



**Committee Members**

Denise Campos, Chair  
Ebony Lewis, Vice Chair  
Cynthia Easton  
Jack Paddon  
Ted Pratt  
Ron Ronconi  
Rona Rothenberg

## NOTICE OF TELECONFERENCE MEETING

**March 25, 2021**

**The California Architects Board's Communications Committee (Committee) will meet by teleconference at**

**3 p.m. on March 25, 2021**

**NOTE:** Pursuant to Governor Gavin Newsom's Executive Order [N-29-20](#), issued on March 17, 2020, this meeting will be held by teleconference with no physical public locations.

**Important Notice to the Public: The Committee will hold a public meeting via WebEx Events. To participate in the WebEx meeting, please log on to this website the day of the meeting:**

<https://dca-meetings.webex.com/dca-meetings/onstage/g.php?MTID=e2850c147e349b4c1e8973e5f6844cd4a>

Event/Meeting Number: 187 917 9394

Password: CAB32521

Instructions to connect to the meeting can be found at the end of this agenda.

Due to potential technical difficulties, please consider submitting written comments by March 18, 2021, to [cab@dca.ca.gov](mailto:cab@dca.ca.gov) for consideration.

### **AGENDA**

**3 p.m. to 5 p.m.**  
(or until completion of business)

Action may be taken on any item listed below.

- A. Call to Order / Roll Call / Establishment of a Quorum
- B. Chair's Procedural Remarks and Committee Member Introductory Comments
- C. Public Comment on Items Not on the Agenda

*(Continued)*

The Committee may not discuss or act on any item raised during this public comment section, except to decide whether to refer the item to the Board's next Strategic Planning session and/or place the matter on the agenda of a future meeting (Government Code sections 11125 and 11125.7(a)).

- D. Review and Possible Action on May 14, 2019, and November 19, 2019, Board Meeting Minutes
- E. Discussion of Landscape Architects Technical Committee Videos
- F. Discussion, Review, and Recommendation of the Revised Outreach Program Objectives
- G. Update on 2019-2021 Strategic Plan Objectives
  - 1. Communications Plan
  - 2. Newsletter Enforcement Actions Statistics
  - 3. Social Media Updates and Proactive Media Coverage
  - 4. Draft of revised *Consumers Guide to Hiring an Architect*
- H. Review of Future Meeting Dates
- I. Adjournment

Action may be taken on any item on the agenda. The time and order of agenda items are subject to change at the discretion of the Board President and may be taken out of order. The meeting will be adjourned upon completion of the agenda, which may be at a time earlier or later than posted in this notice. In accordance with the Bagley-Keene Open Meeting Act, all meetings of the Board are open to the public.

The Board plans to webcast the meeting on its website at [www.cab.ca.gov](http://www.cab.ca.gov). Webcast availability cannot be guaranteed due to limitations on resources or technical difficulties. The meeting will not be cancelled if webcast is not available. Meeting adjournment may not be webcast if it is the only item that occurs after a closed session.

Government Code section 11125.7 provides the opportunity for the public to address each agenda item during discussion or consideration by the Board prior to it taking any action on said item. Members of the public will be provided appropriate opportunities to comment on any issue before the Board, but the Board President may, at their discretion, apportion available time among those who wish to speak. Individuals may appear before the Board to discuss items not on the agenda; however, the Board can neither discuss nor take official action on these items at the time of the same meeting (Government Code sections 11125 and 11125.7(a)).

This meeting is being held via WebEx Events. The meeting is accessible to the disabled. A person who needs a disability-related accommodation or modification to participate in the meeting may make a request by contacting:

**Person:** Drew Liston

**Telephone:** (916) 575-7202

**Email:** [drew.liston@dca.ca.gov](mailto:drew.liston@dca.ca.gov)

**Telecommunications Relay Service:** Dial 711

**Mailing Address:**

California Architects Board

2420 Del Paso Road, Suite 105

Sacramento, CA 95834

Providing your request at least five (5) business days before the meeting will help to ensure availability of the requested accommodation.

Protection of the public shall be the highest priority for the Board in exercising its licensing, regulatory, and disciplinary functions. Whenever the protection of the public is inconsistent with other interests sought to be promoted, the protection of the public shall be paramount (Business and Professions Code section 5510.15).

# HOW TO – Join – DCA WebEx Event

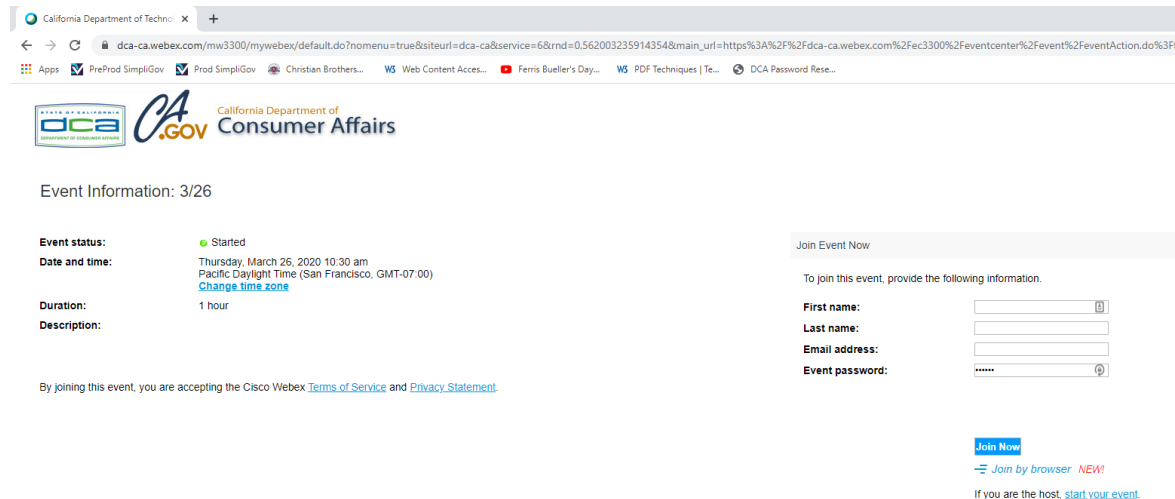
The following contains instructions to join a WebEx event hosted by the Department of Consumer Affairs (DCA).

NOTE: The preferred audio connection to our event is via telephone conference and not the microphone and speakers on your computer. Further guidance relevant to the audio connection will be outlined below.

1. Navigate to the WebEx event link provided by the DCA entity (an example link is provided below for reference) via an internet browser.

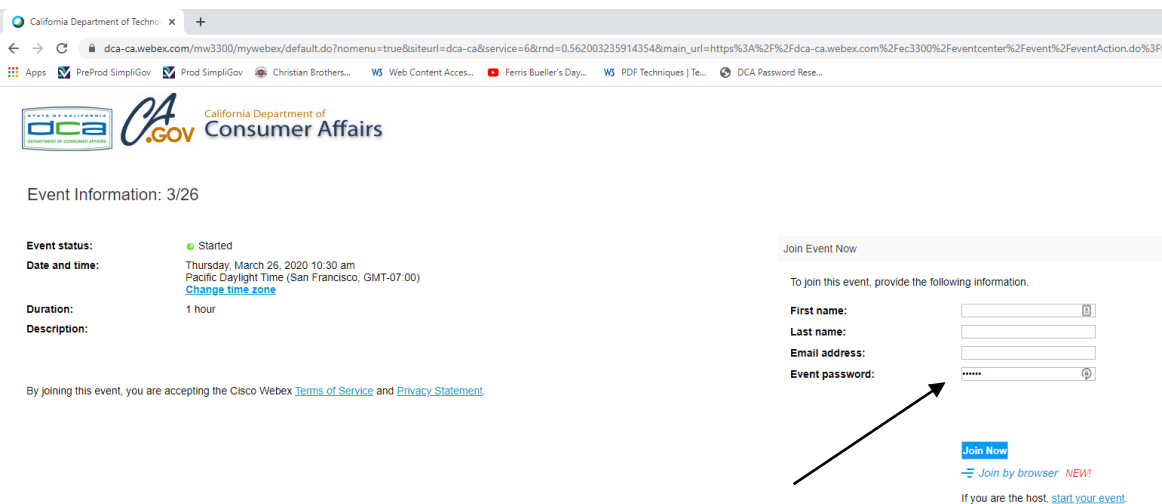
Example link:

<https://dca-ca.webex.com/dca-ca/onstage/g.php?MTID=eb0a73a251f0201d9d5ef3aaa9e978bb5>



2. The details of the event are presented on the left of the screen and the required information for you to complete is on the right.  
NOTE: If there is a potential that you will participate in this event during a Public Comment period, you must identify yourself in a manner that the event Host can then identify your line and unmute it so the event participants can hear your public comment. The 'First name', 'Last name' and 'Email address' fields do not need to reflect your identity. The department will use the name or moniker you provide here to identify your communication line should you participate during public comment.

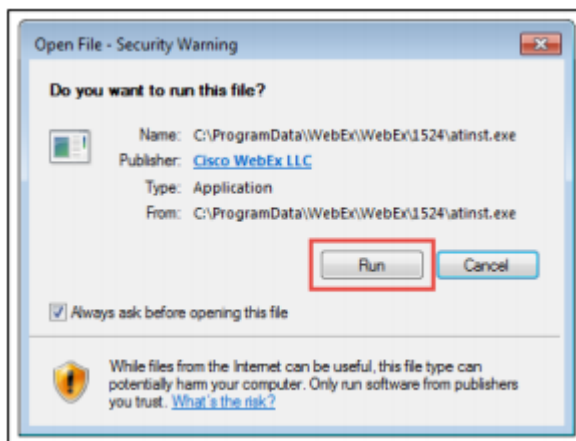
# HOW TO – Join – DCA WebEx Event



3. Click the 'Join Now' button.

NOTE: The event password will be entered automatically. If you alter the password by accident, close the browser and click the event link provided again.

4. If you do not have the WebEx applet installed for your browser, a new window may open, so make sure your pop-up blocker is disabled. You may see a window asking you to open or run new software. Click 'Run'.



