Tree Equity: Career Pathways

Indiana Arborist Association Conference
Sarah Lillie Anderson
Senior Manager, Tree Equity
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We’re Committed to **Urban** Forests
U.S. City Tree Cover
New Research linking Redlining to Canopy Inequity

- 37-city study out of Yale
  - A-grade vs D-grade neighborhood investment
  - Enforced feedback loops between housing, affluence, race, trees

- 108-city study out of Portland State University
  - Linked community development to climate risk
  - 94% of cities saw disparities in urban heat

Vision: Integrated Systems that yield Tree Equity
Community ReLeaf Program: North Star of Tree Equity
CLIMATE STEWARDSHIP ACT
TITLE II—FORESTS

How it will happen:

Reforest America Grant Program
Provides cost share grants to states, tribes, local governments, and non-profits to plant 1.5 billion trees by 2030 and over 6.5 billion trees by 2050. This includes dedicated funding for urban forests sufficient to plant 400 million trees, prioritized for under-served urban neighborhoods most in need of tree canopy cover and most at risk from climate change threats such as extreme heat.

The urban trees to be planted under this act will save more than 800 lives and avoid 200,000 incidences of heat and respiratory illness, while saving 659 TWh hours of electricity and 217 trillion BTU of gas for heating and cooling. These benefits will generate more than $10 billion in health care and energy savings, and will further reduce greenhouse gas emissions by avoiding emissions of 144 million metric tons of carbon dioxide equivalent.

plant

400 MILLION
NEW CITY TREES

by 2050

Moonshot Federal Legislation
ADVANCING FOREST POLICY

National Urban and Community Forestry Funding - $32 million FY20
Priority Cities and Landscapes
Our City Partnership Model
Community ReLeaf Program: North Star of Tree Equity

- **GOAL**: Tree Equity
  - Federal & State Policy
  - VibrantCitiesLab.com
  - In-Person Learning Labs
  - City Forest Credits

- **MOVEMENT BUILDING**
  - Partner Cities & Projects
  - Rhode Island Pilot

- **PLACE-BASED PARTNERSHIPS**

- **INNOVATION LAB**
  - Tree Equity Score
  - Climate & Health Tools
  - Career Pathways

**Community ReLeaf Program**

- **In-Person Learning Labs**
- **City Forest Credits**
- **Partner Cities & Projects**
- **Federal & State Policy**
- **VibrantCitiesLab.com**
Our Hypothesis: Demand for Trees + Demand in Tree Care
Ideal Career Pathways Programs

Pre-Apprenticeship

Apprenticeship

Corps

Job-training

Tree Care Crews

Industry-recognized Credentials
5.5 MILLION YOUNG ADULTS
AGES 18-24
are out of work and not in school.

This key population is known as
OPPORTUNITY YOUTH

Connecting to Urban Forestry Careers
Broken non-college bound pathway

Volunteering

Part-time/Temporary paid stewardship

Full-time paid stewardship

No national pre-apprenticeship standard, nor credential

Credentialing and certification

What we learned
Program Examples:
- Pre-Apprenticeship
- Apprenticeship
- Corps
- Job-training
- Tree Care Crews

Essential Functions of Career Pathways

1. Participant-focused education and training
2. Consistent and non-duplicative assessments
3. Support services and career navigation assistance
4. Employment services and work experiences

The Alliance for Quality Career Pathways Framework, Center for Law and Social Policy
Urban Forestry Workforce Demand

2018 Tree Trimming/Pruning
• 55,600 employees

2018 Grounds Maintenance Workers
• 1,205,000 employees

2028 Tree Trimming/Pruning
• 61,100 employees
• +5,500 projected increase

2028 Grounds Maintenance Workers
• 1,311,600 employees
• +173,600 projected increase

Average wage:
$19.47/hr or $40,510/yr
Proposed Urban Forestry Career Pathway

Community Engagement

Pre-Apprenticeship

Academia (2-year or 4-year)

Industry
Career Pathways Action Guide

Building Tree Equity through urban forestry jobs training.

GET STARTED →

SECTION:

1. What is a Career Pathway?
2. Outcomes and Focus Areas
3. Metrics for Success
1) Outcomes
• Acquired skills or competencies
• Earned credentials or certifications

2) Focus areas
• Professional development - workplace etiquette and resume writing
• Technical training - tree maintenance and equipment handling

3) Metrics
• # of participants, graduates, job-placements
• Evaluation of skillset proficiency

1-3 Set the Foundation
<table>
<thead>
<tr>
<th>Partners</th>
<th>Roles</th>
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</thead>
<tbody>
<tr>
<td>Nonprofit Social Service</td>
<td>Wraparound service provider</td>
</tr>
<tr>
<td>Organizations</td>
<td></td>
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<tr>
<td>Companies</td>
<td>Mentor supplier</td>
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<td>Academia</td>
<td>Convener</td>
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<td>Trade Associations</td>
<td>Curriculum designer</td>
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<tr>
<td>Workforce Boards</td>
<td>Fundraiser</td>
</tr>
</tbody>
</table>

SOLIDIFY PARTNERSHIPS IN WRITING!

4-5 Build Partnerships and Assign Roles
6-8 Collect Data

Assessments:
• Employers - workforce skill gaps
• Community partners - current labor pool skillsets
• Canopy maintenance needs

*Project in-demand skillsets for maintaining a climate-impacted canopy*
Acquire Internal and External Support
• Set internal diversity, equity, and inclusion goals using Green 2.0 and the Moving Forward Initiative
• Advocate for local hiring prioritization
• Serve on state and regional workforce boards

Access new funding streams
• WIOA via state workforce boards
• SNAP Employment and Training
• Local foundations
• Recidivism reduction support

9-10 Advocate and Fund
11-13 Execute, Analyze, and Adapt

- Plant/Maintain/Remove/Reuse
- Measure costs
- Gather and assess feedback from all partners
- Inform urban forestry program design and implementation
Career Pathways Action Guide

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GET STARTED ➔

SECTION:

1. What Is A Career Pathway?
2. Outcomes And Focus Areas
3. Metrics For Success
Pilot Career Pathways Projects
Chicago Pilot: Openlands Forestry Trainee Program

• 2019 8-month program
• Linked all sectors
• Placed 75% of graduates in urban forestry positions
• Feasibility study yielded foundation for Arborist Apprenticeship
Take the Urban Forestry Career Pathways Survey!

More than 80 responses

- Top 3 in-demand jobs: Climber, Foreman, Groundworker
- 71% of respondents prioritized “Partnerships with schools and grassroots organizations to expand the pool from which new workers are hired”
- 3% of respondents are aware of career pathways programs that are well-equipped to fill the demand for workers
Join us to create Career Pathways!
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sanderson@americanforests.org

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