May 29, 2019

Executive Offices

- **President-Elect Wendy Miller, FASLA**, attended the 2019 ASLA Utah Conference on Landscape Architecture, “Get Outside,” in Salt Lake City. Miller was the keynote speaker at the conference luncheon and also spoke at the emerging professionals breakfast.


- EVP Nancy Somerville, Hon. ASLA, and staff met today with the executive director of the Congress for New Urbanism today to discuss strategic priorities and future collaboration opportunities.

- EVP Somerville is working with National Capital Planning Commission (NCPC) staff on an NCPC-hosted security design symposium tentatively scheduled for September.

- A spring BOT meeting summary, open forum issues and status report, and a meeting survey were sent to the Board of Trustees last week by Corporate Secretary Curt Millay, ASLA. The spring meeting survey is when ASLA includes performance assessment questions—an improvement from the Board Performance Task Force a few years ago. Responses are due Friday, June 7. Trustees should contact Corporate Secretary Curt Millay, ASLA, with any questions.

- The Council of Fellows notifications are underway and should conclude by the end of this week. Individual candidates will be notified first by email and then chapter leadership will receive results for all nominees from their respective chapters. If you have not received any notification by May 31, contact Secretary Millay.

- The call for committee service is now open through July 12. President-Elect Wendy Miller will visit the ASLA Center on August 9 to make final selections.

- ASLA participated in the BIG GREEN COMMUTE, a week-long commuting competition in the Washington, D.C., region that challenges commuters to “Go To Work, Make a Difference.” Earlier this year, ASLA was designated a Platinum goDCgo Employer Ambassador for employee benefits that encourage use of transit and active transportation.

Government Affairs

- August is Landscape Architecture Site Tour Month and, to date, 12 chapters have pledged to hold a site tour in August. By hosting a tour, chapters can educate local, state, and federal public officials on landscape architecture and its importance in communities nationwide. Continue the momentum from Advocacy Day by submitting your chapter’s pledge of commitment to host a site tour. On May 30, at 3:00 p.m. EDT, Government Affairs will hold a webinar on how to host a site tour, including an in-depth look into the site tour’s organization and logistics, step-by-step instructions for before, during, and after the tour, and how to continue relationships with public officials beyond the tour. Additionally, the PR team will provide expert guidance for communications, social media, and press. Register for the webinar here.

- The chapter nomination process for the 2019 Advocacy Summit is now open. This year’s summit will be in Salt Lake City from September 6-8, and will continue to build upon the quarterly state advocacy web summits. Deadline for submission is June 12. Notifications will be made shortly
thereafter. Contact State Government Affairs Director Elizabeth Hebron, or State Government Affairs Manager Bradley Rawls, with any questions.

- This week, Congress is on recess, but it is a great time to follow up with congressional staffers about cosponsoring the legislation discussed on Advocacy Day. Also, **please take a moment to fill out the short survey** to report about your Advocacy Day experiences, including the Advocacy Boot Camp with Stephanie Vance, the webinars and leave behinds, and your overall time in Washington, D.C.

- This month, the National Complete Streets Coalition, of which ASLA is a steering committee member, released its annual evaluation of new Complete Streets policies. This year, a new and improved grading framework set a higher bar for communities by emphasizing equity and implementation. Download the full report, *The Best Complete Streets Policies of 2018*, for the full ranking and community profiles.

- Recently, Government Affairs participated in a congressional briefing, *Our Parks as Infrastructure*, hosted by the American Society of Civil Engineers (ASCE) and City Parks Alliance (CPA). Both ASCE and CPA are members of ASLA’s Green Infrastructure Working Group, which works on legislation and other policies to promote green infrastructure.

- Federal Government Affairs Manager Daniel Hart joined fellow members of the National Parks Second Century Action Coalition for meetings with over 20 targeted senators, representatives, congressional committees, and their staff to discuss the National Park Service deferred maintenance backlog and the *Restore Our Parks Acts*. Additionally, the group took part in a press conference with senators and representatives on the U.S. Capitol lawn. The bill sponsors, including Representatives Rob Bishop (UT) and Derek Kilmer (WA), along with Senators Rob Portman (OH), Angus King (ME), Mark Warner (VA), and Martin Heinrich (NM). ASLA was quoted by the House Natural Resources Committee in its press release; you can watch the press conference here.

- Manager Hart attended a meeting of the U.S. State Department’s Overseas Building Office’s Industry Advisory Group made up of landscape architects, architects, civil engineers, real estate professionals, and designers, which advises the State Department on new building and campus design at embassies and consulates around the world. The advisory group holds a public meeting yearly to discuss standards, vision, best practices, and to also present recently approved designs.

- Recently, Manager Hart attended “A Fireside Chat” with Environment Protection Agency (EPA) Administrator Andrew Wheeler, who discussed the importance of infrastructure and EPA’s critical role, including an extensive dialogue on ways EPA can speed up the permitting process without risking or damaging the environment. Additionally, he strongly argued for the need to implement green infrastructure in all projects, especially critical water infrastructure. A panel on the affordability of water infrastructure followed his talk, which focused on the adverse effects of aging and crumbling water infrastructure on minority and low-income communities and how to pay for upgrades without pricing out residents.

- Last week, Government Affairs created a campaign to urge the House of Representatives to support a resolution to call attention to and address environmental and climate justice. Representative Adriano Espaillat (NY) introduced H.Res. 367, which recognizes the national and global threat to climate change. The resolution calls for the U.S. to lead immediate global action to combat climate change, with respect to promoting and considering our obligation to human rights and environmental justice. Ensure all people have the right to a livable and healthy environment by taking action here.
Finance, Meetings, and Business Operations

- CFO Mike O’Brien, Hon. ASLA, and the Accounting staff are about to close May.
- The 2019 LAM advertising contracts represent 77 percent of the budget. While the contract totals are in line with the prior year, they are lagging behind budget by six percent through April.
- The 2019 EXPO in San Diego has 276 exhibitors signed up with revenue totaling 91 percent of the budget and pacing slightly higher than the prior year.

