

finance

Budget

Thanks to open source software, volunteer contributors from around the world, low overheads and strict budgeting, we are able to bring you World Streets five days a week on a very modest budget (approx. 12K USD/month).

Subscription:

The journal is freely available to all who are looking to understand and support the sustainability agenda. There is an option for a modest paid subscription for those who chose to - subscribe@worldstreets.org.

No ads:

We do not believe that advertising fits the spirit of this endeavor.

Institutional partnerships/Sponsors

- **Cities are our natural partners.** They are the ones closest to the issues and who make the decisions that count. Via the daily journal we supply them with a carefully selected, easy to digest, steady flow of information, insight, clues and feedback from world experts that would cost them many times more than the annual subscription to develop on their own. It also gives them a chance to make their voice heard on a worldwide forum. Our goal is to cover a substantial portion of operating costs through these dynamic partnerships, targeting to get the support of one hundred world cities of all sizes at affordable rates. Subscribing cities are invited to bring in one city partner from the developing countries as part of their subscription.
- **Public agencies and associations:** At the state, national or regional level, these institutions can provide valuable services to the community by helping make Streets available in their service area and to their members. There is important potential for co-organizing seminars, workshops and events in support of sustainable transport projects and groups taking the lead in their area.
- **Transport operators** are natural partners too. Chief among them the larger and more dynamic public transport providers, other service providers and the more active associated management groups.
- **Private sector:** This is more delicate, but is appropriate for companies and organizations who are firmly committed to the sustainable transport agenda. Suppliers of goods and services in such areas as insurance, non-motorized transport, carsharing, liftsharing, strategic parking, logistics, buses, delivery services, locational systems, integrated multi-modal ticket/access systems, transport logistics, spatial planning, and specialized consultant and research groups are appropriate.

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World Streets is a unique and valuable resource. It would be impossible to find this quality of news and insight anywhere else. I encourage all policy makers and city managers to put World Streets at the top of their reading list.

- Reader in the Netherlands

support

Foundation support

As we develop longer-term partnerships for support, one-off gifts and donations will go a long way to help us fund our early operational and start-up costs in this crucial first phase. We are particularly hopeful for the support of foundations, groups with such budgets, and well-to-do individuals who share our sense of mission. If you are among them, please contact us for more information. If you know someone we should contact for discussions, please let us know.

Donors

An important form of support is starting to come in from individuals and families who share our concerns, and who are ready to reach into their pockets to give proof that the struggle for sustainable cities must engage us all. Add your voice.

New language editions

The working language of transport in cities is the language of that place. More often than not, that's not English, the language of World Streets. This extension of the program is just getting underway with our first cooperative language edition coming on line in Italian at <http://nuovamobilita.org>. We propose it as a first model for the rest, and are in talks about future editions in Spanish, French and hopefully other languages. These projects require a considerable amount of work to make their full contribution, and we are hopeful to secure funding and support for these important collaborative extensions of World Streets

Prizes and Awards

We have received several prestigious international prizes for our work under the New Mobility Agenda in the past: the 2000 Stockholm Challenge Environment Prize (shared with Enrique Penalosa and the City of Bogotá) and the 2003 World Technology Environment Award. These provide not only additional income, but also give a high international profile to our work. We hope that World Streets will be tapped for such recognition in the future.

Investment/Next Steps

Once our basic operating costs are covered we intend to get to all that needs to be done to improve the technical aspects of the journal, as well as developing the media, educational, internship, and exchange programs that are needed to complement and extend the mission of the journal itself. We would also like in the future to be able to pay a modest honorarium for articles for the journal.

New Mobility Toolkit:

Bicycles. Bike/Transit Integration. Bus Rapid Transit. Buses. Car diets. Car free days. Car Free Planning. Car rental. Carpooling. Carsharing. Community Bus. Congestion charges. Demand Responsive Transit. Digital Hitchhiking.. Enforcement. Flexible Working. Flexitime. Free Public Transport. Full cost pricing. Green driving. Hitchhiking. HOV. Integrated Fare Systems. Jitney. Land Use. Lead by example. Light rail.. Mixed Use. Multi-modal. New Mobility HUBs. Paratransit. Public Bicycle Systems. Public spaces. Ride Sharing. Road architecture. Road diets. Road pricing. Share taxis. Shuttle Services. Slugging. SOV Strategies. Speed Reductions. Street Codes. Street Reclaiming. Tax policy. Taxis. Telework. Traffic Calming. Transit Encouragement. Transit Priorities. Universal design. Use/area restrictions. Value Capture. Vanpooling. Walk to School. Walking. xTransit