NATURE & PEOPLE
Using Nature to Thrive in Cities

THE POWER OF NATURE
IT’S NOT JUST A STUNNING BACKDROP
Challenges For Cities

- CLIMATE CHANGE
- POLLUTION CONTROL
- PHYSICAL & MENTAL HEALTH
- CHILDHOOD HEALTH
- CRIME PREVENTION
- ENVIRONMENTAL & SOCIAL EQUITY
- ECONOMIC SUCCESS
- GROWING POPULATIONS
NATURE PROVIDES SOLUTIONS
Nature-based Solutions

- Rain Gardens
- Green Roofs
- Bioswales
- Green Streets
- Tree Canopy
- Parks and Open Space
NATURE IN NEIGHBORHOODS
Research Tells Us:

- 3X MORE ACTIVE WHEN LIVING IN A GREEN COMMUNITY
- CAN ADD $1000’S TO A HOME’S VALUE
- WAY LESS PROPERTY CRIME
NATURE AS A FILTER
Research Tells Us:

- CLEANER AIR IN OUR COMMUNITIES
- REDUCED FLOODING FROM CLIMATE CHANGE
- IMPROVED WALKABILITY TRAFFIC CALMING & SAFER
NATURE TO CONNECT US
Research Tells Us:

**BUILDS RELATIONSHIPS**
IN OUR COMMUNITIES

**LOWERS**
STRESS
AND DEPRESSION

**PLACE & IDENTITY**
ADD VALUE & MEANING TO OUR LIVES
NEARBY NATURE
Research Tells Us:

VIBRANT RETAIL
SHOPPER CHOICE & SPENDING

INCREASING EQUITY
IN OUR COMMUNITIES

BETTER WORK & LEARNING
INCREASED ATTENTION & FOCUS
CHANGE IS COMING

9.5 BILLION PEOPLE – 33% INCREASE

$2.6 TRILLION SPENT IN 2013
HOW NATURE WORKS FOR US
MANAGING STORMWATER
HELPING CHILDREN
OBESITY HAS TRIPLED SINCE 1970

NOW AFFECTING ONE IN SIX CHILDREN IN THE U.S.
SUPPORTING AGING
PROMOTING HEALING
STRESS LEVELS

POSITIVE FEELINGS
PEOPLE ARE TWICE AS LIKELY TO USE attractive public open space 50% MORE LIKELY to achieve high levels of walking.
PROVIDING CALM
ONGOING RESEARCH
THERE IS MORE INFORMATION AVAILABLE