**Landscaping and Groundskeeping Workers**

**Labor Market Information Report**

Prepared by the San Francisco Bay Center of Excellence

for Labor Market Research

November 2017

# Recommendation

Based on all available data included in this report, there appears to be a significant undersupply of Landscaping and Groundskeeping workers compared to the demand for this cluster of occupations in the Bay region and the Silicon Valley sub-region. The annual gap between demand and supply is about 5,170 in the region and about 980 in the Silicon Valley sub-region. This undersupply warrants the addition of the proposed new Landscape Technician program at Foothill College.

This report also provides student outcomes data on employment and earnings for Landscape Design and Maintenance programs in the region compared to regional and statewide data. It is recommended that this data be reviewed to better understand how student outcomes for Landscape Design and Maintenance programs at colleges in the region compare to the state programs in this area, as well as outcomes across all programs in the region.

# Introduction

This report profiles Landscaping and Groundskeeping workers in the 12 county Bay Region and the Silicon Valley Sub-Region (Santa Clara county) for a new Landscape Technician program at Foothill College.

* **First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers (SOC 37-1012)**: Directly supervise and coordinate activities of workers engaged in landscaping or groundskeeping activities. Work may involve reviewing contracts to ascertain service, machine, and workforce requirements; answering inquiries from potential customers regarding methods, material, and price ranges; and preparing estimates according to labor, material, and machine costs.

*Entry-Level Educational Requirement:* *High School Diploma or Equivalent*

*Training Requirement:* *None*

*Percentage of Community College Award Holders or Some Postsecondary Coursework:* 34%

* **Landscaping and Groundskeeping Workers (SOC 37-3011)**: Landscape or maintain grounds of property using hand or power tools or equipment. Workers typically perform a variety of tasks, which may include any combination of the following: sod laying, mowing, trimming, planting, watering, fertilizing, digging, raking, sprinkler installation, and installation of mortarless segmental concrete masonry wall units

*Entry-Level Educational Requirement:* *No Formal Education Credential*

*Training Requirement:* *Short-term on-the-job training*

*Percentage of Community College Award Holders or Some Postsecondary Coursework:* 20%

* **Grounds Maintenance Workers, All Other (SOC 37-3019)**: All grounds maintenance workers not listed separately.

*Entry-Level Educational Requirement:* *No Formal Education Credential*

*Training Requirement:* *Short-term on-the-job training*

*Percentage of Community College Award Holders or Some Postsecondary Coursework:* 20%

# Occupational Demand

**Table 1. Employment Outlook for Landscaping and Groundskeeping Workers in Bay Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation | 2016 Jobs | 2021 Jobs | 5-Yr Change | 5-Yr % Change | 5-year Open-ings | Annual Open-ings | 10% Hrly Wage | Median Hrly Wage |
| First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers | 4,044 | 4,160 | 116 | 3% | 1,831 | 366 | $13.08 | $17.64 |
| Landscaping and Groundskeeping Workers | 36,780 | 38,581 | 1,801 | 5% | 24,071 | 4,814 | $10.56 | $13.19 |
| Grounds Maintenance Workers, All Other | 563 | 589 | 26 | 5% | 366 | 73 | $12.68 | $19.46 |
| **Total** | **41,387** | **43,330** | **1,943** | **5%** | **26,267** | **5,253** | **$10.84** | **$13.71** |

*Source: EMSI 2017.3***Bay Region** includes Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma Counties

**Table 2. Employment Outlook for Landscaping and Groundskeeping Workers in Silicon Valley Sub-Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation | 2016 Jobs | 2021 Jobs | 5-Yr Change | 5-Yr % Change | 5-year Open-ings | Annual Open-ings | 10% Hrly Wage | Median Hrly Wage |
| First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers | 635 | 640 | 5 | 1% | 279 | 56 | $13.19 | $23.39 |
| Landscaping and Groundskeeping Workers | 7,239 | 7,463 | 224 | 3% | 4,567 | 913 | $10.93 | $14.92 |
| Grounds Maintenance Workers, All Other | 109 | 114 | 5 | 5% | 71 | 14 | $12.92 | $16.50 |
| **Total** | **7,983** | **8,217** | **234** | **3%** | **4,917** | **983** | **$11.14** | **$15.62** |

