

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



Presented by Lucas

# Introduction: speaker

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

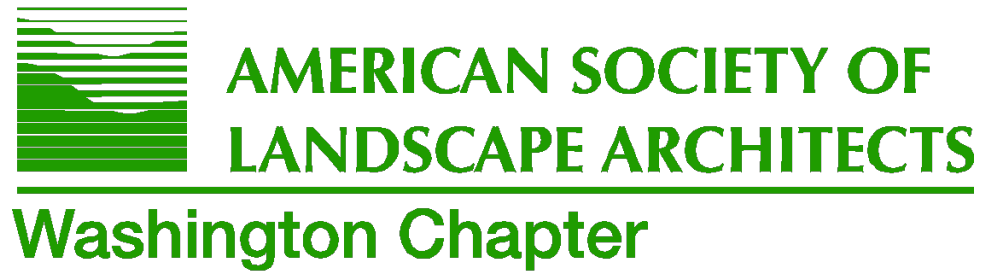
- President, Washington State University Student Chapter, ASLA (2013 – 2014)
- Student Advocate, ASLA Advocacy Day (2014)
- Chair, Public Awareness Committee (2014 – current)



# 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



# 3 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

**PARK(ing) Day Seattle**  
Community

Timeline About Photos Likes More

115 people like this  
Tom Walker

Invite friends to like this Page

**ABOUT**

PARK(ing) Day is an annual worldwide event where artists, designers and citizens transform metered parking spots into temporary public parks.

<http://www.seattle.gov/transportation/seattlepark...>

**PHOTOS**

**PARKing Day Seattle via Seattle Neighborhood Greenways**  
September 23, 2015

**PARKing Day 2015 Makes Successful Streets - Seattle Neighborhood Greenways**

Four local neighborhood groups changed their streets on a grand scale on Friday September 18. People in Rainier, Ballard, Ravenna and Bryant were winners of...

SEATTLEGREENWAYS.ORG



# May:

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



**If you could build a park for one day, what would it be?**

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**Seattle PARK(ing) Day is open to everyone. Come participate and join in the fun on Sept 18!**

**如果您能在一天內建造一個公園，會是怎麼樣的？**

西雅圖一年一度的停車日，PARK(ing) Day，將會在西雅圖設計節 (Seattle Design Festival) 期間舉辦。這是為期一周的藝術節，探討如何用設計去改善市區環境與日常生活。在停車日，市民可將停車位變成熱鬧的小公園 (pop-up park)，為您和您的鄰居提供市區休憩的機會。有關詳情，請遊覽以下網站，查看往年形形色色的公園創作。

**西雅圖停車日在今年的9月18日星期五舉辦，歡迎所有市民參與。快來申請吧！**



[www.seattle.gov/transportation/seattleparkingday.htm](http://www.seattle.gov/transportation/seattleparkingday.htm)



#parkingdaySEA  
#SDF2015

@parkingdaySEA  
FB: ParkingDaySEA

# June:

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



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**Nếu quý vị xây dựng công viên trong một ngày, thì nó sẽ như thế nào?**

Kỷ Niệm Ngày Công Viên Đỗ Xe Hàng Năm của Seattle mang đến cho quý vị và hàng xóm của quý vị cơ hội để chuyển đổi nơi đỗ xe thành công viên công cộng sống động trong một ngày. Hãy ghé thăm trang web bên dưới để đăng ký và xem những bức ảnh các công viên ngẫu hứng từ những năm trước.

Ngày Công Viên Đỗ Xe được tổ chức trong Lễ Hội Thiết Kế Seattle, một lễ hội kéo dài một tuần nhằm khám phá những thiết kế mới giúp cuộc sống của chúng ta tốt hơn.

