



American Society of
Landscape Architects

CLARB

Web Licensure Summit

October 19, 2022

Today's Agenda



LARE Update



Legislative Sessions
Update



ARPL Update



State Advocacy Days



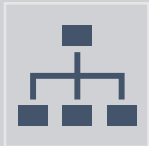
L.A.R.E. Update and Transition

Job Task Analysis Results – L.A.R.E. Impact

Job/Task Analysis



A Job/Task Analysis is a systematic process for identifying all tasks performed as part of a job and determining the underlying knowledge, skills, abilities, and other characteristics required for successful job performance

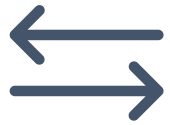


CLARB's conducts a job/task analysis every 5-7 years



The purpose of this is to ensure the L.A.R.E. is evaluating *current* landscape architecture practices with a lean towards future practice

Impact to L.A.R.E. Structure – Dec. 2023



Content shifted to align with project flow



Advanced Items type on all sections



Comparable Length



Comparable Price



Feedback by sub-domain

Inventory, Analysis, and Project Management

100 Items

- Project Management
- Inventory and Data Collection
- Stakeholder Engagement Process
- Physical Analysis
- Contextual Analysis

Planning and Design

95 Items

- Stewardship and Design Principles
- Master Planning
- Schematic Design
- Design Development

Construction Documentation and Administration

100 Items

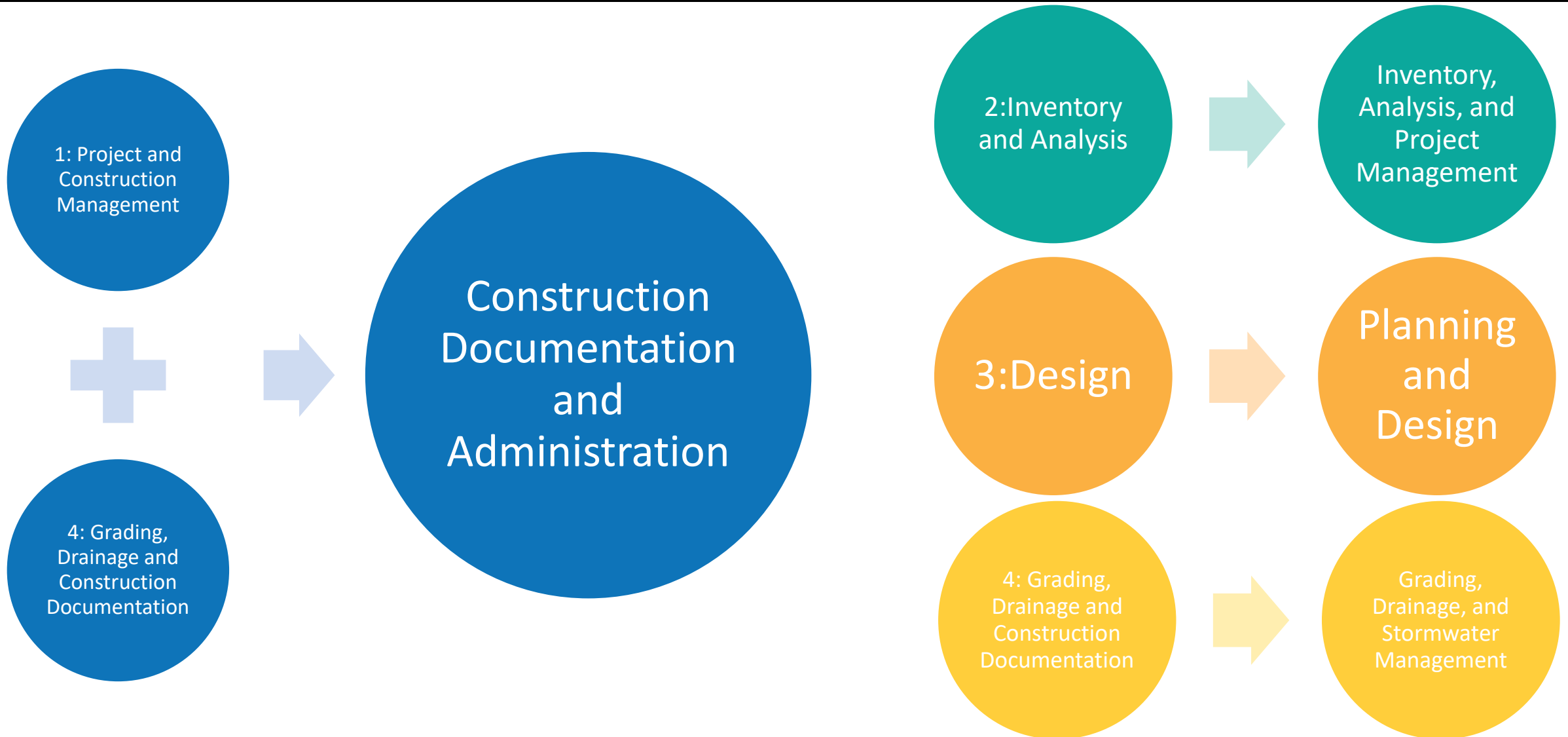
- Construction Plans and Details
- Construction Specifications and Bidding
- Construction Administration

