



American Planning Association
Florida Chapter



MIDDLE SCHOOL GRADE BAND PRESENTATION
ROLE PLAY ACTIVITY



ROLE PLAY ACTIVITY

Section 1: Stakeholders

Instructions: Please use the spaces below to write the names of each group member that will be assuming each role. Remember that at least one person has to be assigned to each of the four stakeholder categories: Planner, Community Resident(s), Government, and Development Related Businesses. Some categories have several options so you can have more than one person in those categories, but each person needs their own unique role from that category.

Planner	Name: _____
Community Resident(s) <ul style="list-style-type: none"> • Business Owners 	Name: _____ Name: _____ Name: _____
Community Resident(s) <ul style="list-style-type: none"> • Residents 	Name: _____
Government <ul style="list-style-type: none"> • City Council Member 	Name: _____
Government <ul style="list-style-type: none"> • Department of Transportation 	Name: _____
Government <ul style="list-style-type: none"> • Developer 	Name: _____



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Section 2: Gathering Data – Data Types

Instructions: Please check all of the data types that you have available in your scenario. Be sure to ask every stakeholder for their data, keep in mind that some stakeholders may have the same type of data assigned to them.

- Aerial View Map
- Demographic Data
- Land Use Map
- Map of Congested Roadways
- Map of Problem Intersections
- Map of Streets and Rail Networks
- Modes of Transportation Map
- Population Density Map
- Surveys
- Vacant Parcels Map

Section 3: Analyze

Instructions: Use the questions below to help guide your analysis. Please record your responses in the spaces provided, basing them on the data available and/or the opinions of your stakeholders.

1. To what extent does this problem really affect the community based on the data?

2. How does this problem impact each stakeholder, from their perspective?

Community Resident(s),	Government	Development Related Businesses
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3. How does the layout of the community impact commute times? Are too many people in any one area? Is the land being used in an effective way? How does the distance between where people live and work impact commute times?

4. What, if any, are the problem intersections?

5. How are the types of transportation affecting commute times? Is there a sufficient variety? Are the different types available in the most effective places? Is there anything else that you notice?



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Section 4: Set Goals

Instructions: Use the questions below to help guide you as you set goals. Remember that your goals should reflect your vision for the community. For example:

- To have easily accessible open and green spaces.

Please record your responses in the spaces provided, basing them on the analysis from Section 3 and/or the opinions of your stakeholders.

1. What do you want to happen in your community related to commute times?

2. What are some milestones towards that vision?

3. What kinds of behaviors do you want to encourage in your community? (taking busses, trains, bikes, etc. or encouraging people to carpool, etc.)

4. What kinds of effects on the economy do you want to have?

- Hint: development might create some jobs and improve infrastructure like roads, highways, etc.
- Hint: connecting people to businesses could encourage spending.

Goals:



Section 5: Generate Solutions

Instructions: Use the space below to come up with a few solution that would help to achieve your goals. Remember that your solutions should reflect your vision for the community. Be creative! This is where your imaginations and personalities can really come through.

1. Solution 1:

2. Solution 2

3. Solution 3



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Section 6: Write it up!

Instructions: Use the space below to make notes about the pros and cons of each of your solutions. Then write out a brief description of and sketch out what one solution that your group decided would achieve your goals would look like. Remember that your solutions should reflect your vision for the community. Be creative! This is where your imaginations and personalities can really come through.

Solution 1:

Pros

Cons

Solution 2:

Pros

Cons

Solution 3:

Pros

Cons



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Final Solution #: _____

Description:

Project Plan Sketch



Section 7: Think Through the Plan

Instructions: Use the questions below to help guide you in planning out how your solution will come to life in the community. Please record your responses in the spaces provided, basing them on all the previous sections available and/or the opinions of your stakeholders.

1. How long will it take?

2. Can it be done all at once or should there be phases?

3. What kinds of information might you need?

- \$\$\$\$\$
- Who will build it?
- Who will manage it?
- Is it legal?

4. What kind of follow up might be involved?



SCENARIO 1: COMMUTE TIMES

Planning Process Phase: Public Meeting & Decision

Roles: Planner, Business owners, Residents, City Council Member, Department of Transportation, and Developer

Objectives:

- Evaluate the problem and determine if any action is necessary (gather and analyze data).
- Set goals based on the evaluation
- Propose solutions to the problem.
- Make a decision about what the city will do moving forward.
- Write-up your plan!

DESCRIPTION:

It has come to the attention of the Community Council that community residents are having difficulty reaching the businesses that they frequent or are employed at. A population distribution map and aerial map have been provided to your planning professional to help with evaluating the problem and planning for a solution. Without better access to jobs and businesses, the community is already starting to see an influx in population and growth as businesses and residents that are frustrated by commute times migrate to neighboring communities.

PLANNER

Planners are in the middle of all three spheres that participate in the planning process: Community Residents, Government, and Development Related Businesses. They help facilitate communication between the three groups. They help residents develop and refine the community vision, help government develop the policy and code to implement the vision, and work with developers to help them understand the policy and code to improve projects so they match the community vision.

