

Media, media...?, MEDIA!!!

Lessons Learned from Sacramento United Park(ing) Day 2014



FOR IMMEDIATE RELEASE:

NEWS

CONTACT:
Dalton M. Layole, PIA, ASLA
dalton.layole@sierra.asla.org

2014 SACRAMENTO UNITED PARK(ING) DAY - Parking Spaces become mini parks for a day

SACRAMENTO - September 10, 2014 - The California Sierra Chapter of the American Society of Landscape Architects is hosting the Second Annual Sacramento United Parking(ing) Day in partnership with local schools and design firms. The event will take place on 20th Street between J and K on September 10th from 10 a.m. - 6 p.m. As the host organization, ASLA will run the information booth, tally the vote in the award competition and will also recreate the original 2005 Parking(ing) Day evaluation that inspired the world! The public is invited to come out and cast their vote for their favorite design!

What is Park(ing) Day?

Parking(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(ing) Day celebrations have had 975 parklets in 162 cities and 35 countries across 6 continents!

Why Plan a Sacramento "United" event?

Drawing on the success of last year's event, and the City of Sacramento's Pilot Parklet Program now underway, we want to continue to raise awareness of the importance of green space and the urban fabric in our community. 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 RFP for the Pilot Parklet Program on Parking Day, so please join us to see creative, fun ideas for how these small spaces could soon become big places in Sacramento's future!

Who is participating?

Sierra Engineering - www.sierra.com
California Montessori Project - Capital Campus - <http://cap.camp.org/>
Lionaki's - www.lionakis.com
Averett Builders - www.averettbuilders.com
EPA Inc. - <http://www.epa.com/contact>
UC Davis Student Chapter ASLA - <http://park.asla.ucdavis.edu/index.html>
DIB Group - www.dibgroup.com
Nacht & Levis Architects - www.nfarch.com
Stantec - www.stantec.com
Palmerly Draw Architects - www.palmerlydraw.com
RTW Group - www.rtwgroup.com
American Planning Association - www.apaonline.org
EPAN - www.epan.com
Dreyfus & Blackford - www.dreyfusblackford.com
ASLA Sierra Chapter - www.asla-sierra.org



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

###

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 Colusa County to the Nevada state line. Visit the chapter's website at: www.asla-sierra.org

see images of last year's event! →

01.11.2015
ASLA California Sierra

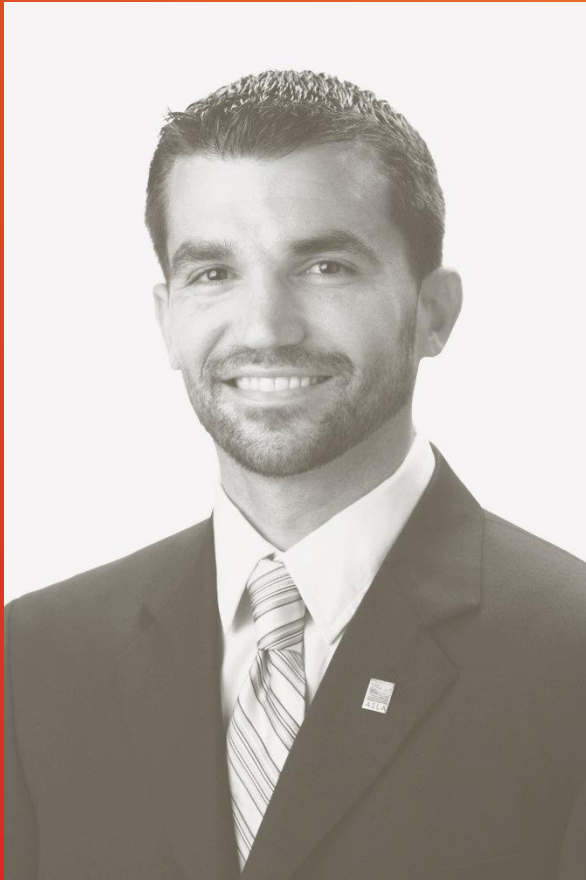


Agenda

- 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

1 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.

TEAM PACKETS

second annual



SACRAMENTO UNITED

PARK(ing) Day 2014



'SHIFTING THE PARADIGM'
BY MAKI KAWAGUCHI

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

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

@ParkingDaySac

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



Welcome 2014 Sacramento United Park(ing) Day Teams!

