

Budgeting for Tree Care Success



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Wildman Designs
Arborist/Landscape
Architect

We all know about tree successes



How can a budget effect your organizations
'tree care success'?

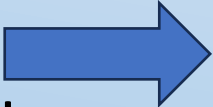
Tree care success is based on your tree
planting success

and

your plan for the post planting care of
each tree planted.

A **solid budget** is the plan that drives
your planting & tree care success

Understand your organization's Big Picture - *why does your organization exist?*

- Know your mission statement. Stay on target with the funding you seek.
- Grants and funding can grow and improve your programs.
- End game  the right species, planted in the right places, maintained properly = healthy trees and happy communities.

Polling Question #1

How would you best classify your position?

- Executive Director or Owner
- Programs Director
- In charge of a single program within your org.
- Administrator
- Other

Polling Question #2

What do you do in your Organization?

---select any that apply---

- Write grants
- Invoice grants
- Direct/Lead/Train staff in a Planting Program
- Drink coffee and take staff & volunteers out for adult beverages after work
- Other

Understand what it takes to “*keep the lights on*”

Your organization pays **fixed expenses** regardless of what work/income come in.


- Rent or a mortgage.
- Utilities (power, water, sewer).
- Internet service.
- Cell phone and land lines.
- Insurance including General Liability, Directors and Officers, Professional Liability.
- Vehicles- Insurance, registration, parking and gas & maintenance expenses.
- Usually considered ***Indirect Costs*** for grant purposes



Polling Question #3

What has been the most difficult budgeting item(s) for you?

---select any that apply---

- Knowing what your org's income will look like year-to-year.
- Pricing materials accurately with inflation.
- Pricing services accurately with inflation.
- Having clarity about each planting site to determine the best watering methods.
- Other  Place your response in the "Chat"

In each neighborhood you may have planting sites in...

Parks

Schools

Natural areas

Individual residences

Commercial sites

Fairgrounds

Native People's land

Consider the community where you are proposing to plant trees

Questions:

- Are these neighborhoods new to your organization?
- What will your outreach program look like?

Considerations:


- Consider the staff positions to achieve your project goal
- Engage with communities to enhance and promote their needs.



Understand how your planting sites are managed

- **Parks** – are they ready for maintenance responsibility - watering, mowing and pruning the new trees?
- **Schools** – awareness and ability to prune
- **Individual residences**
- **Commercial sites**



A serene landscape featuring a river or stream in the foreground, surrounded by lush greenery and trees. The scene is overlaid with a light blue tint. In the background, a person is visible near a large tree on the right side. The text is centered and reads: "Dream and build on paper your ideal tree planting program and tree care program".

Dream and build
on paper
your ideal
tree planting program
and
tree care program

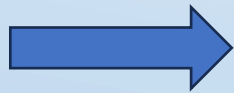
It is the budgeting process
that builds and realizes
your dream program

Planting Success-

budget down to the nitty gritty detail

Staff – the ‘who’ (think in terms of positions, not Sidney or Ralph)

Materials – the ‘what’ and ‘where’



site conditions

Tools – the ‘how’ and scale
of planting events

Services – the ‘how’ because,
as an organization, *consider*
*“can we do this ourselves? Or,
do we need outside help?”*

Jul 15	Budget	Aug 15	Budget	Sep 15	Budget	Oct 15	Budget	Nov 15	Budget	Dec 15	Budget
0.00	10,479.98	4,410.50	10,479.98	25,698.30	10,479.98	27,621.00	10,479.98	794.50	10,479.98	1,794.50	10,479.98
27,221.65	15,682.22	20,339.00	15,682.22	0.00	15,682.22	10,611.50	15,682.22	29,388.50	15,682.22	2,577.00	15,682.22
0.00	309.12	0.00	309.08	0.00	309.08	0.00	309.08	0.00	309.08	0.00	309.08
27,221.65	26,471.32	24,749.50	26,471.28	25,698.30	26,471.28	38,232.50	26,471.28	31,483.00	26,471.28	4,311.50	26,471.28
990.00	4,198.00	6,797.00	0.00	1,285.00	4,198.00	300.00	1,265.00	-10.00	4,198.00	0.00	0.00
990.00	4,198.00	6,797.00	0.00	1,285.00	4,198.00	300.00	1,265.00	-100.00	4,198.00	0.00	0.00
28,211.65	30,669.32	31,546.50	26,471.28	26,983.30	30,669.28	38,532.50	27,736.28	31,083.00	27,736.28	4,311.50	26,471.28
28,211.65	30,669.32	31,546.50	26,471.28	26,983.30	30,669.28	38,532.50	27,736.28	31,083.00	27,736.28	4,311.50	26,471.28

Numbers and lines and...

