

# invest from the ground up

## Want to Invest in Your Community and Your Business?

### **Business owners understand and appreciate the value of a smart investment.**

That's one of the reasons so many local businesses support community teams, causes and special events—helping a community thrive can also mean a thriving business.

One of the greatest investments we can make in our communities—one that is often overlooked—is rooted in the tree-lined streets, parks and other green spaces that help give character to where we live, shop and play.

**Trees and green spaces give us more than a sense of comfort; they provide a range of values we can measure.** They have been proven to cool our cities and towns, clean the air we breathe, slow down traffic and make our communities safer. They can also increase the value of our homes and local businesses by creating the kind of neighborhoods that people want to live in and visit.

That's why we're focused on what happens to the trees and green spaces in California's communities. For them to grow and provide our neighborhoods and businesses the benefits that we all want, we all need to invest in their care and upkeep.

### **InvestFromTheGroundUp.org**



Visit our website to learn more about these benefits and how you can help us to Invest from the Ground Up!



**“Green landscapes communicate a well-being and a vibrancy that invites investment. This causes people to want to put down roots and stay put. Some results: better health, less crime, and higher property values.”**

—Lee Ayres, Fresno Business Council

## Did You Know That Trees...



### **Increase the value of your business and your revenue stream**

Dan Burden, a Senior Urban Designer, found that, “Businesses on treescaped streets show 20 percent higher income streams, which is often the essential competitive edge needed for main street store success, versus competition from plaza discount store prices.” According to Kelly Caffarelli, President of The Home Depot Foundation, “That not only helps the store owners, but means more jobs, more sales tax and fewer vacant storefronts.” In addition, Burden found that trees “added value to adjacent homes, businesses and tax base.”



### **Bring in customers that are willing to pay more, visit more frequently and stay longer**

According to Professor Kathleen Wolf from the University of Washington, “Trees make shopping a better experience. A substantial body of research demonstrates that the presence of trees in shopping districts affects consumers positively, encouraging them to shop more often, linger longer, and pay more for goods.” According to her research, “Prices averaged about 9 percent more for products in the *With Trees* district, as compared to the *No Tree* district.”




### **Make customers feel better about the quality of your goods and services**

A national survey by the University of Washington found that the “quality of product ratings were 30 percent higher in districts having trees over those with barren sidewalks.” They also found that when it came to interacting with merchants, including on customer service issues, “ratings were about 15 percent higher for districts with trees.”





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## What Benefits Do Trees and Green Spaces Provide?

 **Improve Neighborhood Appeal** – In urban areas, trees soften harsh building lines and break up large stretches of pavement while reducing the heat from buildings and concrete. This more pleasant environment in turn attracts more businesses, shoppers and homeowners. Trees, parks, green medians and other green spaces also help to:

- Slow down traffic by signifying: *“This is a street, not a freeway”*
- Provide privacy and more comfortable settings
- Increase property values and lower energy bills
- Create a sound buffer and reduce noise pollution

 **Save Millions in Environmental Benefits** – Trees provide services that we would otherwise have to pay for. They help to clean our air and water, prevent flooding, reduce our energy use, and help fight climate change. The urban forest throughout the San Francisco Bay Area, for example, is estimated to provide nearly \$500 million annually in environmental benefits.

 **Create Jobs** – From the skilled work of certified arborists (who plant, prune and treat trees) to entry-level jobs in nurseries and landscaping companies, urban forestry employs more than 60,000 Californians.

 **Add Nearly \$4 Billion to California’s Bottom Line** – From the manufacturing of products to the goods sold in nurseries to the salaries of workers, altogether urban forestry added nearly \$4 billion to the state’s GDP in 2009.



## What Do We Have to Lose?

Lack of, or improper, care and upkeep of our trees and green spaces will slowly destroy the beauty and character of where we live, shop and play. Places we cherish will become places to avoid and bring down the value of our homes and businesses.

All the benefits we have gained from trees after generations of growth—cleaner air, a cooler city and slower cars on our streets—will be lost if they die from an untreated disease. And imagine the threats—including lawsuits—as neglected trees and their branches begin to fall and damage property or even injure residents.

That’s why it’s so important for us, and our state and local governments, to invest in these places and the people who care for them. And it’s an investment that continues to pay for itself over time—it helps make our communities special and safe, while providing us a wide range of financial, health and other benefits.



California Urban Forests Council strongly believes that California should **Invest From the Ground Up**. Our vision is that California’s communities are cleaner, healthier and more prosperous through collaborative action and investments in urban forests and urban greening. For more information visit: [www.caufc.org](http://www.caufc.org).

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