

USDA Forest Service

# URBAN FOREST 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)



**GREEN  
CITIES  
HEALTHY  
COMMUNITIES**



# NUCFAC HIGHLIGHTS: GROWING THE MANAGERS OF TOMORROW'S SUSTAINABLE URBAN FORESTS



**Lisa Ortega**

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*Virginia Tech*

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# **Integrating Tree Care Jobs & Urban Forest Community Activism**

**USFS Urban Forest  
Connections Webinar  
July 18, 2018**

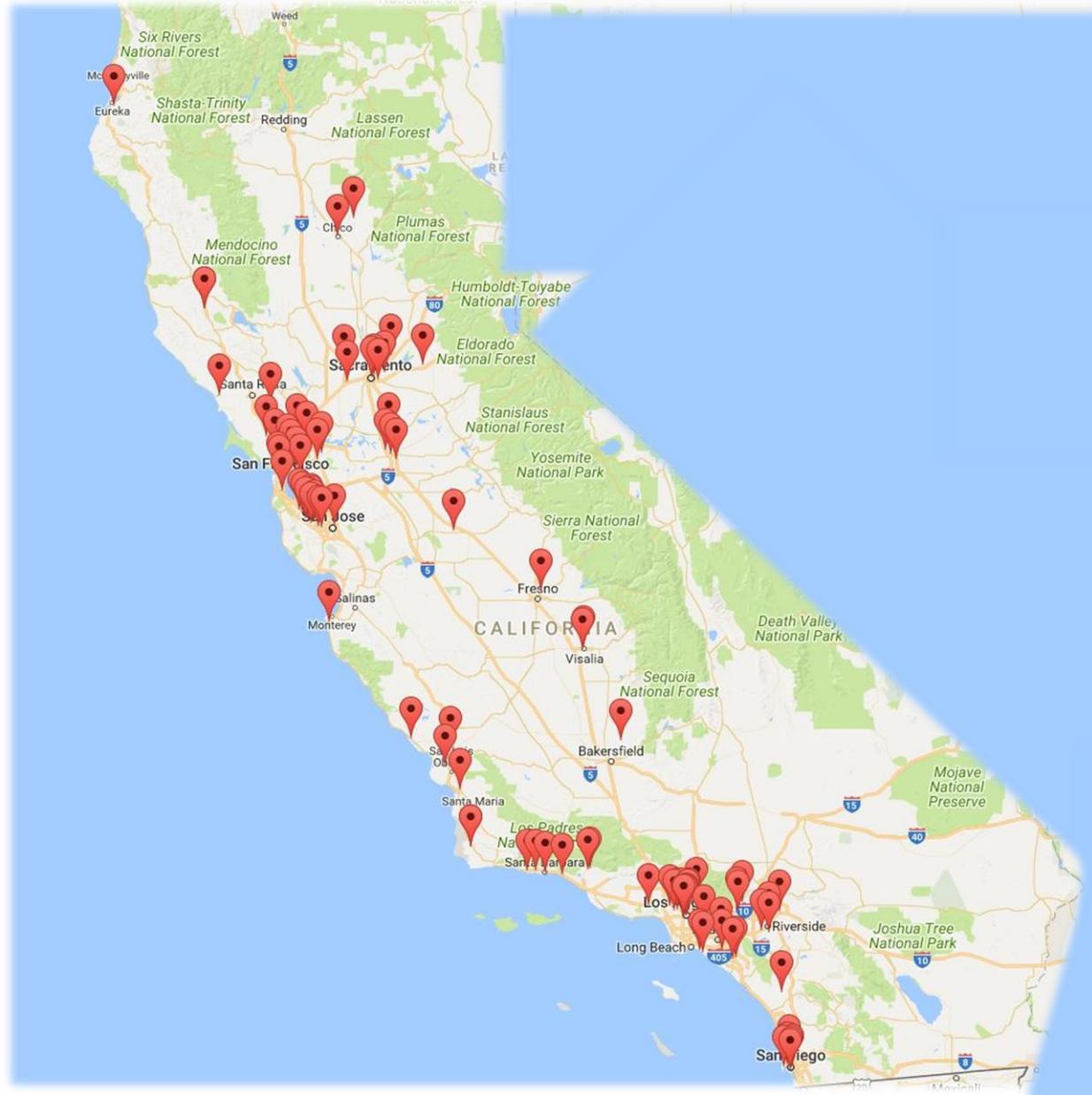
**Cindy Blain  
Executive Director**





# The ReLeaf Network

- Education
- Advocacy
- Grants





# The ReLeaf Network

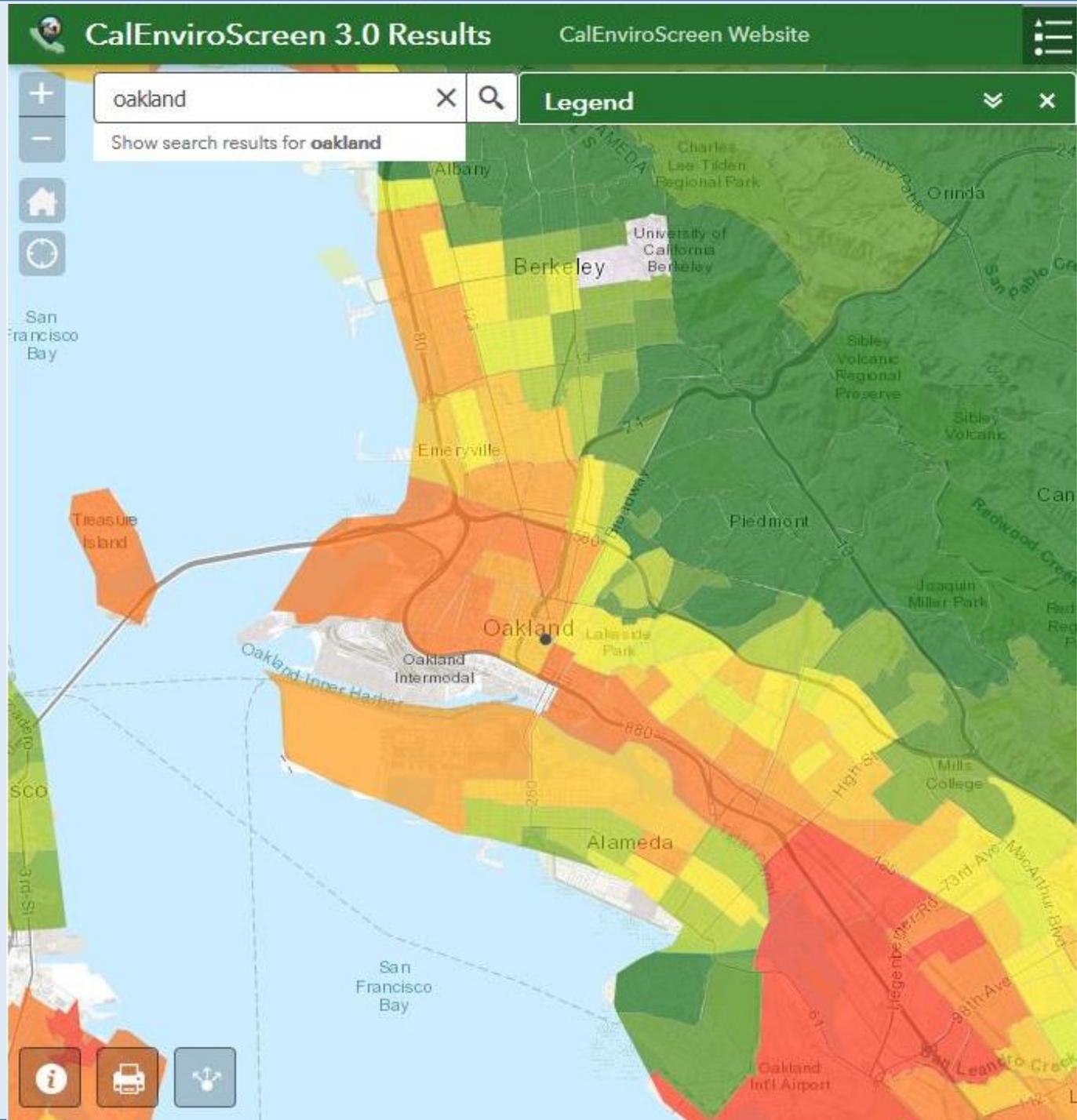
• Advocacy Letters with 100+ logos