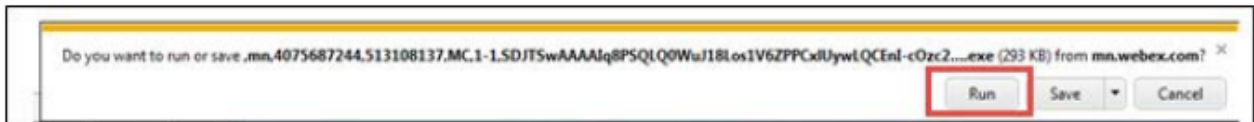
Depending on your computer's settings, you may be blocked from running the necessary software. If this is the case, click 'Cancel' and return to the browser tab that looks like the window below. You can bypass the above process.

## Starting Webex...



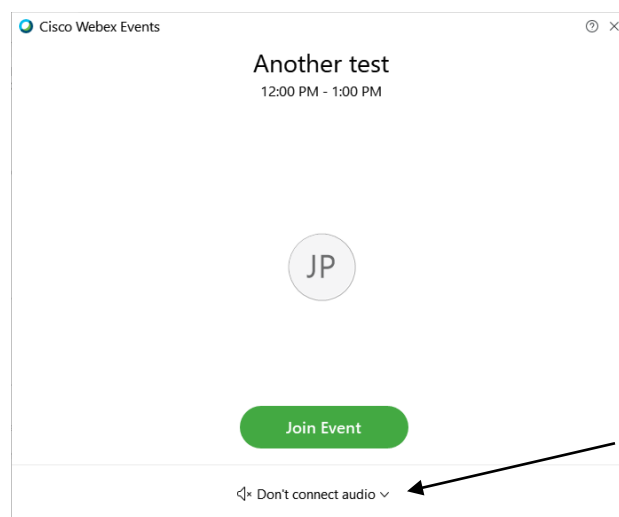
Still having trouble? [Run a temporary application](#) to join this meeting immediately.

5. To bypass step 4, click 'Run a temporary application'.
6. A dialog box will appear at the bottom of the page, click 'Run'.



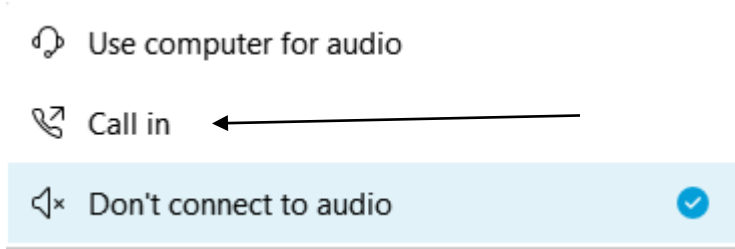
The temporary software will run, and the meeting window will open.

7. Click the audio menu below the green 'Join Event' button.

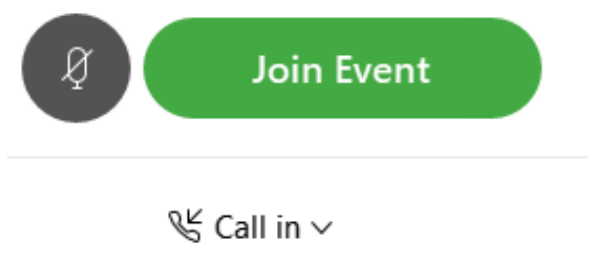


8. When the audio menu appears click 'Call in'.

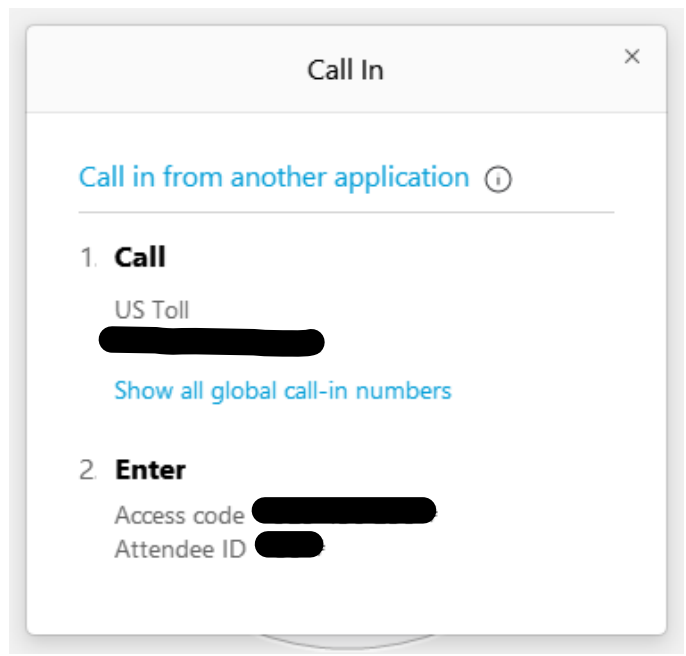
# HOW TO – Join – DCA WebEx Event



9. Click 'Join Event'. The audio conference call in information will be available after you join the Event.



10. Call into the audio conference with the details provided.

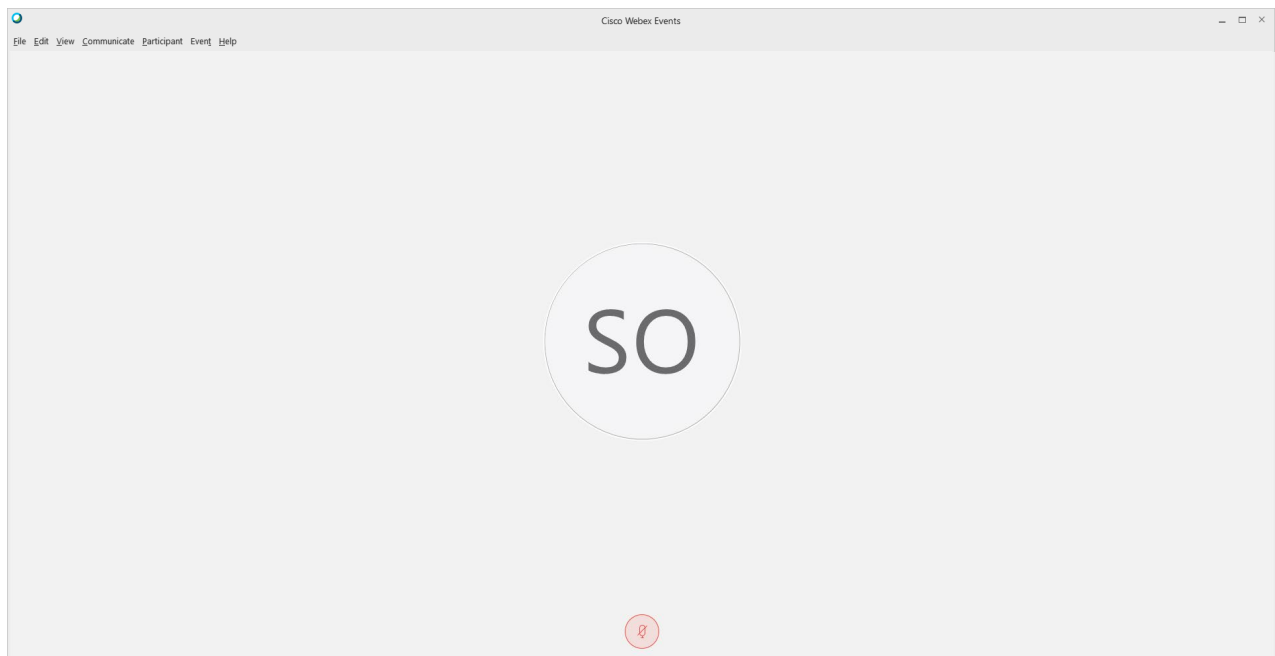


NOTE: The audio conference is the preferred method. Using your computer's microphone and speakers is not recommended.

# HOW TO – Join – DCA WebEx Event

Once you successfully call into the audio conference with the information provided, your screen will look like the screen below and you have joined the event.

Congratulations!



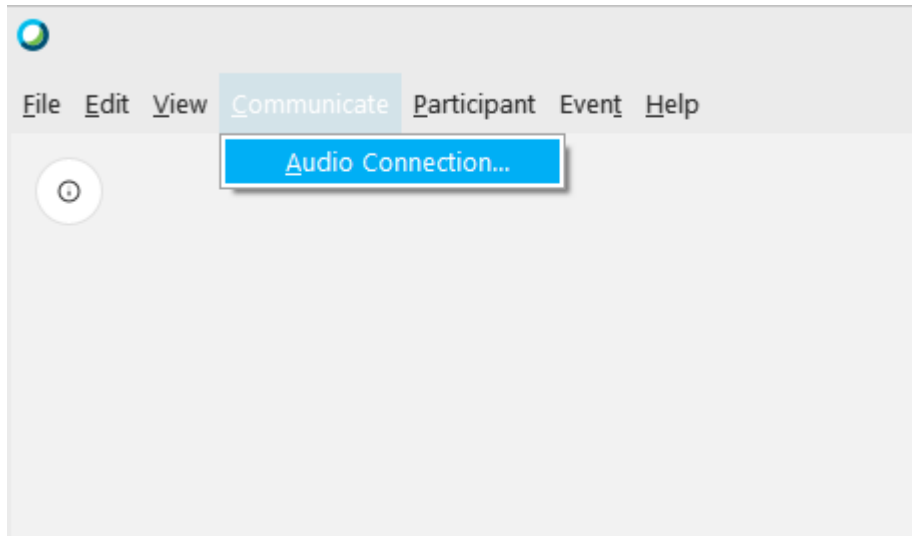
NOTE: Your audio line is muted and can only be unmuted by the event host.

If you join the meeting using your computer's microphone and audio, or you didn't connect audio at all, you can still set that up while you are in the meeting.