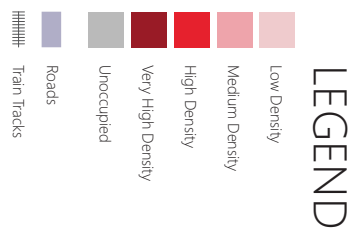
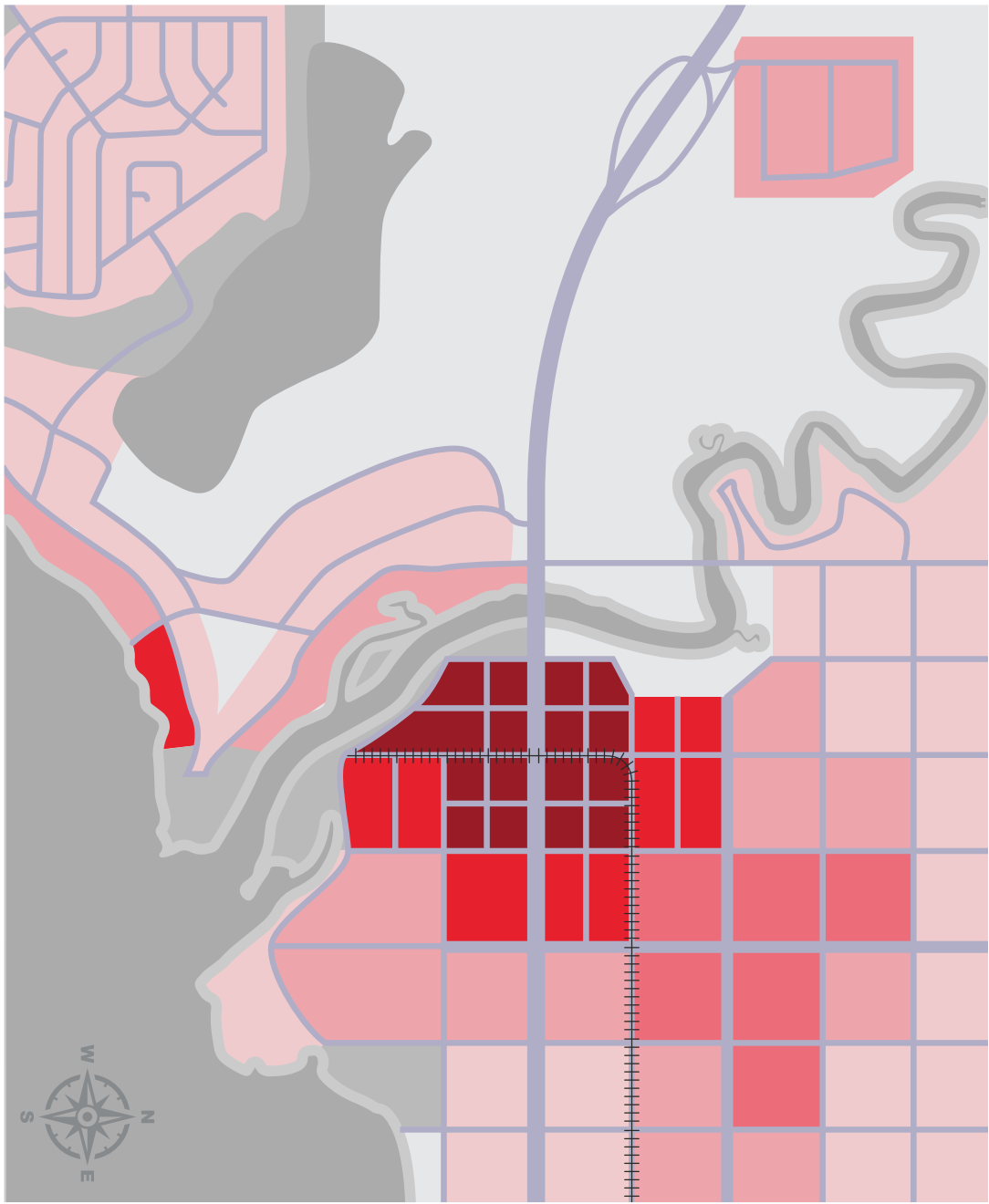
The Planner Code of Ethics states:

“Be conscious of the rights of others; concern for the long-range consequences of present actions; provide timely, adequate, clear, and accurate information on planning issues to all affected persons and to governmental decision makers; give people the opportunity to have a meaningful impact on the development of plans and programs that may affect them. Participation should be broad enough to include those who lack formal organization or influence; plan for the needs of the disadvantaged and to promote racial and economic integration; promote excellence of design and endeavor to conserve and preserve the integrity and heritage of the natural and built environment; deal fairly with all participants in the planning process.”

