

INSTRUCTOR: Frances L. Edwards, M.U.P., Ph.D., CEM  
OFFICE:

**Goal**

\*\*\*Eugene Bardach, *A Practical Guide for Policy Analysis*, 4<sup>th</sup> edition, CQ Press, ISBN: 978-1-60871-842-9

Council Policy Manual, City of San Jose  
<http://www.sanjoseca.gov/index.aspx?NID=444>

Constitutions: United States <http://constitutionus.com/>  
California <http://www.leginfo.ca.gov/const-toc.html> (read Local Government and Spending Limitations sections)

\*\*Gerston, Larry. (2012). *Not So Golden After All*. Boca Raton, FL: CRC Press. ISBN-10: 1439880123 | ISBN-13: 9781439880128

\*\*\*Posavac, E.J. *Program Evaluation Methods and Case Studies*, 8<sup>th</sup> edition, Prentiss-Hall, ISBN-13: 978-0-205-80497-9

San Jose City Charter: <http://www.sanjoseca.gov/index.aspx?NID=397>

Southern Growth Policies Board, *Results-Oriented Government, 1997 - handout*

\*\*\*Sylvia & Sylvia, *Program Planning & Evaluation for the Public Manager*, Waveland Press, ISBN 1-57766-341-1. 2004.

\*\* = book you may borrow from a library

\*\*\*= books you are expected to buy. Sources include Spartan Bookstore, Amazon.com, Half.com and similar sites. These books shou8 Tm 1 0 0 1 150.86 714G859.83 Tm0 g0 Gam Planning & Eval

The SJSU Writing Center is located in Clark Hall, Suite 1000. Writing Specialists have gone through a rigorous hiring process, and they are well trained to assist all students at

Participation in class activities/discussion	15 points
Group project : Vehicle License Fee	15 points
Final Project outline/ summary statement	5 points
Final Project literature review	5 points
Council Policy Review and Presentation	15 points
Final Project	25 points
Final Project presentation	10 points
Gerston Book executive summary	10 points
Extra credit for joining ASPA <a href="http://www.aspanet.org">www.aspanet.org</a>	5 points

GRADE VALUES:

A+	99 and above
A	93-98
A-	90-92
B+	88-89
B	83-87
B-	80-82
C	75-79
D	70-74
F	69 and below

The class

recommendations on keeping, revising or eliminating these policies.

Write a 5 page paper about one of the San Jose City Council policies that **should be revised or eliminated**. Select one policy written or revised **before 2005** and evaluate whether it should be **changed or eliminated**.

Using information from the City of San Jose website, describe the history of the policy.

Using information obtained from the Office of the City Clerk, evaluate legislative intent when the policy was adopted (e.g., check the minutes from the meeting where it was passed).

Using an analysis tool from Bardach, Posavac or Sylvia, analyze the policy and its current applicability. **Be sure to state which tool you are using.**

Based on your analysis, recommend whether to **revise or eliminate** the policy. If you recommend to revise, provide the changed wording.

In class each student will present his/her policy evaluation. Be prepared to speak about the policy and defend your position for 10 minutes. Make 2 PPT slides to use in your presentation: 1) current policy, 2) proposed action with revised wording, if appropriate.

**Slides must be submitted by Monday at noon as a PPT attachment to an e-mail sent to the class e-mail address.**

The Council policy paper will be evaluated using the following criteria:

Criteria	Points
a) The professionalism with which the report is presented: clarity, appearance, grammar,	2
b) The comprehensiveness and care with which the policy or program being analyzed is described.	3
c) The demonstration of understanding of relevant concepts that can be used to explain the topic and its context, impact and policy or program outcomes.	3
d) <b>The quality of <i>analysis linking class discussion and readings (notably Gerston)</i> to evaluation of the program or policy</b>	4
e) The quality of critical thinking demonstrated in the Analysis section.	3
TOTAL	15

Each student will read Gerston, *Not So Golden After All*. You will write an executive summary of the book, in Times New Roman 12 pt. type, double spaced, not to exceed 3 pages. Information on writing executive summaries is attached below. You may use a graphic presentation method instead of an essay for the executive summary. These methods include mind mapping, captioned photographs, videos and similar techniques.

