part 2: Project Planning & Implementation**

#### **Class 4 (2/14/23) - Vision, Scoping & Timelines**

Review - Assignment #2 Due/Student Presentation

Today's Topic – Client #1 Presentation/Vision, Scoping & Timelines

Collaborate – Distribute Assignment #3

Readings:

Huxhold, W.E. and A.G. Levinsohn. Chapter 4, “Implementation Planning,” Managing GIS Projects, Oxford University Press, 1995. (Read pp. 87-119)

Huxhold, W.E. and A.G. Levinsohn. Chapter 7, “Managing the System,” Managing GIS Projects,

Oxford University Press, 1995. (Read pp. 216-227)

#### **Class 5 (2/21/23) - Quality Data & Documentation**

Review - Assignment #3 Due/Student Presentation

Today's Topic – Quality Data & Documentation

Collaborate – Distribute Assignment #4

Readings:

Carroll, Allen, “Getting started with ArcGIS StoryMaps”, ESRI, Available online,

<https://storymaps.arcgis.com/stories/cea22a609a1d4cccb8d54c650b595bc4>

Videos:

ESRI, “ArcGIS StoryMaps, An Introduction”, July 12, 2021, Available online,

<https://www.esri.com/training/catalog/613783dfdbfdac0a4fa74f17/arcgis-storymaps-an-introduction/>

### **Class 6 (2/28/23) - Presentation Skills**

Review – Team update on Client Project #1 (Assignment #4)

Today's Topic – Presentation Skills

Collaborate – Student Working Session Assignment #4

### **Class 7 (3/7/23) – Quality Reviews**

Review – Team Draft Presentation of Client Project #1 to professor

Today's Topic – Quality Reviews

Collaborate – Student Working Session Assignment #4

Readings:

Cary, Jay. "Developing a Quality Assurance Plan", ArcGIS Blog, ESRI, September 15, 2010, Available online,

<https://www.esri.com/arcgis-blog/products/data-reviewer/data-management/developing-a-quality-assurance-plan/>

### **Class 8 (3/14/23) - Presentation of Project to Client #1**

Review – Presentation of Project to Client #1/Question and Answer

Today's Topic – After Action Reviews

Collaborate – Assignment #4 Due

### **SPRING BREAK! (3/21/23)**

### **Class 9 (3/28/23) - Distribute Assignment #5**

Collaborate – Student After Action Review/Peer Reviews for Assignment #5

### **Class 10 (4/4/23) - Distribute Assignment #6**

Review – Assignment #5 Due

Today's Topic – Client #2 Presentation

Collaborate – Distribute Assignment #6

### **Class 11 (4/11/23) - Assignment #6 Due**

Review - Assignment #6 Due/Student Presentation

Today's Topic – Technical Support

Collaborate – Distribute Assignment #7

Tutorial:

ESRI Academy, "Build an Interactive Dashboard", ESRI, Available online,

<http://www.esri.com/training/catalog/627be950c0010258f54f25c9/>

Video:

ESRI Academy, "ArcGIS Dashboards: Designing Effective Dashboards", ESRI, Available online, <http://www.esri.com/training/catalog/6165a59128674c33845ed1ae/>

**Class 12 (4/18/23) - Work on Client #2 Project**

Review - Team update on Client project #2 (Assignment #7)

Today's Topic - Technical Support

Collaborate - Student Working Session Assignment #7

**Class 13 (4/25/29) - Work on Client #2 Project**

Review - Team update on Client project #2 (Assignment #7)

Today's Topic - Technical Support

Collaborate - Student Working Session Assignment #7

**Class 14 (5/2/29) - Practice Project Presentation for Client #2**

Review - Team update on Client Project #2 (Assignment #7)

Today's Topic - Team Draft Presentation of Client Project #2 to professor

Collaborate - Student Working Session Assignment #7

**Class 15 (5/9/23) - Presentation of Project to Client #2**

Review - Presentation of Project to Client #2/Question and Answer

Collaborate - Assignment #7 Due/Distribute Assignment #8 (Assignment #8 Due 5/11/23)



## Appendix A. Team Member Grading and Evaluation Group Work Grades

To incentivize individual contributions to group work assignments, student group members will be asked to provide confidential evaluations of their teammates' efforts at the end of the source. Grade adjustments will be made, as necessary, to individual students' grades for each case.

