



TEXAS TREES
FOUNDATION



GREEN JOBS TRAINING PROGRAM

Young Adults Transforming Dallas to a Greener, Cleaner & Cooler and Healthier Community



INVESTING IN TREES AND PEOPLE

Since 1982, the Texas Trees Foundation has served as a catalyst in creating a new green legacy for Texas through transformational, research-based plans and programs that educate and mobilize the public to activate the social, economic, environmental, and health benefits that trees and urban forestry provide for a better quality of life.

MISSION

The Mission of the Texas Trees Foundation is to preserve, beautify and expand parks and other public natural green spaces, and to beautify our public streets, boulevards and rights-of-way by planting trees and encouraging others to do the same through educational programs that focus on the importance of building and protecting the “urban forest” today as a legacy for generations to come.

HISTORY – A PROVEN TRACK RECORD

The Texas Trees Foundation, formerly the Dallas Parks Foundation, was established in 1982 by business leaders Robert Dechard and Trammell Crow as a 501(c)3 organization. In 1988, the Foundation merged with Dallas Junior League Treescape/Dallas Inc. and became known as the Dallas Trees and Parks Foundation. The nascent organization successfully secured the donation of the original 3.7-mile right of way from the Union Pacific Railroad to be used for the **Katy Trail**. This popular trail sees over one million visitors and is Dallas' premier destination for jogging, biking, walking, and rejuvenation through nature. In addition, the organization created **Pioneer Plaza**, a **4.2-acre park** that has become one of the most popular tourist attractions in Dallas.

In 2003, the Foundation was renamed the **Texas Trees Foundation** to acknowledge the importance of the environmental challenges facing North Texas. Since 2010, the Texas Trees Foundation has actively engaged in research to create the ***State of the Dallas Urban Forest Report***. Launched in February 2015, with the endorsement of then-mayor Mike Rawlings, the report is a compilation of three studies that provide data and a framework to work with the city and other partners to advance the practice of urban forestry in Dallas strategically. In 2017 the Texas Trees Foundation created the ***2017 Dallas Urban Heat Island Mitigation Study*** with Dr. Brian Stone at the Georgia Institute of Technology, School of City & Regional Planning. This study showed that with a 35% impervious surface, the City of Dallas was the second city in the country heating up the fastest. Mapping revealed where the urban heat island was most prevalent and needed remediation. Our new report, the 2022 **Equity Tree Planting Mapping**, focuses on at-risk communities that desperately need trees to provide shade and cooler temperatures. Our **data-driven approach allows us to plant trees strategically**.

In addition, to help coordinate efforts, both within the City of Dallas and with partners, the Texas Trees Foundation, in partnership with the City of Dallas, created the City of Dallas Urban Forest Master Plan. This plan's recommendations position the City, with the Texas Trees Foundation, to manage, protect and grow the urban forest and with the Texas Trees Foundations Green Jobs Program to help support efforts.

The Green Jobs Training program will support programs and projects, such as the Foundations Cool School program and the Southwestern Medical District Streetscape initiative, and provide a real-time learning experience for participants assisting TTF with four major initiatives that we currently focus our efforts on. The program will also support initiatives with partners such as the City of Dallas. Transforming landscapes is essential, but the maintenance of the landscapes is even more critical. This program will help offset costs for transforming and maintaining beautiful landscapes that improve the quality of life.



IDENTIFIED PROGRAM AREAS

NEIGHBORHOODS

We use the Equity Tree Map data to strategically identify communities to plant or replace trees in public right-of-way spaces and provide trees for private property.

TXU ENERGY TREE FARM AND EDUCATION CENTER

Located on the Dallas College-Richland Campus, this tree farm serves as the Foundation's tree nursery, project staging area, volunteer, and training site.

COOL SCHOOLS PROGRAM

TTF has Partnered with Dallas ISD to create outdoor learning areas that also increase the tree canopy for school campuses and extend the ability for park use within a 10-minute walk of every neighborhood. Education and curriculum are TEK-aligned and STEM-focused.

SOUTHWESTERN MEDICAL DISTRICT STREETScape PROJECT

A therapeutic landscape redesigned to transform the Harry Hines corridor into a vibrant, connected, healthy, and safe multi-modal linear parkway with a 10-acre park at the intersection of Harry Hines and Inwood Road.

CITY OF URBAN FORESTRY SUPPORT

Tree planting and maintenance, tree inventory, project coordination, and arboriculture support.

