

February 27, 2023

Honorary Membership Nominations
c/o Honors and Awards
636 Eye Street, NW
Washington, DC 20001-3736

RE: Honorary ASLA Membership Nomination: Jared Green

We write with enthusiasm in support of Honorary ASLA Membership for Jared Green, Senior Communications Manager at ASLA and Editor of *THE DIRT*.

In his nearly 15 years with ASLA, Jared has become a go-to source for how to critically think and talk about landscape architecture, an ability not shared with many, even within our profession. His role at ASLA is unique and one that he has shaped over time: Writer and Editor; Communicator and Strategist; Convener and Climate Leader. His service to our members and his contributions the profession makes Jared a tremendous asset to ASLA.

Writer and Editor

Jared is ASLA's own in-house reporter. [THE DIRT](#) covers the latest news on the built and natural environment and features stories on landscape architecture. A weekly blog, *THE DIRT* explores design and policy developments related to land and water use, urbanization, transportation, and climate change. WIRED magazine called *THE DIRT* a leading blog on cities and The New York Times has featured *THE DIRT* content in its pages. Over time, *THE DIRT*'s annual page views have grown from 50,000 to 550,000.

As Editor of *THE DIRT*, Jared has ensured that it shares the views and contributions of many writers. He has recruited experts to write stories and he seeks out new, diverse voices to create content. A long list of Student ASLA member contributors shows how Jared has carved out space for the voices of our emerging professionals as well.

Jared's timely reporting from lectures, events and conferences in Washington, D.C. and across the country shares the latest news, innovations, and celebrations that landscape architects need to know. With his ASLA credentials, Jared gains enviable access to the best in our profession; his many interviews with leading landscape architects and allied practitioners tell the story of our profession – and our impact.

Communicator and Strategist

Jared has been a savvy and consistent ASLA communications strategist, connecting our organization's campaigns and content to our priorities. His work has expanded the reach of our message, our vision, and our values to our members, and beyond to the wider world.

Twice, Jared has leveraged grant funding from the National Endowment for the Arts (NEA) for ASLA to convey the role of landscape architecture in designing nature-based solutions that reduce greenhouse gas emissions and increase communities' resilience to climate shocks. The first NEA grant funded the Webby-nominated educational website [Designing Our Future: Sustainable Landscapes](#). The site includes 40 case studies that have received more than 2.5 million page views, along with ten Google Sketch Up animations on sustainable design topics, which have been watched 500,000 times. In 2018, with a second NEA grant, Jared led the creation of the [Climate Action Plan Exhibition](#) – an exhibit both online and at the Center for Landscape Architecture in Washington, D.C. The exhibit was a curated selection of 30 climate action case studies organized into five themes: Natural Systems, Community Development,

Vulnerable Communities, Transportation, and Agriculture. Showcasing the work of landscape architects, the exhibit demonstrated place-based solutions for climate change mitigation and adaptation.

Jared's work extends behind the scenes to ASLA's online presence. He has implemented website infrastructure to develop new functionality and to ensure faster page delivery. The result: over 30 percent growth in traffic, reaching 6.5 million page views and 2.5 million users annually. ASLA's pages are now seen by more people around the world and our website is a critical communications tool.

Convener and Climate Leader

Landscape architects are collaborators, and Jared is one among us. By convening teams of leading academics and practitioners, Jared led the creation of credible, comprehensive resource guides for ASLA. Work on these guides brought together members from across the US and around the world, creating new connections and expanding professional networks for all involved.

Leaning on the input of members appointed as expert advisors, Jared co-created online guides on the [health benefits of nature](#), [resilient design](#), [green infrastructure](#), [universal design](#), [climate change mitigation](#), and [sustainable transportation](#). Published over several years, these guides were featured in Fast Company, Curbed, ArchDaily, and other leading design publications, and received 500,000 page views and top search engine rankings.

In 2022, Jared was instrumental in the publication of ASLA's first [Climate Action Plan](#). A close collaboration with ASLA's Climate Action Plan Task Force and Climate Action Plan Advisory Group, the Plan will direct all ASLA climate-related programs and investments through 2025. In addition, the companion [Climate Action Field Guide](#) provides best practice guidance, toolkits, and resources for ASLA members and their firms and organizations to advance climate action. Both documents have the power to transform ASLA and the profession of landscape architecture. Jared's leadership in crafting these documents clearly establishes his own place as a climate leader.

Jared's writings about the essential role of planning and design in solving the climate crisis extends beyond ASLA. He has been a contributor to ArchDaily, Grist, The Huffington Post, China Dialogue, Metropolis, and numerous other design and environmental publications. In 2021, he authored *Good Energy: Renewable Power and the Design of Everyday Life* and in 2015, he edited *Designed for the Future: 80 Practical Ideas for a Sustainable World*. His writings and publications demonstrate his expertise, his public advancement of our profession's values, and his personal commitment to addressing the environmental and social challenges we face today.

