

A photograph of a suburban street. On the right side, a large, mature tree with dense green foliage stands prominently. A paved road curves from the foreground towards the background. On the left side of the road, there are houses with brick and white siding, partially obscured by bushes. In the background, there are streetlights and more houses under a cloudy, overcast sky.

How are urban landscapes important to people?

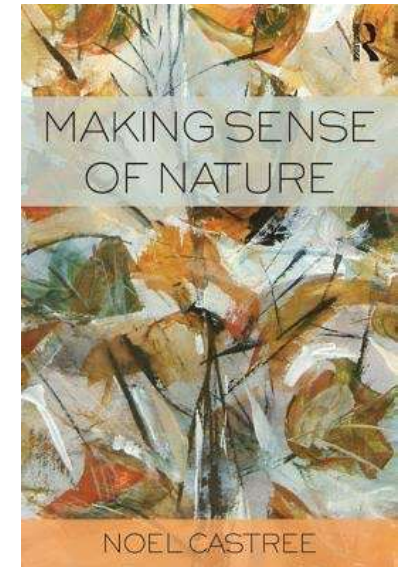
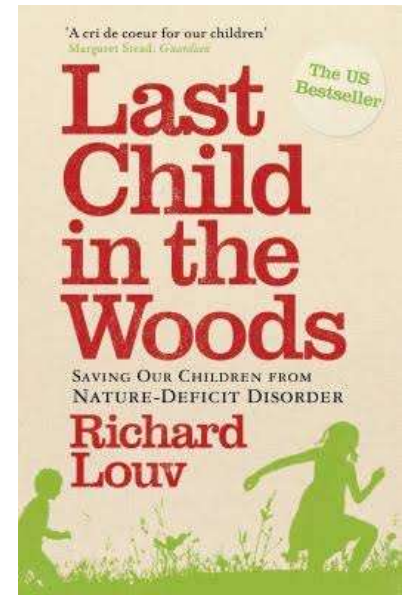
Dave Kendal

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Clean Air and Urban Landscapes Hub

People's connection with green space

- Huge public interest in this area
 - Richard Louv: nature deficit disorder
 - James Miller: extinction of experience of biological life
 - Healthy Parks, Healthy People
- Park/bot garden/natural area managers are the ones delivering on this
- Better understanding of how people think about nature and green space important for better policy, planning and management



Current Approaches

- Visitor satisfaction surveys
 - “Overall, how satisfied are you with your visit to this park?”
 - “How satisfied were you with the *information/accessibility/etc?*”
- Good things about VSS
 - Tells us something about people’s experience
 - Focussed on things management can control
- Some limitations of VSS
 - Doesn’t tell us much about ‘why’
 - Or anything about non-visitors
 - Tends to choose ‘winners’ (the least-worst)

But there is a different way!

- A values based approach can tell us
 - what non-visitors are thinking
 - *Different ways* that people think about green spaces
 - Avoids picking winners
 - pick a range of things that different people love



Social values for understanding connection to green space

Where are values?

