

STREETFILMS



est. 2011

A New Vision for the Upper West Side



Walk to School Day NYC



STREET FILMS



Ciclovia – Bogota, Colombia



SF Halloween Critical Mass 2008

STREET FILMS



Clarence Eckerson Jr.

Elizabeth Press

Robin Urban Smith

Rep. Earl Blumenauer Rides with T.A.



Brooklyn Students Paint the Pavement



STREET FILMS



Ciclovia – Bogota, Colombia



Hal & Kerri Grade Your Bike Locking

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.

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WHAT WE DO

A unique synergy of:

- Journalism
- Advocacy
- Filmmaking

**Over 400 Streetfilms on the site.
4 million+ total plays. Used by
dozens of countries; hundreds
of blogs; nearly 30 DOTs**



Screening SF Main Library, Oct 2008

**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.**

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DIRECT RESULTS



The screenshot shows the Streetfilms website interface. On the left is a video player showing a group of people cycling on a city street. The video title is "Ciclovía: Bogotá, Colombia" by Clarence Ederson, Jr. on December 1, 2007, with 64,168 plays. Below the video is a description of the event. On the right is the website's navigation menu with the title "STREETFILMS" and the tagline "Documenting Livable Streets Worldwide". The menu includes buttons for "Bicycles", "Car-Free", "Cars & Parking", "Education", "Health & Safety", "Pedestrians", "Public Space", "Traffic Calming", "Transit", and "See All By Date". A search bar is located below the menu.

Published: Dec 2007

Viewed 175,000+ times

"Your Ciclovía 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 Ciclovía firsthand. The success of San Francisco's Sunday Streets owes a great debt to Streetfilms' pioneering work."

-Leah Shahum, Executive Director, SF Bike Coalition

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Bogota Streetfilm Published: Dec 2007



Portland Sunday Parkways: June 2008

NYC Summer Streets: August 2008

San Francisco Sunday Streets: Sept 2008

Chicago Sunday Parkways: October 2008

Bike Miami Ciclovias: November 2008

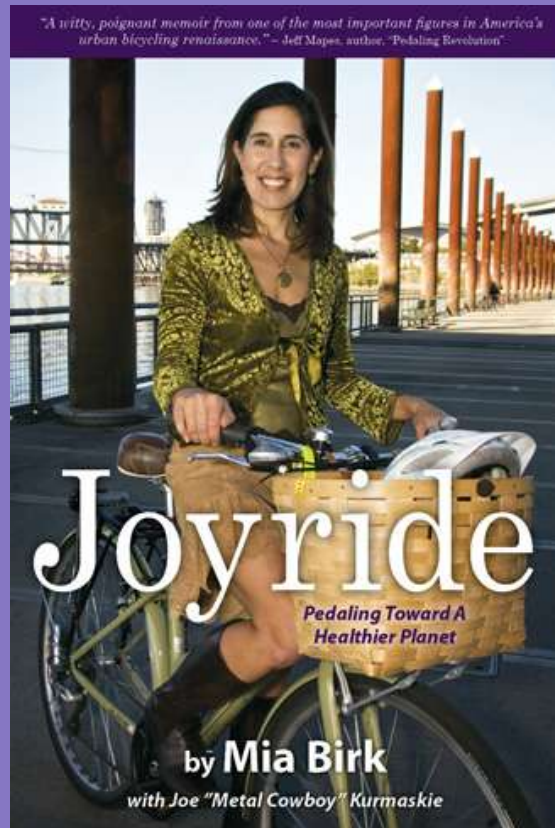


Portland



New York City

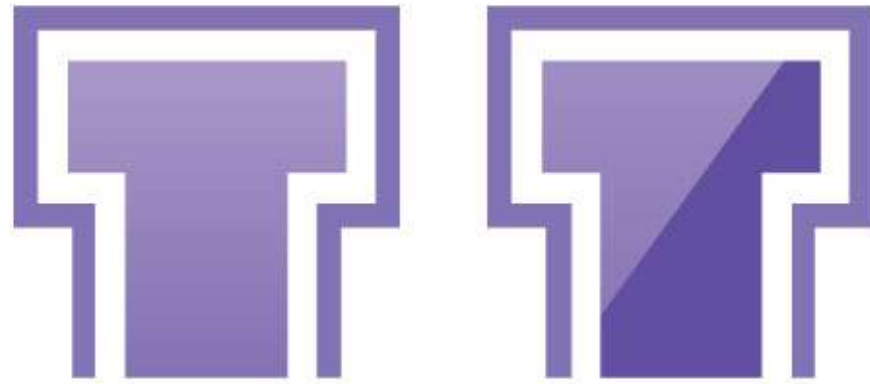
PRAISE FROM THE EXPERTS



"If you only have 15 minutes with an elected official, take ten minutes of that time and show them some Streetfilms."