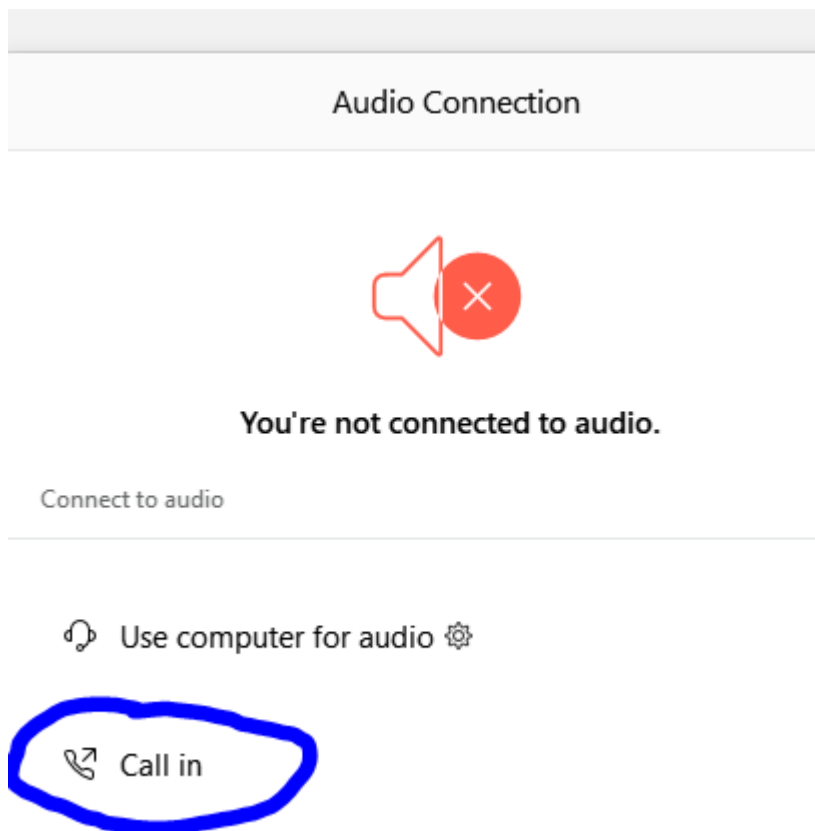
Select 'Communicate' and 'Audio Connection' from top left of your screen.



# HOW TO – Join – DCA WebEx Event



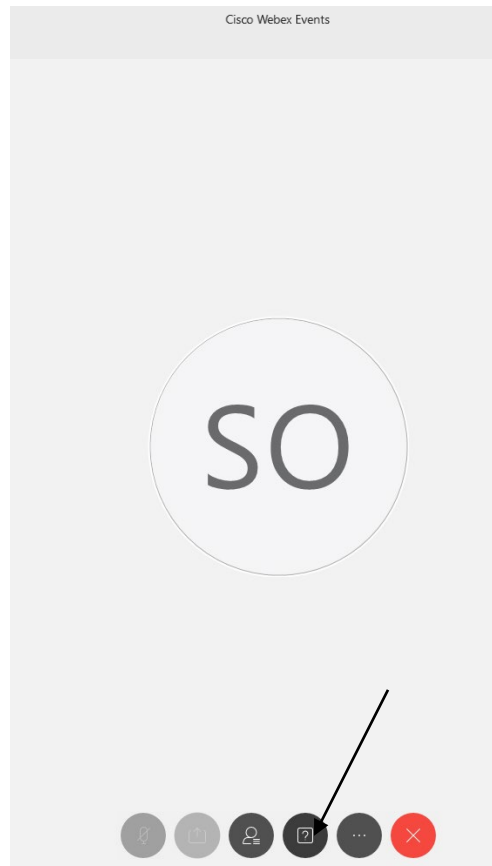
The 'Call In' information can be displayed by selecting 'Call in' then 'View'



You will then be presented the dial in information for you to call in from any phone.

## Participating During a Public Comment Period

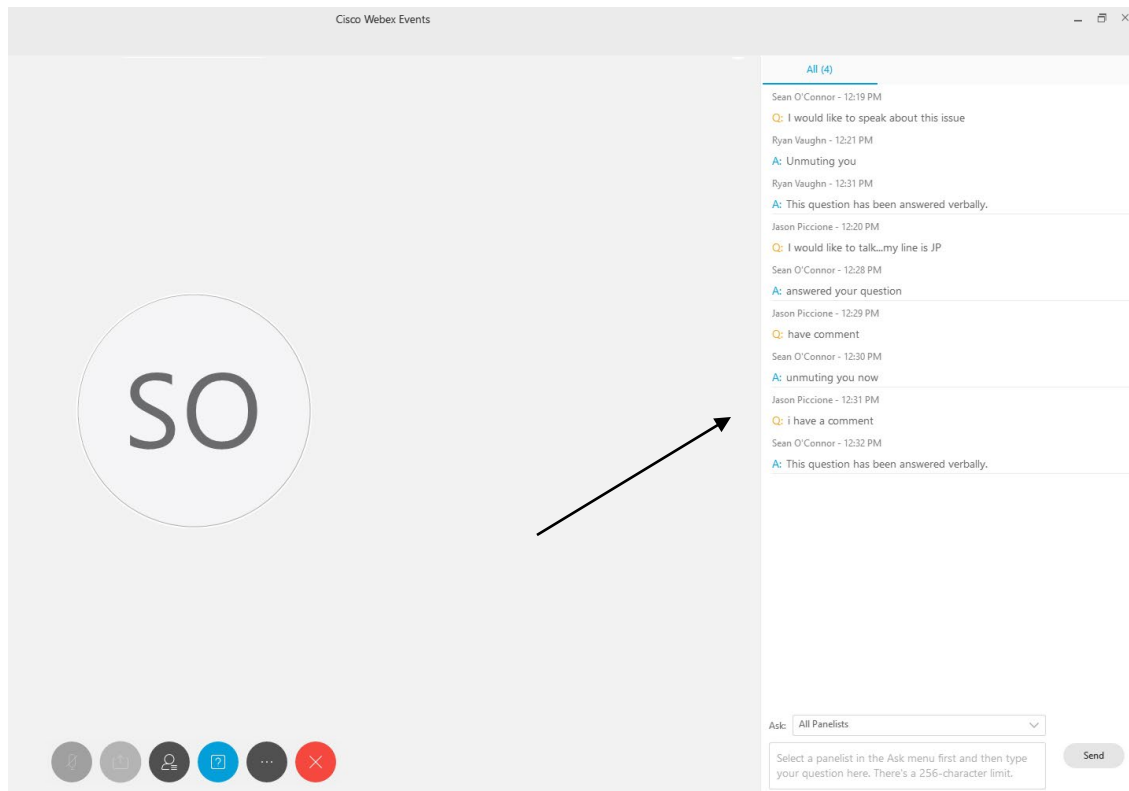
At certain times during the event, the facilitator may call for public comment. If you would like to make a public comment, click on the 'Q and A' button near the bottom, center of your WebEx session.



This will bring up the 'Q and A' chat box.

NOTE: The 'Q and A' button will only be available when the event host opens it during a public comment period.

# HOW TO – Join – DCA WebEx Event



To request time to speak during a public comment period, make sure the 'Ask' menu is set to 'All panelists' and type 'I would like to make a public comment'.

Attendee lines will be unmuted in the order the requests were received, and you will be allowed to present public comment.

NOTE: Your line will be muted at the end of the allotted public comment duration. You will be notified when you have 10 seconds remaining.

## **AGENDA ITEM A: CALL TO ORDER / ROLL CALL / ESTABLISHMENT OF A QUORUM**

Roll will be called by Vice Chair, Ebony Lewis.

Four members of the Committee constitute a quorum for the transaction of business. The concurrence of five members in attendance during a duly held meeting at which a quorum is established shall be necessary to constitute an act or decision of the Committee.

### **Committee Members**

Denise Campos, Chair  
Ebony Lewis, Vice Chair  
Cynthia Easton  
Jack Paddon  
Ted Pratt  
Ronald Ronconi  
Rona Rothenberg

**AGENDA ITEM B: CHAIR’S PROCEDURAL REMARKS AND COMMITTEE  
MEMBER INTRODUCTORY COMMENTS**

Committee Chair Denise Campos will review scheduled actions and make appropriate announcements. Members will make their introductory comments, if any.

## **AGENDA ITEM C: PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA**

Members of the public may address the Committee at this time.

The Committee may not discuss or act on any item raised during this public comment section, except to decide whether to refer the item to the Board's next Strategic Planning session or place the matter on the agenda of a future meeting (Government Code sections 11125 and 11125.7(a)).

Public comments will also be taken on agenda items at the time an item is heard and prior to the Committee taking any action. Total time allocated for public comment may be limited at the discretion of the Chair.

**AGENDA ITEM D: REVIEW AND POSSIBLE ACTION ON MAY 14, 2019 AND  
NOVEMBER 19, 2019 MEETING MINUTES**

**Action Requested**

Approval of the May 14, 2019 and November 19, 2019 meeting minutes.

**Attachment(s)**

May 14, 2019 Meeting Minutes  
November 19, 2019 Meeting Minutes



## **AGENDA ITEM D – ATTACHMENT 1**

# **DRAFT MEETING MINUTES CALIFORNIA ARCHITECTS BOARD**

## **COMMUNICATIONS COMMITTEE**

MAY 14, 2019  
SACRAMENTO

### **A. CALL TO ORDER / ROLL CALL / ESTABLISHMENT OF A QUORUM**

On May 14, 2019, Denise Campos, Committee Chair, called the meeting to order at 1:31 p.m. and Laura Zuniga, Executive Officer, called roll. Four members of the Committee present constitute a quorum. There being five present, at the time of roll, a quorum was established.

#### **COMMITTEE MEMBERS PRESENT**

Denise Campos, Chair  
Cynthia Easton (arrived at 2:03 p.m.)  
Jack Paddon  
Ted Pratt  
Ronald Ronconi  
Rona Rothenberg

#### **STAFF PRESENT**

Laura Zuniga, Executive Officer (EO)  
Vickie Mayer, Assistant EO  
Alicia Hegje, Program Manager Administration/Enforcement  
Coleen Galvan, Communications Analyst  
Cheri Gyuro Benson, Information Officer, Department of Consumer Affairs, Office of Public Affairs (OPA)  
Rikki Parks, Supplemental Exam Analyst

### **B. CHAIR'S PROCEDURAL REMARKS AND COMMITTEE MEMBER INTRODUCTORY COMMENTS**

Ms. Campos provided the members with some announcements and procedural remarks. She instructed all members to repeat motions for the record, and votes on all motions will be taken by roll-call. Ms. Campos requested Board staff and Committee members provide introductions for the record.



### **C. PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA**

Committee members were provided a copy of an email received from Cheryl DeMarco, architect, expressing concern about unlicensed designers working on non-exempt projects. She also stated that the advertising sites of HOUZZ, Yelp, Home Advisor, and Angie's List are websites that proliferate unlicensed individuals.

