American Society of Landscape Architects

3rd Quarter Advocacy Websummit

September 20, 2018

American Society of
Landscape Architects

Announcements

Meriden Green: 2018

- **Summary of Joint Design Professionals Meeting**
- **Federal/State Chapter Checklist**
- **2019 ASLA Licensure and State Advocacy Grant program**

American Society of Landscape Architects

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.

American Society of Landscape Architects

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

American Society of Landscape Architects

- Every Kid Outdoors Act
- Land and Water Conservation Fund (LWCF)
- Restore Our Parks and Public Lands Act

ASLA Federal Government Affairs Recent Victories

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LWCF Expires on September 30 - Tell Congress to Permanently Authorize It

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

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iAdvocate Network

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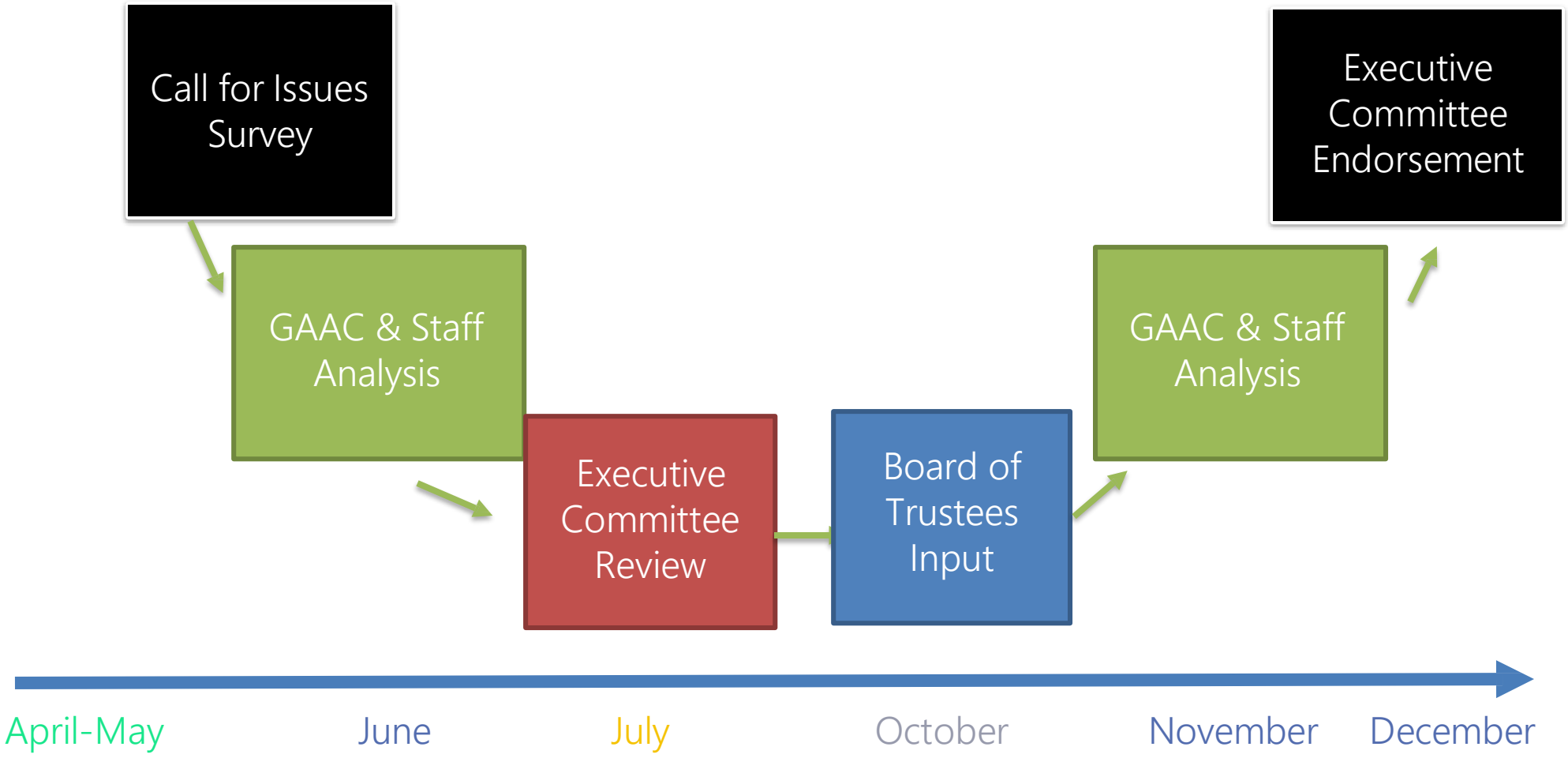

