



American Society of Landscape Architects

August 2019 National Site Tour Month



American Society of
Landscape Architects

ASLA 2019 National Site Tour Pledge

Today, we (chapter) give our commitment to fulfill ASLA's mission of advancing landscape architecture and its state and federal advocacy priorities.

We (chapter) pledge to participate in ASLA's National Site Tour Month (August 2019) initiative.

By pledging our commitment to hold a site tour, we are:

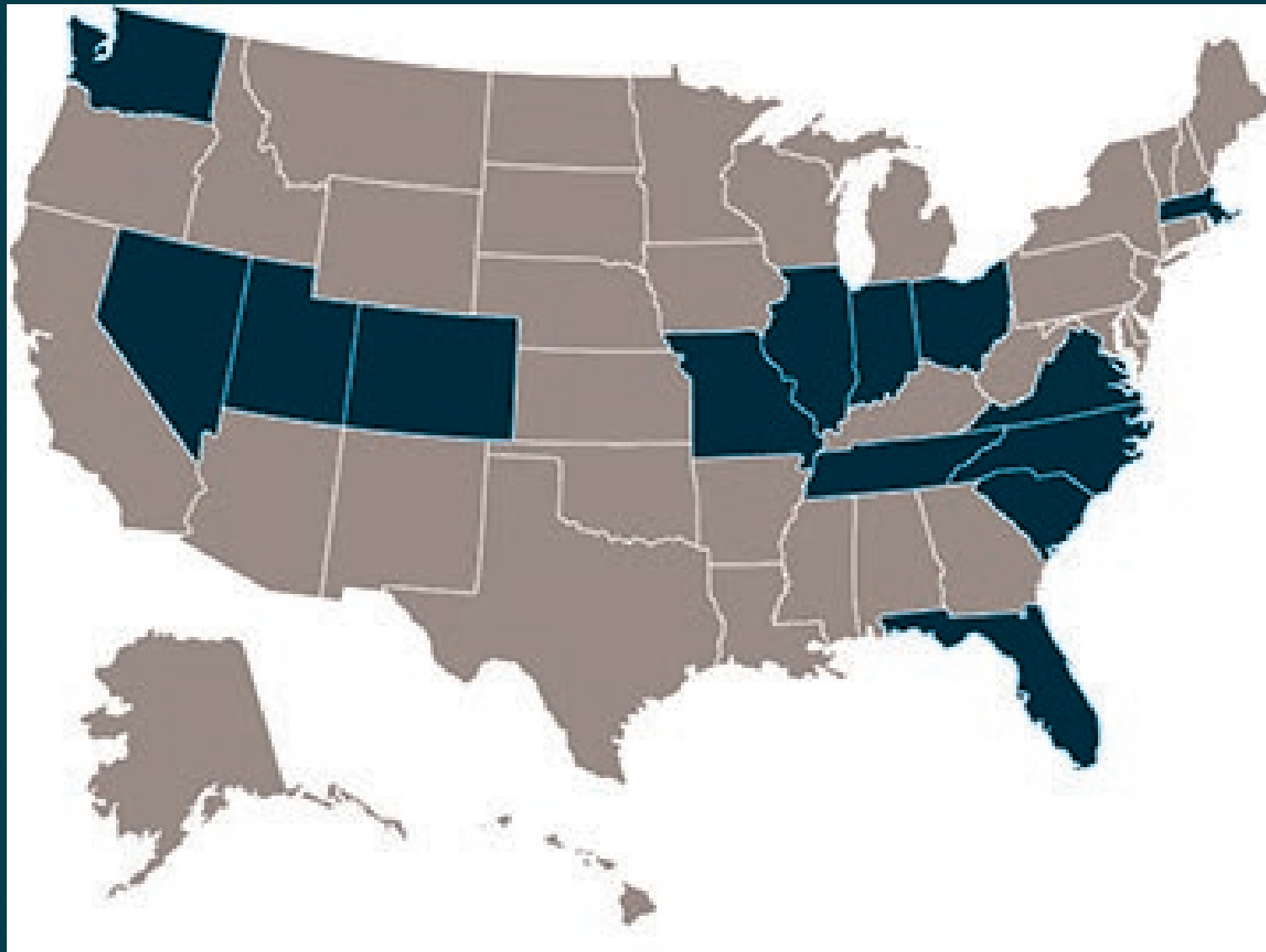
- Increasing awareness of the landscape architecture profession and its important role in our communities.
- Educating public officials and other stakeholders about ASLA's vision of healthy, beautiful, and resilient places for all.
- Furthering ASLA's state advocacy priority of professional licensure, by demonstrating how landscape architecture impacts and protects the public's health, safety, and welfare.
- Advancing ASLA's federal advocacy agenda by highlighting federal programs and policies that help landscape architects plan, design, and implement sustainable solutions to the problems facing our communities.

