



Grit Advocacy:

Landscape Architects as Agents of Change

March 19, 2018



Jonathon Geels, PLA, ASLA

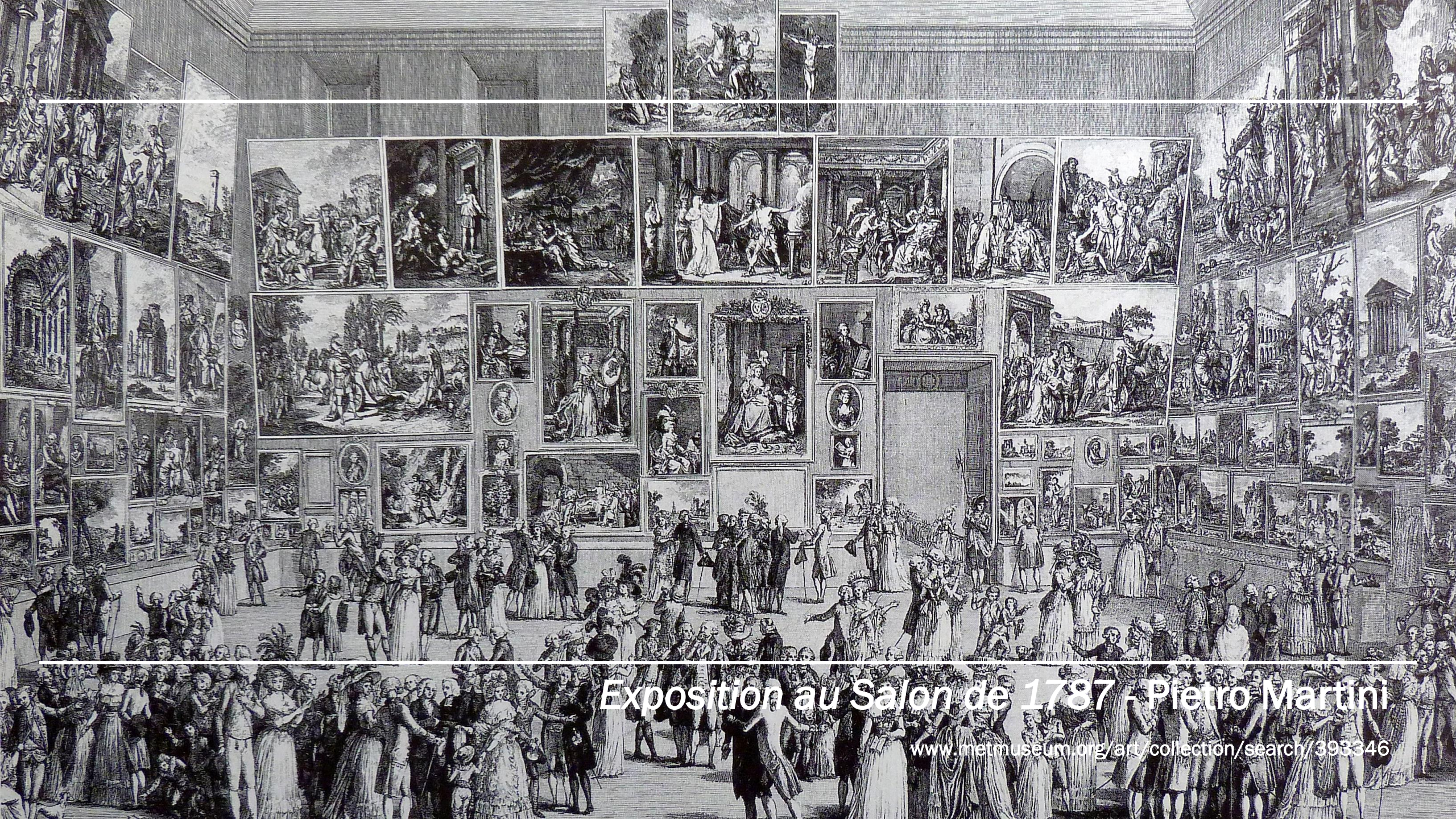
Landscape Architect | Troyer Group

@Jonathon Geels #landarch #publicspace



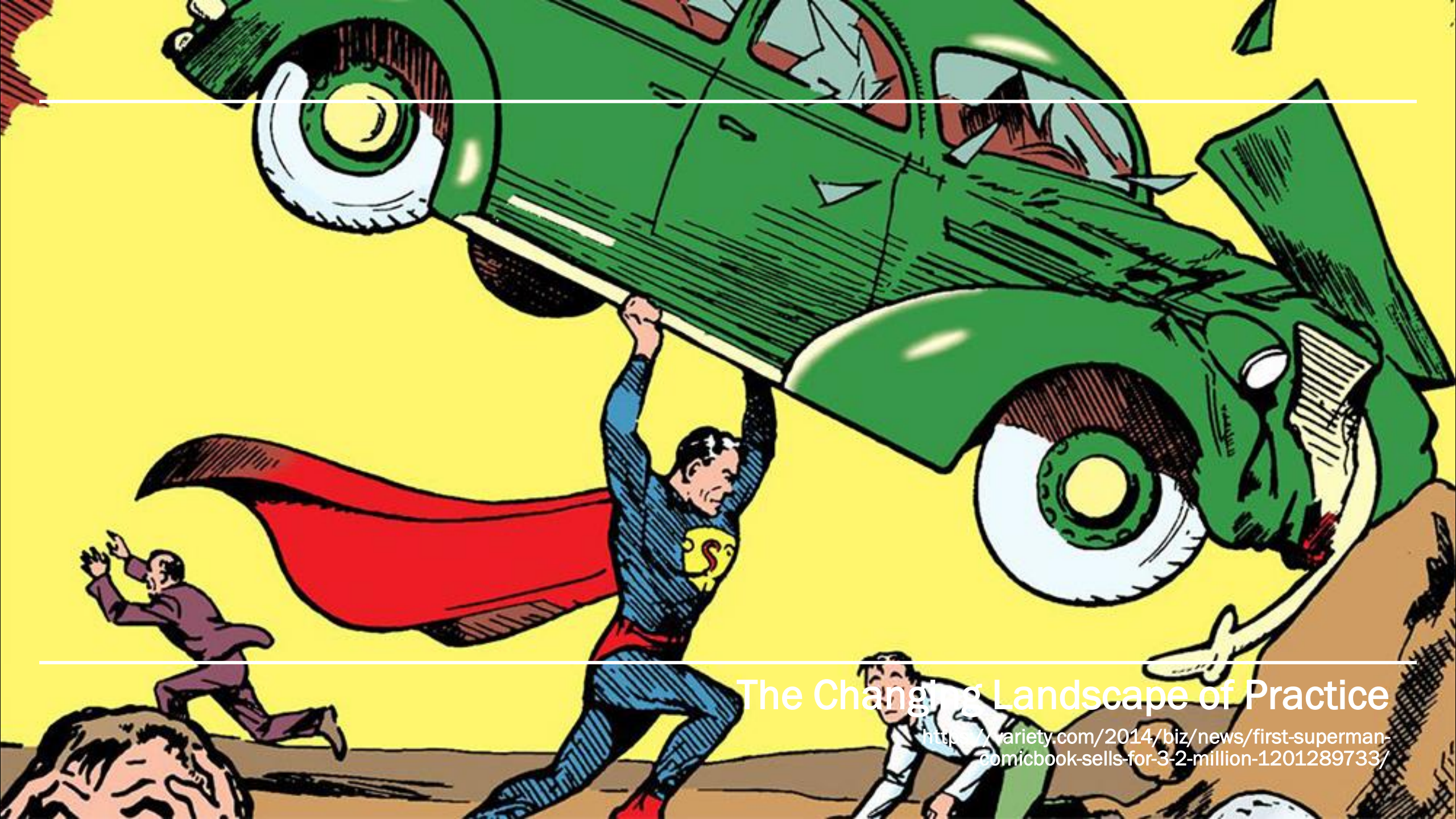
“Genius” Fernando Garcia

www.saatchiart.com



Exposition au Salon de 1787 - Pietro Martini

www.metmuseum.org/art/collection/search/393346



The Changing Landscape of Practice

<http://variety.com/2014/biz/news/first-superman-comicbook-sells-for-3-2-million-1201289733/>