Grading, Drainage, and Stormwater Management

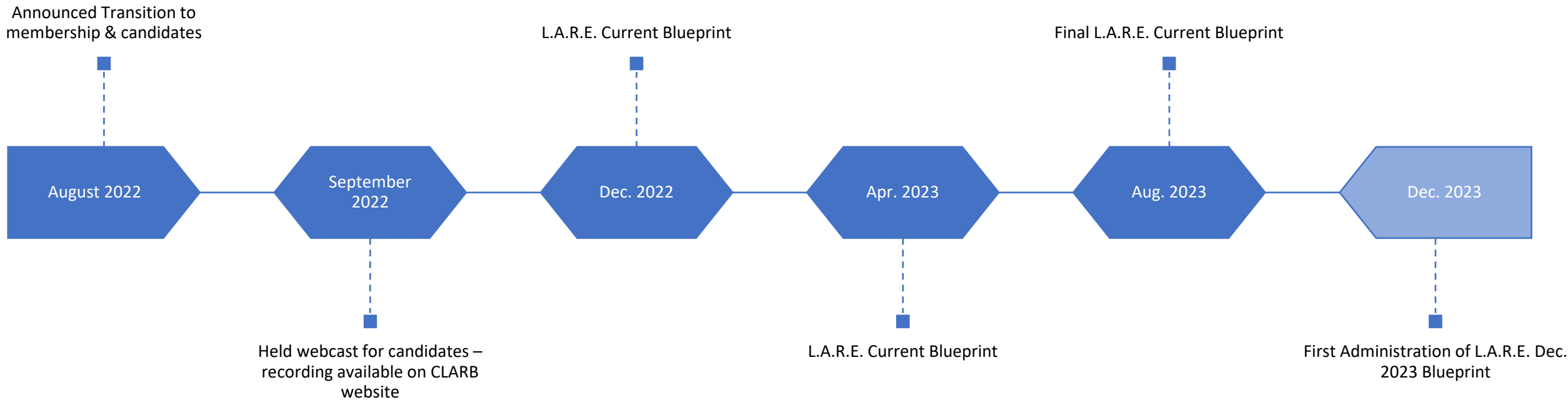
80 items

- Stormwater Management
- Grading and Earthwork
- Drainage Systems

L.A.R.E. Transition Chart



Transition Timeline





2022 Legislative Update

Snapshot: 2022 Reducing Barriers Legislation

Bill Type	# of Bills Tracked (2022)	Passed (2022)	Failed (2021 - 2022)
Criminal History & Second Chance Acts	22	8	10
Licensure of Military, Veterans, & Spouses	39	12	20
Local Preemption	13	0	9