IDENTIFIED PROGRAM AREAS

During this global pandemic, with its associated increase in stress and anxiety, people are looking for relief and have renewed their interest in parks and open spaces. Nature is answering the call by proving to be among the most potent mental-health boosters people can find, with health and well-being a crucial part of the resilience needed today. The Texas Trees Foundation will continue to serve as a catalyst in creating a new green legacy for North Texas through transformational, research-based projects that educate and mobilize the public to activate the social, economic, environmental, and health benefits trees and urban forestry provide.

With support from generous corporate, Foundation, and individual donors; through the work of thousands of volunteers annually, the Texas Trees Foundation is actively nurturing a healthy urban forest to improve the quality of life for North Texas residents and create a "green infrastructure" that provides a cooler, cleaner, greener, and healthier place to live, work and play!



PROJECT OVERVIEW

The environmental challenges and opportunities for the Dallas metroplex will **require a skilled workforce to fill the existing gap to manage and maintain the green spaces** that create a better quality of life. According to industry leaders, we know that “attracting young people to the field is essential to growing that workforce; educating youth about urban forestry and related fields as a career helps to create clear pathways for professional advancement.” Texas Trees Foundation proposes a **Green Industry Jobs Training program** that will provide **young adults, 18-24 years of age; a 20-week paid work experience** designed to provide:

- *Meaningful opportunities for greening our local community*
- *Explore Urban Forestry and Arboriculture career paths earning a livable wage*
- *Educate and provide hands-on learning that teaches practical job skills*
- *Support community needs that foster a movement towards a more sustainable city*



PROJECT OVERVIEW

TTF examined proven Urban Forestry Jobs Training and Employer-Led Approach models to establish our hands-on training curriculum, essential staffing, and benchmarks to connect to Urban Forestry and Arboriculture career paths.

The program will consist of **multiple cohorts** (*created based on projects and work orders*) that include **four crew members and one crew leader**, allowing each participant to receive personal attention in a supportive and authentic work environment. Additional wrap-around services will support their success.

COHORT

1

COHORT

2

COHORT

3

COHORT

4

*Tentative schedule

DEDICATED CREW LEADER

4-5 PARTICIPANTS | 4-5 PARTICIPANTS

DEDICATED CREW LEADER

4-5 PARTICIPANTS | 4-5 PARTICIPANTS

32-40-hour work week

POSITION TITLE

Urban Tree Care Members

Wage: \$15.00 hr.

20-week work experience and training program

TARGET AUDIENCE



The Jobs Training program will recruit Opportunity Youth potentially eligible for Workforce Opportunity and Innovation Act (WIOA) services. Workforce Solutions Greater Dallas oversees the WIOA Young Adult grant and is a crucial partner for Texas Trees Foundation to structure a year-round paid work experience program

To be eligible to receive WIOA youth services, an individual must

- be a citizen or noncitizen authorized to work in the United States;
- meet Military Selective Service registration requirements (males only);
- have a determination of school attendance to identify whether the individual is attending school;
- and meet the additional eligibility criteria for ISY or OSY (Dallas County specifically services OSY - Out of School Youth)
 - Basic Skills Deficient / English Language Learner
 - Subject to Juvenile or adult justice system
 - Homeless; runaway; in Foster Care
 - Pregnant or parenting
 - Disabled
 - Low - Income (public assistance) or an individual who lives in a high-poverty area

RECRUITMENT STRATEGY

To attract out-of-school young adults, 18-24 potentially eligible for WIOA services (*eligibility criteria included above*), the TTF jobs training program will utilize the following outreach/recruitment strategies:

- **Create Referral Pipelines through Community-Based Organizations** that provide wrap-around services and will serve as a pipeline to refer potentially eligible participants to apply.
- **Workforce Solutions Greater Dallas** (manages the WIOA youth program) has dedicated staff that assists with outreach, eligibility determination, and ongoing support for participants.
- **Online Outreach** through established social media platforms our messaging will highlight the jobs training program benefits that address individual, community, and environmental outcomes.
- **Community Outreach** Our community outreach engagement strategy focuses on fostering collaborative relationships, including local educational institutions, community organizations, and equity partners, to ensure a diverse pool of participants.

Using this multi-pronged approach will target potentially eligible participants with an interest in earning while they learn career paths in urban forestry and arboriculture.



