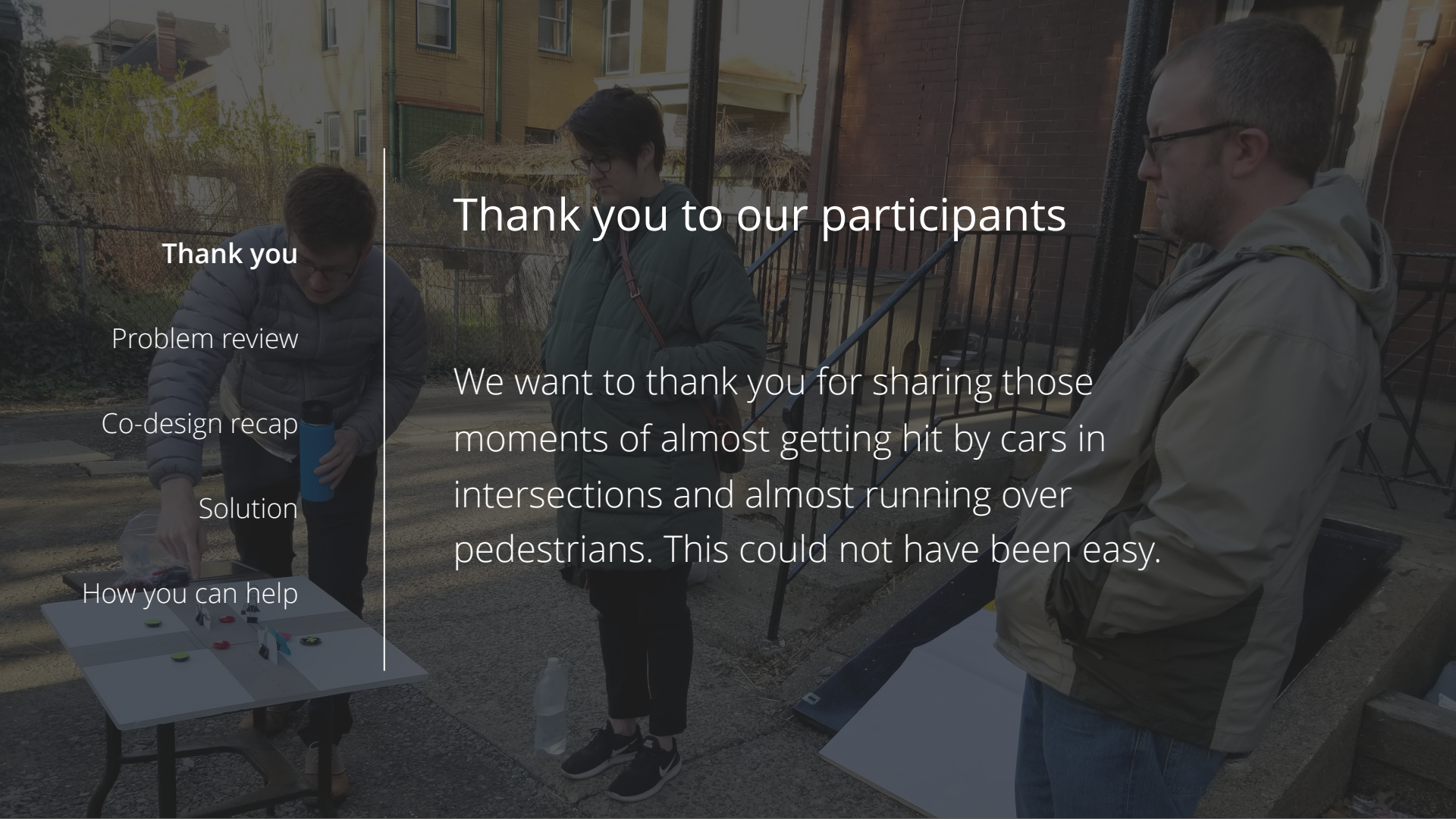


# The Pittsburgh **LEFT** has no **RIGHT**.

How we can help raise awareness to  
pedestrian and cyclist safety around the city