The student evaluation will involve each team member assigning a set of ten 1 (lowest) to 10 (highest) scores representing the contribution of all other team members to the group assignment. A total of 100 points are possible, and each team member can give 100 points to all other team members.

We will use the form on the following page. You are expected to take team member scores seriously and provide a few sentences to justify your reasoning. The instructor reserves the right to NOT make an adjustment to a team member score if sufficient justification is not provided. The instructor also reserves the right to increase a team member's score if other team member explanations of her or his contribution show particularly outstanding contributions to the group (e.g., "I wish that I could have given Team Member X a score of 11 for many of these criteria!"). Any adjustments to a single individual's score is independent of other team member scores.

Note: the scores that you assign and comments that you make in your team member assessment provide important information for me to consider, but they are not tied to a specific, pre-determined change any teammate's overall grade. Since it is my responsibility to assign scores and grades, I will take your input under advisement and make any final grade adjustments as fairly as possible.

## Appendix A. Team Member Evaluation Form

Group member being evaluated:

Your name:

Please enter a score of 1 to 10 for each of the 10 items. Then please add some narrative regarding your evaluation at the bottom of the form.

Use the following scale for all items:

1 = poor; 10 = sufficient (if a particular criterion is not applicable, please enter a score of 10)

<b>The Group Member... Score (1-10)</b>	
1. Contributed to a fair share of the workload.	
2. Met the deadlines set forth by the team.	
3. Participated in and contributed effectively to discussions.	
4. Helped keep discussions organized and the team focused on completing tasks.	
5. Resolved any conflicts in a professional manner.	
6. Showed respect toward others and helped maintain a positive climate.	
7. Listened to others and did not dominate or withdraw from discussions.	
8. Contributed to the development of the team project initially and as it progressed.	
9. Contributed towards the submission of the final team deliverables.	
10. I would like to work with this person again given an opportunity to do so.	
<b>Total Points</b>	

Comments (at least two to three sentences to justify the scores given above):

## Appendix B. Past Student Products

This course was started by Professor Bill Huxhold more than 20 years ago. Dr. Robert Schneider taught it from 2016 to 2022.

Below is a summary of past accomplishments of student projects in the course.

### 2022 projects:

- “Connec+ing MKE—Downtown 2040 Plan: An Evaluation of the Plan’s Goals for Housing, Parking, and Transportation Using GIS Analyses” (Clients = Kyle Gast and Tonya Fonseca, Milwaukee Department of City Development; Student Team = Elliott DeGuilme, Danielle Del Conte, Will Fenner, Timmis Maddox, Miranda McCall, John Mesch)
- “Milwaukee Public Schools Data Analysis” (Client = Michael Hacker, Candice Consulting and Milwaukee Public Schools; Student Team = Danielle Del Conte, Timmis Maddox, Miranda McCall, John Mesch)
- “Milwaukee Public Schools: Encouraging Safe, Active Transportation for Students” (Client = Michael Hacker, Candice Consulting and Milwaukee Public Schools; Student Team = Elliott DeGuilme, Will Fenner)

### 2021 projects:

- “A Spatial Analysis of Injuries Along Major Corridors in Milwaukee” (Client: Sara Kohlbeck and Stephen Hargarten, Medical College of Wisconsin, Comprehensive Injury Center; Student Team: Carl Glasemeyer, Isabel Gunderson, Kigen Mares, Stephanie Krausert, and Hayley Schinkowsky)
- “Relationship Between Traffic Injuries/Fatalities and Neighborhood Characteristics in Milwaukee County” (Client: Client: Sara Kohlbeck and Stephen Hargarten, Medical College of Wisconsin, Comprehensive Injury Center; Student Team: Amir Forati, Michael Lewis, Leah Redding, and Zac Roder)

