

Municipal Tree Care and Management in the United States

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ISA ANNUAL INTERNATIONAL CONFERENCE & TRADE SHOW
 ORLANDO, FLORIDA • AUGUST 8-12, 2015

College of Natural Resources University of Wisconsin-Stevens Point

DAVEY RESOURCE GROUP

Many Partners and Supports

Universities, Non-profits, Government, Industry

Dr. Kielbaso, Ken Ottman, and Colleagues

1974 >>>> 1980 >>>> 1986 >>>> 1993 >>>>

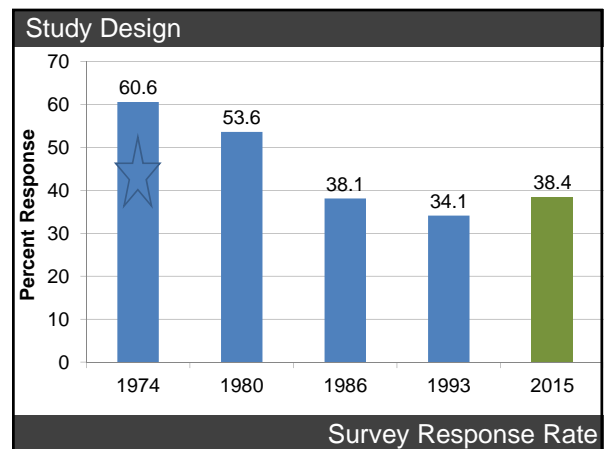
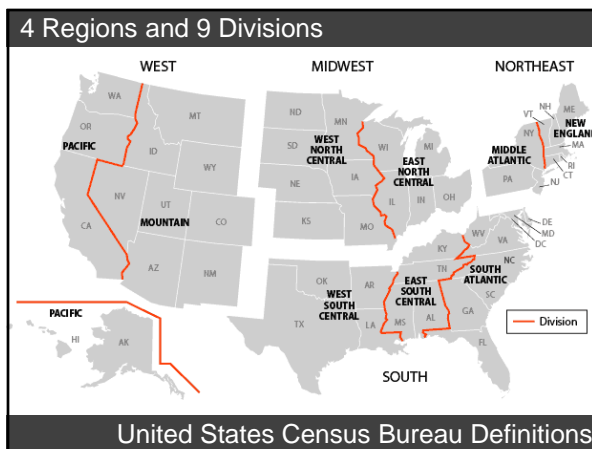
Started Collecting Data Since 1974