*Source: EMSI 2017.3***Silicon Valley Sub-Region** includes Santa Clara County

### Job Postings in Bay Region and Silicon Valley Sub-Region

**Table 3. Number of Job Postings by Occupation for latest 12 months (Nov. 2016 – Oct. 2017)**

|  |  |  |
| --- | --- | --- |
| Occupation | Bay Region | Silicon Valley |
| Landscaping and Groundskeeping Workers (37-3011.00) | 674 | 191 |
| First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers (37-1012.00) | 49 | 8 |
| **Total** | **723** | **199** |

*Source: Burning Glass*

**Table 4. Top Job Titles for Landscape Technician Occupations for latest 12 months (Nov. 2016 – Oct. 2017)**

|  |  |  |
| --- | --- | --- |
| Common Title | Bay Region | Silicon Valley |
| Groundskeeper | 220 | 70 |
| Gardener | 151 | 49 |
| Landscaper | 59 | 15 |
| Irrigation Technician | 35 | 6 |
| Landscape Labourer | 16 | 2 |
| Grounds Worker | 15 | 0 |
| Groundsman | 15 | 7 |
| Landscaping Crew Leader | 13 | 5 |
| Greenskeeper | 12 | 3 |
| Grounds Specialist | 9 | 7 |

*Source: Burning Glass*

# Industry Concentration

**Table 5. Industries hiring Landscaping and Groundskeeping Workers in Bay Region**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Industry – 6 Digit NAICS (North American Industry Classification) Codes | Jobs in Industry (2016) | Jobs in Industry (2021) | % Change (2016-21) | % in Industry (2016) |
| Landscaping Services (561730) | 26,835 | 27,685 | 3% | 64.8% |
| Local Government, Excluding Education and Hospitals (903999) | 2,953 | 3,128 | 6% | 7.1% |
| Golf Courses and Country Clubs (713910) | 1,082 | 1,142 | 6% | 2.6% |
| Crop Production (111000) | 620 | 636 | 3% | 1.5% |
| Hotels (except Casino Hotels) and Motels (721110) | 596 | 632 | 6% | 1.4% |
| All Other Amusement and Recreation Industries (713990) | 579 | 638 | 10% | 1.4% |
| Colleges, Universities, and Professional Schools (State Govt) (902612) | 576 | 670 | 16% | 1.4% |
| Colleges, Universities, and Professional Schools (611310) | 544 | 622 | 14% | 1.3% |

*Source: EMSI 2017.3*

**Table 6. Top Employers Posting Jobs in Bay Region and Silicon Valley for latest 12 months (Nov. 2016 – Oct. 2017)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Employer** | **Bay Region** | **Employer** | **Silicon Valley** |
| The Brickman Group, Ltd | 38 | Brightview | 13 |
| Brightview | 25 | The Brickman Group, Ltd | 10 |
| Fremont Unified School District | 15 | Standford University | 9 |
| Greystar | 14 | East Side High School District | 8 |
| Landcare | 13 | San Jose Unified School District | 7 |
| ServiceMaster | 13 | American Gold Corporation | 6 |
| Fairfield Residential | 11 | Greystar | 4 |

*Source: Burning Glass*

# Educational Supply

On the supply side, there are 7 Community Colleges with Landscape Design and Maintenance Programs on TOP 0109.10 issuing 80 awards annually.

**Table 7. Landscape Design and Maintenance Programs on TOP 0109.10 in Bay Region**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| College | Sub-Region | CC Headcount | Associate Degrees | Certificates or Other Credit Awards | Total Awards |
| Cabrillo | SC & Monterey | courses on another TOP | 3 | 9 | 12 |
| Diablo Valley | East Bay | 49 | 0 | 2 | 2 |
| Las Positas | East Bay | courses on another TOP | 1 | 0 | 1 |
| Marin | North Bay | 2 | 1 | 1 | 2 |
| Merritt | East Bay | 282 | 15 | 22 | 37 |
| San Francisco | Mid-Peninsula | 142 | 3 | 15 | 18 |
| Santa Rosa | North Bay | 104 | 4 | 4 | 8 |
| **Total Bay Region** | | **578** | **27** | **53** | **80** |

# *Source: IPEDS, Data Mart and Launchboard*

NOTE: Headcount of students who took one or more courses and No. of Students who received an award is for 2015-16. For Community Colleges, the annual average for Associate Degrees and Certificates is 2014-17. There appear to be no programs at Other Educational Postsecondary Institutes based on a crosswalk of TOP to CIP codes.

