SAN JOSÉ STATE UNIVERSITY
URBAN AND REGIONAL PLANNING DEPARTMENT
URBP 275G – GEOGRAPHIC INFORMATION SYSTEMS OVERVIEW
SPRING 2022

Instructor:	Rick Kos, AICP
Email:	Richard.Kos@sjsu.edu
Office hours:	Wednesdays (11:00 a.m. – 1:00 p.m.) and Thursdays (2:00 p.m. – 4:00 p.m.) Appointments strongly preferred. Sign up here: https://goo.gl/pEvVod
Class days/time:	This will be an 'asynchronous' course with no scheduled class meetings. Students will complete course assignments and meet deadlines as listed in this syllabus and on the course Canvas site. In addition to support from the instructor throughout the semester via phone, email, and Zoom, students are strongly encouraged to attend two <u>optional</u>, Zoom-based sessions (listed below) with the instructor who will be available to address questions. See Zoom links on last page of syllabus and on Canvas. • Thursday, February 03 (7:00 p.m. – 8:00 p.m.) • Thursday, February 24 (1:00 p.m. – 2:00 p.m.)
Class website:	All course materials will be available on Canvas
Prerequisites:	None
Units:	1

Course Catalog Description

An overview of Geographic Information Systems with a focus on applications to urban planning, including demographic data analysis, land use mapping, cartographic techniques and methods for determining the most appropriate display of quantitative data for a variety of intended audiences.

Course Overview

This course provides a broad overview of key principles of GIS and will allow you to begin applying the technology to the type of urban planning analyses used by professional planners with GIS skills. You will work with several browser-based mapping tools such as the ArcGIS Online Map Viewer, Survey123, and Esri's Community Analyst.

You'll explore a variety of topics including site suitability analysis using a paper-based map overlay technique, exploring geographic patterns of childhood poverty in Detroit, designing hurricane evacuation routes for Houston, conducting a comparative analysis of two San Francisco neighborhoods using urban sustainability indicators, and collecting data in a neighborhood of your choice using a smartphone app and producing a web map of your findings.

At the end of the course, you'll be encouraged to expand your GIS skills by enrolling in URBP-278 (Intro. to GIS) and URBP-279 (Advanced GIS) in future semesters.

Course Learning Objectives

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

1. Describe the design principles that make for clear, accurate, and compelling maps and apply these principles to critique existing maps.
2. Describe how urban planners typically use GIS to analyze and display quantitative data.
3. Use web-based GIS tools to analyze spatial data and produce maps.

Planning Accreditation Board (PAB) Knowledge Components

This course partially covers PAB Knowledge Components 2a and 2b. A complete list of the PAB Knowledge Components can be found at https://www.sjsu.edu/urbanplanning/graduate-programs/masters-in-urban-planning/pab-knowledge.php (accessed January 17, 2022)

Required Course Readings

Harder, Christian, The ArcGIS Book: 10 Big Ideas About Applying The Science of Where, 2nd edition. Redlands, CA: Esri Press, 2017. Download PDF version of book from Canvas.

"The Age of Megacities" (website)
https://storymaps.arcgis.com/stories/a900831b442e43c79cf9eeb399d5440f (accessed January 17, 2022)

"Urban Evolution – A Brief Introduction" (website)
https://storymaps.arcgis.com/stories/446efee44f8d49578d3c62bfe2c25fc1 (accessed January 17, 2022)

Recommended Course Readings

Peterson, Gretchen N., GIS Cartography: A Guide to Effective Map Design (Second Edition). Boca Raton, FL: CRC Press, 2014. The chapters have been downloaded from the e-book available through the campus library. Students can access the chapters as PDFs from Canvas.

