



The LaGasse Medals

Purpose: To recognize notable contributions to the management and conservancy of natural resources and/or public landscapes.

Good design takes time...Bad design takes longer! Scott Bradley, 2003

January 30, 2018

Dear ASLA Trustees:

Please accept this **nomination of Scott Bradley, PLA, FASLA, for the 2018 Alfred B. Lagasse Award**. As a landscape architect with more than 40 years of experience in the profession, Scott meets the eligibility requirements for this award.

Roads and roadsides are the world's most public landscapes. They are arguably the world's most visited and visible landscapes, shaping, for better or worse, our understanding of nature and our sense of community. Scott Bradley, FASLA, is a national and international leader in shaping the management and conservancy of these ubiquitous public landscapes we travel through daily. During the past forty years, Scott more than any other landscape architect, has advocated for the intelligent management and thoughtful conservation of the natural and cultural resources that compose transportation corridors. He has set a high bar for achievement in **planning and design of transportation systems to and through urban, suburban, and rural neighborhoods and landscapes.** Everyone benefits—the traveler and the neighbor; the motorist and the pedestrian; the native landscape and the built environment. Scott's broad understanding of transportation system design, and his willingness to share his expertise has earned him the respect and admiration of transportation planners, engineers, and landscape architects and the communities they serve.

Scott Bradley, Director of Context Sensitive Solutions and Assistant Director in the Office of Environmental Stewardship, has been Minnesota DOT's leading representative promoting a national research program on transportation project planning and design. Scott is well known for his leadership, innovation and advocacy for **Context Sensitive Solutions (CSS)**. Nationally, Scott's persistent and explicit message has resulted in smoother, more cost-effective project implementations that are in harmony with their surroundings; in effect, **management and conservancy of important natural, cultural, and other intrinsic resources within vast public landscapes.**

For landscape architects, Scott Bradley's leadership in the realm of transportation is almost too significant to quantify. As a member of the Transportation Research Board, representing both the Minnesota DOT and the profession of landscape architecture, Scott spearheaded **the creation of the Context Sensitive Solutions (CSS) Task Force and shaped the conversation on the implementation of CSS at a national level.** Leading these efforts, his work with the Federal Highway Administration, the American Association of State Highway and Transportation Officials (AASHTO) and the Transportation Research Board (TRB) developed the dialogue, research, and training on CSS that has become an integral part of how many state departments of transportation do business. Scott gets too little credit for this enlightened approach to **more valuable public input, the integration of environmental, visual and community impacts into the process, and the timely delivery of difficult projects... with public approval.**

Scott Bradley co-authored proposals for nine funded National Cooperative Highway Research Program (NCHRP) projects, one of which resulted in *NCHRP Report 642: Quantifying the Benefits of Context Sensitive Solutions*. In 2009, **Scott was the first to establish more than anecdotal evidence that CSS was an effective approach, producing a list of 22 demonstrated benefits such as improved mobility, safety, innovation, stakeholder trust, environmental stewardship and opportunities for economic development.** The emerging *Complete Streets approach* is born.

This is exactly in line with the strategic direction of many state departments of transportation. **Scott's involvement with and leadership in TRB** was critical when Minnesota was selected as one of four national recipients of \$250,000 grants from TRB Strategic Highway Research Program 2 (SHRP 2). This grant was used for a CSS/Complete Streets pilot network planning project in Grand Rapids, Minnesota. The pilot evaluates a newly developed SHRP 2 collaborative decision-making tool (Transportation for Communities: advancing Projects through Partnerships) and recommend enhancements. This pilot effort and tool provides a model for more effective collaboration in a multijurisdictional manner to develop **cost-effective, practical and sustainable approaches to Complete Streets**. All of this points to the benefits of Minnesota's and Scott's vigorous **leadership in national research programs**.

Many young, and not so young, landscape architects consider **Scott Bradley, FASLA, a mentor**, helping them become engaged within the community of transportation landscape architects, engineers, and planners. For many, **becoming a member of one of Scott's committees was pivotal in their career development**, opening up the world of transportation research and the critical roles that landscape architects can play in shaping public policy, legislation and regulations. Scott's inclusive leadership and vision opened avenues of collaboration with landscape architects, transportation engineers and policy makers during his tenure as AFB40 Chair.

Scott Bradley, more than others, has guided transportation professionals to understand the power of community engagement and the art of landscape architecture in **achieving the goals of the places served by their projects**. His leadership has been shown in numerous projects by the development of specific training programs both within Minnesota and nationally. His style has been one of **helping transform thinking and approaches from the traditional to the creative** and showing the beauty that can be achieved through an open-minded and receptive attitude.

