PLAN**IT** GEO™

mapping a greener future

COMPLETE SOLUTIONS FOR
YOUR URBAN FOREST

government | private | nonprofit | campus

GET TO KNOW
PLANIT GEO™

PlanIT Geo™ is a global software and consulting company providing innovation in technology and planning for urban forestry, parks, and arboriculture. Since 2012, our team of ISA certified arborists, GIS professionals, planners, and software developers have led hundreds of studies. Projects involve land use and land cover mapping using GIS and remote sensing, field-based tree inventory and risk assessment, ecosystem services analysis, and strategic management plan development.

Often integrated with our consulting work, the TreePlotter™ Software Suite is used by thousands of urban foresters, arborists, park managers, tree care companies, and others in every continent. Our worldwide software partner program allows PlanIT Geo to expand, support, and continuously learn about this dynamic field.

Our vision, mission, and team management structure are aligned to serve the needs of large cities, small towns, campuses, and everything in between. We are passionate about the increasing importance that parks, open space, and natural areas provide in sustainable urban and community development. We see our role and purpose as being experts to deliver data, information, and tools to add "technology capacity" to any organization that shares our goals and values.

SERVICES

| TreePlotter Software Suite | Tree Inventory & Assessments | Urban Forestry Consulting | Geospatial Mapping Services |

TREEPLOTTER™
SOFTWARE SUITE

TreePlotter™ Software Suite offers the latest in web, mobile, and GIS technologies in parks, urban forestry, and arboriculture. TreePlotter was built by certified arborists and GIS experts. Our own planning consultants and field crews use TreePlotter daily. Clients and partners also contribute to innovative features and continual improvements to support a dynamic industry.

PRODUCTS

TREEPLOTTER™ INVENTORY

Best for local and state governments, consultants, nonprofit and community organizations, and universities.

TREEPLOTTER™ CANOPY

Best for state agencies, large and small municipalities, counties, and nonprofit organizations.

TREEPLOTTER™ PARKS

Best for large or small park and recreation departments and county government.
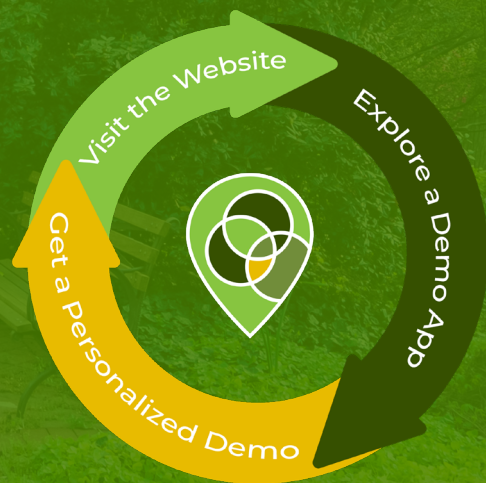
TREEPLOTTER™ JOBS

Best for tree care companies.

