

# Engaging Diverse Communities in Urban and Community Forestry



PRESENTED BY:

**Christine Carmichael, PhD**

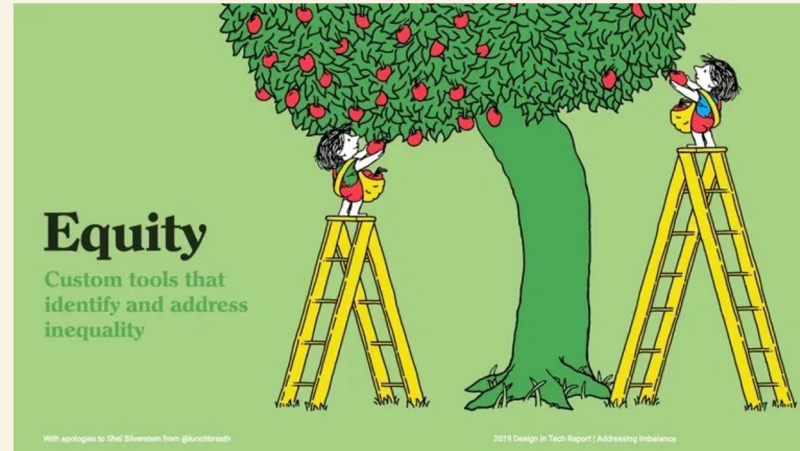
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# Fair Forests Consulting

## ABOUT US



- Add an equity lens to Urban Forest Management Plans
- Develop inclusive community engagement methods
- Host virtual or in-person trainings on environmental justice
- Evaluate the success of community engagement efforts



# AGENDA

Meaningful involvement as a pathway  
to environmental justice

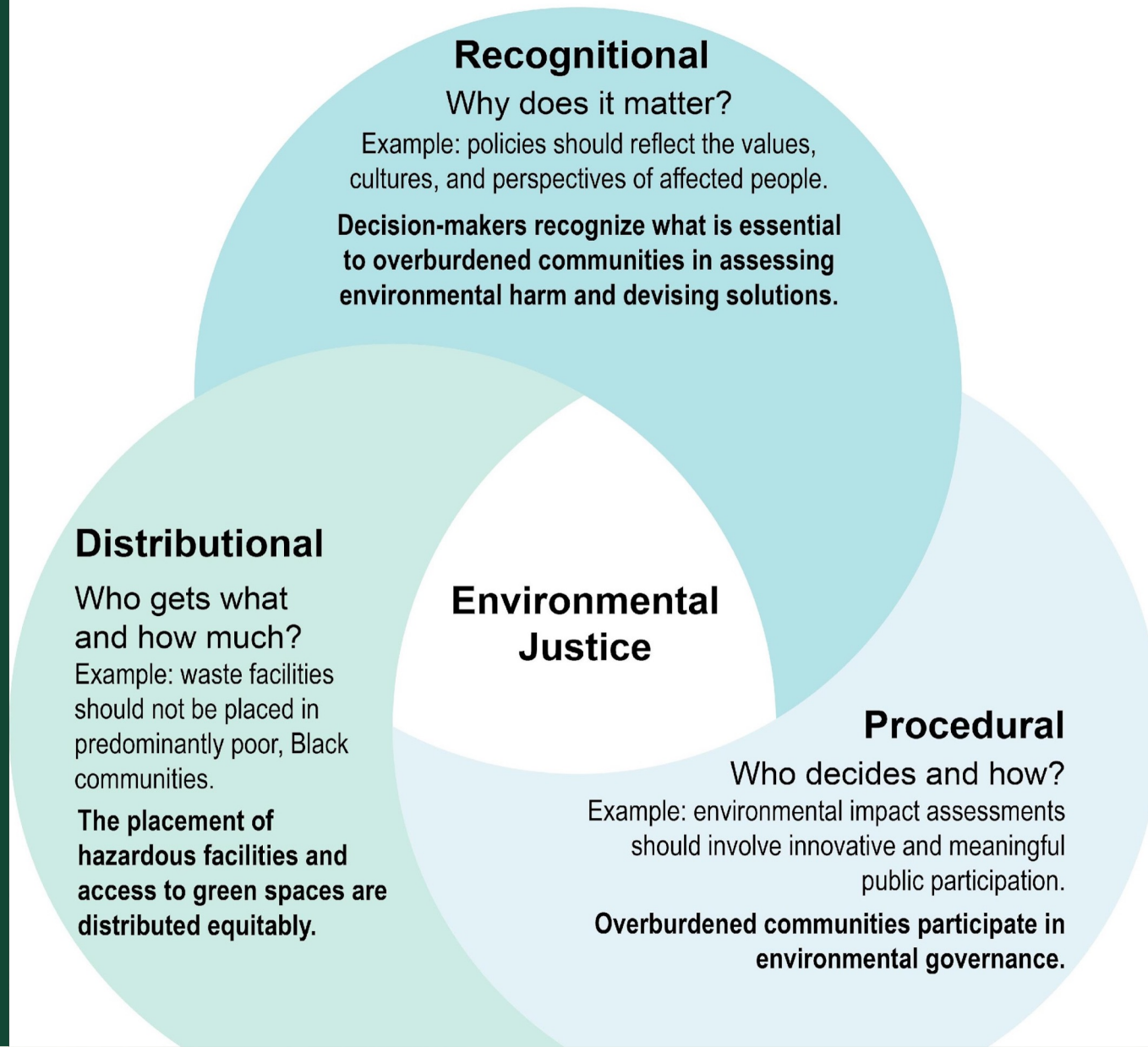
Facilitating dialogue between renters  
and property owners