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The Changing Landscape of Practice

Downtown South Bend During Art Beat
Via Troyer Group

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- Part I** | Place: The Changing Landscape of Practice
 - Part II** | Process: Power to the People
 - Part III** | Pursuit of Good Design
 - Part IV** | Call to Action



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Part I: Place

The Changing Landscape of Practice



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“Across borders and beyond walls, from city centers to the last wilderness, humanity’s common ground is the landscape itself.”



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Selected quote from “Your Land” publication
by ASLA

Part I: Place: What is Public

Public Space

Public Air

Public Architecture

Public Water

Public Park

Public Education

Public Health

Public Housing

Public Service

Public Sector

Public Policy

Public Relations

Public Art

Public Good

Public University

Public Utility

Public Finance

Public Opinion

Public Culture

Public Affairs

Public Record

Public Participation

Public Law

Public Nuisance

Public Library

Public Land

Public Park

Public Security

Public Use

Public Safety

Public Domain

Public Media

Public Science

Public Design

Public Process

Public Innovation



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“We The Publics...”

Part I: Place: What is Public



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The Changing Landscape of Practice

www.alamy.com/historical-map-of-ancient-athens-greece-europe-image67941637.html

Part I: Place: What is Public



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The Changing Landscape of Practice

www.ancientgreekbattles.net

Philipp Foltz depicting the Athenian politician [Pericles](#)

Part I: Place: What is Public



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The Changing Landscape of Practice

<https://www.naacp.org/silent-protest-parade-centennial/>

Part I: Place: What is Public



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The Changing Landscape of Practice

<http://desepic.pw/Jimmie-Lee-Jackson-1938-1965-was-a-civil-rights.html>

Part I: Place: What is Public



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The Changing Landscape of Practice

<https://www.cfr.org/blog/landmarks-global-movement-womens-rights-timeline>

Part I: Place: What is Public



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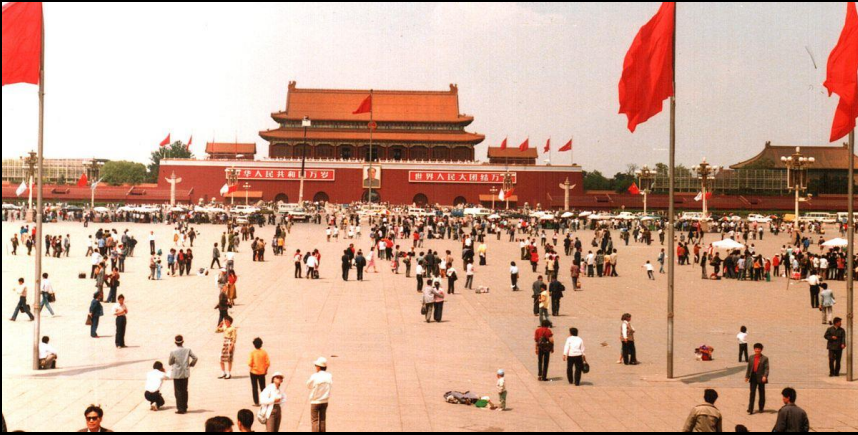
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The Changing Landscape of Practice