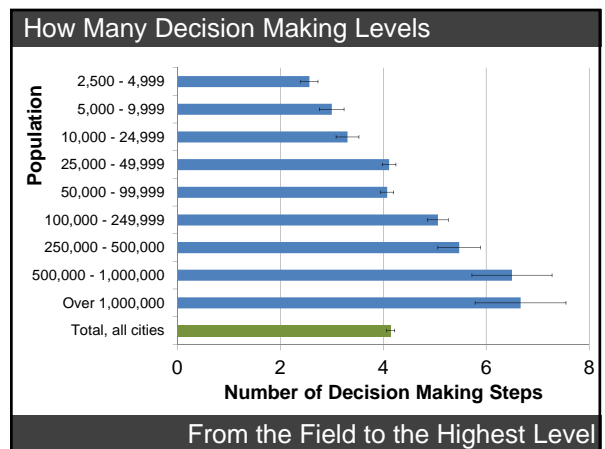
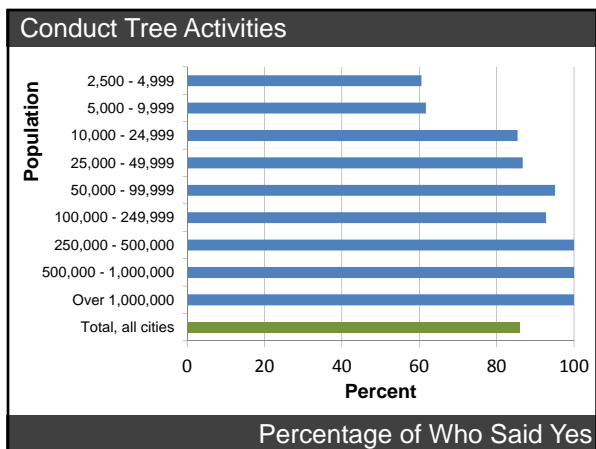
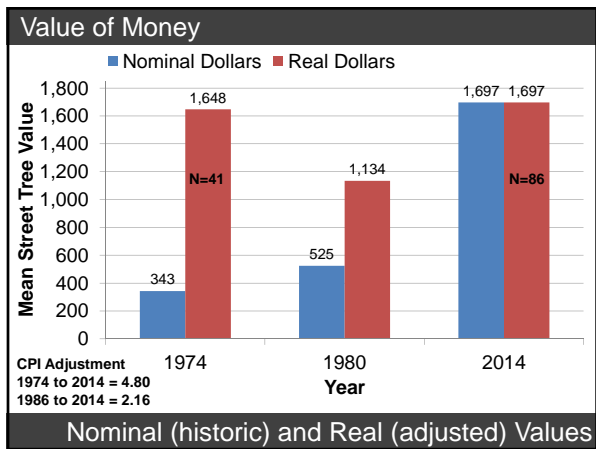
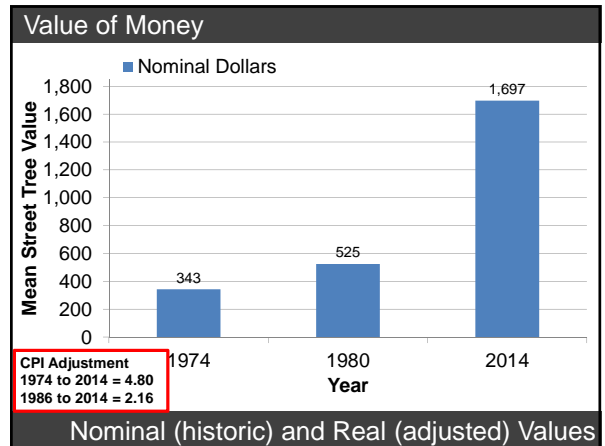
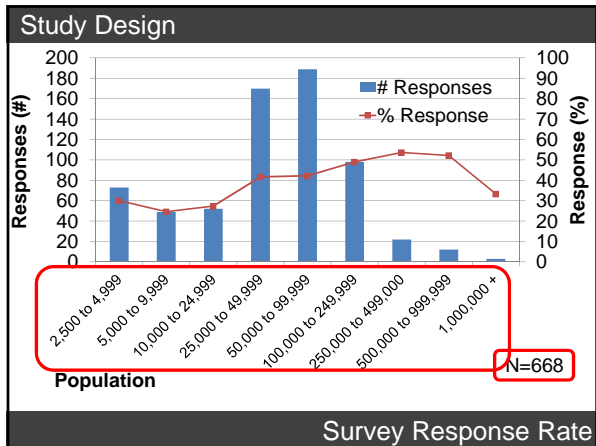
Survey Instrument

