PARK(ing) Day Seattle: Collaborating with Local DOT’s

Presented by Lucas Vannice
Introduction: speaker

Lucas Vannice, ASLA, ISA Certified Arborist
Washington State Chapter, Seattle

ASLA Involvement
- President, Washington State University Student Chapter, ASLA (2013 – 2014)
- Student Advocate, ASLA Advocacy Day (2014)
- Chair, Public Awareness Committee (2014 – current)
Introduction: content

1 Background: community collaboration
2 SDF 2014: forming a partnership
3 SDF 2015: improving our role
4 Goals for 2016: broadening participation
5 PARK(ing) Day Take Away: collaborating in your community
1 Background: community collaboration
2 SDF 2014: forming a partnership

• Seattle Department of Transportation
  • Issuance of umbrella Street Use permit
  • Provide design guidelines
  • Explanation of application process

• Washington Chapter, ASLA
  • Traffic mitigation signage
  • Printing fees
  • Promotion
  • Statistics
SDF 2015: improving our role

- Washington Chapter, ASLA
  - Poster design, printing, and hanging
  - Sponsorship
  - Live-updated through social media
  - Event awards
March:

• 2015 Kick-off meeting
• “Save the Date” posting
April:

• Revive Facebook page from 2014
• Finalized 2015 logo
• “Save the Date” in Chapter Newsletter
May:

- Poster layout submitted and translated
- Weekly social media posts
- Draft community newsletter
June:

- Posters printed in 5 languages
- Called prior event participants
- Began call for sponsors
- Drafted award graphics and survey
July:

• Poster hanging
• Advertised event at Chapter happy hour
• Continued contacting sponsors
• Bi-weekly social media updates
• SDOT reviewed “day of” surveys
• Coordinate volunteers
August:

- $2,990 raised through sponsors
- Traffic cones and signage 100% covered
- SDOT posted online PARK(ing) Day applications
September:

- 47 parklets
- 10 protected bike lanes
- 110 parking spaces reclaimed
- Live updated event to social media
- Tagged and thanked sponsors and participants via social media
- Handed out awards
October:

• Thank you cards
5 Goals for 2016: broadening participation

- Improve Seattle participation
- Branch out to state-wide level
PARK(ing) Day Take Away

- Build Relationships
- Develop Action Plan
- Seek Collaboration
- Generate Statistics