

University of Illinois at Chicago  
Urban Planning and Policy

UPP502  
**Planning Skills**  
Fall2013

**Final Project**

**Community Profile**



COMMUNITY PROFILE

**Date Assigned:** Wednesday, 08.28.13, 2:45pm (Week 1)

**Date Due:** Wednesday, 12.04.13, 12:00pm (Week 15)

**Weighted Value:** 60 points (report) + 20 points (presentation)

**Estimated Workload:** 15 - 20 hours

#### OVERVIEW

The Final Project is to write and present an analysis report of your community, as selected from *HW-1: Community to Profile*. This is not a Comprehensive Plan, but it should identify issues to be considered as a plan is developed. The analysis report will consist of a compilation of previously completed assignments, in addition to new information and data as deemed necessary by the student. The analysis is to focus on the relationships between your compiled information, data and findings.

#### LEARNING OBJECTIVES

- To relate content provided by relevant lectures, readings, and homework assignments to a final analysis report.
- To understand the concepts and methodologies encountered throughout the semester, as related to your selected community.
- To be able to apply skills commonly used in planning practice, including conceptualization, quantitative reasoning, basic data retrieval, data analysis, benefit cost analysis, economic analysis, and ecological footprint analysis, to a real-world application.
- To be able to *write* an analysis report of professional quality, including format and graphics (using computer software such as Adobe *Photoshop*, ESRI *ArcGIS*, Trimble *SketchUp* and Microsoft *Excel*).
- To be able to *present* an analysis report of professional quality.
- To demonstrate the prerequisite skills necessary for *UPP 505: Plan Making* and *506: Plan Making Studio*.

#### ASSIGNMENT

The analysis report shall at a minimum address all topics listed below in **bold text**. In addition to these required topics, students are ultimately responsible for deciding on what additional content is to be included in their analysis report. (Homework assignments are referenced for topics, as relevant.)

- 1) **Identification of Community** (HW-1)
- 2) **Brief History of Community and Area**
  - a) **physical history**

- b) natural history**
  - c) cultural history**
- 3) History of Planning in Area: such as the initial type of community planning (informally, formally), year of incorporation, and form of government. Is there a vision plan, comprehensive plan, master plan, etc.?
- 4) **Features of Community**
  - a) natural environment**
  - b) built environment**
  - c) hydrology (precipitation, floodplains, runoff)**
- 5) **Utilities and Services:** identify the general pathways (distribution, collection, destination, etc.) and who is involved (utility company, private company, municipality) for; electricity, natural gas, supply water, stormwater, sewer, and solid waste pathways.
- 6) **Housing Characteristics:** that are relevant to your community, as per U.S. Census, and/or other sources (HW-3).
- 7) **Transportation System:** mass transit, commuter rail, highways, street layout, etc.
- 8) **Population Demographics**
  - a) educational attainment** (HW-3)
  - b) homeownership** (HW-3)
  - c) other pertinent characteristics, as per U.S. Census and/or other sources.
- 9) **Population Projection** (HW-4): using the cohort survival method, include population pyramids (comparative histograms) for;
  - a) the baseline year 2010,
  - b) and projection years 2020 and 2030.
  - c) calculate the population density (population / sq mi) for 2010, 2020 and 2030.
- 10) **Economic Analysis:** provide an economic analysis of your community, based on one of the following types of analysis;
  - a) Location Quotient Analysis** (HW-8), *and/or* **Shift-Share Analysis** (HW-8).
  - b) Employment** (HW-2): Using U.S. Census > American Fact-Finder > 2007-2011 American Community Survey, respond to the questions previously asked in HW-2, in the following modified form for Community Profile;
    - 1. How many employed females (16 years and over) are there?
    - 2. How many employed males (16 years and over) are there?