-Mia Birk, Chief Executive Officer and Principal, Alta Planning + Design

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PRE-PRODUCTION

**STREETFILMS TRIES TO
MAKE FILMS THAT ARE:**

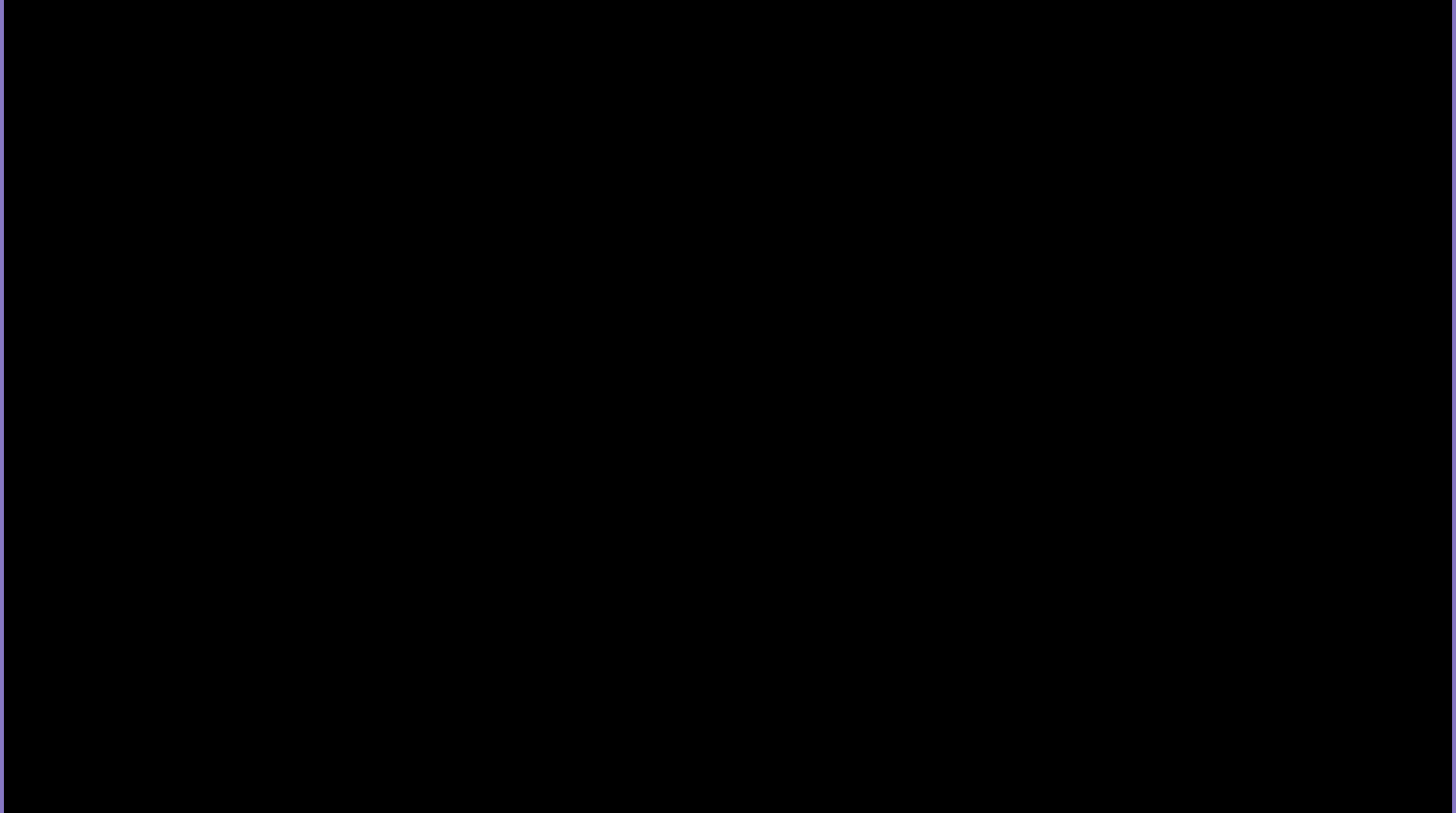
INFORMATIVE.