ASLA Chapters working with ASLA National can make a difference and we pledge to do our part!

By filling out the information below, we agree to this pledge.



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Chapter Site Tour Pledges

Who's Ready to Add Their Chapter's Pledge?



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Tennessee Chapter Site Tour 2019 Selection
Nashville Riverfront Park Aug. 15
Hargreaves Associates Inc.



Tennessee Chapter Site Tour 2019 Selection
Tennessee Brewery Aug. 15

Preliminary Planning: Site Selection



Colorado/Wyoming Chapter Site Tour 2019 Selection
Colorado Springs Olympic Museum
Diller Scofidio + Renfro

Preliminary Planning: Site Selection

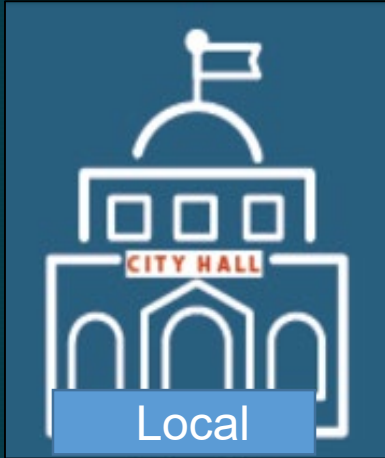


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2018 Scioto Greenways Site Tour, Columbus, OH

Preliminary Planning: Organization



Successful
Site Tour

Preliminary Planning: Invitations



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LANDSCAPE ARCHITECTURE SITE TOURS

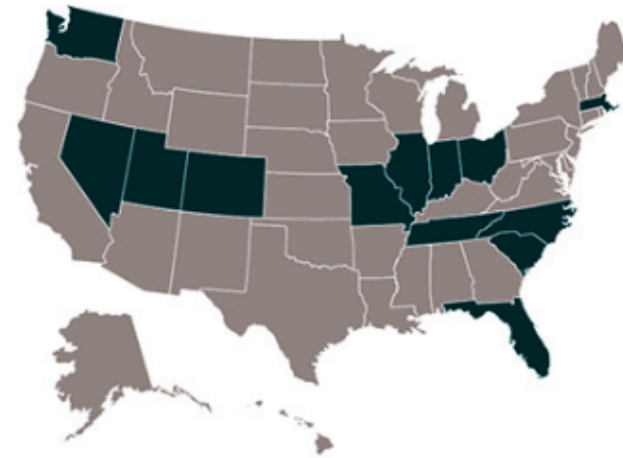


Why Host a Site Tour?

Hosting a site tour can make an enormous impact in educating local, state, and federal policy makers on how landscape architects use design to create well-planned communities, neighborhood master plans, green streets, manage stormwater runoff, and plan state-of-the-art transportation corridors.

ASLA advocates are essential stakeholders in promoting ASLA's advocacy priorities, including licensure, and are well-qualified to provide elected officials with an overview of the profession's contributions in your community.

GUIDE TO HOSTING TOURS WITH ELECTED OFFICIALS



Site Tour Pledge 2019

The map to the left shows chapters who have committed to a site tour (in blue). You can sign the Site Tour Pledge today and commit to fulfill ASLA's mission of advancing landscape architecture and its state and federal advocacy priorities.