**Ngày Công Viên Đỗ Xe được mở cho tất cả mọi người. Hãy đến và tham gia cuộc vui vào ngày 18 tháng Chín!**



[www.seattle.gov/transportation/seattleparkingday.htm](http://www.seattle.gov/transportation/seattleparkingday.htm)

SDOT DESIGN IN PUBLIC #parkingdaySEA #SDF2015 @parkingdaySEA FB: ParkingDaySEA

## Vietnamese



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**Kung ikaw ay makapatatayo ng isang parke sa isang araw, ano ito?**

Ang pagdiriwang ng taunang araw ng PARADAHAN ng Seattle ay nag-aalok sa iyo at iyong mga kapitbahay ng isang oportunidad upang baguhin ang mga paradahan tungong buhay na mga pampublikong espasyo sa isang araw. Bisitahin ang website sa ibaba upang mag-apply at tingnan ang mga larawan ng mga parkeng biglang litaw mula sa mga nagdaang taon.

Ang Araw ng PARADAHAN ay ginaganap tuwing Seattle Design Festival, isang piyesta na umaabot ng isang linggo na gumagalugad sa mga paraan kung paanong ginagawa ng disenyo na mas mabuti ang ating mga buhay.

**Ang Araw ng PARADAHAN ng Seattle ay bukas sa lahat. Halika makilahok at sumasama sa kasayahan sa Sept 18!**



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## Tagalog



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## Chinese



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**¿Si pudieras construir un parque por un día, de qué sería?**

La celebración anual del PARK(ing) Day (Día del Parque/estacionamiento) de Seattle, le ofrece a ti y a tus vecinos la oportunidad de transformar espacios de estacionamiento en espacios públicos animados por un día. Visita el sitio web a continuación para enviar una solicitud y para ver fotografías de los parques temporales de años anteriores.

PARK(ing) Day es llevado a cabo durante el Seattle Design Festival (Festival de Diseño de Seattle), un festival de una semana de duración que explora las maneras en las que el diseño mejora nuestras vidas.

**Seattle PARK(ing) Day está abierto para todos. ¡Ven a participar y se parte de la diversión el 18 de septiembre!**



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## Spanish

# 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



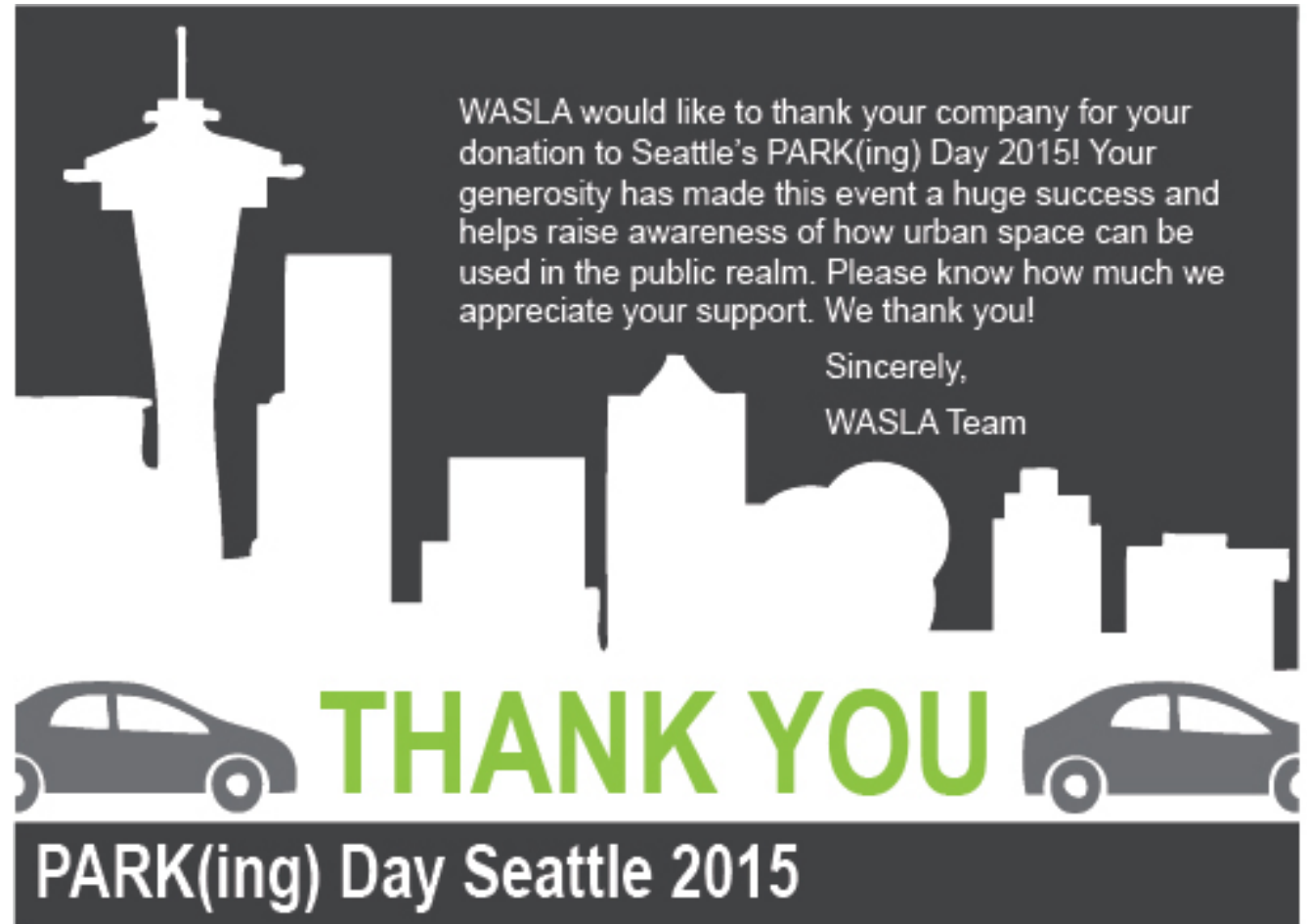
Best of PARK(ing) Day 2015 Community Hosted Park

