

## Mason Street Case Study - green

### Mayor instructions

You are the mayor of a large city. There is a growing concern about increased traffic in residential neighborhood of Mason Street – which is about 900 feet long (the length of three football fields). You've received numerous complaints over the last year from residents and would like to address their concerns, especially since you'll be running for re-election next year.

Mason Street is basically a cut-through between two main roads in your city. It is a two-way street. Large trucks, speeding cars and noise are some of the residents' concerns. The street also has no sidewalks and is poorly lit. The speed limit is not posted with a sign, but you've been told by the police department that it is 45 mph, even though residents feel it should be 20 mph. You visited the street last week, and observed many vehicles driving anywhere between 45 – 60 mph.

You've been told that this traffic problem on Mason Street has been getting worse over the last year. You would like to improve the street conditions and make the neighborhood a little nicer and safer – and use it as a major platform for your reelection campaign. You figure it's only a matter of time before a pedestrian or child on a bicycle is injured as a result of this traffic problem. The police currently patrol the street two times per day.

Your city is not in a good financial position. Due to reduction in personnel and revenue, the police have no way of performing traffic enforcement through radar checks. Residents of the street would have to privately pay \$50 per hour to the police department if they wanted a cruiser on their street. The only thing the police could do would be to increase their patrols from twice per day to three times per day.

You'd also prefer to not spend any money to correct this problem – but would be willing to spend \$500 per year. New street signs would cost \$100 each if purchased. One other option is to have existing street signs relocated to Mason Street from other parts of the city (this would cost nothing) – rather than purchasing new signs.

Many streets have requested the installation of speedbumps over the last year. You are strongly against speedbumps because of the problems with damaging city trucks when removing snow. Permanent speedbumps would cost about \$2,000 each. Temporary speedbumps would cost \$1,500 each and could be removed prior to the start of winter – thus avoiding the snow removal problem. You don't want to start the precedent of using temporary ones, as you feel that more and more streets would be asking for them – and it would be a lot of work installing and removing them during the year. New sidewalks would cost \$3,000. A new streetlight would cost \$1,000 and about \$200 per year for electricity.

You want the representative to walk away from the meeting feeling like the Mason Street needs have been addressed. It's imperative that they don't use the press to write about "this problem" or "your effectiveness."

Please plan for your meeting with a Mason Street resident and work out an arrangement that satisfies the Mason Street residents. On a personal level, you want to project the image that you "take actions" and "solve problems" within your community.

Student Name: \_\_\_\_\_

Negotiated with: \_\_\_\_\_

Case Study \_\_\_\_\_

### Elements of Negotiations – Worksheet

Parties	Alternatives	Interests	Options
Who are the parties?	What are our Alternatives?	What are our interests?	What are possible options?
<b>Communication</b>  What questions do we want to ask?	What are their Alternatives?	What are their interests?	
	<b>Legitimacy</b> (Standards and Norms)  What objective criteria might help us evaluate options?	<b>Relationship</b>  (A) How is it now?  (B) How would we like it to be?  What can we do to move from A to B?	<b>Commitment</b>  What topics need to be discussed before we can commit? Terms?
What messages do we want to send?  <ul style="list-style-type: none"> <li>• <b>Leverage:</b> Do you have any? If yes, what is it?</li> </ul>		<b>Strategy:</b> What will be your negotiation strategy?	What level of commitment are we willing or authorized to make at this meeting? -final agreement -schedule another meeting
<b>**Final Outcome/Terms of Agreement:</b>			