Media, media…?!, MEDIA!!!

Lessons Learned from Sacramento United Park(ing) Day 2014

NEWS

FOR IMMEDIATE RELEASE:

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2014 SACRAMENTO UNITED PARK(ING) DAY - Parking spots become real parts for a day

SACRAMENTO, September 11, 2014 - The California Chapter of the American Society of Landscape Architects today announced its second annual Sacramento United Park(ing) Day. The event is a day-long celebration of public space and community, offering people an opportunity to enjoy the city’s most underutilized assets.

What is Park(ing) Day?

Park(ing) Day is an annual worldwide event in which architects, designers, and others transform parking spaces into vibrant public spaces. It began in 2005 in New York City and has since taken off in cities around the world, including Sacramento.

Why Park Sacramento United Park(ing) Day?

Beyond the obvious benefits of creating more public space and the obvious benefits to communities, the event encourages people to think about how they use and connect with the city.

Who is participating?

Jodi Emberly
Landscape Architect - jemberly@asn.com

SACRAMENTO UNITED PARK(ING) DAY

Join the celebration of public space on September 11, 2014.

For more information, please contact Julie Sinek at jsinek@sinekdesign.com.
Agenda

1. **Introductions:** presenter and topic

2. **Media:** our diverse outreach strategy and messaging

3. **media...?** why aren’t they responding? will they show up?

4. **MEDIA!!!** who showed up and how it went

5. **Conclusions**
1 Introduction:
Presenting

Dalton LaVoie, Associate, PLA, ASLA, LEED AP
California Sierra Chapter, Sacramento

ASLA Volunteer Work:
- Public Awareness Representative (2010-current)
- President, CA Sierra Chapter ASLA (2011-2012)
- Vice President, California Council ASLA (2013-2014)
- Chair, National Leadership Development Committee
- Member, National Public Relations and Communications Advisory Committee (2013-current)

Organizer: Sacramento United Park(ing) Day 2013 & 2014
Introduction:

What is ‘Sacramento United Park(ing) Day?’

Sacramento United Park(ing) Day is...

A yearly event aimed to draw together the design and engineering community of Sacramento where we transform one block of 20th Street into a series of temporary public parks knitted together to raise awareness of green space in the urban fabric of our community. By grouping our efforts together and working with the City to secure permits, we streamline the process, eliminate fees, and enable more groups to participate.
SECOND ANNUAL
SACRAMENTO UNITED
PARK(ing) Day 2014

FRIDAY SEPT 19 • 10A - 6P
20TH ST • BETWEEN J+K

SHIFTING THE PARADIGM
BY MAKI KAWAGUCHI

SACRAMENTO UNITED PARK(ing) DAY IS PART OF AN ANNUAL WORLDWIDE EVENT WHERE ARTISTS, DESIGNERS, AND CITIZENS TRANSFORM METERED PARKING STALLS INTO A SERIES OF TEMPORARY PUBLIC PARKS.

HOSTED BY:
AMERICAN SOCIETY OF LANDSCAPE ARCHITECTS
CALIFORNIA SIERRA CHAPTER

Learn more at:
www.asla-sierra.org/parkingday
@ParkingDaySac

version 2014.08.21
Welcome 2014 Sacramento United Park(ing) Day Teams!

"From public parks to free health clinics, from art galleries to demonstration gardens, PARK(ing) Day participants have claimed the metered parking space as a rich new territory for creative experimentation, activism, socializing and play."

John Bela, Park(ing) Day Founder.

PARK(ing) Day is an international annual event in which activists and citizens transform metered parking spaces into temporary public parks and other social spaces. PARK(ing) Day was invented in 2005 by Rebar, a San Francisco-based art and design studio, to encourage people to rethink the way streets are used. Since then, PARK(ing) Day has grown into an international event taking place in over 160 cities on 6 continents.

Sacramento United PARK(ing) Day is an event aimed to draw together the design and engineering community of Sacramento. We will transform the street into a series of temporary public parks knitted together to raise awareness of green space in the urban fabric of our community. By grouping our efforts together and working with the City to secure permits, we can streamline the process, eliminate fees, and enable more groups to participate.

LET'S BUILD ON THE SUCCESS OF LAST YEAR'S EVENT!
SCHEDULE

Location: 20th Street between J Street and K Street
Date: Friday, September 19th 2014
8am-10am Setup
10am-6pm Open to the Public
5pm Voting closes
5:30pm Awards!
6pm-8pm** Teardown**

** All teams are invited to move their parklets to the 2nd Annual Rooftop Pop-Up Park event hosted by Rooftop Alliance at the parking structure one block to the south on 20th between K & L. The event will run Friday- Sunday. More details to follow!!!

