



**FOOD TRUCK
ROADBLOCK**

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Video Page



Food Truck Roadblock

Teacher's Guide

This Teacher's Guide includes the following:

- Suggested Lesson Plan
- Preview Questions
- Key Terms
- Viewing Guide
- Discussion Questions
- Activity: Who Chooses
- Quiz
- Enrichment / Integration Activities
- Answer Key
- Appendix

Suggested Lesson Plan

These materials may be used in a variety of ways. For maximum benefit, we suggest the following lesson plan:

- As a class, discuss the Preview Questions and Key Terms.
- Distribute copies of the Viewing Guide for students to use as a note-taking tool during the video.
- Play the video, pausing if needed to facilitate understanding and note-taking.
- Review and discuss answers to the Viewing Guide using Answer Key as a guide.
- Use Discussion Questions to spark class discussion, or assign these questions as homework.
- As a class or in small groups, complete the Who Chooses Activity.
- Replay the video as preparation for the Quiz.
- Administer and grade the Quiz using Answer Key as a guide.
- Optional: Assign one or more Enrichment / Integration Activities.

Food Truck Roadblock

Preview Questions

(These are meant to be read aloud by the teacher.)

1. What are your favorite kinds of food?
2. Do you like to try new foods?
3. Are there food trucks where you live?
4. Have you ever eaten food from a food truck or street vendor?
5. What is an entrepreneur?

Food Truck Roadblock

Key Terms and Definitions

Entrepreneur – a decision-maker who takes on the risk of trying innovative approaches and products and pursuing projects in the expectation of making profits

Lobbying – attempting to influence legislation on behalf of a special interest

Capitalism –an economic system characterized by a free competitive market and motivation by profit

Ordinance – a law or rule made by a local authority such as a city government

Alderman –a member of a municipal assembly or council in many jurisdictions founded upon English law.

Name: _____

Date: _____

Food Truck Roadblock **Viewing Guide, page 1**

1. This is basically our _____ on wheels. We're all entrepreneurs and small businesses.
2. If you get caught parked too close to a restaurant now, it can be a _____ fine.
3. Last year they passed an ordinance in Chicago that says you were finally allowed to _____ on trucks.
4. We want to regulate for _____, regulate for quality, but if we're over-regulating it, we're going to see people moving out of the market.
5. Chicago has ... viewed food trucks as _____ to the restaurants.
6. They're treated like criminals, rather than as productive members of the society who are creating _____.
7. Food trucks have to park over _____ feet away from anywhere that serves prepared food or drink.
8. A health violation was _____, and a food truck violation was \$2000 for parking 200 feet from a brick and mortar restaurant.
9. Food trucks are limited to be in a certain spot for _____ hours.

Name: _____

Date: _____

Food Truck Roadblock **Viewing Guide, page 2**

10. The ordinance requires them to have a _____ system on board which is a monthly fee.
11. The city doesn't have a very efficient process to get these trucks _____ and built.
12. Many of the _____ that are placed on trucks are strictly anti-competitive.
13. The ordinance was written by a _____ group for the brick and mortar restaurants.
14. _____ are the ones who are hurt...because they end up paying higher prices and having fewer options.
15. If a food truck or a restaurant goes out of _____, it should be because their food wasn't good.
16. If you can have two sandwich shops next to each other, one of them is going to do _____ than the other.
17. They want to be able to park in a legal _____ space.
18. We need to _____ open competition, and that's where we're best as a country.

Food Truck Roadblock

Discussion Questions, page 1

1. Why do mobile food vendors want to operate in Chicago?
2. What restrictions are placed on them? How do the rules and regulations make it harder for them to do business?
3. Why would restaurants oppose food trucks?
4. Should existing businesses be protected from new competitors? Why/why not?
5. If they are now allowed to do so, why don't most food truck operators prepare food on board?
6. What does it take for a food truck to get licensed in Chicago?
7. What are the expenses of starting a food truck business? Would you be willing to risk all that to start a business that may or may not succeed? What makes some people willing to take that risk?
8. What are some uncertainties related to licensing and regulations that put food truck owners' investments at higher risk? How much can they do to control these things? How would these things influence your willingness to invest in a new business?
9. Alderman John Arena says Chicago should regulate for safety. What types of regulations do this?
10. What is the difference between health and safety regulations and the other types of regulations food trucks are subject to?
11. How can health and safety regulations also benefit existing businesses over new ones?
12. Is it possible for health and safety regulations to go too far? Give examples not mentioned in the film.
13. What are some tradeoffs consumers make with health and safety? Why don't they always buy the safest car or eat the healthiest food?
14. How does competition benefit consumers?
15. How can we make sure regulations benefit consumers more than they harm them by reducing competition?
16. Why does John Arena want to encourage food trucks to do business in Chicago?

