A New Vision for the Upper West Side

Walk to School Day NYC

Ciclovia – Bogota, Colombia

SF Halloween Critical Mass 2008

STREETFILMS
Brooklyn Students Paint the Pavement

Rep. Earl Blumenauer Rides with T.A.

Ciclovia – Bogota, Colombia

Hal & Kerri Grade Your Bike Locking
Clarence Eckerson Jr.

Streetfilms Director of Video Production
2006 - Present

Producer/Editor
bikeTV
2001 - 2007

Chair, Brooklyn’s T.A. Committee
1999 - 2001

Once called: “The Hardest Working Man in Transportation Show Biz”
In the beginning

2005: Clarence starts producing short films

March 2006: Streetsblog debuts

Mid 2006: films appearing on Streetsblog as “Streetfilms”
March 2007: Streetfilms gets its own website!

The Taming and Reclaiming of Prospect Park West
by Robin Urban Smith on September 9, 2010 (4,725 Plays)

Up until this summer, speeding was the norm on Brooklyn’s Prospect Park West. With three wide lanes inviting motorists to hit the accelerator, it was a street monopolized by car traffic. That changed in a big way in June, when NYC DOT converted one vehicle lane to a two-way bikeway separated from traffic by the parking lane. Physically separated bike lanes are making New York safer for cyclists and pedestrians wherever they’re installed, and this one is no exception.

The new lane feels safe and comfortable to ride on, no matter how much experience you may have as a cyclist, and it’s attracting riders of all ages. For everyone walking to and from Prospect Park, the street re-design means slower cars -- compliance with the speed limit is up by a factor of five, according to a study by Park Slope Neighbors -- and safer crossings at intersections.

The transformation has been dramatic, and like any major change to the street, this one has attracted some vocal critics -- most notably Borough President Marty Markowitz. While some opponents contend that the lane has been installed without public input, the truth is that community groups have been calling for traffic-calming and safer biking on this street for years. Watch and see how the new Prospect Park West has made good on those demands.

Posted in Bicycles. Tagged as Park Slope Neighbors, physically separated bike lane, Prospect Park West, Traffic Calming, Transportation Alternatives, Borough President.
"We like traffic, it means economic activity, it means people coming here."
– Mayor Michael Bloomberg, August 2, 2006

2006: Broadway, north of Canal Street, Manhattan
May 2007: Janette Sadik-Khan appointed

Q&A With Transportation Commissioner Janette Sadik-Khan
by Aaron Naparstek on June 20, 2007 | Edit

Wednesday, June 20, 2007

20 Comments
Public Space Reclamation: Madison Square 23rd & Broadway Nexus

BEFORE

AFTER
Summer Streets

Physically Separated Bike Lanes

Car-free Times Square & Broadway Blvd.

Herald Square
MISSION - OBJECTIVE

Our goal is to make films that are short, informative, creative, enlightening, and entertaining.

We attempt to translate difficult to comprehend transportation concepts and make them more accessible.

We like to focus on the positive; trying to show best practices in cities that are being innovative in transportation policy.

99% of the time we only use bicycles, mass transit or foot-power to produce Streetfilms.
WHAT WE DO

A unique synergy of:
- Journalism
- Advocacy
- Filmmaking

Over 325 Streetfilms on the site. 3 million+ total plays. Used by dozens of countries; hundreds of blogs; nearly 30 DOTs

We do straight up reporting mini-documentaries, animations, explanations of transportation policy, interviews with experts in the field and even funny fodder like comedic spoofs and parody.

Screening SF Main Library, Oct 2008
From professional animations to our purple, livable-streets friend Zozo!
We fully encourage transportation blogs to use and embed our films in order to spread the word and get other blogs to pick them up.

Samples of blogs we appear on often:
Treehugger
Bike Snob
Copenhagenize
Gothamist
Grist
No Impact Man
NY Times City Room
Bike Portland
Planetizen
The Oil Drum
Seattle Transit
ON THE BIG SCREEN

100s of screenings & festivals in large venues all over the world and the U.S. since 2006. Just a few:

- Museum of the City of New York
- San Francisco Main Library
- Two Boots Pioneer Theater [NYC]
- Varsity Theater (Davis, CA)
- IFC Theater [NYC]
- Cinema Svetozor [Prague]
- Brattle Theater [Boston]
- Clinton Street Theater [Portland, OR]
- Philadelphia Academy of Arts & Sciences
- Guggenheim Museum [NYC]
ON THE SMALL SCREEN

There have been hundreds of screenings & uses of STREETFILMS by advocates & individuals in presentations to educate and energize their communities.

Community Cycles: Boulder, Colorado, Fall 2008
OTHER OUTLETS

SOCIAL MEDIA
- Twitter
- Facebook
- Apple Podcasts
- YouTube
- Vimeo
- Other video portals

TELEVISION
- Brian Lehrer Show
- Grit TV with Laura Flanders
- Democracy Now!
- NY1, CBS-TV, CNN

DVDs & DIGITAL FILES
- We have DVD compilations for those seeking to use our films. We ask for a small donation to help defray postage & processing.

- HD files are available directly for download for a small processing fee.

- For very special occasions, we also will cut specific playlists of our work on a playable DVD.

- You must obtain permission to re-edit any of our work.

- Please contact us for additional information if you are considering this.
"Your Ciclovia video was critical to engage city leaders to start our own Sunday Streets program. Showing the video to our Mayor [Gavin Newsom] was the next best thing to flying him to Bogota to witness the joys of Ciclovia firsthand. The success of San Francisco's Sunday Streets owes a great debt to Streetfilms' pioneering work."

-Leah Shahum, Executive Director, SF Bike Coalition
"There are two kinds of streets - the dangerous and inefficient kind we used to have, and the kind the public now knows is possible thanks to Streetfilms."

—Paul Steely White, Executive Director, Transportation Alternatives
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"Streetfilms communicates the message better than any medium I've ever seen. Print articles are good, websites are better, but nothing says it like Streetfilms!"

-Lois Moss, Executive Director, Walk + Roll Cleveland, Ohio
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“Say, you were on Seattle TV this am. The city painted their first bike box and they ran your Streetfilms with you demonstrating!”
-Kathy Albert, Sound Transit

“...we were impressed with your Streetfilm and wanted to adapt [your] graphics into our materials.”

Thanks, keep up the good work,
Kevin
“[Streetfilms] work is inspiring.”

“Using the video for classes to show an example of people renewing the commons.”
"Streetfilms was like school to me, keeping me up to date, learning about different organizations, and how things are being done in other cities."

"It's the topics blogged about on Streetsblog & Streetfilms that are what I really want to study and act upon. The blogs have been a constant source of inspiration to me."
“All of you are great human beings who are planting seeds all over to make a better world, where people are happier and we have healthier communities. Thanks for your enthusiastic and most creative work.”

-Gil Penalosa, Executive Dir, Walk & Bike For Life

“I enjoyed playing with the model cars today, and I think it will get across the message better than any powerpoint. I wish you could edit all my lectures.”

-Donald Shoup, Author, “High Cost of Free Parking,” Professor UCLA

“Streetsblog and Streetfilms are the gold standard in internet advocacy and education for sustainable transportation - the 21st Century public interest voice for the 21st Century transportation system that we all need.”

-Janette Sadik-Khan, NYC DOT Commissioner
WE NEED YOU!

We need $$$$$!

To Continue to do this work

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Photos Courtesy:
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Nicholas Whitaker
NYC DOT
Aaron Naparstek
Graham Beck
WE LOVE PURPLE

Zozo!