Agenda

- Review of Legislative Activity and Learning
- Advocating for Responsible Licensure
- Resource Reminders
- Upcoming Events
- Call to Action
Review of Legislative Activity
Bills & actions affecting occupational licensure
2019 – Tracked Bills

• Totals
  • CLARB: 295
  • ASLA: 305
  • Regular collaboration to cross-check

• ASLA & CLARB Tracking Criteria
  • Bills affecting LA licensure
  • Bills "reducing barriers" to licensure
  • Bills affecting occupational regulation
  • Bills affecting licensing boards
  • Bills creating studies or reviews
  • Bills affecting LA practice (ASLA)
  • British Columbia, Alberta, Ontario and Puerto Rico bills & activity (CLARB)

CLARB 2019 Heat Map
Tracked Bills 6/7/19

- 0
- 1 - 2
- 3 - 4
- 5 - 6
- 7 - 8
- 9 - 10
- 11 - 15
- 30 - Texas
# 2019 Licensure Threats Legislation

<table>
<thead>
<tr>
<th>Bill Type</th>
<th>Number of Bills</th>
<th>Passed</th>
<th>Still Active</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer Choice Act</td>
<td>4</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Landscape Architecture Deregulation</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Occupational Licensing Studies/Reviews</td>
<td>27</td>
<td>5</td>
<td>9</td>
</tr>
<tr>
<td>Right to Earn a Living</td>
<td>7</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>Sunrise/Sunset</td>
<td>18</td>
<td>2</td>
<td>9</td>
</tr>
</tbody>
</table>
2019 Most Threatening Bills for Occupational Licensing

<table>
<thead>
<tr>
<th>Legislation</th>
<th>State</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Occupational Reciprocity Act: Any resident can be licensed in the state if</td>
<td>AZ</td>
<td>PASSED</td>
</tr>
<tr>
<td>they are licensed in another state</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;Consumer Choice&quot; Act: allows unlicensed practice with pre-contract</td>
<td>IN</td>
<td>FAILED</td>
</tr>
<tr>
<td>disclosure</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MO</td>
<td>FAILED</td>
<td></td>
</tr>
<tr>
<td>WV (2 bills)</td>
<td>FAILED</td>
<td></td>
</tr>
<tr>
<td>&quot;Right to Earn a Living&quot; Act and &quot;Least Restrictive Regulation&quot; reforms</td>
<td>OK</td>
<td>Laid over to 2020</td>
</tr>
<tr>
<td>TN</td>
<td>Laid over to 2020</td>
<td></td>
</tr>
<tr>
<td>TX</td>
<td>FAILED</td>
<td></td>
</tr>
<tr>
<td>WA</td>
<td>FAILED</td>
<td></td>
</tr>
</tbody>
</table>
2019 Threats to Occupational Licensure

INTRODUCED

PASSED/ACTIVE
### 2019 Legislation Trends: "Reducing Barriers" to Licensure

<table>
<thead>
<tr>
<th>Bill Type</th>
<th>Number of Bills</th>
<th>Passed</th>
<th>Still Active</th>
</tr>
</thead>
<tbody>
<tr>
<td>Second Chance Acts – Limit use of criminal history in licensing</td>
<td>63</td>
<td>15</td>
<td>23</td>
</tr>
<tr>
<td>Reciprocity Acts for Military Spouses, Veterans, etc.</td>
<td>57</td>
<td>22</td>
<td>20</td>
</tr>
<tr>
<td>Student Loan Default Acts – Limit use of defaults in licensing decisions</td>
<td>13</td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td>Interstate Compacts</td>
<td>?</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Bills "Reducing Barriers" to Licensure
## Priority Landscape Architecture Legislation

