November 16, 2016
University of Maryland
PALS

Report Writing Bootcamp
Planner

Editor

Author

Promote U, Kousoulas: Report Writing Bootcamp
When writing, the planner’s job is—
to identify what is **significant**
give it **due measure**
(shape, impact, potential)
and give order to actions that will shape the future
colleagues

community

developers

boards

council
colleagues: clear outcomes and actions

community: aspirational story, reassuring about change

developers: specific and accurate direction

boards: shortcut it, decision points

council: tight and supported argument, decision points
PALS

professor

community client
professor: are you listening?!

community client: what should we do?
how to start and how to finish

madman: author, ideas

architect: argument, paragraphs

carpenter: craft, sentences

judge: audience, mechanics
madman finds ideas

explore ideas throughout the process

engage with complexity

avoid “guilt by association”

looking for story

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keep calm and rewrite
architect provides structure that:

is obvious

avoids confusion

clarifies the essential

provides context
structures

steps in a process  point of view
chronology  issues/solutions
questions/answers  compare/contrast
cause and effect  FAQs

appendixes, websites, cover memos
structures

tables of contents
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summarizes

Exec Summary: I don’t want to read the whole report

Abstracts: should I read this report

Introductions: I want to read this report
Introduction

Cities across the country and around the globe are recognizing their responsibility to prepare for a changing climate, and the District is no exception. In recent years, we have seen how climate change is already impacting us with record-breaking heat waves, flooding caused by rising sea levels and heavy rains, and the destructive 2012 derecho storm.

These events are sobering reminders that without action, increasingly severe weather events will threaten to disrupt our power grid, harm our economy, and cost lives.

Recognizing the need to prepare and adapt, the Sustainable DC Plan established a goal to make the District more resilient to future climate change. Climate Ready DC is the District’s strategy for achieving this goal while helping to ensure that our city continues to grow greener, healthier, and more livable.
carpenter fills in details

refine elements to help the reader navigate

choose the right words

write unencumbered sentences

use simple and specific language
Critical Lane Volume is calculated mathematically using the following variables for a particular intersection: (a) throughput and conflicting movement traffic volume data, (b) geometric configuration information, and (c) traffic signal phasing specifications.
Critical Lane Volume is calculated mathematically using the following variables for a particular intersection: (a) **throughput and conflicting movement traffic volume data**, (b) **geometric configuration information**, and (c) **traffic signal phasing specifications**.
is this better?

Critical Lane Volume should be calculated using three traffic measures found in the Department’s Intersection Traffic Count Database:

- traffic volume (including through and turn movements)
- number of lanes at an intersection
- traffic light timing.

(online at: www. )
jargon vs. technical terms
jargon vs. technical terms

Jargon is empty words, to the point of cliché, that you might use in any topic, but that don’t specifically advance understanding of a topic.

Technical terms are the terms of art of a given profession that not everyone might know.
vague planning words

livability
connectivity
sustainability
amenity components
community centers
gateway
problem/issue
hierarchy
pedestrian safety improvements

security
quality of life
public realm
activity centers
the core
diversity
network
blueprint
watch out for common errors

check meaning
use/utilize continual/continuous
simple/simplistic comprise/compose
effect/affect economic/fiscal
insure/ensure/assure alternate/alternative
complement/compliment

use neutral language
avoid redundant words
check spellcheck

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judge questions and refines

punctuation, grammar, spelling

editing!
why edit?
editing is a layered process

who, where, when

developmental, substantive, copy editing, proofreading
developmental edit

sets up a framework that:

provides direction for the writer

ensures approach serves the purpose

exposes information gaps
substantive edit

ask yourself:

is the intention clear and supported

is the intention met by language and style

are ideas presented in a logical sequence
Mountainside Today

The most significant new development in this area in the past 15 years has been the consolidation of the Family and Home Office (FHO) headquarters at the City Government Center (CGC) at White Rock (see Map 2). The FHO occupies 130 acres on the Market Street side of the CGC, and construction of the campus has been underway since 2001.

New residential developments include three townhouse communities built since 2000 – Gateswood and Parliament Square off James Lane and Seaton Square off Boxwood Drive.

