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

56% 4% 2% 11% 11% 11% 8% 7% 1%

- Commercial
- Developed parks
- Downtown
- Industrial
- Institutional
- Multi-family
- Parks natural areas
- Single family
# Homeowner Landuse Survey

<table>
<thead>
<tr>
<th>Land Use Type</th>
<th>Current Canopy Cover</th>
<th>Canopy Goal</th>
<th># Trees Needed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>9.7%</td>
<td>15%</td>
<td>33,415</td>
</tr>
<tr>
<td>Developed park</td>
<td>25.5%</td>
<td>25%</td>
<td>0</td>
</tr>
<tr>
<td>Downtown</td>
<td>4.7%</td>
<td>12%</td>
<td>8,224</td>
</tr>
<tr>
<td>Industrial</td>
<td>4.3%</td>
<td>10%</td>
<td>48,777</td>
</tr>
<tr>
<td>Institutional</td>
<td>19.4%</td>
<td>20%</td>
<td>557</td>
</tr>
<tr>
<td>Multi-family</td>
<td>17.1%</td>
<td>20%</td>
<td>22,971</td>
</tr>
<tr>
<td>Parks natural areas</td>
<td>80.4%</td>
<td>80%</td>
<td>0</td>
</tr>
<tr>
<td>Single family</td>
<td>24.7%</td>
<td>33%</td>
<td>192,869</td>
</tr>
<tr>
<td>Citywide</td>
<td>23%</td>
<td>30%</td>
<td>306,813</td>
</tr>
</tbody>
</table>
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
- > 4.9
- > 5
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% - 20%
  - > 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

PUTTING COMMUNITY BASED SOCIAL MARKETING TO USE: AN EXAMPLE

Barrier to Desired Behavior
Lack of knowledge on proper tree selection and planting

Barrier Removal
- Tree incentives including help with proper tree selection
- Hands-on tree planting workshops

Increase in Desired Behavior
More trees planted on single family property

Long-term Change
Increased canopy cover in Seattle, maximizing urban forest benefits