

# DIAGNOSTICS

BEFORE YOU JUMP INTO ACTION, CONSIDER YOUR STARTING POINT,  
AND FIND HELPFUL ALLIES TO PREPARE AN ACTION PLAN





# THIS WORKSHEET – AN INTERACTIVE TOOL – IS YOUR START ON A BEAUTIFUL JOURNEY

THERE ARE MANY WONDERFUL DESTINATIONS AHEAD,  
BUT FIRST WE SUGGEST YOU TAKE A CAREFUL LOOK AT  
WHAT YOUR INTERESTS AND OPTIONS ARE, WHERE YOU  
WANT TO GO, AND WHAT YOU NEED TO GET YOU THERE.

WORK THROUGH THIS CAREFULLY, AS IT WILL HELP YOU  
IDENTIFY THE BEST POSSIBLE ORIENTATION TO CARRY  
FORWARD ALL THAT YOU SEEK TO ACCOMPLISH.

Since everyone has different needs and demands, operational setups, collaborators, or teams, as well as different available opportunities, it is best to first determine the right starting point before pushing the pedal “full speed ahead.”

The first step is to take stock of your current situation, the resources and support that are available to your disposal. Second is to come identify key persons and people that are willing to work together to build towards a single objective. The third is the most important for it puts your goal and dream into the practical world, connecting it to the system in place (governments, other organization’s and public readiness).

Each of the sections contain around 6 - 8 questions addressing different aspects of what is required to get started. After you complete these and chose your answers, make sure that you have them easily accessible and be ready to go to the next step called “Framing Actions & Goals”

Work through the sections, and don’t forget to note down your answers.

By the end of this exercise, you will have a complete set of meaningful and well-organized specifications to help you plan forward. Do this together with your group, unless you are starting out solo. Incase some of the options for each of the questions does not accurately represent your opinion or situation, then write down your answer.

STEP 1 – GETTING STARTED



STEP 2 – YOUR PEOPLE



STEP 3 – YOUR OPTIONS



FRAMING ACTIONS & GOALS

# STEP 1 - GETTING STARTED

## 1. Which of the following best describes you?

- ☐ I'm an individual, seeking to do something interesting but don't have a group to brainstorm with
- ☐ We are a small group of individuals who want to create big impact
- ☐ I am part of a larger organization/company

## 2. Starting something new?

- ☐ I/We want to start a new group dedicated to carfree and related topics
- ☐ We are an active group involved in other fields, but would like to work on carfree/mobility topics
- ☐ Our group actively works on carfree topics, and are open to taking on new ideas/projects

## 3. How deep can you dive?

- ☐ I/We want to incorporate the carfree/mobility topic as one of our many themes
- ☐ Carfree/mobility is the chief topic we would like to work on
- ☐ Open to different opportunities and will take it forward as it develops

#### **4. Voluntary or paid projects?**

- ☐ Committed to putting in dedicated volunteer work
- ☐ Paid professional projects only, or a regular salaried job
- ☐ A combination of both: paid projects and voluntary hours

#### **5. Funding needs**

- ☐ We'll need to spend a lot of time securing funding for our work
- ☐ Funding is great (when it's there), but we can work away just the same
- ☐ Doing fund-raising would take away time for activities