Day of 21 January 1793 the death of Louis Capet on the
Place de la Révolution

Part I: Place: What is Public



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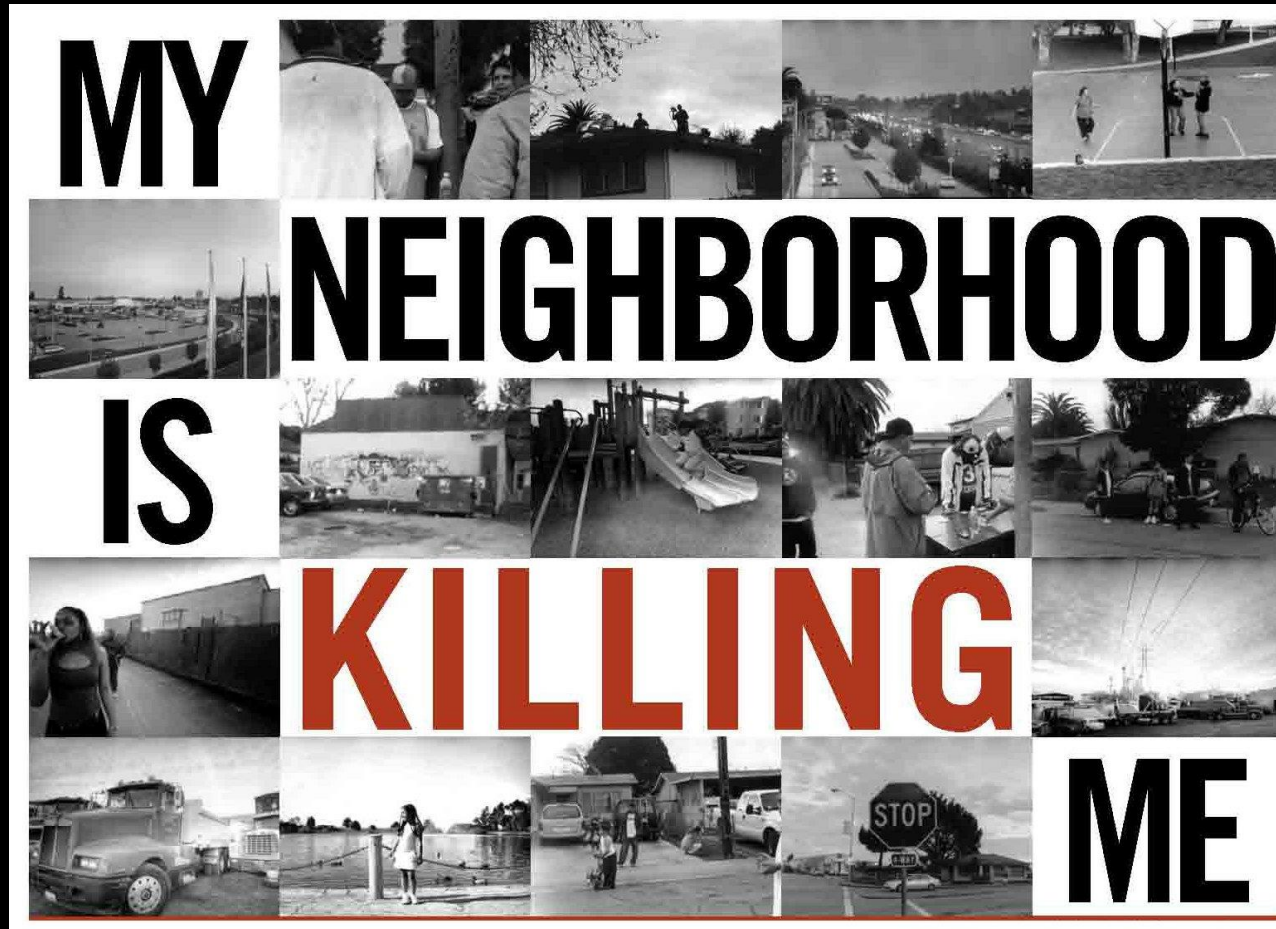
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The Changing Landscape of Practice

<https://www.theguardian.com/books/2017/jun/09/tiananmen-square-silences-massacre-censored-words>

Part I: Place: What is Public



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The Changing Landscape of Practice

<https://news.wfu.edu/2010/11/08/is-your-neighborhood-killing-you/>

Part I: Place: What is Public



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The Changing Landscape of Practice

https://www.dailyprogress.com/news/unite-the-right-torch-rally-ends-in-violence-at-the/article_32a1a082-7f0a-11e7-9f72-f3433c42fb49.html