DETAILS

THE REALLY IMPORTANT STUFF:

20th St will be open to traffic. Designs must include some sort of barrier or other element to prevent participants and visitors from venturing into the travel lane. Installations that do not have any type of barrier will be provided with unsightly orange traffic cones.

Your installation must not exceed the dimensions of your assigned PARK(ing) spot. They can not overhang into the travel lane. We recommend that you visit your spot in person to determine other factors (curb height, pedestrian circulation, etc.) that may influence design.

Our permit does not allow overhead structures with a solid roof.

All installations and materials must be cleared away by 8pm. Your group is responsible for obtaining and installing all materials, as well as disposing of them or otherwise reusing them at the end of the event.

Each team will be given an 11”x17” team sign to display on your installation. Display in a visible location so people know who to vote for!

Thank your volunteers and donors here!

Please no additional signs/advertising on or near your displays

...and please tweet! @ParkingDaySac
PARK(ing) SPOTS

Once you RSVP, you will be assigned a Parking Spot for you installation which corresponds with the numbers on the map below. We will accommodate requests for specific spaces on a first come, first served basis.

STALLS 1-12:
The dimension for these stalls will be 7.5 x 21’ curb to edge. These are not permanently striped, so they will be charked the day of the event.

Stalls 13-21:
Most of these stalls are permanently striped and vary in size. Please visit your location to verify the size if you are assigned one of these spots.

EDGE CONDITIONS, SIZE AND SLOPE VARY!

PLEASE VISIT YOUR SPOT BEFOREHAND!

version 2014.08.21
THE AWARDS

PEOPLE'S CHOICE
Attendees and participants may vote for their favorite installation (other than their own).

PARKLET-READY
This will be awarded to the installation that has the most potential to be installed as a semi-permanent parklet under the City of Sacramento's Parklet Pilot Program (manual available online). The guidelines for a semi-permanent parklet do not all need to be met to win this award.

MOST SUSTAINABLE
This could be best use of reclaimed materials, an educational installation that engages the public and demonstrates sustainable design, or some other creative design that showcases sustainable practices.

Awards will not be of cash value and mostly confer gloating rights and online recognition.

THANK YOU for your interest and participation!

If you have additional questions or haven’t yet reserved your PARK(ing) spot, email parkingday@asley-sierra.org or visit asla-sierra.org/parkingday

Feel free to share this information and invite friends, family, colleagues, and coworkers to participate!
2 Media:
Our Diverse Media Outreach Strategy and Messaging

a. Press Releases
   » Chapter Release
   » City Release

b. Social Media
   » Chapter Facebook
   » Setup Event-specific Twitter Account

c. Self-Publication on Community Calendars

d. Cross-Event Marketing
   » Parklet Pilot Program 2nd RFP Release
   » UPARK 2014

e. Professional Photography
Chapter Press Release

1 page formal release
6 pages of images
Sent 10 days prior
Ran Draft by Terry & Karen
Sent to:
KCRA
KOVR
Midtown Business Assoc.
Sacramento Bee
News10
Sac Business Journal

FOR IMMEDIATE RELEASE:

2014 SACRAMENTO UNITED PARKING DAY - Parking Spaces become mini parks for a day

SACRAMENTO - September 18, 2014 - The California Chapter of the American Society of Landscape Architects is hosting the second annual Sacramento United Parking Day in partnership with local schools and design firms. The event will take place on 20th Street between J and K on September 19th from 10 a.m. - 6 p.m. As the first organization, ASLA offers up the information booth, tally the vote in the awards competition and will also recreate the original 2014 Parking Day installation that inspired the world! Public is invited to come out and cast their vote for their favorite design!

What is Parking Day?
Parking Day is an annual worldwide event where artists, designers, students and citizens transform parking spots into temporary public parks. "Parking Day" was originally started by Public Space Group, Inc. in San Francisco in 2009 and has been growing ever since. Past Parking Day celebrations have had 950 parks in 162 cities and 75 countries across 6 continents.

Why has a Sacramento "United" event?
Branding in the success of last year's event, and the City of Sacramento's Pilot Parking Program moving forward, we want to continue raising awareness of the importance of open space and the urban fabric in our communities. The event is also being held in partnership with the Second Annual Rooftop Pop-Up Park, which will take place on Saturday and Sunday just one block away. The City plans to release the second NIH for the Pilot Parking Program on Parking Day, so please join us to see creative, inexpensive, but highly visible small spaces could serve to break up large blots in a Sacramento's honor.

