



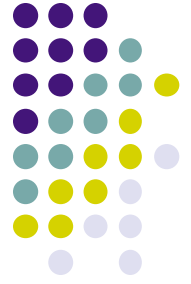
# The Evidence Says It All: Creating Better Human Habitat

Kathy Wolf, Ph.D.  
Research Social Scientist

University of Washington (Seattle) &  
USDA Forest Service, Pacific NW Research

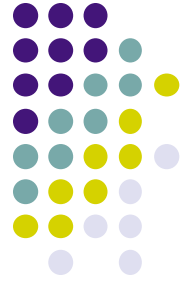
Women's Arboricultural Conference 2012  
Tigh-Na-Mara Resort, B.C. Canada  
March 2012

# Why are city trees & urban greening important?



**human health,  
functioning, &  
well-being**

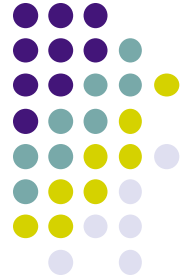




# intuition is now evidence!

- nearly 40 years of social sciences research
- where do you find it?
- what does this mean for partnerships & community support?

# Research Reviews



Urban Forestry/Urban Greening Research

## *Green Cities: Good Health*

UAS UNIVERSITY of WASHINGTON

INTRODUCTION RESOURCES FUTURE RESEARCH REFERENCES

Metro nature - including trees, parks, gardens, and natural areas - enhance quality of life in cities and towns. The experience of nature improves human health and well-being in many ways. Nearly 40 years of scientific studies tell us how. Here's the research ...



### RESEARCH THEMES

- Livable Cities
- Place Attachment & Meaning
- Community Building
- Community Economics
- Social Ties
- Crime & Fear
- Reduced Risk
- Wellness & Physiology
- Active Living
- Healing & Therapy
- Mental Health & Functioning

**first phase:  
June 2010**

**summaries  
complete:  
June 2012**

**additional  
products**

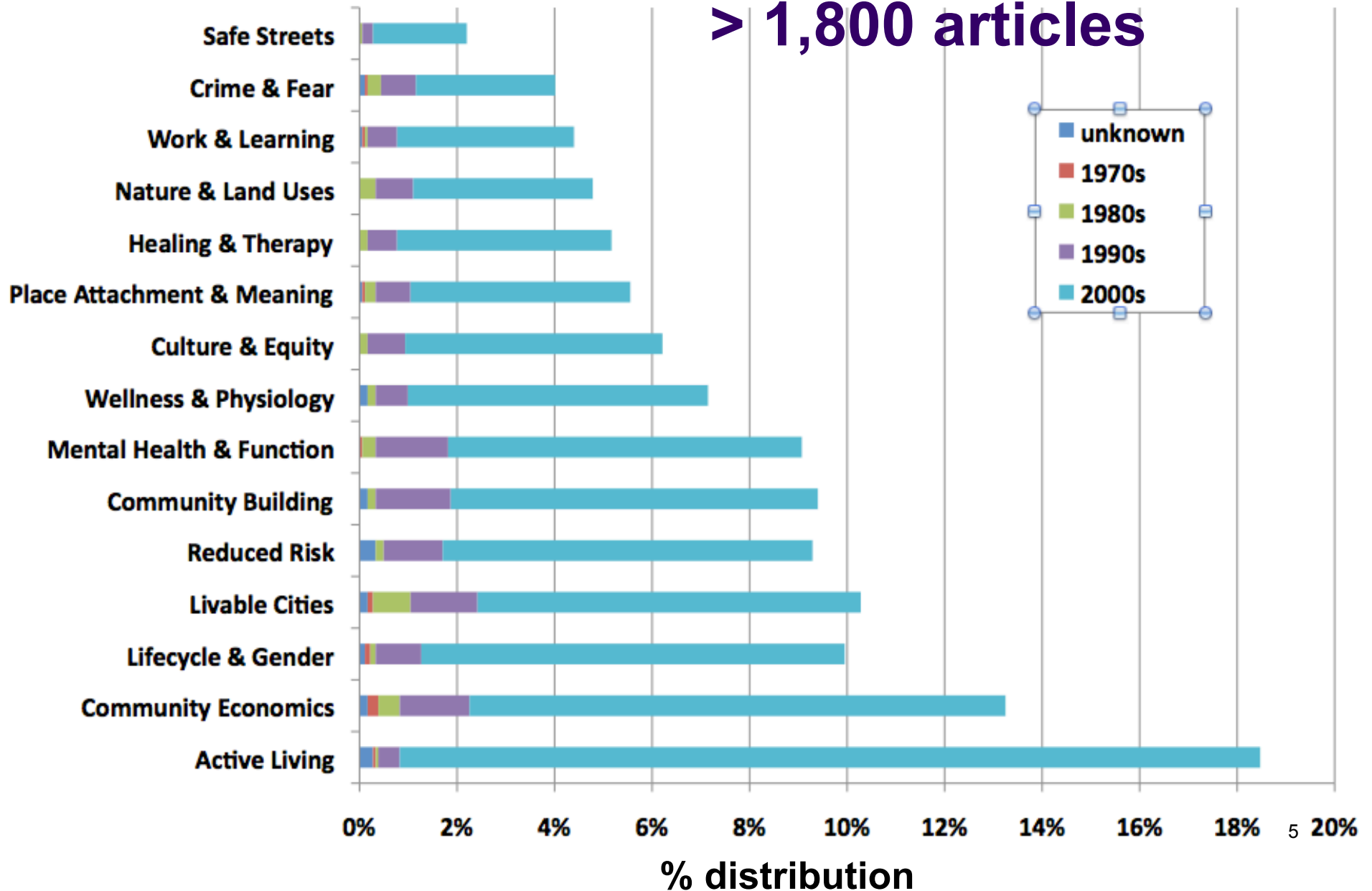
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# Urban Green :: Public Health & Well Being