Course Requirements and Assignments

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

Assignments	Due Date	Course Learning Objective(s) Covered	Percentage of Course Grade
1 – Manual map overlay for site suitability analysis	Feb. 07	2	10%
2 – Analyzing childhood poverty patterns in Detroit, Michigan and mapping hurricane evacuation routes in Houston, Texas	Feb. 14	1, 2, 3	20%
3 – Demographic mapping using Esri's Community Analyst	Feb. 21	1, 2, 3	20%
4 – Mapping urban sustainability indicators using ArcGIS Online	Mar. 07	1, 2, 3	25%
5 – Field data collection using Survey 123 smartphone app	Mar. 21	1, 2, 3	25%

Assignment 1 asks students to undertake a map overlay process in the context of a site suitability study – but without using any digital tools. This is designed to help students develop an appreciation for the accuracy and versatility of digital GIS mapping in subsequent assignments.

Assignment 2 will introduce students to the principles of working with geospatial, location-based data using the ArcGIS Online Map Viewer. Students will use U.S. Census data in the city of Detroit, Michigan to examine geographic patterns of childhood poverty. Next, students will produce a map of hurricane evacuation routes for the city of Houston, Texas while considering rates of vehicle ownership in that city.

Assignment 3 provides students with exposure to Esri's Community Analyst cloud-based mapping application. Community Analyst contains a wealth of demographic and consumer/business data of great value to analyses undertaken during the community assessment phase of work undertaken by urban planners.

Assignment 4 is a guided exercise with a focus on urban sustainability. Students will use ArcGIS Online to undertake a comparative analysis of neighborhood-level urban sustainability indicators (e.g. income distribution, racial diversity, access to food stores, health care access). Prior to the mapping work, students will watch a series of videos to explore facets of urban sustainability and write responses and reactions to these videos.

Assignment 5 focuses on collecting data in the field using the Survey123 smartphone application. Students will design a field data collection exercise and integrate the gathered information into a webmap.

Calculation of Final Course Letter Grade

I will calculate the final letter grade for the course by weighting the grade for each assignment according to the percentages in the table above. To do this, I first convert the letter grade for each assignment to a number using a 4-point scale (A+ = 4.2, A = 4.0, A- = 3.67, B+ = 3.33, B = 3.0, B- = 2.67, C+ = 2.33, C = 2.0, C- = 1.67, D = 1, and F = 0).

I then use these numbers and the weights for each assignment to calculate a final, numerical grade for the course based on a 4-point scale. That number is converted back to a letter grade (A = 3.85+, A- = 3.50 – 3.84, B+ = 3.17 – 3.49, B = 2.85 – 3.16, B- = 2.50 – 2.84, C+ = 2.17 – 2.49, C = 1.85 – 2.16, C- = 1.41 – 1.84, D+ = 1.17 – 1.40, D = 0.85 – 1.16, F = 0 – 0.84).

Fundamentals for Success in this Course

I will make every effort to help you succeed in this course so that you develop a clear understanding of GIS applications in our profession. Naturally, it is your responsibility to complete all assignments and to take advantage of the many learning opportunities this semester. Your final grade will reflect your overall commitment to learning; highest grades correlate with student efforts that exceed minimum course requirements. Here are some tips to help you succeed this semester:

Maintain a fast pace: This will be a fast-moving and somewhat technologically advanced course, but concepts and instructions will be explained as clearly as possible. If you wish to evaluate your readiness for this course at the outset, please see me as soon as possible.

Computer competencies: Competence with the Windows or Mac operating systems is expected, including managing multiple windows and applications; and techniques for saving work frequently.

Enjoyment of Learning: A strong motivation to learn, explore and have fun with computer applications is essential. This course will require a significant amount of independent work and relies heavily on student initiative. A sense of humor with computer "headaches" is helpful, too!

Seek Help Effectively: Since urban planners are problem-solvers at their core, it is important that you adopt a problem-solving mindset in this course. Asking for assistance this semester is encouraged and signals to me that you are engaged in your work, motivated by excellence and positively challenged by the assignments.

Asking for help will <u>never</u> be perceived as a liability in my class. However, when seeking assistance, it is important for you to (1) clearly communicate the problem and (2) demonstrate that you have attempted to solve the problem on your own. I am very happy to help you with your work outside of class meetings, during office hours or via email. If we work together via email, it is vital that you send me as much information as possible to help diagnose the problem. It is <u>not</u> sufficient to write to me and vaguely state, "I can't get this to work" and expect useful assistance without <u>also</u> including relevant screen captures and a description of the solution steps you've tried.

