

Urban Woodworkers

Labor Market Analysis: San Diego County

August 2019

Summary

Approximately 520,000 large trees would have to be planted between 2019 and 2021 to meet canopy cover goals set by the City of San Diego's Climate Action Plan.¹ To determine labor market demand for *Urban Woodworkers*, this labor market analysis reviews online job postings data to determine top employers, job titles, and skills. There was an average of nine online job postings per year with the key term, "urban wood" in San Diego County between 2011 and 2018. However, according to available labor market information, *Urban Woodworkers* may also include utility arborists, forestry technicians, and tree climbers. There was an annual average of 41 online postings for these occupations between 2011 and 2018, indicating a small labor market demand. (For comparison, the average number of online job postings per year in San Diego County is 480.) Palomar College currently has an Urban Forestry program that could address the small labor market demand for these occupations.²

Introduction

Urban forests cover 130 million acres of America's cities and towns. They include urban parks, street trees, gardens, wetlands, nature preserves, etc. With this in mind, the United States Department of Agriculture (USDA) released the National Ten-Year Urban Forestry Action Plan³ to expand awareness about the benefits and utilization of urban wood as a resource, as well as serving as a guide for municipalities.⁴ Similarly, the City of San Diego implemented its Urban Forestry Five-Year Plan in January 2017, which revolves around planning and policy, tree preservation, maintenance, planting, risk management, and emergency management.⁵

To determine if there is labor market demand in San Diego County as a result of these policies, this report analyzes the following key terms related to *Urban Woodworkers* from online job postings: *Lumber Milling*, *Urban Forest*, *Urban Tree Management*, *Urban Wood*, and *Wood Drying*.

¹ "San Diego Union Tribune, San Diego's urban tree program still far behind schedule, senior city planner says," sandiegouniontribune.com/news/environment/sd-me-tree-canopy-whistleblower-20190123-story.html.

² "Palomar College Urban Forestry," palomar.edu/pages/woodworking/urban-forestry/.

³ "United States Department of Agriculture, Urban Forests," fed.us/managing-land/urban-forests.

⁴ Ten-Year Action Plan Development. urbanforestplan.org/emerging-10-year-action-plan/.

⁵ "City of San Diego. Urban Forestry Program, Five Year Plan," sandiego.gov/sites/default/files/final_adopted_urban_forestry_program_five_year_plan.pdf.

Online Job Postings

Between 2011 and 2018, there was an average of 41 online job posting per year for jobs with keywords related to *Urban Woodworkers* in San Diego County (Exhibit 1).

Exhibit 1: Number of Online Job Postings with Keywords related to *Urban Woodworkers* in San Diego County (2010-2017)⁶

Key Term	2011	2012	2013	2014	2015	2016	2017	2018
Lumber Milling	0	6	7	1	0	0	0	0
Urban Forest	15	12	11	1	9	13	10	12
Urban Tree Management	8	12	21	23	9	11	20	38
Urban Wood	4	1	6	5	4	11	31	7
Wood Drying	2	1	7	1	4	1	2	0
Total	29	32	52	31	26	36	63	57

Top Employers

Between January 1, 2016, and December 31, 2018, the top employers that posted online job postings in San Diego County with keywords related to *Urban Woodworkers* were [Westin](#), [Davey Tree Expert Company](#), [Western Environmental Consultants](#), [West Coast Arborists Incorporated](#), and [Tree San Diego](#) (Exhibit 2).⁷

Exhibit 2: Top Employers in Online Job Postings with Keywords related to *Urban Woodworkers* in San Diego County

Top Employers
<ul style="list-style-type: none">• Westin• Davey Tree Expert Company• Western Environmental Consultants, Llc 551• West Coast Arborists Incorporated• Tree San Diego

⁶ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2010-2018.

⁷ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2016-2018.

Top Job Titles

Between January 1, 2016, and December 31, 2018, the top five job titles for online job postings in San Diego County with keywords related to Urban Woodworkers were [Utility Arborist/Auditor](#), [Forestry Technician](#), [Forestry Consultant](#), [Consulting Utility Forester](#), and [Tree Climber](#) (Exhibit 3).

Exhibit 3: Top Job Titles in Online Job Postings with Keywords Related to Urban Woodworkers in San Diego County⁸

Top Job Titles	
<ul style="list-style-type: none"> • Utility Arborist/Auditor (22) • Forestry Technician (4) • Forestry Consultant (4) • Consulting Utility Forester (4) • Tree Climber (3) 	<ul style="list-style-type: none"> • Sales Representative (3) • Plant Healthcare Technician (3) • Painter (3) • Horticulturist (3) • Ground worker Tree Maintenance (3)

Top Skills

Exhibit 4 lists the top specialized, soft, and software skills that appeared in online job postings between January 1, 2016 and December 31, 2018.

Exhibit 4: Top Skills in Online Job Postings with Keywords Related to *Urban Woodworkers* in San Diego County⁹

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> • Environmental Science • Repair • Cleaning • Natural Resources • Project Management 	<ul style="list-style-type: none"> • Communication Skills • Detail-Oriented • Physical Abilities • Problem Solving • English 	<ul style="list-style-type: none"> • Facebook • AutoCAD • Adobe Photoshop • SketchUp • Revit

⁸ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2016-2018.

⁹ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2016-2018.

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All representations included in this report have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. This study examines the most recent data available at the time of the analysis; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and the report findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.