Early in Scott's career, he was **a pioneer, promoting the planning, design, and construction of landscape conservation and rehabilitation projects along the nation's most visited and visible public landscapes**. At a vegetation management conference attended by chemical and engineering professionals, Scott bravely spoke of an alternative greener approach. Predictably, his message was met with animosity and skepticism. **Artfully, he communicated** through the negativity with grace and aplomb. The importance of those early conversations cannot be overstated. **Ahead of his time**, Scott was already there, beckoning those willing to consider alternative turf management strategies that would result in **better management of thousands of miles of storm water drainage systems**. Decades later, everyone is enjoying the fruit of his actions and words in the development of green infrastructure within the public right-of-way.

Scott's contributions and achievements will reverberate throughout the 21st Century. A former supervisor at Minnesota DOT states, *"I like to think I hired many exceptional people, and **Scott was the best.** Scott was hired to head our Landscape and Forestry Section in the Office of Environmental Services (now the Office of Environmental Stewardship) of the Minnesota Department of Transportation (MnDOT). As section leader, he jumped into a leading position by creating the first 'Minnesota Plant Selection Guide for Landscaping'. It was wholly his idea and he pushed his people hard to do it. It is an interactive computer guide to plant selection factoring in site characteristics, soils, species desired, native or introduced, grasses, trees, shrubs, forbs etc. into the selection process. It is still widely used, on the internet and it is at least good for Zones 3, 4 and 5 worldwide."*

The passion for the landscape he exhibited then and the encouragement he continues to generously give, demonstrates how **Scott's "act local, think global" attitude towards landscape health led the roadside conservation effort.** The policy shifts have followed city-by-city and state-by-state. Under Scott's leadership at TRB, everyone had time and space to share, to work and to develop their understanding and message about **roadside conservation and environmental stewardship.** Scott encouraged cross-disciplinary and stakeholder communications, nurtured young professionals and facilitated constituencies where there hadn't been any. Scott's willingness to embrace everyone in the rich calling of sensitive landscape development presented **a notable shift in attitude that allowed the emergence of CSS, Scenic Byways and Complete Streets to become part of the American vocabulary.** Looking back through the contemporary history of roadside landscape conservation, **it is time to recognize the impact that Scott Bradley's leadership has had on the full scope of moving the national conservation agenda forward.**

Respectfully,

A handwritten signature in black ink, appearing to read 'J. Caster', with a large, stylized loop at the beginning.

Jeff Caster, FASLA

with

Craig Churchward, FASLA
Wendy Miller, FASLA
Jody Rosenblatt-Naderi, ASLA
Lawrence E. Foote, Ph.D.
David S. Ekern, P.E., MBA
Robin Gyorgyfalvy, FASLA

**Deschutes National Forest
US Forest Service
Landscape Architecture and Scenic Byways**



January 9, 2017

Board of Trustees
American Society of Landscape Architects
636 Eye Street, NW
Washington, D.C. 20001

Re: LaGasse Medal Nomination

Dear Trustees:

I strongly support Scott Bradley, FASLA as a nominee for the LaGasse Medal for his 30 years of leadership as a transportation landscape architect and innovations and advocacy for Context Sensitive Solutions at a national level. Scott has served as Director of Context Sensitive Solutions and Assistant Director in the Office of Environmental Stewardship at the Minnesota Department of Transportation. In this position, he has created a key role for landscape architects in the development of groundbreaking policies, powerful tools, and implementable solutions for applying Context Sensitive Solutions design guidelines and strategies for Complete Streets approaches.

Scott's years of leadership for the Transportation Research Board Committee on Landscape and Environmental Design has mentored and strengthened a very connected and impactful community of transportation landscape architects as well as scenic byway planners on both an international and national level. He has successfully influenced and guided national research programs that have made his home state of Minnesota the national leader in transportation innovation and a model to all other states.

His persistent and pleasant presence in the public realm has effectively engaged and aligned communities and agencies in many remarkable ways. Strong and sustained support from Scott in his roles as Director at the Minnesota Department of Transportation and Chair of the Transportation Research Board Committee have also meant success for the National Scenic Byways Program and in particular, for National Scenic Byways throughout Minnesota and the Midwest Region, now also models across the country and overseas.

His unique style in creating consensus and trust through a grassroots approach required for scenic byway planning and other community planning efforts have been indispensable and

resulted in sustaining this program over many years. He was awarded the first ever Environmental Excellence Award for Public Involvement from the Federal Highway Administration for developing and deploying a community partnership program that served as a national model.

I respectfully request that you bestow this highest of honors, the LaGasse Medal, upon Scott Bradley, in recognition of his unwavering insights, visionary passion, and expert skills especially when working with a wide spectrum of people. This has led to the continued success in planning and design research and on the ground application of many national programs such as Context Sensitive Solutions, Complete Streets, and Scenic Byways. Because of his nurturing dedication and highly motivated efforts, these have all taken root and blossomed as a testimony to the great value of landscape architects in transportation, especially those who serve in the public realm.

All the best,

A handwritten signature in black ink, reading "Robin Lee Gyorgyfalvy". The signature is fluid and cursive, with a long horizontal line extending from the end of the name.