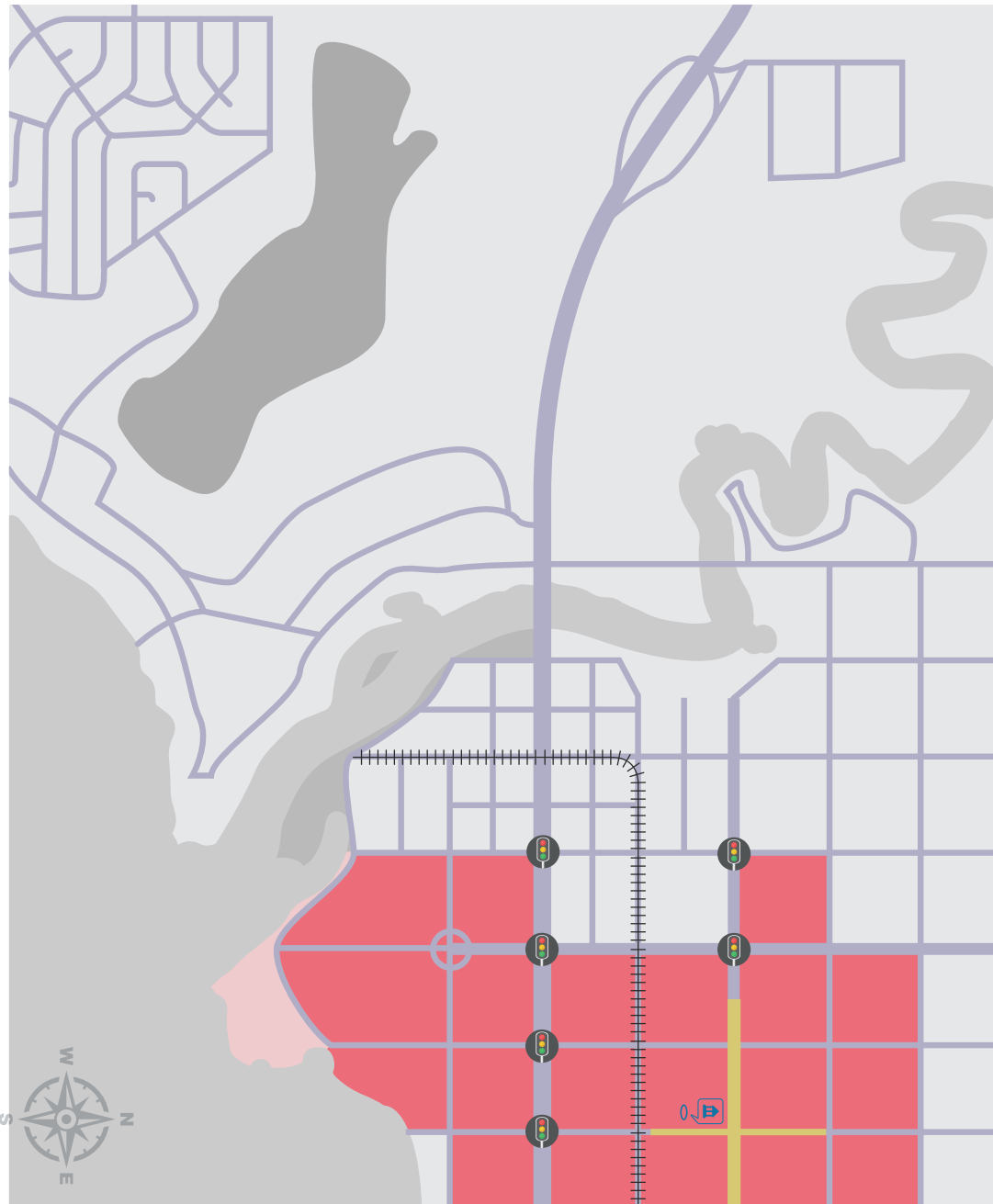
In this scenario, your job is to help the three groups come to an informed decision about how to move forward. You can accomplish this by providing information found in your supporting documentation and advising on solutions.

PLANNER: SUPPORTING ASSETS

- Population Density Map
- Ariel View Map
- Land Use Map
- Traffic Map
- Vacant Parcels Map



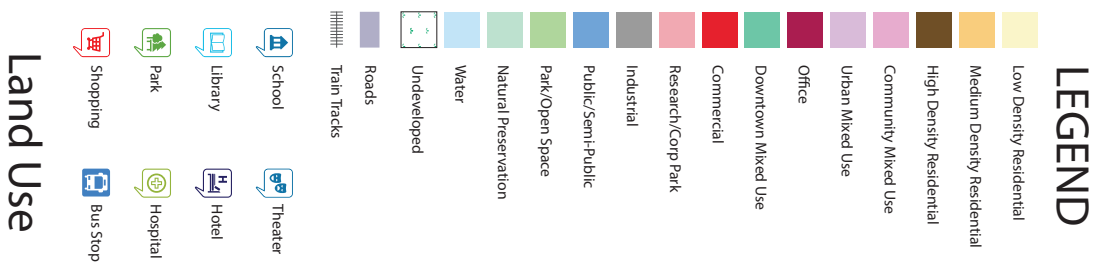
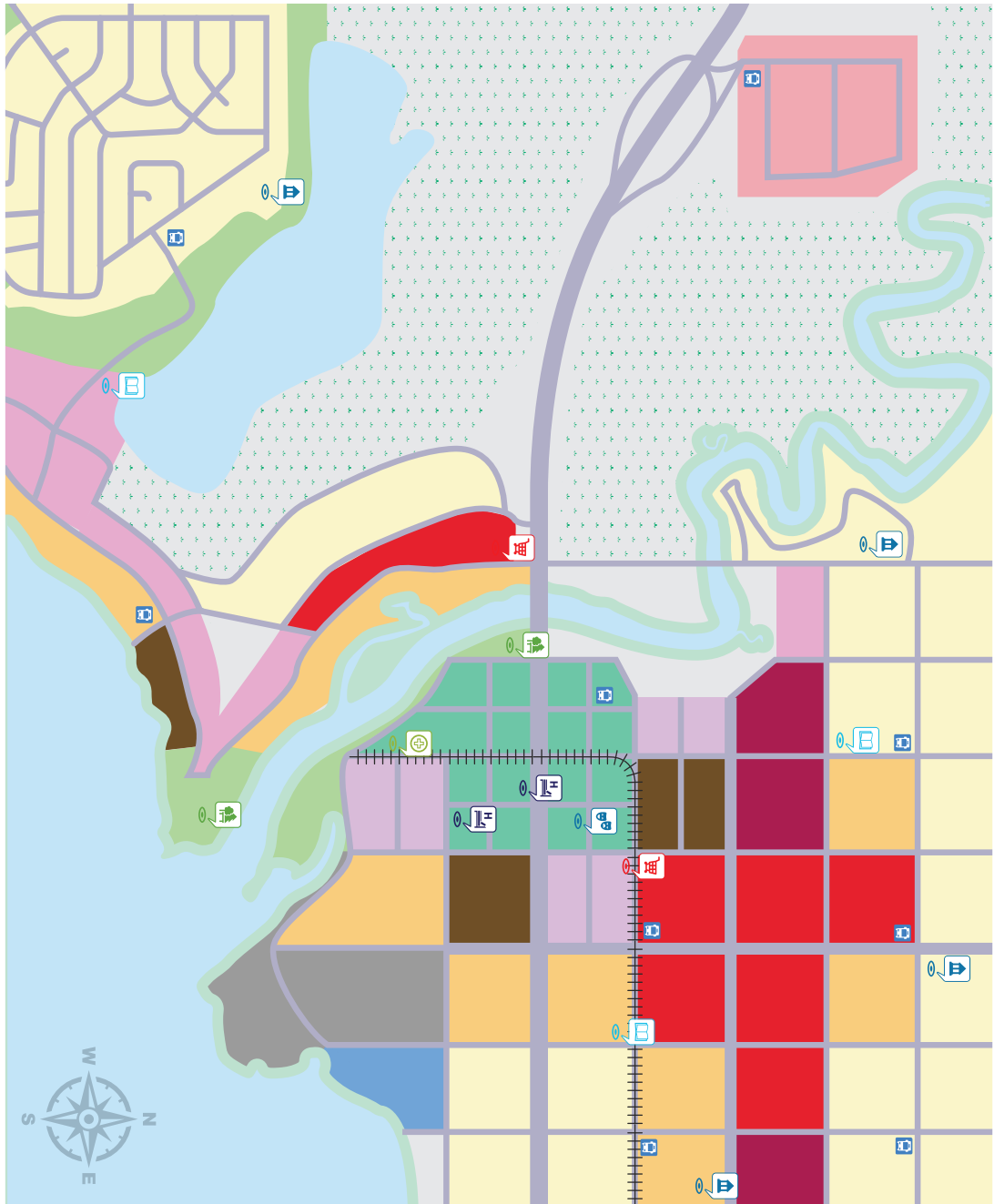
Population Density

