

# **URBPLAN 793: Applied Projects in Urban Geographic Information Systems**

## ***Syllabus (1/22/17)***

Spring 2017—3.0 Credits  
W, 1:30 p.m. to 4:10 p.m., AUP Room 194

Course Instructor: Dr. Robert Schneider ([rjschnei@uwm.edu](mailto:rjschnei@uwm.edu))  
Schneider Office Hours: M, 11:00 a.m. to 12:30 p.m. & Tu, 10:30 a.m. to 12:00 p.m., AUP Room 334

### **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 a real problem or address a real issue 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. From a broad perspective, it allows you to understand GIS projects within *an institutional context* and in *a team environment*.

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, but you may also utilize internet GIS, database management systems, and other technologies.

This course is organized into three parts. Part 1 will introduce you to the institutional context for GIS within an organization and practical project management techniques. During Part 2, you will be matched with a client for your group project. This phase will involve developing a vision and scope of work for the project. The vision should meet the needs of the client, so coordination meetings will be necessary. Part 3 will involve conducting GIS analyses and presenting the results to your client.

The course includes lectures, one short assignment, and a group project that will be delivered through two assignments. These are discussed in greater detail, below. For the group project, 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!  
Bob

## Text

Huxhold, W.E. and A.G. Levinsohn. *Managing GIS Projects*, Oxford University Press, Available from: [http://www.amazon.com/Managing-Geographic-Information-Projects-Spatial/dp/0195078691/ref=sr\\_1\\_1?s=books&ie=UTF8&qid=1295499115&sr=1-1](http://www.amazon.com/Managing-Geographic-Information-Projects-Spatial/dp/0195078691/ref=sr_1_1?s=books&ie=UTF8&qid=1295499115&sr=1-1), 1995. (ISBN 0-19-507869-1)

**NOTE: This book is available on the D2L site in digital form.**

## Readings and Class Participation (10%)

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 under “Content” on the class D2L website (<http://d2l.uwm.edu/>, Applied Projects in Urban Geographic Information Systems). All students are expected to read all the assigned readings BEFORE class and to actively participate in discussions.

In order to provide a productive learning environment for everyone, it is important for all students to engage in class. This includes showing up for class and asking questions and participating in discussions. 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 cell phones, mobile devices, and alarms for the duration of class.
- Turn off laptops unless instructed otherwise and refrain from accessing the internet on any other device during lecture portions of class. Exceptions include in-class demonstrations.

## Assignments (90%)

All assignments should be uploaded to the course D2L site by 5:00 p.m. on the due dates listed. If you have any problems with the D2L site, you can e-mail your assignment to [rjschnei@uwm.edu](mailto:rjschnei@uwm.edu). The assignments are described below.

### ***Assignment #1: Create a Map-Based Infographic to Illustrate Change in Milwaukee (Individual Assignment; Distribute 1/25/17; Due 2/1/17) (15%)***

This individual assignment will give you practice obtaining, analyzing, and mapping American Community Survey (ACS) data to illustrate planning-related changes in the City of Milwaukee. Your final product will be an infographic that includes a map (displaying all or part of the city) 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/COMMENTMAPINFOGFX12.2.pdf>

<http://www.webdesignerdepot.com/2009/10/30-superb-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 these types of data: total population, median income, or both
- Display data at the census tract level
- Illustrate and describe changes between the 2005-2009 ACS reporting period (using 5-year ACS estimates) and the 2011-2015 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 D2L 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 project.

***Assignment #2: Client Project Vision and Scope of Work (Work in groups of 3 to 4 students; Client Pitch Presentations 2/15/17; Student Products Due to Share with Clients 3/7/17) (10%)***

Overall, the group project will involve coordinating with a client organization in the Milwaukee region to understand a specific problem and determine how to use GIS to address the problem. Each group will then collect and analyze GIS data and ultimately deliver a final product to the client organization.

During this first part of the group project (Assignment 2), your team will develop a vision and scope of work that will guide your data collection, analysis, and presentation efforts in the following weeks. 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, and personnel conducting these tasks, including an estimated number of hours per team member per task.