2019-2020 Federal Priorities Process

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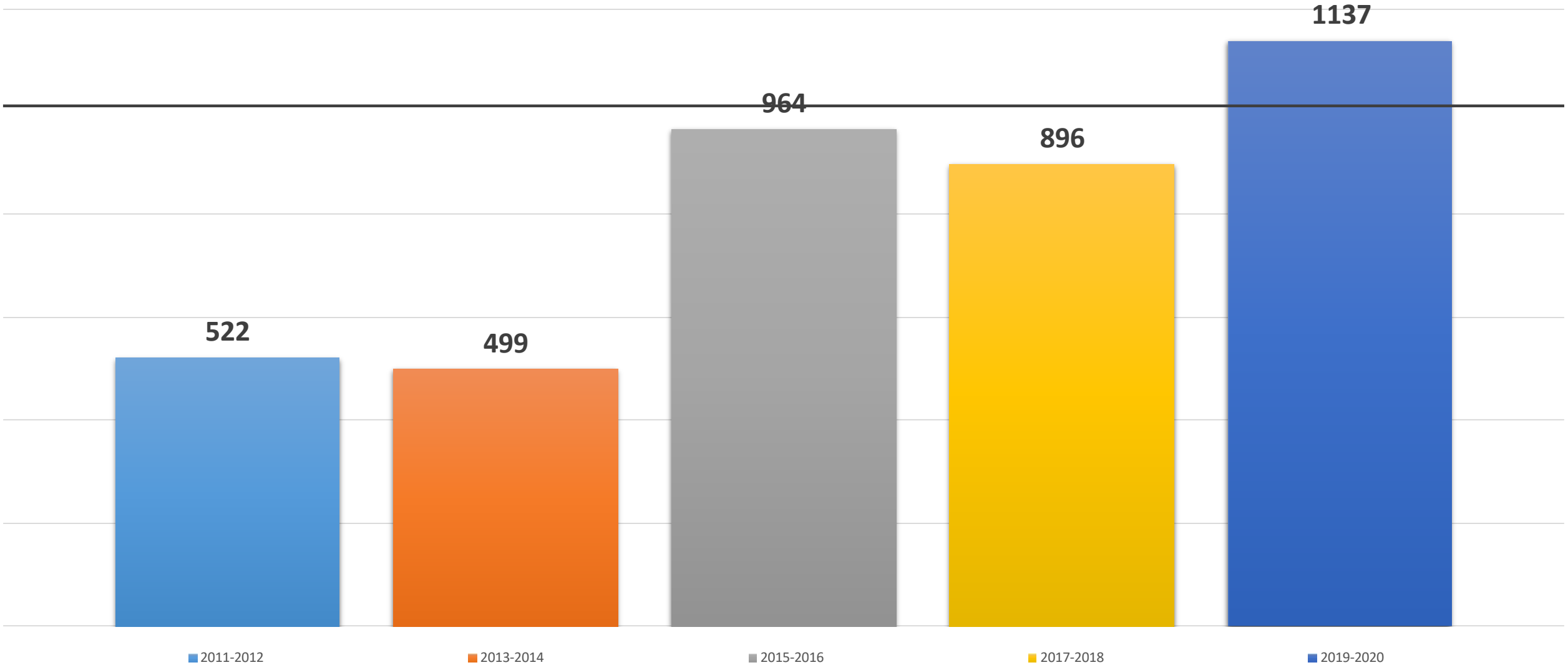
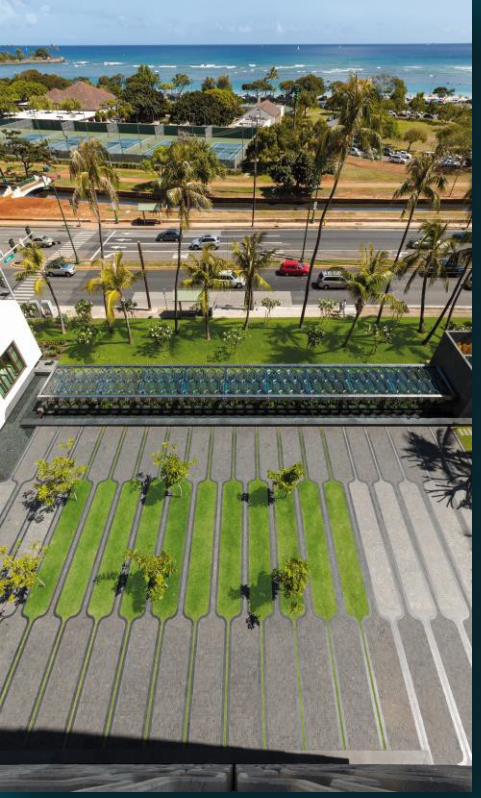
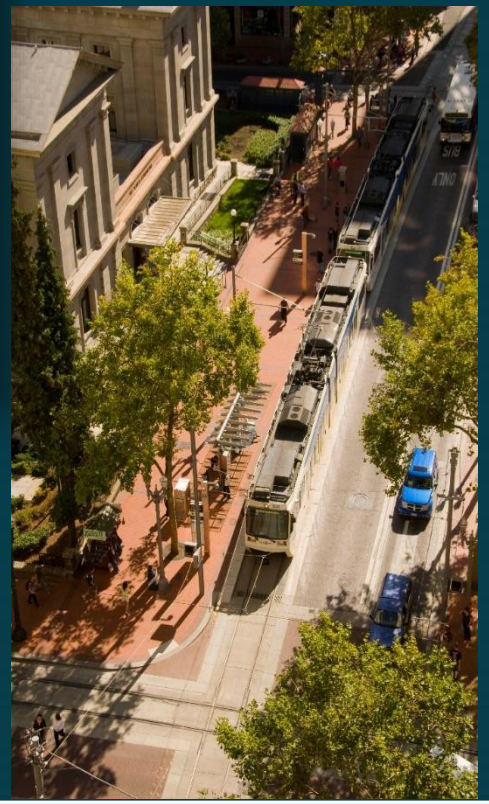