Food Truck Roadblock

Discussion Questions, page 2

17. List all of the advantages of food trucks mentioned in the film. Can you think of others? What are the disadvantages?
18. How do certain regulations make food truck vendors feel like criminals?
19. How many times higher is a food truck parking fine than a health fine?
20. Why do the food truck vendors object to the fact that parking violation fines are so much higher than health violation fines?
21. Why might restaurants consider food trucks to be “unfair competition”?
22. How are the food truck regulations in the interest of restaurant owners?
23. Should a business always promote its interests? Is it right for a business to push for laws designed to benefit it? What about opposing laws that will hurt it?
24. Why wouldn't politicians be likely to pass a law you wrote to benefit you personally, the way they did for the restaurant lobbying group? Why are politicians so much more likely to respond to pressure from organized groups?
25. What makes it easy for some groups to organize themselves politically? What makes certain groups willing to do so?
26. Why is it hard for consumers to organize themselves into a group? When a group organizes to represent consumers, does that mean they speak for all the hundreds of millions of consumers?
27. What motivates politicians—what are their interests? Should politicians—and voters—consider things other than their own interests when they take political actions? If so, what should they take into account?
28. If it results in restrictions on competition, should lobbying be banned? What would happen if we tried to do so? What Constitutional issues would be involved?

Food Truck Roadblock **Activity:**

Who chooses? Who benefits? Who pays? What's fair?

[These four questions can be a useful tool for evaluating any policy or system. Posing the questions is a great way to stimulate critical thinking.]

As a class, or in small groups, discuss the following:

(For each question, think broadly about all the possible people or groups of people who may be affected, and remember there may be non-monetary costs and benefits.)

- In Chicago, who chooses where food trucks operate? Who benefits from this decision? What are the costs of this decision, and who all bears these costs?
- Besides consumers, and the business itself, whose choices help determine the success or failure of a business?
- Without regulation, whose choices would determine where a food truck operated? Who would determine whether it stayed in business? Who would pay for these choices?
- Generally speaking, is it better for people bearing the cost of a decision to be the ones making the decision, or for others to make the decision? Explain.

Name: _____

Date: _____

Food Truck Roadblock Quiz, page 1

1. Food trucks in Chicago are not allowed to park within _____ feet of a restaurant.
 - A) 20
 - B) 200
 - C) 2000
 - D) 2500

2. In Chicago, a food truck parking violation fine is _____.
 - A) \$25
 - B) \$250
 - C) \$2000
 - D) \$5000

3. Food trucks in Chicago are limited to be in a certain parking spot for _____.
 - A) one hour
 - B) two hours
 - C) four hours
 - D) eight hours

4. A law or rule made by a local government authority is _____.
 - A) an ordinance
 - B) an entrepreneur
 - C) lobbying
 - D) none of the above

5. Food truck owners have to go through a lot of red tape to get _____.
 - A) licensed
 - B) customers
 - C) employees
 - D) supplies

Name: _____

Date: _____

Food Truck Roadblock **Quiz, page 2**

6. Chicago's food truck ordinance was written by _____.
- A) concerned citizens
 - B) city council staff
 - C) a restaurant lobbying group
 - D) health and safety advocates
7. When competition is restricted, consumers get _____.
- A) lower prices and more options
 - B) lower prices and fewer options
 - C) higher prices and more options
 - D) higher prices and fewer options
8. What was the recent rule change for Chicago's food trucks?
- A) They are now allowed to cook on board.
 - B) They are now allowed to park in one spot all day.
 - C) They no longer have to have GPS monitoring.
 - D) They no longer need to get a license.
9. Some of the rules and regulations in Chicago make food truck operators feel like _____.
- A) children
 - B) criminals
 - C) animals
 - D) job creators
10. Which of the following do food trucks offer?
- A) increased consumer choice
 - B) convenience
 - C) job creation
 - D) all of the above

Food Truck Roadblock

Enrichment / Integration Activities, page 1

- I. **Small Group Project: Business Plan.** Working as a group, come up with an idea for a food truck business. Decide what type of food you will sell, how you will set your prices, what supplies and equipment you will need, and what your marketing strategy will be. Create a plan for making the business happen. How much money will you need? Write a two-minute pitch promoting your idea to investors. Present your pitch to the class. Using play money, let class members choose which business to invest in.