[Sign the Pledge Now -->](#)

Site Tour Webpage



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Scheduled Site Tours



Tennessee Chapter
Aug. 9 Cumberland Avenue
Streetscape
Aug. 15 Tennessee Brewery
Aug. 15 Nashville Riverfront Park



Ohio Chapter
Aug. 2019 Scioto Greenways



Colorado/Wyoming Chapter
Aug. 2019 Glendale Riverwalk
Aug. 2019 Olympic Museum

Before the Site Tour

1. Commit to holding a Site Tour
2. Identify a project, date, and start time
3. Invite local, state, and federal public officials and staff
4. Logistics
 - Run of show
 - Leave behinds



2018 Scioto Greenways Site Tour, Columbus, OH

Site Tour Steps



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Above and Right: 2018 Meriden Green
Site Tour, Meriden, CT

During the Site Tour

1. Thank the public official/staff for their attendance
2. Use social media in real time



After the Site Tour

1. Send a handwritten thank you note to each public official and/or staff member that attended
2. Publicize your Chapter's success story
3. Keep in touch with the public officials and/or staff (be a resource)



Above and Left: 2015 The Yards Site Tour, Albuquerque, NM

What To Do Now

- Start organizing a Site Tour Committee
- Select a site that shows multiple facets of the profession and is easily accessible.
- Invite local, state, & federal public officials and agency reps.



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Public Relations



2018 Site Tour
Meriden Green
Meriden, Connecticut
Milone and MacBroom

Highlighting Your Site Tour through the Press & Social Media

Show your legislators and your community the work of landscape architects.

When it comes to educating lawmakers and the public about the importance of landscape architecture, you are your own best advocates. A site tour is an excellent opportunity – not simply to *tell* people about the difference you make, but to *show* them that difference in real-life contexts. The press and social media are powerful tools to broadcast that message to a larger audience.



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Four Simple Steps to PR Success

Plan your message. What did your work on this site or project accomplish? How did it change the community around it for the better? Lawmakers like to hear tangible cost vs. benefits.

Target your audience. Local press love to cover politicians, and political communications staff love to give the press pictures of their bosses out in the community. You have an opening to get eyes on your site tour.

Strategize tactics you want to use. Those can include media advisories, press releases, invitations, interviews, and social media. (more on these later)

Deploy the tactics you choose. Reporters receive advisories, press releases, and story pitches via email all the time. Don't be afraid to reach out and follow up – it's their job to cover events like this.



Public Relations Tactics & Timelines

One to Two Months Out: PLAN

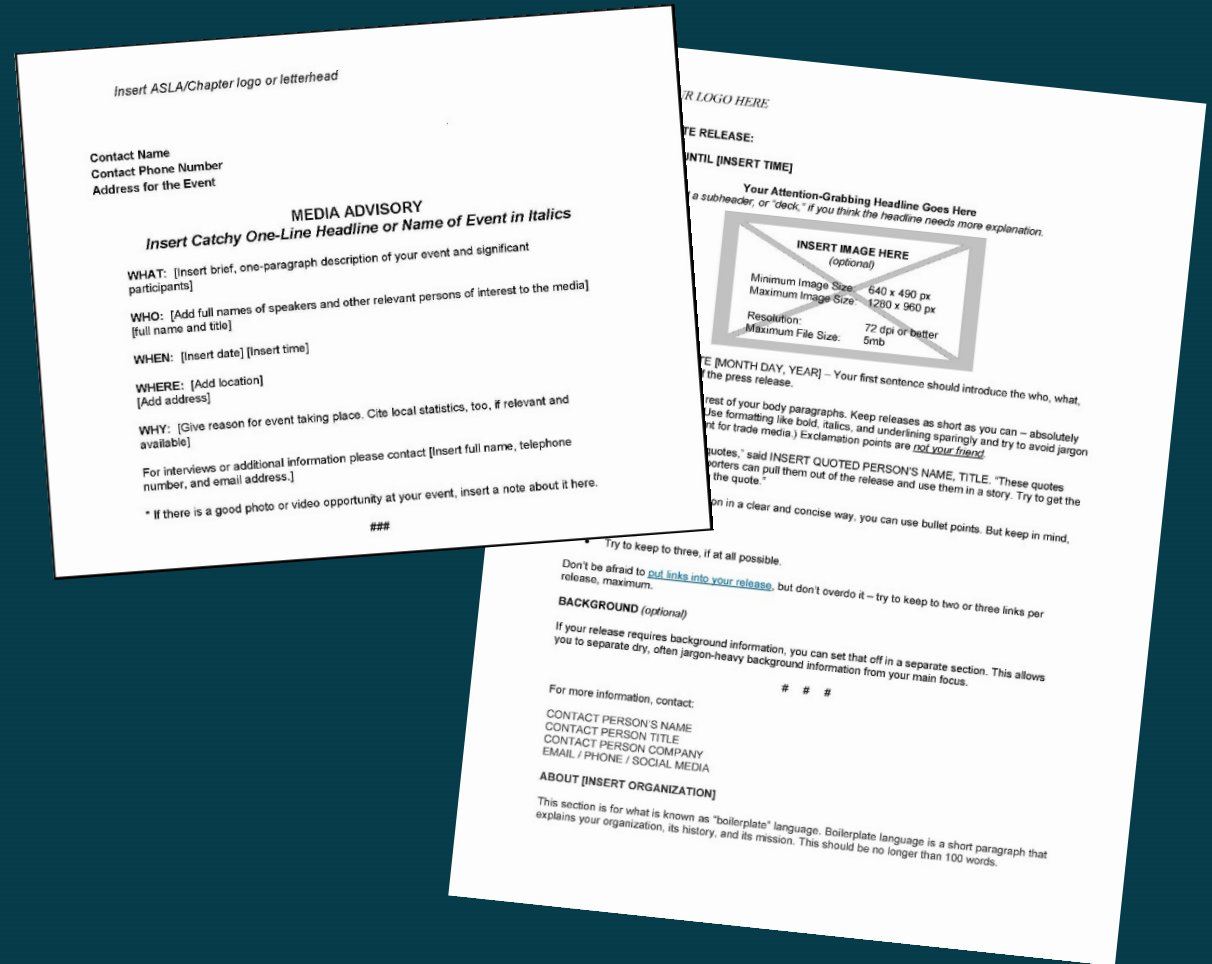
- Decide on your message.
- Reach out to elected official's staff
- Identify your target audience.