IXD II | Section B | Assignment 4  
Huayun Huang, Ross Rybalov, Sarah Papp



Thank you

Problem review

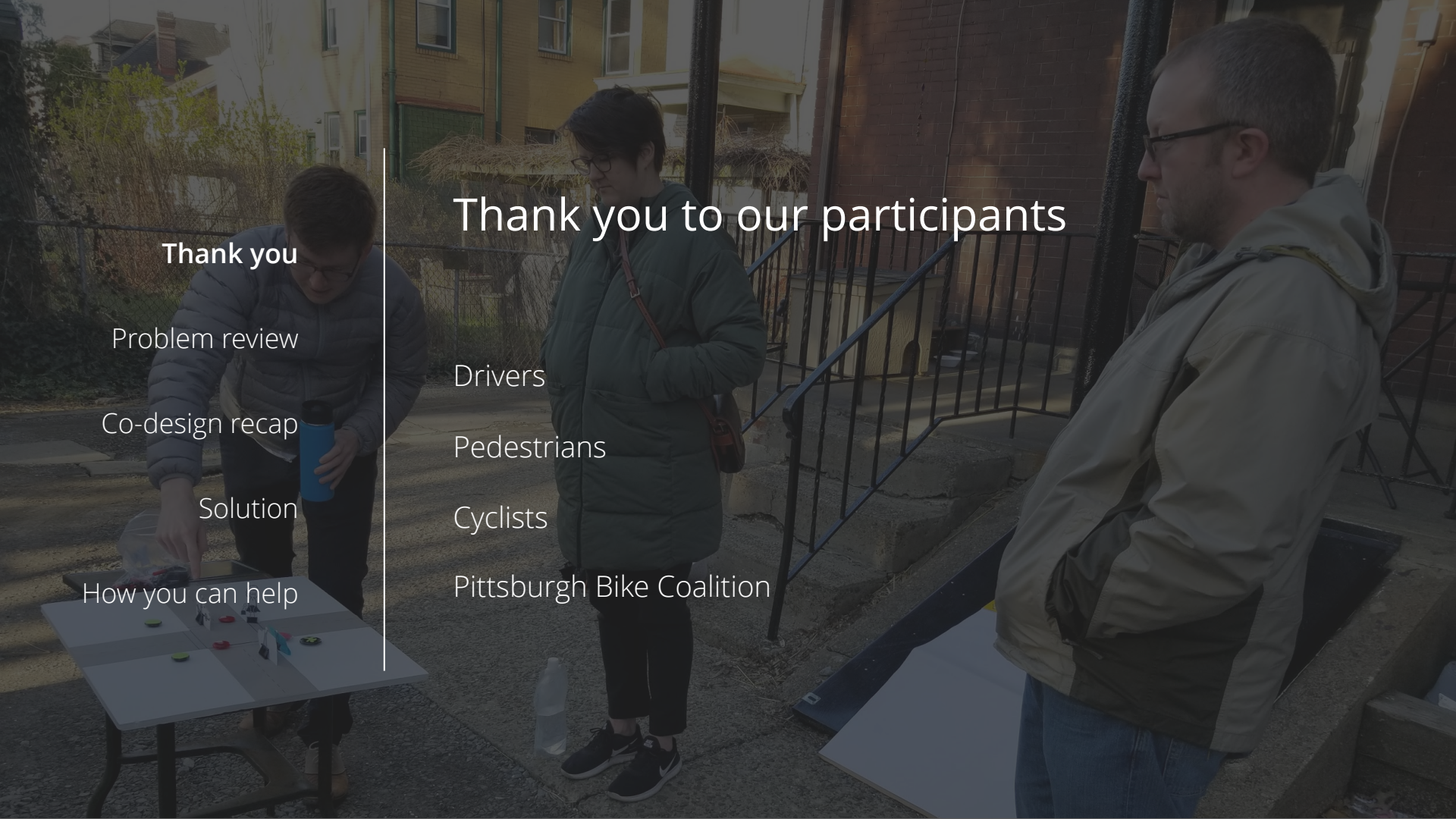
Co-design recap

Solution

How you can help

## Thank you to our participants

We want to thank you for sharing those moments of almost getting hit by cars in intersections and almost running over pedestrians. This could not have been easy.