- II. **Research Project: Competition and Protectionism.** Find out what the rules are for food trucks in your area or the nearest city. Are food trucks allowed? What legal restrictions are placed on them? Divide the class into small groups and have each group select a different city and find out what their laws are for food trucks. As a class, compare your findings. Which cities have the least restrictive and most restrictive laws?

- III. **Math Problem: Recipes.** Choose a recipe from the Appendix or another source. Calculate quantities for each ingredient if you needed to double the recipe. Now calculate quantities if you cut the recipe in half. Finally, calculate quantities for making one and a half times the original recipe.

- IV. **Debate: Parking Restrictions for Food Trucks.** Hold a mock city council meeting with nine students acting as council members and the remaining students as concerned citizens. Have three council members present their case in favor of restricting food trucks to a certain time and place or distance from restaurants. Have three other council members then argue for no restrictions on food truck parking as long as they use legal parking spaces. Each side should present evidence and reasoning to support its case. Set a three minute time limit for each side's presentation. Then open the meeting to questions and comments from the citizens, who may direct their questions to council members on either or both sides of the debate. Council members may also question other council members at this time. After allowing sufficient time for all voices to be heard, end the debate and have the council vote on the issue. Give students a short writing assignment to express their views as to whether the process and outcome were fair, and why.

Food Truck Roadblock

Enrichment / Integration Activities, page 2

- V. Consumer Math: Menus. Using a menu from the appendix or another source, select three or more items you would like to purchase for a meal. How much will the meal cost? Now recalculate the total including a 6% sales tax. Next, calculate a 20% tip based on the pretax total. What is your final total cost including tax and tip? If you pay with a \$50 bill, how much change will you receive? Recalculate with a 15% tip.
- VI. Essay/Discussion/Debate Topic: Big Brother is Watching You. Where does this phrase come from? What does it mean? How does the GPS monitoring requirement for Chicago food truck operators evoke the idea of Big Brother? What are the issues at stake? What other events in the news recently have raised similar issues? Are these concerns valid? Explain your reasoning.

Food Truck Roadblock **Viewing Guide Answer Key**

1. company
2. \$2000
3. cook
4. safety
5. competition
6. jobs
7. 200
8. \$250
9. two
10. GPS
11. licensed
12. restrictions
13. lobbying
14. Consumers
15. business
16. better
17. parking
18. allow

Quiz Answer Key

1. B) 200
2. C) 2000
3. B) two hours
4. A) an ordinance
5. A) licensed
6. C) a restaurant lobbying group
7. D) higher prices and fewer options
8. A) They are now allowed to cook on board.
9. B) criminals
10. D) all of the above

Food Truck Roadblock

Appendix

Homemade Applesauce

- 5 firm and sweet apples (Honeycrisp, Braeburn, Gala), peeled and cored.
- 1 cup apple cider
- 2 Tbsp butter
- 2 Tbsp. brown sugar
- 1/4 cup honey
- Juice and zest of 1 lemon
- 1 cinnamon stick
- 2 star anise

Dice the apples into medium chunks and heat the butter over medium hot in a 4 quart pot. When the butter is melted add in the diced apples and stir gently till softened, about 4 minutes. Add in the rest of the ingredients, reduce heat to low and simmer until the apples are softened and most of the liquid evaporated. If a smooth applesauce is desired, use a stick blender to puree the apples to your desired consistency.