Public Relations and Communications

- The Student Awards jury will meet from June 7-9. They will be considering 368 submissions in seven categories; this is an 11 percent increase in submissions over last year.
- Final implementation work is underway on revamping The Dirt and The Field to reflect the new ASLA brand.
- New ads for the ASLA conference have gone live on The Dirt, The Field, LAND, and My ASLA.
- Media outreach was launched for the Smart Policies for a Changing Climate exhibition at the Center.
- Google Ad sets have been launched for the conference, exhibition, and advocacy. Ads continue to see significant month-over-month productivity growth.
- ASLA’s Center for Landscape Architecture achieved LEED Platinum certification earlier this month. A press release announcing the achievement was featured in multiple outlets and across social media.
- Ian Dillon began as the communications intern and will be writing posts for The Dirt, creating a new guide to universal design and inclusive communities, and organizing case studies on resilient design collected through the Smart Policies for a Changing Climate exhibition. Ian is a Master of Landscape Architecture candidate at the University of Pennsylvania.

Marketing and Development

- The Marketing team redesigned and updated the ASLA conference website, EXPO pages and created promotional materials for the May 15 attendee launch.
- Marketing also finalized the National Recreation and Park Association (NRPA) in-kind partnership agreement. This contract includes a 30-day website banner advertisement as well as a full article in the e-mail newsletter “Goods Reads” with circulation of 153,000.
- A media campaign was initialized by Marketing and LAM Editor in Chief Brad McKee, which includes contacting new media partners for participation in “Meet the Editors.”
- In an effort to promote booth sales and increase conference attendance, Marketing created unique advertisements each for LAND and the ASLA home page. Additional conference promotion efforts included: a mail campaign to invite former exhibitors to San Diego; and coordination with western ASLA chapters for distribution of 1,000 registration brochures to non-member landscape architects.
Thanks to Manager Michelle Vorlooper’s initiative, ASLA’s old table settings have been donated to So Others Might Eat (SOME), a community-based service organization that helps and supports residents experiencing homelessness and poverty. SOME would welcome landscape architects seeking experience for pro bono work for their outdoor space. Please contact the Marketing team for further information.

Education and Practice

- Education Programs Manager Whitney Mitchell and Professional Practice Coordinator Chicquita Hairston hosted the second of a monthly training series for Landscape Architecture Continuing Education System™ (LA CES™) providers on May 23. The training went over what to do after a course is approved and resources available for providers. Thirty-five providers registered for the training.

- The Landscape Architecture Continuing Education System™ (LA CES™) has 267 active providers offering 1,429 courses. There are two new provider applications pending review.

- The Parks & Recreation, Planting Design, Historic Preservation, Transportation, and Children’s Outdoor Environments PPN leadership teams met to review plans for the ASLA Conference on Landscape Architecture, upcoming member communications, opportunities to collaborate with other PPNs, and posts for The Field.

- Professional Practice Director Katie Riddle, ASLA, participated in a two-day strategic planning session with the signatory organizations of the Joint Call to Action to Promote Healthy Communities. The session focused on the infrastructure of the steering committee and upcoming communications, including the creation of discussion guides to be used among allied professionals to improve health equity in the built environment.

- Staff held a coordination call with Brittain Storck, ASLA, Principal with Alta Planning + Design, to review an upcoming Crime Prevention Through Environmental Design (CPTED) presentation hosted by the Urban Design PPN on June 12, focused on trails, parks, and public space.

- The Professional Practice Committee met this week to review ongoing accessibility subcommittee work on an upcoming LATIS report and the soon-to-be published Construction Administration Guide by the Business Owners Support Subcommittee. Staff gave updates on the pending partnership agreement with Avitru, which will provide future opportunities for committee members to participate in specification review.

- ASLA Past President Perry Howard, FASLA, moderated the Seventh Annual Diversity Summit at the Center, May 17-19, with 17 participants. ASLA President Shawn Kelly, FASLA, and EVP Somerville kicked off the three-day event. The purpose of the diversity summit is to convene diverse stakeholders and develop high-level strategies that address crucial, over-arching challenges to diversity in the profession. Attendees crafted a series of recommendations that will help guide K-12 outreach and diverse member recruitment and retention. Career Discovery and Diversity Manager Lisa Jennings coordinated the event.

- Manager Jennings and Accreditation and Education Director Kristopher Pritchard held a partner planning meeting at the Center with Pat Caughey, FASLA, ASLA representative on the ACE Mentor Program Board. This is the second meeting this year to explore strategies to increase member involvement.
Coordinator Hairston and Member Services Representative Monica Barkley represented ASLA at the Anacostia Environmental Youth Summit, a city-wide showcase that spotlights youth voice, demonstrates environmental literacy, and encourages stewardship for the Anacostia and Potomac Rivers and the Chesapeake Bay. ASLA introduced students, educators and parents to landscape architecture using the YOUR LAND magazine and the ASLA Brooklyn Park Virtual Reality experience.

Manager Jennings and Coordinator Hairston participated in a partners’ call to prepare for the annual Anacostia Environmental Youth Summit (AEYS).

Deadlines and Reminders

- Voting for the 2020-2021 ASLA president-elect closes on June 7.
- The BOT post-meeting survey closes on June 7.
- Nominations for the 2019 Advocacy Summit are due June 12.
- The Leadership Calendar can be accessed on the web.