As demonstrated by both his telling the stories of landscape architects and his strategic thinking about how ASLA communicates with the rest of the world, Jared Green has contributed significantly to ASLA's mission to empower our members to design a sustainable and equitable world through landscape architecture. On behalf of all who contributed to this nomination, we are thrilled to present such an outstanding candidate as Jared Green for honorary membership in the American Society of Landscape Architects.



Jean Senechal Biggs, ASLA
Trustee, Oregon Chapter



Jeanne Lukenda, ASLA
ASLA VP Communications 2019-2022



Jared Green

Senior Manager, Communications and Editor, The Dirt

Contact:

ASLA

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February 24, 2023

Re: Honorary ASLA Nomination - Jared Green

Dear Members of the ASLA Executive Committee and Board of Trustees,

I am writing to nominate Jared Green for an honorary membership in the American Society of Landscape Architects. Jared has demonstrated exceptional intelligence and knowledge about the issues and preoccupations of our profession, making him an invaluable asset to the field of landscape architecture. His passion for forward-thinking design, climate smart policy, sustainability, clean energy, and working in harmony with nature is evident in all his work, and he has continuously provided valuable insights and perspectives that have elevated the discourse in our industry and allied professions.

One of Jared's greatest strengths is his ability to communicate effectively. He is an outstanding writer and has authored several books and many articles that have helped to educate and inspire landscape architects and others about the critical role that our profession plays in shaping a sustainable future in the built environment. He has an incredible ability to connect with his audience, whether through his writing, speaking engagements, or social media presence. His charming and open demeanor has earned him a loyal following of landscape architects, designers, and enthusiasts who appreciate his insights and commentary.

In addition to his exceptional skills as a communicator, Jared is also known for his commitment to staying in touch with his colleagues and peers in the industry. As a Californian, I have often felt a sense of distance from the larger ASLA organization. Jared has made a noticeable difference in bridging that gap and creating a more inclusive and engaged national community.

I fully support Jared Green's nomination for an honorary membership in the American Society of Landscape Architects. Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Mia Lehrer".

Mia Lehrer, FASLA
President
Studio-MLA

February 22, 2023

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Washington, DC 20001-3736

RE: Honorary ASLA Membership Nomination: Jared Green

I am pleased to write in support of Honorary ASLA Membership for Jared Green, Senior Communications Manager at ASLA and Editor of *The Dirt*.

I have worked closely with Jared for many years, first while serving as President of the ASLA, and most recently (and currently) in a leadership role in climate action at the ASLA. Throughout this time Jared has been enormously supportive, not only in communications, but also in committee management. He has been a real leader in climate action, always ready to contribute creative ideas of how to advance landscape architects as leaders in climate crisis solutions.

Most recently, Jared has been key in the preparation of the ASLA Climate Action Plan and Field Guide, and is now focused on "spreading the word" and encouraging engagement with the plan. I believe I can speak for the other four individuals who served with me on the ASLA CAP Task Force in saying that Jared's support during this rigorous process was consistent and invaluable. His work with us was superlative, and we would not have created the strong and comprehensive plan the ASLA has without his contributions.

Jared's work with the ASLA goes well beyond a job. He truly cares about our profession, and I am proud to count him as a friend. I highly recommend that he be recognized as an Honorary Member of the American Society of Landscape Architects.

Sincerely,

A handwritten signature in black ink, appearing to read "Vaughn Rinner", with a long, sweeping horizontal flourish extending to the right.

Vaughn Rinner, PLA, FASLA

2504 20th Ave SW
Seattle, WA 98144

February 23, 2023

Honorary Membership Nominations
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636 Eye Street, NW
Washington, DC 20001-3736

RE: Honorary ASLA Membership Nomination: Jared Green

I hereby offer my endorsement of Honorary ASLA Membership for Jared Green, Senior Communications Manager at ASLA and Editor of THE DIRT.

The first time I met Jared Green was at the 2016 ASLA conference in New Orleans. He was interviewing me for an article about community engagement. I remember how well he listened. He heard me and did not make assumptions about what I was going to say. I read the article when it was posted online and was pleased to see that he had listened and understood.

Later I would have the opportunity to write an article for the Dirt. I said yes immediately when he asked, because of the good experience I had with the 2016 article he had included me in. I was a bit daunted, especially with the topic of COVID and transportation access, but Jared is great at putting people at ease, and having a knack for selecting the right people for the right topic. He is very in tuned to the profession and what is of importance that landscape architects should be addressing. Most of all he is brilliant and easy to work with, editing in a way that provides the writing with clarity and intelligence. He probably won't agree or confirm this, as he one of the humblest people I've ever met. It has been my good fortune to get to know him, as it has been for many others. He provides the opportunity for a variety of voices in the profession to be heard.