Homemade Applesauce Recipe Compliments of Sarah Weitz & The Fat Shallot www.thefatshallot.com

Quick Beef Casserole

- ½ pound lean ground beef
- 1 cup onion, chopped
- 1 cup celery, chopped
- 1 cup green pepper without seeds, cubed
- 3½ cups tomatoes, diced
- ¼ teaspoon salt
- ½ teaspoon black pepper
- ¼ teaspoon paprika
- 1 cup frozen peas
- 2 small carrots, diced
- 1 cup uncooked rice
- 1½ cups water

In a skillet, brown the ground beef and drain off the fat. Add the rest of the ingredients. Mix well. Cook over medium heat and cover skillet until boiling. Reduce to low heat and simmer for 35 minutes. Serve hot. Yield: 8 servings

Chickadillo (Chicken Picadillo)

- 1 pound chicken breast, boneless, skinless, cut into thin strips
- 2 teaspoons olive oil
- 1 large yellow onion, finely chopped
- 1 medium green pepper, finely chopped
- 1 medium red pepper, finely chopped
- 3 cloves garlic, mashed
- ½ cup no-salt-added tomato sauce
- ½ cup low-sodium chicken broth
- ½ cup fresh lemon juice
- ½ cup water
- ¼ teaspoon ground cumin
- 2 bay leaves
- ¼ cup golden raisins

Garnishes

- fresh cilantro leaves
- 1 tablespoon capers, drained
- 2 tablespoons green olives, chopped

Heat the olive oil in a large skillet over medium heat. Add onion, peppers, and garlic, and saute until vegetables are soft, about 5 minutes. Add chicken and stirfry for another 5 to 10 minutes, until chicken has cooked through. Add tomato sauce, chicken broth, lemon juice, cumin, bay leaves, water, and raisins to vegetables and chicken. Cover pan and reduce heat. Simmer for 10 minutes or until chicken is tender. Remove bay leaves and serve with brown rice and black beans. Garnish with fresh cilantro, capers, and olives. Yield: 6 servings

Fresh Salsa

- 6 tomatoes, preferably Roma (or 3 large tomatoes), diced
- ½ medium onion, finely chopped
- 1 clove garlic, finely minced
- 2 serrano or jalapeño peppers, finely chopped
- 3 tablespoons fresh cilantro, chopped
- juice of 1 lime
- ⅛ teaspoon oregano, finely crushed
- ⅛ teaspoon salt
- ⅛ teaspoon pepper
- ½ avocado (black skin), diced

Combine all of the ingredients in a glass or stainless steel bowl. Serve immediately or refrigerate and serve within 4 or 5 hours. Yield: 8 servings

Quinoa and Black Bean Salad

- ½ cup dry quinoa
- 1½ cups water
- 1½ tablespoons olive oil
- 3 tablespoons lime juice
- ¼ teaspoon cumin
- ¼ teaspoon ground coriander (dried cilantro seeds)
- 2 tablespoons cilantro, chopped
- 2 medium scallions, minced
- 1 can (15 ounces) black beans, rinsed and drained
- 2 cups tomato, chopped
- 1 medium red bell pepper, chopped
- 1 medium green bell pepper, chopped
- 2 fresh green chilis (or to taste), minced
- black pepper (to taste)

Rinse the quinoa in cold water. Boil water in a saucepan, then add the quinoa. Return to boil, then simmer until the water is absorbed, 10 to 15 minutes. Cool for 15 minutes. While quinoa is cooking, mix olive oil, lime juice, cumin, coriander, chopped cilantro, and scallions in a small bowl, and set aside. Combine chopped vegetables with the black beans in a large bowl, and set aside. Once quinoa has cooled, combine all ingredients and mix well. Cover and refrigerate until ready to serve. Yield: 6 servings

Baked Meatballs

- ¼ cup onions, minced
- 1 tbsp vegetable oil
- 2 pounds lean ground beef
- 2 eggs
- ¾ cup bread crumbs
- ½ cup whole milk
- 1/8 tsp salt
- 1/2 tsp pepper
- 2 tsp onion powder
- 1/2 tsp garlic powder

Preheat oven 400° F. Grease baking sheet lightly with oil. Add 1 tablespoon oil and onions to small skillet. Cook over medium heat, until tender, about 3 minutes. Mix remaining ingredients together in bowl; add onions. Mix until blended, using a large serving spoon. Shape beef mixture into 1- to 2-inch meatballs; place on baking sheet. Bake until thoroughly cooked, about 10-12 minutes. Yield: 8 servings.