Ethical corporate volunteer strategies  
and tools

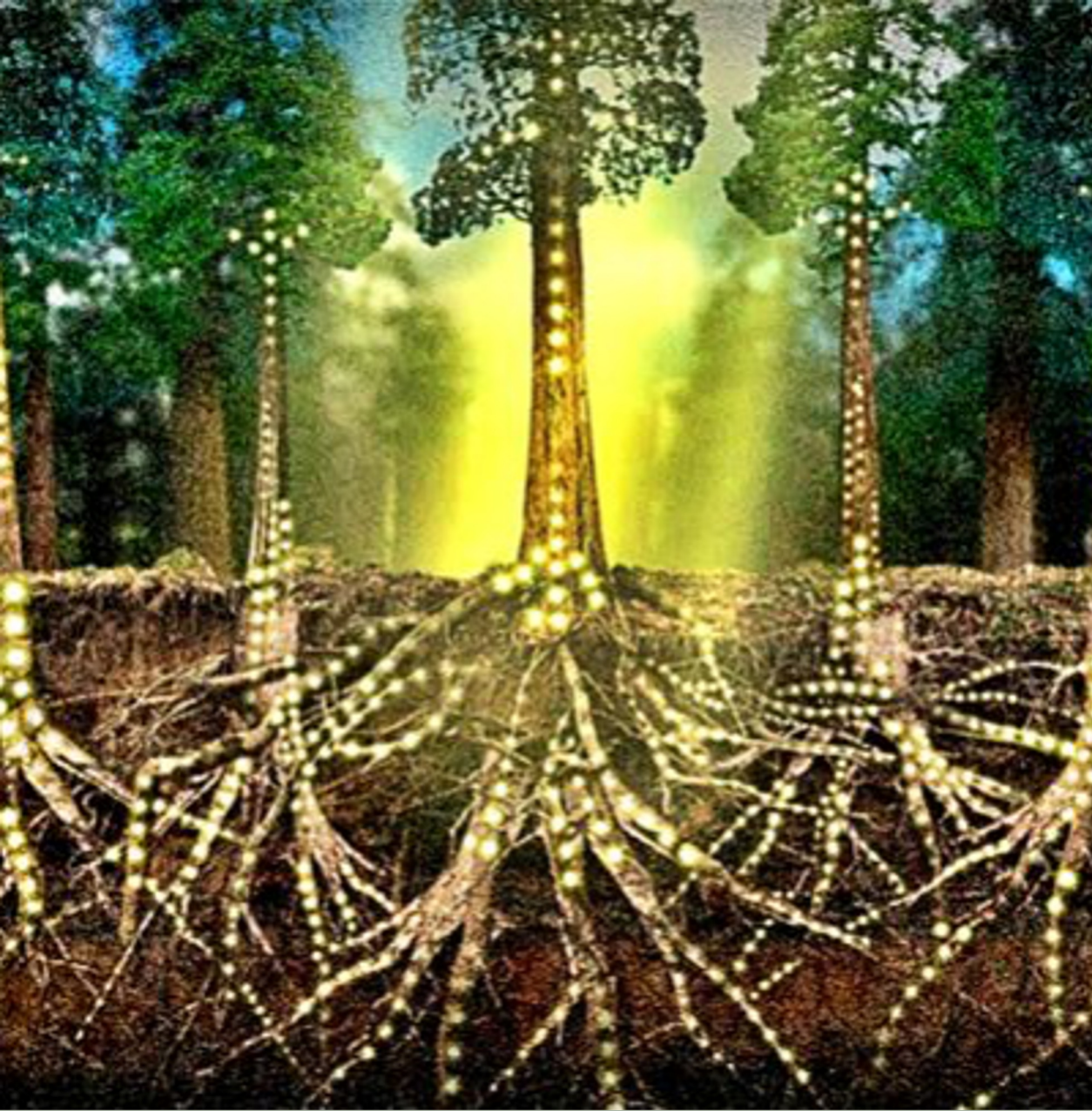


# Holistic Environmental Justice

Procedural and recognitional justice rely on meaningful involvement of historically underserved communities







# ACT members serve as key connectors between:

Renters ————— Property owners

Low canopy residents ————— Corporate donors/volunteers

Low canopy residents ————— Workforce development programs

This role can help to advance recognitional and procedural justice!





