

USDA Forest Service

# URBANFOREST CONNECTIONS

*webinar series*

Second Wednesdays | 1:00 – 2:15 pm ET

[www.fs.fed.us/research/urban-webinars](http://www.fs.fed.us/research/urban-webinars)



Forest Service  
Urban Natural Resources Stewardship

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# CREATING EQUITABLE CAREER PATHWAYS IN URBAN FORESTRY



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# Tree Equity: Career Pathways



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Creating Equitable Career Pathways in Urban Forestry

Urban Forest Connections Webinar

Sarah L. Anderson, MPA

Senior Manager, Tree Equity

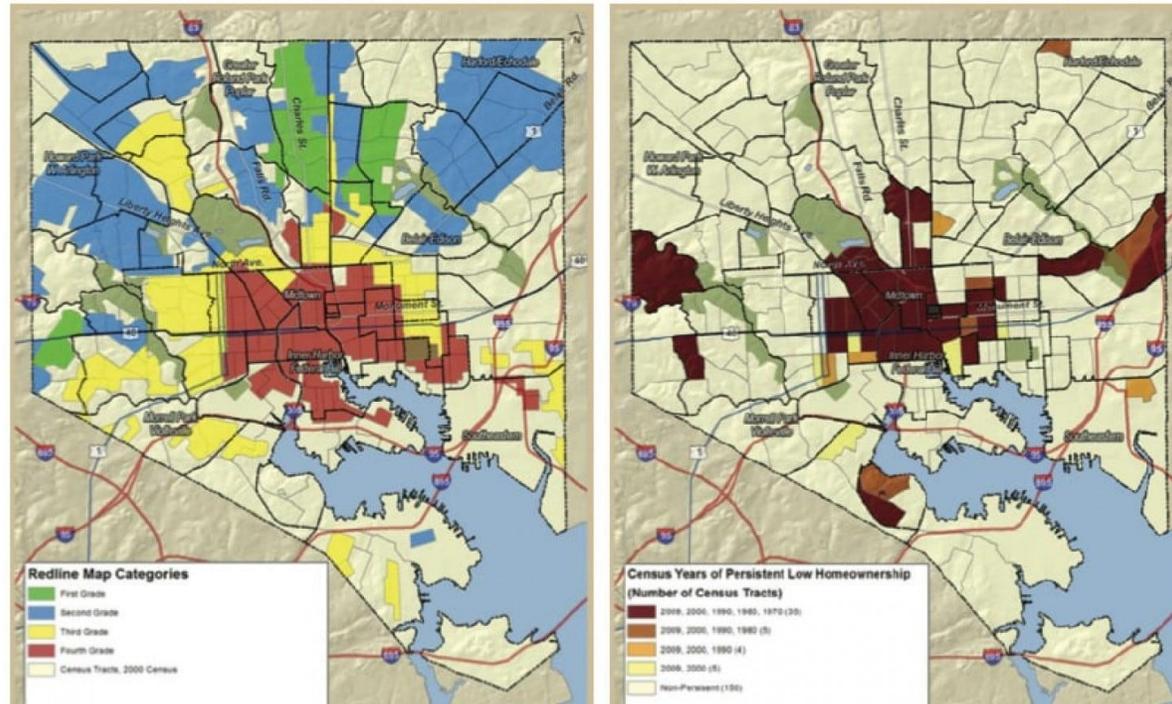
# What is Tree Equity?



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An effort to ensure every neighborhood has the benefit of trees for health, wealth, and climate response

\*Accounts for barriers responsible for inequitable tree benefit distribution\*



# Tree Equity: Career Pathways



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Average wage: \$19.47/hr  
\$40,510/yr



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

This key population is known as  
**OPPORTUNITY YOUTH**



30,000 forestry workers  
needed nationwide  
6,300 tree trimmers and  
pruners by 2024

