July 24, 2019

Strategic Focus: Climate Change and Resilience

- The Living Shorelines Act still needs cosponsors to help it move through the legislative process. This legislation is scheduled for a hearing on Thursday, and ASLA needs your advocacy to ensure it moves forward. Landscape architects are leaders in designing and planning living shorelines and must make their voices heard on this important legislation. Tell Congress to support the Living Shorelines Act to protect coastal and shoreline communities from risks to human health and safety, as well as damage to property and ecosystems.

Strategic Focus: Growing and Supporting the Membership

- As one of ASLA’s three strategic focus areas, providing value to and growing the membership was a major topic of discussion during the Executive Committee’s recent strategic planning session. Supporting our emerging professionals is a particular emphasis. A full membership campaign is in the works, with the Member and Chapter Services and Marketing departments working in collaboration on a campaign to engage and re-engage continuing, new, and lapsed members.

- ASLA received 20 nominations for the Student Advisory Committee and the Associate Advisory Committee from ASLA chapters. Selections will be made in mid-August and all nominees and their chapters will be notified of the results. These committees provide critical input to ASLA programs serving emerging professionals.

As of June 26, ASLA has 14,756 members, a 2.2 percent decline from the same date in 2018 and a 5.5 percent drop since 2015. Full membership, which accounts for nearly three quarters of membership, remains steady, with an increase of 1.7 percent since 2018 and 3.9 percent since 2015. The primary source of decline is emerging professionals, with associate and student membership dropping sharply since 2015.

Strategic Focus: Career Discovery and Diversity

- Expanding recognition of landscape architecture as a STEM discipline is a major focus for ASLA and the topic of today’s meeting with the STEM Education Coalition at the Center today. As a new partner of the coalition, Education and Accreditation Director Kristopher Pritchard and Career Discovery and Diversity Manager Lisa J. Jennings presented an overview about ASLA, the profession of landscape architecture, and demonstrated how landscape architecture is a STEM discipline. Government Affairs staff supported the department in preparation and participated in the meeting.

- Yesterday ASLA hosted 35 kids from the American Institute of Architects DC Chapter summer camp. The kids were given a PowerPoint presentation on the green roof and participated in a before-and-after question session. The students then did a “green roof on a shoebox” project to take home with them and care for. One child brought his parents back later in the day to see the roof.
another parent responded in an email about how excited her child was about the visit, while another sent photos of her children with the finished project.

Transportation Issues

- The **National Complete Streets Coalition**, of which ASLA is a steering committee member, worked to have the **Complete Streets Act of 2019 (S. 2077, H.R. 3663)** introduced in Congress. The measure would require states to set aside funds for Complete Streets’ projects, create a statewide program to award funding and provide technical support, and adopt design standards that support safer Complete Streets. The bill was introduced in the Senate by Senator Edward Markey (MA) and in the House of Representatives by Representative Steve Cohen (TN). ASLA is working with the coalition and others to move this bill forward.

- Recently, ASLA participated in the **Federal Highway Administration Stakeholders’ Meeting**, where the group discussed research on social equity in transportation planning. ASLA Federal Government Affairs staff and Allysha Lorber, ASLA, of Johnson, Mirmiran & Thompson, Inc., who focuses on transportation planning, represented ASLA at the meeting.

- Federal Government Affairs Manager Daniel Hart worked with coalition members to arrange and attend meetings on Capitol Hill with senators on the Environment and Public Works Committee. These meetings were to discuss the **National Park Service (NPS)** maintenance backlog as well as other NPS-related portions of the upcoming surface transportation reauthorization bill.

Licensure and State Advocacy

- It’s not too late to host a site tour! August is National Site Tour Month, and so far 15 chapters have pledged to host a tour. You still have time to take the pledge and start planning today. We encourage you to visit the **National Site Tour Month webpage**, where you can access and view the guide, webinar, and see what your fellow chapters have planned.

Professional Practice Issues and Resources

- ASLA launched an **online Business Toolkit** to help members locate all of ASLA’s offerings in one place, including ASLA’s Standard Form Contracts, Salary Survey Custom Reports, project management resources, and places to seek out new opportunities for business development.

- Director Katie Riddle, ASLA, and Coordinator Hairston hosted a call with the **Natural Stone Institute** to discuss their involvement in the Learning Labs at the conference as well as ASLA’s online learning series to present technical specifications and applications of natural stone.

- The **Public Practice Advisory Committee** launched a member survey to collect information on professional practice needs and interests about alternative career options. The survey is open through August 16.

- Director Riddle participated in a call with staff from Integral Group, an engineering firm hired by the Urban Land Institute to assess the current state of health and social equity in real estate practice. Riddle presented ASLA’s work in the **Joint Call to Action to Promote Healthy Communities** and the Smart Policies for a Changing Climate Report.

- Multiple PPNs held their monthly calls, including the **Environmental Justice, Digital Technology, Urban Design, Healthcare & Therapeutic Design, and Planting Design PPNs**. These leadership groups are developing a series of environmental justice case studies, planning webinars showcasing
the Olin Technology Lab and emerging professionals’ leadership in BIM, as well as meeting planning for PPN Live in San Diego.

- Director Riddle and Manager Jackie Bianchini hosted a meeting with staff from the American Public Health Association’s Center for Climate, Health and Equity to discuss opportunities to exchange information and resources among members.

Governance

- The summer Board of Trustees webinar will be held on Wednesday, July 31, at 3:00 p.m. EDT/Noon PDT. Please contact Corporate Secretary Curt Millay, ASLA, with any questions.

- The Executive Committee held its summer meeting at the Center last weekend. The two-day meeting focused on strategic planning and membership growth.

Deadlines and Reminders

- The Leadership Calendar can be accessed on the web.