

The Value of Trees!

Water Quality

Healthy trees in our communities improve our environment. In addition to the visual impact of trees, tree canopies and root systems provide a natural filter to our water supply and reduce storm water runoff, flooding and erosion.

1 Million Trees = \$3.5 Million in Annual Storm Water Runoff Costs*

Air Quality

Trees are natural air filters, too. Their foliage reduces particulate matter from the air, including dust, micro sized metals, and pollutants such as ozone, nitrogen oxides, ammonia and sulfur dioxides. Trees take in carbon dioxide and produce oxygen. Combined with the cooling effect of trees, these processes can have a significant impact on reducing smog and overall air pollution. 40 trees remove 80 lbs. of air pollutants annually.

1 Million Trees = \$5 Million in Annual Air Pollution Clean-up*

Energy

Trees cool the air naturally from the effects of water evaporating from leaves and from direct shade. Moisture combined with shade results in cooler air. Homes shaded by trees need less energy for cooling, which in turn means lower monthly utility bills in the summer and a reduced need for utilities to increase power generation to meet peak load demand. Four trees planted around each home could save up to 30% on summer cooling costs.

1 Million Trees = \$10 Million in Annual Energy Savings*

Real Estate

Shaded neighborhoods and well-landscaped yards have a positive economic influence on real estate values, timeliness of house sales and neighborhood desirability. Studies report that landscaping speeds the sale of a home by four to six weeks. In Sacramento, California, a homeowner's mature valley oak may be appraised at \$20,000 or greater.

1 Front Yard Tree = 1% Increase in Home Sale Price*

Business

Trees are good for business. Research shows that consumers respond positively to shopping environments with healthy urban forests.

Shaded Business District = 11% Increase in Business**

*Center for Urban Forest Research, Pacific Southwest Research Station, US Forest Service, Davis, CA.

**Center for Urban Horticulture, Fact sheet #5, University of Washington



Get involved!
Plants trees ~ Support your local tree organization ~
Become a volunteer ~ Become an advocate for more
trees in your community

www.allianceofrougecommunities.com

