

PLANTING THE SEEDS OF SUCCESS.



Trees in Our Town



Trees. Worth Our Time.
Worth Our Resources.

- Part of community infrastructure
- Vital to community health
- Community legacy
- Positive impact on business and tax base
- Wise investment of community dollars

Trees. Vital to Community Health.



- Tree-filled neighborhoods:
 - Lower levels of domestic violence
 - Are safer and more sociable
- Tree-filled landscapes reduce stress
- Trees decrease need for medication and speed recovery times

Trees. Important to Human Health.



- 100 trees remove 53 tons of CO₂/year
- 100 trees remove 430 lbs of pollutants per year, including:
 - 72 lbs of ozone
 - 81 lbs of particulates

Trees Save the Environment.



- 100 mature trees catch about 539,000 gallons of rainwater per year...
 - Less \$ for stormwater control
 - Cleaner water

Trees. A Savings for Homeowners.



- Save 56% of annual air conditioning costs
- Save up to 25% of winter heating costs

Trees Sell Houses. (At higher prices.)



- Each large front yard tree adds about 1% to sales price
- Large specimen trees can add 10%, or more, to property values.

Trees Mean Better Business.



In tree-lined commercial districts...

- More frequent shopping
- Longer shopping trips
- Shoppers spend more for parking
- Shoppers spend 12% more for goods

Trees Pay Us Back.

100 Trees Over 40 Years...

Benefits = \$379,000

Energy
Air Quality
Runoff
Real Estate

Costs = \$148,000

Planting - Pruning
Removal/Disposal
Irrigation
Sidewalk Repair
Litter
Legal - Admin

Pay Off: \$231,000

Plant Trees. Create a Legacy.



Central Park, New York City

The Bottom Line...

- Quality of life depends on tree benefits
- Benefits depend on healthy trees
- Healthy trees require quality care
- Quality care depends on you

What You Can Do...

- Establish long-term goals for the community forest
- Fund programs for maintenance and care
- Support volunteer organizations
- Champion community trees

PLANTING THE SEEDS OF SUCCESS.



Trees in Our City

Center for Urban Forest Research