One Month Out: SPREAD THE WORD

- Send out advisories and/or invitations to the press.
- Send out reminders over social media.

Two Weeks Out: FOLLOW UP

- Follow up with members of the media and answer questions.
- Let elect official's staff know if media members plan to attend.
- Draft press materials (release, packets, po-eds etc)





One Week Out: BE READY

- Follow up with attending media and ask about needs.
- Ensure every member who will interact with the media understand your message.
- Designate a press liaison to greet media as they arrive on-site and answer questions.
- Coordinate with elected official's staff on final media attendees/press material drafts.
- Send reminders .
- Use social media to promote the event (can include graphics, facts, etc)

Day of Tour: EXECUTE FINAL PLANS

- Send press release in the morning.
- Have liaison greet members of the media on-site and take care of any needs they have.
- Take pictures!!
- Use all the Social Media you can. *Be sure to include appropriate handles and hashtags.

A Note on Speaking With the Media

If you're nervous about speaking to the media, *don't be!* Reporters want to tell stories that are relevant to their readers and they are not there to be difficult. Just keep these things in mind when speaking to any member of the media:

- Assume everything you say to a reporter is on the record unless you've explicitly stated otherwise.
- You can always say something is "off the record" or "on background."

Social Media Basics

Hashtags

- #SiteTourMonth
- #ASLAadvocates

Handles

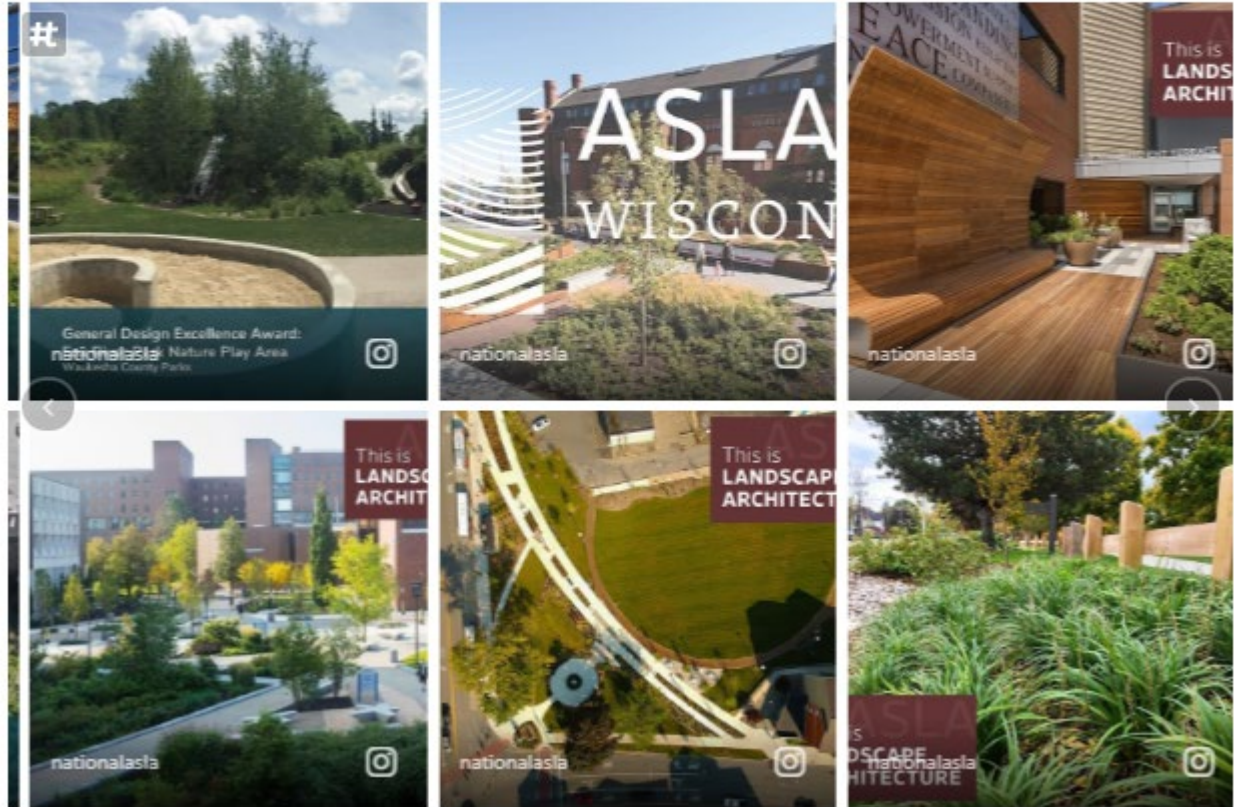
- Research the Twitter/Instagram handles of any relevant attendees (media, publications, local government, and other representatives)

Pictures and Videos

- Images and videos are vital for social media. Posts with visual elements get more views and engagement

WORLD LANDSCAPE ARCHITECTURE MONTH

#WLAM2019



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Platform Recommendations

During the Event

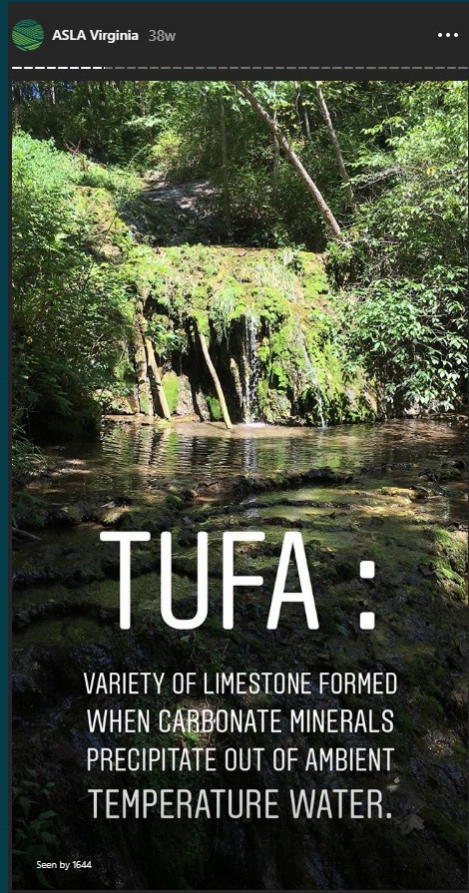
- Instagram: Allow people to follow along with Instagram Stories and posts
- Twitter: Live tweet any speeches or presentations at your event

After the event

- Twitter: Thank all relevant attendees
- Facebook: Create an album to share/document the event (although save high-res images for the press as well)



Content



Instagram



Twitter



Facebook



The Meriden Green in Meriden, Connecticut.
Milone and Macbroom. (Image credit: Aris Stalis)

ASLA Guide to Hosting Site Tours With Public Officials

ASLA Guide to Hosting Site Tours With Public Officials



The Lawn on D
Boston, MA
Sasaki Associates, LLC

Open Forum