Each team should submit their Vision and Scope of Work document to the instructor on the course D2L. They should also send this document to their 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 your final products in Assignment #3).

At the end of this assignment, each individual team member will assess other student contributions to his or her group. This team member assessment will be factored in to each individual's grade for the assignment.

***Assignment #3: Client Project Presentation and Products (Work in groups of 3 to 4 students; Start Assignment 3/15/17; Presentations to Clients 5/3/17; Final Products Due 5/10/17) (65%)***

Overall, the group project will involve coordinating with a client organization in the Milwaukee region to understand a specific problem and determine how to use GIS to address the problem. Each group will then collect and analyze GIS data and ultimately deliver a final product to the client organization.

During the second part of the group project (Assignment 3), 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 six-week 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 20-minute presentation of your analysis and results to the client (with additional time for questions). This presentation will be done in the second-to-last week of the course. During the previous week, you will give a practice presentation to the course instructors and classmates. 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). During the final week of the course, you should revise your PowerPoint presentation and other products based on feedback from your client. 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 final products will be the revised PowerPoint presentation accompanied by supporting documentation describing your data and analysis methods. This supporting documentation should include a written report, maps, GIS data files, and potentially well-defined spreadsheets. The final presentation and other projects must be understandable to and useful for the client. You should submit your final products to the instructor on the course D2L and e-mail your final products to your client.

## **Conduct and Ethics**

Cite your sources. If you get information from a printed, online, video or other source, cite it. If you cite a reference word for word, put those words in quotes. Don't use someone else's work as if it was your own without citing it. Citing sources, even if it takes extra time, enhances your professional credibility.

From the University: "The University, as an instrument of learning, is predicated on the existence of an environment of integrity. Faculty have the primary responsibility for establishing and maintaining an atmosphere and attitude of academic integrity such that the enterprise may flourish in an open and honest way. Students share this responsibility for maintaining standards of academic performance and classroom behavior conducive to the learning process. Please review Chapter UWS 14 and Faculty Document No. 1686 at: [http://www4.uwm.edu/acad\\_aff/policy/academicmisconduct.cfm](http://www4.uwm.edu/acad_aff/policy/academicmisconduct.cfm) for both UWM's and our expectations of appropriate student academic conduct."

Specifically, "Prohibited conduct includes...submitting a paper or assignment as one's own work when a part or all of the paper or assignment is the work of another; submitting a paper or assignment that contains ideas or research of others without appropriately identifying the sources of those ideas;... submitting, if contrary to the rules of a course, work previously presented in another course..."

All work in this course should be your own. In written work, cite your sources for quotes, facts, and opinions, both in the body of your work and in the reference list. Do not copy word for word unless you place the words in quotation marks. Any plagiarism will be dealt with as a serious ethical breach. If you have questions about whether you are crossing an ethical line, ASK ME. Here is a link to some good information on plagiarism from the Harvard Guide to Using Sources:

<http://isites.harvard.edu/icb/icb.do?keyword=k70847&pageid=icb.page342054>.

## Other Course Policies

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, see [http://www4.uwm.edu/secu/news\\_events/upload/Syllabus-Links.pdf](http://www4.uwm.edu/secu/news_events/upload/Syllabus-Links.pdf).

## 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 (15%)
- Assignment 2 (10%)
- Assignment 3 (65%)

Assignments are due by 5:00 p.m. 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 5:01 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)

## **Class Topics and Reading List**

### **Part 1: Institutional Context & Project Management**

#### **Class 1: Course Preview & Institutional Context for GIS (1/25/17) [Distribute Assignment #1]**

Course background & syllabus

Institutionalization of GIS: Obstacles & maxims for success

Previous student project examples

Infographics & communicating geographic information

1.1. Esnard, A. "Institutional and Organizational Barriers to Effective Use of GIS by Community-Based Organizations," *URISA Journal*, Volume 19, Number 2, 2007.