- Land managers see values in the environment

\$\$\$Value
Carbon seq. =

Properties

Size
Age
Condition



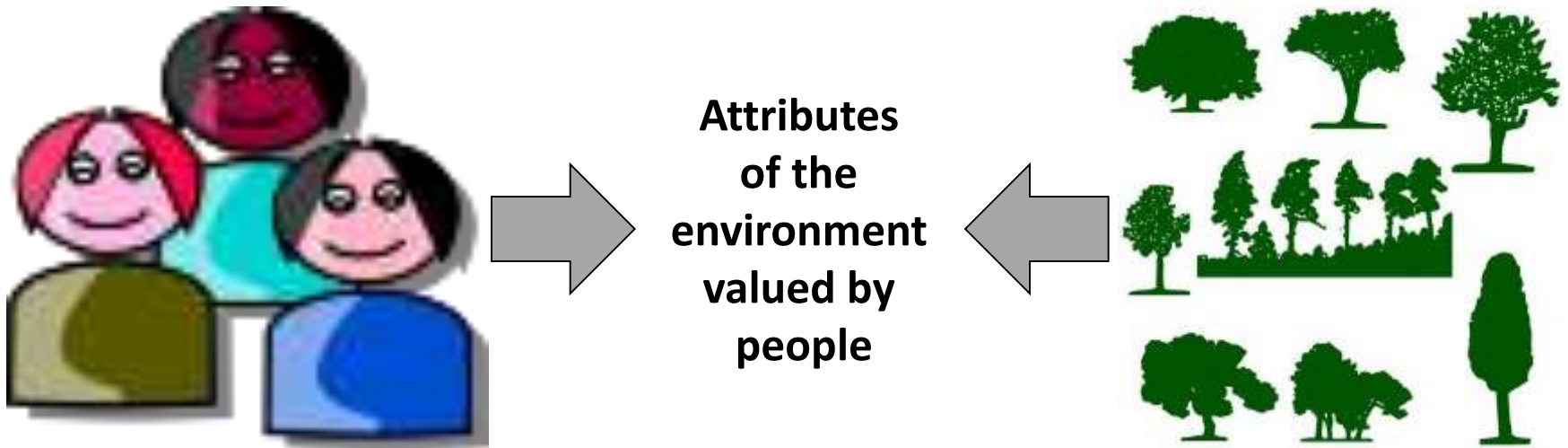
Where are values?

- Social sciences see values as in people
 - what is important to people
 - guiding principles
 - Social Justice
 - Wealth/Power
 - the Environment



Where are values?

- Linking social science and land manager understandings of value:



Social values for understanding connection to green space

VALS

- Psychometric questionnaires

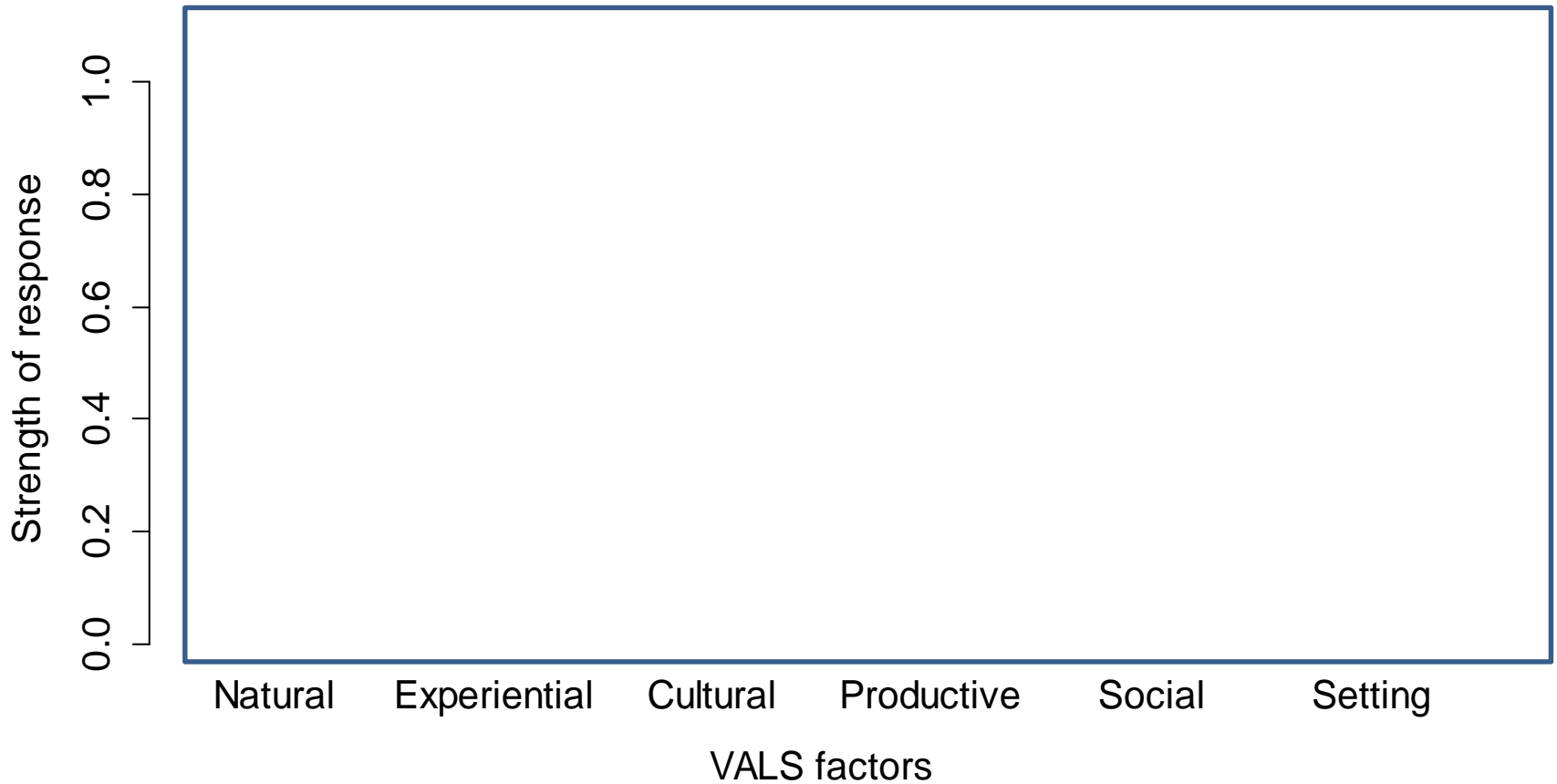
		How important are each of the following things about natural areas in cities?						
		Not important at all		Neither important nor unimportant			Very important	
		1	2	3	4	5	6	7
1.1	Experiencing nature through activities such as sight-seeing or bird watching	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.2	Motorised activities such as trail bike riding or four-wheel driving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.3	Gathering food such as mushrooms, herbs and berries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.4	Getting away from the stresses of everyday life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.5	Utilising the land for active recreation e.g. sports fields and courts, BMX tracks, skate parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.6	Producing food through activities such as grazing, horticulture and aquaculture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.7	Being accessible for people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.8	A place to see historic things such as old railways, rock art or dry stone walls	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.9	Spaces for people to exercise e.g. jogging, walking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.10	