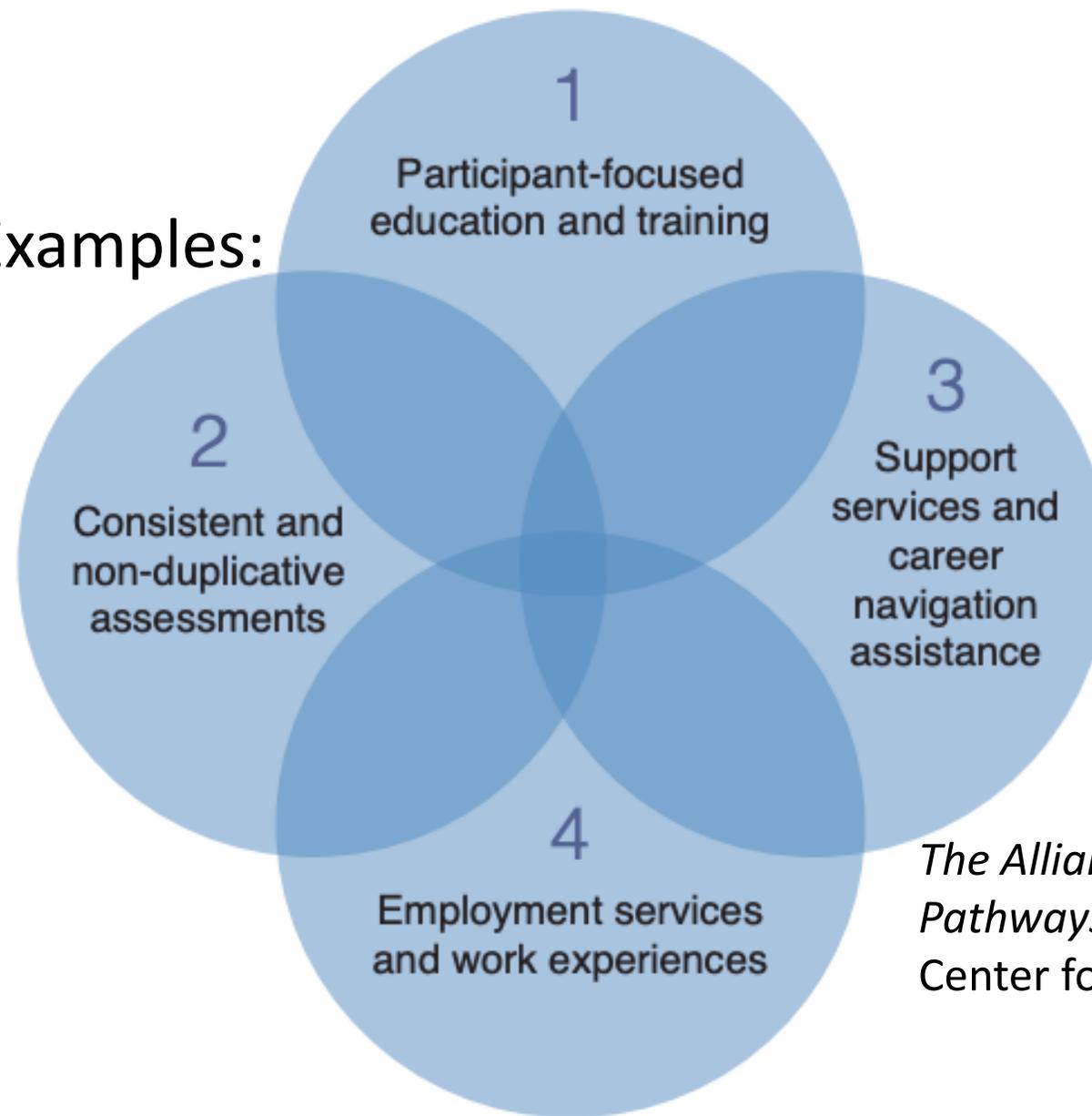


*The Alliance for Quality Career Pathways Framework, Center for Law and Social Policy*

# What is a Career Pathway?

## Urban Forestry Program Examples:

- Apprenticeship
- Pre-Apprenticeship
- Job-training programs
- Corps
- Tree Care Crews
- Landscaping Crews