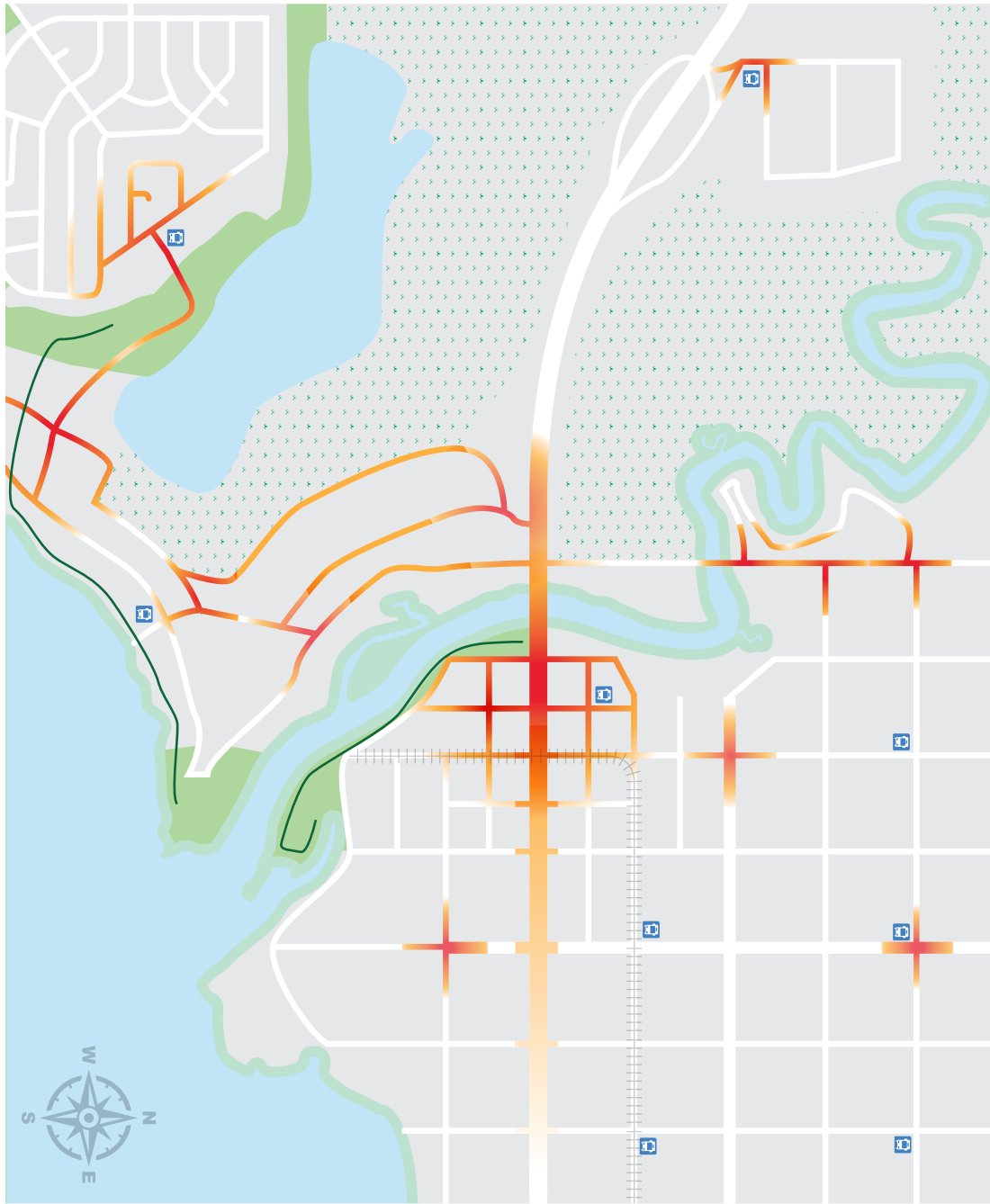


- Residential Area
- Roads
- Narrow Roads
- School Zone
- Train Tracks
- Circle
- R
Y
G Traffic Light
- A School