The “big box” Orchard Center on Apple Tree Road opened in the late 1990s, the restaurant-oriented Eastech Village Corner on Tech Road opened in 2006, and there are two new hotels, Marriott Garden Inn and Hilton Courtyard. Two office buildings were built on Peach Orchard Drive in the Eastech Business Park in the 2000s.
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copy edit

to:
eliminate convoluted language
ensure language is not offensive
ensure proper and consistent usage
ensure data and facts are correct and illustrative
<table>
<thead>
<tr>
<th>A-M</th>
<th>N-Z</th>
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</thead>
<tbody>
<tr>
<td>spelling and capitalization</td>
<td></td>
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<td></td>
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<tr>
<td><strong>acronyms and abbreviations</strong></td>
<td><strong>names and titles</strong></td>
</tr>
<tr>
<td>short and long form</td>
<td></td>
</tr>
<tr>
<td>on first appearance: spell out (abbreviate)</td>
<td></td>
</tr>
<tr>
<td>capitalization</td>
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<td></td>
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<tr>
<td><strong>punctuation</strong></td>
<td><strong>numbers</strong></td>
</tr>
<tr>
<td>hyphenating: single concept v modifying</td>
<td>spell out or abbreviate</td>
</tr>
<tr>
<td>serial comma: x, x, and x</td>
<td>1-10 spell out</td>
</tr>
<tr>
<td></td>
<td>11+ figures</td>
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<tr>
<td></td>
<td>treatment in tables, text</td>
</tr>
<tr>
<td></td>
<td>percent in text, % in tables</td>
</tr>
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<td></td>
<td>decimal places</td>
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<td></td>
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</tr>
<tr>
<td><strong>addresses, street, town, project, building names</strong></td>
<td><strong>heading levels</strong></td>
</tr>
<tr>
<td></td>
<td>titles, subtitles, text</td>
</tr>
<tr>
<td></td>
<td>tables, charts, maps</td>
</tr>
</tbody>
</table>
As part of the CPC program—a cooperative agreement between the University of Easton and The City of Elmo—the Economics of Preservation class at the U conducted a broad analysis of the economic impact of the City of Elmo’s local historic district. Our investigation included such varied topics as the value of residential and commercial properties, the tourism industry, historic tax credits, rehabilitation projects and the City budget.

The City of Elmo’s population is currently 65,239. The City has grown over time and the local historic district has also grown with the City. The Elmo Historic District contributes greatly to the popularity of the Elmo as a tourist destination by creating a strong sense of place. Tourism adds variety to a public service oriented economy. The City should acknowledge its commendable reputation as a tourist destination.
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proofreading

preps for production

checks grammar

checks punctuation

deals with mechanics
(e.g., page numbering, heading levels)
proofreading

techniques:

read backwards

read aloud

divide and conquer
Traditionally, master Plans seek to balance the recommended land-use densities (at buildout) and the transportation infrastructure needed to support the planned development.

But traffic congestion in the eastern County—particularly on U.S 39 - has been a long-standing problem and previous master plans have acknowledged that difficulty of achieving balance. The 1981 Master Plan stated that” ...projected demand for roadway capacity in the planning area cannot be satisfied.” (see page 158) A while later, the 1997 Mountainside Master Plan confirmed that this statement was still true and stated, “It will not be possible to add sufficient capacity through roadway improvements alone” (page 87).
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document elements

layout, trim size, fonts, cover, logos, title, TOC, pages, headings and subheadings, chapter breaks, pull quotes, charts, tables, sidebars, photos and illustrations, maps, captions, web links and appendixes
document elements titles
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Typography

Print
Futura and Scala are the official fonts of the University. Specific versions include Book, Futura Book Italic, Futura Bold, Futura Bold Italic, ffScala, ffScala Italic, Bold.

A few general notes on using this typography:

- Always avoid condensing, or horizontal scaling.
- Use an all-uppercase style sparingly, for emphasis only.

FUTURA BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

A very legible sans serif typeface. An effective choice for large amounts of body text. Also works well for heads, subheads, and captions.

FUTURA BOOK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Works well for short blocks of text that require emphasis, such as heads, subheads, and captions.

FUTURA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Because of its strong, blocky form, works especially well for titles, heads, and subheads that must command attention.

It is also acceptable to place the Northeastern/college logo and the school, cen department graphic side by side, in layouts in which space does not allow a sta treatment. In this case, the bottom of the graphic should align with the bottom Northeastern/college logo.

You may also place the Northeastern/college logo and the school, cen de graphic in a staggered formation, in layouts in which a centered treatment is n appropriate.
Bonnehead - *Sphyrna tiburo* (Linnaeus, 1758)

**Key Features:** Spade-shaped head, with lateral expansions of head relatively short.

**Color:** Gray to gray-brown above, light below. **Size:** Maximum adult size 1.5 m (4.9 ft), typically about 1.3 m (4.2 ft). **Range:** In the western Atlantic, bonnetheads occur regularly in summer as far north as North Carolina (occasionally to southern New England) and throughout the southeastern United States, the Gulf of Mexico, and Central America to southern Brazil. Bonnetheads also occur in the eastern Pacific from southern California to Ecuador.

