

# Park[ing] Day LA

## Friday, September 18, 2009

- National grassroots event started in San Francisco in 2005 when an art collective, Rebar, converted a single metered parking space into a public park
- Los Angeles will be celebrating Park[ing] Day for the third year
- Temporary parks are installed in parking spaces and city blocks throughout the city.
- Park[ing] Day LA is an opportunity for Neighborhood Councils to create awareness about park resources in their community



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## A city-wide event for NCs

- **ADVOCACY FOR PARKS:** The City of Los Angeles has only 10% of the recommended 8-10 acres of parks and open space for every 1000 residents. Much of our outdoor space is dedicated to the vehicle, while only a fraction of that space is allocated to green space.
- **OUTREACH:** This event is a fun opportunity to reach stakeholders with information about NCs, create a dialogue about park space in Los Angeles, and potentially start your election outreach!
- **WORKING TOGETHER:** As a joint Neighborhood Council project, Park[ing] Day LA is a chance to show the value our system offers at a city-wide level through community engagement.



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## Six simple steps for a great outreach event

1. Choose your event size and location.
2. Let NC Event Coordinators Shawn Simons & Ashley Zarella know you're planning to get involved.
3. Form a project team to share the responsibility.
4. Invite community partners to participate.
5. Plan your Park[ing] Day event for the benefit of parks, outreach, and neighborhood councils.
6. Have fun!



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## NCs can choose the event size

| Event Size                | Event Budget              | Next Steps   |
|---------------------------|---------------------------|--|
| Park[ing] Space           | estimated \$200-\$400     | <ol style="list-style-type: none"><li>1. Contact us so we can help! We have several resources for your event - including outreach information, volunteer resources, and giveaways.</li><li>2. Collect the information and resources you'd like at your temporary park space.</li><li>3. Set-up an outreach table in a park[ing] space for the day or maybe just during lunch time.</li></ol>   |
| Multiple Park[ing] Spaces | estimated \$600-\$800     | <ol style="list-style-type: none"><li>4. Add some park benches and shade to create a place for your stakeholders to hang out and even enjoy a picnic lunch.</li><li>5. Notify the DOT of your intent to use meters during the event (where applicable). More information on this will be available - please contact the NC Event Coordinators.</li></ol>   |
| Block Party               | estimated \$1,200-\$3,000 | <ol style="list-style-type: none"><li>6. Secure event insurance and a street closure permit which includes notifying your neighbors of the event. NC Event Coordinators will help you with this process!</li><li>7. Engage community partners to help you fill up the temporary park with fun activities, places to sit in the shade, and other park-like amenities.</li><li>8. Celebrate Park[ing] Day LA with your stakeholders and community!</li></ol> |

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## Event toolkit for NCs involved

- Event outreach flyers
- Sample press release
- Community partner request letter
- Outreach materials from key partners and city departments
- Trees from Million Trees
- Volunteer organizations
- Partnerships
- Event planning assistance
- Network of resources  
(how-to, volunteers, giveaways, etc.)



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- DONE can help us through outreach and giving NCs information about this great city-wide event opportunity
- For inspiration or more information about the event, check out: [www.parkingdayla.com](http://www.parkingdayla.com)
- NCs should contact Event Coordinators to find out more and get involved:

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