

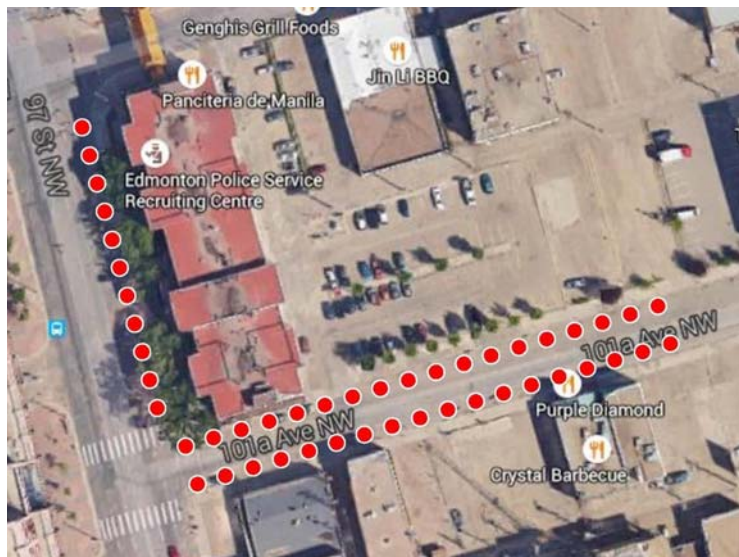
PARK(ing) Day 2015 Lessons Learned

The Opportunity:

PARK(ing) Day is an annual international event held on the third Friday of September in which people transform metered parking stalls into temporary public parks. Led by The Drawing Room, in collaboration with the City of Edmonton's CITYlab and Urban Renewal Section and the University of Alberta's City-Region Studies Centre, parking meters were temporarily converted into a variety of parklets, displays, installations and interactive stalls. The first PARK(ing) Day was initiated by [Rebar](#), art and design studio, in San Francisco in 2005.



What We Did:



PARK(ing) Day 2015 was held on Friday, September 18th from Noon - 6pm. The metered stalls along 101A Avenue (between 96 and 97 Streets) and the east side of 97 Street (between 101A Ave and 102 Ave) were temporarily 'hooded' preventing cars from parking.

The first PARK(ing) Day in Edmonton was held in 2014 and led by, Chelsea Boos from The Drawing Room. The Drawing Room is a "co-work and exhibition space in the inner city of Edmonton with a mandate to inspire and empower people

through interdisciplinary arts". Chelsea is a passionate, active and engaged member of the local arts community and The Quarters area. For PARK(ing) Day 2015, Chelsea brought together CITYlab, Urban Renewal and the City-Region Studies Centre to collaborate and grow PARK(ing) Day.

The Drawing Room put out the call for proposals, managed applications, liaised with interested participants and coordinated day of logistics. The City-Region Studies Centre coordinated a workshop for interested participants prior to PARK(ing) Day and created the graphic for promotional materials.

CITYlab facilitated the needed approvals from the Civic Events Office and Transportation regarding the use of the meters, with support and assistance from Urban Renewal which is responsible for the implementation of The Quarters plan. CITYlab also developed the key messages, responded to media inquiries, and supplied materials.

PARK(ing) Day 2015 Participants



Fung Loy Kok Taoist Tai Chi
Diane Osback



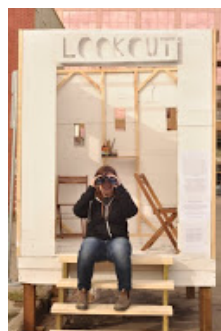
Report of the Environment Pop Up Book
Robyn Webb



Downtown Clothing Swap
Megan Gnanasiamany



Community Mapping
Ashley Huot



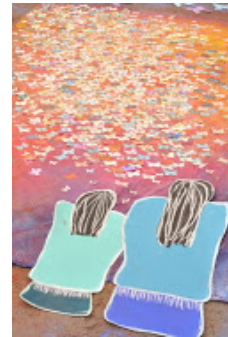
Lookout
Carly Greene



Under Construction
Elizabeth Withey



Chinese Young Leader's Council
Paul Giang



Kamamak
Dawn Marie Marchand



#YEGDignity Campaign Stencil Workshop
Maigan van der Giessen



Stolen Sisters Movement
April Eve



Diary for the People
Sydney Gross








iHuman Music Studio
Enoch Attey



Letters to Trees
Taryn Kneteman



Pop Up Children's Museum
Evelyn Delgado

 <p>Make a Vacation Melissa Cayford</p>	 <p>Memory Alpha Lisa Lunn</p>
 <p>Parklet CITYlab</p>	 <p>Big E Heather Chisholm and Leslie Vaage</p>
 <p>Urban Agriculture Stantec</p>	<p>No Photo Available:</p> <p>Sound Space Brad Fehr and Jacob Dutton</p> <p>Neighbourhood on Display Amelia Nash</p>

Project Results:

PARK(ing) Day 2015 provided another opportunity to collaborate on a community led initiative, that aligned with the small-scale, temporary, placemaking projects CITYlab is all about. The collaboration internally and externally contributed to the success of the pilot.

Our goal was to empower people to co-create an inspiring and accessible event that explored the significance of the community by asking, “how might public spaces better accommodate and celebrate the diverse people that live here?”. It was also important to involve the Indigenous and Chinese community that have a strong historical connection in the area, by involving the Chinese Young Leader’s Council and Stolen Sisters Movement.



This year, PARK(ing) Day built upon the success of last year's event and was comprised of 21 stalls. The increased number of participants this year led to the expansion of the event location to include a section of 97 St. NW. The visibility and added stalls this year on 97 St. captured more passersby and ultimately added to PARK(ing) Day 2015's success.

This year's PARK(ing) Day was also promoted at the 2015 Alberta Professional Planners Institute (APPI) Conference which brought planners to the nearby Fairmont Hotel Macdonald and downtown area. Also, the event date fell on the grand opening for Massawa Cafe located at the corner of 97 Street and 101a Avenue in the heart of PARK(ing) Day.

Lessons Learned:

- Publicizing the opportunity for participating in the event earlier or sending specific invitations could lead to more stalls in the future;
- More explicit reimbursement instructions and deadlines would allow CITYlab to financially support the artists more effectively;
- Additional media advertising leading up to the event; a good collaboration next year might be enticing a radio station to have a stall;
- Partnering with The Drawing Room for a global event led to a well attended and publicized event. In the future, a stronger tie to the global event could benefit public awareness;
- Signage for the event on the day of could have improved the awareness of the event;
- An alternative location with additional foot traffic could have increased participation;
- Concentrating the event on both sides of one main roadway could allow participants to more easily visit all stalls.

PARK(ing) Day 2015 in the Media

[Make a Downtown parking space into a park](#), Edmonton Sun, July 27, 2015

[Edmonton to take part in Park\(ing\) Day](#), Mass Transit Magazine, July 28, 2015

[Edmonton studio looking to turn metered parking spots into art spaces](#), Metro News, September 8, 2015

[This is Edmonton: Park\(ing\) Day 2015](#), Spacing Magazine, September 21, 2015

[CRSC Takes to the streets on Park\(ing\) Edmonton](#), Curb Magazine, September 28/15

[Art in the park: Park\(ing\) Day sets up installations in public spaces](#), Vue Weekly, September 15, 2015

...thanks, Edmonton, for getting creative with parking stalls!!