ASLA Colorado Public Welfare Research Study

Advocacy through research:

Evaluating and communicating the public welfare benefits of landscape architecture projects

August 2015

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ASLA Colorado Public Welfare Research Study

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1. Executive Summary

This document is the product of a research study conducted by David Sprunt, ASLA, and Michael Weir, Associate ASLA, (the research team) for ASLA Colorado during 2013-15. The study was funded by matching research grants from ASLA Colorado and ASLA. Its goal is to build legislative support for continued licensure of the profession in Colorado. Colorado’s Landscape Architecture Practice Act, enacted in 2007, is scheduled for sunset review in the 2017 legislative session.

This research expands upon a 2010 study conducted by Erin Research for the Council of Landscape Architecture Registration Boards (CLARB). That study defined public welfare in the context of landscape architecture and identified seven impact areas where landscape architecture benefits the public welfare.

Using the CLARB study as a foundation, the research team developed and tested a systematic method for evaluating and communicating the public welfare benefits of landscape architecture projects. This information will be used to create advocacy documents and strategies to help the association build political support for continued licensure of the profession during sunset review.

Specifically, the products of this study will be used to develop our advocacy message and delivery methods, and thereby enhance lawmakers’ understanding of how the professional and regulated practice of landscape architecture benefits the public. By delivering a compelling message of the positive impact that landscape architecture has on the public welfare, ASLA Colorado aims to gain political support and votes for renewal of the Landscape Architecture Practice Act in 2016-17.

Key products of this study are:

- An inquiry and evaluation tool that can be used to gather public welfare benefit information about specific landscape architecture projects,
- A site-based case study document template used to consolidate and present information about landscape architecture’s public welfare benefits in a concise and readable format. These documents will be used in advocacy and education efforts with public officials,
- Two case studies presented in the case study template format, as a proof of concept demonstration, and
- A proposal for the creation of an online information database that could contain a wide array of information about landscape architecture projects, including public welfare benefit information.
2. Project Background & Initiation

This project began as a way to support the professional advocacy efforts of ASLA Colorado. In 2007, Colorado enacted licensure of the profession via the Landscape Architecture Practice Act (Colorado Title 12, Article 45). Unless renewed, the law is scheduled to expiring in 2017, ten years after enactment. The Colorado Department of Regulatory Agencies (DORA) will conduct an internal sunset review in 2016, and legislative hearings will be held in the 2017 legislative session (January through May). First, Colorado Senate committees will review the licensure act, then committees in the House of Representatives will do so, before referral to each chamber. The act will then be sent to conference committee to resolve differences, voted on by each chamber and finally, sent to Governor John Hickenlooper for signature.

This research project, funded by grants from ASLA's national organization and ASLA Colorado, aims to begin to develop a body of evidence of the profession’s positive impact on the public welfare in Colorado.

This research, and report, are in keeping with ASLA Colorado’s mission. The association’s articles of incorporation, filed with the Secretary of State, describe the organization’s purpose:

*The purpose of the Chapter shall be the advancement of knowledge, education and skill in the art and science of landscape architecture as an instrument of service in the public welfare. To this end, the Chapter shall promote the profession of landscape architecture and advance the practice through advocacy, education, communication, and fellowship.*

— (ASLA Colorado Constitution, Article 2. Purpose)

2.1. Project Goals

In line with these principles, the goals of this project are:

To build an understanding of how the profession of landscape architecture benefits the public welfare,

- To effectively communicate this information to state legislators and regulators in a way that will help educate and persuade them of the need to continue licensure of the profession, and ultimately,
- To have the Colorado legislature and governor renew the Landscape Architecture Practice Act in 2017.

2.2. 2010 CLARB Study: The public welfare benefits of landscape architecture

A 2010 study done by Erin Research for the Council of Landscape Architecture Registration Boards (CLARB) defined public welfare in the context of landscape architecture and identified seven categories, or impact areas, describing how landscape architecture benefits the public welfare.

The CLARB study developed a definition of public welfare in the context of landscape architecture:

*Public welfare in the context of landscape architecture means the stewardship of natural environments and of human communities in order to enhance social, economic, psychological, cultural and physical functioning, now and in the future.*

And found that landscape architecture benefits the public welfare in seven ways or “impact areas”. The study found that landscape architecture:

1. Enhances environmental sustainability
2. Contributes to economic sustainability and economic benefits
3. Promotes public health and well-being
4. Builds community
5. Encourages landscape awareness and stewardship
6. Offers aesthetic and creative experiences, and
7. Enables people and communities to function more effectively

Full descriptions of each of these impact areas may be found in Figure 1.
**Public Welfare Impacts of Landscape Architecture** Landscape Architecture and Public Welfare Study, CLARB 2010


<table>
<thead>
<tr>
<th>Impact</th>
<th>Description</th>
</tr>
</thead>
</table>
| 1 Enhances Environmental Sustainability | • Landscape Architecture contributes to environmental sustainability by responding to development challenges with solutions that involve sensitivity towards natural systems.  
• Landscape Architects at the site design level integrate sustainability measures into all designs.  
• Landscape Architecture protects natural systems by ensuring that all members of communities:  
  o Have access to common resources, and  
  o Are involved in active conservation of those resources |
| 2 Contributes to Economic Sustainability and Benefits | • Landscape Architecture contributes significantly to economic sustainability.  
• Through their services, landscape architects assist policy makers and others to improve the marketability and long-term value of residential and commercial housing/property.  
• Economic benefits include:  
  o Reduction of crime  
  o Smart development and growth  
  o Improved air and water quality  
  o Efficient energy use  
  o Enhanced quality of life and health  
  o Access to culture and recreation |
| 3 Promotes Public Health and Well-Being | • Landscape Architecture is increasingly grounded in the growing body of research in public health.  
• This research makes connections between human health and well-being and the conditions of the outdoor environment. Landscape architecture projects can:  
  o Directly affect the mental and physical health of individuals and communities  
  o Provide immediate and lasting therapeutic benefits |
| 4 Builds Community | • Landscape architects work to help build communities: their work significantly affects quality of life. By creating attractive, functional places, Landscape architecture encourages people to engage in their surroundings, strengthening social cohesion, which in turn results in healthier, more dynamic, more resilient communities at the local, national and global levels. |
| 5 Encourages Landscape Awareness/Stewardship | • Landscape Architecture stimulates our awareness of the landscape and increases our understanding of the role that humans play in it. Landscape Architecture:  
  o Encourages citizens to appreciate landscape and to participate in the processes that shape it, cultivating a symbiotic and iterative relationship between people and their environment  
  o Encourages protection, stewardship and understanding of the landscape, and  
  o Deepens the memory, meaning, sense of identity and culture inherent in the environment |
| 6 Offers Aesthetic and Creative Experiences | • Landscape Architecture offers people that which artists offer, the opportunity to:  
  o Experience enjoyment, contentment, stimulation or pleasure by participating in the aesthetic experience of landscape  
  o An important part of this dimension is the preservation and protection of significant historic properties, buildings, structures, districts, cultural landscapes, artistic objects and archeological elements |
| 7 Enables People and Communities to Function More Effectively | • Landscape Architecture enables people to function more effectively in their environments.  
• On a practical, day-to-day level, landscape architecture facilitates many human activities and functions such as:  
  o Efficient traffic flow & parking  
  o Waste collection/recycling  
  o Water use/drainage  
  o Air quality, and  
  o Optimal use of space |

Figure 1 - Public welfare impact areas (CLARB)
2.3. ASLA Research Grant

Neil McLane, then-Vice President of Government Affairs and Advocacy for ASLA Colorado, was familiar with the CLARB study and, in the fall of 2012, applied for and received a grant from ASLA national to expand upon that work. Half of the $5,000 grant was funded by ASLA’s national organization, the other half by ASLA Colorado.

2.4. The Research Team

After considering hiring an outside researcher, but realizing that knowledge of the profession would be important as the study progressed, David Sprunt, ASLA, then co-chair of the Colorado chapter’s government affairs committee, volunteered to lead the research project. Sprunt prepared a study proposal and budget that was accepted by the committee. He then conducted a search for a research assistant, interviewing several candidates before hiring Michael Weir, Associate ASLA, in April 2013. Sprunt and Weir formed the research team and began meeting regularly.

3. Research Objectives & Actions

With our goal of renewal of the Colorado Landscape Architecture Practice Act firmly in mind, we first wanted to understand our audiences, the legislative process, and effective advocacy methods. Specifically, we wanted to learn who makes recommendations regarding the renewal of the Act, determine who and votes on the Act, how it is signed into law, and how to effectively influence and inform decision-makers to achieve our goals.

Through our discussions, we developed a set of goals for the research. The pertinent sections of this report are shown after each goal:

1. Define the scope of the project (Section 3.1)
2. Propose a way to share site-based public welfare benefit information, and data collection and advocacy methods, with the profession (Sections 3.2, 8, and Appendix A)
3. Create an evaluation tool that could serve as a systematic way to gather information about the public welfare benefits of individual landscape architecture projects (Section 4, Appendix B)
4. Identify and understand the project audience(s), especially the lawmakers who we are trying to influence, and understand their information needs. Also understand landscape architects’ perception of public welfare in the context of the profession and landscape architecture projects (Section 5)
5. Conduct case studies to test and refine our site evaluation methods, and
6. Develop an effective way to present and use this case study information to advocate for the profession and communicate landscape architecture’s public welfare benefits to our target audience: Colorado’s lawmakers

Subsequent sections address each of these objectives.

3.1. Defining The Scope Of The Project

Our contract tasked us to figure out an effective process for gathering public welfare benefit information about a site and use the information gathered through that process to advocate for the profession.

Our initial plan was to develop a public welfare evaluation tool based on the CLARB study, conduct several case studies using the tool, format and present the results as a set of paper handouts for use in advocacy efforts. We would also develop ways to create future case studies, and then prepare and present a final report. During our meetings as we defined these tasks, we began to realize that there could be more to the project.

We did not want to create a document or two that would just sit on a shelf gathering dust and would not be available or useful to the broader profession. As we began thinking about and discussing the project in depth during brainstorming sessions, we had questions:

- Who could use information about the public welfare benefits of landscape architecture projects, and for what could it be used?
- What would be the best way to collect this information?
- Who would collect this information and how could it be collected?
- What would motivate the person who collects the information to spend time and effort doing so?
• What benefits would they derive from engaging in this effort?
• How could the veracity of the information be ensured?
• What would be the best way for this information to be stored and accessed?
• How could the collection of information be simplified?
• What would be the best way to present the information in a way that convinces lawmakers of the need for requiring landscape architects to be licensed? And,
• In what other ways could this site-based information about landscape architecture projects be used? What is its value to the profession, the firm, and the individual landscape architect?

As we considered these questions, we discussed how case study information could be used beyond this research project. Creating an accessible body of knowledge about landscape architecture projects could be very beneficial to the profession.

3.2. Sharing Information: A site-based database proposal

Before coming to the profession of landscape architecture, both research team members had years of experience in software development and the creation of online tools. With this background, it became clear to us that the evaluation tool, and the resulting information, ideally should live online, as well as in the printed case studies. By having an online database, the information could be readily accessible to many different audiences.