ENLIGHTENING.

INSPIRING.

ENTERTAINING.

A FEW IDEAS FROM OUR 425 STREETFILMS





**SO YOU'LL NEED
AN IDEA!**

WHAT MIGHT MAKE A GOOD TRANSPORTATION FILM?

- Showing a new best transportation practice from another city, country or state.
- A unique press event – the unveiling of new pedestrian plaza, bike lane or a new light rail line.
- Explaining a hard-to-grasp transportation concepts or policies.
- Profiling a unique person in the transportation world.
- A video to counter certain myths or untruths the news media has been broadcasting.
- Showing a group of neighborhood residents or advocates asking for better conditions on their streets.

WHO IS YOUR TARGET AUDIENCE?

- ELECTED OFFICIALS?
- THE GENERAL PUBLIC?
- TRANSPORTEMENT DEPTS? (FED, STATE, LOCAL?)
- THE MEDIA?
- A FUNDER?
- ALL OF THE ABOVE?

WHO DO YOU WANT IN YOUR FILM?

- EXPERTS/ANALYSTS?
- ADVOCATES?
- ELECTED OFFICIALS?
- NEIGHBORS?
- BUSINESS OWNERS?
- CELEBRITIES?
- NOBODY...JUST FOOTAGE?

TIPS ON INTERVIEWS

- If possible, provide your subject with questions a few days before so they can prepare good answers.

- When you start to record always ask your subject to speak and spell their full names & relevant title.

- Don't be afraid to ask your subject to repeat an answer that was unclear. You can also re-ask a question in a slightly different way.

- NEVER show up late for an interview.





PRODUCTION

YOU'RE GONNA NEED A CAMERA



YOU PROBABLY ALREADY OWN AT LEAST ONE DEVICE THAT RECORDS VIDEO.

PREPARATION IS KEY!



Be sure your batteries are charged, and you have back ups!



Make sure you have enough memory and tapes for your needs.



Lens cloth/tissue for your cleaning your lens.



Bring a comfortable bag for your supplies, never let it out of your site!



Make sure your hydrate, wear sunscreen and comfortable clothes for shooting!

BE STEADY: HOW TO SHOOT A GOOD IMAGE!



Use a tripod
or monopod.



Use your eyepiece & hands to
help keep steady image.



Use a wall or other
structure to help keep
balance for a shot.

LIGHTING TIPS!



IF YOU CAN, ALWAYS SHOOT ON SUNNY, BRIGHT DAYS.



TRY TO POSITION YOUR SUBJECTS FACING LIGHTSOURCES, EVEN THE SUN, TO AVOID A SILHOUTTE EFFECT.



BE AWARE OF SHADOWS OF TREES & BUILDINGS (THEY CAN MOVE) AND YOUR OWN SHADOW TOO!



IF YOU NEED TO SHOOT AT NIGHT W/OUT A LIGHT, USE WHAT YOU CAN: UNDER STREETLIGHTS, BRIGHTLY LIT BUILDINGS

LIGHTING: BAD VS. GOOD



- SILHOUTTE EFFECT
- TOO MUCH SKY, BLOWN OUT
- NOT FACING THE LIGHT
- HARDER TO GET FOCUS

- SUBJECTS FACING SUN
- BUILDINGS FOR BACKGROUND
- PROPER BALANCE OF LIGHT
- EASIER TO FOCUS

GATHER LOTS OF B-ROLL



MORE TIPS GALORE!



TIMING – KNOW WHEN TO GET THE BEST POSSIBLE FOOTAGE. SHOOT RUSH HOURS



PIVOTING WHILE ANCHORED – END IN A PLACE OF COMFORT



THE 3 SECOND RULE! – ONCE YOU THINK YOU HAVE THE SHOT, WAIT 3 SECONDS BEFORE YOU PAUSE



PAN SLOWLY – YOU CAN ALWAYS SPEED IT UP IF YOU NEED TO LATER!

