



Investing in Trees is an Investment in Your Community

Kathy Wolf, Ph.D.
Research Social Scientist

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

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Research Reviews



**first phase:
June 2010**

**summaries
complete:
June 2012**

**additional
products**

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 ...

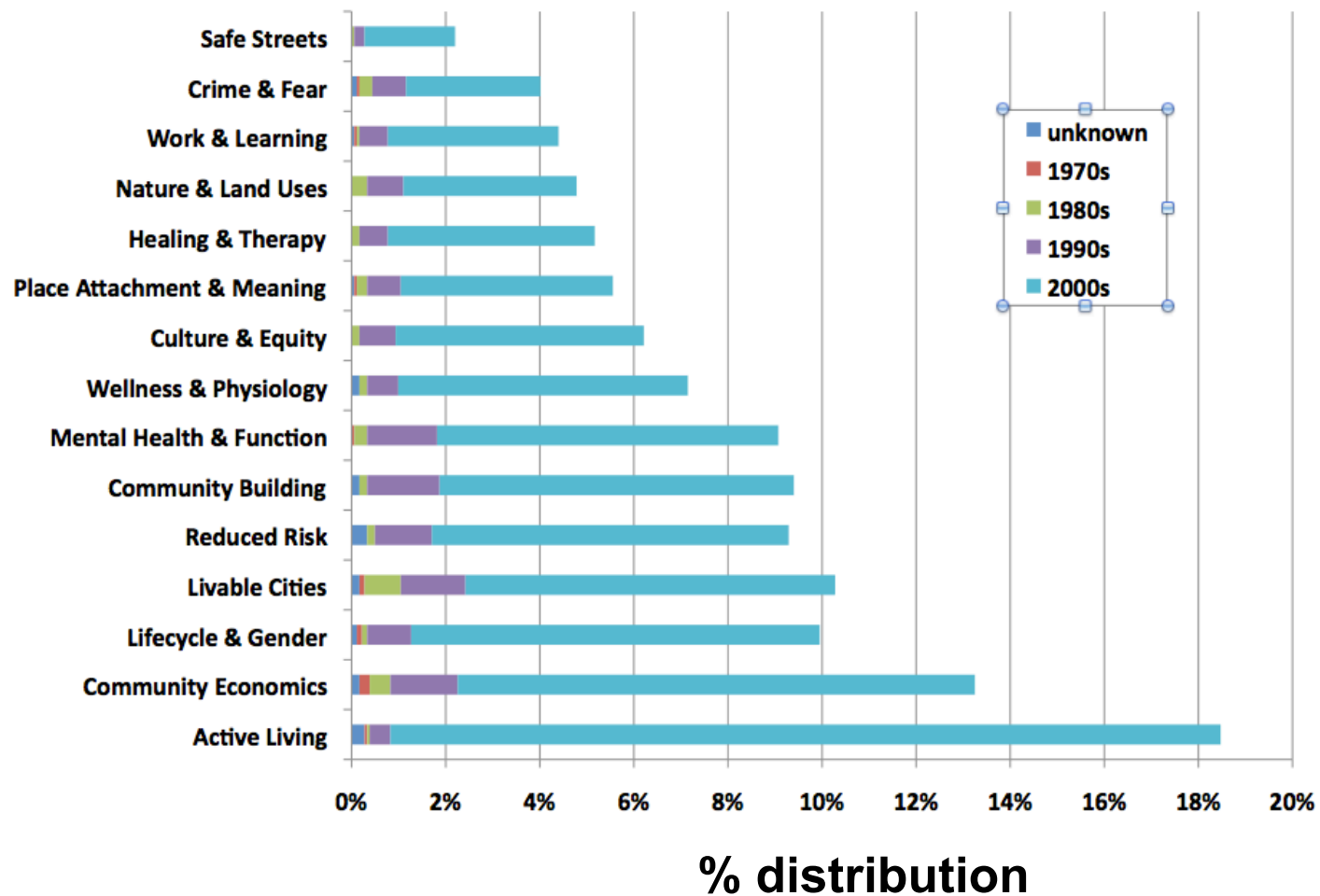
RESEARCH THEMES

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

www.greenhealth.washington.edu



1. Community Economics



City Trees & Nature Community Economics



- Residential real estate values - 3-7% with trees in yard
- Residential real estate values - 5-20%, proximity to natural open space
- Commercial property rental rates - 7%
- Increased rent values – ROW & yard trees (Donovan 2011)
- Improved consumer environments in business districts - 9-12% product spending



Nature & the Workplace



cubicle farms . . .
efficient?



Attention Restoration Theory

Rachel & Stephen Kaplan U of MI



directed attention fatigue



Kaplan, R. 1993.
Landscape and Urban Planning

Workplace Nature Views

■ Well-being

- **desk workers without view of nature reported 23% more ailments in prior 6 months**

■ Job Satisfaction

- **less frustrated and more patient**
- **higher overall job satisfaction and enthusiasm**



the
better
office
cubicle!

bottom line =
\$\$ benefits of trees & nature

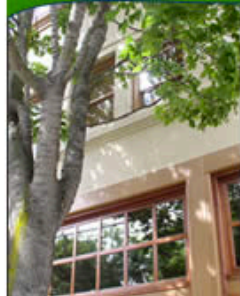
Trees & Retail Environments Research



Trees & Shopper Environments Research

- Research Questions •
 - trees and visual quality?
 - trees and consumer behavior?
 - trees and product pricing?
- **Methods:**
 - mail out/in surveys**
 - national or local sample**
 - residents/nearby city residents**

partners: U of Washington, NGOs, business organizations
funded by USDA Forest Service



Nature and Consumer Environments

Shoppers are increasingly interested in the experience of shopping, as well as the goods and services they expect to purchase. A series of studies has investigated associations between the urban forest and people's response to shopping settings.