The executive summary is due as noted in the syllabus.  
 on the summary without relating the book being reviewed to the relevant issues presented in the **assigned class readings on program and policy analysis**.

The Executive Summary will be evaluated using the following criteria:

Criteria	Points
a) The professionalism with which the report is presented: clarity, appearance, grammar, spelling, appropriateness	2
b) The comprehensiveness and care with which the main points of the book are described.	2
c) The demonstration of understanding of relevant concepts that can be used to explain the topics and their context, impact and policy or program outcomes.	2
d) <b>The quality of analysis linking class discussion and readings to evaluation of the program and policy.</b>	2
e) The quality of critical thinking demonstrated in the Analysis section.	2
TOTAL	10







**Recommendation:** what action should the local government take? (This is a *brief statement* of 1-2 sentences)

**Background:** description of issue or program (not to exceed 4 pages)

**Analysis:** the impacts of this issue in the context of the political situation, community situation, societal concerns, preceding/ existing policies or programs; who were the stakeholders involved in the policy making and how was the balance of power represented in the policy development outcomes so far? The analysis must both support your recommendation and acknowledge all sides of the issue (e.g., opposition, alternatives) (6 pages)

**Budgetary impacts:** costs and benefits of this policy, and how these are reflected in the

The Staff Report Project will be evaluated using the following criteria:

Criteria	Point Value
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**Week    Date**

**Topics, Readings, Assignments, Deadlines**





the cost so far? Should Xanadu consider building affordable housing on surplus city land?  
What should we tell the City Council?





punctuation. ~~Ku~~ it is  
writing.

In general you do not





- Acts of terrorism have occurred, causing many to apply for a gun license, more than can be processed in one day.
- Even though the risk of friendly fire exists, citizens

## 2014 Group Project: Vehicle License Fee

### Vehicle License Fee Guide Sheet

The California Vehicle License Fee was established in 1936 to create a uniform tax on cars. Previously each county levied personal property tax on cars like they do on boats. The uniform tax was designed to provide funding for statewide services like the Department of Motor Vehicles (DMV), and for local governments. I have provided some basic information to get you started.

Many budgetary maneuvers have used the VLF to close budget gaps and fund a variety of programs. Most recently the portion that used to go to cities has been reallocated to a law enforcement fund and AB 109 through provisions buried in Proposition 30's Constitutional amendment. This has had a significant fiscal impact on cities.

Working as a group, make a work plan for answering these questions, and making a recommendation to State Senator Jim Beall for legislation to remedy the problems created by the recent VLF changes. What are likely sources of information? Who would you interview?

Divide up the work and execute the plan through a committee structure of your choosing. Decide research work accordingly. You will each rate each other on contribution to the group effort, and I will grade the group project. The two grades combined will be your final grade on this project.

Using San Jose, Santa Clara and Cupertino as examples, answer the following questions:

1. What is the history of the VLF? What was its original use? How has it evolved?
2. What propositions are related to the use of the VLF? Who sponsored them? What was the legislative intent of the proposition?
- 3.
4. Who sued the state over the 2012 allocation of the VLF? What are the pro and con argument

8. How will you structure your recommendation? Will it be a bill in the legislature or through direct democracy? Proposition or referendum? Why?
9. What kind of analysis will you use? Cost/benefit, outcome, managerial audit, process evaluation, something else?
10. What options does the state have for remedying its impacts with VLF? What options do the cities have for revenue enhancements to backfill their losses since the court agreed with the state?
11. What other issues should be explored to make the full argument for action on the VLF amount or allocation or both.

**PADM 213 VLF Project Team Evaluation Sheet**

A					
B					
	<b>2</b>	<b>4</b>	<b>4</b>	<b>2</b>	<b>12</b>