

LANDSCAPE
ARCHITECTS
TECHNICAL
COMMITTEE

STRATEGIC PLAN

2017–2018

APPROVED: JUNE 15, 2017

TABLE OF CONTENTS

MESSAGE FROM THE COMMITTEE CHAIR	1
ABOUT THE CALIFORNIA LANDSCAPE ARCHITECTS TECHNICAL COMMITTEE	2
MISSION	3
VISION	3
VALUES	3
STRATEGIC GOAL AREAS	4
GOAL 1: REGULATION AND ENFORCEMENT	5
GOAL 2: PROFESSIONAL QUALIFICATIONS	6
GOAL 3: PUBLIC AND PROFESSIONAL OUTREACH	7
GOAL 4: ORGANIZATIONAL EFFECTIVENESS	8
STRATEGIC PLANNING PROCESS	9

LANDSCAPE ARCHITECTS TECHNICAL COMMITTEE MEMBERS

Patricia Trauth Committee Chair

Marq Truscott Committee Vice Chair

Andrew Bowden

David A. Taylor Jr.

Edmund G. Brown Jr., Governor

Alexis Podesta, Secretary, Business, Consumer Services, and Housing Agency

Dean R. Grafilo, Director, Department of Consumer Affairs

Doug McCauley, Executive Officer, California Architects Board

MESSAGE FROM THE COMMITTEE CHAIR



State licensure exists to protect consumers. For the design professions, that protection is critically important due to the nature of design projects and their impact on Californians. Our licensure requirements are comprehensive and help ensure that practitioners are prepared to practice in a manner that safeguards the public.

A number of recent reports and decisions shape what licensing boards do to validate competence.

Reports from the White House and Little Hoover Commission ask key questions about whether standards for entering professions and trades are defensible. In addition, a recent U.S. Supreme Court decision questions the checks and balances of regulatory enforcement actions.

The Landscape Architects Technical Committee (LATC) has a strong history of embracing diverse pathways into the profession. Both University of California extension certificates and associate degrees can count toward the credits required to test and become licensed. LATC is currently assessing whether there may be other pathways that strike the critical balance between protecting consumers without creating undue barriers.

Our enforcement efforts have always put consumers first. Nevertheless, LATC will continue to develop additional means to protect Californians. The risk to the public from unqualified practitioners is tremendous and it is crucial that LATC work closely with local agencies to prevent risks to the public.

LATC's work on these critical issues is enhanced by public participation. Through transparency and collaboration we seek to inform and strengthen our decisions so we can effectively fulfill our mandate to protect the public.

Patricia Trauth
Committee Chair

ABOUT THE CALIFORNIA LANDSCAPE ARCHITECTS TECHNICAL COMMITTEE

The Landscape Architects Technical Committee (LATC) was created via Assembly Bill 1546, which became effective January 1, 1998. The Committee was statutorily established under the California Architects Board (Board). The Committee's purpose is to act in an advisory capacity to the Board on examination and other matters pertaining to the regulation of the practice of landscape architecture in California.

The activities of LATC benefit consumers in two important ways. First, regulation protects the public at large. Second, regulation protects the consumer of services rendered by landscape architects. It is imperative to ensure those who hire landscape architects are protected from incompetent or dishonest landscape architects.

LATC is one of the boards, bureaus, commissions, and committees within the Department of Consumer Affairs (DCA) and is part of the Business, Consumer Services, and Housing Agency. DCA is responsible for consumer protection through the regulation of licensees. While DCA provides administrative oversight and support services, LATC further sets its own policies, procedures, and regulations.

LATC is composed of five members who are licensed to practice landscape architecture in this state.

MISSION

LATC regulates the practice of landscape architecture through the enforcement of the Landscape Architects Practice Act to protect consumers, and the public health, safety, and welfare while safeguarding the environment.

VISION

LATC will champion for consumer protection and a safer built environment for the people of California.

VALUES

Consumer Protection
Innovation
Communication
Integrity
Leadership

STRATEGIC GOAL AREAS

1. REGULATION AND ENFORCEMENT

Protect consumers through effective regulation and enforcement of laws, codes, and standards affecting the practice of landscape architecture.

2. PROFESSIONAL QUALIFICATIONS

Ensure that landscape architects are qualified to practice by setting and maintaining equitable requirements for education, experience, and examinations.

3. PUBLIC AND PROFESSIONAL OUTREACH

Increase public and professional awareness of LATC's mission, activities, and services.

4. ORGANIZATIONAL EFFECTIVENESS

Provide accessible and responsive quality services to consumers and licensees.

GOAL 1: REGULATION AND ENFORCEMENT

Protect consumers through effective regulation and enforcement of laws, codes, and standards affecting the practice of landscape architecture.