**Habitat and Habits:** Bonnetheads are a shallow inshore species found along the coast, from the surf zone to depths of 80 m (260 ft), in estuaries and channels, and on reefs and in seagrass beds. They spend the nighttime hours on shallow grass flats searching for nocturnally active invertebrate prey and move into deeper water during the day. Bonnetheads migrate north in the summer and south in the autumn and winter and usually occur in small (fewer than 15 individuals) schools. During migrations, schools of hundreds or perhaps thousands may form. Sexual segregation is common. **Occurrence in the Chesapeake Bay:** Bonnetheads are occasional summer visitors to the Lower Chesapeake Bay, particularly in and near Lynnhaven Inlet near the bay mouth.

**Reproduction:** Bonnetheads are livebearers and produce 4–16 pups after a 4-month gestation. Pups are 35–40 cm (13.6–16 in) at birth, and weaning occurs in shallow water in late summer and early fall. Bonnetheads take three years to mature. Females apparently produce litters every year.

**Food Habits:** Bonnetheads consume mostly crustaceans, including crabs, mantis shrimps, and other shrimps. They have molar-like teeth in the back of their jaws that are particularly well-suited for crushing hard-shelled prey. Bonnetheads also feed on mollusks, octopuses, and small fishes.

**Importance:** Bonnetheads are taken in all manner of inshore fisheries throughout their range and are eaten fresh, dried, or smoked. In the United States, bonnetheads are taken mostly as unwanted bycatch. They are the second most abundant small coastal shark (sharknose sharks are first) in both the commercial and recreational fisheries of the United States.

**Smooth dogfish - *Mustelus canis* (Mitchill, 1815)**

**Key Features:** Teeth small, arranged as tiles in the jaws; first dorsal fin just behind pectoral fin, and second dorsal fin smaller than first; both dorsal fins with rounded apices; anal-fin origin at midpoints of second dorsal fin. **Color:** Uniformly grayish dorsally, with pale belly; can change its color with change in substrate (one of only a few sharks able to do so). **Size:** Maximum adult size 1.5 m (4.9 ft). **Range:** Warm-temperate and subtropical waters of the western North Atlantic from the Gulf of Maine (occasionally) to the Gulf of Mexico and Antilles and in the western South Atlantic from southern Brazil to Argentina.

**Habitat and Habits:** Smooth dogfish are demersal and coastal and migrate inshore seasonally into the Mid-Atlantic Bight in the spring. Adults can be found in summer from New Jersey to Massachusetts, where they typically inhabit waters less than 18 m.
Gathering Places

Wisconsin South Visual Preferences Survey

Gathering Spaces For this district, what type of gathering space would you like to see? Pick one option (click on circle to select your choice).

<table>
<thead>
<tr>
<th>Option</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Option 1</td>
<td>66.9%</td>
<td>39</td>
</tr>
<tr>
<td>Option 2</td>
<td>4.6%</td>
<td>3</td>
</tr>
<tr>
<td>Option 3</td>
<td>1.5%</td>
<td>1</td>
</tr>
<tr>
<td>Option 4</td>
<td>26.2%</td>
<td>17</td>
</tr>
<tr>
<td>Option 5</td>
<td>7.7%</td>
<td>5</td>
</tr>
</tbody>
</table>

Top choice: Option 1

Option 1

Option 2

Option 3

Option 4

Option 5

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document elements maps
### ACREAGE

<table>
<thead>
<tr>
<th>Description</th>
<th>Acres</th>
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<tr>
<td>Gross Acreage of Properties</td>
<td>99.07</td>
</tr>
<tr>
<td>Crawford Property</td>
<td>29.52</td>
</tr>
<tr>
<td>O’Keefe Property</td>
<td>69.55</td>
</tr>
<tr>
<td>Area of 100-year Floodplain</td>
<td>15.84</td>
</tr>
<tr>
<td>Area of 25% or Greater Steep Slopes</td>
<td>7.74</td>
</tr>
<tr>
<td>Net Tract Area</td>
<td>75.49</td>
</tr>
</tbody>
</table>

### DENSITY – Cluster Subdivision

<table>
<thead>
<tr>
<th>Description</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total No. of Lots Allowed By Right (Base Density)</td>
<td>23</td>
</tr>
</tbody>
</table>

### Acreage

<table>
<thead>
<tr>
<th>Acreage</th>
<th>Acres</th>
</tr>
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<td>25% or greater slopes</td>
<td>7.74</td>
</tr>
<tr>
<td>Net</td>
<td>75.49</td>
</tr>
</tbody>
</table>

### Cluster Subdivision Density

| By right lots (base density of 1 du/1.25 gross ac) | 23 |
to identify what is significant—be open, be flexible, find the story—be a madman
give it due measure—wrestle with your information and express the relationships—be an architect and carpenter
and give order to actions that will shape the future—assemble, edit, be consistent and clear—be a judge