PARKing Day Seattle Partners:



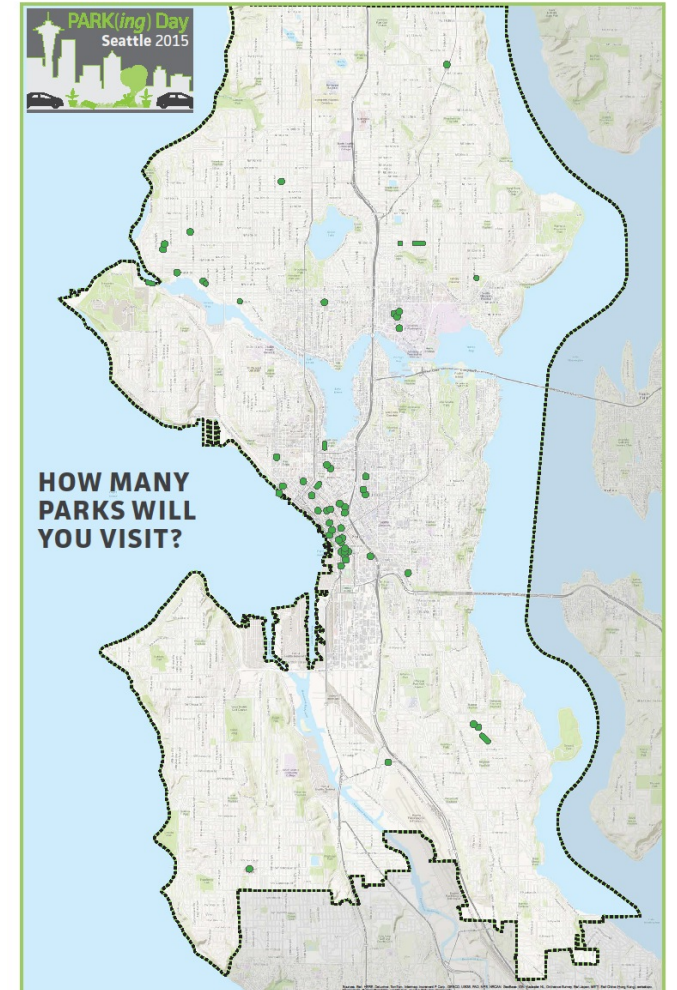
# October:

- Thank you cards



# 5 Goals for 2016: broadening participation

- Improve Seattle participation
- Branch out to state-wide level



# 6 PARK(ing) Day Take Away

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



Photo by Amber Raynsford