# Renters and Property Owners

How ACT members can facilitate renter empowerment in tree planting and care



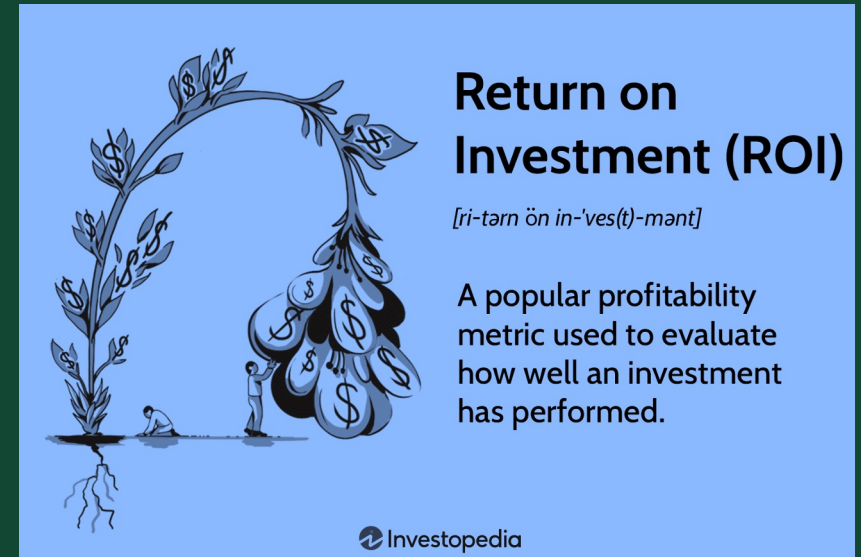
# ID common interests: Renters and property owners



- Rent
- Property maintenance



- Safe environment



"Almost everything you purchase depreciates. The exception is trees."  
(Taylor, 2022)

How can tree planting and stewardship accomplish these common interests?

How can you **communicate** that to renters and property owners?