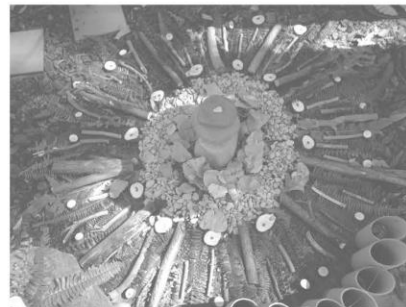
"From public parks to free health clinics, from art galleries to demonstration gardens, PARK(ing) Day participants have claimed the metered parking space as a rich new territory for creative experimentation, activism, socializing and play,"

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 AND DETAILS

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

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:

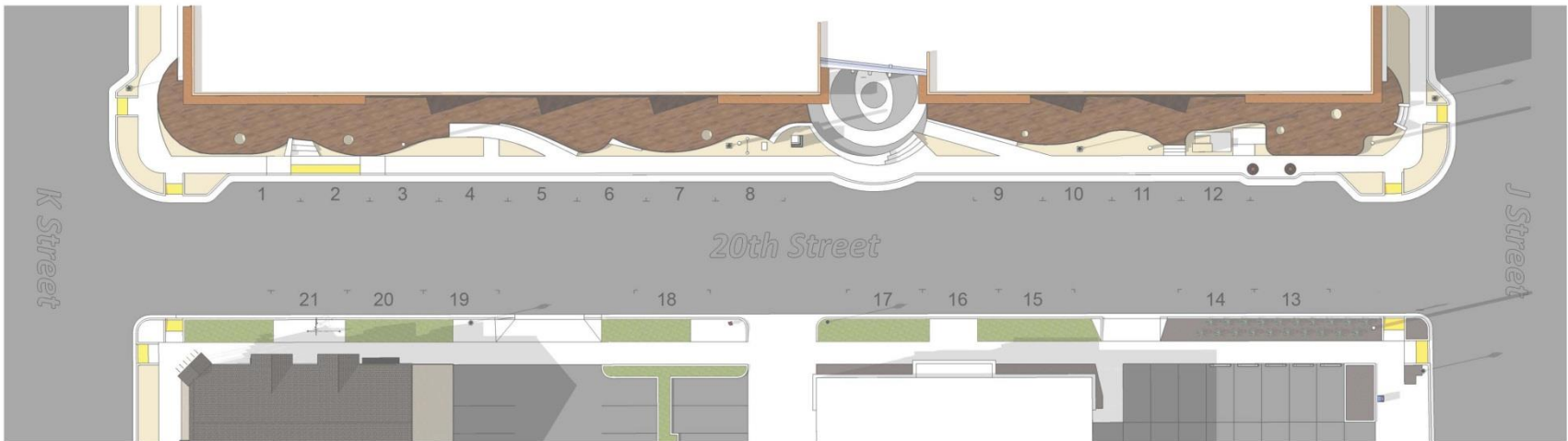
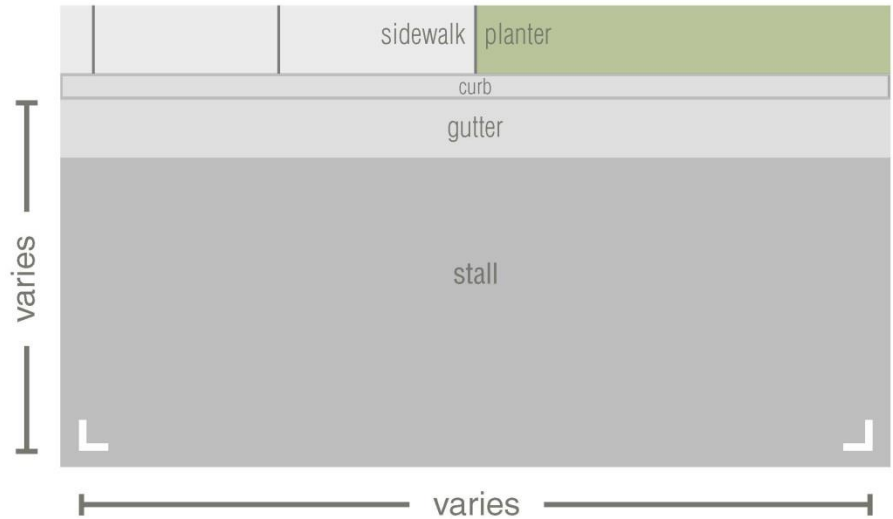
The dimension for these stalls will be 7.5 x 21' curb to edge. These are not permanently striped, so they will be chalked the day of the event.

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 AND SLOPE VARY!

PLEASE VISIT YOUR SPOT BEFOREHAND!