An online database could help with broader goals of increasing awareness of the landscape architecture profession, educating people about why the work we do is important, and positively influencing licensure discussions across the country. It would make sense to house this information in a place with low barriers to access, specifically a database-driven website.

A public welfare benefit evaluation tool that is part of a project-oriented database could gather a wealth of information about a project, including images, information about the landscape architecture firm, and the individual landscape architects and clients involved in a project. It could also have GIS-based map information that could be combined with information about state legislative districts.

Such a system could be extremely valuable to the profession, both for advocacy efforts, and for expanding professional knowledge and memory. A database containing these types of information could allow sharing and parsing of information in many ways:

• As a portfolio or knowledge base of projects for a firm or an individual,
• As a tool for academic research about landscape projects,
• As a repository for ASLA awards submissions and,
• In advocacy efforts, as a way to find and see examples of landscape architecture projects in specific legislative districts and create advocacy documents tailored to lawmakers representing those districts.

However, creating such a database is a very complex undertaking and well beyond the limits of our modest research project. But we believe that proposing the creation of an online database of landscape architecture information is an important addition to the project, and would set the foundation for future development of this idea.

With this in mind, we proposed and gained approval from ASLA Colorado’s government affairs committee to modify the project. The revised scope included thinking about and developing a proposal for such a system. With the approval of the committee, we expanded the project to encompass this work, while maintaining our same budget.

This realization of the potential usefulness of an online database to hold site-based information led us down two paths that occasionally intersected as we proceeded toward our research goals. The first path was the more straightforward: creating the evaluation tool, identifying project sites and conducting case studies for use in advocacy efforts. The second path was toward our proposal for an online database. For each path, we needed to understand who would use the systems and processes, and how they could use them.

The revised project Incorporating our idea for a landscape architecture project information database proposal into the original project required some reorganization of our plan. The resulting process is shown below in Figure 2.

Additional information about the database proposal may be found in Section 8 and also in Appendix A.
Figure 2 - Public welfare benefit research project process
3.3. **Persona Studies**

As mentioned above, both research team members have backgrounds in managing software development projects. In those projects, part of the user interface design process involves creating imaginary personas. These personas are fictitious descriptions of potential users of the software. Creating personas enables developers to imagine how different types of people could use the software. Individuals in these categories may have different wants, needs and abilities. We decided that a persona study for this project would allow us to imagine the potential users of landscape architecture public welfare information. It would also help us develop ideas of how individuals could access, receive and use the information we would collect.

The personas we developed include:

- A lobbyist for ASLA
- A licensing decision maker (lawmaker)
- A landscape architect
- A developer/client, and
- An educator/researcher/student (academic)

The persona study helped us understand the potential users of this information and develop ideas of how our proposed online database could work. It also helped us develop questions for our interviews, both with people involved in the legislative process, and with landscape architects who might be able to use public welfare benefit information during their design process, and afterward.

Figure 3, below, is a matrix diagram showing the various personas we developed, and how each of the personas might use public welfare benefit information about landscape architecture projects.

4. **Landscape Architecture Public Welfare Evaluation Tool**

We developed a site evaluation tool directly from the impact areas identified in the 2010 CLARB study. (See Table 1 on page 6). Because our focus was to expand on the CLARB study, it made sense to use the framework of that study as the basis for the evaluation tool. As described below, we created a set of open-ended questions using the definitions of each of the seven impact areas. This framework of questions draws out a description of the public welfare benefits of a landscape architecture project, which is then used to form the story of the project.

A few key points regarding the site evaluation tool:

- The evaluation tool is a framework for inquiry, allowing a systematic analysis of a specific landscape architecture project.
- The evaluation tool is not intended to be a way to quantify or score the public welfare benefits of a landscape architecture project, in the way that a LEED rating scores a building, or SITES scores a landscape project. Rather, its purpose is to be a framework to help the landscape architect, and the profession, describe a project. In this way it will help landscape architects communicate how a project affects a community’s well-being and how it serves the public welfare.
- The evaluation tool is designed to be flexible. It contains many questions about different aspects of public welfare, but not every question applies to every project. For example, one project may be a great example of environmental sustainability, with little impact on economic sustainability, while another project may provide a strong example of economic sustainability and community building. Neither project is “better” than the other. Each is valuable and benefits the public welfare in its own way. The important thing is to be able to clearly communicate the benefits of the individual project.

Once we created the evaluation tool, we tested the questions on two projects. Our goals were:

- To see how well the framework worked, how the questions drew out the story of the projects, and,
- To understand how we could clearly describe how the work of landscape architects benefits the public welfare.
### ASLA Colorado Public Welfare Study

**Persona Study**

####PRIMARY PERSONAS
- Most important to the achievement of study goals
- Most likely to use the aggregated data
- Most likely to evangelize the value of the aggregated data

<table>
<thead>
<tr>
<th>ASLA LOBBYIST</th>
<th>LICENSING DECISION MAKER</th>
<th>LANDSCAPE ARCHITECT</th>
<th>DEVELOPER / CLIENT</th>
<th>EDUCATOR / RESEARCHER / STUDENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Works to influence renewal of practice act in the state legislature</td>
<td>Makes complex regulatory decisions that impact many professions.</td>
<td>Designs projects that can directly and indirectly impact the public welfare.</td>
<td>Brings innovative development visions to life.</td>
<td>Works to advance the profession of landscape architecture.</td>
</tr>
<tr>
<td>DATA NEEDS: Needs anecdotal stories and data to convince lawmakers of the importance of licensure</td>
<td>Wants to make a Practice Act renewal decision based on evidence, but may be swayed by emotion (stories).</td>
<td>To be able to quickly find examples and understand best practices for designing with public welfare in mind.</td>
<td>Needs to understand cost/benefit tradeoffs that come with projects that impact public welfare.</td>
<td>Need access to concrete examples of project work that directly benefits public welfare and elevates the profession.</td>
</tr>
<tr>
<td>MOTIVATION: To have the Landscape Architecture Practice Act renewed</td>
<td>To make a well-informed, carefully considered decision on whether or not to renew the Practice Act.</td>
<td>To quickly develop a design that incorporates benefits to public welfare.</td>
<td>To maximize the value of their development investments in the eye of the customer.</td>
<td>To ensure the profession grows and adapts to urgent needs of the times and that it is understood by the public.</td>
</tr>
<tr>
<td>HOW DATA WOULD BE USED:</td>
<td>Would use stories and data to persuade lawmakers to renew the Practice Act.</td>
<td>Would use stories and data to make Practice Act benefits more tangible and real, demonstrating the important impact on their constituency.</td>
<td>Would perform project searches based on any combination of factors. In addition, would enter project data for the purpose of showcasing work, garnering new business, and eventually competing in a new awards category for public welfare impact.</td>
<td>Would use stories and data to give form to public welfare-impacting projects, demonstrating how certain project aspects/features can have a greater impact, potentially for a smaller cost.</td>
</tr>
<tr>
<td>HOW STUDY GOALS WOULD BE MET: Study goals are met by equipping lobbyists with easily accessible, consistently formatted information showing how landscape architecture promotes the public welfare.</td>
<td>Study goals are met by educating the licensing decision makers about the impacts landscape architecture has had on public welfare in the state and equipping them to make the right decision.</td>
<td>Study goals are met by establishing a uniform approach for documenting projects that impact public welfare. This allows for efficient knowledge sharing, inspiring design research, and informed conversation within the profession and beyond.</td>
<td>Study goals are met by educating developers on how the landscape architecture profession can improve the value of their projects and benefit public welfare at the same time.</td>
<td>Study goals are met through a uniform approach for documenting projects that impact public welfare. This allows for inspiring design research and informed conversation within academia about the profession.</td>
</tr>
</tbody>
</table>

####STUDY GOALS
- Colorado’s Department of Regulatory Affairs, legislators and governor reauthorize the Landscape Architecture Practice Act when it comes up for renewal in 2017.
- Landscape architects have a common language, report format, and metrics that are used to describe the public welfare benefits of their projects to client and to the public.
- Landscape architects have an easily accessible public welfare benefit evaluation tool, recommended data sources and case study findings that they use to advance their knowledge, compare benefits among projects, and inform design decisions on current and future projects.
- Through public outreach by landscape architects and ASLA Colorado, including publication and informed conversation in the media and elsewhere, members of the public have a better understanding of the benefits of the landscape architecture profession and of landscape architecture projects, and because of this knowledge, recognize the need for and support the continued licensure for the profession.

####SECONDARY PERSONAS
- Concerned/actively involved community citizens
- Allied Professionals - engineers/architects
- Local Government public officials/decision makers
- Non-Government organizations
- Media/Journalists
- Professionals from other fields
- State Agencies
4.1. Public Welfare Impact Areas: Using the CLARB framework

The seven “impact areas” identified and defined in the CLARB study, (see Table 1) are the basis for our evaluation tool questions. The full evaluation tool is included as Appendix B. Because we followed essentially the same method for developing the questions from each impact area description, one impact area can serve as an example. Here is the third impact area from the CLARB study: “Promotes Public Health and Well-Being.”

<table>
<thead>
<tr>
<th>3. Promotes Public Health and Well-Being</th>
</tr>
</thead>
<tbody>
<tr>
<td>Landscape Architecture is increasingly grounded in the growing body of research in public health. This research makes connections between human health and well-being and the conditions of the outdoor environment. Landscape architecture projects can:</td>
</tr>
<tr>
<td>• Directly affect the mental and physical health of individuals and communities</td>
</tr>
<tr>
<td>• Provide immediate and lasting therapeutic benefits.</td>
</tr>
</tbody>
</table>

From this definition, and the other six, we created sets of questions to draw out a picture of landscape architecture’s public welfare benefits. For the example above, our evaluation tool questions are:

- How does the landscape design contribute to the mental and physical health of individuals? Cite specific examples. Tell the story of how the lives of individuals benefit from landscape design.
- How does the landscape design contribute to the mental health of communities?
- How does the landscape design contribute to the physical health of communities?
- How does the landscape design provide immediate and lasting therapeutic benefits to individuals and communities? Cite specific examples.

We realize that not every question will be pertinent to every site or project. Having a structured set of questions can help the evaluator collect information that, in aggregate, tells its story. The information generated by answering these questions can be qualitative or quantitative, or a bit of both. While quantitative information is useful, the focus of the project is to convince lawmakers of the value of landscape architecture and describe how the practice of the profession benefits to the public. As we learned from our later interviews with lobbyists and lawmakers, emotionally-connecting (qualitative) stories are often more convincing than hard (quantitative) data.

The full evaluation tool may be seen in Appendix B: Public Welfare Benefit Evaluation Tool

4.2. Case Study Method

The public welfare evaluation tool draws out the ways that landscape architecture projects benefit the public welfare. The result of doing an evaluation of the project in this way is a case study. For the purposes of advocacy, these case studies should be brief and easy to understand. They should tell a story and effectively stitch together disparate pieces of information to form a compelling whole greater than the parts.

