An Exploration on Communicating Sustainability Ideas through Technology to Inspire Sustainable Urban Planning Practice

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PROJECT SCOPE

ALBANIA

COMMUNICATING ABOUT SUSTAINABILITY
A website that communicate sustainable ideas to planners in a way that helps them understand and implement sustainable practice.
WRITING METHODS

Writing

1. clear and grammatically correct.
2. uses accessible language.
3. translates scientific information.
4. communicates honestly about uncertainty and the limits of scientific knowledge.
5. Information presented logically and adequately supported with reasons and evidence.
WEBSITE METHODS

1. The language was altered
2. Bullet points - cut down on wordiness
3. In-text citations -> hyperlinks
4. Selective Images
5. Sections were removed
6. ‘Implementation strategies’ and ‘Keys to success’ sections added
7. Response option added
Complete Streets

Implementation Strategies

- Policy
  - Complete Streets Best Practice and Implementation Practices
  - Code Updates
    - Narrow code standards for vehicle lane width.
    - Mandate road re-striping for bike lanes whenever new pavement is installed.
  - Learn how to build political consensus that roads serve purposes beyond automobile travel.
- Design Standards
  - Urban Bikeway Design Guide
  - Road Diets Roadway Reconfiguration
  - Urban Street Design Guide: Dedicated Median Bus Lanes

Complete Streets Models

City of Cyclists
Copenhagen is a city where over 50% of trips are made by bike.

Road Diets
A roadway reconfiguration where the width of the road is reduced.

Coming Soon
Have a great Complete Street example? Please consider submitting it to be featured!

Copenhagen

- Copenhagen is world famously known as the “city of cyclists” with 55% of trips being made by bicycle.
- Copenhagen has sophisticated bicycle infrastructure: cycle tracks and blue bike lanes.
- The city calculates that “one mile on a bike is worth $0.42 US cents [27p] to society, while one mile in a car is a $0.20 US cents [15p] loss.”

1 Bike Mile = +(+$0.42) ▶️
1 Car Mile = -(+$0.20) ⚪️

- Copenhagen plans to become carbon neutral by 2025 and promoting cycling and expanding cycling infrastructure is key to reducing emissions.

Keys To Success

- “The political consensus that Complete Streets are a fundamental tenet of transportation system design, construction, and operation. From this consensus spring a whole host of facilities, policies, and attention to detail that results in a system geared to travel by people, rather than vehicles.”
PROJECT OUTCOMES

PLANNING SUSTAINABLE
LESSONS
FUTURE PATHWAYS

IMPACT
THANK YOU