

#ParkInAPod



What is



An on-demand mobile community outreach platform. Moveable furniture, outreach materials, and activities are stored in a POD and delivered to events.



LANDSCAPE ARCHITECTURE
Your Environment. *Designed.*

Project objective:

Engage the public in a collaborative way about the importance of quality public space.

Why Create Park-in-a-POD?

Park-in-a-POD was created to support the public awareness and advocacy goals of the Chapter.

VISIBILITY

Park-in-a-POD provides a vibrant visual platform for public awareness events and serves as a temporary 'pop-up' demonstration of landscape architecture design and placemaking.

LOGISTICS

Materials storage and transportation and venue capacity/location are challenges event planning. Park-in-a-POD combines flexible event location w/ simple storage/transport.

VOLUNTEERISM

Park-in-a-POD reduces the amount of volunteer time required and increases volunteerism by providing opportunities to volunteer in roles that are simple and rewarding.

Park-in-a-POD and the ASLA Mission

Fellowship

Bringing ASLA Members Together
Recruiting New Members

Advocacy

Local Government + Organizations
State Capitol

Communication

Public Awareness
Partnerships with Allied Groups

Education

Career Discovery
Project Management Bootcamp

Who is it for?

Park-in-a-POD is for all of us to better engage with our communities about the importance of the work we do.

THE CHAPTER

- Create a temporary public space
- Spark conversation about what is landscape architecture

PROJECT TEAMS

- Hold an on-site charrette
- Engage future users at the site of a project
- To enhance normal consensus building activities

COMMUNITIES

- Enhance a community event or space.
- Method for prototyping quality public space
- Activate vacant space / show potential



44th Ave. Pop-Up Park





Temporary Amenity

The Pop-Up Park was open for **3 hours**, but had over **200 people** stop by, many staying the whole time.







Railyards Grand Opening





Community Engagement

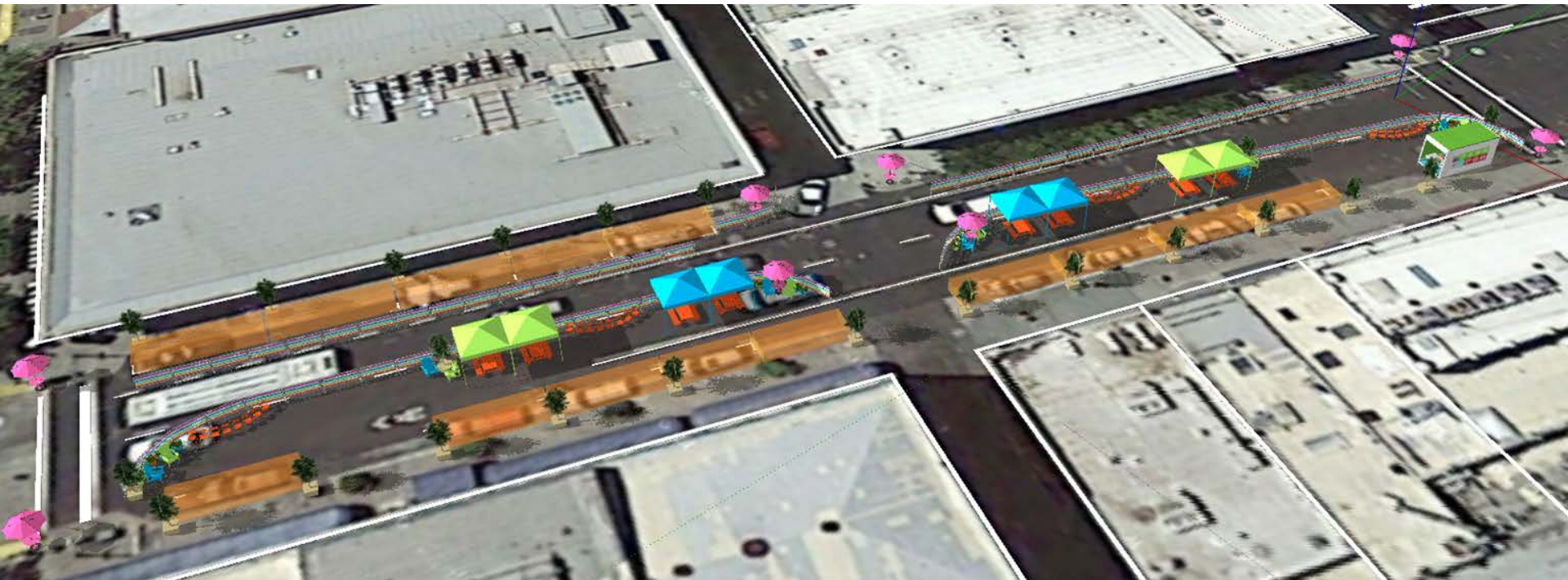
Over **220 cyclists** stopped in the Park to enjoy coffee and pastries. Government officials **Doris Matsui, Steve Hansen,** and **Steve Kohn** attended.







