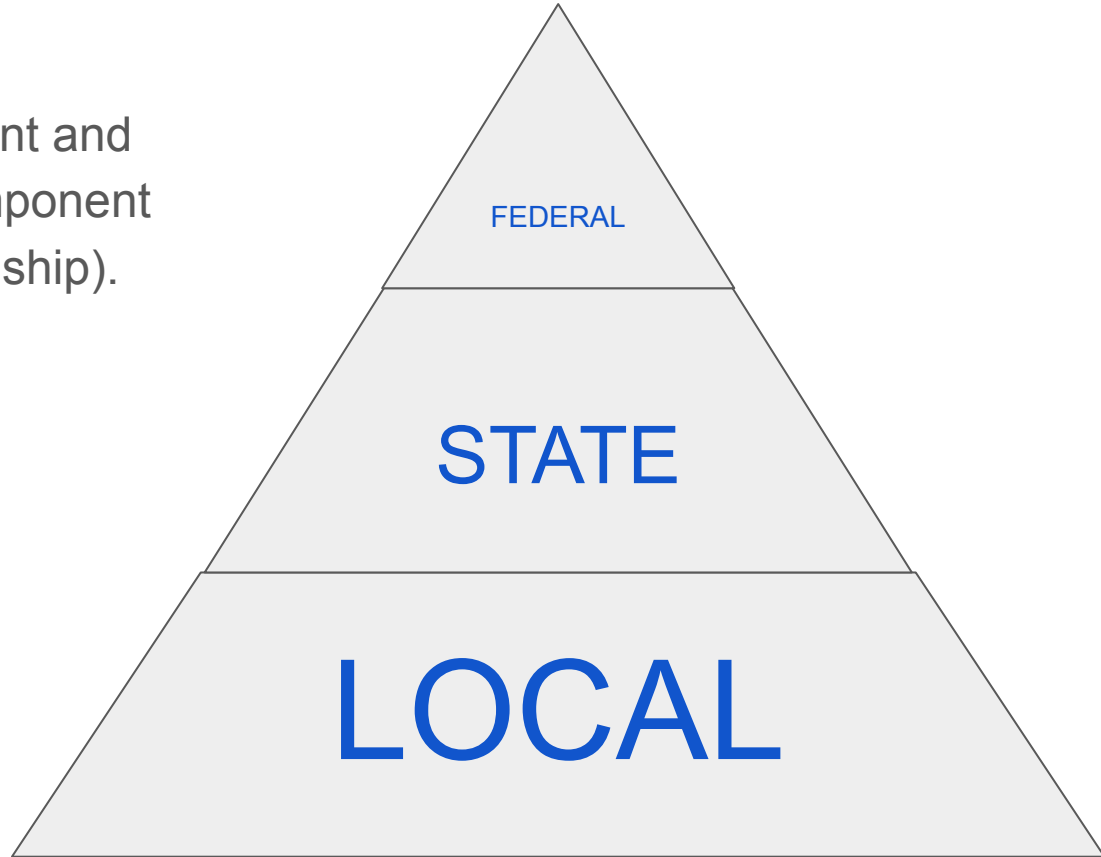




# Local Advocacy

# What do we mean by local advocacy?

Engagement with local government and initiatives within the local AIA component chapter's region (county/city/township).







**Baltimore**

## **OUR MISSION**

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AIA Baltimore inspires and empowers architects and designers throughout the Baltimore region to engage with communities to improve society and transform the world through the built environment. We drive positive change through the power of design and focused activism.

## **OUR GOALS**

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- Advance Justice, Equity, Diversity, and Inclusion within the profession and built environment
- Develop The Center for Architecture and Design as a new cultural institution for the design community and the public
- Advocate at the local level on key issues including climate change and impacts of the built environment
- Provide exemplary Core Member Services

# STRATEGIC ACTION PLAN



**AIA** Baltimore



## Advance JEDI

1. Establish diversity definitions and targets for the board of directors and leadership
2. Create a more equitable and sustainable committee structure by recruiting a diverse pool of volunteers
3. Review current policies and by-laws and update to integrate more inclusive language and practices



## The Center

1. Raise \$150,000 to complete the Center Fund
2. Complete development of policies and instructional documents for activation of The Center
3. Maintain 100% tenancy at The Center to foster strategic relationships with like-minded organizations



