For CPRE/CPRP licensure - Please submit your CEU tracking form to the room monitor prior to the start of the session and pick it up at the end of the session.

For all credits (CEU, PDH and CM) - To receive credits for this session, you must complete the Session Survey in the mobile app.

• From the home page, select schedule
• Go to today’s date and find the title of this session and tap
• In the middle of the page, tap General Session Survey
• Fill out the Session Survey

Your responses will be shared with the accrediting agency.
Landforce:
Two Problems.
One Solution.
## Land Stewardship
### Regional Need for Services

<table>
<thead>
<tr>
<th></th>
<th>Allegheny County</th>
<th>City of Pittsburgh</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acres of potentially functional greenspace (woodlands, cemeteries, parks, greenways, vacant land (public &amp; private), gardens, parklets (not counting anticipated new green infrastructure projects))</td>
<td>140,000</td>
<td>20,000</td>
</tr>
<tr>
<td>Acres currently managed</td>
<td>25,000</td>
<td>1800</td>
</tr>
<tr>
<td>% of land currently managed</td>
<td>18%</td>
<td>&lt;20%</td>
</tr>
<tr>
<td>Existing Market</td>
<td>$11.5 million/year</td>
<td>$3 million/year</td>
</tr>
<tr>
<td>Potential Market</td>
<td>$171 million/year</td>
<td>$12 million/year</td>
</tr>
</tbody>
</table>
According to Zillow, the average home cost in Pittsburgh is currently $144,500
Pittsburgh: A Most Livable City for Whom?

City of Pittsburgh

- 301,048 People
- 3.9% Unemployment
- 22% Poverty Rate
- $44,092 Median Household Income

Homewood: Sample Pittsburgh Neighborhood

- 10,406 People
- 16.9% Unemployment
- 30.3% Poverty Rate
- $35,747 Median Household Income

34% Minority

70.7% Minority
Landforce: Investing in People and Restoring Land
What Landforce Does

- **Land Stewardship**
  - Habitat Restoration
  - Trail Construction
  - Vacant Lot Management
  - Green Infrastructure Maintenance

- **Workforce Readiness**
  - Weekly One-on-One Meetings
  - Soft Skills Development
  - Hard Skills Development
  - Job Search
  - On the Job Experience
2016 to 2019
932 hours of Workforce Readiness training
4,192 hours of Work Skills training
Individualized Career Coaching
Packing Lunch on a Budget
Financial Literacy
“Bring Your A Game”
Attitude - Attendance - Appearance - Ambition
Accountability - Acceptance - Appreciation
Team Building
Team Meetings
Golden Shovel Awards
Restorative Practices
Mock Interviews
Learning on the Job
Stewarding Land:
(2018 = 8,188 Hours)
2018 & 2019: Allegheny Dwellings Vegetated Bioswale
2018 & 2019: Alco Parking Green Infrastructure Maintenance
2018:
Triumph Baptist Church
Stormwater Detention Swale
2019: Pittsburgh Water and Sewer Authority
An ounce of prevention is worth a pound of cure - Ben Franklin (1736)
2016 & 2017: Dead Man’s Hollow Trail Construction
Allegheny Land Trust
2017 & 2018: Crouse Run Trail
Renovations
Pine Creek Land Trust
2019 Hilltop Urban Farm Orchard Planting
In addition to hard skills, in 2018 86% of Crew Members self-reported learning:

- Confidence
- Conflict Resolution
- Teamwork
- Resume building
- Job searching
- Understanding employer expectations
- Working hard
- Taking pride in a job well done
- Understanding the value of hard work & perseverance
In 2018:

- We hired and trained 21 crew members
- 12 people complete the season with us
- 11 finishers interviewed for jobs (92%)
- 11 of the finishers were offered jobs or went into industry trainings within two weeks of the season’s end (92%). The average wage of these positions was over $16/hour.

We continue to track everyone for 18 months post season.
Starting all over again; 2019

In 2019:

- 105 applicants for the position
- 56 people were interviewed
- We hired 25 people for a 6 week training program
- 18 people hired to work the season with us
- 2 crews of 9 workers between the ages of 19 and 55
- 2019 wages are $15 an hour
- So far, 14 distinct projects have been started or completed
- We anticipate our season stretching through October
Challenges

In 2018 the crew members we hired showed higher rates of:
Mental health issues (2018: 71%, 2017: 64%, 2016: 33%),
Experience with homelessness (2018: 33%, 2017: 21%, 2016: 17%),
And justice involvement (2018: 67%, 2017: 57%, 2016: 33%) than any of the previous years.
What Our Crew Members Say

“I look at woods differently now.”

“If you can build a trail, you can do anything.”

“I think I’m 10 steps ahead of anyone who didn’t experience this on the next job.”

“I didn’t want to miss a day because the team needed me.”

“It’s the hardest working job I’ve had. I never enjoyed working at other jobs the way that I do here.”

“The birds are always singing.”

“It was therapeutic to be out in the woods, zone out... Anything that was bothering me, I would get out in the woods and nothing else exists. By the time the day ended, I didn't care about whatever else was bothering me.”

“I’m 32, but I feel 18. I learned so much on this job.”

“All the training and skills we learned work outside the job, at home, or at another job. Conflict can happen anywhere, the training helps me know how to deal with them better.”
Get involved!
Investing in People. Restoring the Environment.

Thomas Guentner
Director of Land Stewardship
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- Online resource library
- Urban park study tours
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