

May 16, 2018

Executive Offices

- The **Executive Committee** held its May conference call today. Items on the agenda included program and operations updates, a finance report, and a spring governance meeting debrief.
- The Presidents Council (PC) **communications project with the [FrameWorks Institute](#) is set to launch**. The goal of the project is to identify the most effective messages for communicating about landscape architecture and its value. All of the participating organizations (ASLA, Council of Landscape Architectural Registration Boards, Council of Educators in Landscape Architecture, Landscape Architectural Accreditation Board, and Landscape Architecture Foundation) have signed the Memorandum of Understanding prepared by ASLA legal counsel and ASLA has signed the contract with the FrameWorks Institute on the groups' behalf. ASLA serves as administrator of the project. A conference call of the PC organizations' representatives was held on Monday to finalize the list of individuals to be interviewed by FrameWorks to distill the "expert story" on the profession.
- Secretary Curt Millay, ASLA, CFO Michael O'Brien, Hon. ASLA, and Consultant Kevin Fry met with DC Department of Energy and the Environment staff last week to discuss grant requirements and processes for the **Chinatown Green Street project**.
- Secretary Millay met with student representatives from **Virginia Tech** to discuss a multi-disciplinary student event involving regional design schools to be held in September 2018 at the ASLA Center.
- The **Council of Fellows (COF) task force** held a conference call last week to continue to discuss ways to activate Fellows.
- Over the next few days, ASLA will be hosting meetings of the **Real Estate and Built Environment Association CEOs** and the landscape architecture **CEO Roundtable**.

Government Affairs

- **Deadline Extended to May 31!** We want to hear from you! ASLA is requesting feedback from all members on state and federal policy issues important to the profession. Your feedback will help determine ASLA's federal policy agenda for the next Congress in 2019-2020 and help your states tailor their advocacy efforts. **Please take this [short survey](#) and help shape the political landscape.**
- This week, the U.S. House of Representatives will begin consideration of H.R. 2, the Agriculture and Nutrition Act, also known as the Farm Bill. ASLA has joined with allied conservation organizations in sending a letter to Congress opposing provisions in the Farm Bill that undermine public input and environmental review under the National Environmental Policy Act (NEPA). As drafted the measure would extend several "categorical exclusions" to NEPA review.
- This week is **Infrastructure Week** and ASLA government affairs is participating in a number congressional activities designed to highlight the need for federal funding and policies that support upgrading our nation's infrastructure. These events include: *Water, Parks, and Cities: Partners in Green Infrastructure* briefing highlighting the work of cities and municipalities in utilizing parks as tools to address stormwater management; *Learning from Disaster: Designing a Safer Built Environment*, and *Disaster Mitigation and Smart Infrastructure*, briefings on how to improve our nation's preparedness for natural disasters.

- Recently, Federal Government Affairs Manager Daniel Hart attended a hearing on the **America's Water Infrastructure Act** (S. 2800) held by the Senate Committee on Environment and Public Works. The hearing concerned **legislation renewing the Water Resources Development Act** (WRDA). The bill contains language funding and authorizing green and natural infrastructure projects. It also includes, in its entirety, the Water Infrastructure Flexibility Act (S.692), which was championed by ASLA members during last month's advocacy day. This bill, as written, is **a big win for landscape architects**. ASLA government affairs will continue to work with Congress on its passage.
- ASLA has **joined with the Nature Conservancy** in sending a letter to the Chair and Ranking Members of the Senate Committee on Environment and Public Works and the House Committee on Transportation and Infrastructure **supporting the inclusion of language encouraging the use of natural and nature-based infrastructure on U.S. Army Corps of Engineers (Corps) projects** within the Water Resources Development Act (WRDA) reauthorization. WRDA must be re-authorized every two years and this important legislation helps to set an agenda for the Corps. The language also authorizes and funds many water infrastructure projects within municipalities, counties, states, and private-sector partnerships.
- Recently, the U.S. Department of Transportation (DOT) published a Notice of Funding Opportunity (NOFO) to apply for \$1.5 billion in discretionary grant funding through the [Better Utilizing Investments to Leverage Development \(BUILD\)](#) Transportation Discretionary Grants program. BUILD Transportation grants will replace the Transportation Investment Generating Economic Recovery (TIGER) grant program. BUILD keeps many of TIGER's eligibilities and requirements in place including investments in active transportation projects. A webinar on how to compete for BUILD transportation grants for all applicants will be held on **Tuesday, June 5**; a webinar for rural and tribal applicants will be held on **Wednesday, June 6**; and a webinar on how to prepare a benefit cost analysis for a BUILD application will be held on **Wednesday, June 13**. All webinars will take place from **2:00-4:00 PM Eastern**. Details and registration information regarding these webinars will be made available at <https://www.transportation.gov/BUILDgrants>. In addition, all BUILD webinars will be recorded and posted to the website for later viewing.
- **Take Action for Environmental Justice!** Recently, ASLA activated the iAdvocate Network to urge members to contact their legislators to support environmental justice legislation moving through Congress. ASLA advocates have sent over 1,200 messages to their legislators urging them to cosponsor [the Environmental Justice Act of 2017 \(H.R. 4114, S. 1996\)](#). If you haven't already done so, please [SEND A MESSAGE](#) today.
- **The Louisiana State Senate Committee on Commerce, Consumer Protection, and International Affairs** recently passed two occupational licensing reform bills that are designed to respond to the 2015 Supreme Court decision on occupational licensing and to ultimately reduce the number of occupations licensed in the state. One of the bills, H.R.748, garnered significant opposition including a letter co-signed by ASLA National. Both bills passed out of committee but with significant modifications which are still being evaluated for their potential impact.