Tree Care Program											
Income				Expense				Expense (cont)			
4110 · Local Government Grants				5999 · Program Expenses				6400 · Personnel Expenses			
	4111 · Other City		\$ 75,000	6007 · Tree Care Program				6470 · Staff Development			
	4120 · PUC		\$ 10,000			6007A · Tools	\$ 2,500	Total 6470 · Staff Deve \$ 3,000			
	4133 · SFE		\$ 5,000			6007B · Tree Care - C	\$ 700	6405 · Fringe Benefits(\$ 22,500			
	Total 4110 · Government Grants		\$ 90,000			Total 6007 · Tree Care	\$ 3,200	6422 - 403B Contributi \$ 4,500			
4200 - State Grants						6366 · Volunteer Program	\$ 5,000	6466 · WorkersComp I \$ 15,330			
	4210 - Cal Fire (Schools)		\$ 75,000			Total 5999 · Program Expenses		Total 6400 · Personnel Expenses \$ 45,330			
	4220 - Ca ReLeaf		\$ 75,000			6300 · Admin Expenses		66000 · Payroll Expenses			
	Total 4200 - State Grants		\$ 150,000			6303A · Credit Card & Bank Char	\$ 1,200	Payroll Expenses \$ 150,000			
4300 - Federal Grants						6328 · Office Supplies	\$ 800	6410 · Payroll Taxes \$ 15,000			
	4310 - NUCFAC		\$ 10,000			6353 · Telephone	\$ 1,800	Total 66000 · Payroll Expenses \$ 165,000			
	Total 4300 - Fed Grants		\$ 10,000			6356 · Vehicle-Gas/Repair		Total Expense \$ 233,030			
4500 · Earned Income						6356A · Gas	\$ 4,500	Gross Profit or (loss) \$ 51,970			
	4510 · Contract Tree Care		\$ 35,000			6356B · Parking Expe	\$ 1,200				
	Total 4500 · Earned Income		\$ 35,000			6356C · Vehicle-Gas	\$ 5,000				
Total Income \$ 285,000						Total 6356 · Vehicle-Gas/Repair	\$ 10,700				
						Total 6300 · Admin Expenses	\$ 14,500				

991.00	1,268.85	905.74	1,268.88	921.68	1,268.88	898.22	1,268.88	920.71	1,268.88	950.68	1,268.88
17,204.90	13,957.62	14,780.60	13,957.65	15,076.91	13,957.65	13,720.14	13,957.65	14,036.60	13,957.65	14,458.54	13,957.65
34,639.87	31,355.59	23,085.83	31,355.64	37,866.00	31,355.64	36,392.67	31,355.64	27,941.90	31,355.64	20,545.76	31,355.64
-6,428.22	-686.27	8,460.67	-4,884.34	-10,882.70	-686.36	2,139.83	-3,619.36	3,141.10	-3,619.36	-16,234.26	-4,884.36

Staff – the Position or the *Who*

Determine who will be on-the-ground planning, planting and maintaining the trees.

Behind the scenes staff or contractors for example, office and accounting (generally, **Indirect Costs** for grant purposes).

Calculate the fully loaded staff hourly rate.

➔ This is an opportunity to evaluate your pay rate and plan for increases in wage.
















➔ Don't forget about inflation.