Part I: Place: What is Public



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The Changing Landscape of Practice

<https://www.theatlantic.com/photo/2014/09/the-alberta-tar-sands/100820/>

Part I: Place: What is Public



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The Changing Landscape of Practice

<https://www.bbc.com/news/world-middle-east-43121547>

Part I: Place: What is Public



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The Changing Landscape of Practice

<https://timesofindia.indiatimes.com/india/>

CONNECT PEOPLE TO PLACE

CONNECT TO EEC
Facilitates use of EEC as a node along a system of connected pathways and trails



OPEN VIEWS TO THE RIVER



DEVELOP A GREENSWARD PLAN



CREATE EDUCATION NODES

LIGHTING

Use International Dark Sky Association approved fixtures to limit light trespass and reduce skyglow

HABITAT AMELIORATION

Propose reintroduction of native species to support water fowl and other species habitat, while improving water quality

CONNECTIVITY

Propose the implementation of pedestrian and water accessible locations that provide immersive experiences of the local ecologic zones



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The Changing Landscape of Practice

https://issuu.com/troyergroup/docs/ee_c_master_plan_report



Part II: Process

Power to the People



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**If design is an expression of optimism
– a belief that through design we are making a positive impact –
then advocacy and activism would not only
be a necessary reflection of that expression,
but an important demonstration of it.**



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Quote Jonathon Geels
On Twitter

Part II: Power to the People

2017

TOTAL ENROLLED STUDENTS
5326

TOTAL UNDERGRAD STUDENTS
3226

TOTAL GRAD STUDENTS
2100

NET CHANGE 2016-2017
+1.31%

2018

TOTAL ENROLLED STUDENTS
5376

TOTAL UNDERGRAD STUDENTS
3320

TOTAL GRAD STUDENTS
2056

NET CHANGE 2016-2017
+0.94%



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LAAB Summary of LA Programs

<https://www.asla.org/uploadedFiles/CMS/Education/Accreditation/2018AnnualReportsSummary.pdf>

14,912

ASLA Members
2018

19,040

US Landscape Architects
\$70,880 Average Salary



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The Changing Landscape of Practice

www.bls.gov/oes/2017/may/oes171012.htm

11,900

Civil Engineering
Graduates in 2015

275,210

US Civil Engineers
\$82,220 Average Salary



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The Changing Landscape of Practice

www.bls.gov/opub/ted/2016/employment-and-wages-of-engineers-in-2015.htm



Developing A Coalition

Via USA Today
Photo: Joan Marcus

STEM



Science • Technology • Engineering • Math

**STEM Designation
helps with a number
of issues.**

H.R.2353 - Strengthening Career and
Technical Education for the 21st
Century Act



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Advocacy

It's all fun and games until someone writes a bill to deregulate landscape architecture



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Advocacy

<https://www.platteinstitute.org/research/detail/the-2018-occupational-licensing-review>

26

Threats to LA Licensure From 2005 – 2015

81

Threats to LA Licensure From 2016 –
2018

144

Threats to LA Licensure In 2019 (so
far)