Concise case studies are the best way to present project information collected through the evaluation tool. These studies achieve our primary goal of presenting a compelling project narrative, and help demonstrate the value of licensed professional landscape architects and their contributions to public welfare. Ultimately, these case studies could benefit the profession by providing insights into a body of important work. They can also be effective tools for advocacy, helping to persuade state legislators and regulators that licensure of the profession directly benefits public welfare.

4.2.1. Researching Other Landscape Case Study Methods

As we considered the case study process, we were aware that other groups and entities had created their own ways of evaluating sites. We researched several site evaluation methods, including those used by Architect Magazine, the Landscape Architecture Foundation (LAF), ASLA Stormwater, The Cultural Landscape Foundation, Landezine, the Center for Land Use Interpretation, ESRI, and the Sustainable Sites Initiative.
We recorded the types of data each approach collected about a given project, and the methods they used to collect the data. Some evaluation tools have much more comprehensive data sets than others, as can be seen in Figure 4, the case study comparative data type table. We identified the data points from each of the various tools that would best serve our project goals and included them in our case study template.

The methods of collecting data also varied considerably. Some approaches, like one used by the Landscape Architecture Foundation, are academically rigorous and engage academic researchers working with landscape architects and landscape architecture firms to conduct extensive investigations of landscape architecture sites. The results are published as academic papers. Other evaluation or data collection methods are very simple and involve self-reporting of information without academic review. We found that none of these various tools and methods collected all of the information that we were considering, and none specifically were focused on advocating for the profession, or looked at landscape projects in the context of how their design and existence benefit the public welfare.

However, we were able to find common data points collected by the various tools that we could use in our evaluation tool. Items like project name, location, firm information and other data were useful as we developed the structure of questions used in our evaluation tool and database proposal.

These are the sources of data for the information in Figure 4 on the following page. The rightmost column shows the data common to other evaluation methods that we hope to collect with the site evaluation tool.

- LAF Abstract - https://lafoundation.org/
- LAF Full Case Study - https://lafoundation.org/
- LAF In-Depth - https://lafoundation.org
- Cultural Landscape Foundation - http://tclf.org/
- Center for Land Use Interpretation - http://www.clui.org/
- ESRI - http://www.esri.com/
- Sustainable Sites Initiative - http://www.sustainablesites.org/

### 4.3. Opportunities For Improvements To The Evaluation Tool

While useful in its current form, the evaluation tool could be improved through additional development. Identifying and developing additional data sources and methods could enhance the completeness and accuracy of the quantitative and qualitative data gathered by the tool questions. For example, online resources may be available to show historical crime data for a neighborhood before and after installation of a neighborhood park. Additionally, interview techniques could be developed to gather much of the qualitative information about landscape architecture projects from members of the community.

In any case, future researchers should take care to focus on telling an easy-to-understand story of the site for a general audience.

These limitations notwithstanding, we believe that the framework of questions in the evaluation tool and the advocacy case study document template can be useful tools. They can be used to gather and present a compelling story of landscape architecture’s benefits to the public welfare, improving the public’s understanding of the profession, and the profession’s ability to communicate its value.
### Comparison of Landscape Case Study Tools

<table>
<thead>
<tr>
<th>Architect Magazine (AIA)</th>
<th>LAF Abstract</th>
<th>LAF Full Case Study</th>
<th>LAF In-Depth</th>
<th>ASLA Stormwater</th>
<th>Cultural Landscape Foundation</th>
<th>Landezine</th>
<th>Center for Land Use Interpretation</th>
<th>ESRI</th>
<th>Sustainable Sites Initiative</th>
<th>Inclusion in Public Welfare Study</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date Case Study Created</td>
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<td>Cost impact of conserving green/open space for stormwater management over traditional site design/site development approaches (gray infrastructure)</td>
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5. Understanding Our Audiences

To achieve our advocacy mission, we needed to understand the information needs of the people who could use this public welfare benefit information. We identified several primary audiences for our advocacy efforts:

- The Department of Regulatory Agencies (DORA) - DORA’s Landscape Architecture Board is the state entity that regulates the profession in Colorado. The Board exists because of the Practice Act and makes recommendations to the legislature in the year before the Act is to expire. In our case, DORA will review the Landscape Architecture Practice Act in 2016. As an entity of the executive branch, its main concern is enforcing the laws and processes of licensure, and reporting that information back to the legislature.

- Members of the committees in the State House of Representatives and Senate who will review DORA's recommendations, hear testimony and debate the sunset measures. It is likely that review of the licensure continuation bill will begin in the Senate Business Affairs committee, but may be assigned to another committee depending on workload. Once the bill clears one body of the legislature, it is reviewed by the other, then reconciled in a conference committee. With passage in both houses, it is sent to the governor for signature. Sunset bills originate in alternate houses each year; in odd numbered review years like ours in 2017, sunset bills will originate in the Senate, and in even numbered years they originate in the House.

- Individual legislators who will vote on, and may propose amendments to the Practice Act,

- Legislative staff who may recommend action to their legislators,

- The Governor of Colorado, John Hickenlooper, and

- Allied professional organizations and individual professionals who may wield influence with lawmakers.

Our secondary audience consists of:

- Landscape architects in Colorado who could benefit by having a way collect information about their projects and tell the story of their projects’ public welfare benefits to clients, the public, public officials, and interested legislators

- Landscape architects in other states who are advocating for the profession or are engaged in other re-licensure efforts

5.1. Interviews

We conducted a series of interviews with lawmakers and lobbyists to understand the information needs of lawmakers. We also interviewed landscape architects so that we could understand their perception of public welfare as it relates to the profession. In our conversations with landscape architects, we also wanted to understand their level of interest in the site-based information we were gathering, and understand how they thought it could be used in their practice.

To prepare for the ten interviews, we used the persona study described above to brainstorm ideas about the information needs of lawmakers and landscape architects. This exercise helped us understand possible information needs and the types of data our proposed database tool could potentially collect and store. We then developed an interview script to test our assumptions and arranged and conducted ten interviews. Unfortunately, we had recording problems during an interview with one landscape architect, Rob Berg, then of HOK, so his responses are not directly included in the study. Our interview script may be seen in Appendix C: Audience Interview Script. Full transcripts and audio are available upon request.

<table>
<thead>
<tr>
<th>Date</th>
<th>Interview Subject</th>
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<tbody>
<tr>
<td>August 30, 2013</td>
<td>Jesse Young, Landwise LLC (private sector landscape architect)</td>
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<tr>
<td>September 3, 2013</td>
<td>Pat Mundus, Mundus Bishop (private sector landscape architect)</td>
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<td>September 10, 2013</td>
<td>Tony Mazzeo, Groundworks (private sector landscape architect and instructor at the University of Colorado, Denver)</td>
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<td>September 13, 2013</td>
<td>Greg Williams Redpoint Resources, (ASLA Colorado Executive Director) and Scott Meiklejohn, Scott Meiklejohn, LLC (ASLA Colorado Lobbyist)</td>
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<tr>
<td>September 16, 2013</td>
<td>Jeff Shoemaker, Executive Director of the Colorado Greenway Foundation (former legislator and politically engaged activist)</td>
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<tr>
<td>September 26, 2013</td>
<td>Dean Pearson, Architerra Group (DORA board member and private sector landscape architect)</td>
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</tbody>
</table>
5.2. The Primary Audience: Interviews with legislators and lobbyists

To effectively advocate for the profession by using information about landscape architecture’s public welfare benefits, we needed to understand how lawmakers make decisions about public issues and how we should present our information to meet their needs in a convincing way. While individual lawmakers may respond to our information in a positive, neutral, or negative way, depending on a variety of factors, including their political ideology (e.g. pro-regulation vs. anti-regulation), we believed we could find effective ways to communicate landscape architecture’s benefits and positive effects on the public, and thereby bolster our case for continued licensure.

To gain an understanding of the legislative process and effective methods of influence, we interviewed several people who are, or have been, involved in the legislative process in Colorado. To find out what kinds of approaches work best to gain trust, support, and influence decision-making, we spoke with ASLA Colorado’s lobbyist Scott Meiklejohn, our association executive director Greg Williams, former legislator and riverways advocate Jeff Shoemaker, and DORA board member Dean Pearson, ASLA. We learned and affirmed several things from these conversations, some more obvious than others:

- By their nature, legislators are people-people. They value engagement with their constituents and are interested in issues that affect their constituents.
- Economic issues are important, but they’re not the only thing. With regard to the profession of landscape architecture, and the landscape industry, jobs and equipment sales are important, but are not the only thing that drives opinion and decision-making about the industry.
- Legislators have limited time. The Colorado legislature works on some 800 bills during a single 120-day session, so their time and ability to focus on a particular issue can be very limited. Because of this, it is important to have a focused and effective message.
- Emotionally-connecting stories are often more effective than data as evidence for legislators as they choose to take a specific course of action.
- Formatting of documents is important. Easy-to-understand and quick-to-read documents with good graphics and a compelling message can be effective tools for advocating for a position.
- Legislators value personal contact with knowledgeable professionals to learn about issues at hand, even more so if that person is a constituent.

5.3. The Secondary Audience: landscape architects

To understand how landscape architects think about public welfare in the context of landscape architecture and test the assumptions we made in our persona study, we determined that we needed to interview several landscape architects in various positions in the industry. Our interview subjects are individuals who represent our primary and secondary audiences, and who may have an interest in gathering and using the information we aimed to gather in a site evaluation tool.

These interviews provided us with validation that an online database could help advance the profession by meeting specific needs. As we had hoped, the interviews revealed a rich diversity of opinions on who should be able to contribute to the database, who should be able to view project case studies, and how it should function to provide value to primary and secondary audiences.

Our interview script (Appendix C) was effective at drawing answers to our most basic questions about the various audiences, but it also proved to be a catalyst for further-reaching conversations. NOTE: The full audio and written highlights from all nine interviews are...
5.4. **Major Themes Emerging From Interviews**

From those conversations, we distilled the following general themes. These themes may influence future development and build out of any online tool and offer insight into how a proposed tool could be structured, its overarching goals, and how it could deliver value to diverse audiences. Each is described in more detail in the table below:

- Projects that positively impact public welfare are often greater than the sum of their parts.
- Lack of awareness and understanding of the profession of landscape architecture is a big issue.
- Projects that positively impact public welfare are valuable to municipalities.
- Project case study information is valuable and useful for the profession.
- To be adopted and used by the profession, any online tool needs to be very easy to use.
- To be adopted and used by the profession, any online tool needs to successfully convey its value.
- An ASLA awards category recognizing public welfare benefits could be implemented later.
- Firms and designers would value having their projects in an online database-driven tool.
- Project case studies need to have both qualitative and quantitative information.

**NOTE:** The full audio and written highlights from all nine interviews from which the themes were drawn are available as part of this project.