#### **Class 2: Strategic Planning for GIS (2/1/17) [Assignment #1 Due]**

Institutionalization of GIS: GIS strategic plans

Student sharing & critiques of infographics

2.1. Huxhold, W.E. and A.G. Levinsohn. Chapter 3, "Strategic Planning for GIS," *Managing GIS Projects*, Oxford University Press, 1995. (Read pp. 52-74)

2.2. City of Alexandria, VA. *Geographic Information Systems (GIS) Five-Year Strategic Plan: FY2013-FY2017*, Available online,

<https://www.alexandriava.gov/uploadedFiles/gis/info/GIS%20Strategic%20Plan%20Approved%20Final.pdf>, 2012.

2.3. Wisconsin Land Information Association (WLIA). *Wisconsin Location Matters: A Statewide Geographic Information Strategy*, Available online,

[http://www.sco.wisc.edu/images/stories/download/WI\\_GIS\\_StrategicPlan\\_Jan\\_05\\_2007.pdf](http://www.sco.wisc.edu/images/stories/download/WI_GIS_StrategicPlan_Jan_05_2007.pdf), 2007. (Optional)

#### **Class 3: Introduction to Project Management (2/8/17)**

Teamwork

Communication

Managing conflict

3.1. Whetten, D. and C. Cameron. "Conducting Meetings," *Developing Management Skills*, Second Edition, Harper Collins Publishers, 1991. (Read pp. 454-476)

3.2. Huxhold, W.E. and A.G. Levinsohn. Chapter 6, "Implementation Management," *Managing GIS Projects*, Oxford University Press, 1995. (Read pp. 196-199)

**Class 4: Client Presentations of Potential Projects (2/15/17) [Distribute Voting Exercise; Due on Mon.]**

Client Presentations (5 to 10 minutes, plus 5 minutes for questions)

Client Project Voting Exercise (Project Vision)

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

## **Part 2: Project Planning**

**Class 5: Vision and Scope of Work (2/22/17) [Distribute Assignment #2]**

Vision and Scope of Work

Budgeting

Timelines

Example proposals/contracts

Form Project Teams

5.1. Huxhold, W.E. and A.G. Levinsohn. Chapter 7, "Managing the System," *Managing GIS Projects*, Oxford University Press, 1995. (Read pp. 216-227)

**Class 6: Organizational Needs Analysis (3/1/17)**

Needs Analysis

Staff and Training Needs

6.1. Huxhold, W.E. and A.G. Levinsohn. Chapter 6, "Implementation Management," *Managing GIS Projects*, Oxford University Press, 1995. (Read pp. 164-188)

*POSSIBLE GUEST SPEAKER*

**Class 7: Presentation of Work Plans (3/8/17) [Assignment #2 Due]**

Team presentations of work plans

Discussion

## **Part 3: Project Implementation**

**Class 8: Work on Project (3/15/17) [Distribute Assignment #3]**

Meet with team

Report progress and problems in class

**SPRING BREAK! (3/22/17)**

**Class 9: Work on Project (3/29/17)**

Meet with team

Report progress and problems in class

**Class 10: Work on Project (4/5/17)**

Meet with team

Report progress and problems in class

**Class 11: Work on Project (4/12/17)**

Meet with team

Report progress and problems in class

**Class 12: Work on Project (4/19/17)**

Meet with team

Report progress and problems in class

**Class 13: Practice Project Presentation (4/26/17)**

Timed presentations with question & answer period

Meet with team

**Class 14: Presentation of Project to the Clients (5/3/17)**

**Class 15: Final Class (5/10/17) [Assignment #3 Due]**



## Past Student Products

This course was started by Professor Bill Huxhold more than 20 years ago. Below is a summary of past accomplishments of student projects in the course.

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 the project, "GIS Assists Neighborhood Strategic Planning in Milwaukee".

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).

Last year's projects were:

- "Clarke Square Housing Project: Statistical and Spatial Analysis of Exterior Housing Survey Data" (Client: Clarke Square Neighborhood Initiative (CSNI))
- "Digitizing the RiverWalk" (Client: City of Milwaukee Department of Public Works)

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.