PARK(ing) Day 2016



PARK(ing) Day 2016







PRESS RELEASE FOR IMMEDIATE RELEASE

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SACRAMENTO UNITED PARK(ing) DAY 2016
Mini Parks Transform 9th Street for a Day!



SACRAMENTO - September 16, 2016 In collaboration with the Downtown Sacramento Partnership and the creative community, the American Society of Landscape Architects (ASLA) - California Sierra Chapter hosts Sacramento United PARK(ing) Day 2016 on 9th Street between J and K on September 16th from 9 a.m. - 7 p.m.

What is Park(ing) Day?

PARK(ing) Day is an annual worldwide event where artists, designers, students and citizens transform parking spots into temporary public parks or "parklets." It was originally started by Rebar Group, Inc. in San Francisco in 2005 and has been growing ever since. Past Parking Day celebrations have had 975 parks in 162 cities and 35 countries across 6 continents!

Come Play on 9th Street

Sacramento United PARK(ing) Day 2016 is a little different this year in that we have a theme: PLAY! With the recent reinvestment into Sacramento's downtown core, we have invited the creative community including designers, makers, artists, landscape architects, architects, and engineers to re-imagine Sacramento streets as platforms for 'PLAY,' however they define it.

Drawing on the success of previous year's events and the City of Sacramento's Pilot Parklet Program, ASLA aims to continue to raise awareness of the importance of open space within Sacramento's urban fabric. By combining efforts with the local creative community, we showcase a broad vision of how to re-imagine Sacramento's streets, expose the general public to what parklets are, encourage business /property owners to explore the possibility of creating more permanent parklets, and engage local policy makers about how to improve the City's current parklet standards (visit sacpark.org for more information about the current standards).

Please join us to explore creative, fun ideas for how these small spaces could soon become big places in Sacramento's future!

Who is participating?

Andy Vallejo and Dena Hangaard
Architectural Nexus
ASLA Sierra Chapter
ATLAS Lab
David Vela and Daniel Stanush
DLR Group
HGA Architects
HLA Group
Hogue & Associates
Lionakis
LPAS Architecture and Design
Stafford King Wiese Architects
Stantec
Unity Taylor and Heather Owitz-Owen
Williams+Paddon w/XL Construction and Miyamoto Structural Engineers
MTW Group Landscape Architects and Rainforth Grau Architects

Find more information at: www.asla-sierra.org/parkingday and at the ASLA info table on the day of the event!
#ASLAPD16



PREVIOUS PARKING DAY PHOTOS

Founded in 1899, ASLA is the national professional association for landscape architects, representing more than 15,000 members in 49 professional chapters and 72 student chapters. The California Sierra 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:

Park(ing) Day will transform a downtown street into interactive parklets

→ VU CHAU



Photos courtesy of Joe DiGiorgio/Stantec

■ A gaming parklet during the 2014 Sacramento United Park(ing) Day

Sonya Sorich
Digital Editor
Sacramento
Business Journal



Happy Thursday, Sacramento. It's National Linguine Day, and you have our permission to revive your love affair with carbs. We recommend serving wine and local news on the side.

From parking spaces to parks

SPONSORED CONTENT

U.S. manufacturing faces a vital skills shortage



Guests visit a parklet during previous Parking Day festivities.