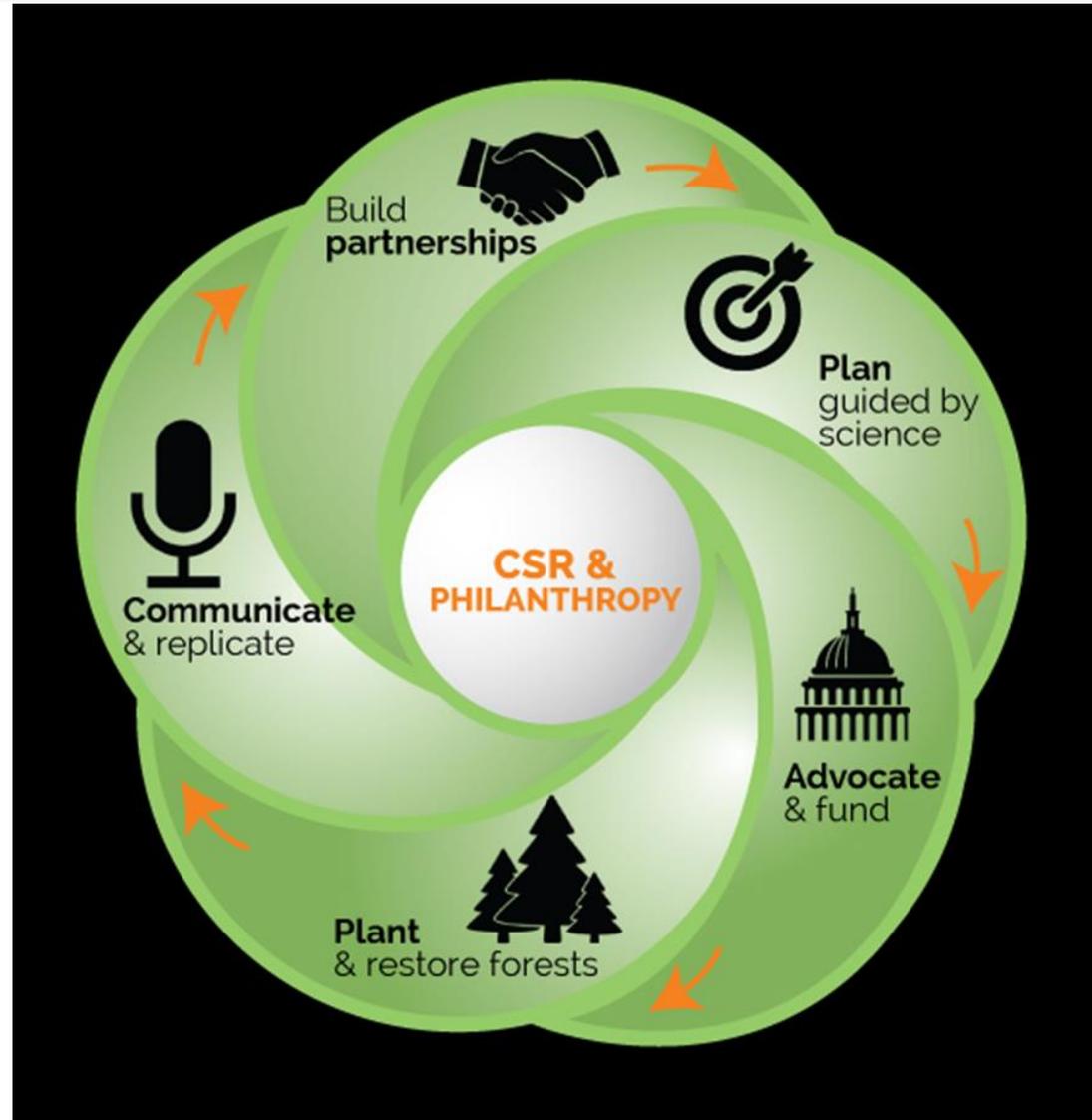
*The Alliance for Quality Career  
Pathways Framework,  
Center for Law and Social Policy*

# Essential Functions of Career Pathways



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# Tree Equity: Career Pathways Change Model



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# Draft Career Pathways National Toolkit



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To be released: Summer 2019

Goal:

Build a more diverse and inclusive urban forestry workforce

Focus areas:

- In-program support services and academic coaching
- Employer commitments to cultural competency training

Metrics for success:

- Participants earning industry-recognized credentials
- Reduction in turnover rates for women, people of color, and members of the re-entry population



# 1) Set Program Goals, Focus Areas, Metrics



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## Partners

- Entity operating program (usually tree nonprofit)
- Municipality/county – Forestry department, school system
- Local Employers

## Codify Partnerships

- Build consensus for program outcomes
- Roles and Responsibilities
- Formalize Agreements



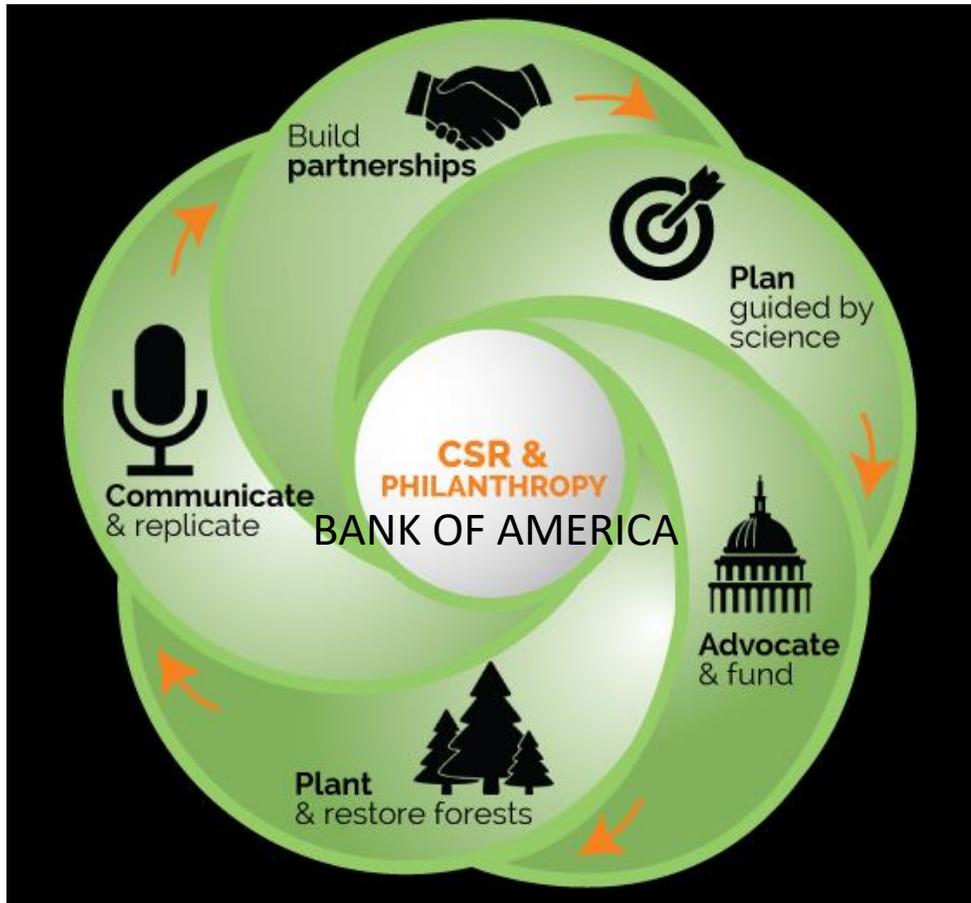
# 2) Build Partnerships



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# 3) Plan Guided By Science

Baltimore



MODELING EACH PHASE OF  
WOOD REUSE MARKET

DEVELOPING WOOD  
PRODUCTS BUSINESS WITH  
HIGH SCHOOL STUDENTS



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- Employers assess skill gaps in current workforce
- Community Partners assess current labor pool skillsets
- Assess Canopy maintenance needs
- Project in-demand skillsets for climate-impacted canopy maintenance needs

## Employers: Make the Case

- Internal: Reduced training/placement costs
- External: Inclusionary municipal contracting

