



# ACTION #2

## TALKING POINTS

A HANDY COLLECTION OF IMPORTANT ISSUES AND TOPICS THAT  
SHOULDN'T BE SWEEPED UNDER THE RUG





WHENEVER YOU SIT DOWN WITH DECISION-  
MAKERS, GOVERNMENT REPRESENTATIVES,  
KEY ALLIES, OR ANY OTHER STAKEHOLDER IN  
YOUR ENVIRONMENT, IT IS IMPORTANT TO  
BE WELL EQUIPPED WITH KEY TALKING POINTS.  
THESE ARE FUNDAMENTAL ISSUES AND IDEAS  
THAT ARE IMPORTANT TO YOU, AND YOU  
WANT TO BE ABLE TO SHARE THESE.

## Leading questions help to focus the conversation

Every topic is structured around a series of questions that can serve to focus the conversation. These are penetrating questions that you can ask. The questions may of course point directly at shortcomings with the current situation. It is very helpful to have a number of facts and good ideas ready to share, once you have the attention of the person you are talking with. For data concerning your local area, you will need to collect this and have it at your disposal. For useful and intriguing facts from around the world, consult the Fun Facts sheet, available in the Toolkit.

Apart from these talking points, an excellent place to start is the Carfree Cities Manifesto, with 15 carefully prepared and elaborated points.

As far as possible, discuss your approach first within your team, anticipating any questions or possible objections before you go to an important meeting or call up a government office.

**Cross-cutting issues:** The following broad themes include a number of sub themes that are treated in the subsequent section. The cross-cutting issue display is good for quick reference, especially when you need to focus on one particular theme at a time.

### SAFETY

- child friendly
- inclusiveness
- road safety &
- vulnerable populations
- Public places
- traffic reduction

### HEALTH

- road safety
- child friendly
- green city
- air quality & noise levels
- Exercise & happiness

### ENVIRONEMENT

- green city
- meeting places
- air quality
- noise levels
- local business

### PLANNING

- meeting places
- green city
- road safety
- inclusiveness
- traffic reduction

# THEME 1: INCLUSIVENESS

*Are all relevant languages present on signs and wayfinding?*

How well does my city serve all its different kinds of people??

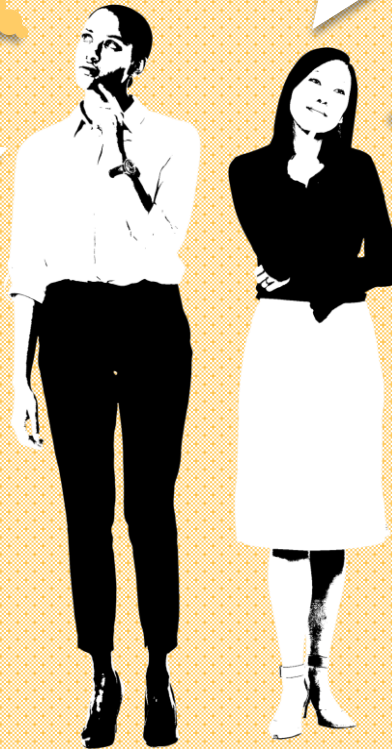
Do women feel comfortable and catered to throughout the city?

Is our city inviting of diversity??

Are the needs of visitors and tourists catered to?

Are all minority groups well served?

Does local planning follow the 8-80 rule - namely that a truly sustainable city will be easy for 8-year-olds and 80-year-olds alike to navigate and feel safe in?



# THEME 2: CHILD-FRIENDLY







*I wish the maps at the Bus stop were lower so I can read them on my own!*

## How child-friendly is my city?

- Are kids able to explore, roam, and find enough places to play without being hindered?
- Do existing places encourage creativity and exploration?
- Do public architecture, signboards, installations, art work, etc. also speak to kids and youth?
- Are children restricted by potentially dangerous traffic flows?
- Are there enough safe and well-designed playgrounds and parks?

*Why can't the playgrounds be open in the evening, so I can catch up with some exercise after school !!*

Can children move around without being accompanied by an adult?