<table>
<thead>
<tr>
<th>Legislation</th>
<th>State</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Deregulation</strong></td>
<td>VA – LA Deregulation</td>
<td>Failed</td>
</tr>
<tr>
<td><strong>Practice Act</strong></td>
<td>AB – Review of Boards/Comm.</td>
<td>Ongoing</td>
</tr>
<tr>
<td></td>
<td>BC – Prof. Governance Act</td>
<td>Active</td>
</tr>
<tr>
<td></td>
<td>FL – Practice Act Amendments</td>
<td>Failed</td>
</tr>
<tr>
<td></td>
<td>IL – New Practice Act</td>
<td>Failed</td>
</tr>
<tr>
<td></td>
<td>NE – Practice Act Amendments</td>
<td>Carryover</td>
</tr>
<tr>
<td><strong>Sunset</strong></td>
<td>AL – LA Sunset (2023)</td>
<td>Passed</td>
</tr>
<tr>
<td></td>
<td>CA – LA Sunset (2024)</td>
<td>Active</td>
</tr>
<tr>
<td></td>
<td>HI – LA Sunset (2028)</td>
<td>Carryover</td>
</tr>
<tr>
<td></td>
<td>NM – LA Sunset (2026)</td>
<td>Passed</td>
</tr>
<tr>
<td><strong>Board Composition</strong></td>
<td>IN – 1 instead of 2 LA’s on board</td>
<td>Passed</td>
</tr>
<tr>
<td></td>
<td>IA – More LA’s on board</td>
<td>Passed</td>
</tr>
</tbody>
</table>
Coming soon to your inbox: ASLA/CLARB Survey

- Board/Chapter relationship
- Legislative threats
- Interactions with lawmakers
- Use of licensure support resources
- Know any LA elected officials?
Supporting our Members – Advocating for Responsible Licensure
Focused Area of Shared Interest

Regulation

Licensure

Profession
Collaborations

- Within the profession
- Among related design professions
- Across the regulatory community
Within the profession - Reframing Landscape Architecture
Joint project of the Presidents Council
ASLA providing project administration

ASLA
CLARB
LAF
CELA
LAAB

• Identify effective strategies for communicating the scope and value of the landscape architecture profession.
Phase 1: Descriptive Research
Identify gaps between “expert story” and public understanding
Identify applicable cultural assumptions and values
Provide initial recommendations for communications strategies

Timeline:
- October 2018: Expert Interviews
- January 2019: Cultural Models Interviews
- April 2019: Map the Gaps Analysis and Report

Identify effective strategies for communicating the scope and value of the landscape architecture profession.
FrameWorks Communications Project

Phase 2: Prescriptive Research
Identify and test effective strategies to reframe landscape architecture
Provide actionable research recommendations

Timeline:

- June 2019 Frame Design
- August 2019 On-the-Street Interviews
- November 2019 Experimental Survey
- January 2020 Persistence Trials
- March 2020 Usability Match Tests
- June 2020 Multi-Media Message Memo

*Identify effective strategies for communicating the scope and value of the landscape architecture profession.*
Phase 3: Application and Dissemination

Provide a communications toolkit, including talking points, quick-start guides, model answers to common questions, slides

Present findings and train communicators

Timeline:

- Identify effective strategies for communicating the scope and value of the landscape architecture profession.
Design Professions Coalition

- Tracking and responding to occupational licensure reform bills
- Information sharing/resources
- Speaking with one voice
Across the Regulatory Community
MEMBERSHIP UPDATE

The Alliance for Responsible Professional Licensing (ARPL) has brought many important voices to the table, including professional trade associations and licensing boards for engineers, surveyors, architects, landscape architects, and CPAs.

Member organizations include:
ACTIVITIES UNDERWAY

• Alliance branding
• Website development
• Core communications and messaging tools
KEY MESSAGES

Professional licensing matters. It is rigorous for a reason.

Clear licensing standards create career opportunities, support career growth and mobility, and level the playing field.

Professional licensing protects the public. Some things are too important to let the market fix “after the fact.”

One size does not fit all: eliminating or dramatically weakening licensing standards is a blunt instrument that goes too far.

Licensing done right works. Let’s fix the problem, not create new ones.
PROFESSIONAL LICENSING:
Rigorous for a Reason.

There is a debate taking place about the need for licensing in many professions. While legitimate concerns have been raised about the cost and benefits of licensing regulations, one fact cannot be overlooked: Professional licensing is different, it matters, and it is rigorous for a reason.