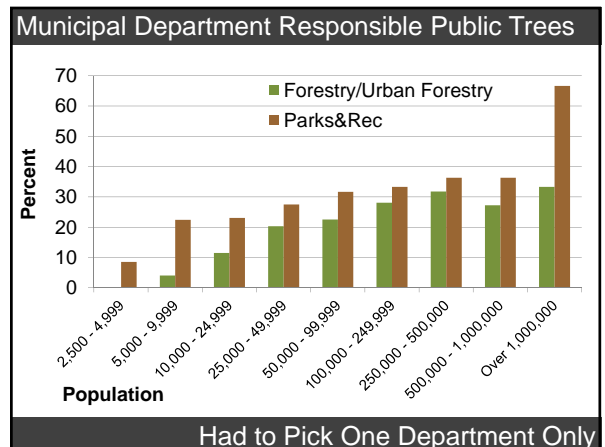
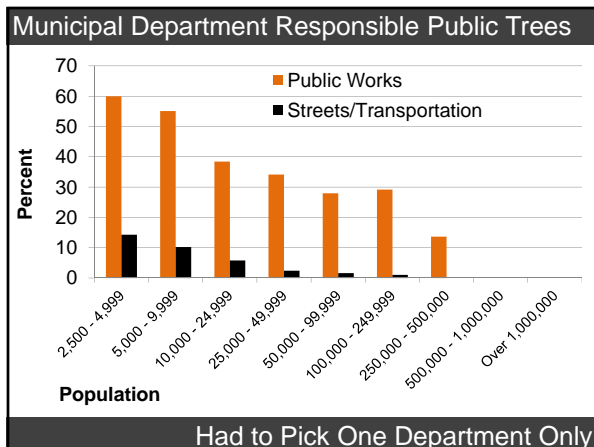
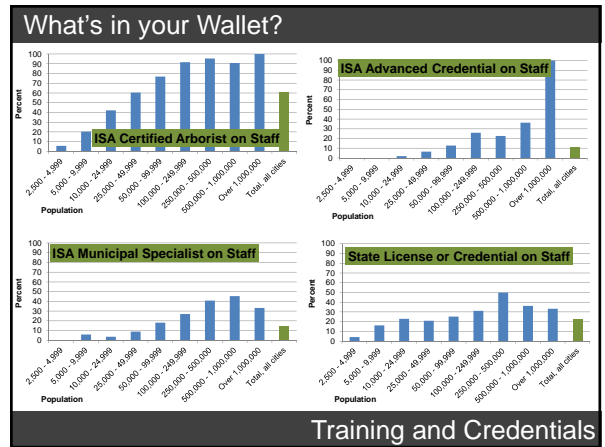
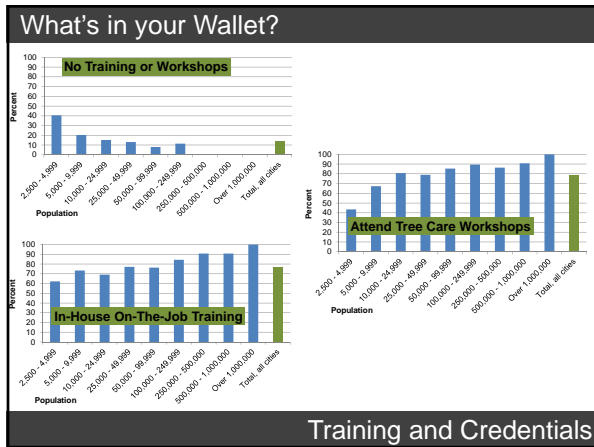
109 Questions

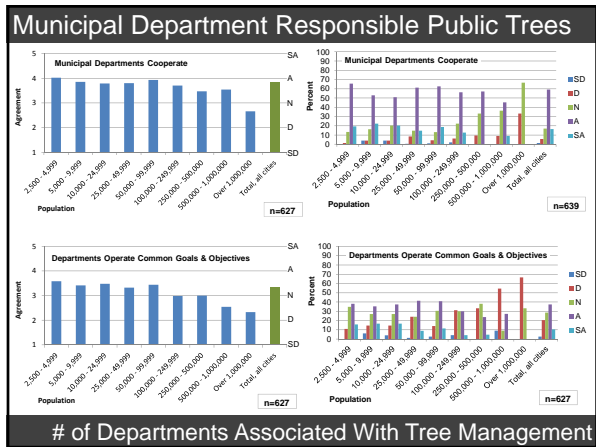
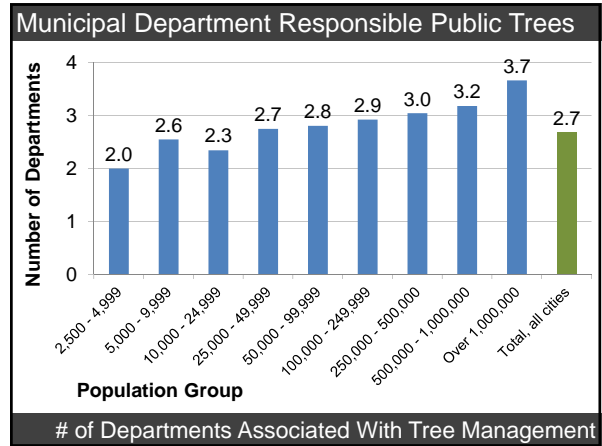
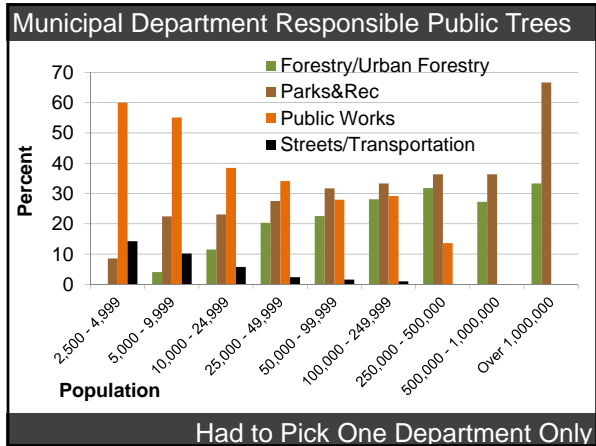
53 Questions