## Advocate

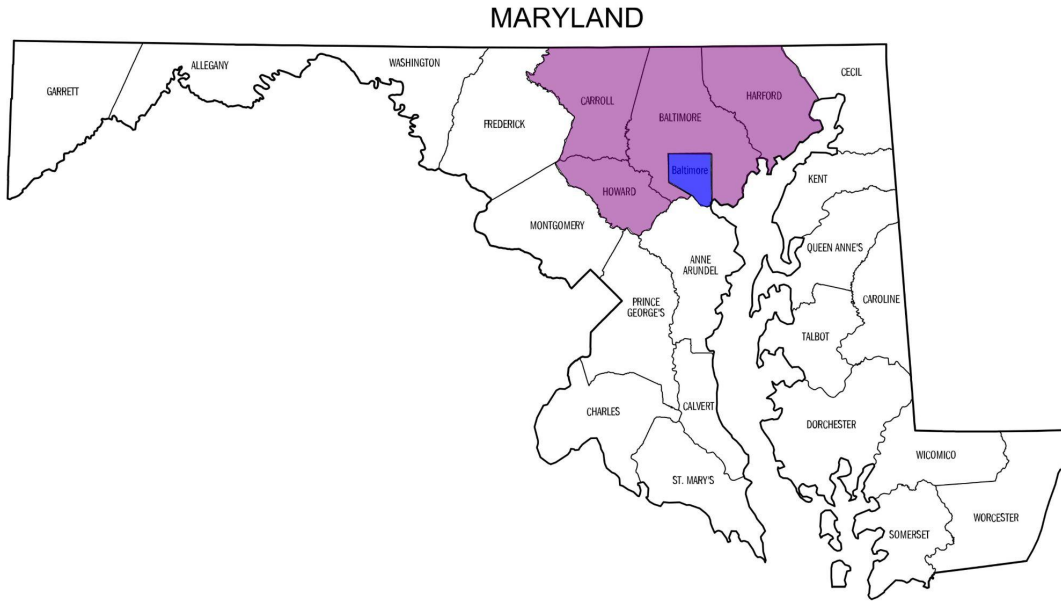
1. Establish an advocacy committee
2. Continue the Civic Lab program and increase enrollment by 10%
3. Define and establish a network of civic architects to report and track advocacy issues in Baltimore City, AND Baltimore, Carroll, Harford, and Howard Counties



## Membership

1. Maintain offering at least 18 CEUs each year and strive to increase GBCI and PHIUS offerings by 200%
2. Maintain Big Sibs status and increase membership by 1% by 2025
3. Establish a system to track programming, attendance, and staff time associated with each event.

# AIA Baltimore & Advocacy



## One Voice

We do a great job already advocating in Baltimore City, but we do not have as much of a presence in the surrounding counties in our chapter

- Local Codes
- Permit Process
- Outreach to Schools
- Local Task Forces
- Legislation
- What else??



# What could focused local advocacy do?

Recommend architects for local Task Forces and Design Review Panels

**Inform Maryland PAC about local support opportunities**

**ENCOURAGE MORE ARCHITECTS TO BE SAP TRAINED**

Identify issues to track and partner with committees to develop support

**HELP RAISE FUNDS FOR LOCAL PAC**

**Keep better track of legislation fighting climate change**

**Cultivate a relationship with more schools including community colleges**

Clearly identify local priorities and educate membership about the issues

**ENCOURAGE ADOPTION OF THE MOST RECENT CODES**

**...and so much more!**

# Local Advocacy Ideas

How can we make what we do already even better?

- Think about ways we can improve the things we already do and ensure that all jurisdictions within our chapter get adequate representation and attention.

What new things can we do to enhance advocacy within the chapter?

- Define how we want to grow our advocacy efforts with new initiatives.
  - Think of different aspects of advocacy including, but not limited to:
    - Legislation and Codes
    - Education / Future Architects
    - Business / Profession
    - Design matters







# Recommendations for Building Local Advocacy

- Embed advocacy into every existing and new committee
  - i.e: A committee on Housing is most equipped to advise on housing legislation
- A separate advocacy committee can be siloed if it's not talking to the other committees
- Align with the legislative session - perhaps it's an annual task force
- Set clear boundaries on legislation



# What are other components doing around Local Advocacy?

- Which of your components have a local advocacy committee?
- Do you have a representative on your state board who reports on state legislation locally?
- Do you have a group/person focused on local legislation, or do you do this through other committees?

“We have an Urban Design Panel, which is part focused on developing educational programming for members about urban design and also the resource we’ve introduced to municipalities for development code, housing and affordable housing.”

– AIA Oregon

“We have an Advocacy Commission with a leader who sits on our board. The commission includes Residential Advocacy/ Housing Advocacy..., Commercial Advocacy, COTE, Urban Design, and occasionally something else... We meet with the mayor’s office once a month, and several of the committee leaders sit on boards and commissions and have relationships with council members and staff.”

– AIA Austin

“We have a Public Policy Board which is a steering committee that guides the advocacy initiatives of the organizations and makes recommendations to the AIA Seattle Board of Directors to endorse initiatives, approve policy statements.”

– AIA Seattle

“We have had this [advocacy] committee, focused on LOCAL matters, in since 2016. Took us a few years to hit our stride and have a cohesive vision for this committee, but now we are seeing results and maintaining good engagement with our members.”

– AIA Kansas City

# We have so many questions!

How do you get membership involved with local advocacy efforts? How do you get people excited?

How do advocacy efforts inform programming and initiatives at the chapter level?

How is local advocacy and state advocacy intertwined in your region? Do you work together or are they completely separate efforts?

What does your local PAC do and how does your local component engage with them? Do you fundraise for them or with them? What do you do to raise funds?

If you have a large geographic footprint, how do you keep track of everything going on?

Do you have any success stories to share? Has your local component influenced any “positive change” that is worth celebrating?





TIME

TO

SHARE



# Welcome to Baltimore