### **D. REVIEW AND POSSIBLE ACTION ON DECEMBER 19, 2017 MEETING MINUTES**

Ms. Campos asked for comments concerning the minutes of the December 19, 2017 Communications Committee minutes. There were none.

- **Ronald Ronconi moved to approve the December 19, 2017 Committee meeting minutes.**

**Jack Paddon seconded the motion.**

**Members Paddon, Pratt, Ronconi and Rothenberg and Chair Campos, voted in favor of the motion. Members Easton and Lewis were absent. The motion passed 5-0.**

### **E. DISCUSS AND POSSIBLE ACTION ON 2019-2021 STRATEGIC PLAN OBJECTIVES TO:**

Laura Zuniga discussed the strategic plan objectives and stated no action is required however, she requested the Committee discuss and provide suggestions and direction for Board staff to pursue in achieving the objectives. Ms. Campos informed Committee members that one of the roles of the Communications Committee is to identify and communicate the Board's mission to stakeholders (public at large and architects and candidates).

1. Educate licensees and the public on the penalties for violations of the *Architects Practice Act*.

Ms. Zuniga stated that enforcement actions are posted on the website and the Board's newsletter. Mr. Ronconi inquired how enforcement actions are processed. Ms. Zuniga stated that there are enforcement staff who investigate complaints against unlicensed individuals. Alicia Hegje stated that the most common complaints are unlicensed individuals using the term "architect." Ted Pratt suggested that enforcement actions also be posted to Instagram as a communication tool to inform the public and professionals. He also commented that the Board consider utilizing LinkedIn as a method of communication.

Rona Rothenberg suggested that outreach between the American Institute of Architects (AIA) and AIA California could enhance the Board's outreach efforts which Board staff affirmed collaborating with. Mr. Paddon emphasized collaborating with the Contractors' State License Board (CSLB) as the most effective outreach as all architects utilize contractors in the building process. Mr. Paddon discussed the importance of utilizing the services of an architect prior to commencement of a project versus when they have a problem and staying in close contact with CSLB would be a good conduit between consumers and the Board.

Rona Rothenberg suggested the Board collaborate with the Construction Management Association of America (CMAA). She explained the CMAA is an industry association dedicated to the practice of professional construction management with a common goal to improve infrastructure.

Ms. Campos suggested the Board participate in disaster recovery workshops. Ms. Zuniga responded that the Board does collaborate with CSLB and most recently participated in a Senior Scam Stopper in Paradise.

Ms. Campos asked that the Board staff work on earned media in both Spanish and English geared toward consumers at large. Specifically, what consumers should know when they need to hire an architect. Cheri Gyuro reiterated that she was a former television reporter and would research and assist in the creation of an earned media campaign.

Ms. Zuniga stated the Board would be provided an update for any action taken on any of the strategic plan objectives. She further explained the strategic plan objectives are to be achieved within three years, 2019-2021.

To address Items E2-5, Ms. Gyuro presented the Board's communication plan on which she worked closely with Board staff.

2. Increase the use of social media outlets to better communicate with new licensees and consumers.
3. Collaborate with the DCA Communications Office to improve communications with all stakeholders.
4. Develop an information exchange with related professionals of DCA to better educate the professionals of the duties, needs, and pitfalls of each discipline.

Ms. Zuniga inquired of Committee members if they wanted Board staff to focus on a platform other than newsletter, social media, and printed collateral as sources of information exchange to educate professions of the needs, duties, and pitfalls of each discipline?

5. Expand outreach to community colleges and schools of architecture, including Board meetings on campuses to increase public and professional awareness.

Ms. Gyuro had the following recommendations for the Committee's consideration to achieve the strategic plan objectives:

- Increase activity on the Board's social media accounts. She further suggested the following: to begin social media campaigns to motivate followers; post unique content and share videos, blog posts; meeting announcements, new publications, etc.; share architectural educators and associations content; and update graphics quarterly.
- Board staff attend college and career job fairs focusing at the accredited schools in California. The Board's booth could have a looping video, graphics and images created by DCA's Public Affairs Office.
- Benefits of obtaining a license in another jurisdiction and reciprocity throughout the profession. Explanation of supplemental examination specifically in regard to reciprocity.
- Resources for continuing education (five hours accessibility every renewal).
- Pathways to licensure are clear via outreach events.
- Promote applicable legislation affecting the profession.
- Send media press releases about critical changes.
- Outreach with architectural publications (Dezeen, ArchNews Daily, and other national publications).

Ms. Gyuro suggested that we add stories to Instagram and consider obtaining LinkedIn and Snapchat in the future. She also informed Committee members that she is in the process of editing the first of a two-part video series of architects rebuilding Paradise and editing the "road diet" for the Landscape Architects Technical Committee.

Ms. Campos inquired if there were any budgetary constraints that may prevent staff from participating in outreach and travel. Ms. Zuniga stated that the Board does have funding available for outreach. Ms. Campos requested that architects on the Committee share any of their projects with the Board to assist in promoting the Board on social media sites.

Mr. Paddon discussed that his firm recruits throughout the western United States (U.S.) as he has hired many architects that originally resided within California but attended school throughout the western U.S. Ms. Gyuro suggested we begin following schools on social media throughout the western U.S. and request they follow the Board.

Ms. Campos asked if Board staff currently visit colleges. Ms. Mayer said that the National Council of Architectural Registration Boards (NCARB) along with Board staff visit schools throughout the school year. Ms. Zuniga suggested targeting geographic regions of California each year.

Ms. Rothenberg suggested inserting into renewals and new licensee packets a request to follow the Board on social media sites. Ms. Zuniga said staff would research if it were possible to include an additional insert requesting candidates and licensees follow the Board on social media.

Mr. Paddon suggested the Board highlight positive impacts of architecture throughout the Board's website and outreach. Architects create buildings in which society lives, learns, works, and plays in. Ms. Zuniga reminded the Committee that the Board's mission is to protect consumers and not elevate or promote the profession.

Ms. Gyuro asked what she could do to assist in achieving the objectives? Mr. Paddon suggested providing outreach as early as high school and promoting architecture in a positive light – design schools, buildings and homes where we all live, work, and play. A discussion ensued regarding the importance of social media and that the society as a whole is communicating in the analog world via social media. Thus, creating a lack of one-on-one communication amongst stakeholders.

Ms. Campos suggested that outreach of the architectural profession should focus on diversity to candidates as young as high school and through social media.

Ms. Campos further discussed that the Board utilize OPA's resources and work toward building a robust social media presence. In her opinion, earned media is a priority in both English and Spanish languages.

6. Issue an annual practice brief update on licensee misconduct to increase public and professional awareness.

Ms. Zuniga provided a draft annual practice brief as a mock-up of what she felt was needed to achieve this objective. Ms. Mayer suggest we link to DCA's Annual Report to satisfy this objective.

## **F. DISCUSSION ON CALIFORNIA ARCHITECTS NEWSLETTER**

Ms. Zuniga provided an overview of the *California Architects* newsletter process, its frequency, and content. She suggested staff create a survey to be disseminated to candidates, licensees, and interested parties to determine if the Board's newsletter is the preferred method of communication.

Ms. Campos wanted to know if Board staff had any analytics for the newsletter. She said during the last meeting, it was mentioned to publish more frequently with fewer articles.

Mr. Pratt liked the idea of less articles, more frequently. He was not certain the Board needed its own newsletter, as there are existing newsletter focusing on architecture and sustainability. Ms. Rothenberg said if the Board was aware of any legislation affecting architects that this be emailed with a link to the executive summary.

Ms. Mayer stated that the newsletter is distributed by an email list-serve with dissemination of approximately 28,000 and the content focuses mostly on information for licensees and candidates.

Ms. Hegje explained that the newsletter blast is an email blast which summarizes each article with links so that interested parties can preview articles without being committed to read the complete articles.

Ms. Campos directed staff to enhance social media and become more robust and reduce the amount of newsletter issues.

## **G. ADJOURNMENT**

The meeting adjourned at 3:35 p.m.

## **ACTIONABLE ITEMS**

Post 12/19/17 meeting minutes--Done

Research career fairs with accredited schools:

- Cal Poly, Architecture and Environmental Design Career Fair, January 16, 2020; registration available November 14, 2019.
- Work with OPA to create looping video for display at career fair

Research and provide links of accredited architectural schools within the western U.S.

Social Media Campaigns:

- Show us your favorite project;
- Who inspired you to become an architect
- Earned media campaign in both English and Spanish
- Add live stores to Instagram

Attend AIA Conventions in California

- Scheduled in Los Angeles and Bay Area

Provide social media (#s) followers to Denise

Work with OPA to create looping video for display at career fairs

Consider adding "LinkedIn" to social media

Research whether or not another flyer could be inserted into license renewals asking licensees to follow us on social media

Add following links to website:

- Construction Management link to website
- Add link of DCA Open Data Portal to website
- DCA Annual Report



## **AGENDA ITEM D – ATTACHMENT 2**

# **DRAFT MEETING MINUTES CALIFORNIA ARCHITECTS BOARD**

## **COMMUNICATIONS COMMITTEE**

NOVEMBER 19, 2019  
SACRAMENTO

### **A. CALL TO ORDER / ROLL CALL / ESTABLISHMENT OF A QUORUM**

On November 19, 2019, Denise Campos, Committee Chair, called the meeting to order at 2:00 p.m. and Ebony Lewis, Vice Chair, called roll. Four members of the Committee present constitute a quorum. There being three present, at the time of roll, a quorum was not established.

#### **COMMITTEE MEMBERS PRESENT**

Denise Campos, Chair  
Ebony Lewis, Vice Chair (departed at 2:50 p.m.)  
Cynthia Easton (arrived at 2:23 p.m.)  
Jack Paddon

#### **COMMITTEE MEMBERS ABSENT**

Ted Pratt  
Ronald Ronconi  
Rona Rothenberg

#### **STAFF PRESENT**

Laura Zuniga, Executive Officer (EO)  
Timothy Rodda, Program Manager, Administration/Enforcement  
Coleen Galvan, Communications Analyst  
Cheri Gyuro Benson, Information Officer, Department of Consumer Affairs (DCA), Office of Public Affairs (OPA)

#### **PUBLIC MEMBERS PRESENT**

Nicki Dennis Stephens, Executive Vice President, American Institute of Architects, California (AIA California)

## **B. CHAIR'S PROCEDURAL REMARKS AND COMMITTEE MEMBER INTRODUCTORY COMMENTS**

Denise Campos provided the members with some announcements and procedural remarks. She instructed all members to repeat motions for the record, and votes on all motions will be taken by roll call. Ms. Campos requested Board staff and Committee members provide introductions for the record.

