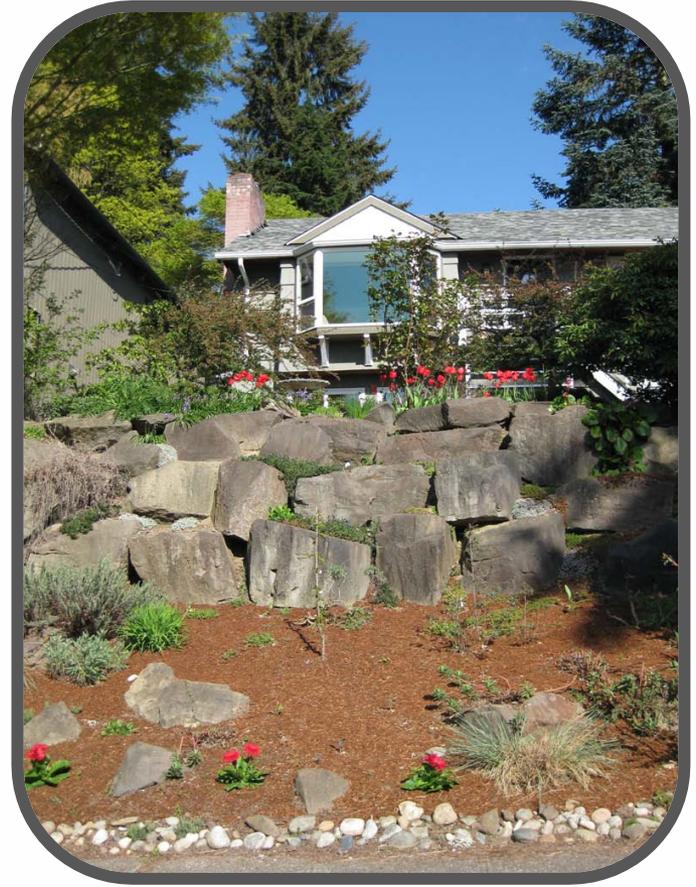


Homeowner Landuse Survey

Research Goals

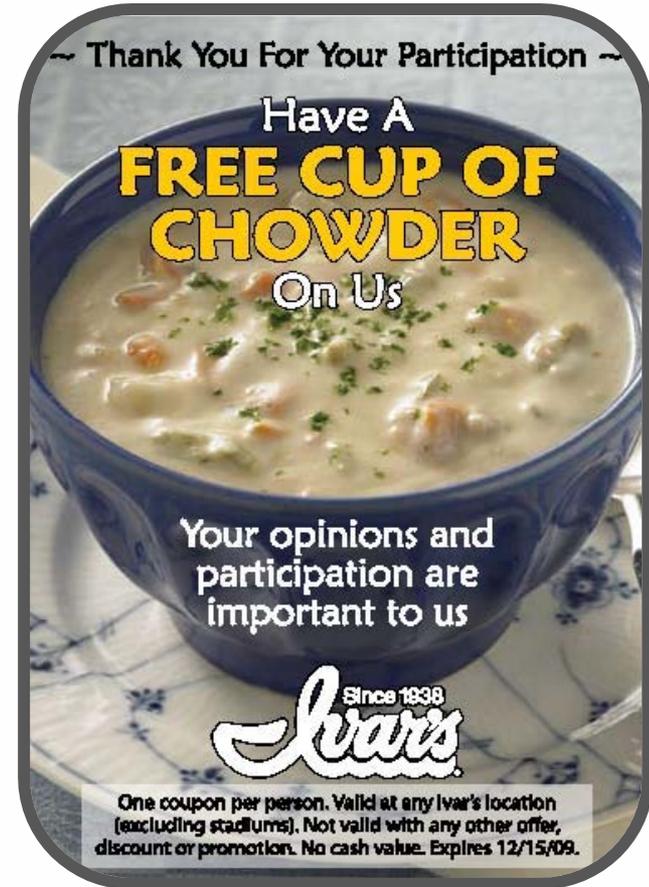
- Understand homeowner priorities
- Identify motivations and barriers to trees
- Learn geographic distribution of tree behavior in Seattle
- Apply results to outreach and incentive programs



Homeowner Landuse Survey

Methods

- Partnership between City of Seattle and University of WA
 - Additional support from Ivars and Garden Club of America
- Mixed mode survey of 2,394 single family homeowners in Seattle
 - Mailed invitation, online response
 - Renters excluded
- Random selection of participants with even distribution across neighborhoods
- 32% response rate