Subsequently I have been asked by Jared to write a book review for the Dirt. I find them challenging, because you not only must tell what the book is about but provide an opinion or take on it. However, Jared, as usual, provides assurance and steadiness. Therefore, I know, with his magical editing, the writing will contribute and be worth the thought and time it took to complete.

Jared Green has made an immeasurable contribution to the profession of landscape architecture. He is a person of great integrity and dedication. He deserves this honor, and any other that ASLA can bestow upon him.

Sincerely,

Diane Jones Allen, D.Eng., PLA, FASLA



北京大学

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February 22, 2023

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RE: Honorary ASLA Membership Nomination: Jared Green

It is my great pleasure and without reservation to nominate Jared Green for Honorary ASLA Membership.

Jared is an essential bridge for international members of ASLA like myself to get connected with this wonderful community. I have known Jared for almost 15 years, since meeting him immediately after he took the job with ASLA. He has been so enthusiastic in reaching out to me and made several interviews, which have become some of the major texts for ASLA members to understand what has been happening in China.

Jared is a critical messenger to spread out the news and voice of the ASLA. His numerous articles and interviews published on THE DIRT are the major sources for me to know what is happening among the circle of landscape architecture. He is one of the few persons that I would expect to meet at each of the annual ASLA Expo and conference and he is the person that I am willing to communicate with about the profession and the organization of ASLA. He is one of the major forces that attracts me so close to the ASLA as my professional home. Jared is indeed an important asset for the ASLA.

Whenever we meet and chat, Jared always talks about how to make ASLA strong and go international and take more responsibility in achieving the sustainability of our planet. He has a deep understanding of the essence of the profession. He is ready to reach out and think beyond the boundary of the profession and goes into art, architecture, and ecology. He is also an enthusiastic introducer and you would expect him to mention to you: "Do you know this artist who did such an innovative kind of art that ..." and "I would like to introduce you to meet this guy....". We have visited new projects together in the city where the ASLA's annual Expo and conference was held and he was always my great guide.

I went on a bike ride with Jared along the Potomac River greenway all day long, and I got to know him well and hear about his green way of living and his passion for the job that he is doing with ASLA. I cannot imagine anyone else who can do better than what he has achieved with such an important role in ASLA communications.

I am thrilled to present such an outstanding candidate for honorary membership in the American Society of Landscape Architects. He is most deserving of this honor and recognition.

Sincerely

Kongjian YU, Doctor of Design, Harvard GSD, FASLA
Dean and Professor, Graduate School of Landscape Architecture
Foreign Honorary Member, the American Academy of Arts and Sciences
President, Turenscape
Peking University, Beijing 100871, China
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Jack Sullivan, FASLA, Associate Professor
Landscape Architecture Program

February 26, 2023

Honorary Membership Nominations
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636 Eye Street, NW
Washington, DC 20001-3736

Re: Jared Green

To the ASLA Honorary Membership Review Panel,

It is my pleasure to endorse the nomination of Jared Green as an Honorary Member of ASLA. Although he is not a Landscape Architect, Jared Green represents the best of the profession of Landscape Architecture. I have been fortunate to have had many conversations with Jared over the 15 years that I have known him. He is ASLA's consummate "scholar-in-residence", an ambitious and talented professional with the soul of a wise guru. He is a brilliant researcher, an engaging interviewer, and an astute observer of the landscape. Jared's writing in the blog *The Dirt* has opened the profession's eyes to the hurt of inequity and exclusion, the crime of environmental injustice, and the controversies surrounding gentrification and displacement, which, ironically, are often the result of exemplary designs by Landscape Architects. But he also champions the beauty of ecological balance, the noble and thoughtful attempts to identify and rectify the problems of climate change, and the value of critical and creative thinking that landscape architects bring to the development and conservation tables. In his humble way, he is the preacher at the pulpit—or the professor at the lectern—pulling back the curtain of distrust and misinformation and revealing new directions toward a vision for a balanced and sustainable world.

The Dirt has captured the attention, the imagination, and the conscience of a generation of professional landscape architects and students of planning and design. I frequently assign his blogs as required reading for my BLA and MLA students, and these students are grateful for his pointed and clear dissemination of complicated circumstances and oftentimes controversial interpretations. Jared's book, *Designed for the Future: 80 Practical Ideas for a Sustainable World*, has served as a guide to students in my Urban Design Studios since it was published in 2015 (Princeton Press). It is required reading that has inspired some of the most engaging discussions that I have had with my students, igniting conversations that have provided countless hours of thoughtful reflection and design inspiration.

If an Honorary Member of ASLA could be inducted into the Council of Fellows, Jared would be nominated in the category of "Knowledge". I would be thrilled to endorse him for that nomination, too.

With best regards,

Jack Sullivan, FASLA '05, FAAR '83