LEGEND

Ariel View

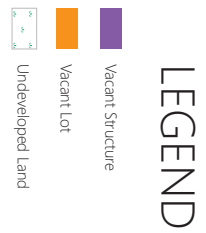
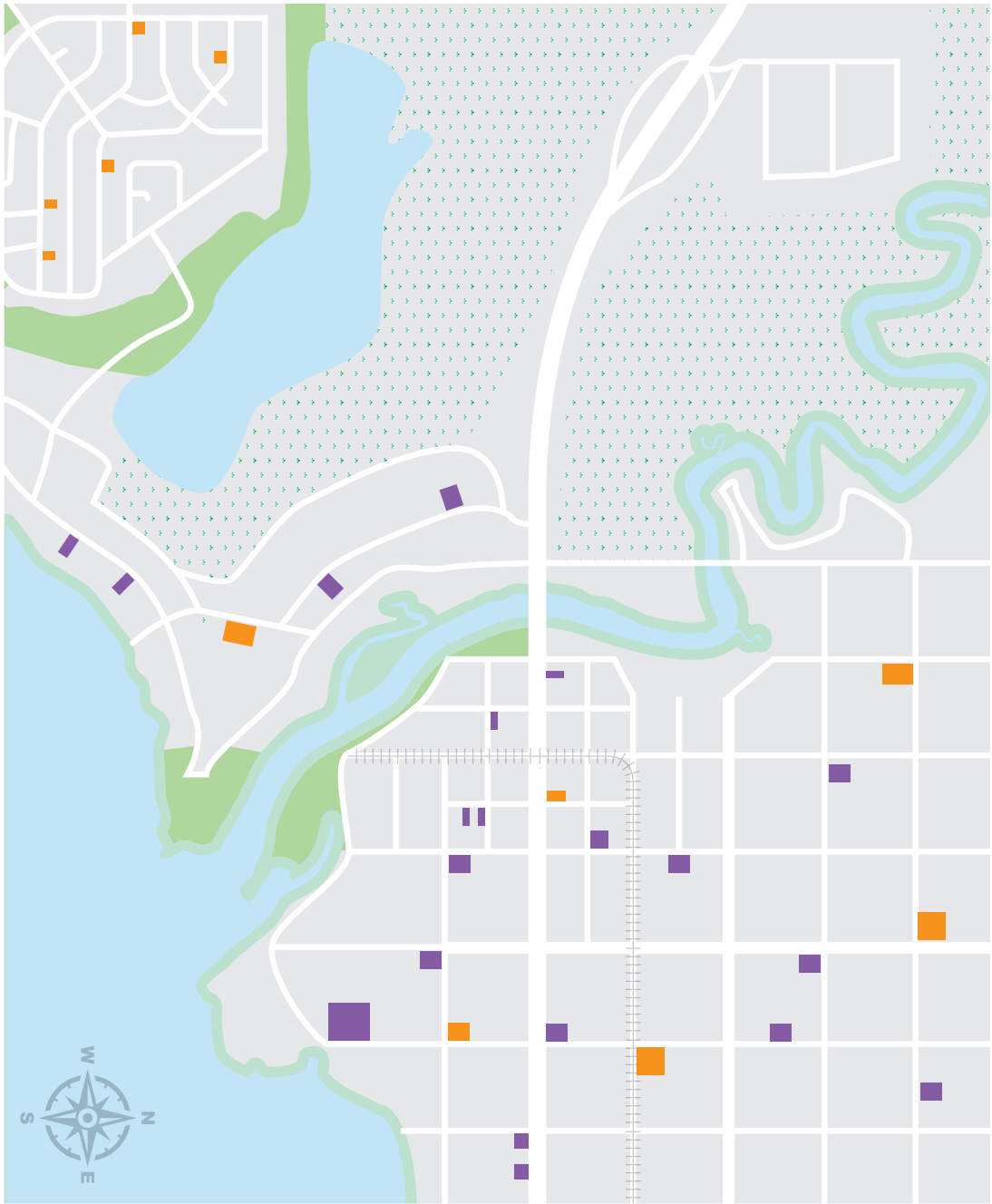




Traffic Congestion

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- █ High Traffic
- █ Medium Traffic
- █ Normal Traffic
- Train Tracks
- Recreation Path
- B Bus Stop



Vacant Parcels

COMMUNITY RESIDENTS (BUSINESS OWNERS, INDIVIDUALS)

Set the vision for the community through public workshops, surveys, meetings, etc. They let the planners know what they desire for their community. Planners create policy and code based on those ideas. The vision of the community is constantly changing so planners must be nimble and continuously update and refine plans.

BUSINESS OWNERS

In this scenario, you are one of the business owners who is having trouble getting your employees to work and attracting customers to your location. The frequent traffic delays and distance from major motorways that would bring in business pose major problems. This includes problems bringing in shipments of supplies.

Suggested Businesses:

- **Fast Food Restaurant Owner** – Due to traffic congestion, few people visit your restaurant outside of lunchtime when the most people are in your commercial area working. You want better access to your restaurant so customers aren't inconvenienced and because your business depends on a consistently high level of traffic.
- **Clothing Store Owner** – You do most of your business online but have difficulty with both getting shipments out of your location because it takes you too long to reach the airport shipping facility. Shipping vehicles have difficulty reaching your location and there are often delays. You would like to have more retail shoppers in and out of your store, but you believe that the congestion makes it difficult for people to visit your store.
- **Bank President** – Your employees are constantly showing up to work late due to the high volume of traffic and lack of parking in downtown. Between traffic jams and a 15-30 minute search for parking every morning, many of your employees are arriving late. The bank opens at 8:30 am and you cannot afford to have employees showing up late with customers waiting.
- **Marketing Agency Vice President** – Due to the lack of alternative modes of transportation and limited transit service near your business, you are having difficulty filling the entry-level positions because those workers without a car do not have a way to get to the jobs you have available.