Robin Lee Gyorgyfalvy, FASLA, PLA
Landscape Architecture and Scenic Byways Program Leader
Deschutes National Forest
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Board of Trustees
American Society of Landscape Architects
636 Eye Street, NW
Washington, DC 20001-3736

Dear Trustees,

Of Scott Bradley's many professional accomplishments, none will have a more lasting and significant affect than the interest and respect he has created in and for landscape architecture. His actions have not only increased the opportunities for landscape architects, they have significantly broadened the profession's practice. His influence extends beyond the agency for which he worked, the state in which he is licensed, and the national organizations in which he has served. His influence on transportation planning, design and maintenance practices continues to spread outside of North America and outside the traditional domains of transportation landscape architecture.

Scott has fostered a respect for landscape architecture from other design professionals, notably civil engineers, with his rigorous data-driven approach to solving social, economic, and environmental issues related to developing and maintaining our nation's transportation infrastructure. Scott has consistently promoted analyzing and documenting how well policies, procedures, and designs used by transportation agencies achieve their stated goals and objectives. He questions traditional assumptions and decries the rote execution of standard practices.

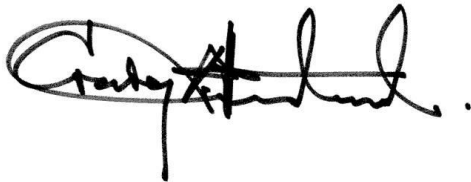
Early in his career, as the lead landscape architect within the Minnesota Department of Transportation (MnDOT), he initiated research to innovatively measure what the public considers visually appropriate in a transportation corridor, yielding a more thoughtful, public-engagement approach for integrating roadways into their adjacent community and surrounding environment. Later he measured the performance of roadways, discovering that focusing on correcting actual safety problems was more efficient and cost-effective than "bringing a roadway up to standards" while significantly reducing adverse social and environmental impacts. The consequent savings allowed more miles of roadway to be "improved" for the same cost—reducing safety problems and saving countless people from injury—and possibly death—because the money to repair a safety issue was now available ahead of what had been originally scheduled.

As Chair of the Transportation Research Board's (TRB) Landscape and Environmental Design Committee, Scott shared his research findings with professionals from other transportation agencies—local, state, federal, and international. More importantly, he generously created opportunities for others to conduct research and provided national and international forums for them to share their findings. Recognizing that a more integrated approach to roadway design was needed, he organized within TRB the Task Force on Context Sensitive Solutions (CSS) by bringing together over a dozen TRB committees under a single umbrella to research and disseminate information on innovative solutions to the complex problem of integrating transportation facilities into the communities they are designed to serve while benefiting the natural and cultural environments they displace.

Mostly as a result of his dedication to the ideals of our profession and the consistent delivery of outstanding products, he has created opportunities for his staff within MnDOT. As even his agency has retrenched, Scott Bradley has managed to maintain and expand the role of landscape architects. The professional staff he oversees consistently composes the largest office of landscape architects, public or private, in the state. He has expanded the role of the LA within MnDOT, developing positions for LAs in preliminary roadway design, the environmental review process, and in historic preservation, expanding beyond their more traditional roles in state departments of transportation of planting and site design and maintenance. He has personally delivered the message of the importance of incorporating landscape architecture into the functioning of state departments of transportation across the nation, frequently at the request of beleaguered state employees who seek his support for supporting the full integration of landscape architecture into their state's delivery of its highway improvement program. He has also spoken internationally at forums in Europe and Canada, always raising awareness of the potential of landscape architects to contribute to that most public of public spaces, the roadways that bind our society together.

Therefore, I strongly recommend Scott Bradley, FASLA, for the LaGasse Metal

Sincerely,

A handwritten signature in black ink, appearing to read "Craig Churchward", followed by a period.

Craig Churchward, FASLA and PLA











Federal Highway Administration
2003 Environmental Excellence Award

For Excellence in Environmental Research:
Aesthetic Initiative Measurement System (AIMS)

Minnesota Department of Transportation
Iowa State University
Joan Iverson-Nassauer, FASLA

Quality of life in our communities can be influenced by the visual quality of the highway travel experience. Many of us spend a great deal of time commuting each and every day around metropolitan areas and the highway corridor landscape can significantly influence the way we view the attractiveness of where we live and work. The Aesthetic Initiative Measurement System (AIMS) project was conducted to develop and test instruments and protocols that the Minnesota Department of Transportation (MnDOT) can use to understand and document how travelers and neighbors perceive the visual quality of Minnesota's highway corridor treatments and landscapes. The AIMS tool offers an efficient way to learn about the aesthetic qualities that the public values in its highway corridor elements and landscapes. Such information up front makes it easier – and ultimately more cost effective – to determine ways to meet customer needs and expectations. AIMS will help MnDOT achieve their commitment to context sensitive design practices, which strives to integrate transportation with community and environmental values and respond to unique project circumstances through careful planning and consideration of multiple perspectives.

Mary E. Peters
Federal Highway Administrator

April 22, 2003