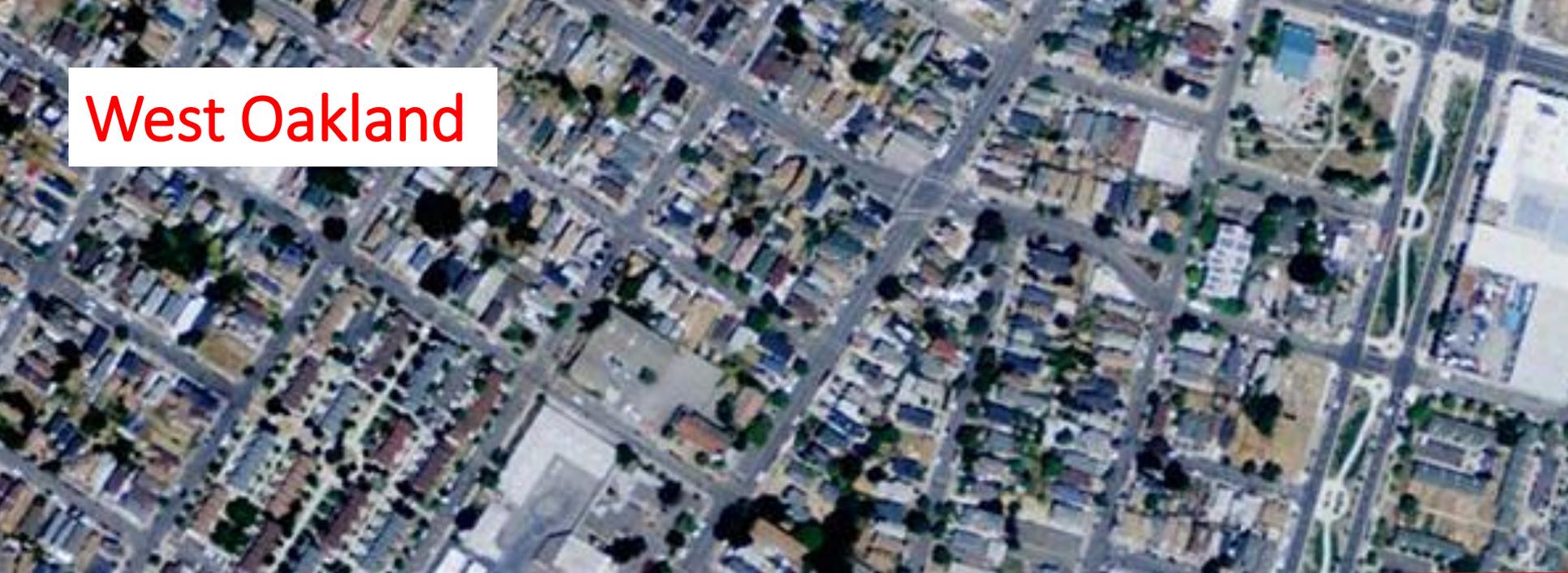


CALIFORNIA  
**RELEAF**



# Cap & Trade





West Oakland



Piedmont



## Urban and Community Forestry



Urban and Community Forestry Program California  
Climate Investments (CCI) Grants



# 100% DACs

Urban and Community Forestry



Urban and Community Forestry Program California  
Climate Investments (CCI) Grants



**“Trees are great –  
but we need jobs.”**

**Kemba Shakur  
Executive Director  
Urban ReLeaf  
Oakland, California**





**Mark Garvin**  
**Executive Director**  
**TCIA**  
**Londonderry, NH**



**“Industry filled with  
multi-millionaires  
who started out with  
pickup trucks.”**



**“Tell young people:  
You can climb trees  
...and get paid!”**



**Oscar Sanchez**

**Arborist**

**Tree Care LA**

**Formerly w/TreePeople**





**“Sector partnerships  
work when setting up  
training programs.”**

**Brigitte Orrick**

**Director of Recruiting &  
Employee Development**

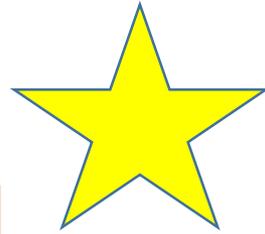
**Davey Tree Expert Cmpny**

**Formerly w/TCIA**





# ARBORIST CAREER PATHWAY



Wages are highly dependent upon the region and employer. Highest paying regions are in northeastern U.S. metropolitans, eastern cities, and Midwest metropolitans. Arborists have full-time non-seasonal employment, and may have opportunities for overtime hours during the early spring. A high percentage of employers offer benefits including healthcare, life insurance, retirement, and profit sharing.