INVENTORY, JOBS, PARKS, and CANOPY software products are map-based and enable data visualization to better collect, manage, share, and achieve your urban greening goals. Our web-based platform allows API and WFS integrations. Use TreePlotter as a stand alone system or integrate with existing technology .
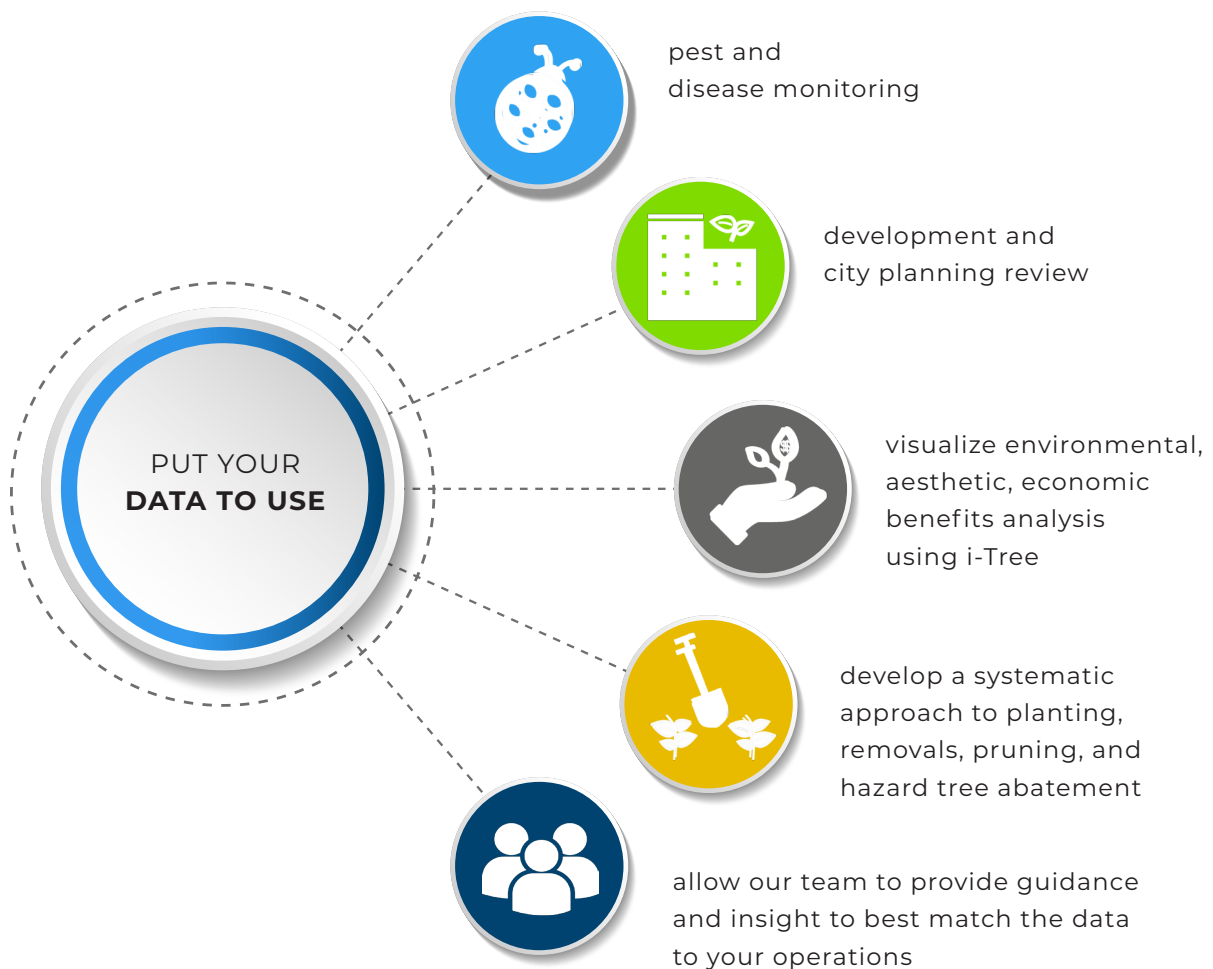
EXPERIENCE TREEPLOTTER

Visit the Website

Explore a Demo App

Get a Personalized Demo
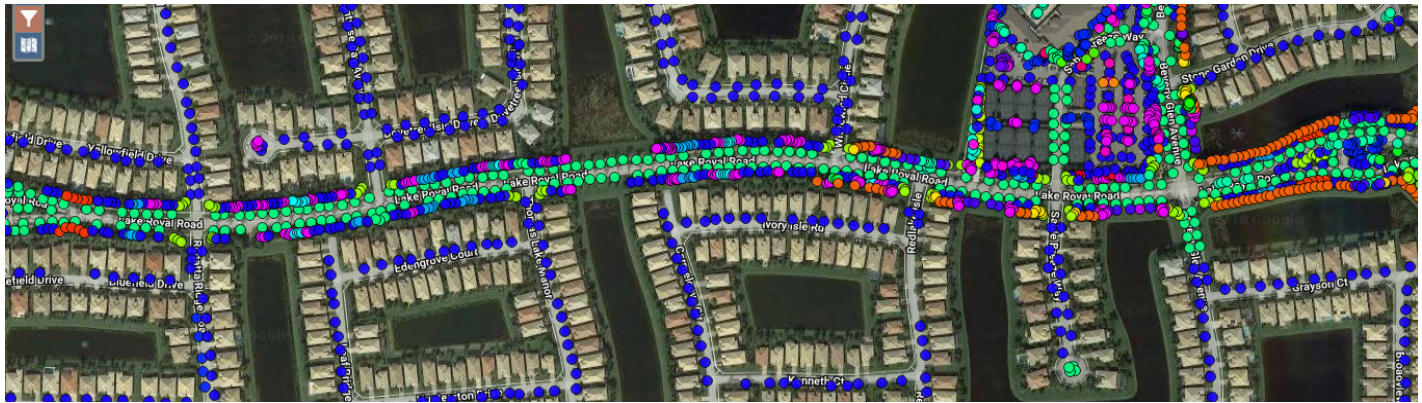
TREE INVENTORY
AND ASSESSMENTS