RESIDENTS

You work in a commercial area of the city and frequently have to leave your house 2-3 hours early just to reach work on time, despite living within 15 miles of your work location. This is presenting a serious strain on you and your family. Not to mention how difficult it is for you to get to the store during rush hour or the large number of people cutting through your neighborhood to avoid the traffic on busier streets. The congestion is only made worse for your kids who do not a safe way to ride their bikes to and from school with all of that traffic. Even when they walk, there is not a path designated for pedestrians through congested areas and they have to walk on the shoulder of the road with people driving pass.

Important Insight: Developers have a view that is often unique from other stake holders, like those of community residents, on how a community should look and feel.



SCENARIO: COMMUTE TIMES

GOVERNMENT (CITY COUNCIL MEMBER, DEPT. OF TRANSPORTATION)

Government is responsible for implementing the vision of the residents. Local government controls the adopted policy and code as well as provides the budget to make the community vision happen. Lack of funds can slow down implementation. Creative governments can succeed at implementing a vision with a limited budget.

CITY COUNCIL MEMBER

In this scenario, your job is to use the information you have available to guide the discussion, listen, and evaluate the perspectives of those that you are elected to serve. You are also tasked with proposing solutions, should the problem merit action, that are in the community's best interest.

Important:

- Make use of your advisors and resource documentation.
- Government is responsible for making sure developers are playing by the rules that were established to implement the community vision.

DEPARTMENT OF TRANSPORTATION

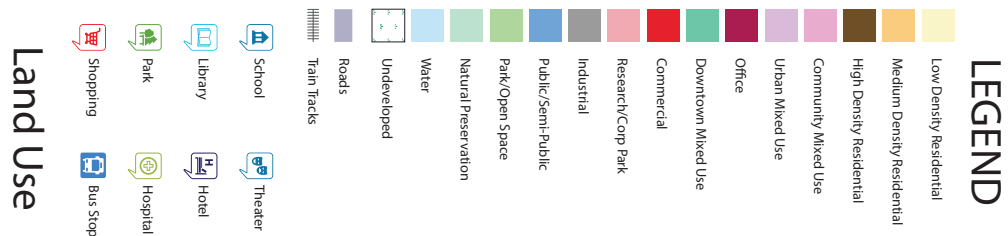
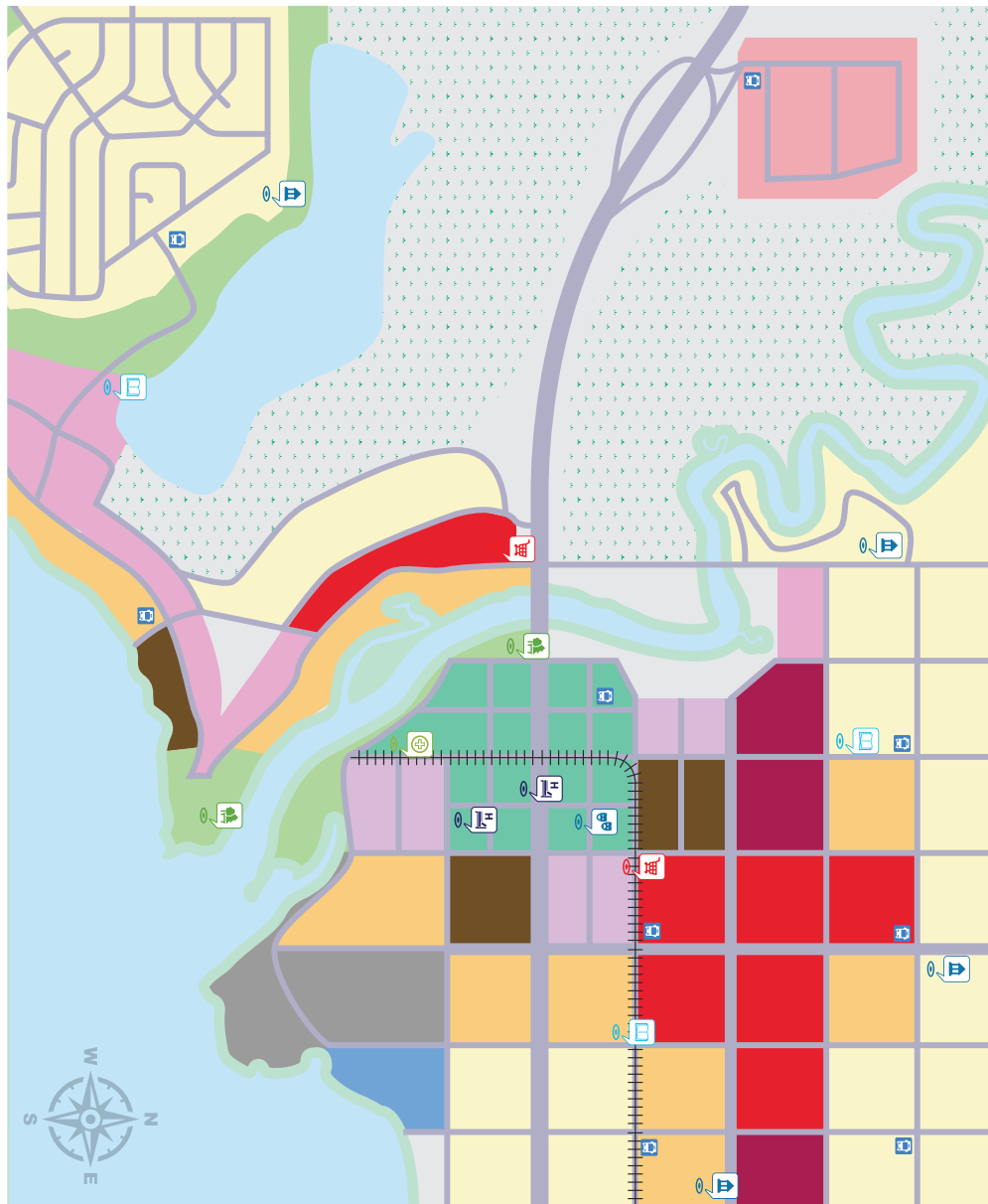
The DOT has a limited budget. It can plan for improvements but often those go onto a list and into a queue. It can take 5-10 years or more to get a project built. The DOT also has to deal with right of way acquisition which means sometimes homes need to be purchased and demolished or businesses might be bulldozed to make way for a new roadway. Often times, in a road widening project people will lose part of their front yard or businesses will lose parking. Planners would assist the DOT in finding ways to minimize the impact on a neighborhood.