Respondents totals for surveys since 2011

American Society of Landscape Architects



Transportation
Design & Planning



Public Lands, National
& Community Parks

Climate Change
& Resilience

Water &
Stormwater

Environmental &
Social Justice

2019-2020 Top Areas of Interest

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2018 Scioto Greenways Site Tour
Columbus, OH

Site Tours:

1. Educate Public Officials and the General Public

2. Build Personal Relationships

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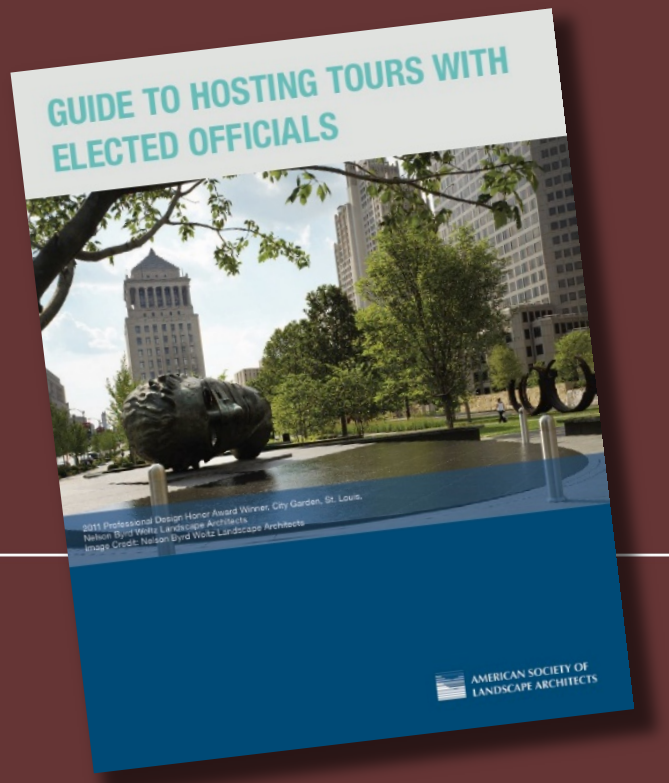
Resources for Site Tours:

- ASLA National Staff
- “How-to” Guide at ASLA Advocacy website



2018: National Site Tour Day

Survey Responses From:

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

Meriden Green, 2018

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Texas: Austin Central Library & Seaholm Development

Presenter: **Clifton Hall, ASLA**

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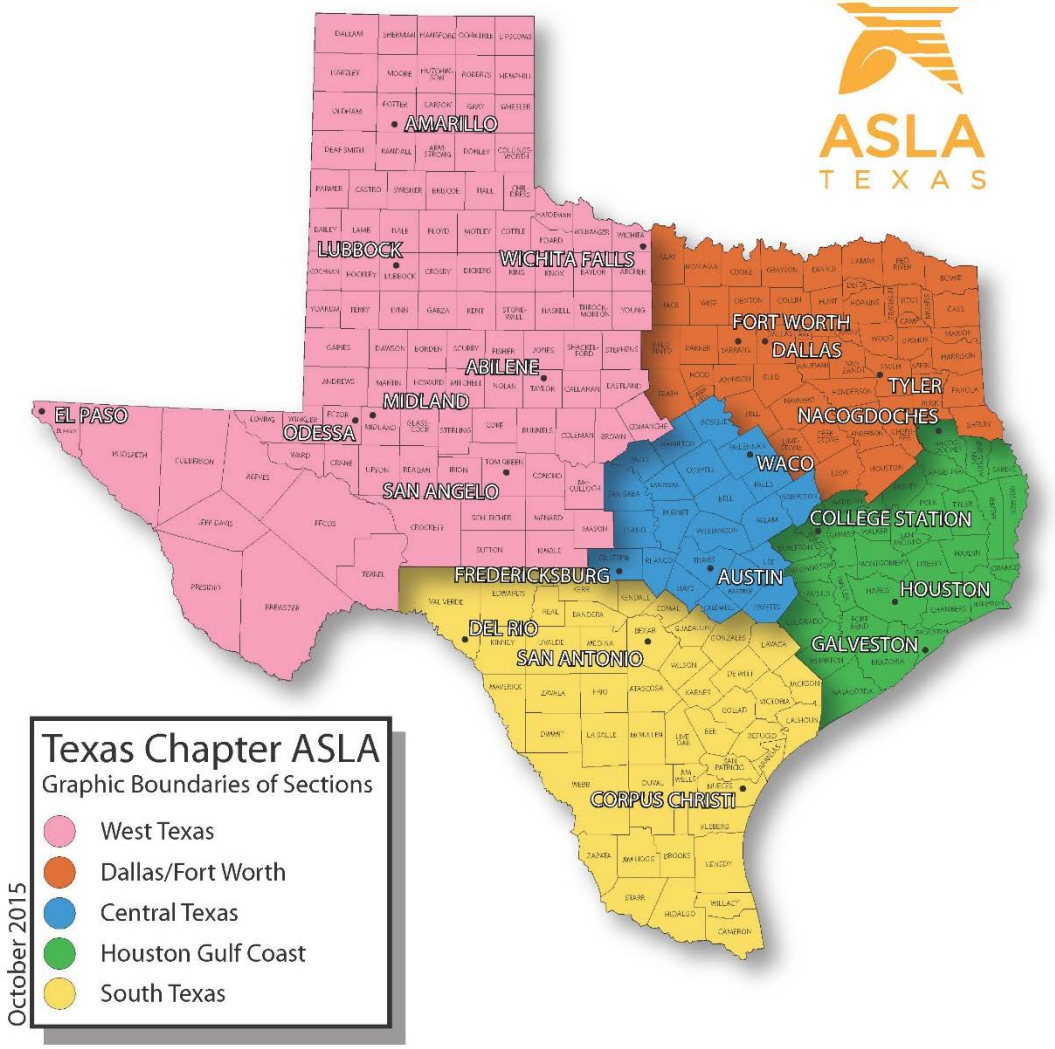
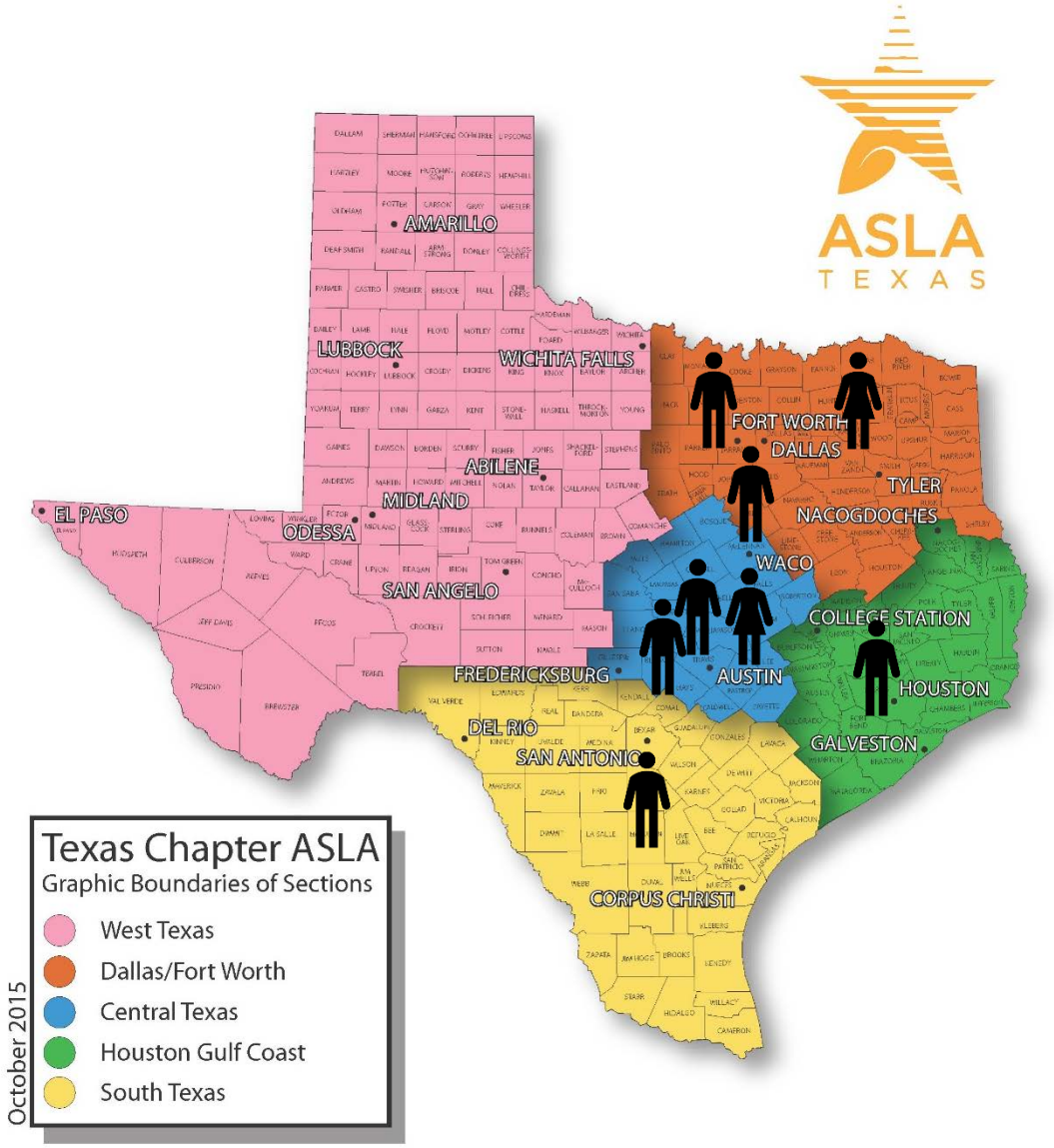


Texas Chapter ASLA

- 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

ASLA TEXAS



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

ASLA TEXAS

ASLA TEXAS

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.

