

Charlie McCabe
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charliemccabe.co

Parks and placemaking consultant with extensive experience in public-private partnerships, programming, fundraising, project management, and community outreach. Master's degree in urban placemaking. Former parks non-profit executive director and director of a national research collaborative, with a focus on urban parks, urban public spaces, trails, programming, events, and community outreach. Extensive experience in a Fortune 100 company as a director, project leader, and technical support specialist.

Work Experience

*Parks and Placemaking Consultant, **Charlie McCabe Consulting LLC**, Arlington, MA*

July 2019 – present

- Advise public and non-profit parks and open space agencies on a range of planning, advocacy, analysis, programming, placemaking, and operations efforts. Services include benchmarking, research, and analysis of park resources across the country. Clients include Central Park Conservancy (Institute for Urban Parks), Google/LendLease, Bloomberg Associates/National Association of City Transportation Officials (NACTO) and Public Workshop/The City of Austin. Past clients include The Trust for Public Land (July 2019-February 2021) Pro-bono clients include Bike to the Sea, Inc., the Emerald Necklace Conservancy, and the Dennis Conservation Land Trust.

*Director, Center for City Park Excellence, **The Trust for Public Land**, Boston, MA*

January 2017 – June 2019 (non-profit organization)

- Managed the research and publishing of annual report (*City Park Facts* – tpl.org/2020-city-park-facts) and annual ranking of public park systems (parkscore.tpl.org) in the 100 largest US Cities, as well as special reports and research for TPL staff and client organizations.

*Research and Planning Fellow, **New Yorkers for Parks**, New York NY*

May – July 2016 (non-profit foundation)

- Assisted in research and reviews of the 2016 Report Card on Parks: www.ny4p.org
- Developed physical activity park survey for six parks in the Bronx, using the SOPARC method developed by the RAND Corporation and trained three interns on the methods, working in the parks. Analyzed and reported on data for Bronx Community Health Network client.

*Jane Jacobs at 100 Fellow, **Municipal Art Society**, New York, NY*

February – May 2016 (non-profit foundation)

- Managed outreach and collaboration efforts to recruit programs, events, exhibitions and tours to celebrate the 100th Anniversary of Jane Jacobs's birthday, curating a custom website: www.jj100.org.
- Assisted colleague with outreach, training, website content, and logistics/coordination efforts for the annual Jane's Walk Weekend, with over 250 walks/tours through New York City.

*Director of Public Programs, **Rose Kennedy Greenway Conservancy**, Boston, MA*

February 2012 – July 2015 (non-profit foundation)

- Managed 4-person team organizing public events, markets, exercise classes, entertainment, and more than 30 food trucks and other vendors. Oversaw Greenway Carousel operation, as well as public relations, communications and IT support. Grew attendance (food vending, Wi-Fi, events/programs, and carousel visitation) from 372,000 in 2011 to 1,194,000 in 2015, with revenue increase from \$250,000 in 2012 to over \$650,000 in 2015.
- Worked with consultants to provide earned media and PR coverage. Directed web site, social media, and traditional communications coverage, as well as photography and video creation, with part-time communications coordinator.

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*Executive Director, **Austin Parks Foundation**, Austin TX.*

June 2005 – February 2012 (non-profit foundation)

- Managed three-person team providing accounting, membership, communications, marketing, and program management for projects ranging from programming to park improvements.
- Negotiated groundbreaking partnership with the Austin City Limits Music Festival and the City of Austin Parks and Recreation Department, resulting in annual donation of 8.25% of festival tickets sales. Funds of \$3.5 M were allocated to improvements at the Zilker Park festival as well as neighborhood park grants and park improvements citywide. The partnership has continued and grown to present day and been a model for other cities.
- Led all social media efforts, including the Foundation blog and Twitter and Facebook updates.
- Promoted the organization through frequent print, television, and radio appearances.
- Grew Foundation budget and revenues from \$174,000 in 2005 to \$812,000 in 2011, including park grants, volunteer events, and fundraising efforts.
- Expanded Adopt-a-Park services from 18 community groups to more than 95 community groups providing administrative support and hands-on project management.

*Senior Manager, Service & Support Web Sites **Apple, Inc.**, Austin, TX*

1996 – 2004 (consumer electronics)

- Managed team ranging from 10 to 22 people providing customer technical support and service web sites. Duties included web site design, management, technical content, and interactive (discussion, email) support with staff working in multiple locations in the USA, Europe, and Asia.
- Worked collaboratively with Apple staff across the globe to provide technical support content in seven languages.
- Received #1 rating from *Consumer Reports* for web-based support in 2003 and 2004.

*Various Technical Specialist Roles **Apple, Inc.**, Cupertino, CA, and Austin, TX*

1988 – 1996 (consumer electronics)

- Additional roles in technical support and software and hardware sales 1986 – 1988

Education

Master of Science, Urban Placemaking and Management, February 2017. Pratt Institute, Brooklyn, NY.

Bachelor of Arts, History and Political Science, May 1986, Colby College, Waterville, ME.

Community Service

Horticultural and Programs Volunteer, Rose Kennedy Greenway, Boston, MA	2016 – present
Advisor, community projects, Emerald Necklace Conservancy, Boston, MA	2019 – present
Stewardship Research and Analysis, Volunteer, Dennis Conservation Land Trust, Dennis, MA	2019 – present
Trail Adopter Volunteer, Friends of the Fells, Medford, MA	2018 – present
Community Preservation Act Committee member, Town of Arlington, MA	2018 – 2021
Board member, Executive Committee, membership co-chair, City Parks Alliance, Washington, D.C.	2011 – 2018
Brooklyn Bridge Park Horticultural Zone Volunteer, Brooklyn, NY	2015 – 2016
Prospect Park Alliance Corps volunteer, Brooklyn, NY	2015 – 2016
City of Austin Bicycle Advisory Committee, Austin, TX	2008 – 2011
Board Member, representing Texas Affiliate, EarthShare, Washington, D.C.	2007 – 2012
Governing Board member, Board Chair (2011-2012) EarthShare of Texas, Austin, TX	2007 – 2011
Volunteer Trail Project Leader, Bull Creek Foundation, Austin, TX	1996 – 2006

Other Skills and Interests

Master gardener and volunteer park horticulturist. Trail building and maintenance project leader, specializing in invasive species management. Avid traveler with focus on comparing public spaces. Enthusiastic bicyclist.