### 2020 projects:

- “Health and Economic Vulnerabilities to COVID-19” (Client: Kate Madison, City of Milwaukee Department of City Development; Student Team: Rose Alvarez, Jordan Davis, Patrick Mielke, Andrew Schmitz, and Anton Sieger)
- “Railroad Crossing Risk Analysis for Pedestrians & Bicyclists” (Client: Lisa Stern, Wisconsin Department of Transportation, Rails & Harbors Section; Student Team: Rose Alvarez, Jordan Davis, Patrick Mielke, Andrew Schmitz, and Anton Sieger)

#### 2019 projects:

- “The Milwaukee Fashion Initiative” (Client: Jan Pirozzolo-Mellowes and Cynthia Rigsby, Foley & Lardner LLP; Student Team: Karen Blanco, Xiangyong Luo, Steven Madsen, Joel Vojta, and Josie Willman)
- “Neighborhood House Client Location Analysis” (Client: Jeff Martinka and Norm McGee, Neighborhood House of Milwaukee; Student Team: Ian Ehrnstrom, Makenzee Loft, Alexis McAdams, and Baldev Sidhu)

#### 2018 projects:

- “People's Bike Map of Milwaukee's South Side for The Sixteenth Street Community Health Centers Neighborhood Building Initiative” (Client: Kevin Engstrom & Kelly Moore Brands, Sixteenth Street Community Health Centers; Student Team: Eric Burant, Trevor Iglinski, and Muriel Marseille)
- “Safe Routes from Schools to Parks: South Side Milwaukee Pilot Study” (Client: James Hannig & Marissa Meyer, City of Milwaukee Department of Public Works; Student Team: Andrew Saleh, Emmanuel Okoro, and Robert Vander Heiden)

#### 2017 projects:

- “UWM Infrastructure Mapping Pilot Project” (Client: Donna Genzmer, UWM Cartography & GIS Center; Student Team: Mahshid Jalalianhosseini, Bahram Khazaei, Suzanne Liebergen, and Dustin Nelson)
- “Lincoln Street School Walking School Bus Routes” (Client: Kevin Engstrom, Sixteenth Street Community Health Centers; Student Team: Farah Al-Mahameed, Mark Beadle, Charlie Griffith, and Lawrence Hoffman)

#### 2016 projects:

- “Clarke Square Housing Project: Statistical and Spatial Analysis of Exterior Housing Survey Data” (Client: Lee Valentyn, Clarke Square Neighborhood Initiative (CSNI); Student Team: Michael Callovi, Marissa Meyer, Maggie Thelen)
- “Digitizing the RiverWalk” (Client: City of Milwaukee Department of Public Works; Student Team: Ashley Hoerz, Jesus Ochoa, Mary Wagner, and Dongni Zhang)

#### Previous years:

After completing their Fall 2004 project, entitled, “Creating Developable, Contiguous Parcels”, students Ahmed Abubaker, Sutapa Chatterjee, Marc Gelenian, and Diana Hu found themselves winning one award after another in local, state, and international competitions

in geographic information systems projects: In February, 2005, the project won Best Student Award in the Map Gallery Competition at the annual conference of the Wisconsin Land Information Association (WLIA) in Green Bay. (Prize: a blue ribbon). Then, in May, 2005, the project won First Place in the Student GIS Project Competition awarded by the UWM GIS Council. (Prize: \$300.) Finally, in July, 2005, they scored a Third Place in an international student competition, Best Practices in Science Modeling Challenge, sponsored by the Environmental Systems Research Institute (ESRI). This competition attracted entries from universities all over the world and independent judges from the academic community reviewed them based on innovation, usability, and functionality. (Prize: \$500).

In the Fall 1993 course, the students received a "Best View" award at the 1993 International ESRI User Conference in Palm Springs, California, for the project, "Marketing Milwaukee's Northwest Industrial Corridor".