In general, I will be very responsive to queries that meet these criteria and much less so for "lazy queries", which I probably will not have the inclination to address quickly. This approach mirrors professional practice since supervisors expect valued employees to be proactive in solving problems.

Professional Conduct: I conduct this course in a manner that mirrors professional practice in order to help you develop valuable workplace skills. We all need to be in agreement that the following standards will apply, as listed in the two sections below.

Instructor Responsibilities

- To create a physically and intellectually safe and stimulating environment for learning
- To assist students as much as possible with their individual and collective learning goals
- To help resolve conflicts that hinder learning by answering student questions clearly and promptly, or to research answers and reply to the student as soon as possible
- To treat students with respect and kindness, using encouragement and humor to foster learning
- To provide clear learning objectives and structure for each lesson and assignment
- To evaluate and grade student work fairly and accurately while providing constructive feedback

Student Responsibilities

- To treat other students and the instructor with absolute respect, supporting fellow students whenever possible with their learning objectives
- To complete all assignments on time and professionally according to the requirements listed in this syllabus
- To fully read and understand all aspects of this syllabus and to carry out the requirements herein
- To demonstrate self-reliance and self-direction in setting and completing learning objectives

Completing Assignments on Time and Professionally

Assignments are due at the date and time specified in this syllabus and on each assignment handout. In only rare instances will late assignments be accepted, as described below. Late assignments will receive a one-half letter grade deduction for each day an assignment is late. For example, if the

assignment would normally receive a grade of "B" but is submitted one day late, it will receive a final grade of "B-minus" and after two days late it will receive a grade of "C+".

I realize that life happens. If you expect not to be able to complete an assignment on time, it is important for you to do two things:

1. Contact me **at least 24 hours prior to the due date**. If you do not communicate an anticipated late assignment within this timeframe, the standards above will apply.

2. Provide a **date and time** by which the late assignment will be submitted. If you do not communicate an anticipated late assignment within this time frame or if the late assignment is not received on the date promised, the assignment will begin losing points for every day it is late, as described above. If submission of the assignment continues to be delayed, a final grade of 50 is likely.

A maximum of **two** late assignments that adhere to this policy will be accepted; all subsequent late assignments will receive an automatic grade of 50. Sorry, no exceptions to these policies will be granted, in fairness to the majority of students who submit their assignments on time.

Since this course focuses on the development of professional skills used by urban planners, the presentation of submitted materials will be considered as part of the assignment's grade. All assignments must include the student's name, date, course number, assignment number and other items as directed by the instructor. Neatness, clarity and organization will influence your grade.

Final Examination or Evaluation

There is no final examination for this one-unit course.

Course Workload

Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of forty-five hours over the length of the course (normally 3 hours per unit per week with 1 of the hours used for lecture) for instruction or preparation/studying or course related activities including but not limited to internships, labs, clinical practica. Other course structures will have equivalent workload expectations as described in the syllabus.

Because this is a one-unit class, you can expect to spend a minimum of 45 hours (5 weeks * 9 hours per week) on course lessons and assignments. Careful time management will help you keep up with readings and assignments and enable you to be successful in all of your courses.

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 <u>before</u> 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 SJSU MLK Library provides a short (15 minutes) and informative plagiarism tutorial. The MUP faculty highly encourage all students to complete it. Details are here: https://libguides.sjsu.edu/c.php?g=853661&p=6111789

Also, 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*, 9th edition (University of Chicago Press, 2018). 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. <u>In this class, students should use the "notes" style of referencing.</u>

Library Liaison

The SJSU Library Liaison for the Urban and Regional Planning Department is Ms. Peggy Cabrera. If you have questions, you can contact her at peggy.cabrera@sjsu.edu or 408-808-2034.