Who is participating?
Joel B. Moore - www.joelmoores.com
California Montessori Project - Capital Campus - http://camproject.ucanr.edu
Terraces - www.terraces.com
Acre of Builders - www.acreofbuilders.com
HAAC - http://www.haacc.org
UC Davis Student Chapter ASLA - http://davis.asla.org/index.html
EB Group - www.ebgroup.com
Bald & Lewis Architects - www.baldlewis.com
Market - www.market.com
Rainforth & Associates - www.rainforthandassociates.com
MDT Group - www.mdtgroup.com
JeniferPlanning Associates - www.jeniferplanning.com
USF - www.usf.cc

For more information on Parking Day and all the ASLA Info table on the day of the event, see images of last year's event!

Founded in 1899, ASLA is the national professional association for landscape architects, representing more than 35,000 members in 91 professional chapters and 72 student chapters. The California San Francisco Chapter represents approximately 150 members ranging from Fresno to the Oregon border and from Solano County to the Nevada state line. Visit the chapter's website at www.aslausf.org
• Worked with the City to develop separate release

• Proposed and successfully achieved a coordinated Parklet RFP #2 release

• Had City staff on judging panel

• City staff invited council members to the event
City seeks businesses interested in hosting ‘parklets’

City releasing request for proposals for public parklets on National Park(ing) Day

Image courtesy American Society of Landscape Architects, Sacramento
2b Social Media: Facebook
2b Social Media: TWITTER
Sacramento United Parking Day 2014

Presented by American Society of Landscape Architects (ASLA) - California Sierra and American Institute of Architects (AIA) - Central Valley at MARRS Building

September 19, 2014

Event Rating: ★★★★★

Parking Day is an annual worldwide event where artists, designers, students and citizens transform parking spots into temporary public parks or "parklets." Drawing on the success of last year’s event and the City of Sacramento’s Pilot Parklet Program, 15 local design firms and student groups will transform 20th St. with temporary parklets to highlight the importance of green space and the urban fabric in our community. Join the group and reimagine how small spaces can have a big impact on urban life.

Make sure to check out the UPark 2014 festival on the rooftop of the L St and 20th St parking garage September 20 and 21.

Admission Info:
Free

MARRS Building
1600 20th Street
Sacramento, CA 95811
SACRAMENTO UNITED PARKING(D) DAY 2014
Presented by American Society of Landscape Architects (ASLA) - California Sierra Chapter at MARRS Building
September 19, 2014
Parking Day is an annual worldwide event where artists, designers, students and citizens transform parking spots into temporary public parks or “parklets.” Drawing on the success of last year’s event and the City of Sacramento’s Paid Parking Program, 15 local design firms and student groups will transform 20th St. with temporary parklets to highlight the importance of green space and the urban fabric in our community. Join the group and reframe how small spaces can have a big impact on urban life.

Make sure to also check out the UPark 2014 festival on the rooftop of the L St. and 20th St parking garage September 20 and 21!

Admission Info:
Free

General Day and Time Info:
MARRS Building
1050 20th Street
Sacramento, CA 95811

Find an Event
Search by keyword, organization or venue:

Search by date
Search by date range

Do you have an event you'd like to have listed?
+ submit a listing

2015 Economic Forecast
BUSINESS REVIEW
Save the Dates
Wednesday, January 21, 2015
3:45 pm
Sacramento State Student Union

ASLA CALIFORNIA SIERRA CHAPTER
2d Partnership: UPark 2014
Professional Photography
2e Professional Photography
2e Professional Photography
Professional Photography
Professional Photography
2e Professional Photography
2e Professional Photography
2e Professional Photography
Greetings from Sacramento
#parkingdayAPA
3 media...?
Why aren’t they responding? Will they show up?

- Understand you compete with other ‘more sensational’ stories
- Understand how and when coverage decisions are made
- Be prepared for additional info requests; be responsive
- Be prepared for day-of coverage
- Know who the topic reporters are and approach directly
- Establish working relationships with topic reporters
4 MEDIA!!!
Who showed up and how did it go?

• TWITTER response
• Rob an the Road (KVIE)
• FOX40NEWS
• INHABITAT
4

TWITTER response
Tweet by Park(ing) Day Founders
4 TWITTER response
General public
4 TWITTER response
Local Photographers
TWITTER response
Institute@GoldenGate and SACOG
Rob on the Road (KVIE)

https://www.facebook.com/robontheroad
4 INHABITAT
5 Conclusions

• Plan Early

• Collaborate with Allied Groups

• Diversify your Pitch
  » Location (social media, calendars, flyers)
  » Messaging

• Get Creative