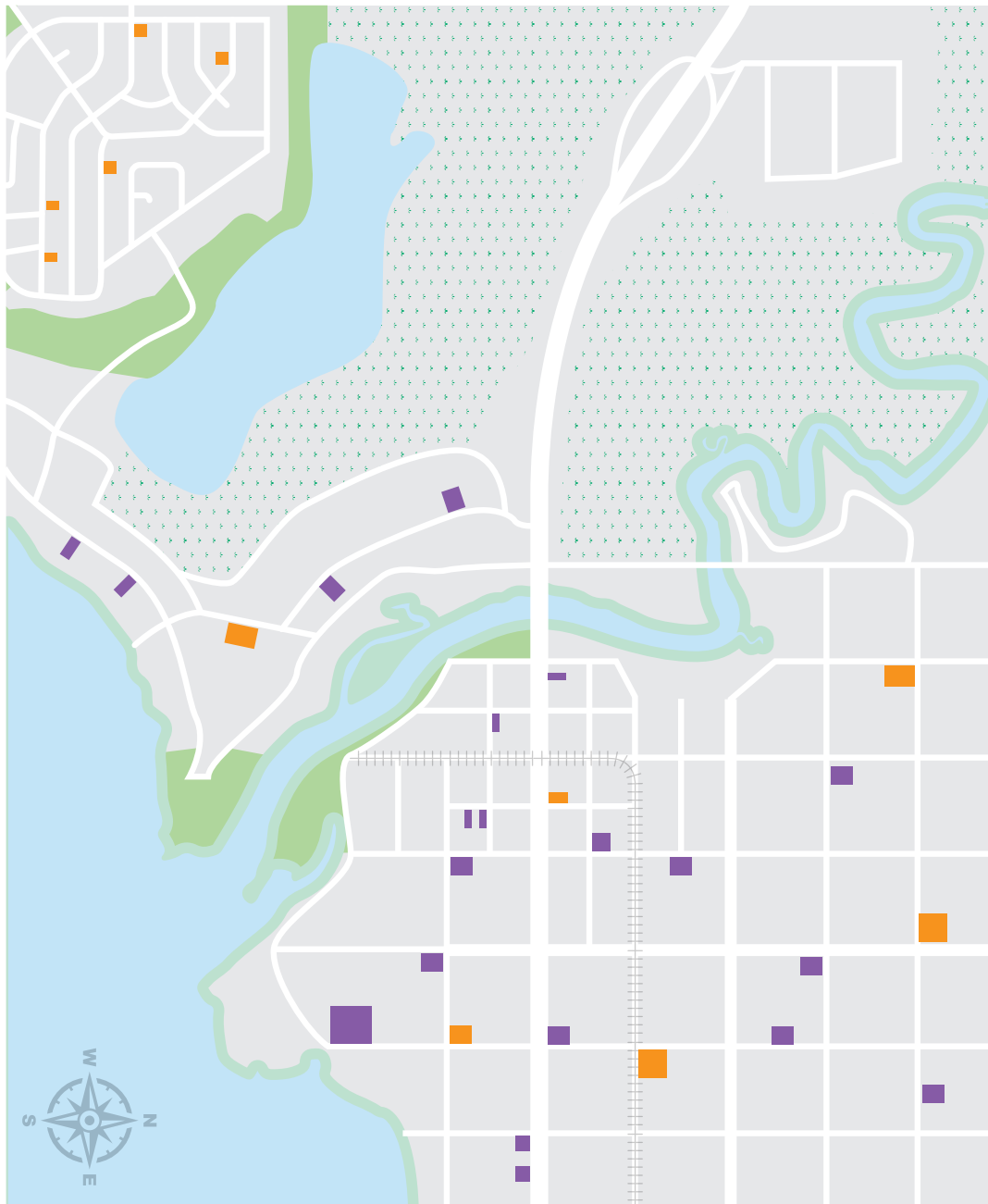
Important Insight:

- Imagine that in this role you are in charge of a bank account with limited funds but a surplus of projects that want funding, and you can only spend so much money on much needed improvements.
- Some transportation options:
 - Highways – a major and significant, well-constructed road that is capable of carrying reasonably heavy to extremely heavy traffic.
 - Bike lanes – lanes on the roadway for cyclists only.
 - Bus rapid transit (BRT) – aims to combine the capacity and speed of a metro with the flexibility, lower cost and simplicity of a bus system.
 - Multi-use trails – can be used by walkers, cyclists and equestrians.
 - Water ferries and taxis – carry passengers, and sometimes vehicles and cargo as well, across a body of water.
 - Light rail service – rail service that can make sharp turns and operate on a city street.
 - Commuter rail – rail service cannot operate on a city street, usually for longer commutes.

