



LANDSCAPE ARCHITECTS

TECHNICAL COMMITTEE

STRATEGIC PLAN
2022–2024

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LANDSCAPE ARCHITECTS TECHNICAL COMMITTEE MEMBERS

Jon Wreschinsky, Chair, Licensee
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Andrew Bowden, Licensee
Susan Landry, Licensee
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Laura Zuniga, *Executive Officer, California Architects Board*
Trish Rodriguez, *Program Manager, Landscape Architects Technical Committee*



MESSAGE FROM THE COMMITTEE CHAIR

Regulation of the profession of landscape architecture has one primary goal: to protect the public's health, safety, and welfare. This remains important considering the increased threats, both human-made and natural, that require thoughtful, informed action to help ensure that protection. It is also increasingly important to have landscape architects who are educated, knowledgeable, and experienced in addressing issues such as water use, public safety and accessibility, climate resiliency, stormwater management, and the design of livable communities, amongst others.

A part of this important effort is to help ensure that the practice of landscape architecture reflects the increased expertise necessary to protect the interests and values of California consumers. The Landscape Architects Technical Committee's (LATC) mission is to ensure that all landscape architects practicing in California are qualified to provide services to the public in a professional and ethical manner.

The Committee is working diligently to expand the pathways to professional licensure. We recognize the importance of bringing a plethora of well-educated and qualified practitioners into the profession that reflect the breadth and experience of California society. In the past year, we have worked to implement an experience-only pathway and expanded the acceptable education credits to help meet the growing demand for licensed professionals. We also continue to support the University of California Extension Certificate Program, which provides additional licensure candidates who cannot attend a full-time studio program.

We will continue to seek input from the industry, allied partners, and most importantly, the public while we strive for transparency and collaboration. This *Strategic Plan* will guide our work for the next three years as we continue to work on our mandate, which is to protect consumers.

Jon Wreschinsky
Committee Chair

ABOUT THE LANDSCAPE ARCHITECTS TECHNICAL COMMITTEE

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

The five-member committee consists of technical experts who are licensed to practice landscape architecture in California. Under the provisions of AB 1546, the governor appoints three members; the Senate Rules Committee appoints one member, and the speaker of the Assembly appoints one member.

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 36 licensing and regulatory entities 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 regulations, policies, and procedures.

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

Champion for consumer protection, and a safer, healthier environment for the people of California.

VALUES

Consumer Protection
Integrity
Education
Communication
Leadership
Innovation



STRATEGIC GOAL AREAS

GOAL 1

REGULATION AND ENFORCEMENT

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

GOAL 2

PROFESSIONAL QUALIFICATIONS

Ensure the professional qualifications of those practicing landscape architecture by setting and maintaining requirements for education, experience, and examinations.

GOAL 3

PUBLIC AND PROFESSIONAL OUTREACH

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

GOAL 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 Enhance the complaint process to increase accessibility for the public and streamline the filing and tracking of complaints.
- 1.2 Expand and improve communications regarding regulations and enforcement to promote public understanding of what constitutes a violation.
- 1.3 Improve communication of enforcement cases with complainants and consumers to increase public awareness of LATC's enforcement activities.
- 1.4 Update the LATC website to clarify LATC's roles and responsibilities and explain the difference between regulated and unregulated professions listed on various online platforms and educate consumers on requirements and permitted practice of licensed and unlicensed professionals.
- 1.5 Work with the American Society of Landscape Architects (ASLA) and other license advocates to address concerns regarding licensed versus unlicensed professionals to educate and protect consumers.

GOAL 2

PROFESSIONAL QUALIFICATIONS

Ensure the professional qualifications of those practicing landscape architecture by setting and maintaining requirements for education, experience, and examinations.

- 2.1 Continue to monitor practice issues and determine the need for additional education/knowledge in the Americans with Disabilities Act, water management, fire management, climate change, and other relevant subjects to protect the health, safety, and welfare of the people of California.
- 2.2 Conduct a review of the Landscape Architect Registration Examination (LARE) and linkage study to determine areas not covered in the LARE that need to be covered in the California Supplemental Exam (CSE) to ensure the CSE reflects the content unique to California.
- 2.3 Identify and analyze the causes of low pass rates among California exam candidates in comparison to national pass rates to determine areas of concern and develop a plan of action to decrease deficiencies.

GOAL 3

PUBLIC AND PROFESSIONAL OUTREACH

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

- 3.1 Continue promoting the value of the profession and professional licensure using social media, specifically Twitter, and work to establish a LinkedIn and Instagram presence to reach a greater audience.
- 3.2 Pursue reciprocal sharing of social media posts with other programs/associations to increase the impact of posts and build a greater following.
- 3.3 Identify and track the number of followers on social media platforms to measure the impact of social media posts and seek ways to increase audience.
- 3.4 Explore the etiquette of social media and then develop a messaging plan, such as celebrating new licensees, to reach out to the public and practitioners.
- 3.5 Explore linking LATC's website directly to other jurisdictions' and licensing boards' websites for increased licensee awareness of what other states are doing and to promote dialogue.

GOAL 4

ORGANIZATIONAL EFFECTIVENESS

Provide accessible and responsive quality services to consumers and licensees.

- 4.1 Research the economic and consumer protection impact of re-establishing the Landscape Architects Board or establishing a merged Board with the California Architects Board to provide better representation, strengthen the distinction between the two entities, and increase efficiency.
- 4.2 Collaborate with other jurisdictions to address concerns regarding the Council of Landscape Architectural Registration Boards (CLARB) national licensing framework to increase the member boards' voice and promote greater transparency of CLARB's discussions, actions, and information sharing.
- 4.3 Implement a new enforcement and licensing business modernization computer platform to improve services to candidates, licensees, and consumers.
- 4.4 Prepare for the sunset review hearing and responses to the background paper to comply with LATC's mandate.

STRATEGIC PLANNING PROCESS

To understand the environment in which LATC operates as well as identify factors that could impact LATC's success in carrying out its regulatory duties, the Department of Consumer Affairs' SOLID Planning Unit conducted an environmental scan of LATC's internal and external environments by collecting information through the following methods:

- Interviews were conducted with all LATC members and liaisons, as well as management and staff, during the months of November and December 2021, to assess the challenges and opportunities LATC is facing or may face in the upcoming years.
- An online survey was sent to external stakeholders on December 1, 2021, closing on December 28, 2021. In the survey, external stakeholders provided anonymous input regarding the challenges and opportunities LATC is facing or may face in the upcoming years. A total of 420 external stakeholders participated in the survey.

LATC members and staff were provided with the results of the environmental scan, along with an objectives worksheet, four months before the strategic planning session on Friday, April 8, 2022. The environmental scan results were carefully considered in the creation of the 2022–2024 *Strategic Plan* objectives.

LANDSCAPE ARCHITECTS

TECHNICAL COMMITTEE

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Strategic plan adopted on September 16, 2022. This Strategic Plan is based on stakeholder information and discussions facilitated by SOLID for the Landscape Architects Technical Committee on April 8, 2022. Subsequent amendments may have been made after the adoption of this plan.