PLAN



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@asla-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

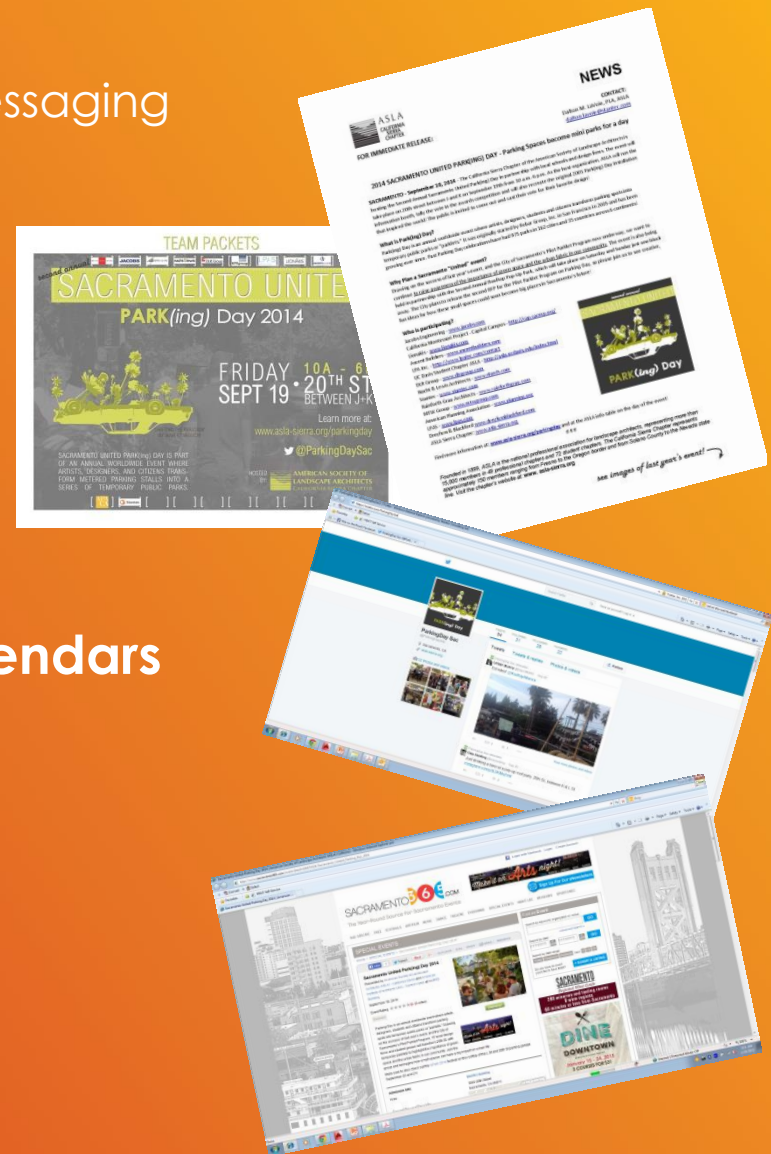
- » Chapter Facebook
- » Setup Event-specific Twitter Account

c. Self-Publication on Community Calendars

d. Cross-Event Marketing

- » Parklet Pilot Program 2nd RFP Release
- » UPARK 2014

e. Professional Photography



2^a 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:

NEWS

CONTACT:

Dalton M. LaVoie, PLA, ASLA
dalton.lavoie@stantec.com

2014 SACRAMENTO UNITED PARK(ING) DAY - Parking Spaces become mini parks for a day

SACRAMENTO - September 10, 2014 - The California Sierra Chapter of the American Society of Landscape Architects is hosting the Second Annual Sacramento United Park(ing) 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 host organization, ASLA will run the information booth, tally the vote in the awards competition and will also recreate the original 2005 Park(ing) Day installation that inspired the world! The public is invited to come out and cast their vote for their favorite design!

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!

Why Plan a Sacramento "United" event?

Drawing on the success of last year's event, and the City of Sacramento's Pilot Parklet Program now underway, we want to continue to raise awareness of the importance of green space and the urban fabric in our community. 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 RFP for the Pilot Parklet Program on Parking Day, so please join us to see creative, fun ideas for how these small spaces could soon become big places in Sacramento's future!

Who is participating?

Jacobs Engineering - www.jacobs.com
California Montessori Project - Capitol Campus - <http://cap.cacmp.org/>
Lionakis - www.lionakis.com
Ascent Builders - www.ascentbuilders.com
LPA Inc. - <http://www.lpa-inc.com/contact>
UC Davis Student Chapter ASLA - <http://asla.ucdavis.edu/index.html>
DLR Group - www.dlrgroup.com
Nacht & Lewis Architects - www.nfarch.com
Stantec - www.stantec.com
Rainforth Grau Architects - www.rainforthgrau.com
MTW Group - www.mtwgroup.com
American Planning Association - www.planning.org
LPAS - www.lpas.com
Dreyfuss & Blackford - www.dreyfussblackford.com
ASLA Sierra Chapter - www.asla-sierra.org