GETTING GREAT SOUND

- Most of the time we use Lavalier, wireless mikes
- Sometimes a handheld microphone is a good option (crowds, for spontaneity)
- Keep in mind sources of interference (wind, cell phones, loud background noises, music)



GETTING GOOD SOUND

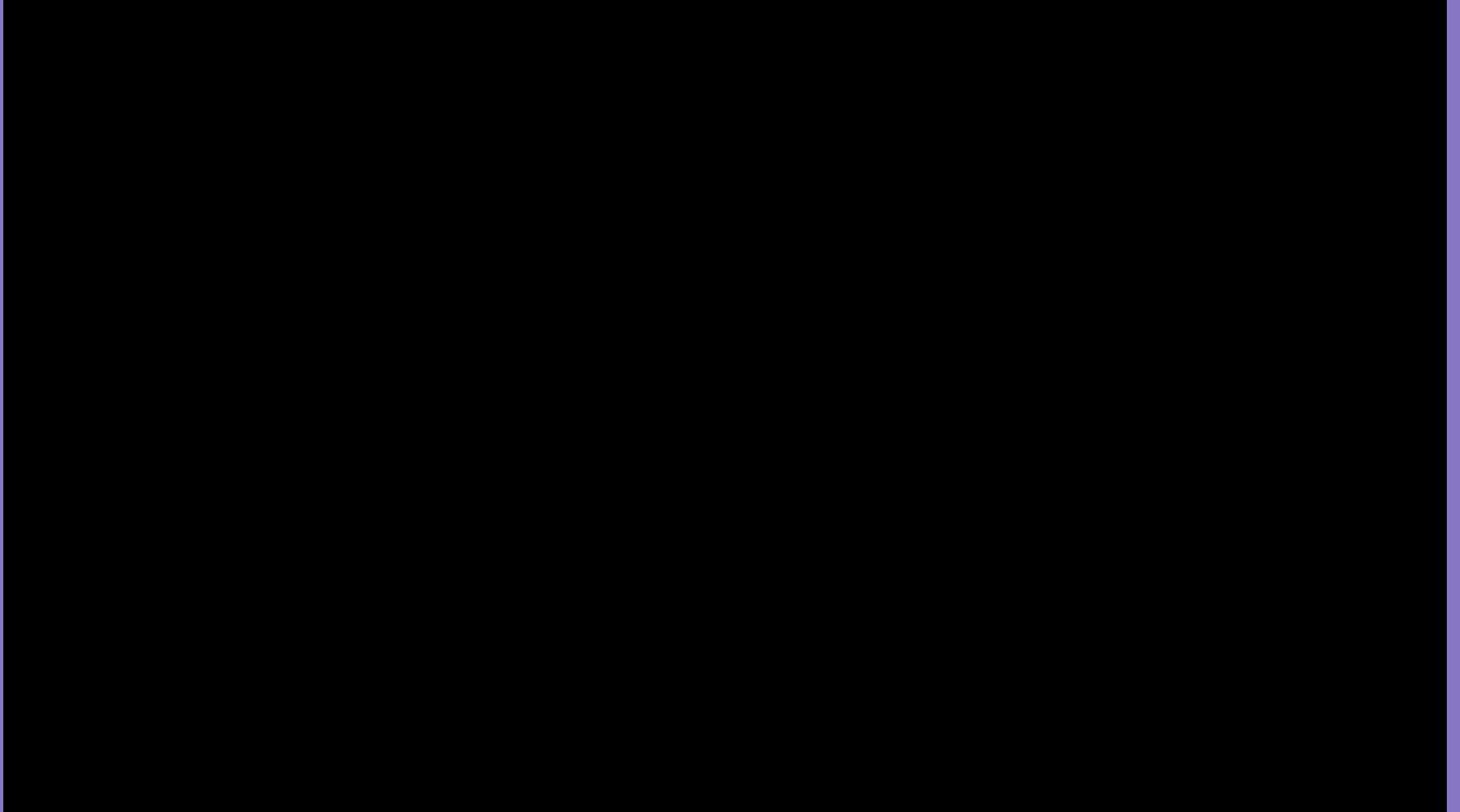
If you are using a less expensive device, without a plug-in mike option, you can still usually get good sound.

