

FOR ALLIES OF CARFREE CITIES ALLIANCE

ORIENTATION GUIDE

BUILD BACK BETTER CITIES CAMPAIGN



A BIRD'S EYE VIEW FOR PLANNING YOUR CAMPAIGN

DEAR ALLY,

We are excited to have you on board as part of our Build Back Better Cities Campaign! This document provides a starting point for the campaign and covers a number of important things to be aware of as we go forward.

We highly recommend reading through this orientation document with your team, or making sure that everyone has read it, as you start building up your campaign, going through each of the steps as described below.



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CAMPAIGN PHASES AND RESOURCES

Phase	Step	Description	Resources
Phase I - Getting started	Step 1 An idea is born	Getting in touch, scheduling a call, new information	<ul style="list-style-type: none"> • CCA website • The Case for Action • Campaign brochure
	Step 2 Consultation and outreach to allies	Closer look at campaign structure, start to build core team	<ul style="list-style-type: none"> • Campaign orientation guide
Phase II - Structuring your campaign	Step 3 Diagnostic process	Review local conditions, then potential activities and approaches	<ul style="list-style-type: none"> • Diagnostic tool • Projects catalogue
	Step 4 Campaign blueprint	Sketching out campaign vision and goals, action plan	<ul style="list-style-type: none"> • Campaign Setup guide
Phase III - Getting launch ready	Step 5 Materials	Preparing materials: media items, flyers, printing, etc.	<ul style="list-style-type: none"> • Campaign toolkit • Media and materials
	Step 6 Web page	Building campaign website, fine-tune strategic approach	<ul style="list-style-type: none"> • Your own city campaign web page
Campaign launch	Step 7 Launch!	Official launch, organize local events, lobby	<ul style="list-style-type: none"> • Announcement and release on social media, local/national media
Ongoing campaign	Step 8 Monitor progress	Campaign in high gear, lobbying, local events, international solidarity	<ul style="list-style-type: none"> • Update web page • Seek/identify/ utilize additional resources

PART 1

WHAT IS THE BIG IDEA BEHIND THIS CAMPAIGN?

The spirit of this campaign is nothing less than calling for a full culture shift in how our cities work, how transport is structured and how people and communities live in cities. The campaign targets specific physical impacts, such as reducing car use or pedestrianizing public space. In particular, carfree streets and squares should be an essential element of any campaign. But we also believe that **now is the right time to change the mindset and the culture of mobility**. We would like to influence the public narrative in such a way that more and more people - politicians, planners and experts, journalists, educators, and residents - all call for a radical shift away from car-dominated cities to sustainable communities and livable streets.

CCA is launching a global campaign that calls for cities everywhere to make bold changes - see the section below: Mobility Culture Shift. While the overall campaign is global, it includes many local campaigns that are actively carried out in cities throughout the world.

During the course of the campaign, local organizers such as yourself will not only take part in an incredible experience of challenging your city to implement transformative change, but you will also be a part of a greater network of campaigners and change agents, and be able to learn from one another, enrich your professional network, and make new friends.

PART 2

WHAT IS AT STAKE?

Cities will change and will be different in the future. This is a fact. The question is, are we going to exert our influence and help change things in a positive direction? There are best-case and worst-case scenarios. Often, whether things get better or worse depends on having forward-thinking decision makers at the right time and place AND having citizen pressure groups and advocates who take a stand. **Here and now, this is our time to take a stand!**

Some industries and lobby groups would like to promote a future of electric vehicles and self-driving cars -- systems that will require even more use of public space for transport systems than now.

This is not the future that we want. On the other hand, during the COVID-19 pandemic, a number of cities have shown exemplary leadership and created wonderful new infrastructure for pedestrians and cyclists. A lot has happened in Europe: Paris closed off a major road, Rue du Rivoli, to car traffic. Berlin and Budapest have added numerous pop-up bicycle lanes, and many hope they will become permanent. Brussels has reorganized its entire downtown into pedestrian and bicycle zones. Rotterdam replaced parking places with picnic benches.

Other parts of the world have shown hopeful signs as well: Toronto has allowed restaurants to expand into what was car parking space so that people can eat safely outdoors; cities from Kampala, Uganda to Oakland, California and Mexico City have all taken steps to take the crisis as a starting point for introducing positive measures. There are many more examples that you can read about in our best practices guide.

The question is: what do you want to see happen in your city?

PART 3

HOW DO WE LAUNCH OUR OWN LOCAL CAMPAIGN?

At CCA, we have prepared a wealth of materials to support the launch and running of campaigns, and we are committed to doing our best to help each campaign succeed. Thus, you don't need to start from zero - we've worked out a **basic campaign framework**, with tools and guidance to get started. All of that is covered extensively in our Campaign Set-up Guide. CCA is eager to stay connected to each local campaign and provide guidance and support where possible.