<table>
<thead>
<tr>
<th>Theme</th>
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<tr>
<td><strong>Projects that positively impact public welfare are often greater than the sum of their parts.</strong></td>
<td>These projects impact more groups of people and in more complex ways than projects that are isolated from the public. They often have positive externalities such as creating a healthier and happier populace. These projects need not be slick or high profile; they can be modest in scale and scope yet still impact public welfare in important ways. These projects are often the connective tissue that makes our communities, our cities, even our economies healthier.</td>
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<tr>
<td><strong>Lack of awareness and understanding of landscape architecture significantly limits public support of the profession</strong></td>
<td>One of the most difficult challenges facing the profession is raising awareness and understanding of what landscape architecture is and what landscape architects do. It is critically important to cultivate and nurture this understanding, much as engineers and architects have successfully done. Without a common understanding of landscape architecture as a profession, the services its practitioners render, and the unique skill sets they bring to the table, it will continue to be a very difficult prospect to convince people of the profession’s value, the importance of licensure, and the critical role the profession plays in shaping our communities, cities, and our nation. When landscape architects do a better job of illustrating and demonstrating this connection, more informed discussions can happen with the public, businesses, and our politicians. Landscape architects also need to be able to frame their contributions in the language of their most likely advocates, and show how landscape architects help such groups succeed and be profitable.</td>
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Projects that positively impact public welfare are valuable to municipalities.

There is enormous pressure on municipalities to maximize the return on public tax dollars. Projects that positively impact public welfare have the ability to provide returns far greater than the initial investment.

When projects tackle aspects of social and environmental justice in their design and development, citizens benefit, businesses benefit, and economies benefit. For example, urban waterway investment can yield access to nature and exercise opportunities, which makes adjacent properties more desirable to businesses and developers, resulting in economic development.

Thoughtfully conceived and well-planned projects that positively impact public welfare can be job creators and economic sustainers.

Project case study information is valuable and useful for the profession.

Case studies are a valuable tool in the design process and a key source of project inspiration. Being able to easily find and review examples of landscape architecture work at varied scales, with varied levels of complexity is important.

This material can help raise awareness of our diverse profession and how unique challenges have been addressed. In addition, it can be a valuable resource in the teaching of landscape architecture as well as the education of the general public on what the profession is and what practitioners do.

Case studies that incorporate quantitative information, in addition to qualitative information, are powerful and effective in demonstrating what exactly was achieved compared to baseline. The information in the case study could also show how it was done.

In general, the more people are exposed to landscape architecture project case studies and understand them, the better for the profession.

To be adopted and used by the profession, any online tool needs to be very easy to use.

Landscape architecture firms and individual professionals are very busy. There is little time available to enter project case study information into an online system.

Because of this, a case study tool would need to be intuitive and easy to use. The time required to complete an entry should be brief and the tool should support rolling data entry (over a period of time) as well as one-time data entry.

The tool should be democratic in its design, so users do not need any technical knowledge or special skills to use. The workflow to get case studies published (entering data, compilation, proofing, then publishing) should be straightforward, with clear expectations and processes so users know what they are getting into.
<table>
<thead>
<tr>
<th><strong>To be adopted and used by the profession, any online tool needs to successfully convey its value.</strong></th>
<th><strong>To be adopted by the profession, the tool must clearly demonstrate its value. If there is no perceived value, there will be no interaction or use.</strong></th>
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<tr>
<td>How can it be used by different stakeholders and how does it meet their needs directly? This is key. For example, the ability to publish case studies into the tool could be an ASLA member benefit. Using the tool to tell compelling and educational stories about projects with public welfare impacts would be beneficial to ASLA national. Being able to conduct precedent research on big social justice issues of our day could be another tangible value offered by this tool. Allied professions could benefit from this tool as well if their projects have a landscape architecture component. Lobbyists would benefit by having succinct presentations of local projects. Can the case studies in the tool help firms and designers address common concerns that come up with contentious projects? Can the tool save time and money by helping designers conduct informative precedent studies? Developing a body of work within a profession (what went well and what did not) is invaluable to the development and maturation of that profession. This tool needs to be seen as playing an important role in that process.</td>
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<td><strong>An ASLA awards category recognizing public welfare benefits of projects could be implemented later.</strong></td>
<td>Subjects said that the tool would need to be introduced, used, and refined before being used to solicit entries for a public welfare benefit-based ASLA awards category. There was general agreement that such an award category would help build the body of case studies, especially if it was opened up to a national submission audience.</td>
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<td><strong>Firms and designers would value having their projects in an online database tool.</strong></td>
<td>Evaluation of projects completed can and should be a tool for self-improvement. Identifying what went well and what did not should represent a learning opportunity. Recording project information in detail is an important step in that process. In addition, prospective clients could go through case studies in the tool and their projects could start with an inspiring example or two, seeding initial design conversations between them and the firm. In a way, the tool can become a type of curriculum vitae.</td>
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<tr>
<td><strong>Project case studies need to be both qualitative and quantitative.</strong></td>
<td>Project metrics in case studies are most important to some groups while compelling stories are most important to other groups. If there is a way for the case studies to integrate both, the case studies will likely carry more weight and be of greater value to the viewer.</td>
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6. Case Studies: Gathering stories about specific sites

To test the usefulness of the site evaluation tool, we conducted two case studies of representative landscape architecture projects in Denver:

- The Beacon Place transitional housing landscape project on West Colfax Avenue, designed by Jesse Young of Landwise, LLC. (See case study in Appendix E), and
- The TAXI/FREIGHT mixed-use project in the River North (RiNo) neighborhood, designed by Tony Mazzeo of GroundWorks (now PLOT landscape architecture) (See case study in Appendix F).

We initially thought that we could gather the case study information via an online poll in Google Docs (as can be seen in the format of Appendix B), but realized that the polling tool was a crude, time consuming, and not very useful version of our proposed database tool. So instead we decided to collect the case study information via interviews with the principal landscape architects for each project, using questions pulled from the evaluation tool.

During the interviews, it became clear that we would have more than enough information to generate case studies. The challenge then became determining what information should be used to best weave together the project’s public welfare benefit story in a compelling way, and deciding what parts of the story could be set aside.

6.1. Advocacy Document Template for Case Studies

After wrestling with this question, we developed a two-page case study template that effectively pares down the information collected through the evaluation tool into a concise description of each project’s benefits.

Effective presentation of the information gathered in the case studies is just as important as gathering the information. A two-page format that can be printed front and back on the same letter-sized sheet is easy for a busy legislator to digest quickly. The layout highlights site photos, project information and the key public welfare benefits of the project. The template may be seen in Appendix D.

It is likely that more information will be gathered during the case study phase than can be presented in a two-page flyer, so it is important for the writer to keep in mind the necessity of distilling the information into a brief but compelling narrative. It should describe the key benefits of the site, and the profession. It is essentially a marketing document targeted to a very specific audience.

The advocacy document template has several key parts:

- Site information, including name and location, and the year(s) the project was built
- Site photos that show the site and ideally, members of the public interacting with the site and each other
- Information about the landscape architect, including contact information
- Key bullet-point information about the specific public welfare benefits of this landscape architecture project
- A tag line and summary list of the seven impact areas where landscape architecture benefits public welfare
- Information about ASLA Colorado, including contact information
7. How To Use The Advocacy Products Of This Study

The evaluation tool and case study template can be used to create advocacy documents that present key evidence and stories to clearly and succinctly describe landscape architecture’s positive impacts on the public welfare.

It is our vision that case studies could be created for projects of all sizes and complexity across the state. A set of case studies would help ASLA Colorado to make its case for continued licensure of the profession. The tool and template could also be used in other state chapters as they advocate for the profession. The case study documents could also be used to educate the public and young people interested in learning more about the profession.

ASLA Colorado will develop ways to advocate for the renewal of Colorado’s Landscape Architecture Practice Act, including ways to use the results of the study. Some options include:

- **One-on-one meetings with legislators in the state capitol.** Ideally landscape architect(s) from a legislator’s district would present a project relevant to their legislator. Relationship-building meetings like these are best done before or after the legislative session.
- **Advocacy days on Colorado’s Capitol Hill,** where handouts and posters, as well as one-on-one discussions, can be used to show legislators and staff what the profession of landscape architecture is all about.
- **Site visits/tours with public officials** - this type of effort could be particularly effective, especially if public officials and staff from local, state, and federal levels, and other community influence leaders are present. ASLA national’s government affairs staff can help as consultants on these types of efforts, especially if federal-level officials are involved.

Full case studies may be found in Appendices E and F.


8. Public Welfare Database Proposal Overview

Our research into creating an online database of landscape architecture project information overlapped with the work on the evaluation tool and information presentation process. Both parts of the project included researching case studies, developing personas and conducting interviews. These interviews provided us with validation that an online database-driven tool could help advance the profession by meeting specific needs of a variety of user groups.

For the database proposal we also brainstormed the types of data that such a system should collect and how it could be gathered. We defined the different ways that the information could be viewed online or printed, including digital outputs, printable document formats, and maybe even self-publishing (e.g. creating individual portfolios of projects). A full description of these proposals and data elements may be seen in Appendix A.

Figure 5 shows another way of looking at the database proposal. Here, various databases could be connected to collect and combine information. This could provide localized information about landscape architecture projects, as well as data that could be parsed and combined in many ways. The box at upper left represents the web-based data entry and capture interface, the point where landscape architects would enter project information.

The cylinders around the central landscape architecture project information database represent external databases that could be linked to Information about ASLA members, legislative districts and legislators in the project database. For example, if the Landscape Architecture Foundation had a other case study about a specific landscape project on its website, the system may be able to connect the two sets of information.

Outputs, at right in the diagram, could be tailored to individual needs, including briefing flyers for lobbyists, and portfolio web pages for firms, clients, and maybe even for individual landscape architects.

Figure 6 below shows the software development process for the project, gives an idea of the types of information the database could collect and shows the various potential outputs.

A wide array of information could be held in a landscape architecture project information database system. Creating such a system would be a complex endeavor, including developing a management structure for the project, designing its architecture and interfaces, building relationships and agreements with outside data resources, defining user rules and processes, configuring connections, software coding and developing outputs. Additionally, producers would need to figure out the logistics of design management, intellectual asset (photo and content) permissions and management, server hardware and software requirements, maintenance responsibilities, procedures and costs, and provisions for updates and upgrades.
ASLA Colorado Public Welfare Study
Project Development Process & Ecosystem

Inputs
- CLARB Study (7 impact areas)
- LAF Case Study Article
- research grant and contract
- other studies like the Harris Interactive report of April 2013

Persona Study
- identify all project stakeholders
- interview each stakeholder about information needs related to project goals
- process interview results into specific actions that shape the form of the project's product

Concept Development
- design/ test
- build/test
- launch & maintenance

Data Capture Design
- identify data to be captured
- identify format of that data
- iteratively design capture mechanism via paper-based wireframes and logic

Data Capture
- data entry & validation
- data review & approval
- population of database

Firm Data
- ASLA affiliation
- name
- address
- contact details

People Data
- ASLA member number
- name
- address
- contact details
- firm affiliation

Project Data
- impact questions
- meta data (location, chronology, firm, people, contact details)
- photographs
- drawings
- awards
- recognition

Resource Data
- URL
- tool
- benefits
- usage
- books
- credit to user/firm for referral

Digital Output
- profile/permissions-based website populated from database tables
- accessible from desktop/laptop, tablets, mobile devices

Paper/PDF
- project summaries
- impact examples
- personal portfolio
- firm portfolio
- firm resume (profile and projects)
- personal resume (profile and projects)

Self Publishing
- Blurb
- Lulu
- Other

Figure 6 - Landscape architecture information database software development process

Funding is yet another critical consideration. Funds for a project information database would obviously need to come from somewhere. Funds would be needed to pay for design services, including project management, user interface and graphic design, coding, testing, server space and web hosting, system managers, etc. Some possible sources for grant funding, at least for further development of the database concept, are listed in Appendix G.