3. What percentage of employed workers is female? What percentage is male?
  4. Create a bar chart of the total amount and percentage of employed females and males.
  5. What is the median earnings for workers (dollars)?
  6. Not applicable (omit).
  7. Do male or female full-time, year-round workers have higher median earnings (dollars), and if so, by how much?
- c) Community Social Resources and Public Facilities
- d) Land Use Inventory and Analysis: provide a descriptive inventory and brief analysis concerning the land use of your community.
- a. **current Zoning Map**
  - b. **current Land Use Map** (HW-7): Use your ArcGIS skills to create a land use map. GIS data has been uploaded on Blackboard via 'Course Documents > GIS Data'.
  - c. **SWOT analysis** (HW-7): identify and describe one strength, one weakness, one opportunity, and one threat in the current land use of your selected community.
  - d. A **table** itemized for each land use type and area, and a **pie chart** showing the percentage of each land use type area relative to total land area (HW-7).
- 13) Ecological Footprint** (HW-5): based on the demographic profile of your community, calculate the ecological footprint of a typical household that is most representative of your community.
- 14) Municipal Budget:** brief overview of the most recently completed and approved municipal budget for your community.
- a) How may the current budget be accessed by the public?
  - b) Identify type of budget: capital, operating, or combined.
  - c) Provide overall description of primary and total revenue and expenditures.
  - d) Is the budget per GFOA criteria?
  - e) What is the current municipal bond rating?
  - f) Does the community have home rule status?
- 15) Visual Representations in Report and Presentation:** you are not required to use each and every software program included in the UPP 502 assignments for your Community Profile. Rather, you are to use them for your visualizations as you deem appropriate. That being said, obviously you are motivated to showcase your learned skills, so it is to your advantage to include visualizations demonstrating your computer skills as much as possible.
- a) Microsoft Excel (HW-2)
  - b) ESRI ArcGIS (HW-6)
  - c) Trimble SketchUp (HW-10)
  - d) Adobe Photoshop (HW-9)

**16) Conclusions / Recommendations:** summarize your findings and draw conclusions, which are supported by evidence. Provide recommendations concerning major issues that should be addressed in the next step of the planning process for your community. For example, by using a SWOT analysis (strengths / weaknesses / opportunities / threats), you might consider the major strengths and weaknesses of your community, and the opportunities and threats that may need attention as next steps in the planning process. It is important to think across all topics of the community profile, focusing on the relationships between your information, data and findings.

#### ITEMS OF CONSIDERATION

- A FAQ section on Bb will be created for frequently asked questions. While completing the Final Project, students are encouraged to ask questions and review instructor's responses on Bb via Discussion Board > Final Project: Community Profile FAQ.

#### DELIVERABLES

**REPORT:** Students are to submit two (2) hard copies of their final report to the instructor during class, one of which will be returned with grade and review comments, and the other retained for course record.

- *Format:* formal report (cover sheet, introduction/overview, body, conclusions, recommendations, cited references, appendix), with cover letter. Use 'OWL > Subject Specific Writing > Writing in Engineering > [Handbook on Report Formats](#)' as a guide only.
- *Audience:* Address the report to the appropriate staff personnel of your selected community's local government. Your presentation will be within the context of a public meeting attended by public officials and residents of your community.
- *Particulars:* The report shall be no less than 15 pages and no longer than 20 pages, excluding appendices and cited references. Endnotes or footnotes may be used, and will be included in the total page count.
- Figures and tables should be correctly numbered, labeled and referenced.
- 8.5" x 11", 1 ½ or double line spacing, 11-point text size, 1" margins on all sides.
- *Chicago Manual of Style* (16<sup>th</sup> edition).
- The document and presentation should be of professional quality.
- Submit a pdf document of report to instructor via email, for course archive.

**PRESENTATION:** student presentations will be scheduled for December 4 and 11 (12:00 - 2:45pm).

- Students are to provide their preferred date of presentation to the instructor prior to date and time to be determined. If student preferences exceed available time slots (10 per day), a random selection will take place.
- Presentations are to be no longer than 10 minutes.
- Students may present in any style or means available. Any Power-Point presentations are to be provided via flash drive.

**EVALUATION CRITERIA**

- *Comprehension:* student demonstrated ability to apply skills commonly used in planning practice to a real-world application.
- *Analysis:* student demonstrated ability to provide critical analysis of their compiled information, data, and findings in the format of a formal report.
- *Completeness:* deliverables were submitted in a complete and orderly manner.
- *Timeliness:* deliverables were submitted by due date.