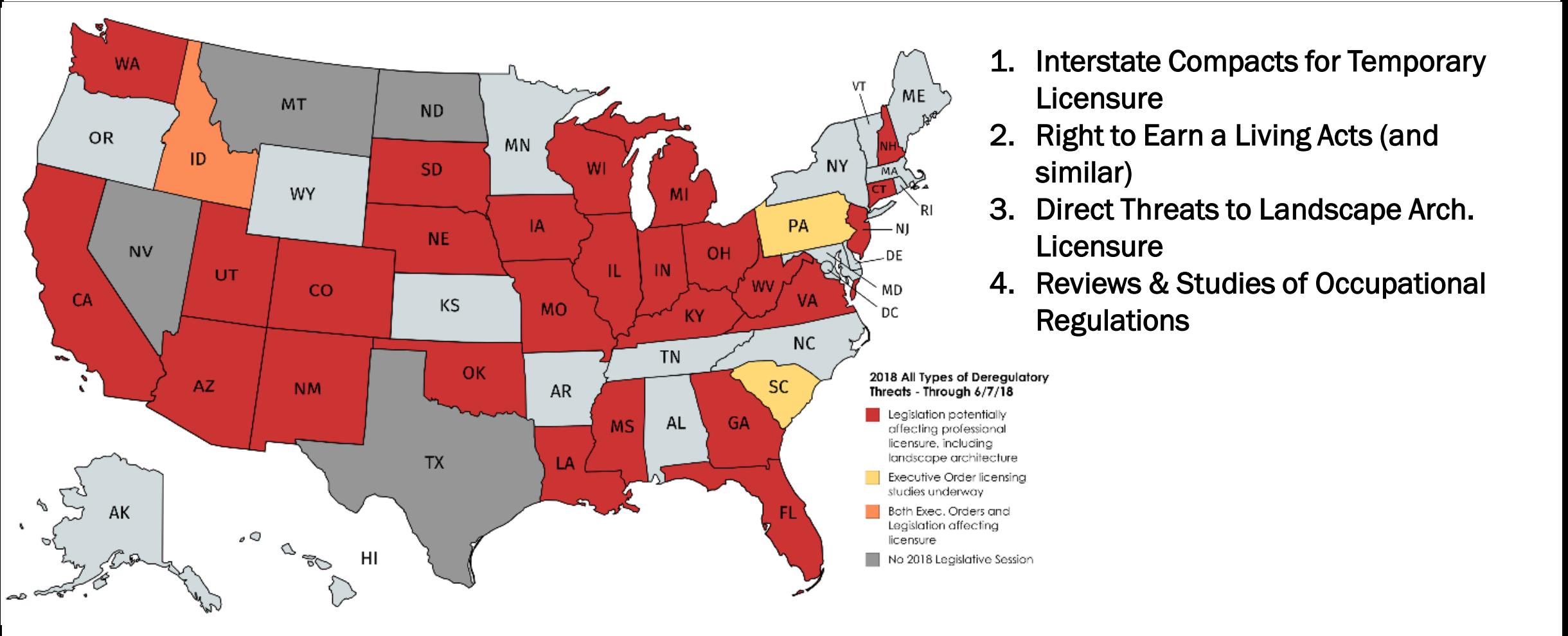
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Part II: Power to the People



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Advocacy

Map provided by CLARB
via David Sprunt

Part II: Power to the People



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Advocacy

Photos via ASLA
and Jonathon Geels

\$630M

Potential Impact to
Landscape Architecture
Services Through Advocacy /
Government Affairs Efforts



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Advocacy

*Organizing the Government Affairs Function for
Impact - McKinsey and Company*

THE NEW

LAND

SCAPE

DECLARATION

Activism
Power to the People

Global populations of fish, birds, mammals, amphibians and reptiles declined by 58% between 1970 and 2012.

1.7 EARTHS

Are needed to provide the resources we currently consume and absorb our waste.

2-6° C

Amount average surface temperatures could rise by the end of this century

2B HECTARES

Of degraded land worldwide – an area the size of south america – are available for restoration

26 M

People per year that have been displaced by natural disasters since 2008

A California study suggests that if all children had commensurate access to parkland and recreation programs near their homes, over 9.5% of boys and 8.3% of girls would move from being overweight to being normal weight.

**OVER THE NEXT 15 YEARS,
THE WORLD WILL INVEST
US\$90 TRILLION IN
INFRASTRUCTURE, MORE
THAN ALL OF THE
INFRASTRUCTURE THAT IS IN
PLACE TODAY.**

Part II: Power to the People



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Part II: Power to the People



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“Everyone has the right to contribute to making the place where they already live great.”