8.1. Landscape Architecture Project Information Database Benefits

The project is difficult, but not impossible. The benefits of an online database of landscape architecture projects could make the project worthwhile.

Benefits include gaining the ability to:

- Use site-specific project information to advocate for the profession and to educate lawmakers about the benefits of landscape architecture to their constituents, thereby building support for licensure of the profession.
- Provide value to ASLA members by building professional knowledge. It could provide an accessible method of sharing project information among landscape architects, and a way to create portfolios of projects for individuals, firms, or locations, while also storing that information for future research or use.
- Increase public awareness and understanding of the profession and practice of landscape architecture.
- Share information about landscape architecture’s benefits with a wide array of audiences.
8.2. Database Development Challenges

At present, the landscape architecture information database is just a concept proposal. Further development will require a lot more work to be done, people dedicated to work on the project, sources of funding identified and tapped, and the whole thing to be designed, set up, managed, maintained, promoted and used.

One concern that we have about the database is the “Field of Dreams” question: “If we build it, will they come?” What would motivate landscape architects to use such a system and to take time to enter project information into a cloud-based database? We addressed this in our interviews with landscape architects.

Recognition may be one motivator. Perhaps a state or national ASLA award could recognize both the public welfare benefit of a landscape architecture project, and also, the quality of the write-up and images entered into the database. Such an award could serve to increase the number of projects in the system and increase the quality of the submissions. The online database could also be structured to serve as the repository for other site-based ASLA award submissions. Even if the project’s public welfare benefits are not fully described, its inclusion in the database could serve other uses (e.g., portfolios, sharing lessons learned, etc.).

Another motivator for moving forward with the project may be the utility of having a project database to store institutional knowledge. An online database tool could serve as a knowledge base, a place to store and share images and information about projects, including details and other drawings, should the landscape architect need to refer to that project or share that information with others. This capability would help advance the profession by enhancing professional knowledge and also serve as institutional memory for a firm, and the profession.
9. Project Outreach And Communication

During the course of the project, we presented information about the ongoing research to several audiences, including:

- An educational session at the 2013 ProGreen expo in the Colorado Convention Center,
- An afternoon educational session for ASLA Colorado members at a public library in Denver,
- A live-streaming webcast/PowertPoint presentation for the Council of Landscape Architecture Registration Boards (CLARB) in October, 2013. Because of recording problems and coincidental travel plans, Sprunt also re-recorded the presentation in person at CLARB’s offices in Reston, Virginia.

We also submitted the project for presentation at the 2014 ASLA national convention in Denver, but it was not selected.

Additionally, the project received a write-up in the December 2013 issue of Landscape Architect and Specifier News:

**Colorado ASLA Chapter**

*Report by Jean Young, ASLA*

2013 has been a fabulous year for ASLA Colorado, and the chapter is looking forward to hosting the 2014 ASLA convention in Denver next year. The chapter kicked off the year with a spring social event, hosted by Cratus in downtown Denver, that drew a large crowd and gave members a fabulous evening of catching up and networking.

Most recently, the second annual End of Summer social was hosted at the Denver Botanic Gardens, which drew nearly 300 members despite looming thunderstorms and the disastrous September flooding events along the Front Range.

**Research**

ASLA Colorado is conducting a research project to develop ways to evaluate the public welfare benefits of landscape architecture projects. David Sprunt, ASLA, and Michael Weir, Associate ASLA, are building upon a 2010 study done by the Council of Landscape Architecture Review Boards that developed a working definition of public welfare in the context of landscape architecture, identifying impact areas that include enhancing environmental sustainability, contributing to economic sustainability, promoting health and well-being, building community, stewardship and encouraging landscape awareness.

In addition to the evaluation tool and case studies, the research team is developing a proposal for an online database that could collect stories of how landscape architecture benefits public welfare, and deliver that information in ways that clearly communicate the benefits of the profession. The researchers plan to present the proposal at the ASLA national convention in Denver in 2014.

**Public Service**

In early 2013, ASLA Colorado members teamed up with AIA and AEC Cares to complete a volunteer design/build project in Denver at Beacon Place, a large facility run by the Colorado Coalition for the Homeless that provides invaluable re-habilitation services for those in need. The project was integral to the “Year of Public Service” that ASLA has encouraged for all state chapters.

A design team of dedicated volunteers was assembled early in the year, as the project was scheduled for completion in June. The project culminated in a final, one day “build day” with more than 100 volunteers.

As a highly used social space, the final amenities included multiple pavilion patios, extensive plantings, new furnishings, and an elegant gazebo.

Top: A dilapidated courtyard on the west side of Beacon Place, a homeless facility in Denver, was transformed by chapter members and other volunteers over two weeks in June from a dusty eyesore to an aesthetic, park-like space as part of the ASLA’s Year of Public Service initiative.

Middle: Researchers Michael Weir, Associate ASLA (left) and David Sprunt, ASLA (right) are leading a chapter case study that will provide examples of landscape architecture benefits to the public welfare in Colorado. The results will appear in future advocacy efforts, as Colorado’s Landscape Architecture Practice Act comes up for renewal review in 2016.

Bottom: ASLA members (left to right) Kelley Moore, Yvian Kovacs, and Kim Neahtin enjoy the ASLA spring social at Ganin in May.
10. Conclusion And Opportunities For Future Research

As described above, this study is limited to the research, development and creation of the following products:

- This final report of findings,
- A public welfare benefit evaluation tool,
- A case study layout template,
- Representative case studies and,
- A proposal for the creation of an online database system.

This research project sets the stage for action. ASLA Colorado plans to use the two case studies resulting from this study, and others that may be conducted by ASLA Colorado, in efforts to advocate for the renewal of Colorado’s Landscape Architecture Practice Act. As of this writing, we are planning to use the TAXI and/or the Beacon Place case study documents in site tours with select public officials during the fall of 2015.

The next step is for ASLA Colorado to distribute the report to its members and to other audiences through its website and publications. We will also send the report to the ASLA national organization’s government affairs branch since it is a co-sponsor of the report.

The evaluation tool is a work in progress and can be improved. Section 4.3 above describes improvements that could be made to the evaluation tool to provide additional information about a project’s benefits to the public welfare. These include expanding sources of data and developing methods of interviewing community members to gather their qualitative experiences of how the landscape architecture affected them and their communities.

Also, Section 8 above describes some of the next steps to move forward with the landscape architecture project information database.

We hope that both the evaluation tool and project information database will continue to be developed. Creating case studies for advocacy and developing the landscape architecture information database will enhance the value of the profession and practice of landscape architecture.
APPENDICES

A. Public Welfare Database Proposal
B. Public Welfare Benefit Evaluation Tool
C. Audience Interview Script
D. Case Study Template
E. Case Study: Beacon Place
F. Case Study: TAXI Development
G. Possible Grant Sources For Future Development
APPENDIX A

Landscape Architecture Project Database Proposal

Proposed User Experience

Core Functionality
At the heart of the proposed online database system would be a set of core functionality, derived from the authors’ experience in application development and user experience design.

Users of the system would need to achieve three basic goals: get information into the system, view the information in the system, and get information out of the system. All of this would need to be achieved easily and in the most intuitive manner possible.

Getting information into the system
Before any project information can be entered, users would have to create a profile within the system. This would be a familiar experience where the user enters a subset of information (first name, last name, email address) and receives a confirmation email with a temporary password. They login to the system and are directed through an easy progression of profile creation screens. Once completed, they are given an opportunity to review and save.

For firms to be entered into the system, an individual in the firm must create his or her own profile before creating the firm’s profile. Here again, there should be a progression of profile creation screens culminating in a review and save step. All firm profiles that are created are available to subsequent user profile creation and edit sessions via a drop down list.

There is a chance that much of this data might be available via ASLA’s databases and could be pre-populated into the profile creation process. This would need extensive negotiation and data architecture planning. Because the ASLA data would be king, there would be no upstream flow of profile updates made through the tool. Perhaps, the user can have a choice whether or not to use ASLA profile data.

At any time after logging in, an individual user can access and edit his or her profile. Firm profiles likely will require a designated owner (perhaps the person who created it originally) who alone has the ability to edit the firm profile. This would be due to the one-to-many relationship of one firm to potentially many users.

For continuity, profiles (individuals and firms) will require certain fields, such as name, address, contact phone, email, etc. Some fields, to be determined, will be voluntary.

Profile Management Functionality
- individual
  - creation
  - edit / update
- firm
  - creation
  - edit / update

Individual users will enter case study content. If a user is associated with a firm, then the case study will be tagged to both the user and the firm. The case study creation process will be designed to be as intuitive and easy as possible. The user will be able to determine how extensive the case study will be and will only be presented with data entry screens associated with the public welfare impacts they identify as relevant. For example, if a user knows of only one impact area, he or she will only need to enter information for that one area. A dynamically generated questionnaire guides the user every step of the way with clear instructions and visual information about where he or she is in the process.

To ensure flexibility in the data entry process, a user can begin a case study, save it in process, and complete it at a later time. The software should be designed to accommodate rolling entry of project information and thus eliminate the burden of having to enter all the information in one sitting or session.
Content Management Functionality

- **case studies**
  - creation
    - in process
  - edit / update
  - review
  - approved to publish

Viewing The Information In The System

The utility of this tool lies in the myriad ways users and visitors would be able to view the case study information stored in the database. Nearly every data point associated with a project could represent a unique search. For example, information in the database could be accessed by name, by firm, by city, by state, by impact type, by legislative district, by completion date, etc. The tool would also support more advanced searches such as: show me all projects of impact type x, done by firm y, in Denver in 2013.

This ability to parse the data in many ways would allow users the flexibility and capability to get in and find what they are looking for rapidly.

Wherever possible, profile data points and case study data points would be structured data to allow accurate and efficient sorting. Usually this is accomplished by having a selection from a list. For example the name of the capitol of Colorado in the system is “Denver,” and other versions of the name (denver, DENVER, DEN, etc.) are not valid. Unstructured data will be used in explanatory text fields that describe the projects.

This approach is intended to produce the most accurate and relevant search results possible, ensuring the user doesn't get cryptic, marginally relevant search results.

