The Rail~Volution Will Not Be Televised

Blogging: A Ridiculously Powerful Medium for Advocacy

Aaron Naparstek and Clarence Eckerson
October 29, 2008
"We like traffic, it means economic activity, it means people coming here."

-- New York City Mayor Michael Bloomberg, August 2, 2006
The New York City Streets Renaissance Campaign

Astor Place
Ideas on how to change this open space near St. Marks Place into more of a pedestrian destination.

Currently

Reimagined
The New York City Streets Renaissance Campaign

Jan Gehl

Donald Shoup

Enrique Penalosa

CONTESTED STREETS
BREAKING NEW YORK CITY GRIDLOCK
PREMIERES ON SUNDANCE CHANNEL: THE GREEN TUESDAY, MAY 27TH AT 9:35PM
Our Original Goals:

1. Create a new journalistic "beat" in New York City.

2. Watchdog and reform the Department of Transportation.

3. Disseminate and discuss best practices.

4. Build community and mobilize activists.
Breaking news is the currency of blogging. It makes people hit the "refresh" button.
Rising Fuel Costs and Ridership Strain Local Transit Systems Nationwide

by Ben Fried on July 16, 2008 | Edit

Transit agencies all over the country are nearing a state of emergency. At the same time that rising gas prices are leading more Americans to opt for buses and trains, transit operators are being forced to cut service and raise fares due to budget shortfalls.

In Minneapolis, the local transit agency is pondering not one but two fare hikes. Seattle’s Metro is

Original reporting. Journalistic standards.
Cultivating Tipsters

Mid-level people inside of DOT often appreciated that we were publicly pushing the agency.
Westchester Assemblyman Richard Brodsky argued that congestion pricing was unfair to New York City's poor and middle class. His constituents happen to be NYC's wealthiest car commuters.
Making Arcane Policy More Accessible

UCLA Professor Donald Shoup explains parking policy using Matchbox cars and claymation
Holding Officials and Bureaucrats Accountable

We are watch-dogging. Challenging. Refuting. No more carte blanche for motorhead traffic engineers. We got an unprecedented crowd of 700 people out to this Community Board meeting.
Highlighting Good Work

Positive feedback! We can bring the pain. Or we can bring the love. What do you want?
Amplifying Advocacy Organizations

The mainstream media often doesn't cover events like this one. We're there.
Building Online Community

Where else online can you find a vigorous, intelligent and respectful discussion of residential parking requirements and their impact on VMT?
Mobilizing the Grassroots

Helping to generate faxes, letters and crowds when needed. We used the blog to counter and overpower ridiculous NIMBY’s on 9th Street in Brooklyn.
State Farm pulled this advertisement off the air after we pointed out how utterly stupid it was.
Streetfilms has turned out to be an incredibly powerful tool for showing people what is possible.
1,000,000 Site Plays.

Screenings in six continents and 30+ countries.

October 2008 site traffic record.

1,500 visitors per day.
"Preditors"

Three to four minutes average length.

Great but not high-end gear.

High-volume and fun.

Quick turn-around.

Shoot all of our films via biking, walking and transit.
STREETFILMS Mission

- Enlightening
- Entertaining
- Innovative
- Informative
- Accessible
We are…

- Journalists
- Documentary film makers
- Advocates
How They're Used

- Feed the Streetsblog beast.
- Screenings and festivals.
- Conferences.
- Agencies and advocates.
- Blogs and viral.
- Mail DVD's.
Streetfilms Screening Tonight!

You are invited.

FREE
Main Library’s Koret Auditorium, Lower Level
100 Larkin Street
Use entrance on Grove near Hyde

5:30 to 7:30 pm
Wednesday
October 29, 2008

You are invited.
Separated Bike Path: 9th Ave.

Before.
Separated Bike Path: 9th Ave.

After
Better Bike Facilities
Public Space Reclamation: Madison Square
Public Space Reclamation: "Meat Market Plaza"

Before

After
Public Space Reclamation: Pearl Street, DUMBO

June 22, 2007

July 9, 2007
Road Diet: Vanderbilt Avenue, Brooklyn

Before

After
NYC's First Bus Rapid Transit Line

"Select Bus" service launched on Fordham Rd. in the Bronx in March 2008
Williamsburg Walks

Car-Free Sundays on Bedford Avenue in Williamsburg, Brooklyn
Summer Streets

Car-Free Sundays on Park Avenue from the Brooklyn Bridge to 72nd Street.
Next Step: Building a Movement

- National Blog Network
- Adding new Streetsblog cities.
- Livable Streets Network
Next Steps: Building a Movement