In the Fall 1995 course, the students also entered their work in a national GIS competition at the Annual Conference of the Urban and Regional Information Systems Association (URISA '95) in Salt Lake City and won an award for "Best Map" in the conference Project Showcase for the project, "GIS Role in the Neighborhood Strategic Planning Process".

In the Fall 1996 course, the students were published in GIS: Our Common Language, ESRI Map Book -Volume Twelve (Environmental Systems Research Institute, Inc., Redlands, CA, 1997, p. 106) for then project, "GIS Assists Neighborhood Strategic Planning in Milwaukee".

Other past projects include:

- "Impact of Green Infrastructure on Property Values in the Lincoln Creek Area" measured what, if any, changes in property value occurred as a result of the concrete removal in Lincoln Creek.
- "Milwaukee Economic Gateway (MEGA)" centralized economic data available on the existing website of the UWM Center for Economic Development to include information that will facilitate development in the community.
- "Wisconsin Off-Leash Opportunity Finder (WOOF)" identified several potential locations for an off-leash dog park that serves Milwaukee County residents who cannot easily access the current dog parks. ROMP will be able to approach the County park system to propose creating new dog parks based on data used to conduct a site suitability analysis.
- "Biking on Milwaukee's West Side" conducted a historical analysis of bicycle shops near Washington Park for Milwaukee Bicycle Works to determine whether or not there has been a change in both access to and use of bicycles in the area surrounding Washington Park.
- "Land Worth Protecting: Identifying Potential Land Conservation Easements in Northeastern Walworth County" created a database of the assets within natural areas in Walworth County and location of parcels of land that could be attained by the Kettle Moraine Land Trust using a suitability analysis.
- "Advancing Conservation in Northwest Walworth County" developed the capability for the Kettle Moraine Land Trust to identify parcels of land that are valued by the residents of northwestern Walworth County for possible recreational sites.

- "Homelessness Prevention" was developed for an area in Milwaukee about to experience gentrification.
- "Housing Survey and Analysis" was conducted for Milwaukee's Metcalfe Park Residents Association.
- "Breast Cancer Awareness" was conducted for the City of Milwaukee Health Department.
- "An Evaluation of the African-American Immersion Program" was conducted for two Milwaukee central city schools.
- "An Analysis of the Impact on Property Values Surrounding Proposed Light Rail System Stops" in Milwaukee.
- "Commuter Information System" was created for the City of Milwaukee employees.
- "Milwaukee's CDBG Target Area: An Analysis of Housing Indicators" was conducted for the City of Milwaukee Block Grant Administration.
- "Milwaukee Community Development Block Grant Assessment" evaluated the effect of public and private investment on neighborhood housing quality in Milwaukee.
- "City of Cudahy Geographical Information Needs Analysis"
- "A Geographical Information System Needs Assessment for the City of Oak Creek, Wisconsin"
- "Using GIS in Park Planning for the Town of Cedarburg"
- "Development of a GIS for the Mid-Town Neighborhood Association"
- "Village of Elm Grove GIS Needs Analysis"
- "City of Greenfield GIS Needs Analysis"
- "The Lindsay Heights Internet GIS Model"
- "Federal Rental Assistance in the City of Milwaukee"
- "GIS Implementation for the Community Partners Program" enhanced the collection, analysis, and distribution techniques of data collected by the Community Partners organization.
- "City of South Milwaukee GIS Needs Analysis"
- "The Wehr Nature Center GIS"
- "Statistical Profiles of Milwaukee Aldermanic Districts" created a web site displaying statistical data about crime in Milwaukee Aldermanic Districts.
- "GIS Database and Preliminary Analysis for Green Infrastructure Planning: Fond du Lac and North Neighborhood" identified underutilized properties in a Milwaukee neighborhood for potential locations of parks and other green space.
- "GIS Database Development for Milwaukee's Urban Ecology Center" created a basemap and databases of scientific data for Milwaukee's Riverside Park for land stewardship planning, research, and educational opportunities.
- "Safe Routes to School Bicycle Crash Mapping and Routing" conducted bicycle routing analysis in a neighborhood school attendance area to identify street segments having the safest record of crashes, traffic volume, speed limit, crime incidents, etc. to encourage students to exercise by riding their bicycles to school.
- "Groundwork Milwaukee's Potential Greenspace Opportunities for Neighborhoods" identified all underutilized parcels in Milwaukee that are not within ¼ mile of an existing park and "bundling" those that are adjacent for the purpose of suggesting locations for new green space in Milwaukee.