ASLA
TEXAS

Connecticut: Meriden Green

Presenter: Aris Stalis

American Society of Landscape Architects

- Find a Place
- Invite People
- Tell a Story

SITE TOUR 2018

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

Site Tour of August 8, 2018

Connecticut

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o Challenges

- o Starting

o 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.

ol have a site – Now What ?

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

ASLA is a **GREAT** resource

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

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oBottom Line

- o Just Do It!

Site Tour of August 8, 2018

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oRelationships

- 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.

o 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.

Connecticut

ASLA

o Chapter Lobbyist

- o 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

Site Tour of August 8, 2018

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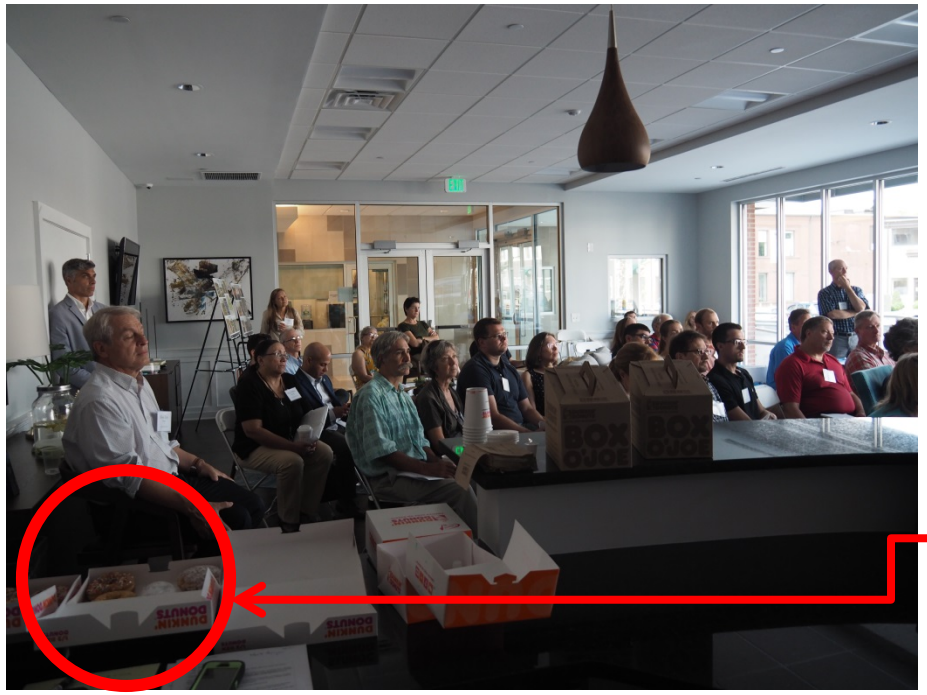
oHave an indoor place to meet – unless you have a weather guarantee

- o 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”

Site Tour of August 8, 2018

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o MEDIA

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

Distributed "I ADVOCATE" buttons to attendees.

aka – "The Button"

Site Tour of August 8, 2018

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o$ 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.

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o Action Photos

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

Site Tour of August 8, 2018

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o Action Photos

Transit Center – aka Train Station

Amphitheatre – aka stage

Connecticut

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Site Tour of August 8, 2018

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

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

PREGUNTAS?

aka Questions?

o Lastly, it's about **Relationships**

Site Tour of August 8, 2018

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Questions?

2015 Professional Award
The Lawn on D
Boston, MA
Sasaki Associates, LLC

American Society of Landscape Architects

Upcoming Websummits