Ms. Campos thanked members for being present as she feels the Committee has many deliverables and wants to highlight those deliverables by meeting more than once a year.

## **C. PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA**

There were no comments received from the public.

## **D. REVIEW AND POSSIBLE ACTION ON MAY 14, 2019 MEETING MINUTES**

A quorum was not established, and no action was taken on the May 14, 2019 meeting minutes. The minutes will be reviewed, and possible action taken at a future Communications committee meeting.

## **E. UPDATE AND POSSIBLE ACTION ON 2019-2021 STRATEGIC PLAN OBJECTIVES TO:**

Ms. Campos provided an overview of the Board's strategic planning sessions and how objectives are achieved.

Laura Zuniga discussed the strategic plan objectives and stated no action is required; however, she requested the Committee discuss and provide suggestions and direction for Board staff to pursue in achieving the objectives. Ms. Campos informed Committee members that one of the roles of the Communications Committee is to identify and communicate the Board's mission to stakeholders (public at large and architects and candidates).

1. Educate Licensees and the Public on the Penalties for Violations of the *Architects Practice Act*.

Ms. Zuniga discussed the ongoing efforts to educate licensees and the public on the penalties for violations of the *Architects Practice Act*. She presented Committee members with the newly created *New Licensee Information Guide* that is distributed to new licensees and available on the website, which was created to assist licensees in understanding the *Architects Practice Act*, regulations, and various filing and notification requirements. Ms. Zuniga explained Board staff were in the process of updating the *Disciplinary Guidelines*



that was created for use by Administrative Law Judges, attorneys, Board licensees and others involved in the Board's disciplinary process. She also discussed that the Design Limitations for Professions Chart was recently updated and highlights what an architect, civil engineer, structural engineer, and unlicensed individuals can design. Ms. Campos suggested that the Board's contact information be added to the document. Ms. Zuniga further discussed that an informational bulletin had been written regarding the use of the word "architect" in business names. Another publication, *The Building Officials Guide*, was updated and will soon be posted on the Board's website and disseminated upon request.

Ms. Zuniga inquired if Committee members would be interested in updating the *Consumer's Guide to Hiring an Architect* (Guide) to reflect contemporary practices of architects, as it is a valuable resource specifically for consumers. The Guide is currently available on the website, and more importantly, disseminated at local assistance centers after a declared disaster through Contractors State License Board and AIA California.

Nicki Dennis Stephens strongly suggested the Guide be updated because of the valuable resource to consumers. Jack Paddon suggested design/build information be included for consumer information. Ms. Campos thanked Ms. Stephens for providing such an important function as serving consumers during disasters.

Mr. Paddon suggested that a page be included in the Guide about responsible care in design/build situations. He said this information is important to licensees and consumers.

Ms. Campos asked how the Guide would be updated. Ms. Zuniga said staff would work on it and bring a draft back to the next meeting. Ms. Campos suggested the Design Limitation for Professionals Chart be included in the updated Guide. In addition, Ms. Campos inquired if she could be provided with enforcement data regarding how often enforcement actions are read in newsletters. Ms. Zuniga said she would provide statistics to Committee members.

2. Collaborate with the DCA Communications Office to Improve Communications with all Stakeholders.

Cheri Gyuro presented a list of accomplished goals which included:

- Joined LinkedIn
- Conducted two small social media campaigns
- Working collaboratively with Office of Public Affairs (OPA) and Board Staff on social media
- Engaged with AIA California Central Valley regarding public awareness of Board

- Written blog stories and *Consumer Connection* articles and created two videos related to Board (Rebuild Paradise) and Landscape Architect Technical Committee (Road Diet).

Ms. Gyuro discussed that OPA and Board staff should continue to build followers on social media by tagging individuals when making original posts and to follow those who follow the Board.

Committee members watched the video on Rebuilding Paradise produced by Ms. Gyuro that highlighted collaboration with the Board, consumers, and Contractors State License Board. Mr. Paddon said the video was useful and highlights innovative products. He said the right to shelter, affordability and consumer-demand and the role architects play into qualitative shelter was also highlighted in the video. Ms. Gyuro stated that she would like to work with an architect in Davis who is building a homeless shelter for a future story. Mr. Paddon provided an overview of a project for elderly homeless his firm is designing pro-bono in Roseville. He suggested that perhaps the Board could focus on homelessness and how architects are assisting in the endeavor in providing shelter.

Ms. Gyuro requested that Committee and Board staff become more active and engaged on social media with Board. Mr. Paddon said he wasn't aware the Board was on LinkedIn and suggested the Board promote that. Ebony Lewis said there was a private California Architects Board group containing 400 members with Jason Kaan being the owner. Board staff were asked to research whether or not this account was an imposter account.

Mr. Paddon suggested that Board staff contact Ida Clair, Interim State Architect, to facilitate sharing Board materials. Ms. Stephens inquired why the video referenced "state licensed" architect as architect is a protected term and the language was redundant. Ms. Gyuro stated it is because the public at large may not be aware that architects are licensed.

3. Issue an Annual Practice Brief Update on Licensee Misconduct to Increase Public and Professional Awareness.

Ms. Zuniga provided a draft Annual Practice Brief (Brief) as a mock-up of what she felt was needed to achieve this objective. She stated the draft Brief would include a summary of actions, modifications, and regulatory changes which impact consumers and the practice of architecture and would contain information on licensee misconduct. She also suggested we link to DCA's Annual Report to complement the Brief.

Ms. Campos requested during the December Board meeting Communications Committee update, the Brief be discussed. Ms. Zuniga stated she would provide this information and update for discussion.

Mr. Paddon inquired if Board staff could seek input from Committee members without a meeting being noticed. Ms. Zuniga affirmed that Board staff could seek input directly from Committee members.

## **F. REVIEW AND DISCUSS EARNED MEDIA CAMPAIGN**

Ms. Gyuro provided an overview of earned media and suggested the Board conduct a brand awareness program by reaching out to like entities and establish partnerships. She stated that consistent use of hashtags in social media posts and tagging collateral organizations, as well as using graphics assist in creating a brand for the Board. Additionally, Ms. Gyuro suggested providing publications to title and loan companies, real estate boards, and local chambers of commerce. Ms. Campos stated it was her understanding the Board did not have the budget to collaborate with chambers of commerce and should continue to collaborate with organizations to promote the Board. Ms. Zuniga stated she would research whether or not collaborating with chambers of commerce would be a budgetary constraint.

Ms. Gyuro explained that she had recently become aware of outreach to high schools through the Board for Professional Engineers, Land Surveyors, and Geologists and suggested the Board provide outreach to high schools throughout the state.

Ms. Stephens stated that AIA California has a similar initiative, will be working with the Department of Education to achieve this objective, and would be willing to collaborate with the Board.

Ms. Campos suggested diversity amongst the field of architects be promoted through the Board's outreach efforts. Committee members discussed whether or not the Board is required to publish documents in any language other than English. Ms. Zuniga explained there is not a policy or mandate regarding specific languages but rather specific to Board population and public contacts received in languages other than English.

Ms. Gyuro suggested that live events on social media in both English and Spanish could be conducted at no cost by in-house talent, but transcription of materials would be \$0.10 per word.

Mr. Paddon said individuals can design their own homes after a natural disaster, in response to a question from Ms. Campos about who designs homes after a natural disaster. He said a Chief Building Official would notify owners of their needs for a building permit. Mr. Paddon said it is very rare for architects to design and stamp residential projects. In his opinion, consumers primarily seek architectural services for commercial projects. Ms. Campos stated to her knowledge, this has not been discussed at Board-level and was interesting. She stated it would behoove the Board to identify where complaints are coming from and promote the profession in those areas.

Ms. Campos said that earned media is an opportunity for Board to reach a wider audience and is very effective. She suggested outreach to Spanish speaking television, as they tend to want to report news where it benefits the listener/consumer.

## **G. ADJOURNMENT**

The meeting adjourned at 3:23 p.m.

## **AGENDA ITEM E: REVIEW LANDSCAPE ARCHITECTS TECHNICAL COMMITTEE'S (LATC) VIDEOS**

### **Summary**

During the December 2020 Board meeting, Board President Tian Feng asked the Communications Committee to review LATC's recently produced videos.

### **Action Requested**

Committee members are asked to provide input on LATC's videos at the June 11, 2021 Board meeting.

### **Attachment(s)**

None

## **AGENDA ITEM F: DISCUSSION, REVIEW AND RECOMMENDATIONS FOR THE REVISED OUTREACH PROGRAM OBJECTIVES**

### **Summary**

At the last Board meeting, Chair Tian Feng asked that the Communications Committee for statistics on how often enforcement actions are read in the Board's newsletter.

### **Action Requested**

None

## **AGENDA ITEM F – ATTACHMENT**

# **OUTREACH PROGRAM**

### BACKGROUND

From 2002 through 2017, the Board had an active Liaison Program which involved Board members exchanging information with assigned organizations and schools. The program was marginally successful.

After much discussion at the December 2020 Board Meeting, the Communications Committee has been asked by Tian Feng, Board Chair, to discuss whether the program should be continued and to define clear objectives. Chair Feng believes the program has merit and would like to rename it the “Outreach Program.” He would like the Communications Committee to present program objectives and recommendations at the upcoming June Board meeting.

### GOAL

To create an outreach program that will build rapport with educational institutions, educate potential licensees about the Board and the licensure process, continue ongoing relationships with governmental/professional organizations, and increase the Board’s visibility.

### OBJECTIVES

- Educate junior high and high school students about the architecture profession;
- partner with community colleges to educate students about the paths to licensure and to address available resources;
- partner with four-year universities and accredited programs to educate students about the importance of licensure; address the disconnect between education and testing (IPAL-aligned schools); address the shortage of space for in-state students; and,
- have staff continue ongoing communication with government/professional organizations regarding the Board and its activities.