Thank you

Problem review

Co-design recap

Solution

How you can help

Thank you to our participants

Drivers

Pedestrians

Cyclists

Pittsburgh Bike Coalition

Thank you

**Problem review**

Co-design recap

Solution

How you can help

## Problem review

The Pittsburgh Left is a cultural tradition where the first left-turning vehicle takes precedence over vehicles going straight through an intersection.

# Example

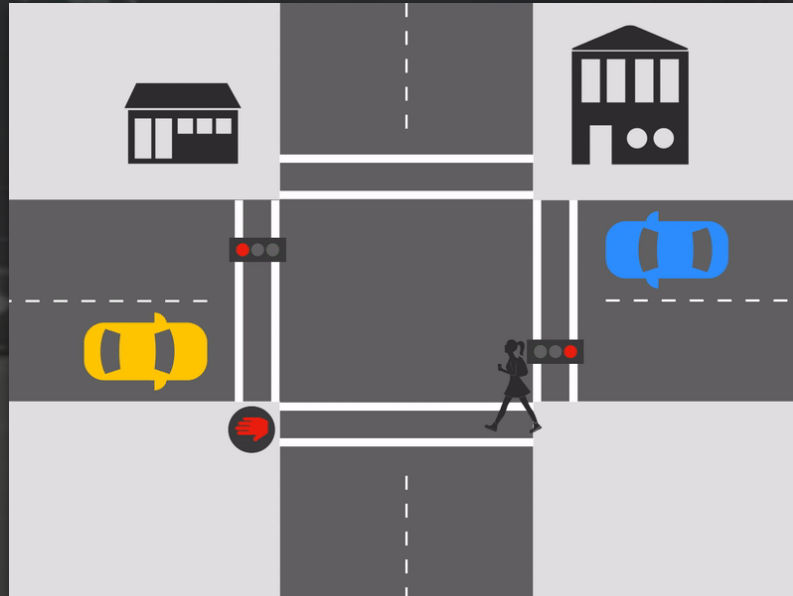
Thank you

**Problem review**

Co-design recap

Solution

How you can help



# Example

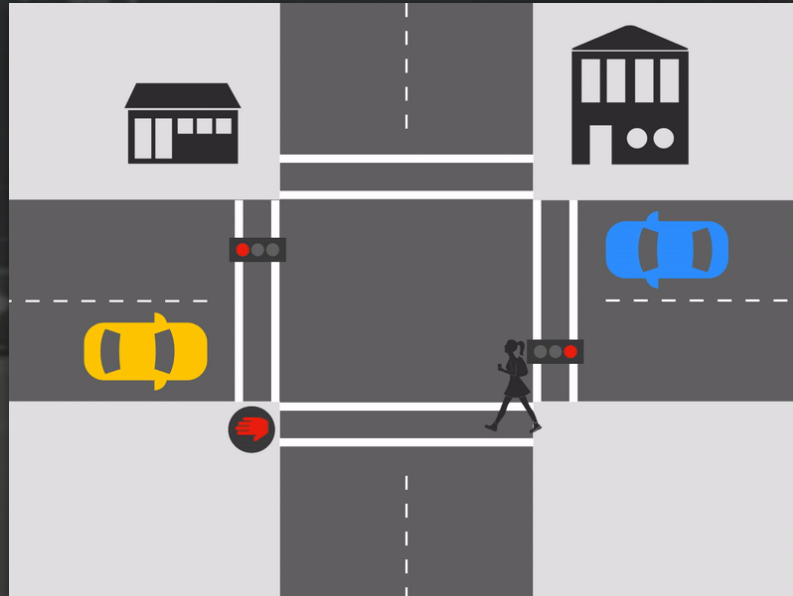
Thank you

**Problem review**

Co-design recap

Solution

How you can help



# Online response

Thank you

Problem review

Co-design recap

Solution

How you can help

[\[-\] Big\\_Test\\_Icicle](#) 6 points 1 year ago  
While I know this is not right I just began spitting on people who get really close to me, I mean inches, when making a Pittsburgh left.  
[permalink](#) [embed](#) [save](#) [parent](#) [give gold](#)

[\[-\] Ahrn\\_City](#) 17 points 2 years ago  
Fuck the Pittsburgh left. Such an inconsistent and dangerous move. And this is an extreme version of it. Straightaway traffic has the right of way.