PlanIT Geo™ is a national leader in tree inventory, GIS, and arboricultural reporting. Our ISA Certified arborists are in the field everyday testing our software as they collect and analyze tree data for local governments, campuses, and private entities.

Tree data attributes and location collected provides green asset managers the power to proactively manage their operations and potential liabilities. In addition to data delivery, we can provide you with insight into suitable planting opportunities for strategically targeted budgets and future planning. Our team also offers guidance, suggestions, and best management practices to effectively pair your data with your operations.

PUT YOUR DATA TO USE

pest and
disease monitoring

development and
city planning review

visualize environmental,
aesthetic, economic
benefits analysis
using i-Tree

develop a systematic
approach to planting,
removals, pruning, and
hazard tree abatement

allow our team to provide guidance
and insight to best match the data
to your operations

We employ TRAQ Qualified and ISA Certified Arborists skilled to conduct projects across the USA. All projects are completed using TreePlotter™ software by PlanITGeo to ensure delivery of the highest quality GIS data. Maintain your data in TreePlotter or your existing software, i.e. Esri ArcGIS and asset management systems.

INNOVATIVE DATA COLLECTION

accurate

Highly accurate tree inventory locations and attributes with the most stringent quality assurance procedures. Review data in real time as it is collected.

efficient

Using the TreePlotter Software Suite, our team collects data fast and efficiently. This ensures projects being completed on time and within budget.
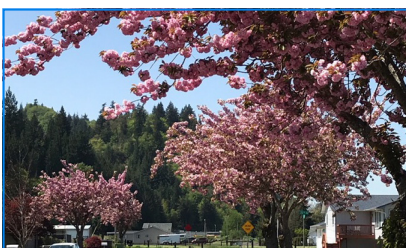
customizable

All clients and projects are unique. We tailor the data fields, attributes, and local area imagery to meet your budget and specific needs.

PROVEN OUTCOMES

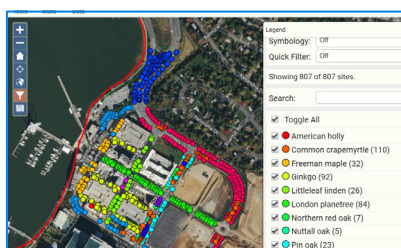Cities, campuses, and private entities put their data to use by:

- Prioritizing removals and maintenance
- Obtaining valuable species diversity and composition statistics

- Viewing the ecosystem benefits of their trees
- Tracking work records and historical site data
- Relaying valuable tree information to the public

RECENT PROJECTS

Longview, WA

Complete citywide tree inventory of parks and roadways: over 12,000 trees and 4,000 planting sites

Prince George's County, MD

Countywide tree inventory on 178,000 trees across 2,000 linear miles of roadway

Iowa City, IA

Urban Forest Management Plan and inventory of 50,000 trees on streets, parks, trails, and facilities.

URBAN FORESTRY
CONSULTING SERVICES

Urban and community forests create a more walkable, livable, and sustainable place to live. Trees and other vegetation clean air and water, improve public health, provide wildlife habitat, and absorb greenhouse gases. However, urban trees face a number of challenges.

The harsh urban environment, pests and diseases, and competition for space threaten existing canopy and limits the expansion of new plantings and canopy. Trees require maintenance in order to reduce potential risks and to maintain and enhance the benefits that they provide. Urban forests are valuable assets that require long-term planning to ensure its health and longevity. Urban forest plans offer a vision and strategies to address these concerns.