TRAINING/CURRICULUM DESIGN

Using a blended training model with industry-specific content will:

- Provide education in landscape maintenance, arboriculture, and urban forestry
- Develop work readiness skills through team building and instructional activities
- Encourage participants to pursue higher education in environmental studies

The jobs training program will provide an introduction, and hands-on opportunities will give participants the proven knowledge and skill set needed to find employment, covering topics such as:

Core Competencies	Work Readiness	Career Exploration	Environmental Literacy
General Safety OSHA 10 First Aid/CPR/AED	Team Culture and Team Building	Urban Forestry and Arboriculture career assessment	Tree Mapping
Tree Identification and Biology	Conflict Resolution	Introduction to certifications and training	Local Community Environmental Initiatives
Tree Planting and maintenance	Leadership Development	Local Career Pathways	
Ground Pruning Basics	Application and Interview Skills	Tree Care Employers	
TXU Tree Farm Maintenance	Financial Literacy		

Classroom and hands-on learning through real project implementation will provide the needed training and education for job placement with existing companies throughout the area.

WRAP-AROUND SERVICES

With an emphasis on investing in people, this program will also focus on **wrap-around service components**. Participant onboarding will address support and available services that may pose potential barriers to employment/program participants.

TRANSPORTATION

Participants will have access to bus/gas cards and resources to obtain a driver's license. Additionally, TTF will ensure participants' transportation to project sites.

CONTINUED EDUCATION

Community referrals to assist participants with obtaining HSE (High School Equivalency) and Industry Certifications. Participants will access available HSE through Adult Education Literacy programs.

HEALTH SUPPORT

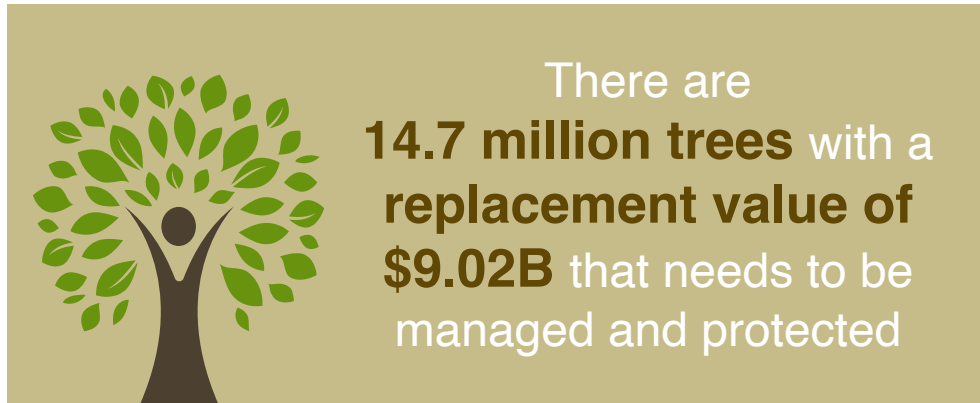
Provides referrals to assist with health, wellness, and mental health.

HOUSING

Community refers to housing and shelter resources

PROJECT JUSTIFICATION

**UP TO 60 MILLION NEW JOBS
IN THE 'GREEN ECONOMY
ARE FORECASTED BY 2030**



Urban forestry employers anticipate facing a significant labor shortage in the coming years. Intervention to connect disconnected young adults to green jobs could positively address high youth unemployment and create genuine curiosity by introducing environmental career paths while generating a new wave of adults skilled in preserving the environment.

DALLAS' URBAN FOREST PROVIDES COMMUNITY ECONOMIC AND ECOSYSTEM SERVICE BENEFITS TO ITS CITIZENS.

According to the **Dallas Urban Forest Master Plan 2021** report, investing in green infrastructure

PROVIDES A 3:1 ROI

The ability to calculate the monetary significance of air pollution removal, energy, and stormwater savings

EQUATES TO A FUNCTIONAL VALUE OF \$36.1 MILLION

PROJECT JUSTIFICATION



CARBON
Sequestration
\$8.62 million



STORMWATER
Avoided Runoff
\$221 million



AIR QUALITY
CO, NO₂, O₃, SO₂,
particulate matter
\$9.9 million

There are 1.8 million potential tree planting sites throughout Dallas.

The Great Trinity Forest accounts for almost 20% of all tree benefits in Dallas, **meaning many areas will need to implement a robust urban forestry plan, requiring a consistent workforce, volunteers, and funding.** The Texas Trees Foundation program design will serve as an intervention to connect disconnected young adults to green jobs and positively address:

- **Disconnected Opportunity Youth in Dallas.** Opportunity (or “disconnected”) youth are defined as people aged 16–24 who are neither in school nor working
- **Create genuine curiosity and introduce career paths that lead to a livable wage in this industry.** The U.S. Bureau of Labor Statistics estimates that the need for urban foresters will grow by 5% over the next ten years.

Leveraging WIOA Young Adult funding to pay wages for participants allows TTF to launch, support, and manage additional projects. The ability to offset costs for TTF and our partners will help ensure the long-term ability to maintain existing projects such as Cool School Programs (DISD campuses), Neighborwoods, and the Tree Farm Education Center.

