Strategic Roadmap Terminology & Definitions

End of the Road

The change we are trying to manifest in the world. A good End of the Road is specific, achievable, and ambitious. A strong End of the Road is a *systemic change required for a visionary purpose.*

Examples:
- 100% renewable energy in Portland by 2050 (local)
- No coal trains in Oregon (statewide)
- Shut down all fossil fuel infrastructure by 2060 (national)
- 350 carbon dioxide parts per million in our atmosphere (global)

Precondition

A change in the world necessary to get to the End of the Road.

Every precondition is a stepping stone on the path toward the End of the Road. Once we've defined our End of the Road, we ask ourselves "What is a change that must occur immediately prior to this change becoming reality?"

A precondition is **NOT** an action or step we are taking to accomplish our End of the Road. If it is on our "to-do" list, it is not a precondition.

A precondition **IS** systemic, environmental, or movement-building: it is the change that needs to happen in the world before our End of the Road can be achieved. It is *the sphere we seek to influence*.
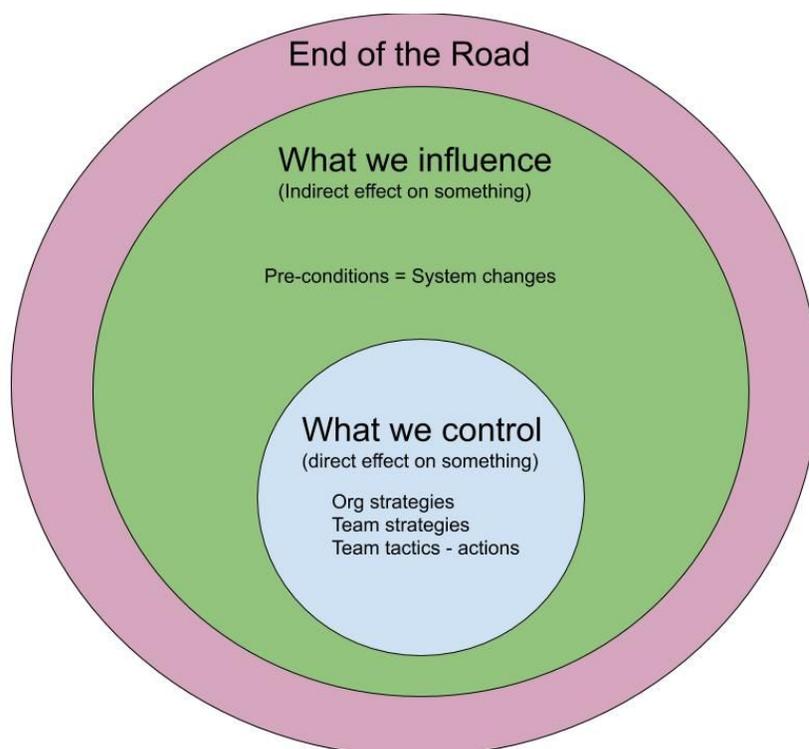
Example pre-conditions for "100% renewable energy by 2015":
- ● Economic incentives are provided for anyone who wants to switch to solar, starting with low-income communities and communities of color
- ● City policy promotes the creation of community owned solar projects

Strategy

An overarching *plan* to reach the End of the Road.

Strategies make up the blueprint for building our success. In this process, we utilize a strategic roadmap, which lays out the steps (preconditions) necessary to achieve our End of the Road. Our strategies are the plans we make to reach those steps. Once your strategies have led to the most immediate precondition being accomplished, you then develop strategies for the next precondition (which is closer to the End of the Road).

Both strategies and tactics exist *within the sphere of our control*: they are actions or steps we can take to affect the preconditions identified above.

Example strategies for "100% renewable energy by 2015":
- ● Use public pressure to make city council approve community owned solar project policy
- ● Build partnerships and organize with frontline partners already doing this work

Tactics

The short-term and immediate *actions/steps* we can take within our sphere of control, which are aligned with a certain strategy. The actions closest to us that will get us to the next precondition.

Tactics for "public pressure on city council" strategy:
- ● Lobby city council at every public hearing related to clean energy
- ● Bi-weekly letter writing campaign to key city council members
- ● Stage sit-in at city council offices