



GROWING TREES MAKE GREAT NEIGHBORHOODS

## InvestFromTheGroundUp.org

Visit our website to learn more about these benefits and how you can help us to Invest from the Ground Up!

## Trees: Good for Jobs & the Economy

Trees are on the job 24-hours a day working for all of us to improve our quality of life. So, one of the greatest and simplest investments we can make in our communities is in the tree-lined streets, parks and green spaces that also give character to where we live, shop and play.

The economic value of trees to our communities includes cooling our cities, cleaning the air we breathe, increasing the value of local businesses and of notable importance **providing us with greenery for our wallets — that is income from tree-related jobs.**

Trees offer a variety of jobs at all skill and income levels. That's why we're focused on what happens to the trees and green spaces in California's communities. Recognizing the role trees play in creating much **needed jobs, gives us one more reason to invest from the ground up.**



**"I was in college studying for a business degree, but at the same time I was working at a landscaping company. I realized that with a business degree, I might end up in a cubicle, watching the outdoors from a little window. If I worked in landscaping, I could be outside all day in the natural environment."**—Jeff Walton, *Certified Arborist*

## Did You Know That Trees...



**Provide a variety of products and services that we need in order to survive and thrive:**

- Trees provide so much from fruit and nuts for consumption to wood to build our homes, packaging materials to transport goods, and medicines to keep us healthy.
- The economy needs people to extract these benefits from trees.



**Create satisfying and rewarding jobs and career opportunities:**

- California's community trees provided 60,067 jobs in 2009.<sup>1</sup>
- Trees provided \$3.3 billion in individual income to Californians.<sup>1</sup>
- Nationwide recreation services provide 6.5 million jobs.<sup>2</sup>



**Add billions to our economy, keeping it moving and growing:**

- In 2009, trees provided \$826 million in local, state and federal taxes.<sup>1</sup>
- California trees added \$3.6 billion to the state's economy in 2009.<sup>1</sup>
- The environmental horticulture industry provides almost \$150 billion in output, nearly 2 million jobs, and \$64 billion in labor income.<sup>3</sup>

Sources:

1. Scott Templeton et al, CalFire, "Impacts of Urban Forestry on California's Economy in 2009"
2. The Outdoor Industry Foundation
3. Charles Hall et al., USDA Urban & Community Forestry Advisory Committee



# invest from the ground up

## What Economic Benefits Do Trees and Green Spaces Provide?

**Create Jobs** – From the skilled work of certified arborists (who plant, prune and treat trees) to entry-level jobs in nurseries and landscaping companies, urban forestry employs more than 60,000 Californians.<sup>4</sup>

**Add Nearly \$4 Billion to California's Bottom Line** – From the manufacturing of products to the goods sold in nurseries to the salaries of workers, altogether urban forestry added nearly \$4 billion to the state's GDP in 2009.<sup>5</sup>

**Increase business sales** – Businesses on tree-lined streets show 20% higher income streams.<sup>6</sup> More profitable businesses produce more jobs and leave fewer storefronts vacant, which helps the entire community thrive.<sup>7</sup>

**Savings on Energy Costs** – Properly landscaping can reduce air conditioning costs by up to 50%<sup>8</sup> and home heating bills by up to 30%.<sup>9</sup> In fact, the net cooling effect of a young, healthy tree is equal to 10 room-sized air conditioners operating 20 hours/day.<sup>10</sup>



## Tree-Related Jobs

Trees provide a variety of jobs at all skill levels and income levels. From grounds crew to certified consulting arborists and much in between, there are jobs at all skill and income levels with lots of opportunity for growth.

Tree groundsmen (who assist tree trimmers with jobsite safety and operate machinery) average \$15.85/hour, while an experienced certified consulting arborist can make \$150/hour.

There are more than 50 careers options related to trees: Landscape Architect, Parks and Recreation staff, Arborist, Urban Forester, Urban Planner, Nursery staff, Groundskeeper, Environmental Educator and many more. Learn more about careers in trees at:

<http://tinyurl.com/50treecareers>



California Urban Forests Council believes that California should **Invest From the Ground Up**. Our vision is that California's communities are cleaner, healthier and more prosperous through collaborative action and investments in urban forests and urban greening.



Get involved today:

[http://calfire.ca.gov/resource\\_mgmt/resource\\_mgmt\\_urbanforestry.php](http://calfire.ca.gov/resource_mgmt/resource_mgmt_urbanforestry.php)

[www.InvestFromTheGroundUp.org](http://www.InvestFromTheGroundUp.org)



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Sources:

4. California ReLeaf

5. Report to the National Urban and Community Forestry Advisory Committee

6. Dan Burden, Walkable and Livable Communities Institute

7. Kelly Caffarelli, Home Depot Foundation

8. American Power Association

9. US Department of Energy

10. US Department of Agriculture

California Urban Forests Council is an equal opportunity provider.

This publication made possible through grants from CAL FIRE and the USDA Forest Service.