# 3: VULNERABLE POPULATIONS

*Oh, I hope the bus-stop has a ramp access, or im going to be late for work !!*



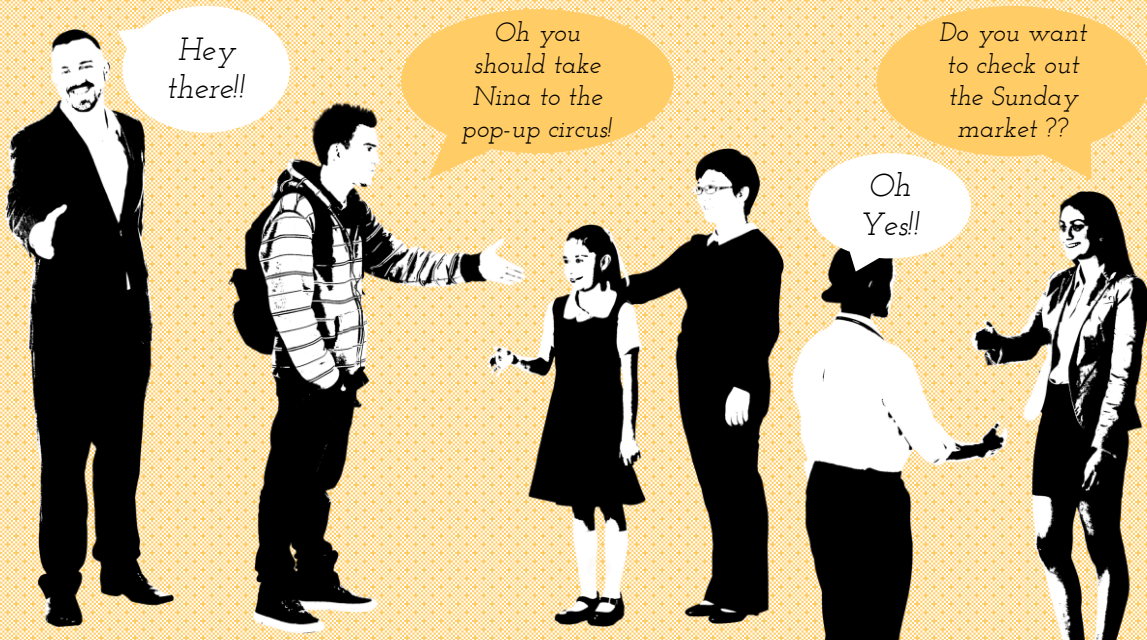
- Does my city cater to the needs of people with disabilities?
- Can people with disabilities move about easily and safely?
- Do buildings as well as public transport contain the necessary amenities and provide access?
- Do pedestrian crossing signals accommodate slow walkers or wheelchair users?
- How about the vision-impaired?
- Do curbs and sidewalks allow for easy navigation of strollers, wheelchairs, pushcarts, and the like?
- Is on-street car parking (if any) arranged so that it does not limit visibility, in particular for vulnerable users?
- Are signs sufficiently clear and simple to be understood by those with intellectual disabilities?
- How free is the city from visual chaos and noise (which affects people with intellectual disabilities and autism)?



# THEME 4: MEETING PLACES



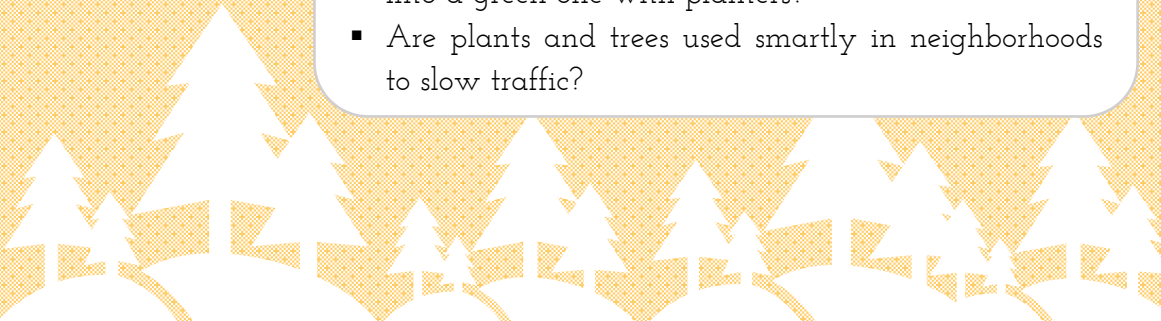
- Does my city have enough places for people to gather outdoors? Does this include a wide variety of places that don't require spending money?
- Is the ratio of parks and public space per square kilometer/mile sufficient for all inhabitants?
- Is there safe, convenient, and direct access to parks and squares from every single block and residential area?
- Do sidewalks and public spaces have a good supply of benches and outdoor seating?
- Are there plentiful places that cater to cultural activities such as outdoor theater, concerts, and parades?
- Are there facilities for both indoor and outdoor markets? Are there designated places for cafés and restaurants to set up shop outdoors (without blocking pedestrians)?
- Do people without a lot of money feel welcome in outdoor spaces?



# THEME 5: GREEN CITY



- How green is my city?
  - If you asked someone on the street, how many city parks could they name?
  - Are some of the parks designed to accommodate attractions and special features?
  - Are there parks that range from well manicured to wild nature areas? Are parks and green places accessible and inviting?
- 
- Are there greenways - green corridors for walking and cycling that cover a good distance?
  - Beyond recreation do greenways also serve as transportation routes to work/school/shopping?
  - Do joggers know where they can go? Are there streets or areas that could turn greener, with an infusion of newly planted trees and flowers?
  - Can any larger thoroughfare have a lane converted into a green one with planters?
  - Are plants and trees used smartly in neighborhoods to slow traffic?