- 1.1** Collect and review data respective to unlicensed activity and licensee violations to identify if trends exist (in such areas as how unlicensed activity was identified, who reported the allegation, and the matters which lead to an investigation) in order to shape consumer education and enhance enforcement efforts.
- 1.2** Revisit development of the annual enforcement report using the Board as a model to assess the effectiveness of consumer protection efforts.
- 1.3** Amend regulations to incorporate the updated Disciplinary Guidelines to maintain consistent decisions in disciplinary cases.
- 1.4** Research the possibility of enhancing the statutory written contract requirement to include a consumer notification to enhance consumer education.
- 1.5** Follow the Board's determination regarding the necessity for a licensure fingerprint requirement and the alternatives for implementation as a means of protecting consumers.
- 1.6** Contract with collection agencies to pursue and recover unpaid citations from unlicensed individuals.
- 1.7** Amend current citation regulations to allow delegation authority and to clarify the timeline so that LATC is consistent with the Board's best practices.

GOAL 2: PROFESSIONAL QUALIFICATIONS

Ensure that landscape architects are qualified to practice by setting and maintaining equitable requirements for education, experience, and examinations.

- 2.1** Explore entry to initial licensure for applicants who have experience only to expand pathways to licensure.
- 2.2** Continue to explore and make a determination with regard to licensure for individuals who have related degrees to expand pathways to licensure.
- 2.3** Consider advocating for the Council of Landscape Architectural Registration Boards (CLARB) to institute an internship/experience-based program to allow applicants' participation in the licensure process early and provide a more comprehensive experience component.
- 2.4** Promulgate regulations for reciprocal licensure to expand qualification pathways in California.
- 2.5** Research and modify the current regulations, where necessary, to clarify LATC's role in University of California extension certification to stay current with Landscape Architectural Accreditation Board standards.

GOAL 3: PUBLIC AND PROFESSIONAL OUTREACH

Increase public and professional awareness of LATC's mission, activities, and services.

- 3.1** Incorporate a quick link on the website that will enable consumers to search enforcement actions and more easily identify licensee violations.
- 3.2** Consult with DCA's Public Affairs Office to optimize the LATC website on search engines for individuals searching for a landscape architect to enhance LATC's ability to reach more consumers interested in using a landscape architect.
- 3.3** Revamp the website (using the Board's website as a possible template) to be more user-friendly for consumers.
- 3.4** Explore and adopt DCA's best practices for using social media with a goal of developing a social media strategy to increase awareness to the public.
- 3.5** Continue to maintain a positive relationship with the American Society of Landscape Architects (ASLA), CLARB, and educational institutions to enhance lines of communication and inform best practices for the protection of Californians.
- 3.6** Expand communication to licensees utilizing an "opt in" e-mail component on the website to increase stakeholder awareness of LATC.

GOAL 4: ORGANIZATIONAL EFFECTIVENESS

Provide accessible and responsive quality services to consumers and licensees.

- 4.1** Prepare for the Sunset Review process to demonstrate LATC's effectiveness.
- 4.2** Determine current business process needs for conversion to BreEZe to facilitate a smoother transition to the program.

STRATEGIC PLANNING PROCESS

To understand the environment in which LATC operates and identify factors that could impact its success, DCA's SOLID Unit conducted an environmental scan of the internal and external environments by collecting information through the following methods:

- Interviews conducted with three Committee members completed during November 2016.
- Interviews conducted with three staff members completed during November and December 2016.
- Interviews conducted with LATC leadership that included the California Architects Board (Board) Executive Officer (EO) and Assistant Executive Officer (AEO) as well as the LATC Program Manager during December 2016.
- Online survey sent to LATC stakeholders, which remained open November 3–14, 2016, to identify the strengths and weaknesses of LATC from an external perspective. Seventy-eight stakeholders took the survey.

The most significant themes and trends identified from the environmental scan were discussed by Committee members and the Board's EO and AEO during a public strategic planning session facilitated by SOLID on January 18, 2017. This information guided LATC in the development of its strategic objectives outlined in this 2017–2018 Strategic Plan.

LANDSCAPE ARCHITECTS TECHNICAL COMMITTEE

2420 DEL PASO ROAD, SUITE 105
SACRAMENTO, CA 95834
WWW.LATC.CA.GOV



Prepared by

SOLID PLANNING SOLUTIONS
DEPARTMENT OF CONSUMER AFFAIRS

1747 N. Market Blvd., Suite 270
Sacramento, CA 95834

This Strategic Plan is based on stakeholder information and discussions facilitated by SOLID for the Landscape Architects Technical Committee during early 2017. Subsequent amendments may have been made after adoption of this plan.