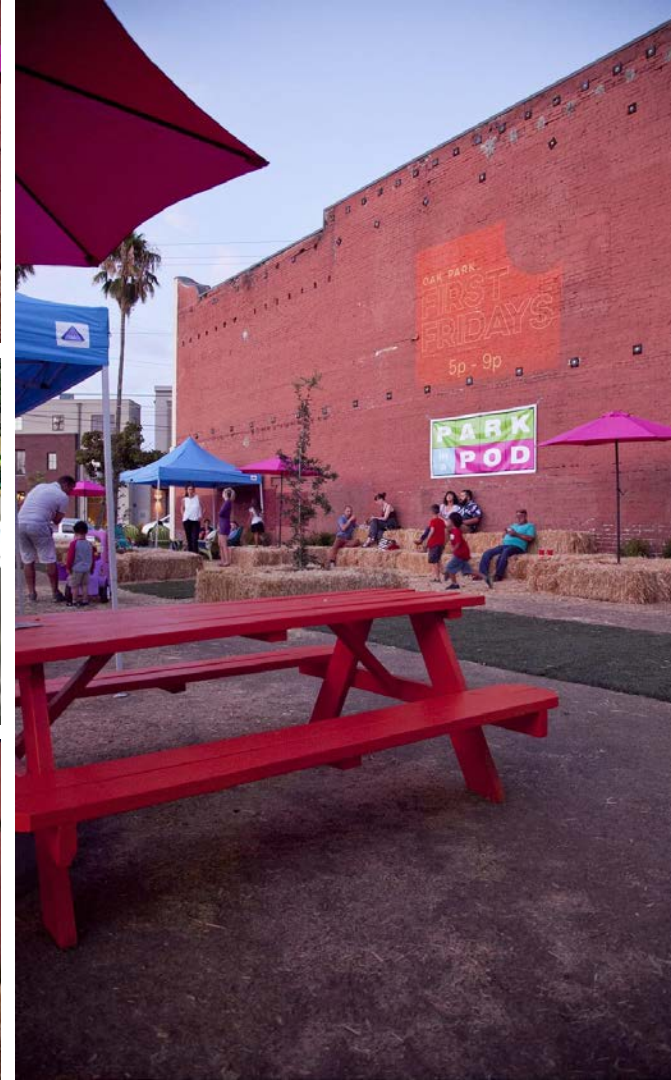
J DIGIORGIO

Get excited, folks. It's almost time for Parking Day, when 16 metered parking spaces will be transformed into miniature parks, also known as parklets. The event, held on Friday from 9 a.m. until 7 p.m., is part of a worldwide effort to promote pedestrian-friendly urban spaces. The American Society of Landscape Architects - California Sierra Chapter is presenting the local event in collaboration with the [Downtown Sacramento Partnership](#) and local creatives. You'll find the festivities on Ninth Street between J and K streets.



Oak Park First Fridays





SMUD Tiny House





Partnerships

Teamed with local Power Company to **activate Tiny House Village**. The event was planned for 4,000 people, but saw almost **20,000 visitors**.



OUR



TEAM

Jim Schubert (et al)

Dalton LaVoie

Maggie Aravena

Andrew Wickham

Jordan Guerrero

Jessie McWilliams

Hannah Levy

Laura Taylor

Michael Scheele

Meredith Branstad

Keith Wilson

Skip Mezger

Kim Garza

Andrea Strahlo

Brenna Castro

John Nicholas

Marq Truscott

Kate Nelson

Devin Murphy

Peter Larimer

Bill Roach

OUR



PARTNERS

Unseen Heroes

Co. Supervisor Kennedy

Village Nurseries

Green Acres

Downtown Sacramento Partnership

SMUD

Franklin Blvd. Development Group

Sheldon Feed +
Supply
wickFILMS

Vierra Farms

AIM Consulting

Southgate Rec + Parks

Sac. Co. Sheriff

Sac. Co. Probation Office

Paladin Security

Capitol Barricade

AIA

ULI

Balloons Are Up

Practical Cycle

Chocolate Fish Coffee Roasters

Edible Pedal

Regional Transit

River City Rickshaw

SACOG

Sacramento Kings

Kompan

Sac. Co. DOT

So what's in the POD?



(8) Picnic Tables

(8) 10'x10' Pop-Up
Tents

(8) 7' Umbrellas

(34) Folding Chairs

(16) Adirondack Chairs

(32) Planter Pots.



LANDSCAPE ARCHITECTURE
Your Environment. *Designed.*

Capital Costs

~\$6K-\$8K



Operational Costs

~\$300/ mo



Lessons Learned:

Volunteering (time consuming)

Expenses and charges (same)

Response was overwhelming

Needs 3 leads with 6-10 setup/ down

2 hours for setup and take down

Partnerships open lots of doors

Investing in good materials (must)

Weight of materials (lighter = better)



Now what?

Better furniture (weight, design)

Swag: shirts, promo materials

Materials: lighting, play equip, etc.

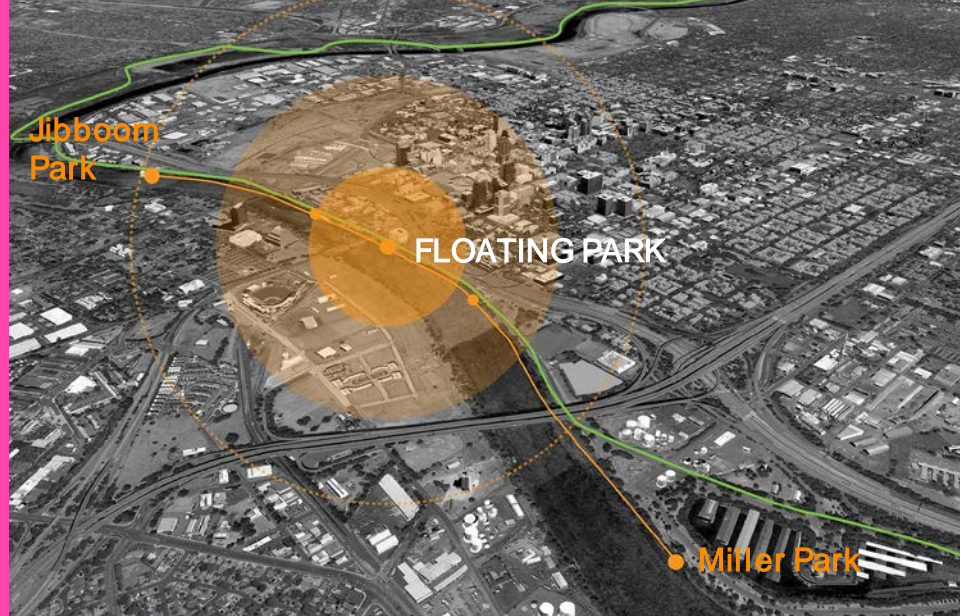
New volunteers and sponsors

Longer Events...

More Community Engagement...

National Competition...

Park On The River...



QUESTIONS?



ParkInAPod