[\[-\] burritoace](#) 24 points 8 months ago  
| Can all of you please stop with the Pittsburgh Left in ~~East Liberty~~ ?  
FTFY  
There are a few cases where I think it is sometimes justified (NOT WHEN THERE IS A LEFT TURN LANE YOU JAGOFFS) but I have seen so many close calls with pedestrians that it is pretty hard to defend.



# Co-design recap

Thank you

Problem review

**Co-design recap**

Solution

How you can help

Participatory design sessions with pedestrians, bikers, and drivers

Instrument social change

Add to conversation at the city level



# Co-design recap

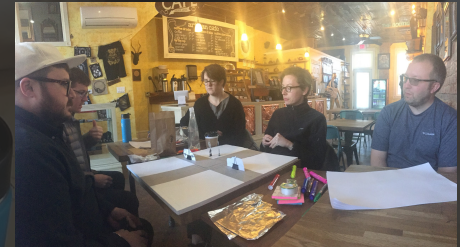
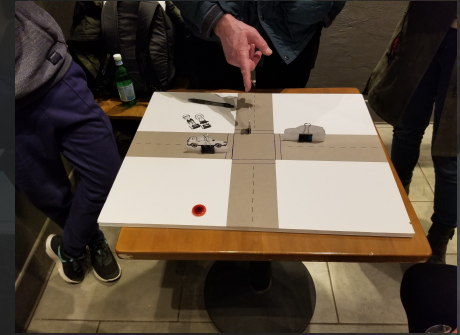
Thank you

Problem review

**Co-design recap**

Solution

How you can help



Thank you

Problem review

How we got here

**Solution**

How you can help

## Solution

Addressing the social problem:

Community moderated social media channels

Post and promote crowd-sourced videos and images of safety issues associated with the Pittsburgh left



**@PGHleftness**



**@PGHleft**

**#PGHleftisntright**

# Solution

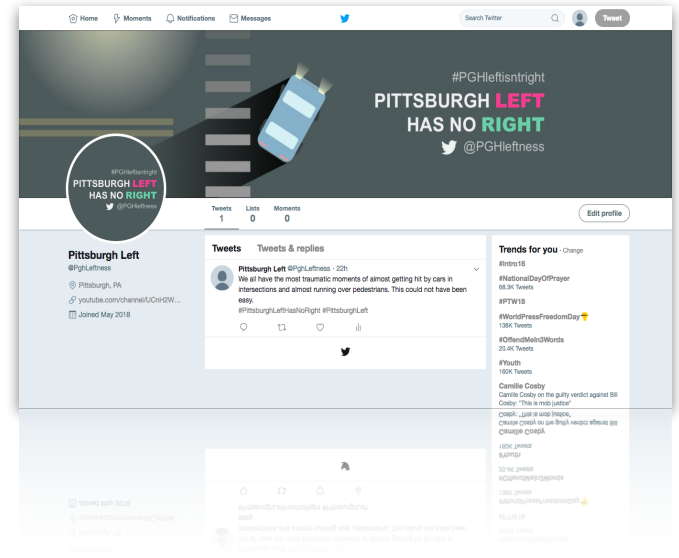
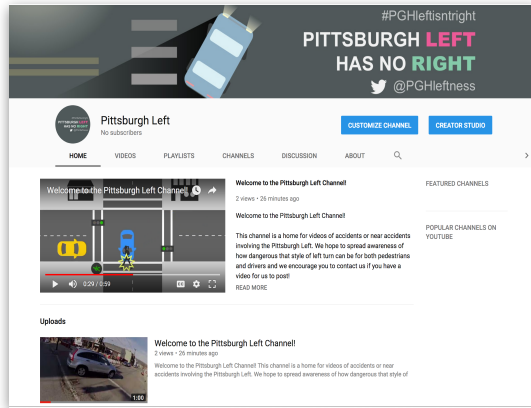
Thank you