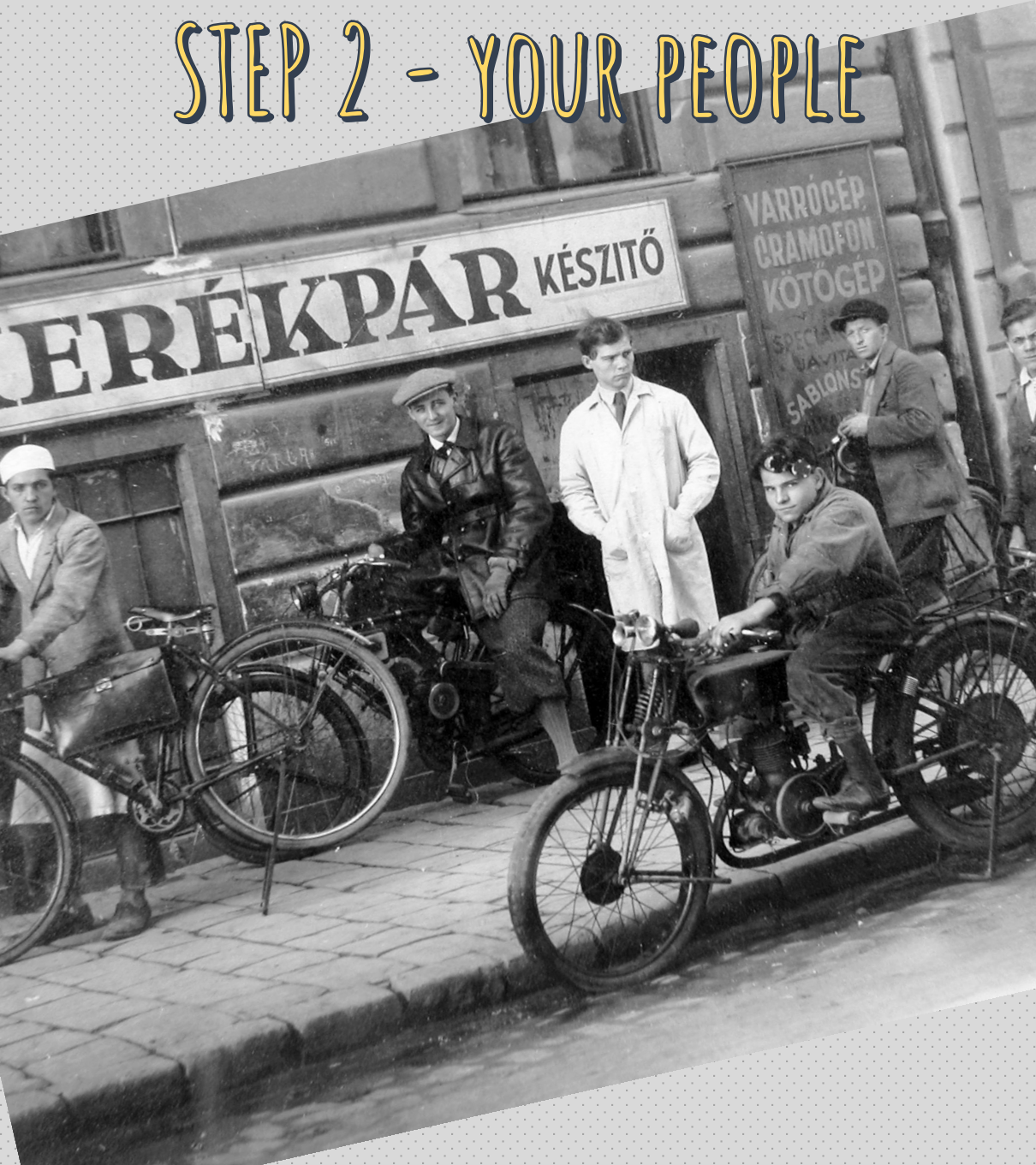
#### **6. Level of effort**

- ☐ Full-time dedication to carfree and related topics
- ☐ Happy to make this the main work profile, but it depends on funding or other issues
- ☐ Will always be just a part-time gig

#### **7. Resources**

- ☐ We have all the technology, office space, and equipment needed
- ☐ We can do what we need to do, but we're running a tight organization
- ☐ Before we can have much impact, we need to develop our capacity

# STEP 2 - YOUR PEOPLE



### **1. Your Core Team**

- ☐ We are a close-knit group and are all on the same page
- ☐ We work well together, but still have to agree on our mission and goals
- ☐ Core team? Sounds like a nice idea

### **2. General support**

- ☐ We have a strong support system, including affiliated organizations, mentors, supportive friends, and the wider network
- ☐ We are aware of organizations, but don't know how to approach them
- ☐ It's just us against the world, baby!

### **3. Skills and competencies**

- ☐ We are technically skilled, but fewer organizational skills
- ☐ We have a mix of technical and skilled organizers
- ☐ We are great at organizing but need to get external technical support

### **4. Knowledge of the subject**

- ☐ We have a background in Urban planning, Sustainable mobility, etc.; and have prior knowledge or experience of carfree cities
- ☐ We have a fairly good understanding of carfree and urban topics, but acquired it recently
- ☐ This is a completely new area, but I/we are eager to learn

### **5. Your crowd**

- ☐ We are well known, with a sizable social media following
- ☐ People know us, but we haven't spent much time and efforts to reach out
- ☐ We are still unknown



# STEP 3 - YOUR OPTIONS

## 1. Who are you targeting?

- ☐ Our plan is to reach policy makers, city officials, and government
- ☐ We want to work with public, raise awareness & generate behavior change
- ☐ We need to address both decision-makers and the wider public

## 2. Is the government on your side?

- ☐ The government is quite supportive to public actions and requests
- ☐ If we can be convincing enough, the government may just listen
- ☐ Working with the government is challenging and often not fruitful

## 3. How ready are the people for your message?

- ☐ We feel people in our country/region are open to new ideas
- ☐ There maybe a lot of support, as well as pushback from different groups
- ☐ Most of our encounters with the wider public leave us frustrated