# Communicating with Property Owners

Letter of introduction



Find a point person



Follow up in person



Layout program in writing



Secure a list of properties



Tour sites for trees



# Communicating with Renters



"I've devoted my life to planting trees and plants in communities like the ones I grew up in."  
-Evangeline Costa

## TREES MAKE GOOD NEIGHBORS

Dear West Greenville Neighbors:

TreesUpstate has launched a partnership with **Homes and Hope**, an affordable housing nonprofit organization, and the **West Greenville Neighborhood Association**, spearheaded by **Inez Morris**, to bring more trees to the West Greenville community. TreesUpstate is offering the West Greenville community a free *Community-Wide Tree Planting* event, starting in October 2023.

**About TreesUpstate:** TreesUpstate is a nonprofit founded in 2005. Our mission is to plant, promote and protect trees in the Upstate. Thanks to our donors and volunteers, we've planted and given away over 37,000 trees in parks, greenspaces, schools and neighborhoods. Learn more about us at [TreesUpstate.org](https://TreesUpstate.org).





*Planting trees is not just important for ourselves, but it's important for the next generation and our grandkids.*



*Volunteers are already signed up and ready to help us plant these free trees in our front and back yards at no cost!*

**TreesUpstate's NeighborWoods program:** Through our NeighborWoods program, we offer free 15 gallon trees to Upstate residents and help plant them on private and public property.

**Step 1:** Attend the West Greenville Neighborhood Association Meeting on Tuesday, June 13th at the West Greenville Community Center from 6-7 p.m. to learn more and book your appointment!

**OR**

**Step 2:** Schedule an appointment, starting June 14, 2023 with Evangeline Costa, TreesUpstate's Community Outreach & Engagement Manager, to choose "the right tree for the right place." Book now at [treesupstate.org/westgreenville](https://treesupstate.org/westgreenville) or call Evangeline at 864-399-0331.

**Step 3:** Choose your **FREE trees** (1-2 per household). Participation is based on 17+ neighbors to schedule a tree planting in October 2023.

We look forward to meeting you and planting trees in West Greenville!

Evangeline Costa  
Community Outreach & Engagement Manager  
864-399-0331

TreesUpstate  
P.O. Box 9232 | Greenville, SC 29604



bitly





# Sweetbay Magnolia

*Magnolia virginiana*

A small evergreen tree. Fragrant blossoms.



Fragrant white flowers



The leaves are dark green



Red fruit in fall (No mess!)



**Sun:** Full sun to partial shade



**Height:** Small, 10-20 feet



**Width:** Small, 10-20 feet



**Tree Care:** Water while leaves are present

Maintenance Level:



Medium

## Provide data to guide decisions

Process with renters: Focused, not faster

**Listen to their concerns** (flooding, asthma) and then **offer solutions** to address them in the long-run:

1. For renters who say “it’s not my property,” say, “We’ve already partnered with your landlord and they’ve agreed to participate in the program.”
  - a. **Allows to shift into “We would like YOU to pick out YOUR tree.”**
    - **Create ownership:** Give the tree a name. Start the bonding process from Day 1. “What would YOU like to see from YOUR window?”
    - b. **Even if they say they don’t want to do the work to care for the tree, they still appreciate the tree and some of them begin to take care of the tree.**
2. Evergreen trees that don’t shed leaves you have to rake
3. Pyramid-shaped trees to avoid branches over roof

Source: [TreePhilly](#)





# Ethical Corporate Volunteering

Be the connector between  
residents and corporate  
volunteers.

Find out needs and  
communicate about  
expectations beforehand



Source: [Openlands](#)



ALLIANCE FOR COMMUNITY TREES DAY





**FAIRMOUNT PARK**

**CONSERVANCY**

## Before a corporate volunteer event

- Connect with community members on behalf of corporate volunteers
  - **Try to hire an Outreach Coordinator so there is consistency in who the community works with.**
- Talk with community leaders about their desires and reasons for engaging in tree planting, and how many volunteers are needed
- Talk to corporate partners about the community ahead of time.
  - Make sure they know why you chose that community to plant trees in—or why the community chose to work with your organization.