AN IMPORTANT DISTINCTION

There is an important distinction between highly complex, technical professions that have a clear impact on public health, safety, and welfare, and the trade and vocational occupations that are the primary drivers of concern around appropriate levels of licensing.

Professionals such as engineers, surveys, architects, land surveyors, and CPAs are responsible for the physical and fiscal integrity of buildings and financial systems. They design and build public and private institutions - like schools, hospitals, bridges, roads, and tunnels - and ensure the accuracy of business, personal and public financial records, audits, and tax filings.

These professionals must master extensive, complicated codes and laws before they are authorized by their licensing boards to certify compliance, quality, and integrity of work. This “level of approval” confers legal responsibility for upholding our public and private spaces and financial systems. This level of responsibility - and liability - rightly requires rigorous and ongoing education, examination, and experience.

ONE SIZE DOES NOT FIT ALL

One-size-fits-all legislation to weaken or eliminate licensing requirements would sweep up highly complex, technical professions and dismantle carefully developed professional licensing systems that protect the public.

These overly broad bills would eliminate the ability to establish, verify, and enforce qualifications. Instead, it would be left to market forces to sort the good from the bad, the qualified from the unqualified. Bad reviews or lawsuits after the fact may work for a bad meal or haircut, but that approach simply does not work for ensuring the structural integrity of a building or fiscal integrity of an audit.

LICENSING DONE RIGHT WORKS

There is no single, perfect professional licensing model. Licensing must take into account the unique distinctions and requirements of a profession. That is why it is best shaped by those with firsthand knowledge and expert understanding of the profession.

AHP members have led in developing licensing models that ensure the education, experience, and testing necessary to protect the public while also providing individuals with:

- Clear career paths
- Consistent and orderly applied licensing requirements across the profession
- Mobility and opportunities to maintain careers across different states

Our approaches to licensing are serving the public and professionals well. These models should be preserved and looked to as a model - not destroyed.

Licensing done right works. Let’s fix the problem, not create new ones.

ABOUT THE ALLIANCE FOR RESPONSIBLE PROFESSIONAL LICENSING

The Alliance for Responsible Professional Licensing (ARPL) promotes a responsible, balanced approach to professional licensing, educating policy makers and the public on the importance of high standards, rigorous education, and extensive experience within highly skilled, technical professions that are relied upon to protect public safety and enhance public trust. The Alliance is comprised of associations that represent numerous professions and their boards, and advocates for licensing practices within professions that deliver uniform qualifications, safety, and consistency, while also providing individuals with a clear career path and fair opportunities to maintain that career.

74% of voters believe professional licensure ensures qualified professionals are servicing the public at large.

66% of voters agree that government regulations keep people safe.
A LOOK AHEAD

Launch this summer

What to expect: messages, materials, tools

How you can help: share, educate, advocate
Resource Reminders
<table>
<thead>
<tr>
<th>WHAT</th>
<th>WHEN</th>
<th>WHO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Site Tour Month</td>
<td>August</td>
<td>ASLA Chapters</td>
</tr>
<tr>
<td>Advocacy Summit</td>
<td>September 6-8</td>
<td>ASLA advocacy representatives and chapter leaders</td>
</tr>
<tr>
<td></td>
<td>Salt Lake City, UT</td>
<td></td>
</tr>
<tr>
<td>CLARB Annual Meeting with Site Tour</td>
<td>September 26-28</td>
<td>CLARB Regulatory Boards</td>
</tr>
<tr>
<td></td>
<td>St. Louis, MO</td>
<td></td>
</tr>
<tr>
<td>Web Licensure Summit</td>
<td>October 16, 2019</td>
<td>ASLA Chapters</td>
</tr>
<tr>
<td></td>
<td></td>
<td>CLARB Regulatory Boards</td>
</tr>
<tr>
<td>ASLA Annual Meeting</td>
<td>November 15-18</td>
<td>ASLA Chapters</td>
</tr>
<tr>
<td></td>
<td>San Diego, CA</td>
<td></td>
</tr>
</tbody>
</table>
Call to Action: 
#DoOneThing

- Set Up Planning Meetings Now (Chapters/Boards)
- Meet and Greets with Legislators
- HSW Site Tours