These studies show that providing for trees in the streetscape is an important investment for a business community. The presence of a quality urban forest positively influences shoppers' perceptions, and probably, their behavior. The information below includes research studies, a booklet to help create and sustain beautiful streets.

Kathleen L. Wolf, Ph.D.
Research Director
University of Washington
[contact info...](#)

List of all

- [Presentations](#)
- [Products](#)

FS = Fact Sheet

PP = Professional Publication

SP = Scholarly Publication

Studies

Trees and Business - Growing Together A National Research Program

Trees provide environmental benefits in cities, but also contribute to a program of scientific studies has found that shoppers respond positively to districts. These findings have been consistent across large, small, and medium-sized States. The most positive consumer response is associated with urban forest where overarching tree canopy helps create a "sense of place." The results across several research studies. Details of research found in sections below.

College of the Environment
University of Washington

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 . . .

Sponsors



www.naturewithin.info

Image Categories (sorted by ratings)

Pocket Parks
mean 3.72
(highest)



Scale : 1=not at all,
5=like very much,
26 images

Full Canopy
mean 3.63

Enclosed Sidewalk 3.32



Intermittent Trees 2.78



No Trees
mean 1.65
(lowest)

(high - 3.72)



1. Place Perceptions

- Place Character
- Interaction with Merchants
- Quality of Products

2. Patronage Behavior

- travel time, travel distance
- duration & frequency of visits
- willingness to pay for parking

3. Product Pricing

- higher willingness to pay for all types of goods
- higher in districts with trees – 9-12%

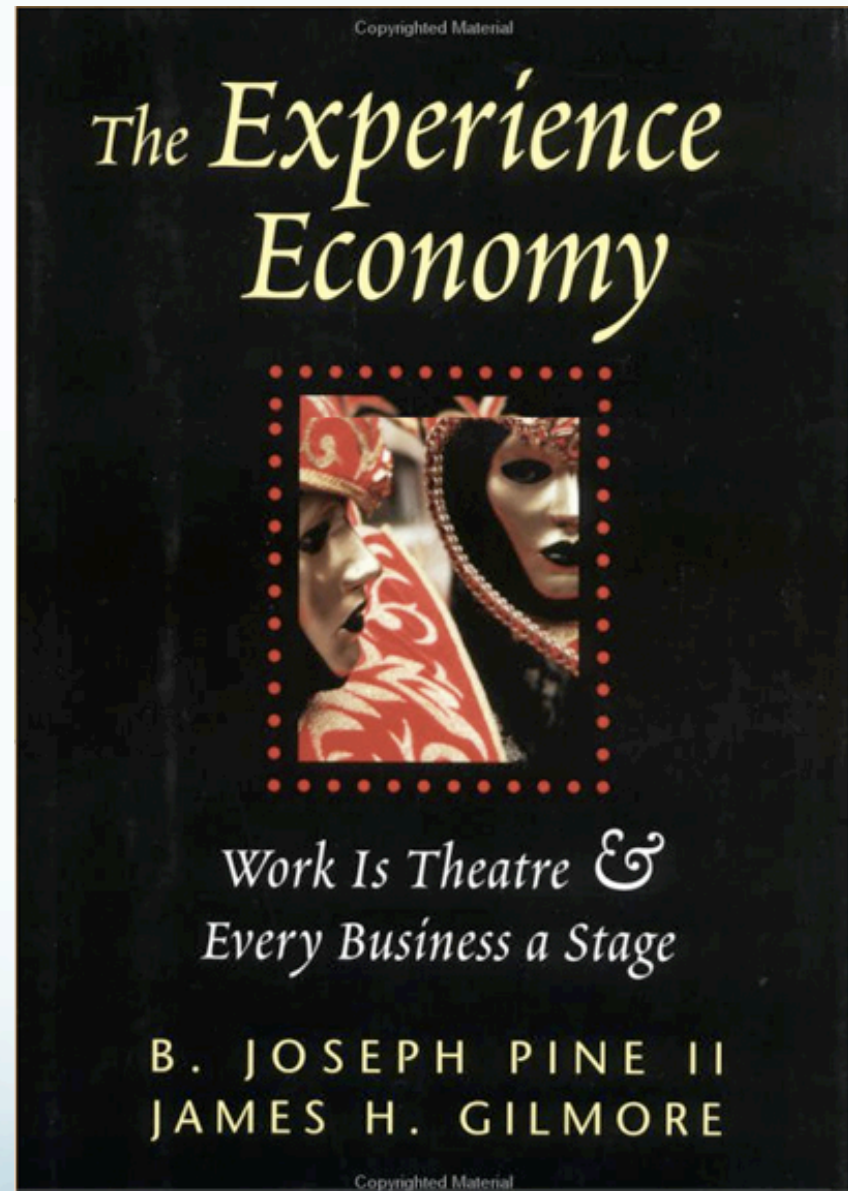


Place Marketing

Relationship
Marketing

retail & place
marketing

“Companies stage
an experience when
they engage
customers in a
memorable way.”





Centralia, WA





Winslow, WA







Austin, TX





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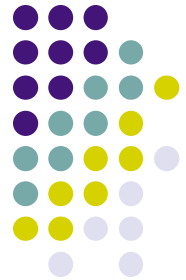
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