

T.A. Goes Hollywood



A rapt audience watches scenes of traffic-free streets in London, Copenhagen and Paris during the New York premiere of *Contested Streets* and dreams of the way things could be here.



DANI SIMONS



JONATHAN BARKEY

TOP: Head of the City Council Transportation Committee John Liu (Queens) introduces the film at a screening at the NYC City Council.

ABOVE: VIPs thronged to the June premiere of *Contested Streets* at the IFC Film Center in Manhattan.

LEFT: Appetizing ideas! Traffic relief was on the tongues of attendees at the *Contested Streets* premiere after-party.

A YEAR AGO A CAMERA CREW began canvassing the streets of New York City, London, Copenhagen and Paris in search of sexy footage of...traffic. Cicala Filmworks gathered hundreds of hours of interviews with residents, community leaders, government officials and captains of industry. *Contested Streets: Breaking NYC Gridlock* begins with the history of New York City's ill-fated romance with the automobile. The true beauty of the film unfolds as it turns the lens on other cities that are breaking free from the chokehold of traffic. These cities are enhancing the quality of life of their residents, promoting environmental sustainability and creating room for their economies to grow and flourish. The film, produced by Mark Gorton, stimulates conversation and provides inspiration to all wanting to see these positive changes on a street near them.

Transportation Alternatives was a consulting producer on this film. It was the first time we have ever been a part of a project like this and now that it is complete we want to show it to the world (starting with New York City of course).

In typical T.A. style we are pursuing a two-pronged approach to get the film seen by both a broad audience of New Yorkers (grassroots) and a targeted audience of key decision makers (grasstops).



JONATHAN BARKEY

To date we have had several screenings of *Contested Streets* including a VIP premiere party at the IFC Film Center in Manhattan. Attendees included notables such as film stars Kathryn Wylde, President and CEO of the Partnership for New York City; "Gridlock" Sam Schwartz; Tim Tompkins, President of the Times Square Alliance and Mike Wallace, Director of the Gotham Center for New York City History at CUNY. There were also several politicians and their staff members in attendance. One of Queens City Councilmember and Transportation Committee Chair Liu's staff members was so intrigued that he convinced his boss to hold a special screening of the film at the City Council.

TakeAction!

HOST a living room screening of *Contested Streets* and get your friends and neighbors talking about creative ways to solve New York City's traffic congestion problem. Transalt.org/contestedstreets.

The City Council Screening was attended by Councilmembers Liu, Koppel, and Reyna. Many other Councilmembers used the screening as an opportunity to educate their staffers on traffic and transportation issues in New York City. The screening was attended by over 90 people.

In order to take *Contested Streets* to the masses we are mobilizing our members, volunteers and community groups around the city to host "living room screenings." While some screenings are truly taking place in living rooms, many resourceful New Yorkers are arranging screenings in venues ranging from yoga studios to community centers to their favorite local bars. □