GOVERNMENT: SUPPORTING ASSETS

- Land use map
- Vacant Parcels Map
- Traffic Maps (Including Congested roadways & problem intersections)

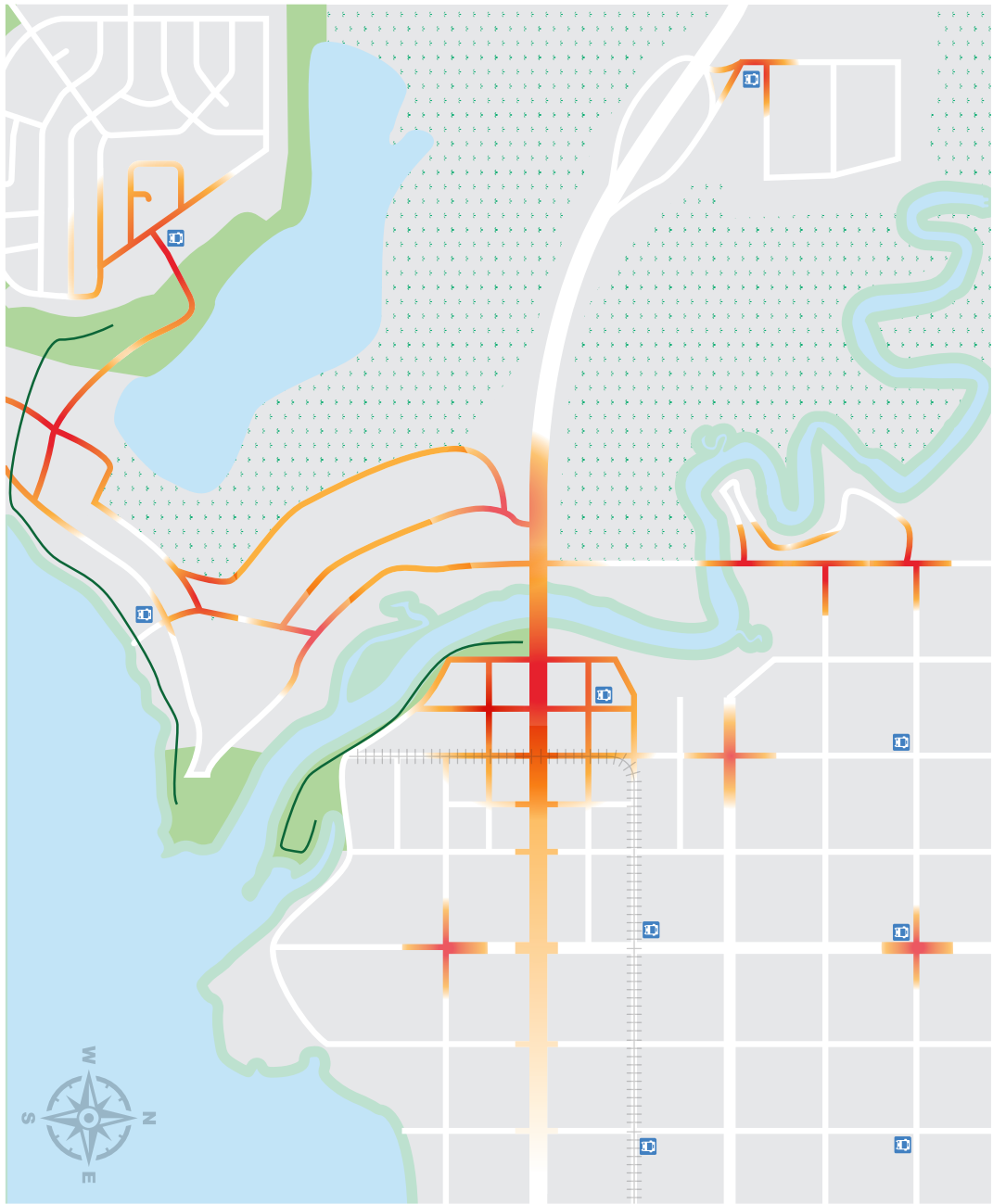




LEGEND

- Vacant Structure
- Vacant Lot
- Undeveloped Land

Vacant Parcels



Traffic Congestion

DEVELOPMENT RELATED BUSINESSES (DEVELOPER)

These are the players who are on the ground building and putting the vision in place through development and redevelopment projects.

In this scenario you are a representative of a very large land-owner who plans to create a 100-acre mixed use (or some type) development in close proximity to the downtown area. You are concerned about the current transportation limitations and you have enough land to contribute for an extension of an arterial road.

Important Insight:

- Be careful not to oversell projects that will seem outlandish to the government or residents.
- Developers come with passion and many opinions.
- They would hope the local government would pay for road or transit improvements but at the same time typically are against raising property taxes as it might scare potential home buyers into moving away from the area.
- This person should understand that he/she must be responsible to his/her client and/or employer, rather than solely to the requests of the community and government. They need to be in a mind set to represent business, which needs to make a profit to survive. Their return on investment must be considered.
- Developers tend to keep their development plans “close to the vest” until permits are requested. This is so that speculation does not prematurely alter property value or allow another developer to get ahead.

Some potential pitfalls in pitching your solutions include:

- Developers have a view that is often unique from other stake holders, like those of community residents, on how a community should look and feel.
- Land Owner – Owns a parcel along the roadway but traffic flow and access would make it difficult to get traffic in and out. In addition, the local government will not approve the proposed development due to the amount of additional traffic added to an already congested roadway. If your development is built, commute times would increase causing additional strain on the roadway. Existing property residents and businesses are opposed to the traffic and you must also consider the needs to the businesses and/or residents who will be move to your development once it's complete.