

GRANT ANALYSIS FORM OPERATING GRANT PROJECTS/PROGRAMS

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Category of Request

**New Grant**

Grant Continuation

Previous Council File No. _____

Change in Previously Approved Grant

Previous Council File No. _____

Project/Program Title: 2018 Urban Forestry Grant ProgramGrantor Agency: Wisconsin Department of Natural ResourcesGrant Application Date: October 1, 2017Anticipated Award Date: December 2017

1. Description of Grant Project/Program (Include Target Locations and Populations):
The 2018 Urban Forestry Grant will develop informational resources and build a targeted recruitment campaign to promote gender and racial diversity and job opportunities for Milwaukee residents in the urban forestry industry and in particular with the City of Milwaukee Forestry. Forestry will develop and implement a recruitment campaign targeting Milwaukee high schools using newly created materials to promote the urban forestry industry. Materials must reflect the diversity of the audience being recruited in order to be successful, particularly in an industry with a lack of awareness such as urban forestry. Forestry will customize recruitment materials including brochures, videos and portable display panels to demonstrate the career opportunities provided by the urban forestry industry. The campaign will go beyond the typical "career fair" approach and target small group and classroom presentations and on-site tree work demonstrations. Forestry will partner with Milwaukee Public Schools and others.
2. Relationship to City-Wide Strategic Goals and Departmental Objectives:
The 2018 Urban Forestry Grant supports the City's goal to improve economic opportunities for city residents by targeting recruitment to high schools to develop greater diversity and participation in urban forestry. Urban Forestry is a newly-recognized trade by the US Department of Labor and Wisconsin Department of Workforce Development with both national and state Arborist Apprenticeship programs. The structured apprenticeship model provides access to high school guidance counselors and multiple points of entry into the urban forestry industry. Forestry's recruitment campaign will highlight these latest career opportunities that could attract non-traditional participants.
3. Need for Grant Funds and Impact on Other Departmental Operations (Applies only to Programs):
The grant of \$20,000 will be used to develop recruitment resources with the required 50% city match funded through \$10,108 in-kind personnel and fringe benefits for staff directly involved in the recruitment campaign activities, \$4,892 purchase of a climbing kit for "saddle on" experience in tree climbing as part of recruitment demonstrations with high school students and a \$5,000 contribution from project partners for outreach materials.
4. Results Measurement/Progress Report (Applies only to Programs):
5. Grant Period, Timetable and Program Phase-Out Plan:
January 2018 – December 2018
6. Provide a list of Subgrantees:
7. If Possible, complete Grant Budget Form and attach to back.