Employee Cost Partially Loaded:

+ Workers Comp. Insurance

- One or more employees
- Class codes dictate rates- have the correct class code for your employees
- Can be **8%++** of higher risk staff's salary

Name	Bi-weekly Wages	Payroll Tax BW	Annual Wages	Payroll Tax Annual	
					
	1,791.66	179.17	42,999.84	4,299.98	
	6,666.66	666.67	159,999.84	15,999.98	
	1,770.83	177.08	42,499.92	4,249.99	
	1,709.33	170.93	41,023.92	4,102.39	
					99.98
					99.98
	2,083.33	208.33	49,999.92	4,999.99	
	3,666.67	366.67	88,000.08	8,800.01	
	2,027.00	202.70	48,648.00	4,864.80	
	2,024.16	202.42	48,579.84	4,857.98	
	3,895.84	389.58	93,500.16	9,350.02	
	1,708.33	170.83	40,999.92	4,099.99	
	1,306.54	130.65	31,356.96	3,135.70	Hourly Rate
	2,500.00	250.00	60,000.00	6,000.00	
Total	37,382.12	3,738.21	897,170.88	89,717.09	
Remaining Payroll	299,056.96	29,905.70			
Total Remaining Payroll & PR Tax	328,962.66				

Tree Care Staff Annual Salary	Workers Comp Insurance Rate (in %) for Tree Pruning	Multiply by Workers Comp Rate Annual Expenditure	Annual Salary & Workers Comp Annual Total
\$ 65,000	10.22%	\$ 6,643	\$ 71,643.00









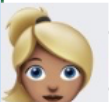






Payroll Tax adds 10% To your Annual Wages

Employee Cost

(cont.):

+ Health Care

- Varies what the org offers depends on specifics of staff
- Can be **15%+** additional to your entire salary

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	2,416.66	241.67	57,999.84	5,799.98	
	1,791.66	179.17	42,999.84	4,299.98	
	2,023.45	202.35	48,562.80	4,856.28	
	2,083.33	208.33	49,999.92	4,999.99	
	3,666.67	366.67	88,000.08	8,800.01	
	2,027.00	202.70	48,648.00	4,864.80	
	2,024.16	202.42	48,579.84	4,857.98	
	3,895.84	389.58	93,500.16	9,350.02	
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Employee Cost

(cont.):



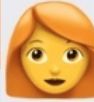












+ Staff Development

- Completely up to mgt.
- Certifications, conferences, trainings and workshops
- Can be **2%++** of individual's salary

+ 403B or other Employer Contributed Savings Plan

- Completely up to mgt.

It's Called Employee Retention

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	3,666.67	366.67	88,000.08	8,800.01	
	2,027.00	202.70	48,648.00	4,864.80	
	2,024.16	202.42	48,579.84	4,857.98	
	3,895.84	389.58	93,500.16	9,350.02	
	1,708.33	170.83	40,999.92	4,099.99	
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	2,500.00	250.00	60,000.00	6,000.00	
Total	37,382.12	3,738.21	897,170.88	89,717.09	
Remaining Payroll	299,056.96	29,905.70			
Total Remaining Payroll & PR Tax	328,962.66				

Employee Cost Summary:

+ Payroll Tax

+ Workers Compensation Insurance

- Can be **8%++** of higher risk staff's salary
















+ Health Care

- Can be **15%+** additional to your entire salary

+ Staff Development

- Can be **2% +** of individual's salary

+ 403B or other Employer Contributed Savings Plan

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Remaining Payroll	299,056.96	29,905.70			
Total Remaining Payroll & PR Tax	328,962.66				

Annual Salary	35% +/- Fringe & Taxes	Total Fully Loaded Employee Expense
\$ 65,000	\$22,750	\$87,750

Fringe & taxes can add 35% +/- to payroll

Payroll: By Program

Staff Role	Tree Care	Education	Planting	Advocacy	Develop.	Admin.	Total	Total Payroll
1 100% Tree Care	1,709						1,709	1,709
2 100% Planting			1,791				1,791	1,791
3 100% Education		2,023					2,023	2,023
4 50/50 Planting/Adv			1,041	1,041			2,082	2,082
5 Mixed	202	101	202		405	912	1,822	1,822
6 100% Tree Care	2,024						2,024	2,024
7 Mixed	389	389	973		973	194	2,918	2,918
8 100% Planting			1,708				1,708	1,708
			\$ 2,681					\$16,077

2 Pay Periods per month so, 2x \$2,681 = \$5,362 needs to be invoiced each month related to your Planting Program to stay on pace for the year

Materials – Determined by Site Conditions

➤ Is your tree planting requiring

- concrete cutting
- trunk guards
- pre-digging
- MULCH + replacement mulch
- welded wire mesh fencing
- 100's of feet of hoses and hose reels
- metal T-posts
- replacement stakes (likely to get broken)
- gopher guards
- watering bags x2

➤ Are you planting trees in remote burn areas or are you planting in maintained turf areas?