Homeowner Landuse Survey



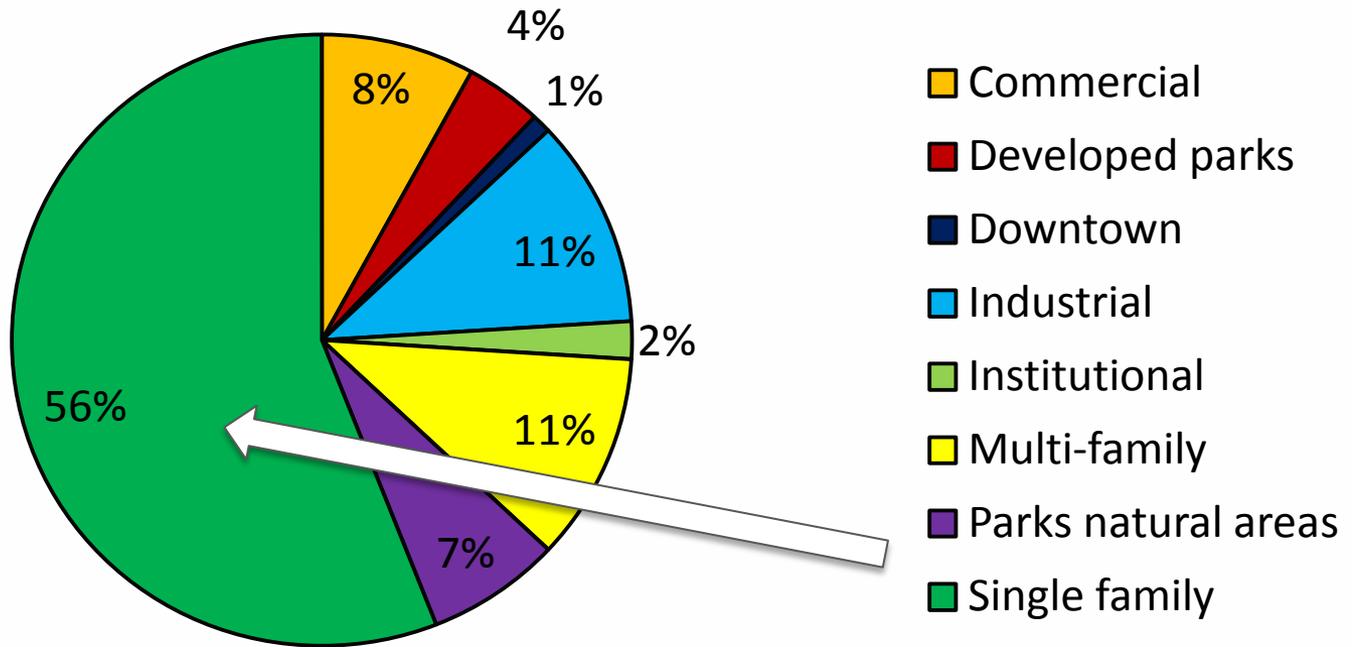
Why Single Family?

- Homeowners individually own a small parcels, but collectively make up the largest land use in Seattle
- Can't reach canopy cover goals without engaging single family homeowners



Homeowner Landuse Survey

PERCENT OF CITY IN LAND USE CATEGORY



Homeowner Landuse Survey

Land Use Type	Current Canopy Cover	Canopy Goal	# Trees Needed
Commercial	9.7%	15%	33,415
Developed park	25.5%	25%	0
Downtown	4.7%	12%	8,224
Industrial	4.3%	10%	48,777
Institutional	19.4%	20%	557
Multi-family	17.1%	20%	22,971
Parks natural areas	80.4%	80%	0
Single family	24.7%	33%	192,869
Citywide	23%	30%	306,813



Homeowner Landuse Survey

Preliminary Results – Behavior

- Homeowners favor small ornamental trees over large evergreens
- Respondents say they have planted more trees in the past than they intend to in the future
- The majority of respondents plant trees in the spring or summer
- The majority of respondents prune trees themselves