## **AGENDA ITEM G: UPDATE ON 2019-21 STRATEGIC PLAN OBJECTIVES**

### **Summary**

Updates will be provided on the Communications Plan, *Architects Newsletter* enforcement cases engagement statistics, social media and proactive media coverage, and the revised *Consumers Guide to Hiring an Architect*.

### **Action Requested**

Discussion and input on the revised *Consumers Guide to Hiring an Architect*

### **Attachment(s)**

Communications Plan  
Social media statistics  
*Consumers Guide to Hiring an Architect (draft)*



# AGENDA ITEM G - ATTACHMENT 1

## California Architects Board Public and Professional Awareness – Communications Plan

### Introduction

The California Architects Board’s (CAB) core mission, vision and values are based on protecting the public health, safety, and welfare by establishing standards for professional qualifications, ensuring competence through examinations, setting practice standards, and enforcing the *Architects Practice Act*.

As a part of its strategic goals, CAB wishes to increase public and professional awareness of the Board’s mission, activities, and services. It is the Board’s intent to identify stakeholders to include and go beyond candidates and licensees to create an outreach program.

Developing and following a communications plan that outlines specific strategies can help CAB achieve its public awareness goals.

### Strategy Objectives and Goals

- Educate licensees and the public on the penalties for violations of the *Architects Practice Act*.
- Increase the use of social media outlets to better communicate with new licensees and consumers.
- Collaborate with Department of Consumer Affairs (DCA) Communications Office to improve communications with all stakeholders.
- Develop an information exchange with related professionals of DCA to better educate the professionals of the duties, needs, and pitfalls of each discipline.
- Expand outreach to community colleges and schools of architecture, including Board meetings on campuses to increase public and professional awareness.
- Issue an annual practice brief update on licensee misconduct to increase public and professional awareness.

### Target Audiences, Stakeholders and Topics

Audience	
	<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li><li>•</li><li>•</li><li>•</li><li>•</li></ul>

Candidates for licensure Students Out-of-state professionals	<ul style="list-style-type: none"> <li>• Benefits of licensure</li> <li>• Process for obtaining a license</li> <li>• Outreach events</li> </ul>
Licensees	<ul style="list-style-type: none"> <li>• Rules and regulations</li> <li>• Penalties for violations</li> <li>• Accountability</li> <li>• Safety compliance</li> <li>• New laws</li> <li>• Resources for continuing education</li> <li>• License renewal process</li> </ul>
Academic Institutions Professors/educators	<ul style="list-style-type: none"> <li>• Pathway to licensure</li> <li>• Requirements</li> <li>• Board meetings</li> <li>• Changes in laws, rules, regulations</li> </ul>
Associations & Organizations	<ul style="list-style-type: none"> <li>• Importance of creating partnerships</li> <li>• Participating in outreach events</li> </ul>
Publications and News Media	<ul style="list-style-type: none"> <li>• CAB news, information, updates and law changes</li> </ul>

## Recommendations

- Increase activity on social media accounts.
  - Consider joining LinkedIn.
  - Start social media campaigns to motivate followers and attract new ones.
  - Post your own unique content and share your videos, blog posts, meetings, announcements, brochures, newsletters, etc.
    - Share a link to the annual practice brief update.
  - Encourage licensees, students, educators, educational institutions, and architectural organizations to follow your social media accounts and share your content.
  - Change the front cover of your social media accounts every quarter.
  - Work with DCA Information Officers to help post content.
  - Follow more users.
  - Share other's content.
  - Post information about new laws and regulations related to CAB and include a visual.

- Post all CAB updates, news, information, brochures, newsletters, meetings and include a visual.
- Reach out to architecture publications and news media outlets.
  - Send press releases about your latest news, information and updates to your rules and regulations.
  - Send videos, and collateral materials.
  - Work on a press event in English, Spanish and Chinese to promote CAB.
- Consider partnering and engaging with other associations and organizations.
  - Participate in the Contractors State Licensing Board's "Senior Scam Stopper" program.
  - Work with California academic institutions.
  - National Council of Architectural Registration Boards
  - American Institute of Architects (AIA)
- Make more face-to-face connections
  - Attend job and career fairs at top architecture schools in California.
    - Cal Poly
    - USC
    - UCLA
    - Cal Berkeley
    - Southern California Institute of Architecture
    - California College of Arts
    - New School, San Diego
    - Oregon State
    - Washington State
    - University of Arizona
    - Arizona State
    - Montana State University
    - Cosumnes River College
    - Pasadena City College
    - Cuesta Junior College
  - Attend AIA conferences.
    - Los Angeles
    - San Francisco
  - Create a display for your booth with graphics and images that will grab the attention of participants.
  - Have the Public Affairs Office create a looping video showing what CAB does and set up a TV monitor to display the video for added attraction.
  - Hand out materials and speak to students about licensing information.
  - Share pictures and video of your event on social media.
  - Reach out to your licensees encouraging them to participate in career days at their local junior high school.
- Continue to encourage DCA Information Officers to write blog and Consumer Connection articles and produce CAB-relevant news videos for "The DCA Peel."
  - Story ideas would include:
    - Re-building Paradise, 2-part series. (Currently in production)
    - Landscape architects' role in the road diet.
    - Architects do More than Design Buildings.
- Make changes to your website buttons.

- Change the wording from “License Verification” to “License Search.”
- Adjust all website buttons to open in a separate browser tab so users can easily click back to your home page.
- Share the license search button on all your social media.
- Video production
  - Have the Public Affairs Office produce:
    - “Who We Are and What We Do” video.
      - Show the video before the start of meetings.
      - Clarify what an architect is and does
      - Highlight CAB’s dedication to excellence in practice.
    - Architects re-build paradise story for The DCA Peel.
    - Road Diet story for The DCA Peel.
    - Video tutorial about penalties for violating *The Architects Practice Act*.
      - Include positive message.
      - Highlight good practices.
      - Educate licensees on consumer protection.

## Examples

- **Social media campaigns**

Facebook interface for the California Architects Board page. The page header includes navigation options like 'Page', 'Inbox', 'Manage Jobs', 'Notifications 15', 'Insights', 'Publishing To...', and 'More'. The main content area features a post by Jane Doe from April 17 at 8:24 AM, titled 'My teacher from Joliet High School'. The post includes a photo of a woman and a man looking at a tablet. The page also displays the California Architects Board logo and a navigation menu on the left side.


**California Architects Board**  
 @CaliforniaArchitectsBoar  
 Home  
 Posts  
 Reviews  
 Videos  
 Photos  
 About  
 Community  
 Groups  
 Jobs  
 Info and Ads  
 Create Ad  
 Manage Promotions

**Like** **Follow** **Share** **...**

Create Post **Live** **Event** **Offer** **Job**


**ARCHITECTS BOARD**

What inspired you to become an architect? Post a pic!



**Jane Doe**  
 April 17 at 8:24 AM · 🌐

My teacher from Joliet High School



**Our Story**  
 Official Facebook  
 Architects Boar  
 Questions or c  
 poste...  
 + Finish your  
 your business

**Page Tips**

- Easily Man**  
Get the Pe  
respond to
- Write a Po**  
Visitors  
Post an up  
on your Pe  
to like, sha
- Create a C**  
Help your  
Groups an  
to have dis  
photos an  
people in t  
yourself...

70% respo  
Respond fr

87 likes 0



caarchitectsboard ...

caarchitectsboard  
Show us a picture of your favorite architectural design.

deckstool ❤️ ...  
3W Reply

👍 🗨️ 📤 📌

👤 Liked by architectraketa and 32 others

FEBRUARY 7

Add a comment... Post

- **Social media news, updates and announcements**

**Tweets**   **Tweets & replies**   **Media**

📌 Pinned Tweet



**California Architects Board** @CAArchitectsBd · 1 Nov 2018

It's so EASY! Decrease time renewing your @CCArchitectBd license with our new online credit card system.  
Link: <https://payments.dca.ca.gov/architects/architect/queryLicenseNumber>

💬 2   ↻ 5   ❤️ 10   ✉

Show this thread





Pinned Tweet



California Architects Board @CAArchitectsBd · 1 Nov 2018

Need to hire an architect? You can make an informed decision by following our Consumer's Guide to Hiring an Architect. Click here: [cab.ca.gov/docs/publications/consumers\\_guide.pdf](http://cab.ca.gov/docs/publications/consumers_guide.pdf)

2 5 10

Show this thread





- Front covers for social media

The image displays two social media profiles for the California Architects Board. The top profile is a Twitter account with 1,229 tweets, 712 following, 1,239 followers, 337 likes, and 10 lists. A recent tweet from November 2018 discusses the wait between CSE retakes. The bottom profile is a Facebook page for the California Architects Board, featuring a cover photo of a modern building's glass and steel structure. The page includes a navigation menu on the left, a post area with a 'Write a post...' field, and a 'Sign Up' button. A 5.0 star rating is visible on the right side of the page.

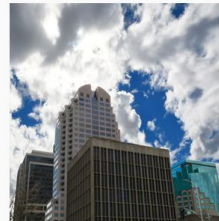
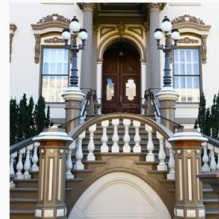
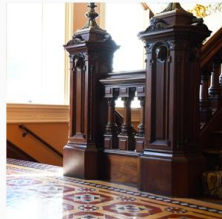


caarchitectsboard [Follow](#)

32 posts 539 followers 443 following

California Architects Board  
Public Protection Through Examination, Licensure, and Regulation.  
[www.cab.ca.gov](http://www.cab.ca.gov)

POSTS TAGGED



## Timeline

June 2019

- Make calls to colleges to set up job fair booths.

July 2019

- Change front cover pages on social media.
- Post a social media campaign.
- Make calls to other associations and organizations to discuss partnership.

September 2019

- Attend college job fair.

October 2019

- Change front cover pages on social media.
- Attend college job fair.
- Post a social media campaign.

January 2020

- Change front cover pages on social media.
- Attend college job fair.
- Post a social media campaign.

April 2020

- Change front cover pages on social media.
- Attend college job fair.
- Post a social media campaign.

June 2020

- Attend college job fair.