Average Actual Wages (2014)

Average Actual Wages (2014)	Entry Level Position	Accelerated Entry	Tree Care Foreman	Plant Health Care Foreman	Tree Care Salesperson	Safety Coordinator	Forestry Manager (Utilities)	Urban Forester or City Arborist	Urban Forester or City Arborist	Manager, Executive, or Business Owner
\$19.74—\$23.85/hr.			Tree Care Foreman							
\$17.40—\$22.09/hr.			Plant Health Care Foreman							
\$18.48—\$23.37/hr.			Aerial Lift Operator							
\$17.27—\$21.97/hr.			Tree Climber	Experience	Experience	Experience	Experience	Experience	Experience	
\$15.74—\$19.59.			Plant Health Care Technician	Experience	Experience	Experience	Experience	Experience	Experience	
\$13.20—\$16.71/hr.	Ground Operations Worker	Experience	Experience	Experience	Experience	Experience	Experience	Experience	Experience	

**\$13.20 - \$16.71/hr**

**Urban Forester or City Arborist**

Urban Forester or City Arborist

Entry Level Position

Accelerated Entry

IF YOU'RE  
THE  
ADVENTUROUS  
TYPE,  
THIS IS  
THE  
CAREER  
FOR  
YOU!

OUTSIDECAREERS.ORG

This awesome photo was taken by Jaron Moss and shows climber Eric Middleton (IG: @thepocketarborist), a contract climber practicing his work skills on some amazing cliffs.

ADVENTURE  
BEGINS  
HERE



ARBORIST



**“Good steady pay and health care benefits. We’ll train you.”**



**Andy Trotter  
Vice President  
West Coast Arborists  
California & Arizona**

# Green Jobs

Increasing the tree canopy in under-served urban neighborhoods goes hand-in-hand with green jobs and workforce development.

## Important Educational Resources for potential job seekers

Community Colleges: Arboriculture programs are expected to roll out Fall 2018.

Merritt College in Oakland, CA has a brand new **Urban Arborist/Arboriculture program**, which starts in Fall 2018. Contact Laura Forlin in the Horticulture Dept. to discuss the new program. Tel: (510) 436-2418 Email: [lforlin@peralta.edu](mailto:lforlin@peralta.edu)

Mt. San Antonio College (Mt. SAC) in Walnut, CA has a **Tree Care and Maintenance Certificate** program.

## Tree Care Companies with Career Paths and Training Programs:



**A Plus Tree, Inc. - offices in NorCal, SoCal, and San Diego**  
Chad Brey: Tel (510) 593-9414 Email: [cbrey@aplustree.com](mailto:cbrey@aplustree.com)



**Arborwell - offices in the Bay Area, SoCal, and San Diego**  
Cindy Kirkman: Tel : (510) 606-1200 Email: [ckirkman@arborwell.com](mailto:ckirkman@arborwell.com)



**Davey Tree Expert Company - offices throughout the state**  
Andrew Misch: Tel: (916) 350-0525 Email: [andrew.misch@davey.com](mailto:andrew.misch@davey.com)



**West Coast Arborists, Inc. - offices throughout the state**  
Joe Bartolo: Tel: (714) 412-7656 Email: [jbartolo@wcainc.com](mailto:jbartolo@wcainc.com)





**How can  
tree care  
companies  
attract new  
employees?**



**CLIMB TO  
NEW &  
EXCITING  
HEIGHTS  
IN YOUR  
CAREER  
— INTO TREES! —**

**Become an Urban Arborist**



*This industry is filled with multimillionaires who started out with pick-up trucks.*

*- Mark Garvin, Tree Care Industry Association*

Photo credit: Tree Care Industry Association Inc. ([treecare.org](http://treecare.org))

**LIKE SPENDING TIME OUTDOORS? *Check this out!***

- Good pay (entry level salary: \$15/hr with benefits)**
- Physically exhilarating work**
- Steady employment (even during recessions)**
- Teamwork**
- Skills you can take anywhere**
- Opportunity to start your own company someday**

To learn more, visit [www.merritt.edu/wpl/lanht/](http://www.merritt.edu/wpl/lanht/)  
or contact Laura Forlin, Landscape Horticulture Department, Merritt  
College, Oakland, California. Email: [lforlin@merrittcollege.edu](mailto:lforlin@merrittcollege.edu) Tel: (510) 436.2418





# How do we attract new employees?

- **Women**
- **People of Color**
- **Low income**





**How do we give a lift to new types of employees?**



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**ReLEAF**  


# The State of Diversity in Environmental Organizations

Mainstream NGOs Foundations Government Agencies

**Dorceta E. Taylor, Ph.D.**

University of Michigan, School of  
Natural Resources & Environment  
Ann Arbor, Michigan

