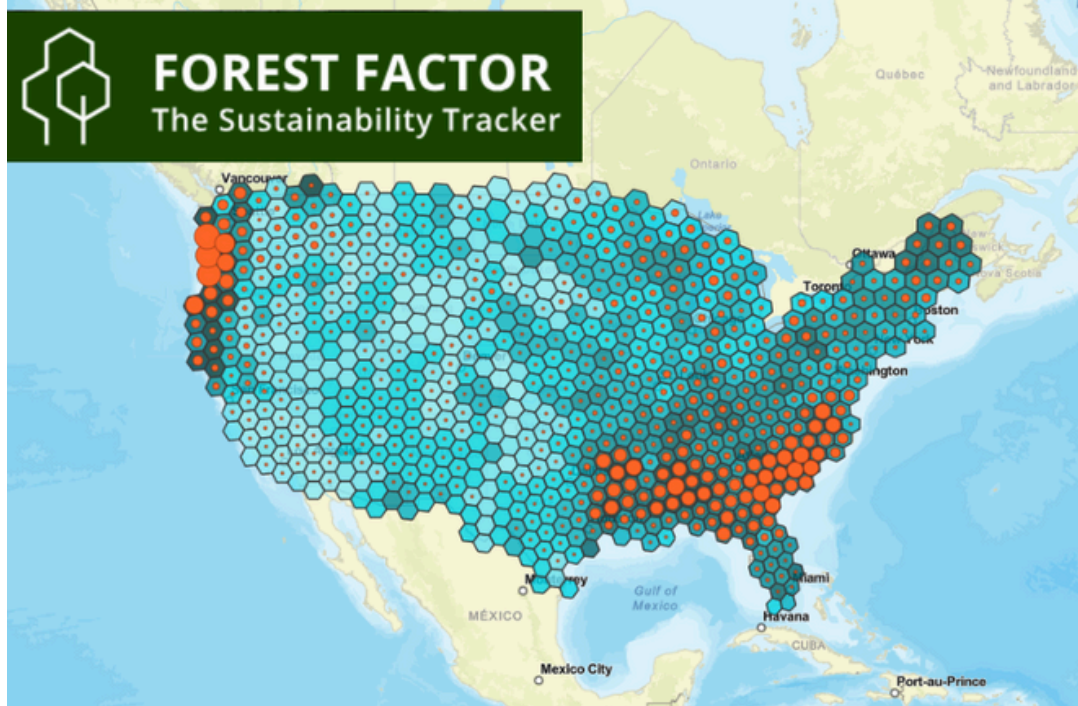# FOREST FACTOR QUICK START GUIDE

Forest Factor is a powerful, web-based map that highlights how private working forests contribute to environmental, economic, and community sustainability. It helps landowners, policymakers, and partners use real data to support forest stewardship, smart policy, and healthy markets.

ForestFactor.Org

Six Key Characteristics

🌳 **Forestland Area**

🌱 **Forest Growth & Carbon**

🐾 **Wildlife Diversity**

🔥 **Forest Resiliency**

💧 **Water Quality**

👥 **Community Investment & Jobs**

Timber Markets

While not part of the sustainability score, timber harvest and market activity are visible in Forest Factor as a key reference layer. **Strong markets lead to better management**—providing landowners with the incentive and resources to keep forests healthy, productive, and permanently forested. When sustainably managed, forests are a renewable resource with lasting environmental and economic benefits.

How to Use Forest Factor

1. Visit www.forestfactor.org
2. Click "Explorer"
3. Choose a Location by clicking on a hexagon
4. Zoom or search for a state or county or put your zip code into the "search" bar
5. View the sustainability score (1-7)
6. Click any of the six tabs to explore sustainability metrics and how they contribute
7. Customize Your View with filters, legends, and map layers—including the Timber Harvest layer—for deeper insight.

Use Forest Factor To:

- Show how your forest contributes to sustainability
- Support sound forest policy with clear data
- Promote strong timber markets and landowner incentives
- Tell the story of working forests to diverse audiences