The starting point is a conversation between CCA and your group. Following that conversation will be an internal discussion and strategy build-up that your group develops, together with a diagnostic step that serves to better illuminate the local conditions and opportunities. The big task is to decide on your main goals. **These campaign goals should set out your big planned achievement** - the thing that you will work towards achieving in these next months, and which will provide you with inspiration to work hard and to achieve something meaningful and transformational.

Beyond that, CCA provides each ally with a **local campaign page** on the CCA campaign website to develop and use as a basis for operations. This has also been carefully prepared and is designed to be flexible for the needs and content of each local campaign. You are naturally welcome (and encouraged) to make use of your own organization's website. Using the CCA campaign website, your own website, and conventional and social media together will provide maximum exposure and functionality for the campaign.

PART 4 WHAT IS THE CAMPAIGN GOAL?

You will decide the specific goals of your campaign in the course of working through the diagnostic process and spending time on strategy discussions, both within your group as well as with other supporters, partners and allies in your area. In the Build Back Better Cities campaign, the coordinators of a local campaign in each participating city decide on a primary campaign goal, which may include several supporting goals. These function as an equivalent to a **public demand of the city government to enact concrete measures of change.**

When you put forward your campaign you naturally hope that it will resonate with the public and with the decision-makers. There are a number of ways to measure the results of the campaign. While there are several intermediate stages of success, a major milestone would be if your city officials **commit to implementing** at least some of the measures you have called for.

While your own original ideas are fully welcome, CCA has prepared a **full list of adoptable measures (or projects)** that any city could implement and which would bring about a direct and significant level of change. The right mix of measures can be identified and included in the campaign geared for your city. At the same time, we want there to be a recognizable, consistent, and unifying theme to the campaigns. Thus every campaign should have a clear connection to the **goal of reducing the number of cars in our cities.** Naturally, the carfree dimension, with many possible variants, will play a role in most campaigns (see the next section).

We are available to discuss your goals with you. You can read more about choosing your campaign goals in the Campaign Set-up Guide.

PART 5 A BASIC CAMPAIGN BUILDING BLOCK - CARFREE STREETS

There is a wide variety of campaign goals that you could choose, all of which connect to reducing the car culture in our cities. As stated, every campaign should include specific measures that will reduce the overall volume of driving or car trips.

That is one thing that sets CCA apart from other organizations. Many cycling organizations support the spread of cycling, or public transport organizations seek to protect the rights of the transport user - both of which are goals that CCA wholeheartedly supports. However, CCA insists that **we will never be able to give cyclists the space they need, or make public transport fully robust, without also reducing the volume of driving in cities.** Thus, specific measures need to accompany the pro-pedestrian, pro-cycling and pro-public transport actions, such as reducing or eliminating road space for cars and giving space back to people. This can be called **carfree conversion** or **reclaiming space from cars.**

The many wonderful ways of providing carfree space for citizens - possibilities that you can directly include in your campaign - which are described in our campaign support materials.

PART 6 MOBILITY CULTURE SHIFT

The time is now ripe for a full mobility culture shift. While so much of the world is in upheaval, we've had glimpses of what is possible. As mentioned above, some progressive city governments have already taken positive steps. We need more of those, now and in as many places as possible. The cities that today embrace a mobility paradigm shift will end up in a far superior place tomorrow - with a healthier population, a cleaner city, happier residents, and a more resilient community, with nature and the local economy both in a better state.

CCA is introducing **Mobility Culture Shift** as a framework for long-term change in cities. This is offered in conjunction with the Build Back Better Cities campaign, and may be integrated with the campaign goals.

The Mobility Culture Shift is an approach that seeks to get cities to commit to long-term systemic change and then tracks the progress. CCA is convinced that there are plenty of cities around the world that are willing to embrace sustainable change. However, in many cases local governments need their citizens to call for this change; local governments and resident groups may also need our guidance. CCA would like to work with our allies (you!) to help cities develop a long-term strategy that involves fundamentally changing the mobility system.

PART 7 NO SUCCESSFUL CAMPAIGN WITHOUT PUBLIC SUPPORT

Finally, it must be stressed that every successful campaign needs to have the support base of the local residents. When the government is asked by a group to consider a series of proposals or calls for change, the chances that the government will listen and take the necessary steps are far greater if the broader public is also calling for the same changes.

That is why every local campaign design should have a built-in component of reaching out to local citizens, providing educational/informational support, seeking their participation and winning them over to the goals that we all share. Thus a signature campaign/petition is built into the campaign website, while other features that develop a citizen support base will be an additional boon to your campaign. More of that is to be found in the campaign toolkit.

LET THE FUN BEGIN!

We are very excited to have you as our ally and we're rolling up our sleeves to get to work. There is no knowing what successes await us at the end of this journey, but there is one way to find out - by boldly going where others fear to tread.

The CCA team is committed to cooperation, transparency, fairness, and values fundamentally connected to sustainability and the greater wellbeing of all.

Three cheers and a warm welcome from the CCA campaign team:

Debra, Ritwajit, Justin, Nidhi, and Shail