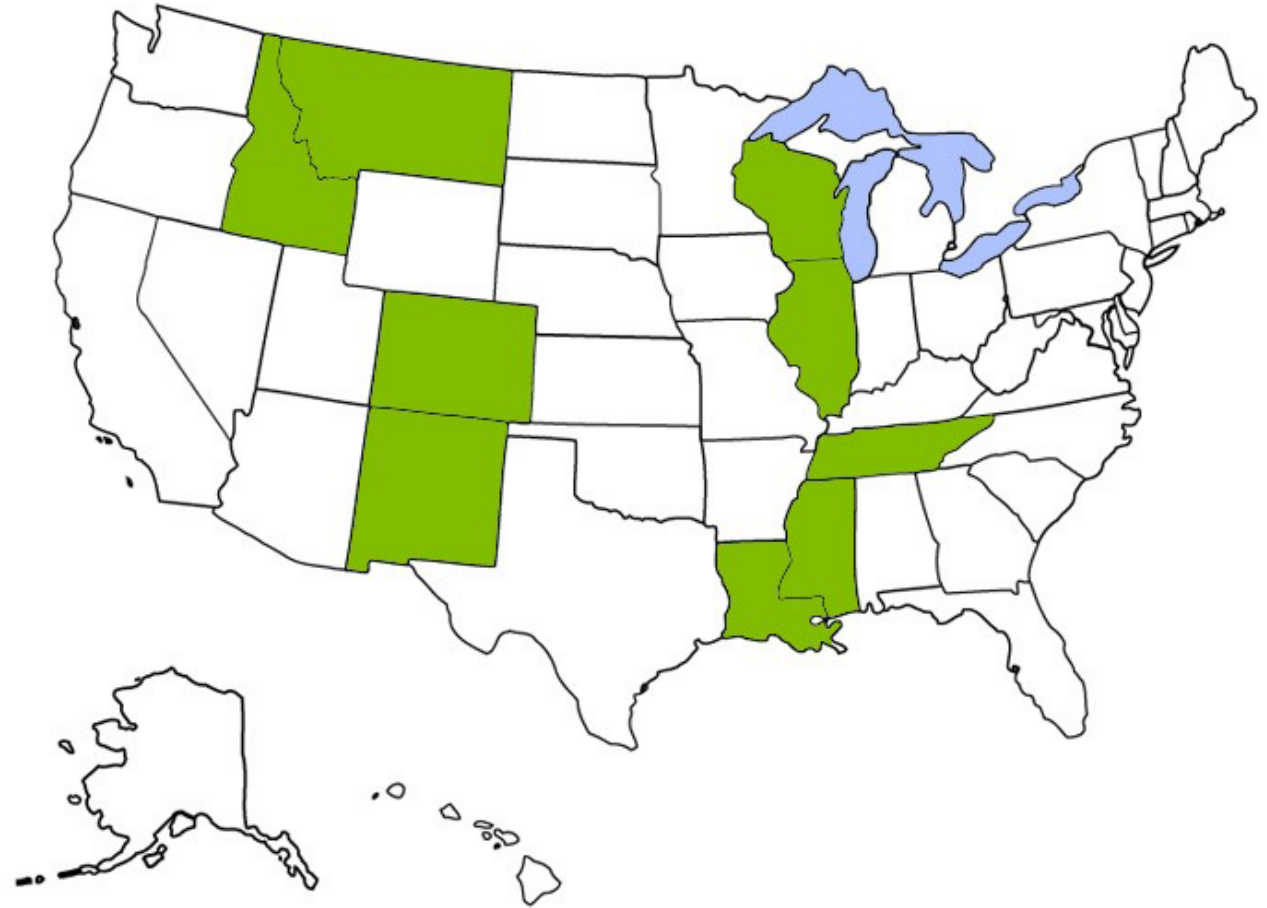


Snapshot: 2022 Occupational Licensure Threats

Bill Type	# of Bills Tracked (2021-2022)	Passed (2022)	Failed (2021-2022)
Landscape Architecture Deregulation	0		
Consumer Choice Act	0		
Right to Earn a Living	5	0	4
Universal Licensing	25	4	14
Occupational Licensing Studies/Reviews	22	5	12
Sunrise/Sunset	13	3	9