Content Viewing Functionality

- my projects
- search
  - by keyword (possibly words appearing anywhere in the case study)
  - by impact type
  - by date
  - by geographic location
    - state
    - city
    - legislative district
  - by firm
- featured projects (perhaps 3 projects selected at random)

Getting Information Out Of The System

This research project has validated that different audiences have different information needs. While a longer, more detailed project summary might be valuable for one audience, a different audience may desire just a single-page summary. The output functionality of this tool as envisioned by the authors includes dynamic report formatting and generation based on audience type.

Content Output Functionality

- print formats
  - a 2-sheet case study (like the case study template and examples in the appendix)
  - a 2-sheet case study showing its location in a map of its legislative district
  - a firm or individual portfolio
- screen formats
  - desktop/laptop
  - smartphone
  - tablet
- data outputs to other applications (to be determined)
Audiences, The Overall Experience, And Value Proposition

With our research goals in mind, we identified five primary audiences and explored what each audience’s experience might be like through the use of our proposed tool. We defined what kind of individual each audience represents, what his/her respective data needs might be, and finally what we believe his/her experience could be like and what value the tool could provide.

### PRIMARY AUDIENCES

<table>
<thead>
<tr>
<th><strong>ASLA Lobbyist</strong></th>
<th>Who: A lobbyist for ASLA works to influence lawmakers to renew the state’s practice act by communicating the importance of licensure.</th>
</tr>
</thead>
</table>
| **The lobbyist needs:** | • Information that can be used to persuade legislators and regulators to reinstate the LA practice act in 2016  
  • Compelling local stories from specific legislators’ districts that are relevant and personal  
  • Information in a readily accessible and succinct format |
| **Experience and Value Proposition:** | The tool would provide compelling stories and information about the impact of landscape architecture on public welfare at specific sites to share with and influence decision-makers. By having the ability to export specific case studies as one- or-two-sheet documents, the lobbyist presents the material in a highly focused, relevant, and easy-to-digest format. |

<table>
<thead>
<tr>
<th><strong>Licensing Decision Maker</strong></th>
<th>Who: A person who works as a regulator of the profession and has to make tough decisions based on the best information available to him or her on whether or not licensure of the profession should continue.</th>
</tr>
</thead>
</table>
| **The licensing decision maker needs:** | • Clear arguments and data in support of licensure  
  • Clear arguments and data contesting the need for licensure  
  • The information in a readily accessible and succinct format |
| **Experience and Value Proposition:** | The tool would provide compelling stories and information about the impact of landscape architecture on public welfare at specific local sites in a way that can influence decision-makers. By having the ability to export specific case studies as one-sheet documents, the material is kept highly focused, relevant, and in an easy to digest format. |
| **Landscape Architect** | Who: Professionals in the field of landscape architecture. Can include principals, landscape architects, landscape designers.  

The landscape architect needs:  
- To quickly develop a design that incorporates benefits to public welfare  
- To be able to quickly find examples and understand best practices of public welfare design so that she can develop  
- To contribute to the profession's knowledge of public welfare, and potentially share that information with a wider audience  

Experience and Value Proposition:  
Landscape architecture professionals would be able to quickly and easily locate examples of projects that impact public welfare. They could use these projects as inspiration in their work. They would also be able to build records of their own projects that they could use as a knowledge base for themselves and for the profession |
|---|---|
| **Developer / Client** | Who: A land developer client of a landscape architecture firm, who want to understand how projects similar to theirs have benefited by a landscape architect’s attention to public welfare needs.  

The land developer/landscape architecture client needs:  
- To understand why public welfare impacts should be of concern to them  
- To understand how proactively integrating public welfare benefits into their projects can make their projects more successful  
- To understand cost/benefit tradeoffs that come with projects that include benefits to the public welfare.  

Experience and Value Proposition:  
Developers and clients would benefit from this tool because it can demonstrate how certain project aspects or features can have a greater impact for a potentially smaller cost potentially. The tool could also help them by providing examples of certain design solutions that are attractive and impact public welfare in a positive way. |
| **Educator / Researcher / Student** | Who: Teachers, researchers and students in the landscape architecture community, and allied professions and arts.  

The educator/researcher/student needs:  
- A detailed understanding of the profession of landscape architecture.  
- Ideas on how to elevate the profession  
- Project examples that show it is possible to positively impact public welfare at a variety of project scales and complexities  

Experience and Value Proposition:  
This audience would use the tool for case study research, studio project inspiration, and even as part of curriculum programs. This audience could also enter historic projects into the database, building knowledge of the profession. |
We also identified secondary audiences who would need to be better understood as part of the development effort:

<table>
<thead>
<tr>
<th>SECONdARY AUDIENCES</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Concerned / actively involved community citizens</td>
</tr>
<tr>
<td>• Allied professionals - engineers / architects</td>
</tr>
<tr>
<td>• Local government public officials/decision makers</td>
</tr>
<tr>
<td>• Non-Government Organizations (NGO's)</td>
</tr>
<tr>
<td>• Media / Journalists</td>
</tr>
<tr>
<td>• Professionals from other fields</td>
</tr>
<tr>
<td>• State agencies</td>
</tr>
</tbody>
</table>

Ideas for Future Functionality

We also brainstormed future functionality that could be considered after the tool is established, populated, and being actively used. Here are a few of the ideas we came up with:

<table>
<thead>
<tr>
<th>FUTURE FUNCTIONALITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comments</td>
</tr>
<tr>
<td>The ability for registered users to offer comments on projects, to firms, and to individuals</td>
</tr>
<tr>
<td>Multiple author support</td>
</tr>
<tr>
<td>Forward to a Colleague/Friend</td>
</tr>
</tbody>
</table>
APPENDIX B

Landscape Architecture Public Welfare Impact Evaluation Tool

NOTE: We initially created an online survey to gather this information. The script below refers to that Google survey tool. We later decided that it made more sense to interview the project landscape architect to gather pertinent information to use in our two case studies.

ASLA Public Welfare Impact Evaluation Tool

NOTE: You do not need to answer every question in the impact sections.

The main goal here is to tell the story of the site in a clear and concise way that can be used to inform the public, regulators, legislators, and other members of the profession about the project and the impact of its landscape architecture on the public welfare. Another goal is to help the research team refine the questions. Each section provides an opportunity for feedback about the questions.

Purpose of the online case study tool

The multi-page online survey form aims to collect a preliminary set of information about the public welfare impacts of landscape architecture projects in Colorado to help build a case for re-licensure in the sunset review of Colorado’s Landscape Architecture Practice Act in 2016.

Organization of the online survey

The survey has several sections, designed to gather specific information about the public welfare benefits of a specific project:

Page 1 - Contact and site information
Page 2 - Impact 1: Enhancing Environmental Sustainability
Page 3 - Impact 2: Contributing to Economic Sustainability & Economic Benefits
Page 4 - Impact 3: Promoting Public Health and Well-Being
Page 5 - Impact 4: Building Community
Page 6 - Impact 5: Encouraging Landscape Awareness and Stewardship
Page 7 - Impact 6: Offering Creative and Aesthetic Experiences
Page 8 - Impact 7: Enabling People and Communities to Function More Effectively
Page 9 - Opportunity for Additional Feedback

How to answer the questions

When answering the questions, please keep in mind that you are writing for a general audience, not just other landscape architects. Aim for brevity and clarity, and avoid jargon. The goal is to communicate the story of the place... how the practice of landscape architecture design and process benefits the public welfare.
Contact and Background information

1. Today’s date
2. Your contact information
3. Your name
4. Your title
5. Name of your firm
6. Your e-mail address
7. Best phone number to contact you

Site and Design Team Information

8. Name of project.
9. Where is the project?
   Could include physical address, intersections or cross streets, city name, etc.
10. Type of project
   (examples: Public Works, Commercial, etc.)
11. What is the physical size of the project?
   Could include acres, square feet, streetscape length or approximate size, etc.
12. Who is the project’s owner/funder?
   Who paid for the project to be built?
13. Approximately when did landscape architecture work on the project begin?
14. Approximately when was landscape construction on the site completed?
15. What was the approximate cost of the project?
16. Describe any awards or special recognition the project received.
   Include what organization gave the award and the year the award was given.
17. Who were the landscape architect(s) involved in the project?
   Provide names and roles of the project team members.
18. Roles of landscape architect(s).
19. Detailed project description.
   Describe the purpose of the project.
20. Site analysis and context.
   Brief description of the site and its surroundings.
21. Project background and history.
   Brief description of how the project came about.
22. Project significance, uniqueness and impact.
23. Generalizable features and lessons learned from the project.
24. Future issues / plans.
25. External links and resources
   Provide links or references for additional information and/or images of the project.

Comments on the background information questions:
Site Evaluation Questions

Public Welfare Impacts of Landscape Architecture

REMINDER: IT IS NOT NECESSARY TO ANSWER EVERY QUESTION

The seven impact categories and their questions are designed to provide a framework for communicating information about the landscape architecture design and process. Answers to some questions may be more pertinent than others to understanding the story of landscape architecture's public welfare benefits on this site.

Impact 1

Enhancing Environmental Sustainability

Landscape Architecture contributes to environmental sustainability by responding to development challenges with solutions that involve sensitivity towards natural systems.

- Landscape Architects at the site design level integrate sustainability measures into all designs.
- Landscape Architecture protects natural systems by ensuring that all members of communities have access to common resources and are involved in active conservation of those resources.

Questions

1-A) How did the landscape architect(s) integrate sustainability measures into the design?
1-B) How does the landscape design and/or how did the design process enhance environmental sustainability by being sensitive toward natural systems? Describe natural systems that were enhanced or protected from harm because of the involvement of landscape architects.
1-C) How does the design protect natural systems by ensuring all members of affected communities (people, plants and animals) have access to common resources (water, food, fresh air, etc.)?
1-D) How does the landscape architecture design or design process protect natural systems and resources by helping community members become involved in actively conserving those resources?
1-E) Describe how an individual or group of individuals in the community became engaged in sustaining the environment because of the landscape architecture design or the design process.
1-F) How did involvement of landscape architects in the design process shape or guide development that preserves and protects natural systems?

COMMENTS - IMPACT 1 QUESTIONS  Provide any comments or suggestions about the above Environmental Sustainability Impact questions:
Impact 2
Contributing to Economic Sustainability & Economic Benefits

Landscape Architecture contributes significantly to economic sustainability. Through their services, landscape architects assist policy makers and others to improve the marketability and long-term value of residential and commercial housing/property.

Economic benefits include:
- Reduction of crime
- Smart development and growth
- Improved air and water quality
- Efficient energy use
- Enhanced quality of life and health
- Access to culture and recreation

Questions
2-A) How does the landscape architecture and/or how did the design process contribute to economic sustainability in the local community, state, or region?
2-B) How did the landscape architect(s) assist policy makers in developing economic and planning policies that benefit the public?
2-C) How has the landscape architecture improved the marketability and long-term value of residential/commercial housing/property? Provide before-and-after stories and/or data of real estate values if available.
2-D) How has the landscape project reduced crime in the area? Provide anecdotal stories and/or before-and-after data if available.
2-E) How did involvement of landscape architects in the development process contribute to development solutions that enhanced economic growth in the local community, state or region? Describe before-and after effects if possible.
2-F) How does the landscape architecture improve air and water quality? Provide anecdotes and/or data. What aspects of energy conservation did the landscape architect(s) consider and implement when developing the design?
2-G) How does the landscape architecture enhance and reduce energy consumption (electricity, gas, gasoline, etc.)? What aspects of energy conservation did the landscape architect(s) consider and implement when developing the design?
2-H) How does the landscape design enhance the quality of life and health of members of the local community, or wider community? Describe how one or more individuals in the community benefitted by the landscape design.
2-I) How does the landscape design improve access to culture and recreation? How have individual members of the community benefitted from the design?