Expected Future Tree Planting on Single Family Property by Homeowners

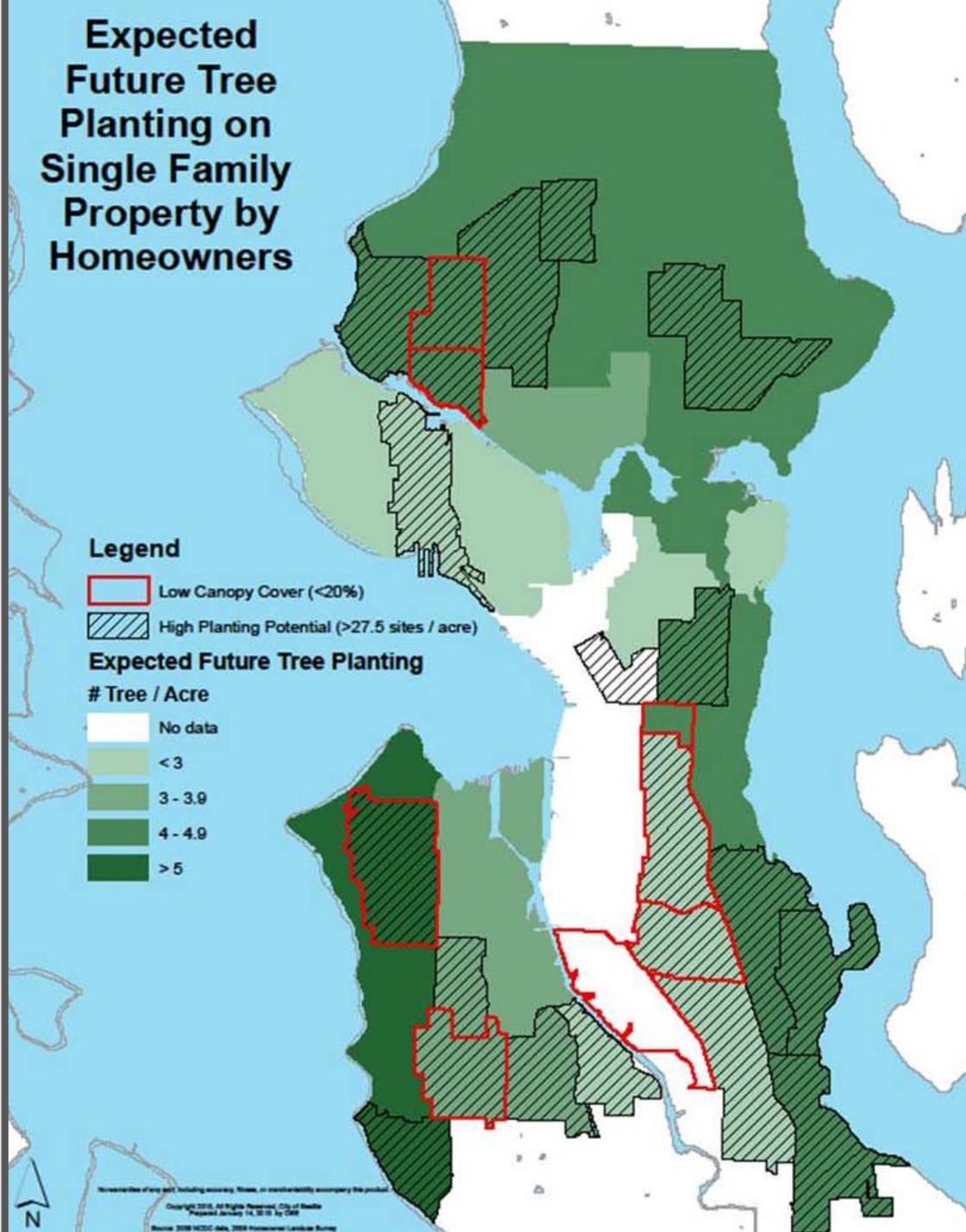
Legend

-  Low Canopy Cover (<20%)
-  High Planting Potential (>27.5 sites / acre)

Expected Future Tree Planting

Tree / Acre

-  No data
-  < 3
-  3 - 3.9
-  4 - 4.9
-  > 5



Notwithstanding to any other building authority, there is no liability concerning this product.

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Prepared January 14, 2015 by GMR

Source: 2008 NCTC Data, 2008 Forestation Land Use Survey

Homeowner Landuse Survey

Preliminary Results – Attitudes

- Significant motivations for planting:
 - Trees look good
 - Gardening as a hobby
- Not found to be significant:
 - Environmental benefits



Homeowner Landuse Survey

Preliminary Results – Attitudes

- Significant barriers to planting:
 - Lack of knowledge
 - Physical labor
 - Desire for open lawns
 - Desire for views
 - Redevelopment
- Not found to be significant:
 - Fear of legal risk or damage from tree failure



Homeowners' Perception of Their Tree Planting / Selection Knowledge

Legend

-  Low Canopy Cover (<20%)
 -  High Planting Potential (>27.5 sites / acre)
- % Needing Tree Information***
-  No data
 -  < 15%
 -  15% - 22%
 -  23% - 29%
 -  > 30%

* Percent of surveyed single family homeowners who agree or strongly agree with the statement "Trees must be selected and planted properly and I don't know how."



Homeowner Landuse Survey