Landscape
Architecture
Legislative &
Regulatory
Activity





Wisconsin: Legislative Council Study Committee
on Occupational Licenses

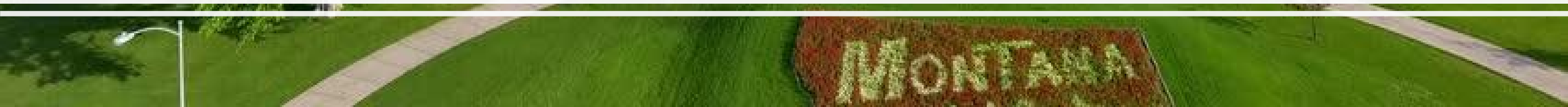


Illinois: Title Act Regulations





Montana: Landscape Architecture Licensing Survey





ARPL

Alliance for Responsible
Professional Licensing

2023 Priorities

2022 IN REVIEW:

A new level of ARPL on the offense.

- Injected our perspective where the decision makers are
- Turned up the heat in priority states
- Sharpened message and engaged new voices
 - The case for responsible professional licensing – as told by two state legislators
 - Downgrading licensing will weaken consumer protections – The Hill
 - Smart licensing will protect infrastructure in West Virginia – Charleston Gazette-Mail
 - The dangerous push to downgrade professional licensing – Governing.com

WHAT'S NEXT IN 2023?

IN 2023, SUCCESS LOOKS LIKE...

Bringing even more momentum and sophisticated advocacy to the cause by...

- Opening a new front: making the business perspective known
- Getting in front of lawmakers more often and more directly
- Replicating successful in-state engagement efforts
- Creating more purposeful touchpoints with state partner groups
- Keeping Licensing in the Public Eye

INJECTING THE BUSINESS PERSPECTIVE

GOAL: Drive awareness of the negative impact careless reform will have on business to bring business into the debate and drive a wedge.

ANCHOR PROJECTS & ACTIVITIES

- Commission economic research to reinforce the critical role of licensing to businesses – and the liability and insurance ramifications of weakening it
- Commission opinion research with business leaders to supplement the hard data – get the “human” business perspective (target for late Q1 2023 release)
- Promote research findings (organic/earned/paid), engage the media
- Engage pro-business voices (e.g., state Chamber of Commerce, legal reform groups)
- Amplify business voices in joint activities and content pointed to lawmakers

GETTING IN FRONT OF LAWMAKERS

GOAL: Tackle ill-conceived licensing proposals at the source by injecting ARPL into the forums and discussions where licensing reform is being shaped.

ANCHOR PROJECTS & ACTIVITIES

- Develop a more concerted, year-long strategy for lawmaker engagement, forum attendance, panel sponsorships, etc.
- Engage with new groups (R-Street, regional governors associations, AFP) and deepen engagement with others (ALEC)
- Promote ARPL alternatives and solutions (e.g. model language)
- Sharpen legislator-focused messages and collateral
- Create “ARPL on-demand” video series for lawmakers, media, and state partners

STATE-SPECIFIC STRATEGY

GOAL: Drive assertive state advocacy campaigns to frame debate on our terms and raise the stakes for lawmakers

ANCHOR PROJECTS & ACTIVITIES

- Engage state partners early for coordination
- Hire lobbyists to support in-state advocacy efforts in priority states as needed
- Elevate and frame issue with the public and media (and put lawmakers on notice)
 - Replicate Louisiana public opinion poll concept in priority states
 - Business impact survey oversample in priority states
- Work with state partners to ID business perspectives and allies
- Amplify via earned and/or paid media with state partners, any business allies

CREATING TOUCHPOINTS WITH STATE PARTNERS

GOAL: Build more engagement with state partners so they are more invested in, and better equipped, to support the ARPL mission.