Long and Short Form Versions









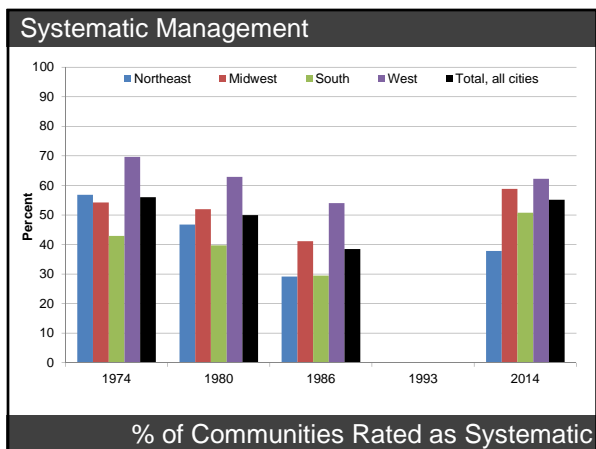
Systematic Management

Five functions of management • Fayol

- Planning
- Organizing
- Commanding
- Coordinating
- Controlling

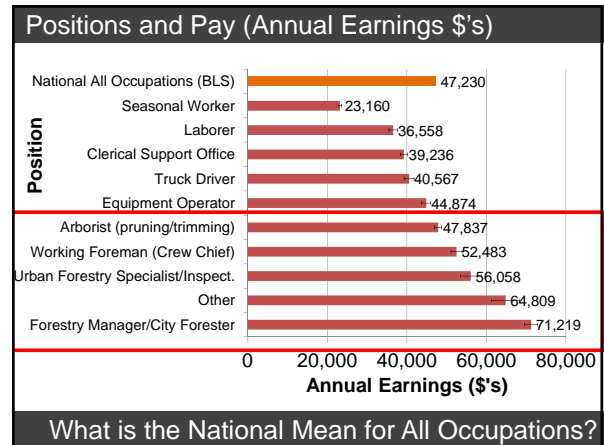
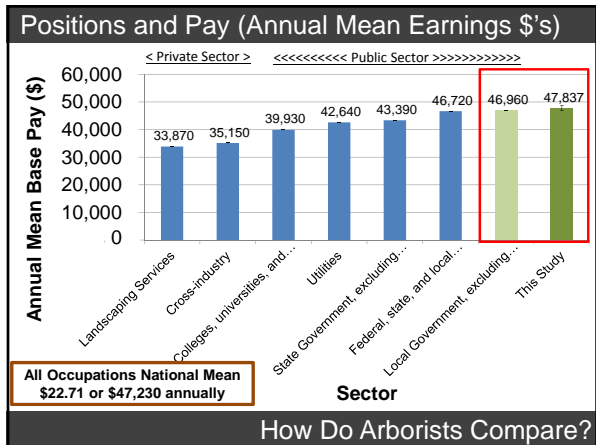
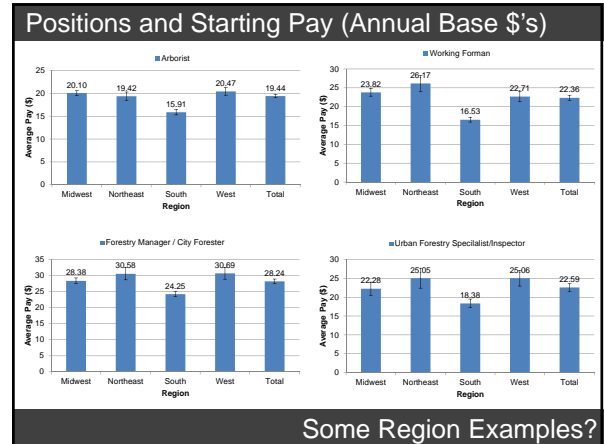
Creative problem solving