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Quote via *National Recreation and Parks Association website*



Part III: Pursuit of Good Design

The Accumulative Value of Non-Traditional
Design Methodologies



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Part III: Pursuit of Good Design



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Adaptive Practice

https://issuu.com/troyergroup/docs/ee_c_master_plan_report

DESIGN | ADVOCATE | INNOVATE



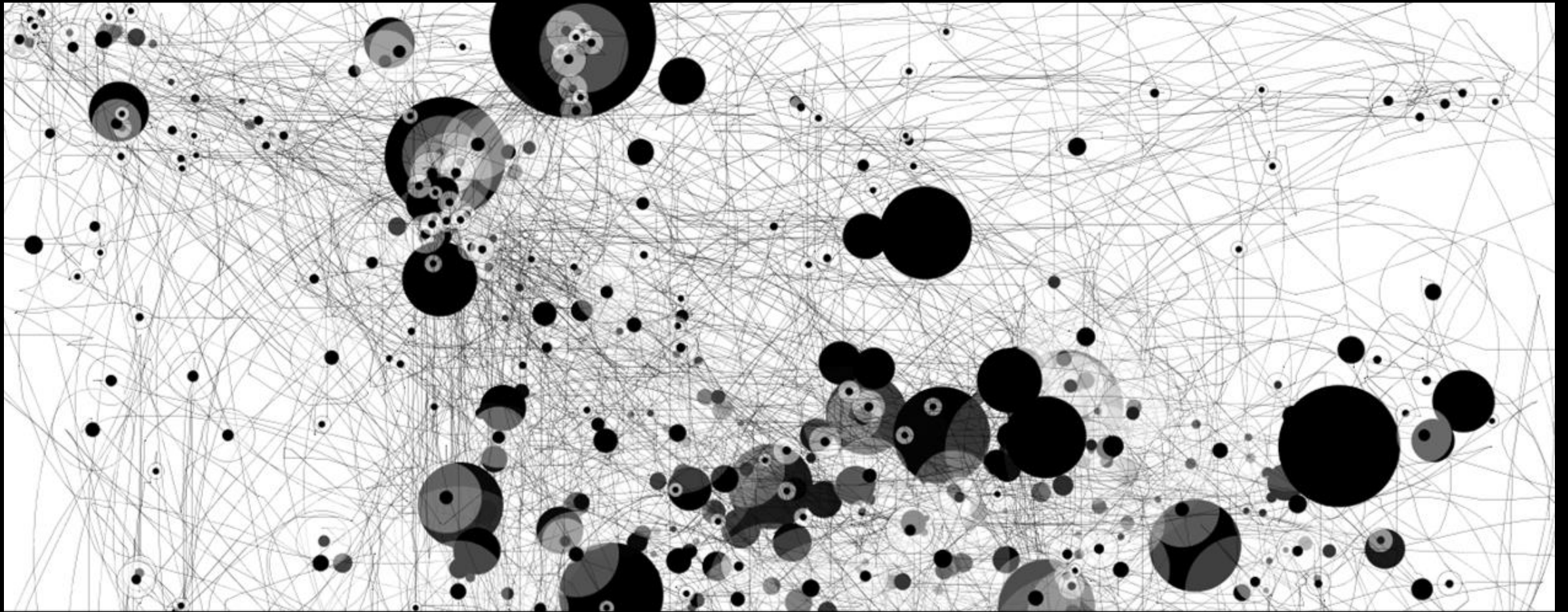
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Together, we will...

Part III: Pursuit of Good Design



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Part III: Pursuit of Good Design



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Part III: Pursuit of Good Design



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100 Ideas Project



Part V: Call to Action

What Lies Ahead

<https://www.starwars.com/news/yavin-4-rebels-guardians-of-the-hidden-fortress>

Practice Grit Advocacy

The day to day hustle matters.



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Practice Empathetic Design

Everything comes down to people and their experiences.



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Design Like You Give A Damn

Show some initiative and work beyond those limitations, if not for your communities, for yourself.



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Future Proof The Profession

As new trends and innovations emerge, describe public spaces in terms of adaptability and applicability.



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Facilitate The Intersection Of Theory And Practice

Our time on earth is finite. What we can learn is infinite.



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The Future Is Bright

www.asla.org/2016awards



Knute Rockne

George Rinhart/Corbis via Getty Images