Problem review

How we got here

**Solution**

How you can help



Thank you

Problem review

How we got here

**Solution**

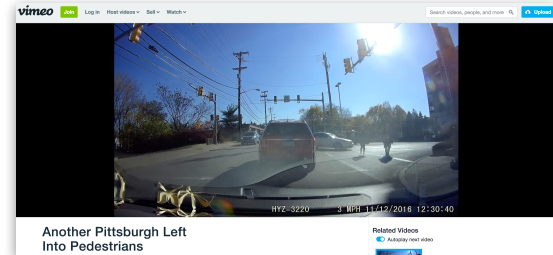
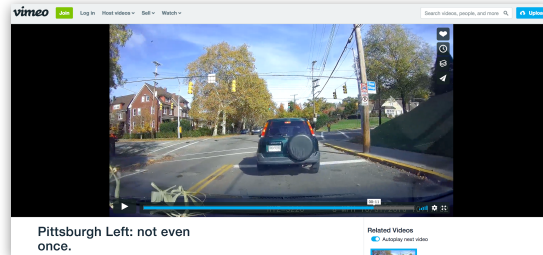
How you can help

# Solution

Addressing the social problem:

Grassroots efforts raising awareness  
of how common the dangerous  
Pittsburgh Left can be

Using guilt and shame to make drivers  
realize the affect their actions have on others



Thank you

Problem review

How we got here

**Solution**

How you can help

## Solution

Campaign Awareness and Change:

*Posters at Intersections:*

Poster template that can be printed out by anyone and placed at the most problematic intersections.

#PittsburghLeft

# PITTSBURGH LEFT HAS NO RIGHT

 @PghLeft

**Send us a photo or video of an unsafe left turn. Help make the road safer.**



Thank you

Problem review

How we got here

**Solution**

How you can help

## Solution

Social Outcome:

As the movement gains steam, we hope that it inspires safer driving, more alert pedestrians, and eventually a local cultural shift away from the acceptance of this custom to a more pedestrian friendly adherence to state law.

How you can help

Solution

How we got here

Problem review

Thank you

How you can help now

**Take** a poster

**Post** it at a dangerous intersection

**Leave** your email address with us

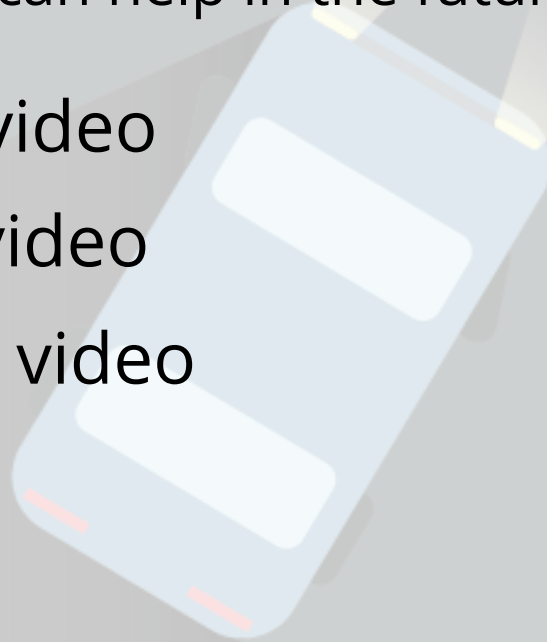


How you can help in the future

**Take** a video

**Post** a video

**Share** a video



Thank you

Problem review

How we got here

Solution

**How you can help**



How you can help

Solution

How we got here

Problem review

Thank you

## How you can help in the future

We need you to become the **ambassadors** of this project

**Moderate** the social media channels

**Continue** to print up the poster and post in the most problematic intersections

**Spread** the word



Thank you  
Problem review  
How we got here  
Solution  
How you can help

# Thank you



**@PGHleftness**



**YouTube**

**@PGHleft**

**#PGHleftisntright**