Utilising the land for new housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.11	Activities such as mountain biking or horse riding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.12	Healthy land and waterways in which natural processes can continue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.13	Spaces for people to interact and socialise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.14	A place for human history and stories	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.15	Learning about cultural traditions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.16	Utilising the land for shops, cafes and car parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.17	Activities such as fishing or collecting firewood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.18	A place for a short walk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.19	Large old trees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.20	Beautiful sights, sounds and smells	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.21	Native plants and animals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.22	A place that is safe for people to visit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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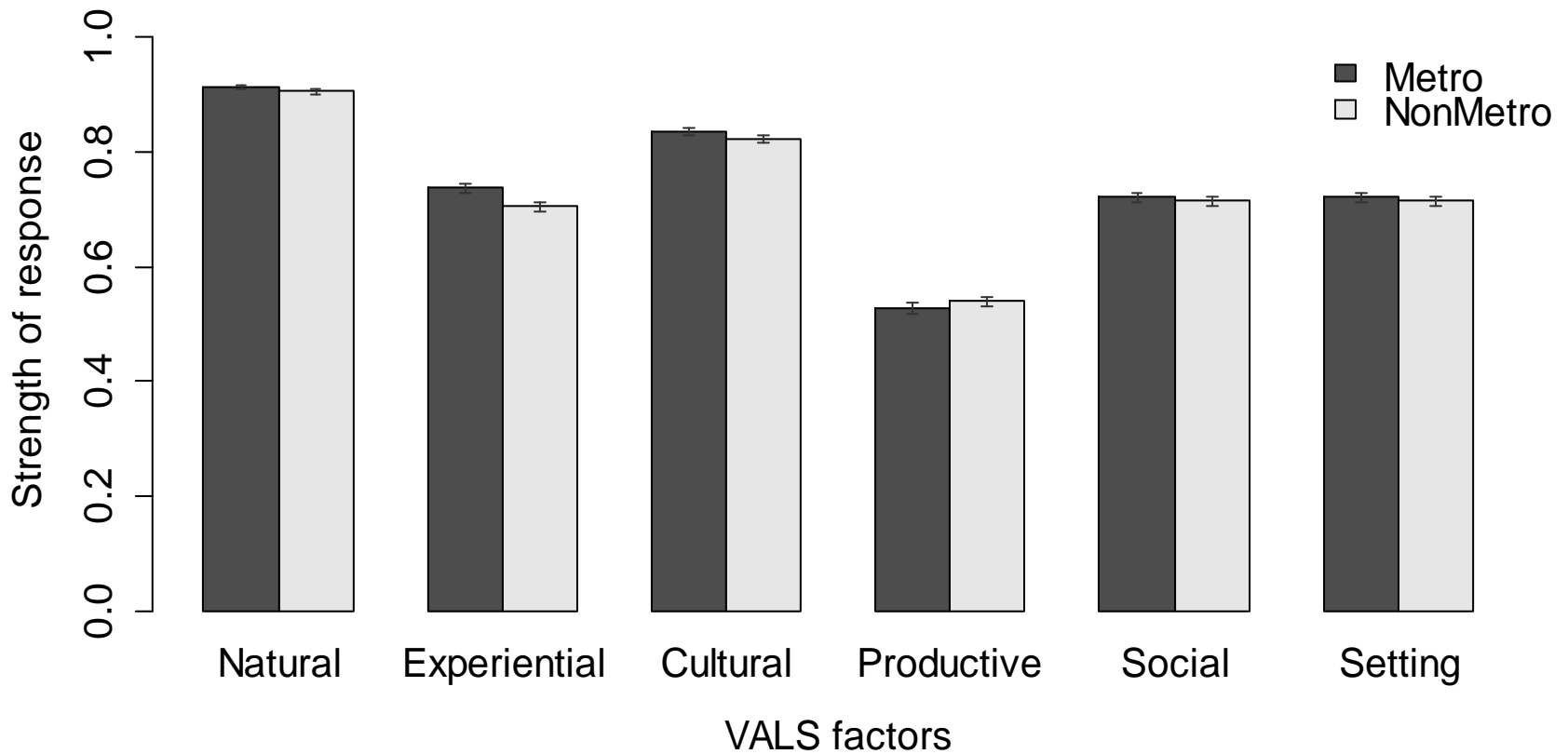
VALS factors

