

UrbForM contributes to the social amenities that trees provide to the urban condition by creating a public-private partnership for the management of urban canopies.

MANAGEMENT

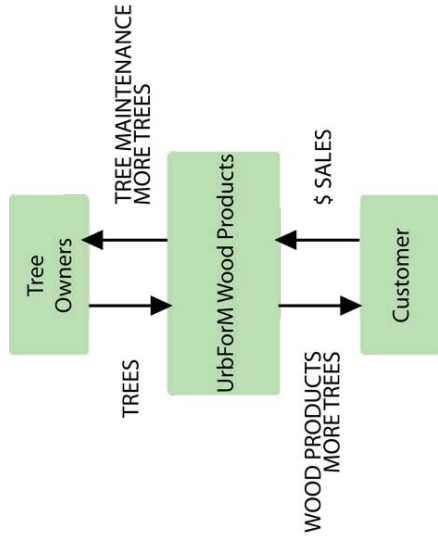
is UrbForM's mandate

HARVESTING

is UrbForM's revenue

REPLANTING

is UrbForM's responsibility



simplified business model

Did You Know?

Shade from trees:

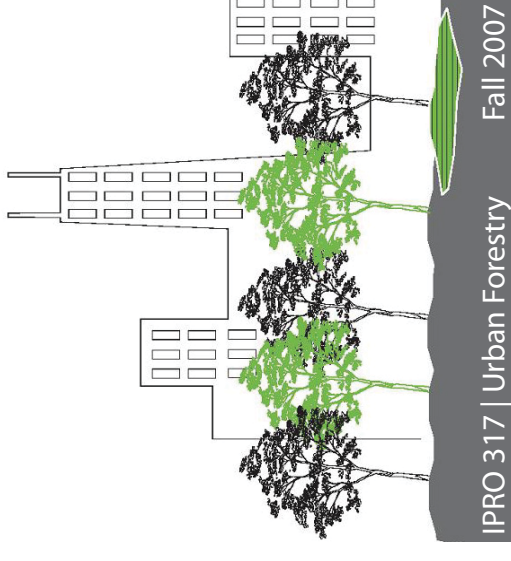
- reduce home cooling costs by up to 12%
- helps reduce temperatures of paved surfaces by 9 to 36 degrees, allowing repaving to occur less frequently
- contribute to the overall reduction in the urban heat island effect

Trees are natural carbon "scrubbers." They store carbon dioxide from the air as they release oxygen. This is called carbon sequestration.

During major rainfall, trees can reduce runoff by 7 to 12%.

Trees are also a social amenity that contribute to increase in property values and social capital.

UrbForM



UrbForM is a privately owned franchise within the city which creates local green collar jobs.

In Chicago, the franchise would be represented through 23 modules of over 6000 acres each. Each module would be run by a franchise owner and five employees.

Chicago's urban forest would reap the benefits of increased tree cover and improved tree quality via the vested interest of the franchisees.

UrbForM will transform communities by:

-Establishing Nurseries throughout communities on vacant land



-Adding Trees

to increase the size of the urban canopy



UrbForM will see revenue from the production and sale of 100% of harvested wood.

Currently city operations mulch nearly all removed trees and sell to corporate mulch distributors. These sales do little to offset the maintenance costs on the city.

Our model would create milling operations within each module which would allow harvested trees to be milled into saleable stock via retail chain stores.

Hardwood lumber products are a high value commodity.