Finance, Meetings, and Business Operations

- **Numbers are pacing well ahead of previous years in the first week of registration for the [ASLA 2018 Annual Meeting and EXPO](#).** [Register](#) and [book your hotel room](#) at the same time, and get up to \$75 off your registration fee. [Register](#) and purchase tickets before the **early-bird deadline of June 29** and save even more!

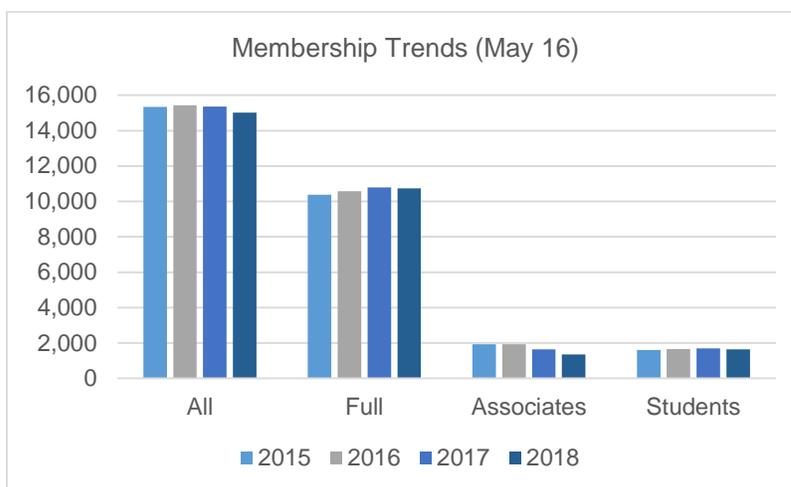
- **Field Session** tickets are selling well and so are tickets to the **ASLA Council of Fellows Investiture Dinner** and the **President’s Dinner: Presentation of ASLA Honors and Installation of Officers**. Anyone wishing to purchase a table(s) for either ticketed dinner may contact Meetings and Special Programs Manager, Kelli Bland at kbland@asla.org, for assistance.

Landscape Architecture Magazine

- **LAM is a finalist for an Excel Award from Association Media & Publishing for best single-topic issue** (10,001-20,000 circulation). The entry is our **February 2017 issue, “Found Ground,”** which focused on deck parks and underpass parks. Other finalists in the category are the National Contract Management Association and the Council of Insurance Agents and Brokers. The awards will be announced June 25 in Washington, D.C.
- **LAM Editor Brad McKee** will serve for a second year as a guest facilitator on Friday for the Landscape Architecture Foundation’s new class of LAF Fellows. The day will kick off the seven fellows’ year of research with presentations in various formats and in-the-round examinations of their ideas and approaches.

Member and Chapter Services

- Member and Chapter Services Managing Director Julia Lent, Hon. ASLA, facilitated a strategic discussion of **Vermont Chapter** past presidents to identify priorities for chapter initiatives.
- ASLA membership has fallen by 2.2 percent since 2015; however, the **full membership category, which accounts for two-thirds of all members, has grown by 3.5 percent**. The primary cause of the overall drop is associate membership, which has dropped by 29 percent, likely due to the drop in student enrollments related to the recession (37.7 percent drop since 2008). The pipeline drought is beginning to impact full membership as well, which is leveling off after several years of growth.