# THEME 6: TRAFFIC SAFETY





- How safe is my city?
- Are there particular problem spots that need to be addressed urgently?
- Do the favored routes taken by cyclists and pedestrians have adequate safety features and amenities?
- Are cyclists protected and fully visible at intersections? Are cyclists safe from opening car doors?
- Are pedestrian routes safe and fully visible, also at night?
- Are street crossings easily accessible?
- Are pedestrians and cyclists required to push a button to effect a green light?
- Does the programming of traffic signals give priority to pedestrians and cyclists over motorists? Is signalization of buses and trams unambiguous?
- Are the movements of public transport vehicles - travel flow, stops and turns -- all predictable and non-threatening to pedestrians?
- Is there sufficient lighting during dark hours so that people feel comfortable outside?
- Have the safety features of my city been independently audited?

*There are so many different aspects of road safety, that are vital for a city!*



# THEME 7: AIR QUALITY







The city is more than just  
our homes!

It is home for all future  
generations!

We **must** ensure it is safe  
and healthy to all !

- Are there any local sources of pollution that affect air quality?
- Are the CO<sub>2</sub>, NO<sub>x</sub>, particulate matter, and other harmful gases measured and known?
- What is the contribution of transport to poor air quality or adverse health conditions?
- Does the distribution of streets and space between buildings allow for plentiful air flow?
- Are the streets and other public areas generally clean, or is littering a problem?



**WE WANT TO PLAY on the  
STREETS,  
but WE DONT WANT to DIE of  
LUNG CANCER!!**

**CLEAN AIR = HEALTHY CITY !!**

# 8: SUSTAINABLE PLANNING



- Is my city taking a deliberate planning approach consistent with sustainability principles and climate change goals?
- Is the planning approach aimed at achieving a more livable city?
- Does this include targets for reducing automobile use and car trips?
- Have walking, cycling, and public transport been prioritized as the cornerstones for urban mobility?
- Are budget and planning decisions, including future vision and targets, prepared in a transparent manner?

- Do citizens have the ability to voice their concerns?
- Is there an avenue of participation that is accessible to citizens?
- Has a participatory budget been established, or could it be done?
- Is a multi-modal transportation system more resilient during crises or natural catastrophes than a car-centric design infrastructure?
- Would a resilient transport system also serve citizens better during normal periods?



I heard you  
were at the  
Clean Air rally  
on Sunday!



Yes, I was!  
It's so important that  
the government  
listen to people's  
needs!

# THEME 9: TRAFFIC REDUCTION



- Does my city have many carfree places?
- What is the percentage of car trips in my city compared to other cities?
- How many car trips are under 1 km and could be avoided altogether?
- Do any areas of downtown still have traffic pouring through them?
- Is my city dominated by car parking? Is parking mostly free, or are the charges high enough to discourage car use?
- Would introducing a congestion charge scheme make sense?

- What are some streets or sections that could reasonably be closed to traffic and opened to pedestrians - both residents and visitors - in the near future?
- Has there been a consideration of temporarily closing streets (or squares or bridges) for residents to try it out in a non-threatening way?
- What popular destinations - waterfronts, commercial zones, or educational areas that can benefit from pedestrianizing?

Hmm!! I've never thought about these aspects of my city.





# 10: ECONOMIC & SOCIAL CONSIDERATIONS





An illustration of three young people against a textured orange background. A young man in a grey jacket and black pants stands in the center, giving a thumbs up with his right hand. To his left, a young woman in a blue dress and white socks gives a thumbs up with both hands. Below her, another young woman in a blue and white top and blue skirt gives a thumbs up with her right hand. A yellow speech bubble with the text 'ALL THE BEST!' is positioned above the woman in the blue dress.

ALL  
THE  
BEST!

- What would it mean for my city to have new pedestrian plazas, carfree streets, and walkable destinations? Could this lead to greater health and happiness of the citizens?

- Will it sustain a diverse local economy and business environment?
- Can measures be taken to reduce or eliminate big box stores with their huge parking lots?
- Has the close relationship between traffic-calmed or vehicle-free zones and local commerce been fully explored or potential benefits estimated?
- Have successful examples from elsewhere been studied?

- Would pedestrian environments reduce government (federal/local) spending on transport infrastructure?
- What considerations have been given to the effect that a delightful and pedestrian-friendly city would have on attracting talent and capital - in other words, making my city more competitive?

FOR MORE INFORMATION VISIT OUR WEBSITE

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