COMMENTS - IMPACT 2 QUESTIONS
Impact 3

Promotes Public Health and Well-Being

Landscape Architecture is increasingly grounded in the growing body of research in public health. This research makes connections between human health and well-being and the conditions of the outdoor environment.

Landscape Architecture projects can:
- Directly affect the mental and physical health of individuals and communities.
- Provide immediate and lasting therapeutic benefits.

Questions

3-A) How does the landscape architecture contribute to the mental and physical health of individuals? Cite specific examples. Tell the story of how lives of individuals have benefitted from the landscape architecture. Before-and-after comparisons are often useful.

3-B) How does the landscape architecture contribute to the mental health of the community?

3-C) How does the landscape architecture contribute to the physical health of the community?

3-D) How does the landscape architecture provide immediate and lasting therapeutic benefits to individuals and the community? Describe specific examples.

COMMENTS - IMPACT 3 QUESTIONS
Impact 4

Building Community

Landscape architects work to help build communities: their work significantly affects quality of life. By creating attractive, functional places, Landscape Architecture encourages people to engage in their surroundings, strengthening social cohesion, which in turn results in healthier, more dynamic, more resilient communities at the local, national and global levels.

Questions
4-A) How did the landscape architecture process help to build community and improve quality of life?
4-B) How does the landscape architecture design serve to bring members of the community together and build social cohesion?
4-C) How does the landscape architecture design and design process encourage people to come together to enjoy and participate in community activities?
4-D) Describe changes in community interaction that were influenced by the landscape design. Focus on what was happening in the community before implementation of the design/design process, and what has happened since the site was built.

COMMENTS - IMPACT 4 QUESTIONS
Impact 5

Encourages Landscape Awareness and Stewardship

Landscape Architecture stimulates our awareness of the landscape and increases our understanding of the role that humans play in it.

Landscape Architecture:
- Encourages citizens to appreciate landscape and to participate in the processes that shape it, cultivating a symbiotic and iterative relationship between people and their environment.
- Encourages protection, stewardship and understanding of the landscape.
- Deepens the memory, meaning, sense of identity and culture inherent in the environment.

Questions
5-A) How does the landscape architecture and/or the design process engage citizens to gain an appreciation for and awareness of the landscape?
Provide stories of how individuals use the space.

5-B) How do individuals in the community participate in processes that shape the landscape and how did landscape architects create the opportunity for this engagement?
Are there any aspects of the design that have been co-opted or taken over and modified by members of the community? Cite specific examples.

5-C) How has the landscape architecture cultivated an interactive, symbiotic and iterative (repeating) relationship between individuals and their environment? Cite specific examples.

5-D) How did the landscape architecture design process and how does the finished design encourage protection, stewardship and understanding of the landscape?

5-E) How did the landscape architecture design or design process deepen community members’ memory, meaning and sense of identity and culture exemplified by the landscape design?

COMMENTS - IMPACT 5 QUESTIONS
Impact 6 -  

Offers Aesthetic and Creative Experiences

Landscape Architecture offers people that which artists offer, the opportunity to:

- Experience enjoyment, contentment, stimulation or pleasure by participating in the aesthetic experience of landscape.
- An important part of this dimension is the preservation and protection of significant historic properties, buildings, structures, districts, cultural landscapes, artistic objects and archeological elements.

Questions

6-A) How does/did the landscape architecture and/or the design process engage citizens to experience enjoyment, contentment, stimulation or pleasure through the aesthetic experience of landscape?

6-B) How does the landscape architecture help preserve cultural heritage by preserving and protecting historic structures, districts, cultural landscapes, artistic objects and archaeological elements?

6-C) What aspects of sensory experience did the landscape architect(s) consider when developing the design?

6-D) How do visitors to the site engage in creative activity because of the landscape architecture design?

6-E) What aspects of historic preservation did landscape architects consider when developing the design, and how were these considerations implemented in the built project?

6-F) How does the landscape architectural design engage the visitor to consider former uses of the site and build an understanding of its historical context?

COMMENTS - IMPACT 6 QUESTIONS
Impact 7 -

Enables People and Communities to Function More Effectively

Landscape Architecture enables people to function more effectively in their environments. On a practical, day-to-day level, landscape architecture facilitates many human activities and functions such as:

- Efficient traffic flow & parking
- Waste collection/recycling
- Water use/drainage
- Air quality
- Optimal use of space

Questions

7-A) How does the landscape architecture and/or how did the design process help people by improving traffic flow and parking?

Cite before-and-after examples and provide data if possible.

7-B) How does the landscape architecture and/or how did the design process enhance or encourage efforts to collect waste and reuse or recycle materials?

7-C) How does the landscape architecture manage water use and drainage issues?

Provide anecdotal information and/or quantitative information about water management (precipitation, storm water, ground water, city water, waste water, etc.).

7-D) How does the landscape architecture enable people to function more effectively in their environment by addressing air quality issues?

How has air quality improved because of the landscape architecture design? Provide before-and-after examples if possible.

7-E) How does the landscape architecture make optimal use of available space?

What trade-offs were involved in the design process and how were space conflicts resolved? What was the landscape architect’s role in space planning and how did the landscape architect(s) influence the decisions on space issues?

COMMENTS - IMPACT 7 QUESTIONS
Thank you

Overall Comments and Suggestions
Thank you for helping to develop this evaluation tool and providing an analysis of this project. This survey is a bare-bones test of the evaluation questions and a means of collecting preliminary information on landscape architecture projects in Colorado. What do you think of it? Do you have any suggestions for improvement?

What about a future online database of project information?
As we develop a proposal for an online database of landscape architecture project information, containing the questions above and other functionality, what would you find useful? What sort of features do you think would be useful in such a database? What kinds of functionality would you like to see included? Any ideas?
---END OF SURVEY---

If you have any questions or comments as you fill out the online survey, please call, text or e-mail me

David Sprunt, ASLA
Cell/text: 720-987-4185
david@spruntdesign.com
APPENDIX C

Audience Interview Script

Setting the stage for the interview
Landscape Architects enhance the health, safety, and welfare of the public, and for these reasons, all fifty states require them to be licensed. Licensure is important because it ensures LA professionals have undergone a rigorous examination process (LARE) and have years of experience in their trade.

The research project you are participating in seeks to explore and better understand the interface/dialogue between the field of Landscape Architecture and public welfare. The research queries a variety of professionals to determine the role public welfare plays in their work. It is through a more complete understanding of this interface/dialogue that the researchers hope to advance the profession collectively through the development of tools and resources. The primary investigator is David Sprunt and the assistant investigator is Michael Weir. Both are Colorado ASLA members.

Understanding existing familiarity with public welfare
Q: What does “public welfare” mean to you, and how do you integrate public welfare considerations into your business or design process?
Q: Do you think your clients are aware of your efforts along these lines? How do you go about explaining public welfare aspects of a project?

Lead in to CLARB Study:
Q: Are you aware of the study that CLARB did a few years ago that looked at landscape architecture and the public welfare? What do you know about it?

Exposure to CLARB public welfare research:
CLARB conducted a study of Landscape Architecture’s impacts on public welfare using the following operational definition:

“Public welfare in the context of Landscape Architecture means the stewardship of natural environments and of human communities in order to enhance social, economic, psychological, cultural and physical functioning, now and in the future.”

They identified seven impacts (show one page summary of impacts and their brief descriptions).
Q: With this information, would you anticipate altering how you integrate public welfare considerations into your work?

Exploring the utility of hypothetical tools/resources:
In the context of our conversation today and the CLARB research findings we shared with you, can you rate the following hypothetical tools/resources on their potential utility to you and the work you do?

We’re considering developing a set of tools to gather information about public welfare benefits of LA projects. What do you think about something that would give you:

- The ability to search a collection of Landscape Architecture project case studies that describe projects that maximized one or more of the impacts on public welfare
- The ability to submit your own projects and their details into such a collection
- The ability to build a portfolio of your (or your firm’s) project work within such a collection?
- Would you be willing to share detailed information about your projects with peers, competitors, potential clients and the public? Is there any information that you would not want to share in an online case study? Why?
- How much time do you think it should take to enter project information into such a case study database?
- What would enhance your ability to add project information into a web-based system?
- If there was an ASLA awards category that recognized how your project benefitted the public welfare AND how well you explained the project’s benefit to the public welfare in this web-based system, would that increase your desire to enter information into the system?
APPENDIX D
Case Study Template

The following two pages show the front and back of the case study template. The format is designed to present a brief, compelling narrative of the public welfare benefits of a landscape architecture project.

The advocacy document has several key parts:

- Site information, including name and location, and the year(s) the project was built.
- Site photos that show the site and ideally, members of the public interacting with the site and each other.
- Information about the landscape architect, including contact information.
- Key bullet-point information about the specific public welfare benefits of this landscape architecture project.
- A tag line and summary list of the seven impact areas where landscape architecture benefits public welfare.
- Information about ASLA Colorado, including contact information.
Public Welfare Benefits of Landscape Architecture

CASE STUDY:

[project title]

[project address]

Property Owner:
[property owner]

Landscape Architecture Firm:
[landscape architecture firm]

Project Completion:
[project completion date]

Project Background and History:
[project background and history spans this column and the one to the right]

Public Welfare Benefits:

- [public welfare benefit 1]
- [public welfare benefit 2]
- [public welfare benefit 3]

[project photo]

[project photo]

[descriptive photo caption]

[descriptive photo caption]
Positive Impacts on Public Welfare:

[the three public welfare benefits from the first page are described here in more detail]

Public Welfare Impacts of Landscape Architecture*

- Enhances environmental sustainability
- Contributes to economic sustainability and benefits
- Promotes public health and well-being
- Builds community
- Encourages landscape awareness/stewardship
- Offers aesthetic and creative experiences
- Enables people & communities to function more effectively

*2010 Landscape Architecture and Public Welfare Study
Council of Landscape Architects Registration Board (CLARB)

The American Society of Landscape Architects, Colorado, is the professional organization of landscape architects in the state, representing more than 430 professionals. ASLA Colorado recognizes the importance of public policy to maintain the highest quality standards in the profession and within our communities by:

- Promoting licensure to maintain a high level of competence and training for the protection of the public and the profession.
- Developing new laws and public policy to protect and maintain the environment.
- Offering guidance to public and government professionals when reviewing new plans or policies that affect the environment.

