Announcements

• Summary of Joint Design Professionals Meeting

• Federal/State Chapter Checklist

• 2019 ASLA Licensure and State Advocacy Grant program
### Chapter Checklist for State and Federal Policy

1. The issue should comport with at least one of ASLA’s Public Policies.

2. ASLA is a non-partisan organization, as such, ASLA does not endorse political candidates, party platforms, policies, legislation, or regulations intended to promote a particular party or candidate.

3. The chapter should establish reasonable consensus on the issue within the membership.

4. After receiving adequate feedback and consensus on the issue, the chapter executive committee or relevant chapter leadership should review and “sign off” on supporting or not supporting the issue.

5. The appropriate chapter member/leader should draft the letter or statement in support of or not supporting the issue.

6. ASLA recommends sending the draft letter or statement to ASLA government affairs staff for review.

7. The statement or letter should be placed on chapter letterhead and signed by appropriate chapter leadership.
Opens: September 20, 2018  
Closes: October 31, 2018  
Notifications: November 2018  
Grant $ Awarded: January 2019  
Report Due: December 2019

- Support of licensure efforts given preference, but all state/local advocacy is eligible

- Advocacy events
- Written materials
- Research
- Lobbying services*

- Chapters must match grant fund on a sliding scale for chapter size

*NOT intended to finance a Chapter’s lobbyist on an ongoing basis
• Every Kid Outdoors Act
• Land and Water Conservation Fund (LWCF)
• Restore Our Parks and Public Lands Act
The Land and Water Conservation Fund (LWCF) cannot be allowed to expire. Please write your Senators and Representatives urging them to support the LWCF! Time is running out before this program loses its authorization!

Take Action! [http://advocate.asla.org](http://advocate.asla.org)
2019-2020 Federal Priorities Process

Call for Issues Survey

GAAC & Staff Analysis

Executive Committee Review

Board of Trustees Input

GAAC & Staff Analysis

Executive Committee Endorsement

April-May
June
July
October
November
December
Respondents totals for surveys since 2011

- 2011-2012: 522
- 2013-2014: 499
- 2015-2016: 964
- 2017-2018: 896
- 2019-2020: 1137
Site Tours:

1. Educate Public Officials and the General Public

2. Build Personal Relationships
Resources for Site Tours:

• ASLA National Staff

• “How-to” Guide at ASLA Advocacy website
Survey Responses From:

- CT
- MN
- OH
- OR
- SC
- WI

Meriden Green, 2018
Texas: Austin Central Library & Seaholm Development

Presenter: Clifton Hall, ASLA
Texas Chapter ASLA

- Dallas/Fort Worth Section (DFW):
  - 353 Members
- Houston/Gulf Coast Section (H/GC):
  - 181 Members
- Central Section:
  - 195 Members
- South Section:
  - 79 Members
- West Section:
  - 28 Members
Texas Chapter ASLA

- Past President: San Antonio
- President: Fort Worth
- President-Elect: Dallas
- Trustee: Houston
- Treasurer: Austin
- Secretary: Arlington
- Executive Director: Austin
- VP of Government Affairs: Austin
SITE ADVOCACY TOUR:

AUSTIN CENTRAL LIBRARY & SEAHOLM DEVELOPMENT

DATE
FRI 09.28

TIME
4:30–6:00pm

The tour will begin at the Cesar Chavez entrance of Austin Central Library and make its way through the Seaholm Development.

Parking available at library garage.
Planning Points

- 3-4 months advance scheduling attempts with Legislators
- Extend invitation to allied organizations (TNLA)
- Tour/Project Site Guides be well prepared to discuss specifics on project as it relates to Safety concerns. Safety concerns are paramount in Sunset discussions we have learned in Texas.
- Any graphics or material prepared for Legislators, stray from calling it a Site Advocacy Tour. We changed graphic title to Landscape Architecture Site Tour.
- Use the Guide to Hosting Tours with Elected Officials from National as a resource.
Connecticut: Meriden Green

Presenter: Aris Stalis
SITE TOUR 2018

- Find a Place
- Invite People
- Tell a Story

A story by Aris W. Stalis – aka Advocacy Chair CTASLA

Site Tour of August 8, 2018
Challenges

- Starting

Board collaborated to identify potential candidates

Selected site was not from someone on the Board, but arose to the surface as a candidate because of the positive press in the past.
I have a site – Now What?

- Whatever we do, it requires more effort than we can imagine.

To be honest, some did not find the Guide helpful – but it is a place to start. Personally, I like it.

Site Tour of August 8, 2018
Bottom Line

Just Do It!
Relationships

As in Marketing, it is about relationships. Tour “Hosts” (the design firm) reach out to connect with:

- **City Leaders** – project managers / public works staff that maintain are key part of the project and it’s success

- **Private developer** involved in project – they want to shout out that they provide strong ROI – Return on Investment.
INVITE

- **Federal Leaders** – while we did not have Senator Murphy attend, his staff did attend, and it is a real opportunity to talk with the people to make policy in our country.
- **State Leaders** – we included the State Senator and State Representative on the Invite List.
- **Civic Leaders** – it’s their town.
- **Press** – who will write about this?
- **Allied Professionals**

- Some felt they spoke too much – but that is why they come.
Chapter Lobbyist

Our lobbyist helped with the invites, and building on the connections. We will repeat again, it is about “Relationships”.

John Bailey – aka CTASLA Lobbyist

State Senator – aka State Senator Len Suzio

Connecticut

Site Tour of August 8, 2018
○ Have an indoor place to meet – unless you have a weather guarantee
  ○ Provides place for beverages and presentation.

The meeting place was a community room which is part of the apartment building of the developer adjacent to the public park.

Donuts– aka “gluten sugar roll”
MEDIA

- Our executive director helped with connecting to Media.
- MONEY
- STORM WATER
- POLITICS – WHO DOES NOT WANT TO REPORT ON THIS?

Distributed “I ADVOCATE” buttons to attendees.
aka – “The Button”
$ and cents
  - We provided a CEU, which allowed us to charge $20 to attend.
  - Still, cost us $2,000 for the event. This cost is primarily executive director - so there is a cost to make sure someone is following through.

2 separate groups, 2 presenters
Food Truck – aka Food Truck not part of tour.
Site Tour of August 8, 2018

○ Action Photos

Total number attendees 45, of which 17 are invited guests, volunteers.
Action Photos

Transit Center – aka Train Station

Amphitheatre – aka stage

Connecticut

Site Tour of August 8, 2018
Lastly, it’s about Relationships

Good thing this is second group, otherwise that would be strange – aka weird.

PREGUNTAS?
aka Questions?

No drones were used or harmed in any manner in the taking of the photos. The Drone Care Society fully endorses the activities of the CTASLA

Site Tour of August 8, 2018
Upcoming Websummits

Web Licensure Summit
November 8, 2018
3 p.m. ET

Web Licensure Summit
February 28, 2019
3 p.m. ET