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

###

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: www.asla-sierra.org

see images of last year's event! →



2nd City Press Release and RFP

- 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

**Request for Proposals “Pilot Parklet” For Temporary
Sidewalk Extensions
JN:15122 Bid#:P151661003**



**City of Sacramento
Department of Public Works**

Date: September 19, 2014

Proposals Due by 4:00 PM,
November 3, 2014

Matt Winkler
Department of Public Works
Parking Services Division
300 Richards Blvd, Second Floor, Suite 213
Sacramento, CA 95811

sions

OSALS

nts “Sponsors” to install a Parklet in space that serve as a “mini parks” and enjoy the city around them, especially activities. They are intended to beancements to the overall streetscape,ng spots. In the place of car parking, a to the street. Once the platform is d bike parking can all be placed on top reet. Parklets are sponsored by a all amenities on a Parklet must remain rting, table service and other

’BID)

anizations.
ase by case basis.

it:

t exceed 10 single sided pages
e (1) electronic PDF copy.

4. on **November 3, 2014** to:

*City of Sacramento
Department of Public Works
Parking Services Division
300 Richards Blvd, Suite 213
Sacramento, CA 95811
ATTN: Matt Winkler*

2a Sacramento City Express

City seeks businesses interested in hosting 'parklets' | City Express - Windows Internet Explorer provided by Stantec Consultin

http://sacramentocityexpress.com/2014/09/18/city-seeks-businesses-interested-in-hosting-parklets/

Convert Select

Favorites HEAT Self Service

City seeks businesses interested in hosting 'parkle...

CITY EXPRESS
A City of Sacramento publication

Go

Home Articles About City of Sacramento Webpage

City seeks businesses interested in hosting 'parklets'

Posted on September 18, 2014 by City of Sacramento

City releasing request for proposals for public parklets on National Parking Day




Image courtesy American Society of Landscape Architects, Sacramento

Done

Internet | Protected Mode: Off

100%

3:34 AM
1/10/2015

<http://sacramentocityexpress.com/2014/09/18/city-seeks-businesses-interested-in-hosting-parklets/>



2b Social Media: Facebook

American Society of Land... x

← → ↻ 🏠 <https://www.facebook.com/groups/84749762310> ☆

Apps HEAT Self Service Imported From IE

f American Society of Landscape Architecture - Sierra Chapter 🔍 Dalton Home 20+

Sara Bowhay added photos to Sacramento United PARK(ing) Day 2013 August 20, 2014

Like · Comment · Share

👍 John Nicolaus and 11 others like this. 📄 Seen by 72

Sara Bowhay Getting Inspired for this year! Spots still available - participation is FREE!

August 20, 2014 at 4:40pm · Like 📄 1

Write a comment...

Sara Bowhay uploaded a file

LDA at UC Davis Sara Bowhay and 4 other friends joined. + Join

OPNA - Oak Park Neighborhood Association Ginger Thompson and 4 other friends joined. + Join

SPONSORED Create Ad

Men's Outerwear \$10-\$30
rosewholesale.com
Fashion Men's Outerwear \$10-\$30, Free Shipping Selected Items, New Sign Up Get 10% Off!
1,783,420 people like this

Shop Teespring
teespring.com
Time is running out! Don't miss out on this shirt on Teespring
570,271 people like this

English (US) · Privacy · Terms · Cookies · Advertising · More · Facebook © 2015

Ryan McCauley and Tim Aboussleman are now friends.

Jamielyn Danielle More than I thought. Pretty cool

Diana Watkins Web ●

Danger Drew 3h □

Taylor Perry 4h □

Teo Tertel 5h □

Kalte King 5h □

Jason Tarman 19h □

Lindsey Stacy Perry 4h □

Kimberly Loza Mobile ●

Andrea Owen 5h □

Julie Tarman

George Shaheen 6h □

Brett Swarts 7h □

Cara Tupper Dunh... 5h □

Richard Ciesco 5h □

Jarrad LaVoie □

Steven Miles Stacy 6h □

MORE FRIENDS (7)

Arlene Gee Mobile ●

Brian Denton Web ●

Q Search 🔍

4:19 AM 1/10/2015

2_b Social Media: TWITTER

The screenshot shows a Twitter profile page for 'ParkingDay Sac' (@ParkingDaySac) viewed in a Windows Internet Explorer browser. The browser's address bar shows the URL 'https://twitter.com/ParkingDaySac'. The profile header features a blue background with a search bar and a 'Log In' link. The profile picture is a green plant with the text 'PARK(ing) Day' below it. The bio identifies the user as 'ParkingDay Sac' (@ParkingDaySac) located in Sacramento, CA, with a website link to 'asia-sierra.org'. The profile statistics are: 54 Tweets, 31 Following, 28 Followers, and 22 Favorites. A 'Follow' button is visible. The main content area shows two tweets, both retweeted by 'ParkingDay Sac'. The first tweet is from 'Urban Bunny @SacURBAN' dated Sep 20, with the text 'Ed rules! @RooftopAlliance' and a photo of a rooftop party. The second tweet is from 'Clay Nutting @claynutting' dated Sep 20, with the text 'Just drinking a beer at a pop-up roof party. 20th St., between K & L St. instagram.com/p/L8KMej1m/'. The Windows taskbar at the bottom shows various application icons and the system clock indicating 4:13 AM on 1/10/2015.