Public Relations and Communications

- *Dirt* Editor Jared Green [covered the climate and resilience discussion](#) at the ASLA spring meeting. *The Dirt* also provided in-depth coverage of The Cultural Landscape Foundation (TCLF)'s latest conference, [Leading with Landscape: Transforming North Carolina's Research Triangle](#).

Education Programs

- The **Landscape Architectural Accreditation Board (LAAB)** opened its [Call for Comment: Proposed Revisions of Accreditation Standards](#) relative to the delivery of online courses in landscape architecture. Comments and input on the revised LAAB Accreditation Standards are welcomed **until Friday, June 1**. Comments may be directed to Manager Pritchard at kpritchard@asla.org.
- **LAAB ROVE Teams** continued conducting accreditation reviews for spring 2018. **University of California Davis (BSLA)** had their review last week and **University of Turabo (BSLA)** in Puerto Rico had their candidacy review this week. Programs reviewed during spring 2018 are scheduled to be considered at the LAAB Summer 2018 Board Meeting.
- The **Landscape Architecture Continuing Education System™ (LA CES™)** has **240** active providers offering **1,178** courses. There is **one** new provider application pending review.
- An invitation was sent out for the webinar, ***Digging to the Root: Distilling Accredited Landscape Architecture Program Specialties***, taking place on Thursday, May 31. In an effort to develop resources for prospective students interested in landscape architecture, ASLA staff will present results from the Accredited Landscape Architecture Program survey and offer an open forum for faculty and interested professionals to share ideas for ASLA's [Study Landscape Architecture](#) webpage. [Registration is now](#) open.
- On May 14, Career Discovery and Diversity Manager Shawn Balon, ASLA, attended the **18th Annual Student Presentation Night for the ACE Mentor Program of the Greater Washington Metro Area**. Students from seven local high schools presented their ACE projects that were complete during the 2017-2018 academic school year.
- On May 3, Manager Balon, ASLA, met via conference call with **Nicole Plunkett, ASLA**, creator of [Future Landscape Architects of America \(FLAA\)](#), to review ASLA's career discovery and diversity initiatives, discuss upcoming resource development for ASLA and FLAA, and review FLAA's [2018 Curriculum Challenge](#), now open until June 1.
- On May 3, the Education Department held a conference call with **Education VP Lake Douglas, FASLA**, to review programs and discuss upcoming events in May.
- The annual meeting speaker webinar was held Thursday, May 17. The webinar was recorded and shared with all speakers afterwards.

Professional Practice

- The map of documented **Historic American Landscapes Survey (HALS)** sites on [ASLA's website](#) has been updated. There are 828 landscapes on the list, compared to 450 sites at the start of 2014, when the list was first made available on the ASLA website. The [documented landscapes map](#) include links to the documentation housed by the [Library of Congress](#).

- The **Environmental Justice PPN** hosted an online presentation and Q&A via Zoom with **Byoung-Suk Kweon, PhD, PLA, ASLA**, an associate professor in the Department of Plant Science and Landscape Architecture at the University of Maryland. Dr. Kweon presented her research concerning the link between environmental risks around public schools and their consequences on children's school performance and health.
- Manager Katie Riddle, ASLA presented at the **Federal Agencies Steering Committee (FASC) for Partners in Amphibian and Reptile Conservation (PARC)** Non-Government Organization Partners Day. Director Blackwell also participated in the event, which included staff from the Bureau of Land Management, National Park Service, Society for Ecological Restoration, and others. The meeting was part of a three-day event hosted by the Smithsonian and held at the National Zoo.
- Staff held a planning call with Charles Heuer, FAIA, principal in The Heuer Law Group, and Frank Musica, risk management consultant with the insurer Victor O. Schinnerer & Company, Inc., in preparation for the upcoming **ASLA standard contracts online learning webinar**. This June 12 presentation will describe the structure and use of the ASLA Standard Contract Forms as a business tool developed to meet the needs of the profession as well as liability issues for landscape architects.
- Recently, Corporate Secretary Millay and Managers Balon and Riddle attended the ASLA Potomac Chapter Awards Gala at the University of the District of Columbia (UDC). The keynote speech was delivered by **Charles A. Birnbaum, FASLA**, and the Lifetime Achievement Award was presented to **John G. Parsons, FASLA**, recognizing his 40-year career with the National Park Service.

Deadlines and Reminders

- The deadline for responding to the [state and federal issues priority survey](#) is **May 31**.
- The deadline for responding to the **Landscape Architectural Accreditation Board** [Call for Comment: Proposed Revisions of Accreditation Standards](#) is **Friday, June 1**.
- The [Leadership Calendar](#) can be accessed on the web.