- ## ➤ Irrigation systems may be the best solution.
- Typically funding can pay for these systems – if this is an option, get assistance to budget this in.

Tools

Have extra tools to distribute or to carry with you in your truck as you visit each planting group.

Don't budget for and purchase poorly made tools. A shovel should last several years not a single planting!

- Budget for the tools you'll need based on your tree planting detail.
- Your planting events may be small or large. If you have (15) groups splitting off to plant trees you may need:

- (30) round point shovels
- (15) flat head shovels
- (15) stake pounders
- (15) pick axes
- (15) hammers
- (15) wagons/wheelbarrows
- (15) short ladders
- (30) hard hats
- 50 lbs. galvanized nails
- 30- sheets CDX ½ plywood
- (15) Ladders

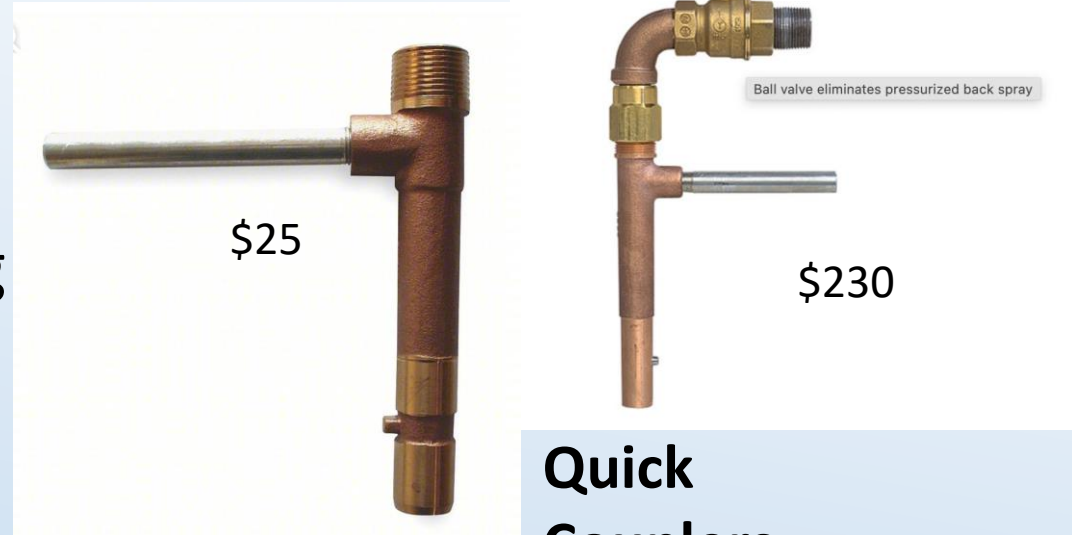
Volunteer management note:

Limiting tools controls the speed of the planters. Slowing down planting groups can be a very good thing!



Equipment

- What do you need to carry off the planting and maintenance that is unique.

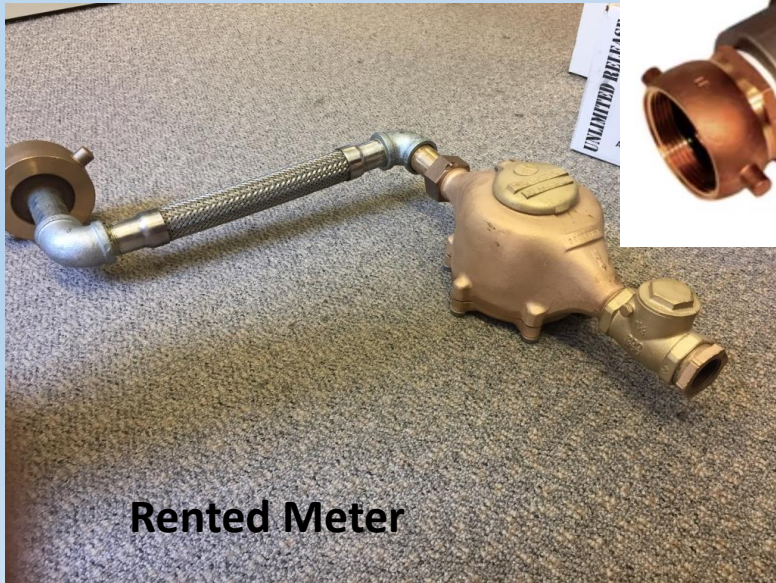


Quick Couplers



Too expensive,
Rent it!