Henri Fayol – Father of Systematic Management



Just What are You Worth?

Compensation is Part of This Answer



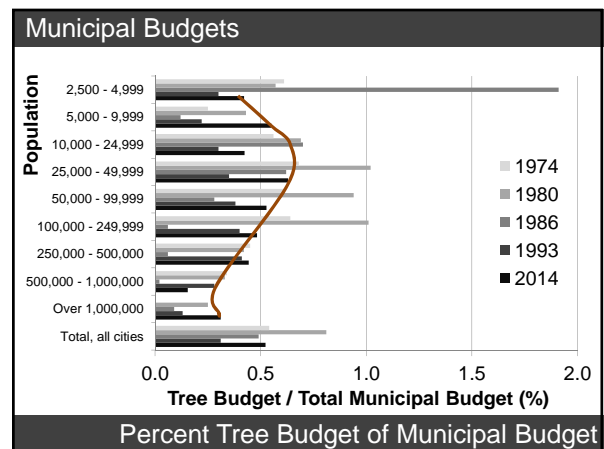
Municipal Budgets

How much money is needed?

What's the best comparison method?

What's the context?

How Much is Needed?



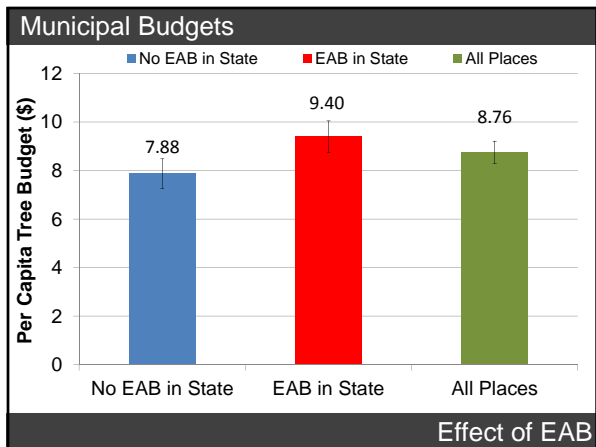
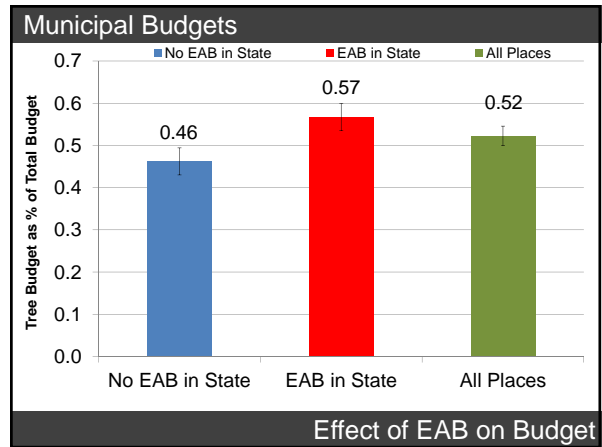
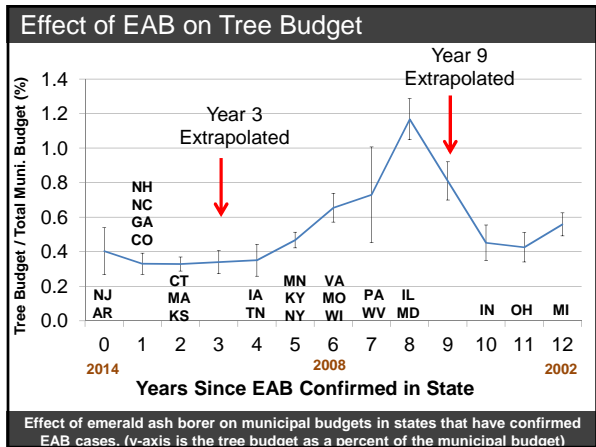
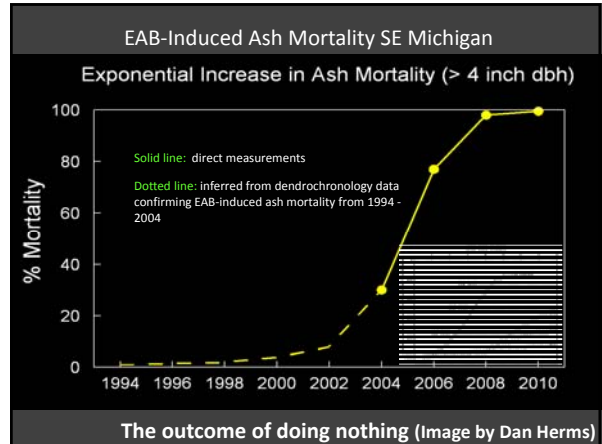
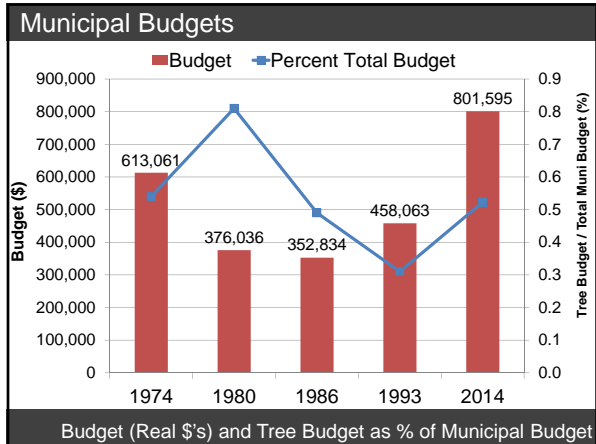


Table 7. Estimated willingness-to-pay (WTP) as derived from the MLE estimation, including conditional WTP for each categorical variable (community size/location and demographic categories) and overall WTP across all respondents.

Variable	Estimated WTP (\$)	Estimate	Standard error
Community			
<5000	790	-38.9	36.7
5001 to 10,000	821	-38.6	36.7
10,001 to 20,000	1217	-34.7	36.6
20,001 to 50,000	407	-42.8	36.7
