

Streetfilms

Short films highlight intelligent transportation policies to promote their implementation in other cities



Project author or developer:
Streetfilms

Where:
CO / Colombia / Bogota

Website:
www.streetfilms.org/

We all know how powerful a well-made viral video can be to advance a cause. Streetfilms has harnessed that power to promote smart transportation design and policy and its potential to create happy, healthy places to live. The New York nonprofit Streetfilms (sister organization of OpenPlans) has produced over 400 short films on subjects ranging from bikeway design to sustainable transport to parking reform, shot in locations all over the world. One of its most-viewed films is about Ciclovía, a weekly “open streets” event in Bogotá, Colombia, in which over 70 miles of streets are closed for leisurely cycling. The video has received over 200,000 hits and has helped advocates everywhere to convince their own city officials to implement ciclovías.