PREPARED FOR GREEN 2.0  
JULY 2014





**Environmental Justice**

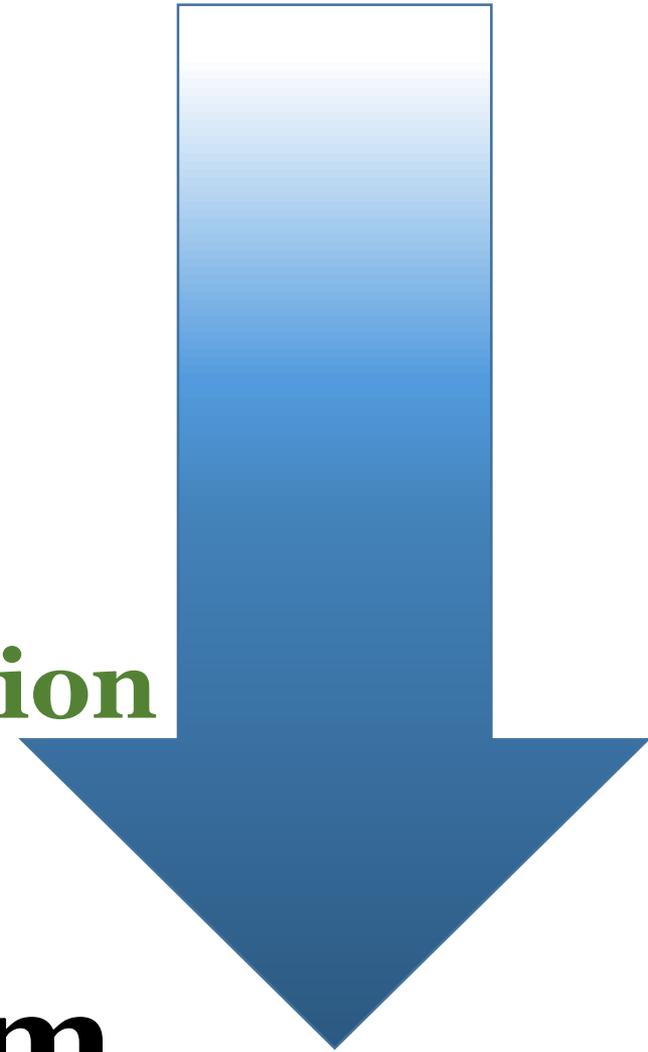
**Cultural Competency**

**Diversity**

**Diversity Equity Inclusion**

**Racial Justice**

**Systemic Racism**





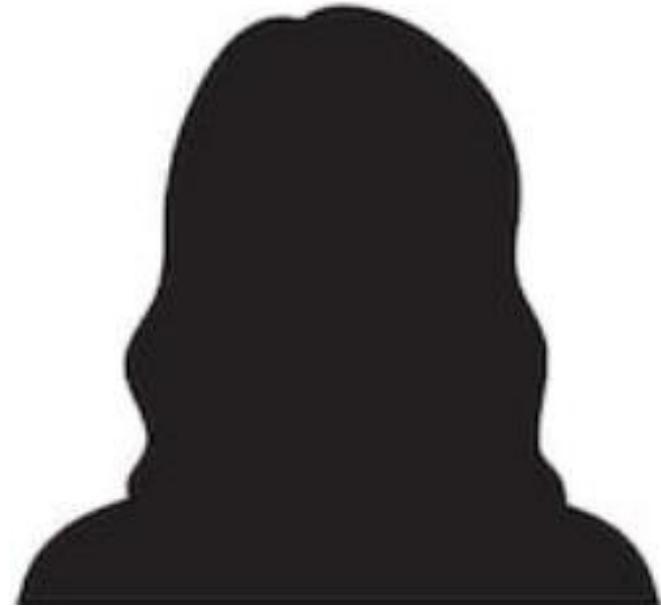
**What is the definition  
of “Racism”?**



# Two Perspectives

**1. Prejudice**

**2. Power**



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# Resources



## Tree Care Jobs

- <http://www.merritt.edu/wp/lanht/arboriculture/>
- <http://outsidecareers.org/>
- <http://CaliforniaReLeaf.org/resources/green-jobs/>

## Diversity Equity Inclusion

- <http://CaliforniaReLeaf.org/resources/diversity/>
- <https://www.diversegreen.org/>
- McKinsey - Report shows **significant improvement** in financial performance (<http://www.mckinsey.com/business-functions/organization/our-insights/why-diversity-matters>)
- Journal of Population Economics - How diverse organizations create **innovation** (<http://link.springer.com/article/10.1007/s00148-013-0491-7>)



# Thank you! Questions?

Cindy Blain

[cblain@CaliforniaReLeaf.org](mailto:cblain@CaliforniaReLeaf.org)

916.497.0034