**Water Tanks
for your
Truck**



Rented Meter

**Water
meters**



\$275



\$250

Can you rent machinery, learn how to operate and do the work?



Mini Skid Steer, System Rental

 Delivery Available

Subject to availability. Call (803) 909-2400 for inventory.

RENT NOW

4 Hour Rental	\$224 us
Daily Rental	\$299 us
Weekly Rental	\$897 us
Monthly Rental	\$2243 us



Services- beyond your capacity

- You don't want to lose your volunteers over one tough planting! – **Get bids.**



Landscape Contractor needed?

- A landscape contractor could install main lines and your volunteers can connect the drip systems?
- Or, have the contractor do it all and have them present on the day of planting? – **Get several bids.**



Polling Question #4

Who have you asked about costs to help you budget materials & services more accurately?

---Check all that apply---

- Arborists
- Other tree planting organizations (ReLeaf network orgs.)
- Landscape contractors
- In-house financial accounting staff
- Other (place answer in “Chat”)

What type of watering works best for your site?

Community Watering



Contract Watering

"Golden Gate International Exposition, San Francisco, 1939. International Harvester watering truck." Photo by: *Shorpy*, www.shorpy.com



Irrigation systems



Are you considering buying or building your own watering truck?



This could be a component of a new program

The Whole Picture

You now have built a clear picture of the who, what, where, how and even an approximation of the when (planting season)



Typical Grant Budget Example

	Grant Amount Request	Matching Funds
EDUCATION		
<i>(Includes costs of educational materials, education outreach activities, etc.)</i>		
Total Education	\$ -	
PERSONNEL <i>(Includes staff, consultants, contactors, etc.)</i>		
Project Management (140 Hrs @ \$80)	\$ 11,200	
Establishment Care (Contract -2 Yrs)	\$ 14,000	
Monitoring and Reporting (2 Yrs)	\$ 8,000	
Contract Labor - Planting and Irrigation Installation (480 hours at \$28)	\$ 13,440	
Total Personnel	\$ 46,640	
TREES <i>(includes tree stock)</i>		
Live Oak (75 at \$70) - 15Gal	\$ 5,250	
Blue Oak (75 at \$70) - 15Gal	\$ 5,250	
Valley Oak (50 at \$70) - 15Gal	\$ 3,500	
Replacement Trees (50 trees @ \$70)	\$0	\$ 3,500
Total Trees	\$ 14,000	\$ 3,500

This is where replacement trees can go into the budget and typically be funded (5% +/- loss)

Typical Grant Budget Example (cont.)

	Grant Amount Request	Matching Funds
OTHER VEGETATION		
75 Western Redbud (\$9 each)	\$ 680	
40 Silver Bush Lupine (\$8 each)	\$ 320	
50 California fucshia (\$9 each)	\$ 400	
Total Other Vegetation	\$ 1,400	\$ -
SUPPLIES AND MATERIALS <i>(Includes stakes, materials and tools for tree care and planting, maintenance supplies)</i>		
800 Tree stakes / posts (\$6 each; incl. replacement tree stakes)	\$ 2,400	\$ 2,400
Fencing (21 x 100' rolls at \$81)	\$ 1,700	
Water (24 months @ \$67)	\$ 1,600	
Fuel	\$ 400	
Total Supplies & Materials	\$ 6,100	\$ 2,400
EQUIPMENT <i>(Includes leased, rented and purchased equipment)</i>		
Note: purchase price of any single piece of equipment cannot exceed \$5,000.00		
Storage Container Rental (3 months @ \$800)	\$ 2,400	
Equipment Rental (Bobcat 1 Week at \$1,400)		\$ 1,400
Flexible Hose / PVC	\$ 8,000	
Fittings/Unions/Misc	\$ 2,000	
Valves, Boxes, Meter, Timers	\$ 8,000	
Emitters/Sprinklers/Sensors	<u>\$ 5,000</u>	
Total Equipment	\$ 25,400	\$ 1,400

Typical Grant Budget Example (cont.)