With any plan, the goals and strategies must be monitored to allow for adaptive management over time as changes occur both in the physical/biological environment and in the expectations of city residents.

OUR APPROACH

The first step in preparing a plan for a community or organization involves a conversation to learn about the needs and desires of an urban and community forestry program and the tree resource. We listen and research to deliver the most effective and useful plan for a community or organization to achieve maximum, long-term benefits.

Our urban forestry professionals have experience working with internal and external stakeholders to achieve the goals and expectations of the community. We incorporate recommendations that are mindful of limited natural resources and economic constraints. We strive to have these plans become working documents. The strategies we set forth are flexible enough to accommodate an ever-changing work environment.

WE ARE WITH YOU EVERY STEP OF THE WAY

Data Collection and Analysis

Information Discovery

Reassess and Adjust

YOUR URBAN FORESTRY PARTNER

Plan Implementation

Public Engagement

MANAGEMENT AND MASTER PLANS

DATA COLLECTION AND ANALYSIS

CANOPY ACTION PLANS

PLANTING PLANS AND DESIGNS

i-TREE STUDIES

OPERATIONAL AND WORK PLANNING

ORDINANCE AND POLICY REVIEW

DEVELOPING AND ACHIEVING THE GOALS AND STRATEGIES

Urban Forest Sustainability Checklists and Audits

Measurements and Milestones

Stakeholder Engagement Exercises

Urban Forest Criteria and Performance Indicators

SWOT: Strengths, Weaknesses, Opportunities, and Threats Analysis
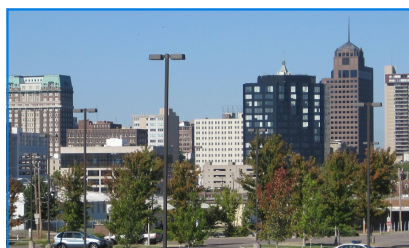
RECENT PROJECTS

Meridian, MS

Urban Forest Management Plan: tree inventory analysis, i-Tree Canopy study, applied "levels of service" concept

Iowa City, IA

Urban Forest Management Plan: tree inventory analysis, gap analysis, ordinance review, criteria/performance indicators, goals, and strategies

Memphis, TN Region

Canopy Action Plan: stakeholder workshop, canopy goals, priority planting areas, recommendations and strategies
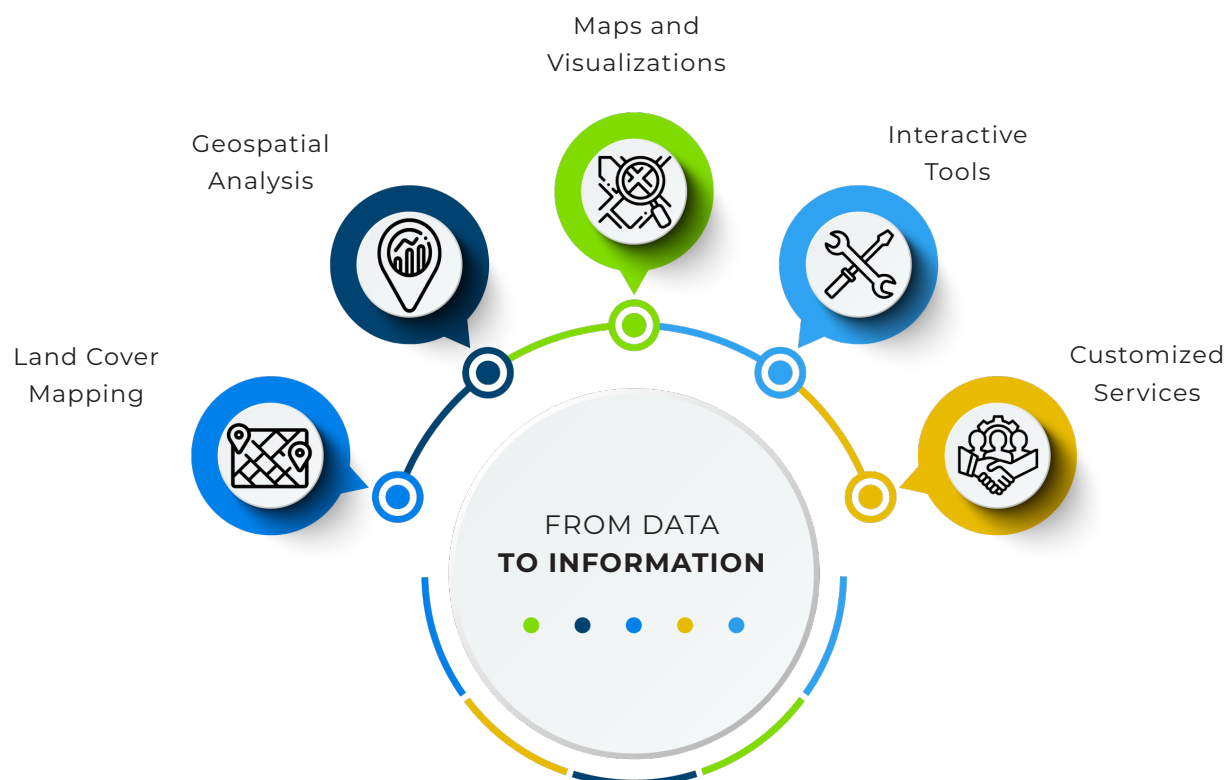
MAPPING SERVICES

