

USDA Forest Service

URBAN FOREST CONNECTIONS

webinar series

Second Wednesdays | 1:00 – 2:15 pm ET

www.fs.fed.us/research/urban-webinars

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REMOVE AND REPURPOSE: INCREASING THE VALUE OF URBAN WOOD



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**Urban Wood Use:
Lessons Learned from
Raleigh NC &
Richmond VA**

DECEMBER 2015

**Urban Wood Use:
Lessons Learned from
Raleigh NC &
Richmond VA**

**STEVE BRATKOVICH
DOVETAIL PARTNERS, INC.**

The National Perspective...

16 – 38 million green tons per year

4 Billion urban trees

70 Billion in Metropolitan Areas

Lots of Products..



Lots of Products..



Urban Tree Utilization..

Slow but Sure

Urban Tree Utilization..

Slow but Sure

- USFS, S&PF/Cooperative
- Entrepreneurs
- Community Efforts
- Art & Building Projects
- Workshops/Seminars
- Books, Videos, Press...
- \$\$\$ Grants/Projects
- Lots “under the radar”



Another Model...

Industry Clusters

Another Model...

Industry Clusters

- Industry clusters are **groups** of firms and/or organizations located within a defined **geographic region** who have developed cooperative **links** with one another through value and supply chains, labor, and use of similar inputs, technology, and complementary products.
- Parties involved must receive **mutual benefit**.

Examples of Clusters

- Silicon Valley (computers)
- Southern Michigan (automobiles)
- North Carolina/Triangle Park (research)
- Hollywood (movies)

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- Holmes Co. Ohio (Amish furniture industry)
- Ladysmith, Wisc. (Forest industry park)
- Port Townsend, WA (wooden boats)

Ingredients for a Successful Cluster

- * Feasibility analysis
- * Education, technical and research support
- * Supportive government actions including \$\$ grants
- * Supporting and complementary industries
- * Entrepreneurship and innovation
- * Access to raw materials/markets/trans. needs
- * Leadership, commitment and collaboration
- * Business climate

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Entrepreneurship and Innovation

- Raleigh NC, example
- Everett Tree Service
- Dunn Tree Service
- LynchCo, Inc.

Entrepreneur #1 – Everett TS



Entrepreneur #2 – Dunn TS



Entrepreneur #3 – Roy Lynch



Leadership, Commitment and Collaboration

- Raleigh and Richmond example

Issues

- Lack of space to store/drop trees
- Lack of time/logistic problems
- Small quantities of trees
- Where to take tree-take-downs?
- Strategy is often to quickly remove waste

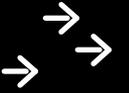
Intervention (Strategy)

- Develop more log yards

Cluster Model

- A **Leader** is needed
- Who is **Committed** and willing to
- **Collaborate**

In Conclusion..



Recommendations

- Use the cluster model to evaluate your particular situation (What's missing? What needs to be enhanced? Where do you need help? etc.)

Recommendations (continued)

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- Encourage entrepreneurs and innovators

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- Encourage entrepreneurs and innovators
- Leadership, commitment and collaboration

Recommendations (continued)

- Keep in mind, all cluster “ingredients” won’t happen at once.

Although not a cluster strategy...

A strong, progressive urban forestry program can serve as a foundation for wood utilization activities.



Bottom Line...

- Industry (business) clusters offer a research-based approach for starting or expanding an urban tree utilization program.
- Need to recognize what ingredients for success are present, absent or need bolstering.
- Raleigh and Richmond demonstrate how key ingredients build upon one another to create an emerging and successful cluster.

For additional information

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