



An urban forest issue brief

Real “Green” Jobs



In Healthy Cities, Jobs Are Green

Imagine a future where economic prosperity is driven by environmental transformation and where businesses providing environmentally-friendly products and services are the fastest growing segment of the economy. The green industry is a \$40 billion market and increasing quickly. Developing a workforce to keep pace is becoming more critical to our economy every day. Particularly, the partnership between urban youth and trees diversifies the green industry's work force and makes green areas more accessible to urban communities.

Green Jobs...

- Are good, family-supporting jobs.
- Contribute to enhancing environmental quality.
- Are part of a vibrant local business sector.

Green jobs create safer streets and healthier communities.

Real green jobs include:

Landscape architects and designers. Landscape architecture is the fastest growing design profession. Employment is projected to grow by 16% over the next 10 years.²

Arborist services. Tree and arborist companies have historically struggled to find qualified employees. In some sectors of the economy such as tree care, there is a job for every trained worker. Some communities have caught on and are offering workforce training to expose adults and high school graduates to these career opportunities.

Engineering, research, and modeling. As green infrastructure alternatives are increasingly used to manage stormwater, improve air quality, and reduce the urban heat island effect, jobs in engineering, research, and modeling will be essential in the development, design and performance monitoring of green systems.

Green roof installation. As the application of green roofs continues, job opportunities in design, installation, and maintenance of green roof systems, as well as for plant production, will increase.

Recommendations:

- Use public investments to leverage private dollars and jump start green job training, certification, and apprenticeship programs to help residents develop the skills to be successful in the new green economy.
- Inform trade associations, business development, and employment service providers about trends and regulations that will create demand for green jobs and services.
- Incorporate green jobs into magnet programs and vocational schools, job training, reintegration, and local business development programs and services.

Tree Benefit Facts

Serving Size 1 Million City Trees (2" caliper)
Recommended Servings Per City about 40%

Costs

Volunteer Service \$0 Trees \$250 million

Annual Value*

Energy Conservation 30% less usage

Cost Savings \$10 million

Stormwater 350 million gallons captured

Cost Savings \$3.5 million

Clean Air 1,000 tons less air pollutants

Cost Savings \$5 million

Public Revenue 11% more for goods

Cost Savings varies by city

Property Value 1-10% higher

Cost Savings varies by city

Lower Crime 50% less violent crime

Cost Savings priceless

Total Cost Savings \$18.5 million

ROI within 14 years not including public revenue, property, and crime benefits.

* Annual Values are based on studies from the Center for Urban Forest Research, Center for Urban Horticulture, Lawrence Berkeley Lab, and the Univ. of Washington, and vary by city. Approximate values are indicated where the differences vary less significantly by city.



References:

1. Occupational Outlook Handbook, 2008-09 Edition, Bureau of Labor Statistics.
2. Green Collar Jobs in America's Cities: Pathways out of Poverty and Careers in the Clean Energy Economy, Apollo Alliance, 2008.
3. U.S. Department of Labor, <http://www.bls.gov/oco/ocos039.htm>
4. Green Roof Industry Survey 2006, Green Roofs for Healthy Cities, April 2007.

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