## 4. How far are you ready to go?

- ☐ We are passionate to see the whole city become carfree
- ☐ We want substantial change in our city, starting with small steps
- ☐ We want to something small, within our capacity

## **5. What needs to be changed?**

- ☐ The city is a mess: Chaos of cars and traffic must go, making more space for pedestrians and cyclists
- ☐ Our city is relatively organized, but it still has a long way to go
- ☐ Our city does support and practice sustainable mobility, but it is still too car-oriented

## **6. What are your cross-cutting issues?**

- ☐ We are focused on neighborhood public space and community resilience
- ☐ Carfree meets cycling activism and active mobility
- ☐ Carfree and climate change, environmental topics
- ☐ Mobility justice, environmental justice, fair and democratic societies
- ☐ Not sure. There a lot of worthwhile causes out there

## **7. What do you want to do?**

- ☐ Contribute to big awareness-raising campaigns & media work
- ☐ Lobby the city to change the transport policy and support carfree streets
- ☐ Provide consulting and advisory support on carfree topics
- ☐ Provide workshops, training and local educational programs, and further activities
- ☐ All of the above or a healthy mix of multiple activities

# FRAMING ACTIONS & GOALS



Now that you have thoughtfully gone through the diagnostic steps and determined your basic structure and design, there are a few more things to work through in order to be completely ready to go! These are mainly fun steps, and we hope you will enjoy the process. They are however quite important, so be sure to spend time on them.

## 1 Understanding your profile targets

Do the answers that you gave to the questions correspond to the place you want to be, or are they simply a snapshot of where you are at the moment? *For example*, if you don't currently have a big following (social media or otherwise) but realize that this would be beneficial, then take the time to figure out where you want to be in a year's time. What is the answer that best fits your needs or wishes? If you have aspirations that go beyond your current situation, make a note of them, and calculate this into your goal planning.

## 2 Do a situation analysis

A "Situation Analysis" is to cautiously and mindfully take note of the environment and all other relevant factors that will impact your action plan. Don't let this occupy more of your time than needed. For a thorough analysis, you could spend a month or two with it, but you can surely get the basic information and understanding in a day or two, or even a matter of hours. The result should include an up-to-date picture of your city (central parts, and the outer neighborhoods too). Map out the bright spots & problem areas based on your plan of action and make sure to work with current developments and future proposals too.

## 3 Do a stakeholder analysis

Make a full list of all the people, organizations, and institutions that are in your area and that connect in some way to your work or any aspect of your town's development and narrative. Be sure to think of every person or group who may have an interest in what happens around you. This includes both people who have something to say or contribute, people whose needs should be met, and people or organizations/companies likely to oppose you.

## 4 Picture the future - prepare a Dream List

Take yourself out of the picture for the moment. Just imagine the world you want to be in; imagine the city that you would like to live in and all the amazing things that it can offer. Don't hesitate to dream the impossible. Once you've done this step, set it aside for reference and populate a long list of things that you want to do in your town. Be sure to check out the Action Ideas sheet (in the Toolkit) and consider all of the creative ways you could become engaged in your work. No idea is too big or too far-fetched. You'll have time later to narrow things down.

## 5 Choose your top goals

Now that you have done all this, you get to decide what you want to prioritize. Here it is essential that your whole team is on board. Be both bold and realistic in what your top 3 goals are, and thus which activities you will pursue. If a decision on your preferred route of action boils down to your passions versus what seems more rational, then do what you think is right, but don't suppress your passion!

## 6 Lets Get Planning

If you have made it this far and have also made lists and notes during all the previous steps, you've come a long way. Now you just have to plan what you want to do. Just kidding. While you are pretty much ready to go - and by all means do get started - sooner or later you'll want to add these important documents to your inventory:

- ✓ mission - one sentence that defines and captures the essence of why your organization exists
- ✓ action plan - a detailed plan of action and activities for the year, with dates and deadlines
- ✓ bylaws/statutes - important rules that will ensure your organization is protected from outside influence and will stay true to its mission for years to come
- ✓ definition of roles - here you can list the roles and responsibilities of each member

have regular team meetings but also longer team retreats. Spending a full weekend together twice a year makes a lot of sense. If at all possible, rent a B&B or chalet somewhere in the countryside, to get out of your home environment for that period.

## Good luck!

*As with all of our materials, we welcome feedback, and we are also available to support you with advice and answers to your quest*

FOR MORE INFORMATION VISIT OUR WEBSITE [WWW.CARFREEALLIANCE.ORG](http://WWW.CARFREEALLIANCE.ORG)  
OR WRITE TO US AT [DOWNTOWN@CARFREEALLIANCE.ORG](mailto:DOWNTOWN@CARFREEALLIANCE.ORG)