## Community Partners: Make the Case

- Internal: mission alignment with sustainable funding mechanisms
- External: reduced recidivism, improved health and wellbeing of participants and communities



# 4) Advocate



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# 5) Fund

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## Partnership Models

- Cross-sector
- Sector Partnership

## Funding Areas

- Operations
- Support Services
- Employer Cultural Competency Training
- Fee-for-Service





## Execute **6) Plant and Restore**

- Pre-employment program structures that work
- Tools to execute your program

## Evaluate

- Measure all costs
- Gather partner and participant feedback

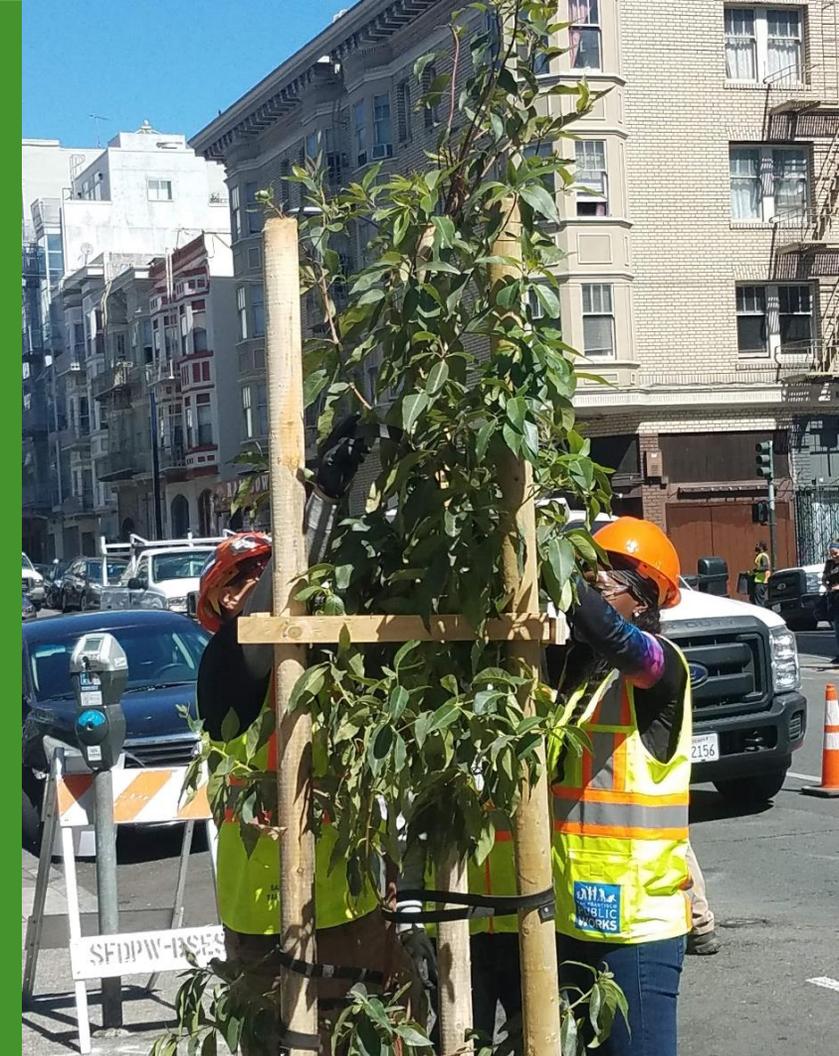


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## Share Successes and Lessons Learned

## Inform Urban Forestry Program Design and Implementation

- Redefine program goals, focus areas, metrics
- Redefine partnership roles



## 7) Adapt



## Next Steps

- Career Pathways & Pre-employment survey to come fall 2019
- Toolkit Feedback and refinement through spring 2020
- Sharing successful programs in the field

## Demand from our Sector- we only know what you share!

- Cross-sector partnership facilitation?
- Employer Equity and Inclusion coaching?
- Capacity-building support for pre-employment program providers?

Urban Forestry Career Pathways Support



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TREES IMPROVE



# Equity



SHARE SAVE

The wealth of a community can often be determined by its amount of tree canopy. Well-intentioned tree planting programs often exacerbate this divide.



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