A Little About Me…

My formal training is in environmental planning and urban design (B.S., Rutgers University, 1985) as well as regional planning and New Urbanism (Masters, University of North Carolina at Chapel Hill, 1993). In the late 1980s, I worked as an assistant planner in Middlesex County, NJ, reviewing

subdivision and site plan proposals for compliance with county regulations. In the 1990s, I served two rapidly-growing North Carolina municipalities in a dual role as town planner and GIS coordinator (the latter being a role I created for both towns), so I am equally conversant in the language of both disciplines. From 1996 - 2000, I served as Senior Town Planner for Huntersville, North Carolina - the fastest-growing town of its size in the state at the time. The New Urbanist principles mandated by the Town's development regulations applied to both greenfield and infill sites. Since the regulations were design-based (i.e., non-Euclidean), they required me to make frequent subjective judgments on the visual qualities of streets, the orientation of proposed buildings to public spaces, and the relationship of buildings and land uses to one another

After relocating to the Bay Area in 2000, I worked with the Metropolitan Transportation Commission as a GIS Planner/Analyst. The Bay Area Lifeline Transportation Map that I completed for MTC locates disadvantaged neighborhoods and thousands of geocoded essential destinations (e.g., grocery stores, daycare centers, clinics) within the 9-County region, along with existing public transit services. The spatial analyses enabled by this mapping work allowed transportation planners to locate gaps in transit service so that decision-makers could direct funding to alter bus schedules, connections and routing for improved neighborhood connectivity.

From 2003 to 2007 I served as GIS Manager for Design, Community & Environment, a 45-person planning and design firm in Berkeley. I managed all aspects of the firm's GIS practice and took great pride in keeping hundreds of data layers organized across multiple projects, ensuring that the firm's metadata was up-to-date, training staff to use ArcGIS and ArcCatalog, and managing the production of hundreds of maps for General Plans and EIRs throughout California.

I have co-authored a book titled *GIS for Economic Development* with Professor Mike Pogodzinski of the SJSU Economics Department. The book was published in late 2012 by Esri Press. I also have a small consulting practice where I engage in GIS projects for a variety of Bay Area clients.

URBP-275G: GEOGRAPHIC INFORMATION SYSTEMS OVERVIEW SPRING 2022 COURSE SCHEDULE

Optional/Encouraged "Drop-in" Office Hours Session #1

- Thursday, February 03, 2022 (7:00 p.m. – 8:00 p.m.)
- Zoom link: https://sjsu.zoom.us/j/84003481416

Course Module #1 (complete by February 07, 2022)

- Lecture video 1: overview of the course, syllabus, assignments; GIS for urban planning
- Overview of Assignment 1: site suitability analysis (without digital tools!)
- **Assignment 1 due: 11:59 p.m. on February 07, 2022**

Course Module #2 (complete by February 14, 2022)

- Lecture video 2: ArcGIS Online basics
- Overview of Assignment 2: using the ArcGIS Online Map Viewer
- **Assignment 2 due: 11:59 p.m. on February 14, 2022**

Course Module #3 (complete by February 21, 2022)

- Lecture video 3: overview of Esri's Community Analyst application
- Overview of Assignment 3: exploring Esri's Community Analyst application
- **Assignment 3 due: 11:59 p.m. on February 21, 2022**

Optional/Encouraged "Drop-in" Office Hours Session #2

- Thursday, February 24, 2022 (1:00 p.m. – 2:00 p.m.)
- Zoom link: https://sjsu.zoom.us/j/89836361148

Course Module #4 (complete by March 07, 2022)

- Lecture video 4: urban sustainability and the role of GIS in neighborhood comparison
- Overview of Assignment 4: urban sustainability indicators mapping
- **Assignment 4 due: 11:59 p.m. on March 07, 2022**

Course Module #5 (complete by March 21, 2022)

- Lecture video 5: field data collection with Esri's Survey123 application
- Overview of Assignment 5: collecting field data in a neighborhood near you
- Course wrap-up; overview of other GIS courses in the MUP program
- **Assignment 5 due: 11:59 p.m. on March 21, 2022**