- “Creating Developable Contiguous Parcels for the City of Milwaukee” identified all underutilized land parcels in the city that can be used by the City’s Department of City Development to bundle together so that it can better market them for economic development purposes.
- “Milwaukee River Revitalization: A Geospatial Perspective to Environmental Protection and Public Access Improvement” developed a viewshed analysis along the Milwaukee River to protect views of the river from encroaching development and also identify locations for public access.
- “Lead poisoning on Milwaukee’s South Side: A Geographic Strategy for Maximizing Referrals in the 16th Street Community Health Center’s Lead Outreach Program” developed walking routes for door-to-door canvassing by identifying hot spot neighborhoods/census tracts and individual properties that meet criteria for high potential for lead poisoning.
- “Johnsons Park Health Alliance Community Food Assessment” developed an understanding of neighborhood access to and geographic distribution of food resources with the intention of continuing efforts in the enhancement of the community’s health.
- “GIS for the Southeast Wisconsin Invasives Cooperative” enhanced access to high quality
- geographic information about invasive species in SE Wisconsin by connecting a patchwork of disparate data sources. This allows the native environment to regain its foothold and future generations the opportunity to enjoy the natural landscape of Wisconsin.
- “Milwaukee Inner City Analysis” generated awareness of the plight of Milwaukee’s inner city through the creation of comprehensive socio-economic, demographic and housing trend analyses and visual aids, with the intent to secure political interest and funding support.
- “Neighborhood Indicators for the Zilber Initiative” developed indicators of quality of life in two Milwaukee neighborhoods: Lindsay Heights and Clarke Square, for the Zilber Initiative to help in identifying long term investment and improvements needed in those areas.
- “Riverworks Neighborhood Indicators” developed neighborhood indicators for the Riverworks neighborhood in Milwaukee to help make workforce, economic and real estate development, and planning and revitalization decisions more beneficial for neighborhood residents.
- “Milwaukee Shines – The Solar Initiative” identified buildings in Milwaukee that have rooftops with the greatest potential for successful installation of a solar energy system based upon having an adequate solar time window, rooftop suitability, and responsible property owners.
- “Quantifying the Cost of Home Foreclosures to the City of Milwaukee” investigated spatial patterns of home foreclosures and their fiscal impacts such as decreased property tax revenue and increased police and fire services.
- “Using GIS to Rate Milwaukee’s Neighborhood Quality” developed the Neighborhood Quality Index that can be used by the City for capital improvement and service planning and by its citizens for researching and understanding trends in their neighborhoods.

- “City of Milwaukee Alleys Project” developed a methodology to improve the management of the City of Milwaukee alley data by geocoding all of the alley centerlines in the city.
- “Interpreting the Effects of Community Block Watches on Crime in Milwaukee” analyzed the effects of block watches on crime in Milwaukee for the Milwaukee Homicide Review Commission.
- “Mapping and Analyzing the Relationship between Sexual Assault, Residential Mobility, and Neighborhood Deprivation in Milwaukee” analyzed neighborhood conditions leading towards sexual assault for the Medical College of Wisconsin.
- “Restoring Washington Park” assisted the Urban Ecology Center in developing a plan to restore this urban park to its original natural state over the next 100 years.
- “Milwaukee Historical Streams” allowed the Milwaukee Metropolitan Sewerage District to determine whether historical water features are related to basement backups during flood events within the Lincoln Creek Subwatershed.
- “Downtown Milwaukee: reanimate” found solutions to eliminating the isolation that often exists between downtown businesses and individuals.