> 1,800 articles



# Green Cities: Good Health



**INTRODUCTION   RESOURCES   FUTURE RESEARCH   REFERENCES**

Community Building

Local Economics ▶

Place Attachment & Meaning

Crime & Fear ▶

Safe Streets ▶

Active Living ▶

Reduced Risk

Wellness & Physiology

Healing & Therapy

Mental Health & Function ▶

Work & Learning

Culture & Equity

Lifecycle & Gender

## Local Economics

Trees in cities are not grown and managed for products that can be bought and sold on markets, but they do provide many intangible services and functions! This article serves two purposes. First, it introduces valuation methods that are used to convert intangible benefits to dollar sums.<sup>1,2</sup> Then, it shows how nonmarket valuations can support local decision-making.

### Fast Facts

- The presence of larger trees in yards and as street trees can add from 3% to 15% to home values throughout neighborhoods.
- Averaging the market effect of street trees on all house values across Portland, Oregon yields a total value of \$1.35 billion, potentially increasing annual property tax revenues \$15.3 million.<sup>9</sup>
- A study found 7% higher rental rates for commercial offices having high quality landscapes.<sup>14</sup>
- Shoppers claim that they will spend 9% to 12% more for goods and services in central business districts having high quality tree canopy.<sup>34</sup>
- Shoppers indicate that they will travel greater distance and a longer time to visit a district having high quality trees, and spend more time there once they arrive.<sup>34</sup>

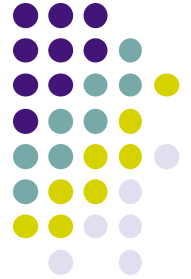
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*street trees boost market value of houses, providing tax revenue for communities*





# Research Reviews



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# Research Reviews

summaries  
complete:  
June 2012



additional  
products

study of  
economic  
valuation  
with MSU's  
Dr. Grado

Urban Forestry/Urban Greening Research

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UAS UNIVERSITY of WASHINGTON

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## Urban Forest Health Benefits

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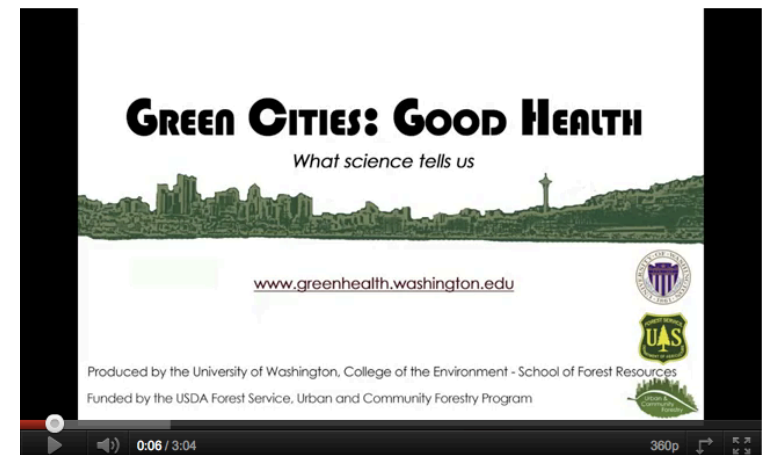
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## Human Dimensions of Urban Forestry and Urban Greening

featuring research on peoples'  
perceptions and behaviors  
regarding nature in cities

### *Green Cities: Good Health*

human health & well-being research

Projects Director

**Kathleen L. Wolf, Ph.D.**



*What's New?*

### **Nature and Consumer Environments**

Research about how the urban forest influences business district visitors.

### **Trees and Transportation**

Studies on the value of having quality landscapes in urban roadsides.

### **Civic Ecology**

Studies of human behaviors and benefits when people are active in the environment.

### **Policy and Planning**

Integrating urban greening science with community change.

### **Urban Forestry and Human Benefits**

More resources, studies and links . . .

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