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## BPOR Public Hearing Format

- Individuals can speak up to five (5) minutes
- Speakers will be organized by profession (public hearing will be for multiple professions under study by the BPOR Board)
- If the speaker is late, the speaker will still be able to comment/speak
- Court reporters will record speakers; transcripts will be presented to the BPOR Board members at June 8, 2020, Board meeting

When you speak:

- Business casual
- Introduce yourself
  - State your name
  - State that you are a landscape architect (or designer seeking licensure; or student) and where you work (or your university)
- **State that you support continued licensure of landscape architects and why SEE TALKING POINTS BELOW**

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## Talking Points

The following talking points in priority order are intended to support individual speakers commenting on the study at BPOR Public Hearings.

- **DO NOT discuss small-scale garden design, residential design, or planting design.**
- **DO NOT inadvertently disparage other professions such as landscape designers, horticulturists, and landscape contractors.**
- **FYI: ASLA Virginia will submit an in-depth written justification report to BPOR that will cover the topics listed under items 2 and 3 below.**

### 1. Your Story

In lieu of addressing of the talking points listed below under sections 2 and 3, consider a short description of the work you undertake.

- Focus on 1-3 maximum **project examples that are complex** and involve site planning, grading and drainage, design over structures (roofs), site structures, climate change, resiliency, storm surge, flooding, or other complex work.
- Discuss work that involves **collaborations with architects and engineers.**
- Indicate work where you and/or your **LA firm served as the prime consultant.**
- Discuss **high-visibility, well known built work.**
- Focus on commercial and industrial land development, institutional and educational facilities, streetscapes and transportation systems, parks and recreational facilities, environmental protection (e.g. living shorelines, ecosystem restorations, etc.)

### 2. Protection of Public Health, Safety, and Welfare

- Landscape architects directly impact public health, safety, and welfare. Licensure is the most appropriate form of regulation to ensure that the public is adequately protected.
- Licensure of landscape architects ensures that professionals are qualified by virtue of their education, experience, and examination.
- Licensure of landscape architects ensures that untrained individuals are prevented from engaging in professional practice that substantially (or significantly) impacts public health, safety and welfare.

Licensed landscape architects fulfill educational training and examination requirements that prepare professionals to protect the public from both physical and monetary harm.

- Landscape architects are called upon for complex services that require highly technical skills, making it difficult for prospective clients to evaluate the competency of professionals. Licensure as a measure of competence can assist consumers in identifying appropriate professionals for design services.
- The scope of landscape architectural practice includes site plans, plans of development, grading plans, vehicular roadways and pedestrian systems design, stormwater and erosion control plans, and the siting of buildings and structures, all work that localities and federal agencies require to be sealed by licensed professionals. Consequently, the scope of landscape architecture overlaps with other licensed design professionals including architects, engineers, and Class B land surveyors.

### **3. Fair Competition and Economic Impact**

- Licensure for one profession, and certification, registration, or no regulation for the other, can cause confusion in the marketplace and may be perceived by the consumer as an endorsement of the skill and competence of one profession over the other. Where the professions overlap, it provides a state-sanctioned advantage for one profession over the other. This destroys the competitive, free market in which design professionals compete.
- Licensure of landscape architects is necessary to keep the profession on an equal footing with its related licensed design professions, architecture and engineering. This equality enables landscape architects to lead projects, form certain business partnerships, and serve as principals in multidisciplinary firms.
- Without licensure, landscape architects would likely be prohibited from leading multidisciplinary teams. Currently, landscape architects serve as the prime consultants on projects where they coordinate and administer the services of engineers, architects, and land surveyors.
- Without licensure, landscape architects will be unfairly disadvantaged in the marketplace. Oftentimes, federal, state, and local contracts require the work to be completed by licensed individuals.
- Virginia landscape architects would be excluded from federal, state, and local work in Virginia that requires licensure.