# Gap Analysis

The labor market gap is very large in the Bay region for this occupation with annual openings of 5,253 and annual supply of 80 community college students awards. This represents an undersupply of about 5,173 students. In the Silicon Valley sub-region, the gap is also significant, with annual openings of 983 and no supply of community college students.

# Student Outcomes

Overall, students who took courses in Landscape Design and Maintenance (TOP code 0109.10) in the Bay region are getting employed at the same rate as those students at the state level taking courses on that TOP code. However, the earnings and rate of employment is quite a bit lower than the regional median across all programs. The following is a summary of the employment and earnings data presented in Table 8:

* The percentage of students employed four quarters after exit in 2014-15 is 69% for Santa Rosa, which is quite a bit higher than the regional median at 54%. Santa Rosa students also received a median wage gain of 44% in 2014-15 which is 20% higher than the regional median wage gain.
* The top college in the region for median quarterly earnings is Merritt College at $10,400, which is higher than the regional median by 26%. Also, 52% of students at Merritt taking courses on 0109.10 were making a living wage in 2014-15, which is 10% higher than the Bay region average for this metric.

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0109.10 Landscape Design and Maintenance at Bay Region Colleges and at Las Positas College for 2014-15**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **2014-15** | **Bay Region (All Programs)** | **State (0109.10)** | **Bay Region (0109.10)** | **Top College in Bay Region (0109.10)** | |
| % Employed Four Quarters After Exit | 68% | 53% | 54% | Santa Rosa | 69% |
| Median Earnings Two Quarters After Exit | $12,640 | $7,568 | $8,230 | Merritt College | $10,400 |
| Median % Change in Earnings | 37% | 28% | 24% | Santa Rosa | 44% |
| % of Students Earning a Living Wage | 51% | 46% | 42% | Merritt College | 52% |

*Source: Launchboard*

# Skill & Certifications

**Table 9. Top Skills for Landscape Technician Occupations in the Bay Region (Nov 2016 – Oct 2017)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Skill** | **Latest 12 Mos. Postings** | **Skill** | **Latest 12 Mos. Postings** | **Skill** | **Latest 12 Mos. Postings** |
| Repair | 263 | Scheduling | 58 | Plumbing | 26 |
| Irrigation | 194 | Herbicides | 57 | Customer Contact | 25 |
| Inspection | 102 | Supervisory Skills | 55 | Forklift Operation | 25 |
| Irrigation Systems | 97 | Machinery | 43 | Inventory Maintenance | 24 |
| Cleaning | 94 | Property Management | 35 | Laundry | 24 |
| Hand Tools | 82 | Painting | 33 | Budgeting | 23 |
| Fertilizers | 73 | Rototillers | 30 | Chain Saws | 23 |
| Power Tools | 68 | Landscaping | 28 | Occupational Health & Safety | 23 |

*Source: Burning Glass*

**Table 10. Education Requirements in Bay Region**

Note: 69% of records have been excluded because they do not include a degree level. As a result, the chart below may not be representative of the full sample.

|  |  |
| --- | --- |
| **Education (minimum advertised)** | **Latest 12 Mos. Postings** |
| High school or vocational training | 208 |
| Associate Degree | 11 |
| Bachelor’s Degree | 6 |

*Source: Burning Glass*

# Methodology

Occupations for this report were identified by use of skills listed in O\*Net descriptions and job descriptions in Burning Glass. Labor demand data is sourced from Economic Modeling Specialists International (EMSI) occupation data and Burning Glass job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CTE Launchboard and CCCCO Data Mart.

# Sources

O\*Net Online

Labor Insight/Jobs (Burning Glass)

Economic Modeling Specialists International (EMSI)

CTE LaunchBoard [www.calpassplus.org/Launchboard/](http://www.calpassplus.org/Launchboard/)

Statewide CTE Outcomes Survey

Employment Development Department Unemployment Insurance Dataset

Living Insight Center for Community Economic Development

Chancellor’s Office MIS system

# Contacts

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