- Facilitate 2-3 webinars with state partners:
 - **November 2022:** ALEC recap, ARPL tactics for next year...
 - **Mid-March 2023:** What's happening, battles we're anticipating, public opinion data...
 - **Jun/Jul 2023:** Here's what we learned from the previous session...

KEEPING LICENSING IN THE PUBLIC EYE

GOAL: Create opportunities for ongoing communications and to expand our reach beyond legislative sessions

- “Missing perspectives” content series – businesses, women, minorities, members of the general public who rely on the assurances of licensing
- Earned media throughout the year – 15th anniversary of 2008 financial crisis, “licensing reform = litigation riches”, other topical pieces
- Paid media and content promotion campaigns – new op-eds and “best-of” evergreen written and video content targeted to priority audiences
- Carry business-related arguments into new outlets such as podcasts, etc.

PRIORITIES AND LIKELY TIMING

Quarters	Anchor Projects & Activities
Q1 2023	<ul style="list-style-type: none">• ARPL Licensure Business Impact Research:<ul style="list-style-type: none">◦ Commission research• ARPL Business Opinion Poll<ul style="list-style-type: none">◦ national and potential over-sample in priority states (<i>potentially Louisiana, Wisconsin, West Virginia, Louisiana, Montana, Nebraska, Kentucky</i>)• ARPL “on-demand”<ul style="list-style-type: none">◦ Produce and release initial video set (topics TBD)• State Partner Webinar Series:<ul style="list-style-type: none">◦ Aiming for Mid-March: Topics to include legislative battles ARPL is anticipating, brief on Benenson public opinion findings
Q2 2023	<ul style="list-style-type: none">• ARPL Public Opinion Poll (similar to Louisiana poll)<ul style="list-style-type: none">◦ Commission and release - driven by state legislative environment
Q3 2023	<ul style="list-style-type: none">• ALEC Annual Meeting• State Partner Webinar Series:<ul style="list-style-type: none">◦ June/July Webinar: State session learnings
Q4 2023	<ul style="list-style-type: none">• ARPL Licensure Economic Impact Research:<ul style="list-style-type: none">◦ Finalize report results and findings◦ Consider “soft launch”



ASLA Advocacy Day 2022:
Landscape Architects Advancing Climate Justice



American Society of
Landscape Architects

Advocacy Day Goals



Educate legislators about the profession and your work.



Advocate for issues important to the profession.