50,001 to 150,000	1153	-35.3	36.5
150,001 to 250,000	1442	-32.4	36.5
St. Louis suburbs	1484	-31.9	36.5
Kansas City suburbs	1194	-34.9	36.6
St. Louis	1683	-29.9	36.6
Kansas City	1599	-30.8	36.6
Gender			
Male	1014	-3.2	2.2
Female	1337		
Age			
Under 20	2223	31.0	18.8
20 to 35	1460	23.4	3.1
36 to 50	1240	21.2	3.7
51 to 65	1114	19.9	2.7
Over 65	936	18.1	2.9
Education			
Grade school	-578	-1.9	36.9
Some high school	514	9.0	36.3
High school	429	8.2	36.2
Some college	1274	16.6	36.3
College	1347	17.4	36.3
Graduate/professional	1928	23.2	36.4
Income			
under \$20,000	133	2.6	4.4
\$20,000 to \$40,000	1191	13.2	4.3
\$40,000 to \$60,000	1420	15.5	4.7
\$60,000 to \$80,000	1816	19.4	5.3
\$80,000 to \$100,000	1829	19.6	5.9
Income - over \$100,000	2049	22.2	5.9
Overall WTP	1156	30.9	13.2

Source: Journal of Applied Economics, Vol. 21, No. 9, 1507-1547, August 2008
Thomas Torman and Justice Gorman

