

PARTNERS IN COMMUNITY FORESTRY

2024 CONFERENCE



Growing Access to Green Careers Through Workforce Programs

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Tree Equity and Workforce Development



American Forests

ABOUT US



- Established in 1875, American Forests focuses on creating healthy, resilient forests across the U.S. — from cities to large natural landscapes.
- We collaborate with cities, frontline organizations, corporate partners, U.S. Congressional leaders, government agencies and more to help reforest America.
- We advance our mission through forestry, innovation, movement building, and place-based partnerships to plant and restore forests.

To drive the Tree Equity movement, our goals are to:

- Inspire national action to protect, restore and grow over 500 million additional trees needed to achieve Tree Equity across the U.S.
- Support at least 100 cities advance Tree Equity by 2030 through new policies, planning, and funding.
- **Build an urban forestry workforce of 10,000 people from the most underinvested communities to ensure the long-term sustainability of urban canopies.**





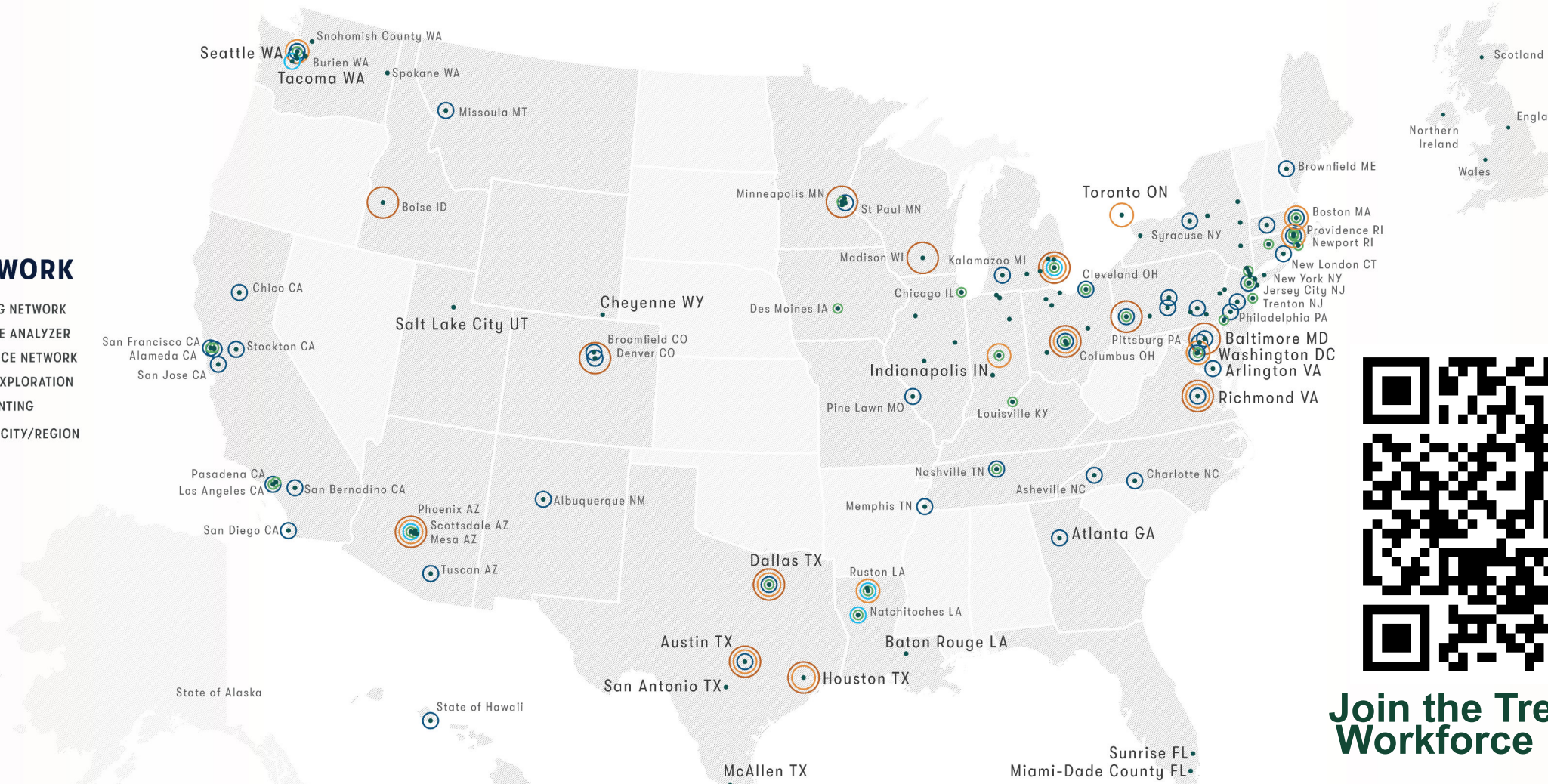
Tree Equity Workforce Network

- Launched in December 2022
- Convened by American Forests, a network of stakeholders who are working at the intersection of urban forestry and workforce development
- Activities include:
 - **Monthly webinars**
 - **Newsletter**
 - **Free resources: Tree Equity Pre-Employment Curriculum**
 - **Technical assistance around program design, economic data, wraparound services**
- In 2023, we funded three workforce programs:
 - **The Works, Inc. (Memphis, TN)**
 - **Garden Time (Providence, RI)**
 - **Tucson Clean & Beautiful (Tucson, AZ)**

Nearly 200 Cities Are Part of the Tree Equity Movement. Join In!

HOW WE WORK

- COACHING NETWORK
- DEEP-DIVE ANALYZER
- WORKFORCE NETWORK
- CAREER EXPLORATION
- TREE PLANTING
- TREE EQUITY CITY/REGION



Join the Tree Equity Workforce Network



ABOUT US

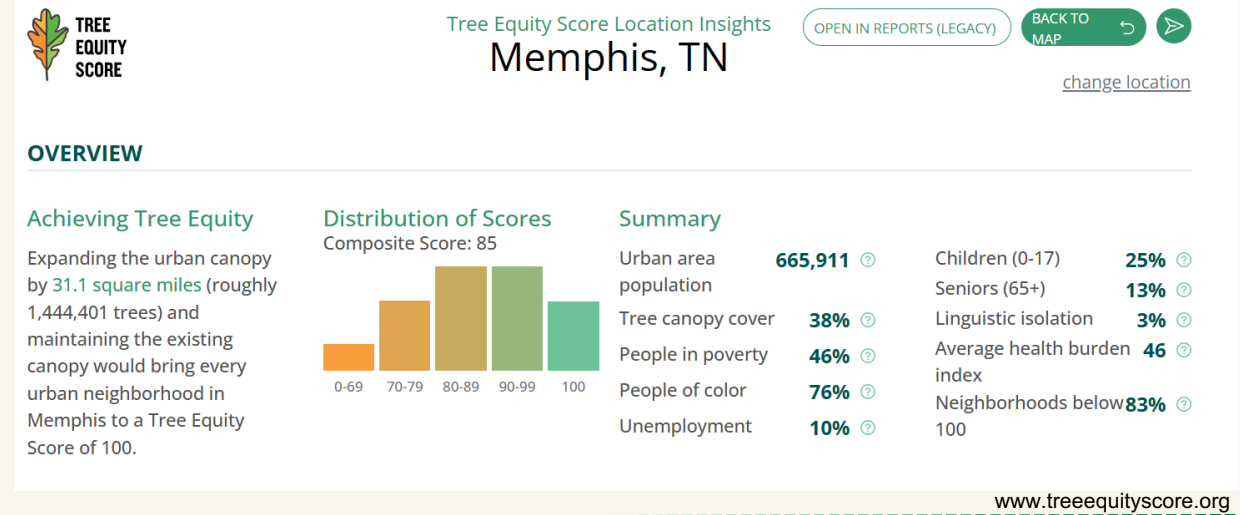


- Housing
- Community Development
- Regenerative Initiatives
- Food Programs
- Community Programming
- Advocacy

