

# Urban Forestry Guide



**PlanIT Geo**  
developers of TreePlotter

## NONPROFIT AND COMMUNITY ORGANIZATIONS



- Volunteers and Community Engagement
- Measure and Communicate Impact
- Funding and Budgets
- Monitoring Trees and Green Assets

## PLANIT GEO URBAN FORESTRY HUB



## SOME OF OUR POPULAR NONPROFIT SOLUTIONS

### SOFTWARE

- TreePlotter™ INVENTORY
- TreePlotter™ CANOPY
- NatureQuant™ data solutions
- Community Engagement Map

### CONSULTING SERVICES

- Community engagement websites
- Personalized resources including factsheets & reports
- Workshops & trainings
- Support with tree preservation plans and ordinance updates
- Assistance with grant applications
- Tree canopy assessments

**SCHEDULE A FREE CONSULTATION TODAY!**

	<b>NONPROFIT PROGRAM GOALS</b>	<b>PLANIT GEO SOLUTIONS FOR YOUR PROGRAM</b>
<b>VOLUNTEERS &amp; COMMUNITY ENGAGEMENT</b>	<p><b>I need my urban forestry program to...</b></p> <ul style="list-style-type: none"> <li>• Have volunteers easily track their activities (planting, watering, young tree pruning)</li> <li>• Partner with community groups already established in the community</li> <li>• Have a clear advocacy pathway for staff/volunteers to support local involvement</li> <li>• Have public resources for connecting with city officials, community members, and project partners</li> </ul>	<p>Getting the whole organization on the same page (and the same map) simplifies operations and supports engagement.</p> <ul style="list-style-type: none"> <li>• Visualize projects and track volunteer progress with TreePlotter INVENTORY software</li> <li>• Track all work with unlimited software users and multiple access levels</li> <li>• Empower volunteers with workshops and training</li> <li>• Grow a shared understanding between community members, municipal staff, and volunteers through data</li> <li>• Engage the public with consumable resources, including factsheets, reports, and websites</li> </ul>
<b>MEASURE &amp; COMMUNICATE IMPACT</b>	<p><b>I need my urban forestry program to...</b></p> <ul style="list-style-type: none"> <li>• Engage elected officials with clear goals and messaging</li> <li>• Quantify and demonstrate the value of our efforts in the community</li> <li>• Grow advocates for the urban forest by communicating ecosystem benefits</li> <li>• Be an educational conduit for urban forestry and greening to local residents</li> </ul>	<p>Supporting your messaging and advocacy with numbers brings a relatable and measurable context to the conversation.</p> <ul style="list-style-type: none"> <li>• Measure the ecosystem benefits of trees and project the benefits of future plantings</li> <li>• Overlay canopy data with socioeconomic information to identify and prioritize planting areas</li> <li>• Quantify the public health impacts of greenspace with NatureQuant data solutions</li> <li>• Demonstrate the impact of planting efforts with public-friendly Community Engagement Maps</li> <li>• Facilitate workshops between nonprofit, city, and interested stakeholders for actionable planning</li> </ul>
<b>FUNDING &amp; BUDGETS</b>	<p><b>I need my urban forestry program to...</b></p> <ul style="list-style-type: none"> <li>• Have diversified and sustainable funding sources in addition to local grants</li> <li>• Be prepared to act quickly and competitively on grant opportunities</li> <li>• Have clearly identified goals and outcomes to maximize budget, impact, and return on investment</li> <li>• Support well-paying jobs</li> </ul>	<p>Multiple funding sources allow nonprofit organizations to better utilize resources and be more resilient to budget fluctuations.</p> <ul style="list-style-type: none"> <li>• Identify alternative funding sources, like carbon credits and wood reuse</li> <li>• Assist with grant applications</li> <li>• Develop evidence-based and compelling stories to take to donors</li> <li>• Identify nature deprived patches in low socioeconomic areas to obtain funding for targeted impact</li> <li>• Identify green job opportunities</li> </ul>
<b>MONITORING TREES &amp; GREEN ASSETS</b>	<p><b>I need my urban forestry program to...</b></p> <ul style="list-style-type: none"> <li>• Be well informed of the condition and location of public trees through an updated inventory</li> <li>• Understand and advocate for sustainable tree canopy cover targets</li> <li>• Focus tree plantings and maintenance in underserved areas</li> <li>• Create informative reports and maps of trees and canopy cover</li> <li>• Advocate for tree preservation plans and ordinances to meet canopy goals</li> </ul>	<p>Tree inventories and canopy assessments establish baseline urban forest conditions and spotlight underserved areas.</p> <ul style="list-style-type: none"> <li>• Expert tree inventories from ISA Certified Arborists</li> <li>• Affordable, actionable data and maps on existing and historic canopy</li> <li>• Identify nature deprived patches in underserved areas</li> <li>• Implement and track progress towards canopy goals</li> <li>• Priority planting plans designed specifically for your goals and resources</li> <li>• Consultative support for tree preservation plans and ordinance updates</li> </ul>