2c Self-Publish: Sac365.com

Sacramento United Parking Day 2014 | American Society of Landscape Architects (ASLA) California - Windows Internet Explorer pro

http://www.sacramento365.com/event/detail/441871524/Sacramento_United_Parking_Day_2014

Convert Select

Favorites HEAT Self Service

Sacramento United Parking Day 2014 | American ...

Login with Facebook Login Create Account

SACRAMENTO365.COM

The Year-Round Source For Sacramento Events

Sign Up For Our eNewsletters

AGE-SPECIFIC FREE FESTIVALS ART/FILM MUSIC DANCE THEATRE FOOD/WINE SPECIAL EVENTS NIGHT LIFE MUSEUMS SPORTS/REC

SPECIAL EVENTS

Home > SPECIAL EVENTS > Sacramento United Park(ing) Day 2014

Like 3 Tweet Pin It +1 OUTLOOK ICAL PRINT EMAIL FEEDBACK

Sacramento United Park(ing) 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 ★★★★★ (0 votes)

Bookmark

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 also check out the UPark2014 festival on the rooftop of the L St and 20th St parking garage September 20 and 21!

Attending?

MARRS Building
1050 20th Street
Sacramento, CA 95811

Find an Event

Search by keyword, organization or venue: GO

Advanced Search

Search by date: 01/10/2015 01/10/2015 GO

Search by date range: Today Tomorrow Weekend Next: 7 14 30

Do you have an event you'd like to have listed? [+ SUBMIT A LISTING](#)

SACRAMENTO
Regional Wine Guide
200 wineries and tasting rooms
8 wine regions
60 minutes or less from Sacramento

DINE DOWNTOWN
Sponsored by Southern Region
January 15 - 24, 2015
3 COURSES FOR \$31

Done

Internet | Protected Mode: Off

3:11 AM
1/10/2015



2c Capital Public Radio

Sacramento United Parking Day 2014 | American Society of Landscape Architects (ASLA) California - Windows Internet Explorer pro

http://events.cpradio.org/event/detail/441872287/Sacramento_United_Parking_Day_2014

home news music programs schedule events support donate

Listen Live

COMMUNITY CALENDAR

POWERED BY SACRAMENTO 360.com

AGE-SPECIFIC FREE FESTIVALS ART/FILM MUSIC DANCE THEATRE FOOD/WINE SPECIAL EVENTS NIGHT LIFE MUSEUMS SPORTS/REC

SPECIAL EVENTS

Home > SPECIAL EVENTS > Sacramento United Park(ing) Day 2014

Print 8+1 OUTLOOK ICAL PRINT EMAIL FEEDBACK

Sacramento United Park(ing) Day 2014

Presented by American Society of Landscape Architects (ASLA) - California Sierra and 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 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 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

Location: MARRS Building
1050 20th Street
Sacramento, CA 95811

General Day and Time Info:

Find an Event

Search by keyword, organization or venue: go

Advanced Search >

Search by date: 01/10/2015 01/10/2015 go

Search by date range: Today Tomorrow Weekend Next 7 14 30

Do you have an event you'd like to have listed? [+ submit a listing](#)

We Get Support From:

2015 ECONOMIC FORECAST

sacramento BUSINESS REVIEW

Save the Date
Wednesday, January 21, 2015
3:00 p.m.
Union Ballroom
Sacramento State

metrochamber SACRAMENTO STATE COLLEGE OF POLICE AND FIRE OFFICERS

Internet | Protected Mode: Off 100%

3:20 AM 1/10/2015



2^d Partnership: UPark 2014

UPark 2014 | Rooftop Alliance | FESTIVALS | Sacramento365 - Windows Internet Explorer provided by Stantec Consulting Ltd.

http://www.sacramento365.com/event/detail/441873931/UPark_2014

Convert Select

Favorites HEAT Self Service

UPark 2014 | Rooftop Alliance | FESTIVALS | Sacra...