	Grant Amount Request	Matching Funds
SIGNAGE (Not to exceed \$500 total for signage; required at each planting site)		
Signage (1 @ \$460)	\$ 460	
Total Signage	\$ 460	\$ -
PROJECT ADMINISTRATION COSTS		
<i>(includes mileage to and from project site, project facility rental, project staff insurance, etc.)</i>		
Total Project Administration Costs	\$ -	
TOTAL DIRECT COST	\$ 94,000	\$ 7,300
INDIRECT COSTS: 10% MAXIMUM OF DIRECT COSTS	\$ 6,000	\$ -
<i>10% Maximum is for either applicant or fiscal sponsor, if applicable</i>	\$ 6,000	
<i>(includes telecommunications, copying, postage, rent, office supplies, etc.)</i>		
VOLUNTEERS (match at \$29.95/hour)		
Volunteer Planting Day (350 x 4hrs)		\$ 41,930
Total Volunteers		\$ 41,930
TOTAL DIRECT AND INDIRECT	\$ 100,000	\$ 49,230

Tree Planting and Tree Care Success

Staff – the ‘who’, the staff positions

Materials – the ‘what’s needed’ -- site conditions dictate

Tools – the ‘how’ and scale of the event needs

Special Equipment – the ‘how’ or the, ‘can we even do this’?

Services – the ‘how’ because, as an organization we cannot do this ourselves.

On the third year, your #15s are tall!
What's your pruning plan?

**The Who,
What and
How**



Tree Survival Rates will Increase with:

- Light pruning and tree check ups in the first three years
- Early corrections are made easily when the tree young
- Re-mulch your trees
- Minimum data collected on every tree
- Stay accountable to your trees

These are important services that should and can be funded.

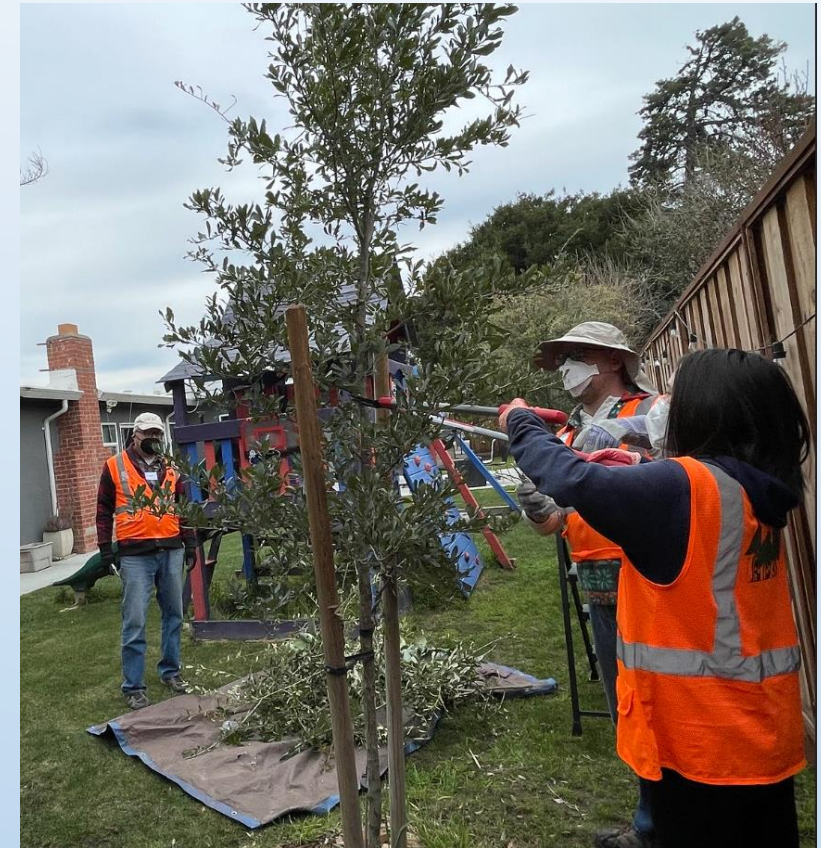
Promote to funders your tree care service you provide to all the trees you plant.