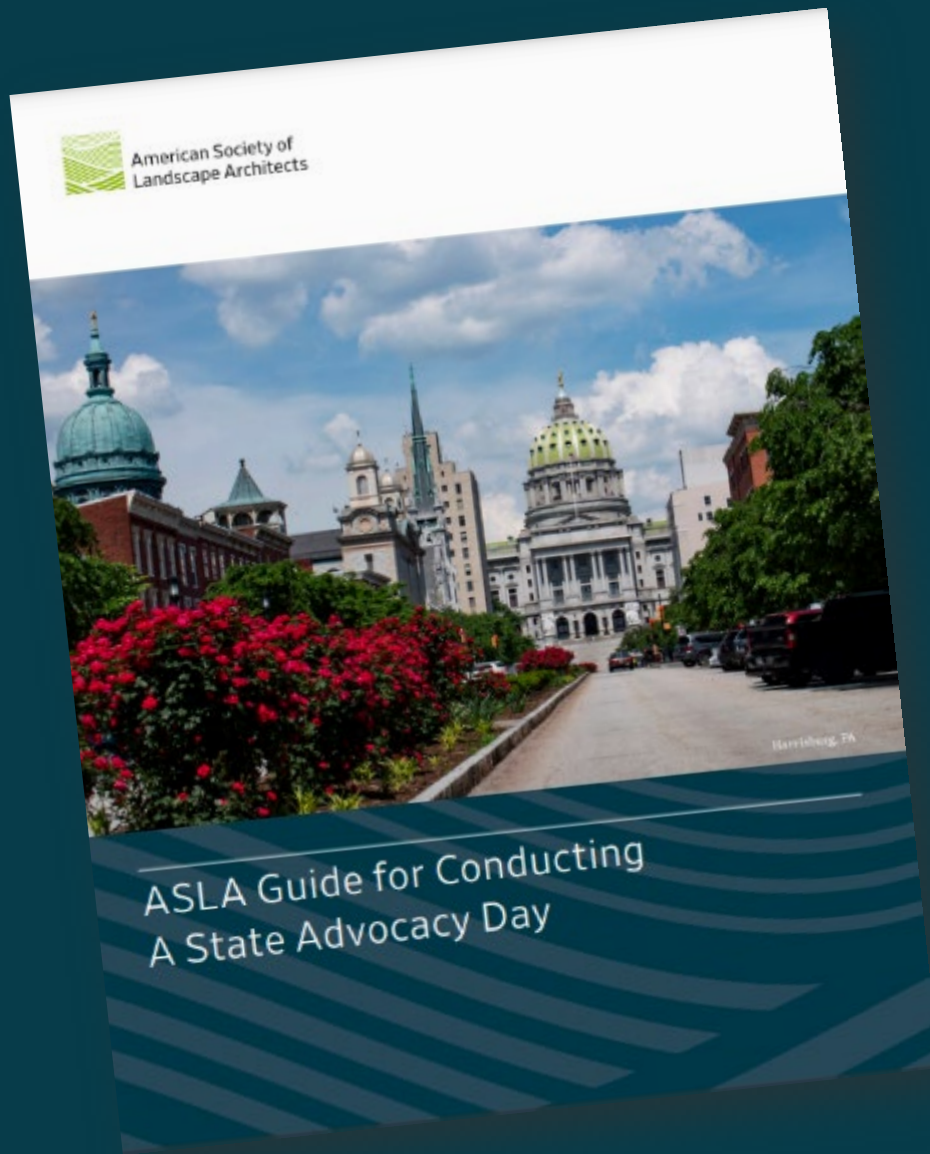


Establish relationships with policy makers.



Replicate In-District/State Advocacy Days





- **Taking the lead on State Advocacy Day?**
- **Develop relationships with your legislators**
- **Educate them on your work**
- **Be a part of the solution**

From the Capitol to the State House



Priorities Survey: Chapter Guidance



American Society of
Landscape Architects

Chapter Advocacy Leaders

President

Board Trustee

Advocacy Chair
(or designee)

Executive Director



Chapters should...



Analyze Chapter Membership Responses



Feel Confident to Weigh-in on Identified Priorities



Reference for Chapter Annual Strategic Planning



Inform Chapter Lobbyists of Advocacy Agenda



Build Coalitions



American Society of
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UPCOMING



EVENTS



Workshops

🔍 Type here to filter the list

3 results found

Friday, Nov 11 8:30am – 11:30am PT	LP-001: LARE Prep: Understanding Section 1 & 2 📄 Location: Moscone Center, Room 103 Speaker: Jeffrey Holzer, ASLA – Kimley-Horn Speaker: Elizabeth Van Sickle, ASLA – Thompson Thrift Speaker: Darneka Waters, ASLA – Mecklenburg County Park and Recreation	★
Friday, Nov 11 9:30am – 12:30pm PT	LP-002: LARE Prep: Preparing for Section 3 – Design 📄 Location: Moscone Center, Room 307-308 Speaker: Madeline Steigenwald, ASLA – Dix Hite + Partners	★
Friday, Nov 11 1:30pm – 5:30pm PT	LP-003: LARE Prep: Section 4 – Grading, Drainage, and Construction Documentation 📄 Location: Moscone Center, Room 103 Speaker: Donnie Longenecker, ASLA – DTC	★

www.aslaconference.com

ARPL Alliance for Responsible
Professional Licensing



Save the Date: State Partner Webinar –
November 29, 2022



State Advocacy Days:
February 2023

Chapter Webinar 11/30



Questions