- Statistical analysis identified 6 factors
- Natural
- Social
- Experiential
- Cultural
- Productive/Ecosystem Services
- Recreational setting

Values of Victorians for natural landscape (VALS)



Values of Victorians for natural landscape (VALS)



Werribee River

Gardiners Creek

Mapping Values



Legend

- Social
- Setting for active recreation
- ★ Opportunity for improvment
- Natural
- Life sustaining
- Culture & Heritage
- Beautiful & spiritual



Legend

- Social
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Opportunities for improvement - Gardiners Creek



Opportunities for improvement - Moonee Ponds Creek



Opportunities for improvement - Werribee River



ion to green space

Values are useful predictors of

- Attitudes
 - e.g. Preference, what people like
- Acceptability of management
 - e.g. what people will accept managers doing
- Behavioural intentions
- Behaviours

Preference



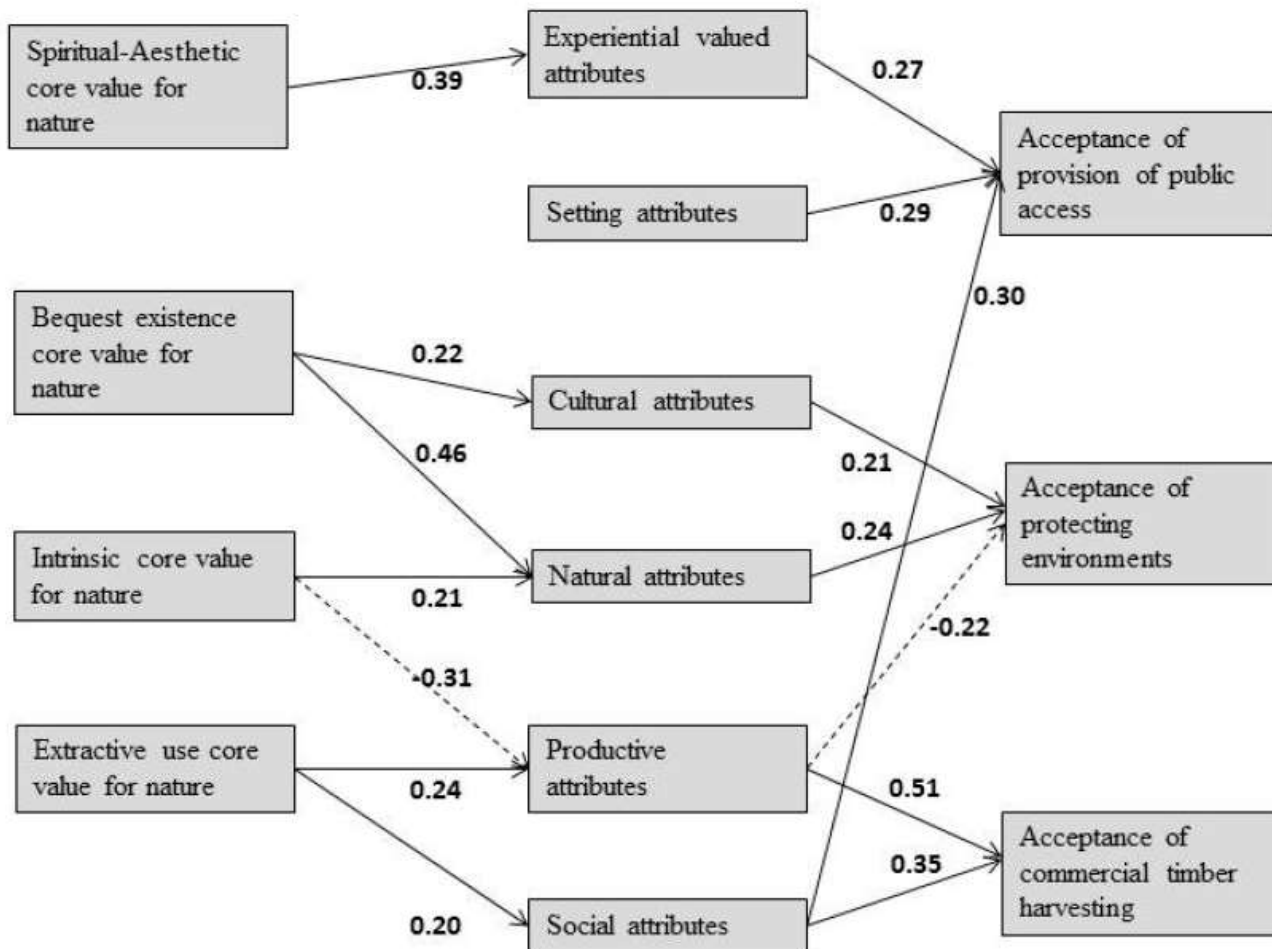
star

Preference

	Rain Gardens	Bushland	Turf	Mulch	Drains
EcoServ	0.14	0.11	0.13	0.07	0.02
Cultural	0.18	0.12	0.01	0.09	0.12
Natural	0.12	0.37	-0.07	0.15	-0.05
Setting	0.21	0.05	0.35	0.14	0.12
Experiential	0.03	0.16	0.08	0.06	0.04
Social	0.01	-0.01	0.10	0.00	-0.08