IMAGE CREDITS:
[URL or other image credits for photo 1]
[URL or other image credits for photo 2]
[URL or other image credits for photo 3]
[URL or other image credits for photo 4]
Public Welfare Benefits of Landscape Architecture

Beacon Place Renovation
3636 W Colfax Ave., Denver, CO 80204

Property Owner:
Colorado Coalition for the Homeless

Landscape Architecture Firm:
Landwise, LLC - Denver, Colorado

Project Completion:
June, 2013

Project Background and History:
Beacon Place provides transitional housing for homeless residents and veterans, primarily single adults living with mental illness. In late June 2013, a group of industry-leading organizations set out to donate time, materials, and labor to fully overhaul this iconic resource for Denver’s homeless. A major part of the effort was renovating the landscape outside the structure. This process was led by Landwise, LLC, a Denver-based design-build landscape architecture firm, who facilitated conversations with staff, led design brainstorms, drew up construction documents, and ultimately led a crew of over 100 volunteers in the landscape’s construction.

What was once a barren, unused stretch of dirt was transformed into a series of pocket parks and patio areas, complete with a new gazebo and a bluegrass lawn for resident use. The volunteers pruned the trees to let in more light, amended the soil, installed an irrigation system, set pavers, and carefully placed hundreds of plants.

The result of these efforts was a completely changed space, an environment both beautiful and very much alive. Shrubs help define intimate spaces and provide privacy while flowers and fruit-bearing plants attract wildlife into the spaces. Residents of Beacon Place now have an outdoor area that is inviting, comfortable, and soothing.

Public Welfare Benefits:
- Promotes public health and well-being
- Builds community
- Enables people & communities to function more effectively

One of the three patio areas begins to take shape

The renovated landscape ready for residents to enjoy

A diverse planting palette ensured color, height, and texture variety
Positive Impacts on Public Welfare:

Landwise, LLC achieved a number of key objectives with their work at Beacon Place. Their unique design:

Promotes public health and well-being
The inviting outdoor area provides many opportunities to enjoy the outdoors either in social settings or alone. By designing a flexible collection of spaces, the Landwise landscape architects have created an aesthetically pleasing and highly functional environment for residents to get fresh air, sun, and experience an immersive natural environment. Previously, the outdoor area was underused with many residents staying indoors.

Builds community
This was achieved by designing a place that is more conducive to socialization and communing for the residents. This impact extended beyond the bounds of Beacon Place as well. Residents from the surrounding neighborhood have taken a renewed interest in the facility as the landscape transformed from a barren area to a richly planted and attractive space. It is believed the renovation effort has helped increase visibility into the valuable services Beacon Place provides the homeless including veterans.

Enables people & communities to function more effectively
Beacon Place residents wrestle with many hardships. When so much in their lives has been uncertain and stressful, having a soothing environment teeming with wildlife and rich plantings is a significant resource for them. It’s a place where they can relax, blow off steam, and be outside in the fresh air and in the sun. Previously, some residents chose to walk many blocks to an area park instead of spending time in the old space. Now they don’t have to; they have a tremendous resource right outside their door.

Public Welfare Impacts of Landscape Architecture*

- Enhances environmental sustainability
- Contributes to economic sustainability and benefits
- Promotes public health and well-being
- Builds community
- Encourages landscape awareness/stewardship
- Offers aesthetic and creative experiences
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*2010 Landscape Architecture and Public Welfare Study
Council of Landscape Architects Registration Boards (CLARB)

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Public Welfare Benefits of Landscape Architecture

**CASE STUDY:**

**Taxi Development**
3457 Ringsby Court
Denver, Colorado 80216

**Property Owner:**
Zeppelin Development

**Landscape Architecture Firm:**
GroundWorks Design - Denver, Colorado
studioINSITE - Denver, Colorado
Wenk Associates - Denver, Colorado

**Project Completion:**
Numerous phases, most recent 2013

**Project Background and History:**

The Taxi Development is one of Denver’s most innovative mixed use residential, commercial, and retail sites. It was constructed on the site of the old Denver taxi maintenance and operations yard and is wedged between industrial properties including rail yards and public transit facilities.

Notable elements in its design and construction include creative reuse of onsite materials like using huge cement blocks as seating areas, exposing drainage and infiltration infrastructure as vegetated “rain garden” swales, and highlighting the riparian connection to the river through the use of native plants and trees.

Likely the most significant characteristic of the site is its resurrection from a blighted history into a new era of innovative redevelopment. What was at one time a landfill, then an industrial site, then a forgotten and neglected parcel, is now a vibrant beacon of what urban live/work/play development can be.

- Enhancing environmental sustainability
- Contributing to economic sustainability and benefits
- Building community

---

The former truck loading area is now a versatile multi-use space.

A pedestrian walkway connects two distinct development areas.

The renovated Freight building hosts food carts and numerous social events.
Positive Impacts on Public Welfare:
The group of landscape architecture firms that worked on this project were able to:

Enhance environmental sustainability
For example, the area used for public gatherings, movies, and food carts sits on top of a massive pea-gravel infiltration area that collects and infiltrates some of the site’s stormwater. All the parking areas are curbless and pitched at an angle to drain surface runoff into vegetated swales. By collecting, treating, and infiltrating stormwater onsite, the landscape architecture helps to mitigate flood risk in the Platte River after heavy rains.

Contribute to economic sustainability and benefits
By teaming with innovative architects in the process of site layout and design, the landscape architects designed natural environments that embrace the diverse and highly functional architecture of the site. This helped attract a diversity of businesses and residents to coexist in the same area and develop symbiotic relationships. Resident work, live, and play on the site; core needs are met and a self-sufficient economic community thrives.

Build community
In an era where the majority of people live in one place and work in a different, sometimes distant part of town, the Taxi Development represents a fresh take on how to buck the trend. By bringing rich, immersive landscapes together with innovative spaces for work, living, and play, a community can grow and evolve. In such an inclusive and intimate environment, relationships can flourish between residents, between businesses, and between people and the natural world around them.

Public Welfare Impacts of Landscape Architecture*

- Enhances environmental sustainability
- Contributes to economic sustainability and benefits
- Promotes public health and well-being
- Builds community
- Encourages landscape awareness/stewardship
- Offers aesthetic and creative experiences
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- Offering guidance to public and government professionals when reviewing new plans or policies that affect the environment.

IMAGE CREDITS:
http://www2.epa.gov/sites/production/files/region8/greeninfrastructure/RainGardens/Colorado6WenkTaxi.jpg
APPENDIX G

Grant Resources for Future Research

With limited time and resources, we could not develop an online database beyond this initial concept proposal. We did however explore sources of funding for possible continued research, which we have listed below. This is not an all-inclusive list of possible funding sources, but may provide a start for future researchers. In addition to grant funding, it is imperative that someone with a passion for landscape architecture and public welfare take the helm to steer any future iterations of this project.

<table>
<thead>
<tr>
<th>Some Possible Grant Resources for Future Research</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TKF Foundation:</strong></td>
</tr>
<tr>
<td><a href="http://naturesacred.org/national-awards/">http://naturesacred.org/national-awards/</a></td>
</tr>
<tr>
<td>overview/</td>
</tr>
</tbody>
</table>

| **University of Michigan**                    |
| has a long list of possible grant sources:    |
| http://sitemaker.umich.edu/tcaupresearch.     |
| current.funding.opportunities/                |
| architecture#Sustainable%20Vision%20Grants    |

| **Graham Foundation Annual Awards**           |
| http://www.grahamfoundation.org/grants/carter-|
| desc.asp?pageID=31&parentID=21                |
| **AMOUNT:** $30,000 to organizations; $10,000 to individuals** |
| **DEADLINE:** The Graham Foundation awards grants to individuals and to organizations. The deadline for submitting an online Letter of Inquiry Form as an organization is in late February each year. The deadline for submitting as an individual is mid-September each year. See their website for full details.** |
| **ABSTRACT:** The Graham Foundation offers two types of grants: Production and Presentation Grants to individuals and organizations and Research and Development Grants to individuals. Production and Presentation grants assist individuals and organizations with the production-related expenses that are necessary to take a project from conceptualization to realization and public presentation. These projects may include, but are not limited to, publications, exhibitions, installations, conferences, films, new-media projects, and other public programs. Projects must have clearly defined goals, work plans, budgets, and production and dissemination plans. Research and Development grants assist individuals with seed money for research-related expenses such as travel documentation, materials, supplies, and other development costs. Projects must have clearly defined goals, work plans and budgets. See the website for full details.** |
### Some Possible Grant Resources for Future Research

<table>
<thead>
<tr>
<th>Name</th>
<th>Description</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fitch Foundation</strong></td>
<td>Primarily focused on historic preservation research.</td>
<td><a href="http://www.fitchfoundation.org/">http://www.fitchfoundation.org/</a></td>
</tr>
<tr>
<td></td>
<td>Since 1989 the James Marston Fitch Charitable Foundation has been in the vanguard of historic preservation practice and theory. Our mission is to support professionals in the field of historic preservation, and to achieve this we provide mid-career grants to those working in preservation, landscape architecture, urban design, environmental planning, decorative arts, architectural design and architectural history.</td>
<td></td>
</tr>
<tr>
<td><strong>Lindbergh Foundation</strong></td>
<td>- $10,100</td>
<td><a href="http://www.lindberghfoundation.org/docs/index.php/awards-a-events/lindbergh-award">http://www.lindberghfoundation.org/docs/index.php/awards-a-events/lindbergh-award</a></td>
</tr>
<tr>
<td></td>
<td><strong>TITLE:</strong> Lindbergh Grants</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>SPONSOR:</strong> Lindbergh Foundation, Charles A. and Anne Morrow</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>AMOUNT:</strong> $10,580 (a symbolic amount representing the cost of the “Spirit of St. Louis”)</td>
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<tr>
<td></td>
<td><strong>DEADLINE:</strong> Periodically awarded approximately every 4 years</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>ABSTRACT:</strong> Each year, the Charles A. and Anne Morrow Lindbergh Foundation provides grants to men and women whose individual initiative and work in a wide spectrum of disciplines furthers the Lindberghs’ vision of a balance between the advance of technology and the preservation of the natural/human environment. These grants provide seed money for pilot projects, with hope that the works will gain credibility and subsequently receive larger sums of money from other sources. Lindbergh Grants are made in the following categories, agriculture, aviation and aerospace, conservation of natural resources, education, exploration, health and waste minimization and management.</td>
<td></td>
</tr>
<tr>
<td><strong>The Joyce Foundation</strong></td>
<td></td>
<td><a href="http://www.joycefdn.org">http://www.joycefdn.org</a></td>
</tr>
<tr>
<td></td>
<td>The Joyce Foundation is committed to improving public policy through its grant program. Accordingly, the Foundation welcomes grant requests from organizations that engage in public policy advocacy. Federal tax law prohibits private foundations from funding lobbying activities. The Foundation may support organizations engaged in public policy advocacy by funding educational advocacy such as nonpartisan research, technical assistance, or examinations of broad social issues. See more at: <a href="http://www.joycefdn.org/apply/advocacy-rules/#sthash.3vSp6uBef.dpuf">http://www.joycefdn.org/apply/advocacy-rules/#sthash.3vSp6uBef.dpuf</a></td>
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