PlanIT Geo™ is an industry leader in urban tree canopy assessments, green infrastructure mapping, and web-mapping applications. We provide personalized services to communities of all sizes: federal, state, and local government organizations, and even private landowners.

Our GIS and remote sensing specialists use high-resolution aerial and satellite imagery, LiDAR elevation data, and other geospatial datasets to create land cover data. The data provides the foundation from which we derive urban tree canopy, green/gray infrastructure, and possible planting area metrics. Information is extracted from the land cover raster data and applied to various geographic planning scales to understand distributions of tree canopy, analyze correlations of canopy cover with available environmental, socioeconomic, and demographic indicators, and locate and prioritize areas for new tree plantings.

PUT YOUR DATA TO USE

Quickly communicate your areas with low canopy and high planting potential, prioritize for planting or preservation, and evaluate tree canopy cover goals and ecosystem services with **TreePlotter™ CANOPY**.

Maps and Visualizations

Geospatial Analysis

Interactive Tools

Land Cover Mapping

Customized Services

FROM DATA
TO INFORMATION

accurate

We use the most current high-resolution source data and perform detailed quality assurance and quality control on all datasets.

analytical

Our analysts use GIS tools and technology to provide new insights into your community forest, such as the distribution of tree canopy throughout planning areas.
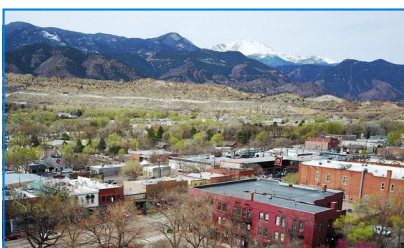
communication

Complex geospatial information is transformed into powerful, visual products to help our clients garner support for urban forest development, maintenance, and funding.

PROVEN OUTCOMES

Cities, campuses, and private entities put their data to use by:
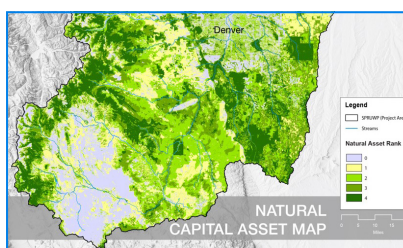
- Guiding tree planting, policy, management forecasting, and outreach through map-based tools
- Empowering urban forest managers and planners with expanded understanding of their urban forest through detailed data and information on present, past, and future landscape conditions
- Expanding stewardship of the urban tree canopy and knowledge of the value it provides
- Supporting land use planning and development for tree protection, open space, habitat and ecological restoration, and tree planting

RECENT PROJECTS

Colorado Springs, CO

Assessment of tree canopy cover and plantable space, public opinion survey, ecosystem benefits quantification, and canopy change analysis

Natural Capital Resuorce Assessment

Watershed-scale assessment of green infrastructure and ecosystem services

King County Tree Canopy Assessment Initiative

Regional assessment of tree canopy cover and plantable space for 12 municipalities

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