Social values for understanding connection to green space

Acceptability of management actions





How do we influence
our visitors?
Gardening beyond our
boundary

Dave Kendal,
Sharon Willoughby,
Alison Farrar

The Australian Research Centre for Urban Ecology
A division of the RBG Victoria

Landscape



Leisure



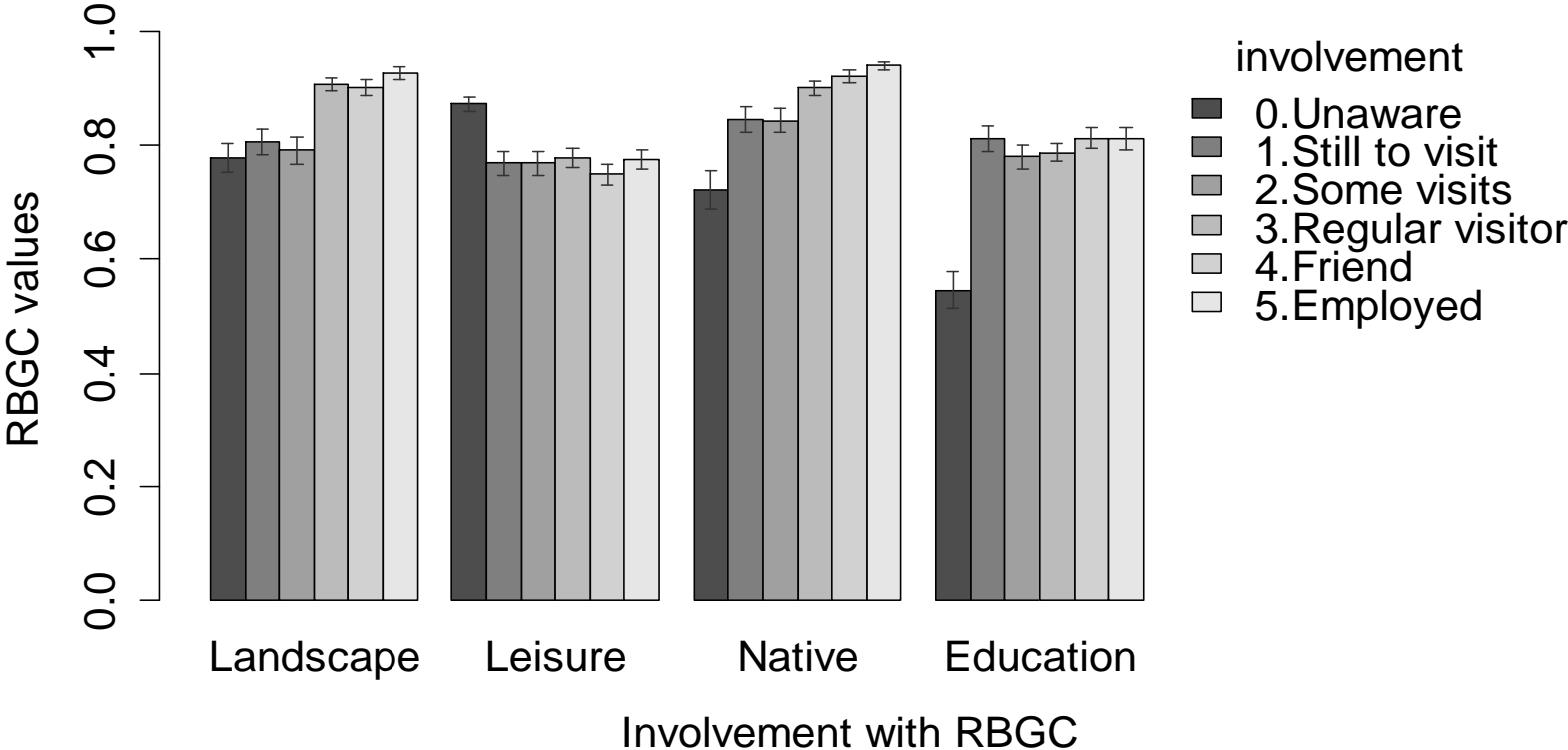
Natives



Learning



RBGC Values



Why is this important?

- Can start to understand how *different people* experience landscapes
- Identify potential areas of conflict
- Framing for messages to appeal to different kinds of values

A large, dark silhouette of a tree dominates the left side of the frame, set against a vibrant sunset sky transitioning from orange at the bottom to a pale blue at the top. To the right, a utility pole with cross-arms and wires is visible. The overall mood is serene and appreciative.

Thanks!

- I'd like to acknowledge:
 - the participants who have made these projects possible.
 - the Urban Landscape Team at the City of Melbourne
 - And a special thanks to my colleagues Alison Farrar, Sharon Willoughby, Rebecca Ford and Nerida Anderson