## During Volunteer Events

1. Provide the history of redlining that led to fewer trees in the neighborhood.
2. Describe the funding efforts that took place for a project to happen.
3. Be well-staffed to engage with residents and **support volunteers**.
  - a. Provide tree planting or care demonstrations.
  - b. Be there to answer residents' questions to volunteers.
4. Immediately following a volunteer event, provide reflection questions to volunteers.



**TreePeople**

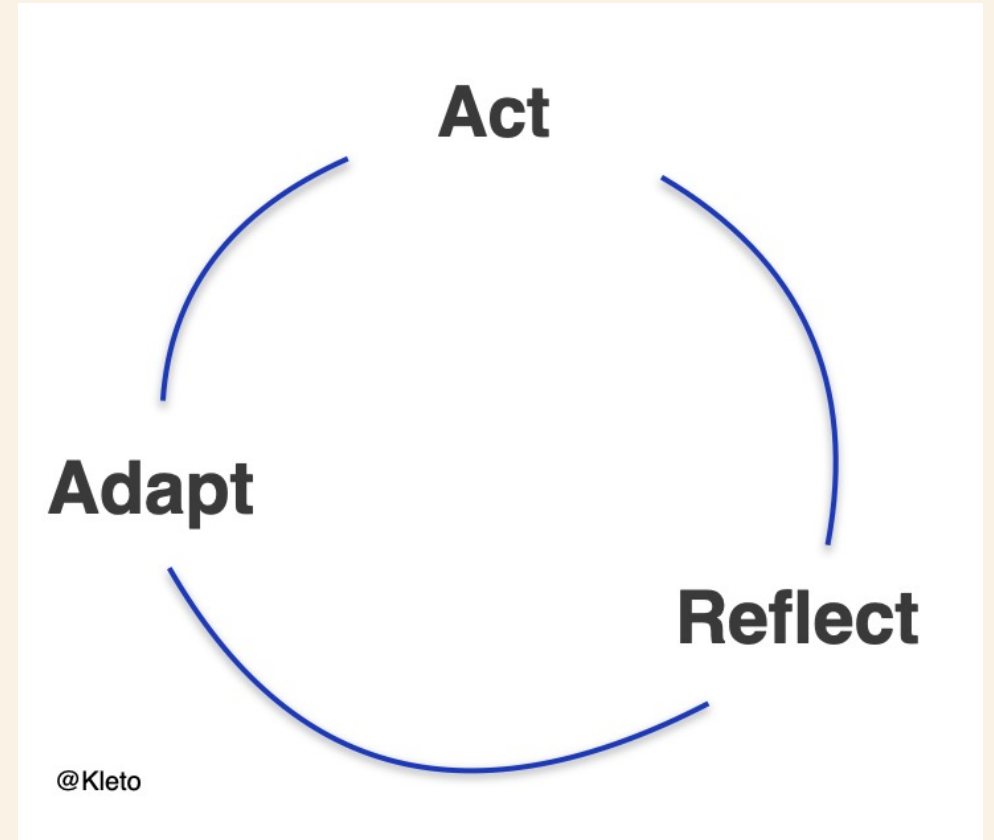


ALLIANCE FOR COMMUNITY TREES DAY

## Reflect and Adapt

# After Tree Planting Events

- Establish or partner with youth programs to steward trees.
- Reflect on the experience to improve future volunteer efforts.
- Value and consider community feedback for project improvement.
- Recognize and appreciate the efforts of corporate volunteers.



Reflect and Adapt

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# Connecting low canopy residents to workforce development programs





# Join Treejectory+

Join our workforce development program aimed to provide employment through urban forestry focused education, training, and hands on experience!



**Get paid to learn!**

## More about Treejectory+

- \$18 / hour for up to 30 hours of training
- Gain access to employment opportunities
- Take part in tree-planting instruction and fieldwork
- Learn from ISA-certified arborists and GIS specialists
- Explore new technologies used in the urban forestry sector
- Work with drones, GIS technology, and environmental experts



For more information about how to apply visit: [treesandiego.org/treejectory](https://treesandiego.org/treejectory)

# Outreach and awareness

- Develop broad outreach campaigns to engage diverse communities.