- Make calls to colleges to set up job fair booths.
- Change front cover pages on social media.
- Post a social media campaign.
- Make calls to other associations and organizations to discuss partnership.

TBA

- Post annual practice brief update.
- Attend AIA conference in Los Angeles.
- Attend AIA conference in San Francisco.

## AGENDA ITEM G – ATTACHMENT 2

### SOCIAL MEDIA STATISTICS

#### January – February 2021

	# of Posts	# of Followers 2/28/21
Twitter Launched 2014	41	1359
Instagram Launched 2016	56	1023
Facebook Launched 2017	47	273
Linkedin Launched 2019	0	N/A

#### November 2019 – December 2020

	# of Posts	# of Followers 1/31/20	# of Followers 12/31/20
Twitter Launched 2014	182	1301	1356
Instagram Launched 2016	134	720	1003
Facebook Launched 2017	160	166	256
Linkedin Launched 2019	1	N/A	177

#### January – November 2019

	# of Posts	# of Followers 1/31/19
Twitter Launched 2014	134	1231
Instagram Launched 2016	55	490
Facebook Launched 2017	122	94
Linkedin Launched 2019	1	N/A—launched in July 2019

## AGENDA ITEM G – ATTACHMENT 3

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## **INTRODUCTION**

The California Architects Board (CAB) created this booklet so that you will make informed choices during every phase of your project.

This booklet will provide information about how to hire licensed architects, manage your project, and take action if there is a concern or disagreement.

Please use the information and services available on CAB's website ([www.cab.ca.gov](http://www.cab.ca.gov)) and check to ensure the architect is licensed or has any disciplinary action taken against the license.

## **THE PRACTICE OF ARCHITECTURE**

California law defines the practice of architecture as the planning of sites, and the design, in whole or in part, of buildings or groups of buildings and structures. Any person who uses the title of architect, or advertises to provide architectural services in California, must be licensed by CAB.

License requirements include passing a national and supplemental examination required by the State of California, as well as at least eight years of education and/or experience (which includes completion of a structured intern development program requiring 5,600 hours of experience). Testing includes knowledge of applicable codes and regulations; investigation, evaluation, consultation, and advice; planning, schematic and preliminary studies, designs, working drawings, and specifications; coordination of services and/or documents by technical and special consultants; technical assistance in the preparation of bid documents and agreements between clients and contractors; contract administration; and construction observation.

### **Should I Hire an Architect?**

It is generally recommended that you hire an architect; however, not every building project requires an architect's services. Current California law states that people who are not licensed as architects or registered as civil or structural engineers can design certain types of buildings or portions of buildings. See chart below:

# DRAFT

## Design Limitations For Professionals

<p><b>ARCHITECTS</b></p> <p>May design any building of any type except the structural portion of a hospital.</p> <p><b>APPLICABLE STATUTES</b></p> <p>Health &amp; Safety Code § 129805</p> <p>Business &amp; Prof. Code §§ 5500.1, 6737</p>	<p><b>CIVIL ENGINEERS</b></p> <p>May design any building except hospitals and public schools.</p> <p><b>APPLICABLE STATUTES</b></p> <p>Health &amp; Safety Code § 129805</p> <p>Ed. Code § 17302</p> <p>Business &amp; Prof. Code §§ 5537.5, 6731, 6735</p>	<p><b>STRUCTURAL ENGINEERS</b></p> <p>No limitations; may design any type of building</p> <p><b>APPLICABLE STATUTES</b></p> <p>Business &amp; Prof. Code §§ 5537.1, 6731, 6736</p>
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## Unlicensed Persons

### Limited to design of:

- ✓ Single-family dwellings of wood frame construction not more than two stories and a basement in height.
- ✓ Multiple dwellings containing no more than four dwelling units of wood frame construction not more than two stories and a basement in height. Not more than four dwelling units per lot.
- ✓ Garages or other structures appurtenant to other exempt buildings of wood frame construction not more than two stories and a basement in height.
- ✓ Agricultural and ranch buildings of wood frame construction.\*
- ✓ Nonstructural or non-seismic store fronts, interior alterations or additions, fixtures, cabinetwork, furniture, or other appliances or equipment including nonstructural or non-seismic work necessary to provide for their installation.
- ✓ May not design any component that changes or affects the safety of any building, including but not limited to structural or seismic components.

*\*Unless the building official having jurisdiction deems that an undue risk to the public health, safety, or welfare is involved.*

### APPLICABLE STATUTES

Business & Professions Code §§ 5537, 5538, 6737.1



Before you hire someone who is not a licensed architect or registered engineer to design a new building or alter an existing structure, it is suggested that you consult with your local building department regarding whether your project requires a licensed architect or engineer to prepare and submit plans and specifications. The building official considers existing state laws, public health, safety, and welfare, and local environmental and geographical conditions, e.g., snow loads, winds, earthquake activity, tidal action, flood hazard zones, and soil conditions.

DRAFT

## **FINDING AND SELECTING AN ARCHITECT**

Obtain recommendations of architects from friends, relatives, the internet, etc. You can also receive information about the practice of architecture and referrals from professional associations such as the American Institute of Architects (AIA) and its local chapters ([www.aia.org](http://www.aia.org)).

Some architects specialize in designing certain types of structures such as single-family dwellings, multiple residential, commercial, institutional, or industrial structures, while others design a variety of building types.

Make sure that you select an architect who shares your vision. Contemporary practice may incorporate the following environmentally-resilient elements in the design/build:

- Energy efficiency
- Water efficiency and conservation
- Material conservation and resource efficiency
- Environmental quality and comfort
- Accessibility and safety
- Pollutant control
- Climate change

After receiving referrals and recommendations from various sources, you will determine which architect can provide the services you need and at your cost. The following information will assist you with this process:

### **Basic Project Criteria**

1. The first step is to define the basic criteria for your project, which should include:
  - desired size, appearance, and functional requirements of your project;
  - services you expect the architect to perform;
  - proposed total budget including fees, permits, construction costs and contingencies;
  - who is financing the project; and,
  - beginning and completion dates.

## 2. Interview the Architects

Request to meet with the architect and ask about their qualifications and experience. You may choose to interview a number of architects to determine their understanding of your project and your compatibility. Questions to ask are as follows:

- How long have you been in business? How have you kept current in your practice?
- How many persons are employed by your firm?
- Do you have a valid California architect's license? If so, what is your license number?
- Will you use consultants for this project? If so, who do you propose to use, and what are their qualifications? What has been your experience with them? Are they insured?
- What percentage of your practice involves the type of structure I intend to build, and have you recently designed this type of structure?
- Do you carry insurance? If so, what type(s)? How long have you carried each type and what are the policy limits?
- May I see examples of your previous projects that are similar to my project (sketches, photos, plans)?
- May I have the names, addresses, and telephone numbers of the clients for these previous similar projects?
- What was the actual construction cost versus budgeted cost for these projects?
- What services will you provide for my project? Which are "basic" and which are "extra"?
- Will you or your employees provide the services?
- What services will you not provide or are provided by others?
- What does construction observation services entail? How often will you be on site? What is your role during site visits during construction?
- How will your fees for my project be determined and what services do the

fees cover?

- Will you provide probable construction cost estimates for my project?
- If consultants (civil, structural, mechanical, electrical, geotechnical, testing and inspection, interior design, landscape architecture, etc.) are necessary, are their fees included in your “basic” services fee or are they separate services?
- What additional costs (e.g., permit and other governmental fees) or services (e.g., time spent obtaining necessary permits and other approvals) do you anticipate for my project?
- How do you establish your fees for additional services and reimbursable expenses?
- Will there be a charge for redesign if it is necessary to meet the construction budget?
- Will there be additional charges for changes required by the building department or other government agency?
- How are additional charges computed for design changes requested by me or requested by a contractor?
- Can you meet my proposed time schedule?
- How will we handle any dispute that may arise between us?

### Choosing the Architect

It is wise to check the references that each architect gives you and ask the following questions:

- Did the architect adhere to required schedules and budgets?
- Were you pleased with the architect’s services and your working relationship with the architect?
- Did the architect listen to your concerns and attempt to resolve them?
- Would you hire the architect again?
- What problems surfaced during the project? How were they handled, and were they resolved to your satisfaction?

- Did the architect have a productive relationship with the contractor and others involved in the construction of your project?

If possible, visit the projects the architects have used as examples of their services.

Although CAB does not maintain a referral service and cannot recommend architects; it can advise if an architect is currently licensed and whether the Board has taken any enforcement and/or disciplinary action against that architect. You can contact CAB by telephone or visit its website at [www.cab.ca.gov](http://www.cab.ca.gov).

DRAFT

## THE WRITTEN CONTRACT

Since January 1, 1996, California law has required that any architect who agrees to provide architectural services must have a written contract. The contract must be signed by the architect and client prior to commencing services, unless the client knowingly states in writing that the services can be started before the contract is signed, or the client states in writing, after being informed about the statutory provision, that he or she does not want a written contract.

Although there are these few exceptions to the requirement for a written contract, CAB recommends that you always insist upon a written contract with the architect to document the terms and conditions that will govern your relationship. Many architects prepare their own contracts or have them prepared by an attorney; others use standard form agreements published by AIA.

The contract is a legal document that binds you and the architect to certain obligations for the life of the project and, in some cases, beyond project completion. It should include the specific services that you and your architect have agreed upon and the conditions under which these services are to be rendered.

Review the contract carefully. It is your responsibility, along with the architect's, to understand and follow the contract. You have the right to question and negotiate changes in the terms of the contract before signing it, even if it is a printed standard form. Because it is a binding legal document, you may want to have legal counsel review the contract before you sign it. You should retain an original copy of the signed contract. Also, you should not make agreements with other parties regarding your project without first notifying the architect.

### Mandatory Contract Items

California law (Business and Professions Code § 5536.22) requires that a written contract for architectural services contain, *at a minimum*, the following items:

- a description of services to be provided by the architect;
- a description of any basis of compensation applicable to the contract and method of payment agreed upon by both parties (e.g., hourly rate, flat fee, percentage of construction cost);
- a detailed estimated construction budget with a provision for budget cost escalation or contingencies for changes in the project scope during design and construction phases or delays;

- the name, address, and license number of the architect, the name and address of the client, and the project address;
- a description of the procedure that the architect and the client will use to accommodate additional services and contract changes, including, but not limited to, changes in the description of the project, in the description of the services, or in the description of the compensation and method of payment; and,
- a description of the procedure to be used by either party to terminate the contract.