According to the Urban Forestry & Urban Greening journal,

“Urban environmental restoration jobs offer an opportunity for those with limited formal education and specialized job training to establish green-collar careers.”

PROJECT OUTCOMES

With guidance from trained staff, the young adult participants will have the opportunity to obtain work experience and employment training.

The following principles are woven into developing and implementing our jobs program:

Objective 1: Develop a comprehensive work experience and employment training program tailored to the needs of young adults, focusing on environmental disciplines relevant to the green-collar sector.

Objective 2: Partner with local employers in the green-collar sector to ensure that the skills and knowledge acquired by participants are directly tied to employer needs and increase their chances of permanent employment.

Objective 3: Provide ongoing support and mentorship to participants throughout their training, ensuring they are adequately prepared for job placement in the green-collar sector upon program completion.

Objective 4: Contribute to the growth and sustainability of local environmental projects by creating a skilled workforce capable of maintaining existing initiatives while driving new opportunities in the green-collar sector.

Texas Trees Foundation Jobs Training Program work experience program **will tie directly to employer needs**. Our primary goal is to train young adults in environmental disciplines that lead to permanent employment in the green-collar sector. Creating a trained workforce is necessary to sustain and maintain existing projects while developing the capacity to begin new opportunities.



WORK PLAN

To launch the jobs training program will include internal investments from TTF, offset costs through established partnership(s), and fundraising support. The work plan below includes a tentative timeline to launch program year 1.



WHAT IMPACTS WILL THE PROGRAM PROVIDE FOR THE PARTICIPANTS AND THE COMMUNITY?

In addition to providing training in the core competencies to obtain entry-level employment in tree care industries, the Texas Trees Jobs Training Program has set outreach, program completion, employment, and environmental goals.

COHORT	COMPLETION RATE	EMPLOYMENT GOALS
Onboard 4 cohorts of 4 -5 Participants to complete a 20-week work experience and training program.	66% Program Completion *Certificate of Completion	55% Employment *Interviewed and offered employment
16-20 Participants	10-13 Participants	5-7 Participants

ENVIRONMENTAL IMPACT

Participants will be able to impact their local communities.

Projects will have designated focus areas that align with communities in Dallas County identified as underserved. Utilizing the Texas Trees Foundation TreePlotter map, custom-built by PlanIt GEO, this tool quantifies the benefits and values of trees and aids in tree and urban forestry management and advocacy. Each tree planted and added to this database can calculate:

**OVERALL
MONETARY
BENEFIT**

**STORM
WATER**

**MONETARY
BENEFIT**

**PROPERTY
VALUE
ENERGY**

**CONSERVATION
AND
SAVINGS**

**CARBON
MONETARY
BENEFIT**

**AIR
QUALITY**

WORK PLAN

To launch the jobs training program will include internal investments from TTF, offset costs through established partnership(s), and fundraising support. The work plan below includes a tentative timeline to launch program year 1.

1	2	3	4
Coordinate External Partnerships / Finalize any required agreements	Fundraising campaign	Recruit, onboard Leadership Staff	Outreach campaign for youth participants

5 Sept '23 Fall Cohort	6 Dec '23	7 Feb '24 Spring Cohort	8 May '24	9 June '24 Summer Cohort
LAUNCH COHORT 1	Connect cohort participants to local employers	LAUNCH COHORT 2	Connect cohort participants to local employers	LAUNCH COHORT 3

SUMMARY

The Texas Trees Foundation Green Jobs Workforce program is the first of its kind in Texas and with the wrap-around services, the most comprehensive.

It will provide a model for replication and a much-needed workforce to transform the landscapes of cities, neighborhoods, schools, parks, trails, and other important assets needed for a better quality of life. It will help transform cities' relationship with nature and offset the more than 35% impervious surface in Dallas with green infrastructure. This will directly impact biodiversity, mitigate the urban heat island effect and air quality issues, increase economic opportunities, manage water runoff, and create a healthier environment that has a return on investment for human health, economic development, environmental integrity, and beautification.

The greatest investment in people will broaden the knowledge and opportunities for individuals to become self-sufficient and provide a pathway to employment that is often overlooked, particularly for young minority populations who have been underserved and under-represented in our communities. Connecting this population to new green jobs is imperative for the future of urban forestry. This program is a win-win for individuals, corporations, and municipalities.”



“Conservation and renewal of our green infrastructure, especially trees, is multi-faceted on the returns that we receive. Trees, people and health are inextricably connected and once we get people and trees reconnected, things fall in place for a healthier ecosystem that supports biodiversity. Trees matter.”

- Janette Monear, CEO