Option A: Staff train and lead volunteer groups to prune.



Option B: Train your seasonal Youth Tree Care Program Participants to prune

Or, consider starting a Youth Tree Care Program!



Option C: Staff work with volunteer, tree-care professionals donating their time to prune.

Some Person

Own's their own tree care business

Somewhere in the West



Dr. Larry Costello

San Francisco & San Mateo Counties

Urban forestry and landscape horticulture

Cooperative Extension



Option D: Contract out the 3-year old tree care pruning visit.

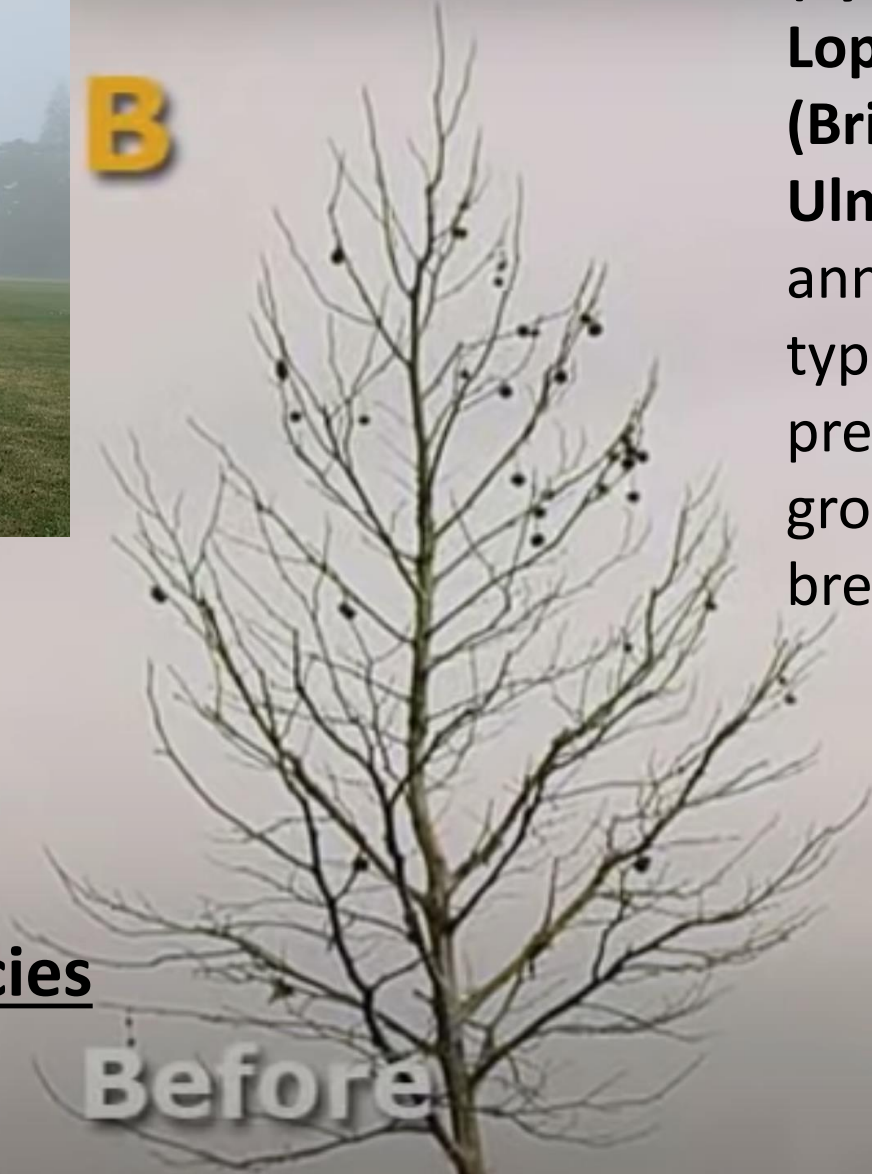


Option E: Don't prune at all during the first three years and hope for the best.