## URBAN FORESTRY ARBORIST APPRENTICE

Learn more about this career opportunity at the following **INFORMATION SESSIONS** at the Milwaukee Public Library **Friday, March 17**

10 – 11:30 a.m.  
Bay View Branch  
2566 S. Kinnickinnic

12:30 – 2 p.m.  
Capitol Branch  
3969 N. 74th St.

3 – 4:30 p.m.  
Atkinson Branch  
1960 W. Atkinson Ave.



Reasonable accommodations provided for persons with disabilities upon request.  
Call 414-286-3475 or email [ADACoordinator@milwaukee.gov](mailto:ADACoordinator@milwaukee.gov).  
The City of Milwaukee values & embraces diversity and is an Equal Opportunity Employer.





AMERICAN FORESTS  
- SINCE 1875 -

# URBAN FORESTRY CAREER PATHWAY

## Certified Arborist

+\$10,000/yr  
+\$5/hr

Arborists and urban foresters are responsible for planting and maintaining urban trees, shrubs and woody plants. After gaining some work experience in urban forestry, an International Society of Arboriculture Certified Arborist credential can increase your base pay.

## Tree Climber

\$40,510/yr  
\$19.47/hr

## Groundworker

\$32,094/yr  
\$15.43/hr

## Foreman/Crew Leader

\$54,804/yr  
\$26/hr

## Urban Forester

\$68,265/yr  
\$32.82/hr

## Business Owner

\$100,000/yr  
\$48.07/hr



Show participants the upward mobility that is possible in urban forestry.





## Personalize career development

- **Understand what people want during intake.**
  - **Unpack where they are coming from, what they think they need to be who they want to be at the end of the program**
  - **Develop strategies *with* them to get to a more proficient space**
- **Conduct a mid-program evaluation**
  - **How are things going from their perspective?**
- **Exit and follow-up interviews**
  - **Have a broader definition of “placement” (e.g. to include post-secondary opportunities).**



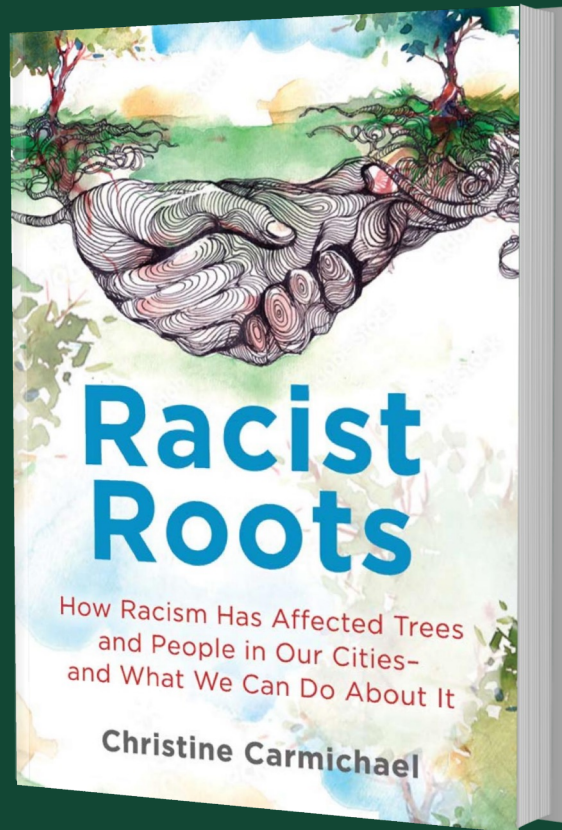
# Key takeaway: Build strong connections to advance justice

ACT members serve key roles in facilitating empowerment of low canopy communities in urban forestry programs.



Source: [Openlands](#)





Contact me to purchase signed copies or schedule a book event!

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# THANK YOU



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