Memphis Compared to Detroit

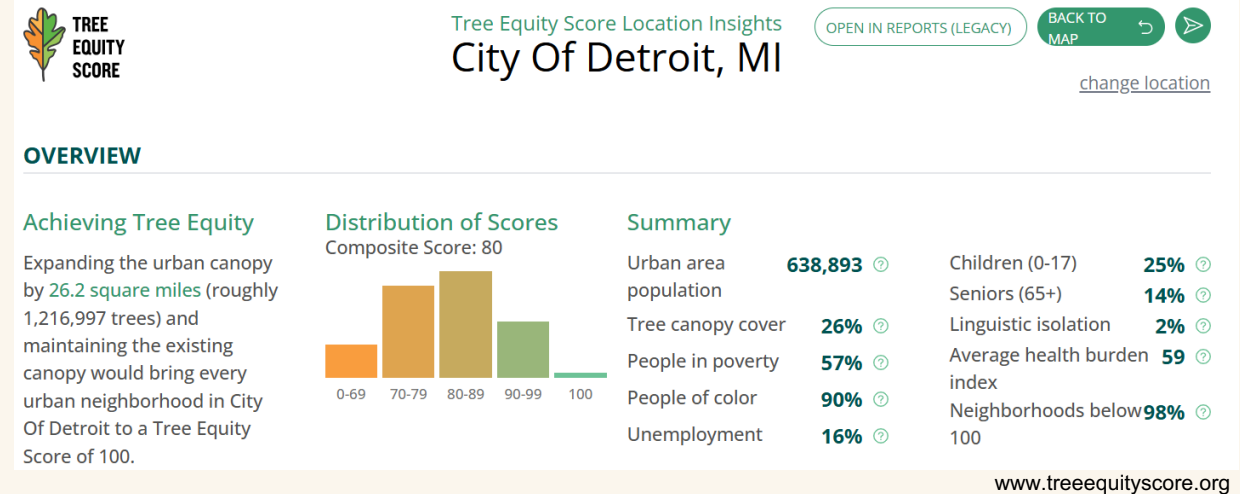
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- Shelby County has a staff of 0 to manage the urban forest
- As of 2014, 37% UTC coverage (2014 Memphis Regional Urban Tree Canopy Assessment)
- Goal to increase urban tree canopy coverage countywide to 60% by 2050 (shelbycountyttn.gov)



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- Wayne County has a staff of 18 people in the forestry office (Savion Stephens Wayne County Forestry Department)
- Currently at 31% Urban Tree Canopy (vibrantcitieslab.com)
- Goal to increase to 40%



How the People Work and the Earth Work collide



Regenerative landscape design practices on various properties owned by TWI, incorporating native trees and plants



Mobile grocer that travels to various neighborhoods fighting food access inequities



Memphis Urban Wood, a near-zero-waste urban wood reuse facility creating jobs and merchantable wood products

Workforce and the Whole Tree Philosophy

- Memphis Native Tree Works Nursery
 - Propagation
 - Design
 - Installation
 - Maintenance
- Local Arboricultural Partners
- Urban Wood Reuse
- Fostering Quality Mentorships
- Employability



Turning TEWN into Tree CPR



Care, Preserve, Regenerate & Repurpose.



Making space in natural places



Fostering routine both on and off the clock



Removing barriers and creating new pathways

Challenges and Successes



Job placement



Transportation



Partnerships & Wrap-around services

What's next?

- Currently conducting **research** to help mitigate barriers and create pathways into the urban forestry industry
- TWI recently received funding to hire a full-time **Urban Forester**
- Expand on implementation of **Whole Tree Philosophy**
- **Expand** workforce development programming into urban tree nursery



Thank you

Join the Tree Equity
Workforce Network
and learn more about
what we discussed here



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