Southwestern Salad

- 1/2 cup beef mixture
- 1/2 cup lettuce and cheese mixture each
- 1/2 cup onions, chopped
- 1 pound lean ground beef
- 1 tbsp chili powder
- 2 tsp dry oregano
- 1/2 tsp ground cumin
- 1 cup canned kidney beans, red, drained
- 1 15-ounce can chickpeas (garbanzo beans), drained
- 1 medium tomato, diced
- 2 cups lettuce
- 1/2 cup cheddar cheese

Cook ground beef and onions in a large skillet until the beef no longer remains pink. Drain. Stir chili powder, oregano, and cumin into beef mixture; cook for 1 minute. Add beans, chickpeas, and tomatoes. Mix gently to combine. Combine lettuce and cheese in large serving bowl. Apportion lettuce and cheese onto 4 plates. Add 1 cup of beef mixture on top of lettuce and cheese. Yield: 4 servings.

Potato Soup

- 3/4 cup (1 medium) onion, chopped
- 4-1/2 cups potatoes, peeled, diced
- 1 tbsp margarine
- 3 tbsp flour
- 1 quart whole milk

Place onions and potatoes in sauce pan. Cover with water and bring to boil. Simmer until soft, about 10 minutes. Drain. Melt margarine in saucepan. Add flour and stir until smooth. Heat to thicken. Add onions and potatoes to milk mixture, and heat to serving temperature. Yield: 8 servings.

FOOD TRUCK MENU

Space Guacamole	Sm. 3.00	Lg. 6.75
Two (2) Tamales	8.00	
Calzone	7.00	
Chopped Salad	8.00	
Cupcake	3.42	
Dark Chocolate Fudge Brownie	3.00	
Shrimp Po'Boy	11.00	
Grilled Cheese	7.00	
French Fries	3.25	
Caprese Sandwich (with chips & drink)	9.00	
The Melt (with chips & drink)	10.00	
BLT	10.00	
Mac & Cheese	4.00	
add Bacon	1.00	
add Bacon & Jalapenos	2.00	
add Roasted Chicken	2.00	
Chips	1.00	
Drinks - Soda / Water	2.00	

Restaurant Menu

Soups

Soup of the Day	2.95 / 4.95
Seafood Chowder	5.95 / 7.95
Lobster Bisque	5.95 / 7.95
French Onion	3.95 / 5.95

Starters

Buffalo Wings or Tenders	6.95
Mozzarella Sticks	4.95
Battered Popcorn Shrimp	8.95
Onion Rings	4.95
Sweet Potato Fries	4.95

Drinks

Soft drinks	2.25 / 3.50
Lemonade	2.95
Ice Tea	1.95
Milk	2.95
Coffee / Tea	1.95

Salads

Greek Salad	7.95
Fresh spinach, crisp romaine, tomatoes, and Greek olives, with a feta-walnut dressing.	
Spinach Salad	7.95
Fresh spinach with mushrooms, hard-boiled egg, and warm bacon vinaigrette.	
Caesar Selections	
Plain	7.95
With Chicken	8.95
With Shrimp	9.95
With Lobster	15.95
With Grilled Sirloin	13.95
With Crab Cake	11.95

Desserts

Ice Cream	2.95
Chocolate Mousse	4.95
Apple Cobbler	5.95

Specialty Sandwiches

Crab Cake Sandwich	7.95
A delicate crab cake served on a toasted roll with lettuce and tartar sauce	
Tuscan Grilled Chicken Panini	8.95
Grilled chicken with provolone, artichoke hearts, and roasted red pesto on grilled rosemary focaccia	
Southwest Turkey Club	7.95
Sliced turkey on a toasted roll with bacon, lettuce and tomatoes and avocado-ranch dressing	
Mediterranean Turkey Panini	8.95
Roast turkey on grilled rosemary focaccia with a spinach-artichoke cheese sauce	
Pulled Pork Sandwich	6.95
Our slow-roasted pork simmered in tangy BBQ sauce and served on a toasted roll with cheddar cheese	
Tuna Melt	5.95
Your choice of bread with tuna salad and cheddar cheese finished on the grill	
French Dip	8.95
A toasted sub roll with shaved prime rib and a cup of French onion soup for dipping	
BLT Sandwich	4.95
Enough said.	
Build your own sandwich	5.95
Your choice of sliced turkey, prime rib, ham, or tuna with your choice of cheese	
Soup and Sandwich or Salad	5.95
Your choice of our Soup of the Day with a ½ sandwich or a small salad	

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