

## GRANT ANALYSIS FORM OPERATING GRANT PROJECTS/PROGRAMS

Department/Division: City of Milwaukee Department of Public Works - Operations

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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: 2019 Urban Forestry Grant Program – Urban Forestry Career Outreach Toolkit Implementation

Grantor Agency: Wisconsin Department of Natural Resources

Grant Application Date: October 1, 2018

Anticipated Award Date: December 2018

1. Description of Grant Project/Program (Include Target Locations and Populations):  
The 2019 Urban Forestry grant will implement a career outreach campaign using the Urban Forestry Career Outreach Toolkit developed as part of the 2018 Urban Forestry grant to promote awareness of urban forestry among young adults and non-traditional audiences. The toolkit includes outreach tactics and activities that resonate with target audiences and directs promotion to online, social, and outdoor media.
2. Relationship to City-Wide Strategic Goals and Departmental Objectives:  
The 2019 Urban Forestry grant supports the City's goal to improve economic opportunities for city residents by promoting urban forestry as a career opportunity among young adults and non-traditional audiences. Arboriculture is a recently recognized trade by both the US Department of Labor and Wisconsin Department of Workforce Development each with new Arborist Apprenticeship programs. The structured apprenticeship model improves access and creates multiple points of entry into the urban forestry industry. The career outreach campaign will highlight these opportunities using a promotional toolkit developed with emphasis on attracting non-traditional participants.
3. Need for Grant Funds and Impact on Other Departmental Operations (Applies only to Programs):  
The WDNR grant of \$25,000 will be used to implement a career outreach campaign to include online, social, and outdoor media/promotional buys with City match of \$25,000 (50%) funded through in-kind personnel and fringe benefits for staff involved in outreach tactics and activities.
4. Results Measurement/Progress Report (Applies only to Programs):
5. Grant Period, Timetable and Program Phase-Out Plan:  
**January 2019 – December 2019**
6. Provide a list of Subgrantees:
7. If Possible, complete Grant Budget Form and attach to back.