Login with Facebook Login Create Account

SACRAMENTO **365**.COM

The Year-Round Source For Sacramento Events

ART of BEER to benefit SALES FOR AUTISM

January 30, 2015
www.artofbeerinvitational.com

Sign Up For Our eNewsletters

AGE-SPECIFIC FREE FESTIVALS ART/FILM MUSIC DANCE THEATRE FOOD/WINE SPECIAL EVENTS NIGHT LIFE MUSEUMS SPORTS/REC

FESTIVALS

Home > FESTIVALS > UPark 2014

Like 1 Tweet Pin It S+1 OUTLOOK ICAL PRINT EMAIL FEEDBACK

UPark 2014

Presented by Rooftop Alliance

September 20 - September 21, 2014

Event Rating ★★★★★ (1 vote)

Bookmark

Join the Rooftop Alliance in transforming the Midtown parking garage at 20th & L into a pop-up urban park for a garden party you won't want to miss! The Rooftop Alliance is a team of green space loving Sacramentans who are working to make rooftop gardens more common and more accessible right here in our urban backyard. In addition to showcasing parklets, the festival will include a rooftop demonstration garden, beer garden featuring local craft beer, bike-in movie theater, corn-hole competitions, dance performances, art displays and activities, and classes in yoga, tai chi, and ballet.

Come on out and help be part of creating a one-of-a-kind public park! This is a free, all-ages event.

To get a taste of the festival before the weekend hits, check out the Sacramento United Park(ing) Day 2014 event on Friday at the MARRS Building.

Admission Info: Free

General Day and Time Info: Sat 8am-Midnight Sun 8am-2pm

L St and 20th St Sacramento, Ca 95811

Map Satellite

Find an Event

Search by keyword, organization or venue: GO

Advanced Search >

Search by date: 01/10/2015 01/10/2015 GO

Search by date range: Today Tomorrow Weekend Next: 7 14 30

Do you have an event you'd like to have listed? + SUBMIT A LISTING

do you #visitsacramento?

DINE DOWNTOWN

Sponsored by Southern Magazine

January 15 - 24, 2015

3 COURSES FOR \$31

Internet | Protected Mode: Off

3:06 AM 1/10/2015



2^e Professional Photography



2^e Professional Photography



2^e Professional Photography



2^e Professional Photography



2^e Professional Photography



2^e Professional Photography



2^e Professional Photography



2_e Professional Photography



2^e Professional Photography



2^e Professional Photography



2^e Professional Photography



2^e Professional Photography



2^e Professional Photography



2^e Professional Photography



2^e Professional Photography



3 media...?

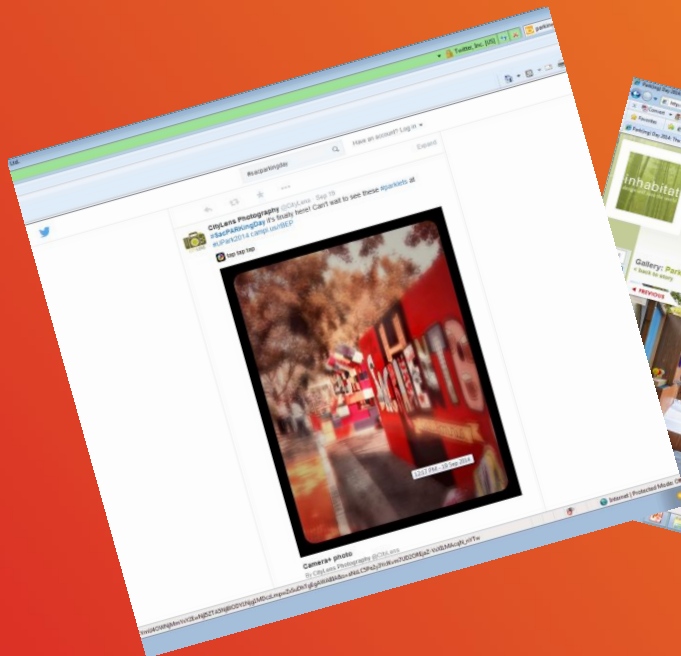
Why aren't they responding? Will they show up?

- **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 on the Road (KVIE)**
- **FOX40NEWS**
- **INHABITAT**



4 TWITTER response

Tweet by Park(ing) Day Founders

Consulting Ltd.

