

Plant Ecology Lab  
Assignment 1

You are currently employed as a vegetation scientist for Salt Lake County. The Compliance Division for the Salt Lake Attorney's office has approached your office with an advertising claim that they believe to be false, but which requires further investigation before the matter can be pursued legally. Text from the document in question follows:

*“Come see The Oaks at Purple Butte ... endless vistas, forested landscapes, and shaded woodlands. Enjoy life at its best. Hurry - only 2 lots left. Live among tall maples with huge leaves, where individual trees dot the landscape and you are surrounded by lush native grassland. Or you may choose to nestle your house among the mature boxelder trees along the creek's edge, where century-old trees with linear leaves give you the shade and privacy you deserve. Prices starting in the low \$700s for a one-acre lot. Hurry fast - these remaining lots will not last long.”*

The longitude and latitude coordinates provided for real estate locations are

- latitude 40.780650, longitude -111.808092
- latitude 40.789208, longitude -111.796283

Your assignment is to quantitatively evaluate this advertisement. Specifically,

- acquire all of the vegetation data necessary to evaluate each of the claims
- analyze the data with respect to specific claims in this advertisement, remembering to provide in your interpretation both a quantitative and qualitative perspective
- The report must follow the 5-3-15 rule.

Your office has limited equipment for such tasks, but what is available includes:

- line transect tapes
- meter sticks
- GPS and altimeter
- leaf area meter
- baggies to hold materials that might otherwise dry out
- clip board and paper; pencil
- inclinometer with compass
- key to identifying common plant species; selected plant vouchers
- Internet access to GOOGLE EARTH
- digital camera