Take a Deep Dive into Green Jobs
Partners in Community Forestry 2016

Moderator: Cindy Blain, California ReLeaf
Panelists: Lance Kramer, Meridian Hill Pictures
Jeff Catts, Washington Parks & People
Monica Lear, USDA Forest Service
Brigitte Orrick, Tree Care Industry Association
Allegra Mautner, Friends of the Urban Forest
Oscar Sanchez, Tree Care LA
Lisa Simms, New Jersey Tree Foundation
Deep Dive into Green Jobs

1:30pm  Welcome & Session Introduction  Cindy Blain, California ReLeaf

“City of Trees” Film Introduction  Lance Kramer, Meridian Hill Pictures

1:45pm  “City of Trees” Film Screening

3:00pm  Film Discussion / Q&A  Lance Kramer, Meridian Hill Pictures  Jeff Catts, Washington Parks & People  Monica Lear, USDA Forest Service

3:30pm  Green Jobs: New Perspectives on Tree Care, Diversity, and Community Education  Cindy Blain, California ReLeaf  Brigitte Orrick, Tree Care Industry Association  Allegra Mautner, Friends of the Urban Forest  Oscar Sanchez, Tree Care LA  Lisa Simms, New Jersey Tree Foundation

4:00pm  Green Jobs Open Discussion / Q&A
ReLEAF

Trees → Tree Planting Volunteers → Tree Care Jobs → Community Care

...Tree Care Literacy → Community Care
You can help launch thoughtful and honest conversations about the struggles and opportunities involved in creating social, environmental and economic change by hosting a screening of City of Trees at your college campus, K-12 school, public library, nonprofit or public agency.

http://www.cityoftreesfilm.com/request-a-screening

or email screenings@meridianhillpictures.com
DC Green Corps: Lessons Learned and FAQ

https://www.washingtonparks.net/programs/green-corps/
ARBORIST CAREER PATHWAY

Wages are highly dependent upon the region and employer. Highest paying regions are in northeastern U.S. metropolitan, eastern cities, and Midwest metropolitan areas. 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)**

- **$19.74—$23.85/hr.**
  - Tree Care Foreman
  - Aerial Lift Operator
  - Ground Operations Worker

- **$17.40—$22.09/hr.**
  - Plant Health Care Foreman
  - Tree Climber
  - Plant Health Care Technician

- **$18.48—$23.37/hr.**
  - Forestry Manager (Utilities)
  - Safety Coordinator
  - Tree Care Salesperson

- **$17.27—$21.97/hr.**
  - Experience
  - Experience
  - Experience

- **$15.74—$19.59.**
  - Manager, Executive, or Business Owner
  - Urban Forester or City Arborist
  - Experience
  - Experience
  - Experience

**Entry Level Position**

**Accelerated Entry**
Community College Programs In Progress

- Annandale/No. Virginia, VA
- Atlanta, GA
- Baltimore, MD
- Boston, MA
- Columbus, OH
- Denver, CO
- Kenosha/So. Milwaukee, WI
- Los Angeles, CA
- Oakland/East Bay, CA
- Portland/Oregon City, OR

http://www.tcia.org/TCIA/Workforce_Development/Workforce_Development.aspx
Creating a Diverse Workforce

- Posting jobs in novel places & spaces
- Working with existing organizations
- Creating rubrics for interviews
What is diversity?

- Green 2.0 - increasing racial diversity in the environmental movement (www.diversegreen.org)
- Clayman Institute for Gender Research at Stanford University (http://gender.stanford.edu/).

Why do we want diversity?

- American Sociological Review - Diversity increases market share (http://asr.sagepub.com/content/74/2/208.short).
- MIT Professor - Tradeoffs of a more diverse workforce & failure to see the advantages of coworker diversity (http://news.mit.edu/2014/new-approach-diversity-research-0604)

How do we get diversity?


How do we sustain diversity?

Oscar Sanchez:
Educate

• Los Angeles City College
  Spanish and English classes
  on arboriculture

• WCISA Spanish Education
  Committee

• Developed Arborist
  Apprenticeship curriculum for
  Certified Tree Worker
  Climber Specialist
Where to get more info

• www.treesaregood.org
• http://www.isa-arbor.com/
• http://www.isahispana.com/treeCare/publications.aspx
• http://www.oscarjsanchez.com/
Green Streets Program: Re-Entry, Job Training & Contracts

By the Numbers:

- 13,320 trees planted
- Employed 82 parolees
- Grossed $1.5M+ since 2010
- Started in Spring 2006

Contracts include:
- tree planting & maintenance,
- rain gardens, and other green infrastructure projects

http://njtreefoundation.org/about/green-streets/
SNAP Employment & Training

• 50% Reimbursement Grant program provides basic support to SNAP recipients
  • Transportation
  • Child care
  • Supplies & books
• Nonprofits/Comm. Colleges → E&T Tuition/Certification $
• Can work through the county to propose programs
• Best Bet: contact SNAP E&T Regional Coordinators (list below)

http://www.fns.usda.gov/ET-policy-guidance
http://californiareleaf.org/resources/green-jobs/
# SNAP E&T Coordinators

## SNAP E&T US Contact List 2016

<table>
<thead>
<tr>
<th>First Name</th>
<th>Last Name</th>
<th>Job Title</th>
<th>Office Phone Number</th>
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<tbody>
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Deep Dive / Green Jobs: Contact Info

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