- Get close to your subject
- Shoot in a quieter place



- If you have to shoot in a busy or noisy place like a street, film your subject with YOUR back to the noise. So the competition with noise is not as great.
- Be aware of sources of interference: construction, music, even a loud AC unit

THINK CREATIVELY



SHOT FROM SEAT ON LIGHT RAIL, MELBOURNE

THINK CREATIVELY



ESCALATOR, GRAND CENTRAL STATION, NYC

THINK CREATIVELY



LOOKING DOWN FROM SKYWAYS, MINNEAPOLIS



POST-PRODUCTION

TO CONSIDER WHILE EDITING



Compress time: Your film should be as short as it can while properly telling the story.



3 minutes is key. We have a short attention span. It should have a good shot or quote in first 15 secs to “hook” the viewer to keep watching.



Use that B-roll. Liberally. Seeing a talking head for long periods makes for a dull film.



If you use statistics or text on screen, make sure it stays up long enough to read.

DIDN'T SHOOT ENOUGH B-ROLL?



Use photos. Go to Flickr. Ask other transportation organizations/advocates.



Charts & Diagrams. The world of transportation has plenty of stats to utilize.



Archival Footage. Look on Youtube. Libraries.



Get creative to tell your story: Animations. Use on-screen quotes. Re-purpose your footage.

MUSIC



If you want music in your film do not use “copyright” music if you intend on wide distribution.

Don't be afraid to make bold choices. For far too long, the transportation genre has been conservative and lackluster.

You can find very cheap (or free use) music just about anywhere. We like musicloops.com (\$25 to \$50 a selection) but there are many great sites like:

EDIT SESSION

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FROM "COPENHAGEN'S SLOW STREETS" STREETFILM

SHORT & SWEET

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2 HOURS AFTER SHOT, VIDEO WAS UP AND VIRAL!



PUBLISHING & MARKETING

GIVE YOUR VIDEO A CATCHY, EFFECTIVE TITLE!



The Biggest, Baddest Bike-Share in the World: Hangzhou China by Elizabeth Press on June 1, 2011 | 18,346 Plays

The 50,000-bike system in Hangzhou, the southern Chinese city of almost 7 million people, blows all other bike-shares off the map. [READ THE FULL POST](#)

42 comments

< embed >

more...

AND MAKE SURE YOUR POSTER FRAME IS INTRIGUING TOO!

GET THE WORD OUT!

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

facebook

The YouTube logo, featuring the word "You" in black and "Tube" in white on a red rounded rectangle, all on a white background.

You Tube

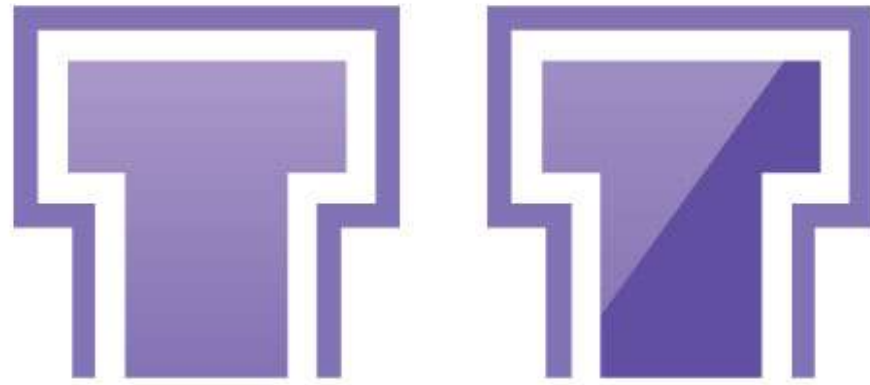
The Vimeo logo, the word "vimeo" in a black, lowercase, sans-serif font on a white background.

vimeo

- Start an account with a video sharing website like Vimeo, YouTube or BlipTV to host your video.
- Embed your film wherever you can, and actively promote it on Facebook, Twitter and all social media. The more the better.

ALSO...

- Apply the proper licensing to your video so that it can be used in the manor you intend and protect from uses you don't approve of.**
- Thank everyone who appeared in the video and ask them to share and promote the video.**
- Send personalized emails to friends, interested organizations, websites and news media alerting them of your video and asking them to spread the word through their networks, too**
- Organize a public premiere in your community.**



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