Twitter, Inc. [US] rob on

Search Twitter

Have an account? Log in

ParkingDay Sac
@ParkingDaySac

TWEETS 54 FOLLOWING 31 FOLLOWERS 28 FAVORITES 22

Follow

View more photos and videos

ParkingDay Sac retweeted
PARK(ing) Day @parkingday · Sep 19
A fave @parkingday PARK! @ParkingDaySac by CA/Sierra @ASLA. A tribute to the first PARK in 2005! Photos by Brady Moss

View more photos and videos

ParkingDay Sac @ParkingDaySac · Sep 19
The Rogue Wattles weaved up a gorgeous #parkingday #parklet for #sacparkingday

Internet | Protected Mode: Off

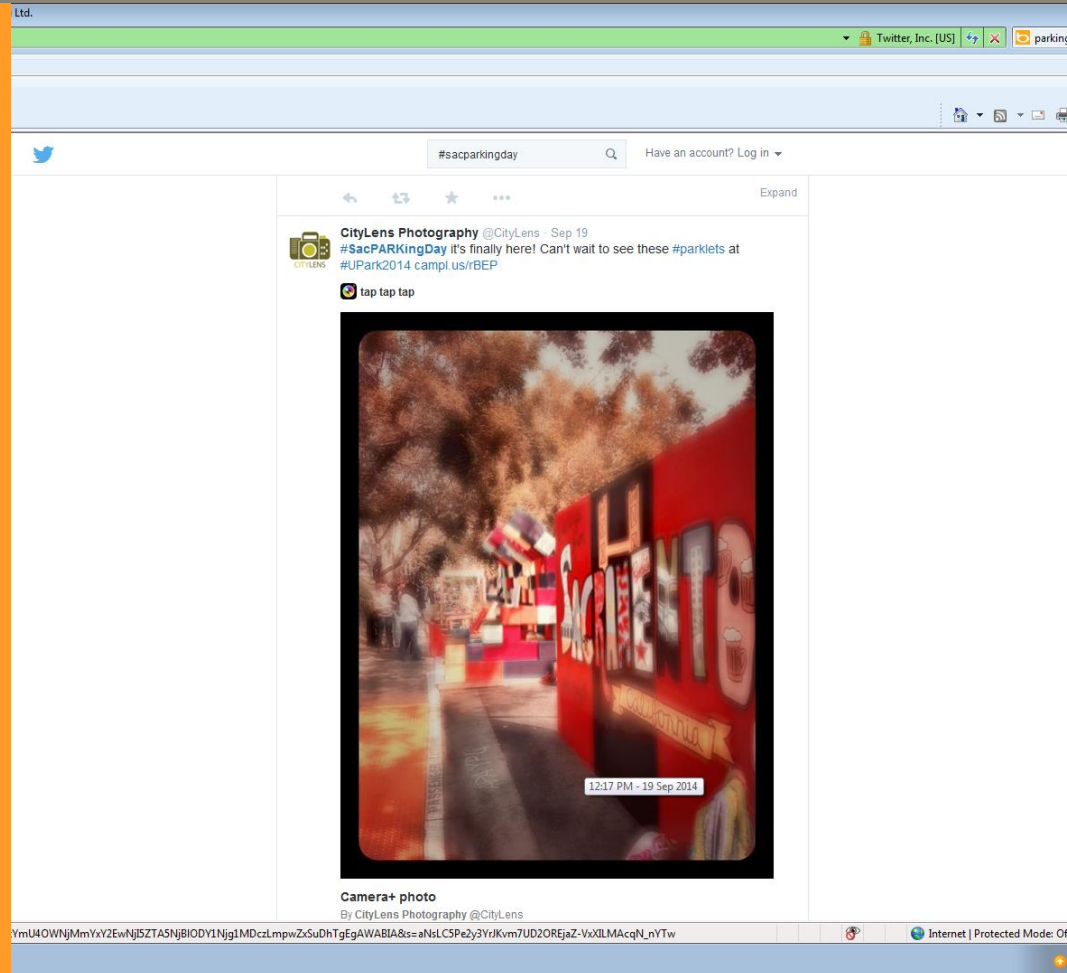
4 TWITTER response

General public

The screenshot shows a Twitter search for the hashtag #sacparkingday. The interface includes a search bar at the top with the text "#sacparkingday" and a search icon. Below the search bar, there are navigation tabs for "Everything" (selected), "People", "Photos", "Videos", "News", "Timelines", and "Advanced Search". On the left side, there are sections for "Worldwide Trends" and "Who to follow". The main content area displays two tweets. The first tweet is from "ParkingDay Sac" (@ParkingDaySac) dated Sep 19, with the text "Thanks to EVERYONE who participated or came out to visit Sacramento PARKING Day! Huge success! #sacparkingday #parkingday". The second tweet is from "Lindsay Buckley" (@lindsay_buckley) dated Sep 19, with the text "Loved checking out the #parklets at #sacparkingday! Great possibilities for our the @TheCityofSac. #parkingdayapa". Below the text of the second tweet is a photograph of a woman smiling in front of a red wall with graffiti that says "SACRAMENTO" and "#parkingdayAPA". The bottom of the screenshot shows a browser status bar with "Internet | Protected Mode: On".