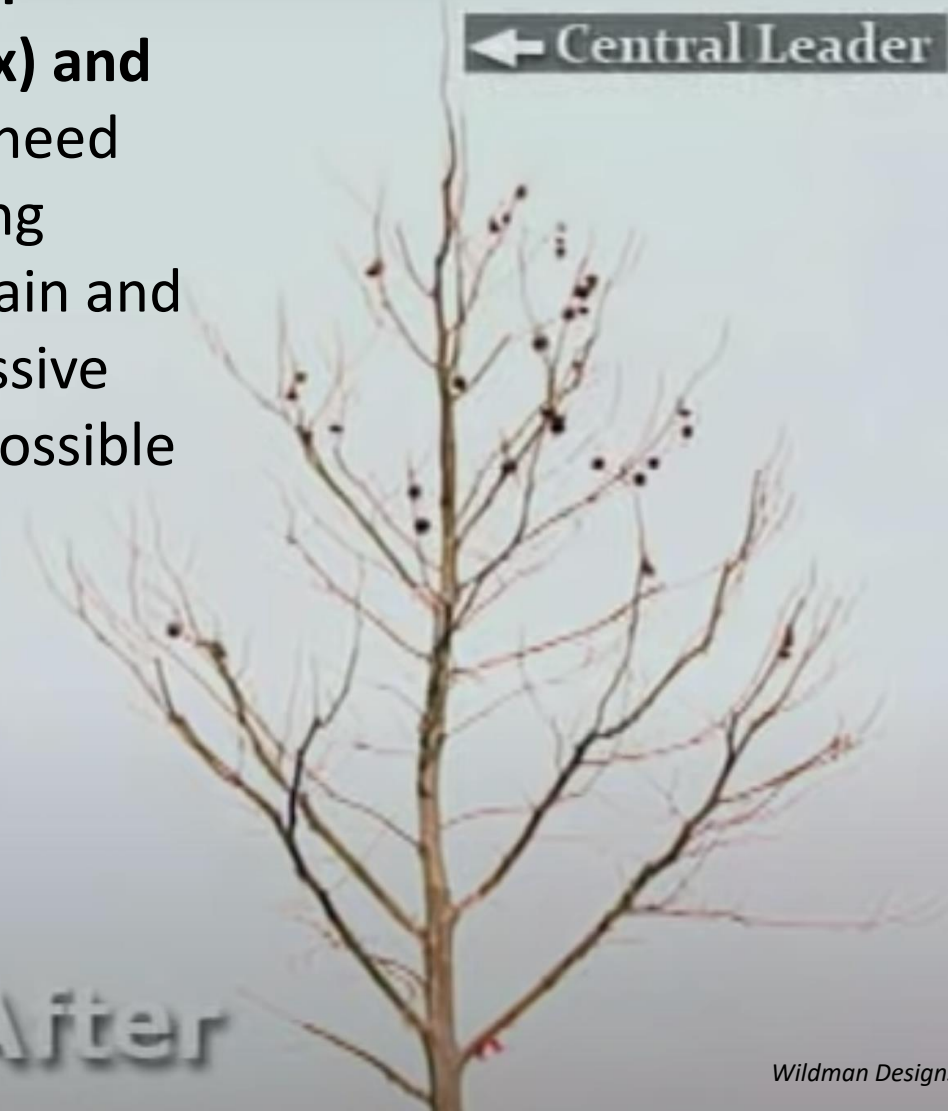
Can your organization adequately prune fast growing species at year 3?

B



Before

Faster growing species like **Platanus (Sycamore)**, **Lophostemon (Brisbane Box)** and **Ulmus (Elm)** need annual pruning typically to train and prevent excessive growth and possible breakage



← **Central Leader**

After

Trees can fail in the first three years for many reasons

- Budget for 5% loss.
- Budget for replacement stakes.
- Budget for replacement watering bags if you are using them.
- Plan for staff & volunteer time to handle these replacement plantings efficiently.
- Understand that your watering cycle will need to be extended



Planting is 'easy'. You can even get your mayor to plant



Always Budget to Succeed

Tree survival and health will
improve when you
plan for tree care





Budgeting for Tree Care Success

Questions,
Ideas,

Takeaways ?

Thank you!

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