### Recommended Contract Items

Beyond those items required for architects by law, CAB recommends that a contract for architectural services be as clear and complete as possible in defining goals and expectations. Since this venture is a collaboration of client and architect, the contract should clearly define both the client's and architect's responsibilities.

Basic client responsibilities generally include providing the following:

- project information and decisions communicated to the architect in a timely manner;
- property-related information such as legal descriptions, boundary and topographic surveys showing existing conditions, soils testing and reports, unless otherwise defined or authorized in the agreement;
- description of desired project requirements, especially related to size, uses, and appearance; and,
- definition of critical project milestones such as funding cycles, third party approvals, and anticipated or required completion/occupancy dates.

The basic contract could be expanded to include some or all of the following:

- the address of the project and, if applicable the project's title;
- a narrative description of the project including any unique or special requirements;
- the project schedule with critical time frames such as funding cycles, third-party approvals, completion of design services, start and completion of

construction, occupancy date, etc.;

- an understanding of when the client's approval must be given in order for the architect to proceed to the next phase;
- an itemized listing and description of the architect's basic services and the proposed fee;
- a definition of additional services and procedures for authorization and compensation;
- a definition of reimbursable expenses and the procedure for authorization and compensation;
- a listing of the project consultants, if known, that may be needed (i.e., engineering, geotechnical, landscape, etc.), and the procedure for hiring and compensating them;
- a schedule of fee payment due dates and amounts;
- a definition of the amount of any required retainer fee and how and when it will be applied to the total fee for services;
- the way in which the final payment is computed if the contract is terminated;
- clarification of who is responsible for keeping project account records and when they may be reviewed;
- whether construction observation services are included and a description of the intent and scope of these services, and if they are part of basic or additional services;
- whether assistance with bidding and/or establishing a contract between a contractor and owner will be provided and if it is part of basic or additional services;
- a clarification of who owns, can use or reuse the project documents, including electronic files, at completion of the project or if the architect is terminated;
- a procedure for handling disputes between the parties should the need arise (for example, arbitration, mediation, or civil action). (Be aware an architect has a right to file a design professional's lien and/or a mechanics lien in the event the agreed-upon fees are not paid. See page 14.)



## Keeping Records

It is important to keep the written contract and a written record of all verbal communication with your architect. When you meet to discuss your project with the architect, write the architect a memo or email confirming your understanding of that meeting or discussion. These memos can help to prevent misunderstandings and may prove invaluable if a dispute occurs. Include the date and time of your conversation in the memo or email, as well as the date you write it.

You may also want to write memos or notes to yourself about the progress of the project. Photographs or videotapes taken at regular intervals (with notes as to the dates that the photos are taken) can be very useful in establishing a historical record of the project.

Keep detailed financial records by ensuring the architect provides detailed invoices. Also keep records of the date and amount of each payment you make. Require the architect to obtain your written approval at designated phases and before additional costs are incurred.

Make sure that you receive a copy of all documents you sign and keep a copy of all documents you give to your architect.

## Financial Issues

Before you sign the written contract, clearly establish the total amount of money (including contingency funds) you are willing to pay for the design and construction of your project, the frequency of progress payments, and the amounts and schedule for these payments. Make sure this fee schedule is recorded accurately in the written contract, and that you make each payment to the architect as called for in the contract. If you have obtained a loan for your project, ensure that it covers both the cost of your architect's services and the construction cost.

Payment schedules should reflect the services to be provided on your project. Be wary of excessive advances or retainer fees to begin services. Make the final payment when the services are complete in accordance with your contract and you are satisfied with the services.

Careful planning and discussion with your architect regarding services and payments, as well as accurate record keeping, will develop open communication and lead to a successful working relationship.

## Release of Plans

The official copy of the plans maintained by the building department of the city or county is open for inspection as a public record. However, a copy may only be duplicated with the permission of the architect and the original or current owner. Criteria for retention and release of official copies of permitted projects by building departments are defined in Health & Safety Code sections 19850-19853.

## Construction Hints

Unless you are experienced in construction, you probably should not attempt to build your project yourself. A properly licensed and experienced building contractor should perform the construction. Contact the Contractors State License Board at (800) 321-2752 or visit [www.cslb.ca.gov](http://www.cslb.ca.gov) to verify a contractor's license and access consumer information.

A building permit does not guarantee that the plans your architect gives you are sufficient for construction. Discuss the plans with your architect and your contractor to ensure they are suitable for bidding and construction purposes.

## WHAT TO DO IF A PROBLEM OCCURS

You have a right to receive competent and professional service from the architect you have hired. However, even if you have read and followed this guide and have done everything possible to prevent problems, you may still encounter difficulties.

If a problem arises, you should first, discuss it thoroughly and calmly with your architect. If you believe the architect is violating your written contract, review the contract and other relevant documentation with the architect. If your contract has a dispute resolution procedure, you should comply with it or take civil action as appropriate. You may also file a complaint with the Board.

### Design Professionals' Liens

Design professionals have a right to record a lien before construction begins. A design professional's lien is a separate remedy available only to architects, professional engineers, and land surveyors who provide services during the planning phase of a private work project under a written agreement with the owner. The lien is placed on the project's property and may not be recorded until a building permit or other governmental approval associated with the project has been obtained in connection with the services rendered by the design professional.

A design professional's lien is not available for a single-family, owner-occupied residence with construction costs of less than \$100,000 in value.

### Mechanics Liens

Once construction commences, an architect may have the right to record a mechanics lien against your property for any unpaid fees. Like design professionals' liens, a mechanics lien is a separate remedy available to certain persons that bestow labor, services, materials, etc. to a private project. The law governing mechanics liens is very complex. In the event of a dispute with your architect that results in the recording of a mechanics lien, you may wish to consult legal counsel.

### What Constitutes a Complaint?

CAB has the power, duty, and authority to investigate alleged violations of the provisions of the *Architects Practice Act* (Business and Professions Code, Division 3, Chapter 3, Section 5500 et. seq.). CAB is also given specific authority to receive and investigate complaints against its licensees and to discipline violators. Do not hesitate to call or write CAB with any questions or concerns. CAB may take action against architects for:

- fraud in obtaining a license;
- impersonation or use of an assumed or corporate name;
- aiding unlawful practice;
- signing someone else's plans or permitting the misuse of their name;
- fraud in the practice of architecture;
- negligence or misconduct;
- failure to accurately represent qualifications;
- conflict of interest; and/or,
- incompetence or recklessness.

Disciplinary and enforcement actions may include license revocation, license suspension, license probation, citations, civil injunctions, and/or referral to local district attorneys for criminal prosecution.

CAB may also investigate complaints about unlicensed individuals attempting to provide architectural services.

### How To File A Complaint

A complaint form can be sent to you by mail by calling CAB. Complaint information and forms are also available online at [www.cab.ca.gov](http://www.cab.ca.gov). Please complete the form and return it to CAB along with supporting evidence. If you submit a letter, fully describe your complaint and submit copies of all documentation that you believe will substantiate your complaint. Keep the originals of these documents, as well as a copy of your complaint letter. Include your name, address, and telephone number so that CAB can contact you if more information is required.

You can remain anonymous by requesting it at the time you file your complaint. However, anonymity may add some difficulty or may prevent CAB from fully investigating your complaint and/or prosecuting the case.

### How Will CAB Respond?

Once CAB receives your complaint, you will be formally notified of its receipt and that the review process is beginning. If necessary, you will be asked to provide additional information. If CAB believes the complaint has merit, it will begin the investigation by evaluating the professional and/or technical aspects of your complaint. A letter will be sent to the architect approximately 10 days after receipt of your complaint requesting a response to the allegations.

CAB may only take action when there is a violation of the *Architects Practice Act*. If your complaint concerns something outside CAB's jurisdiction, you will be notified if another state or local agency might be able to assist you. If you are seeking recovery of money for alleged damages, you should consider other

avenues of redress (i.e., arbitration, small claims court, civil, or criminal action) as CAB does not have the authority to recover monetary damages. The Department of Consumer Affairs has several publications available at [www.dca.ca.gov](http://www.dca.ca.gov) concerning small claims court.

Priority is given to complaints involving a person's life, health, safety, or welfare.

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## **SPECIAL PROVISIONS IN THE EVENT OF A NATURAL DISASTER**

If a declared disaster such as an earthquake, fire, or flood occurs, additional provisions of state law become effective.

### **Penalties for Unlicensed Practice**

When responding to advertisements or solicitations offering architectural services, disaster victims should verify whether the person offering services has a valid license. Only persons licensed by CAB can call themselves architects and provide architectural services.

During a declared state of emergency, the penalty against an unlicensed person representing him/herself as an architect in connection with offering architectural services for damages, is increased and punishable by a fine up to \$10,000 and/or imprisonment.

### **Requirements for Reconstruction**

Individuals are advised to contact their local building officials for clarification of the requirements for repair or reconstruction of their project. It may not always be possible to recreate the home or business as it existed prior to the disaster due to building code changes. In some instances, substantial design or redesign services may be necessary to meet current code requirements.

### **Release of Plans**

If damage to residential real property is caused by a natural disaster declared by the Governor, and if the damage is covered by insurance, the architect or other person who prepared the plans originally used for the construction or remodeling of the property must release a copy of the plans to the homeowner, the homeowner's insurer, or a duly authorized agent of either upon request. The plans may only be used for verifying the amount of damage for insurance purposes.

The architect may charge a reasonable fee to cover the reproduction costs of providing a copy of the plans. The plans cannot be used to rebuild any part of the property without prior written consent of the architect or other person who prepared the plans. If prior written consent is not provided, the architect will not be liable if the plans are subsequently used by the homeowner or anyone else to rebuild any part of the property.

### **Immunity Following an Earthquake**

California has a Good Samaritan law for licensed architects, engineers, and land surveyors who, at the request of a public official, provide safety inspection

services, without compensation, at the scene of a declared national, state, or local emergency caused by an earthquake. This law provides that the “Good Samaritan” architects who provide these services are immune from liability. This immunity applies only for an inspection that occurs within 30 days of the declared emergency.

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## **CONTACT INFORMATION**

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