4 TWITTER response

Local Photographers



4 TWITTER response

Institute@GoldenGate and SACOG

The screenshot shows a Twitter search for the hashtag #sacparkingday. The browser's address bar shows 'Twitter, Inc. [US]'. The search results are as follows:

- Tweet 1:** A photo of a red canopy structure on a street with a sign that says 'PARKING IN THE PARK'.
- Tweet 2:** From **Institute@GoldenGate** (@InstituteatGG) on Sep 19. Text: "Rock on Sacramento! #GetOutsidel RT @ParkingDaySac Look at a the parks being built RIGHT NOW! #parkingday #sacparkingday @landarchitects".
- Tweet 3:** From **SACOG** (@SACOG) on Sep 19. Text: "MT @ParkingDaySac: Parks being built Now 20th St btwn J & K n @TheCityofSac #parkingday #sacparkingday #parkingdayAPA". Below the text is a photo of a street scene with people and a truck.
- Tweet 4:** From **ParkingDay Sac** (@ParkingDaySac) on Sep 19. Text: "Look at a the parks being built RIGHT NOW! #parkingday #sacparkingday".

4 Rob on the Road (KVIE)

The screenshot shows the Facebook page for 'Rob on the Road'. The page features a cover photo of yellow roses in front of a building. The main content area displays three posts:

- A post from David Kauffman Jr. dated November 22, 2014, at 9:02pm, with the text: "you ever spoken with Bud Anderson?...he flew P-51 'Old Crow'... See More".
- A post from David Kauffman Jr. dated November 22, 2014, at 9:00pm, with the text: "Rob...love your show...just watched the one you went to the... See More".
- A post from 'Rob on the Road' dated September 19, 2014, titled "Cool event! Park(ing) Day 2014 - A day where parking spaces across the world are turned into temporary urban parks. Check out this iPhone video for details. 20th & J in Sacramento." This post includes a video thumbnail showing two men smiling.

Below the main posts is a 'SUGGESTED FOR THIS PAGE' section with links to 'Icky Theuglydog', 'California Capital Book Festival', and 'Safari West'. The right sidebar shows a 'Create Page' button and a 'Recent' list with years 2014, 2013, 2012, and 2011. The bottom of the browser window shows the taskbar with icons for Word, Photoshop, and Internet Explorer in Protected Mode.

<https://www.facebook.com/robontheroad>



4 FOX40NEWS



4 INHABITAT

5 Conclusions

- Plan Early
- Collaborate with Allied Groups
- Diversify your Pitch
 - » Location (social media, calendars, flyers)
 - » Messaging
- Get Creative

ASLA CALIFORNIA SIERRA CHAPTER NEWS

FOR IMMEDIATE RELEASE: CONTACT: Dalton M. Lavoie, PLA, ASLA dalton.lavoie@stamtec.com

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

SACRAMENTO - September 10, 2014 - The California Sierra 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. - 5 p.m. As the host organization, ASLA will own the information booth, tally the vote in the awards competition and will also recreate the original 2005 Parking Day installation that inspired the world! The 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 or "parklets." It was originally started by Rebar, Inc. in San Francisco in 2005 and has been growing ever since. Past Parking Day celebrations have had 975 parklets in 162 cities and 35 countries across continents!

Why Plan a Sacramento "United" event?
Drawing on the success of last year's event, and the City of Sacramento's Pilot Parklet Program now underway, we want to continue to raise awareness of the importance of green space and the urban fabric to our community. The event is also being held in partnership with the Second Annual Redtop Pop-Up Park, which will take place on Saturday and Sunday just one block away. The City plans to release the second RFP for the Pilot Parklet Program on Parking Day, so please join us to see creative, fun ideas for how these small spaces could soon become big places in Sacramento's future!

Who is participating?
Jackson Engineering - www.jacksoneng.com
California Movement Project - Capitol Campuses - <http://cap.campus.org/>
Lovelis - www.lovelis.com
Awernt Builders - www.awerntbuilders.com
LPA Inc. - <http://www.lpa.com/contact>
UC Davis Student Chapter ASLA - <http://slas.ucdavis.edu/index.html>
DLF Group - www.dlfgroup.com
North & Lewis Architects - www.nlaarch.com
Stantec - www.stantec.com
Rainforth Grau Architects - www.rainforthgrau.com
MTW Group - www.mtwgroup.com
American Planning Association - www.planning.org
LPAS - www.lpas.com
Dreyfus & Blackford - www.drblackford.com
ASLA Sierra Chapter - www.asla-sierra.org

Second Annual SACRAMENTO UNITED PARKING DAY

PARK(ing) Day

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

#14

see images of last year's event!

