

PROPOSAL FOR RFP 146

CITY OF FORT LAUDERDALE'S URBAN FORESTRY MASTER PLAN

City of Fort Lauderdale, Florida
October 24, 2023



SUBMITTED TO:
City of Fort Lauderdale, FL
100 N. Andrews Ave
Fort Lauderdale, FL 33301



PROPOSED BY:
PlanIT Geo, Inc.
P.O. Box 1334
Wheat Ridge, CO 80034
sales@planitgeo.com
(303) 214-5067

City of Fort Lauderdale, FL
100 N. Andrews Ave
Fort Lauderdale, FL 33301

Dear Evaluation Committee,

PlanIT Geo, Inc is pleased to submit our proposal in response to the City of Fort Lauderdale's request to develop a comprehensive Urban Forest Master Plan. The Plan will provide the framework for effectively managing, maintaining, and growing Fort Lauderdale's urban forest to meet the City's long-term forestry goals. We look forward to this collaborative opportunity to work with the City and partners on this important project.

Our collective team brings extensive knowledge in working with non-profits and municipalities, having completed over 40 urban forestry projects to date. PlanIT Geo also has extensive experience in Florida and surrounding states, providing local urban forest management planning, public outreach and engagement, tree inventories, canopy assessments, and goal setting for small and large communities, organizations, campuses, and others passionate about their urban forest. Our unique approach will uncover current conditions, establish clear priorities and objectives, and provide sustainable, strategic, and equitable framework for the management, maintenance, enhancement, and regulation of trees within the City. For this project, we will develop a centralized vision for local urban forestry in Fort Lauderdale based on experience, consultations, research, data analyses, community input, and best practices. Our team will work closely with City staff and stakeholders to streamline sustainable urban forest management resulting in a long-lasting and effective plan that maximizes the ecological, social, health, and economic benefits of the urban forest equitably for all communities within the City. Together, we will develop sound and project-proven guidance for urban forest management and long-term goals, recommendations, and next steps for Fort Lauderdale.

We understand that a robust urban forestry program can only thrive and become a sustainable asset with accurate data, effective planning, a clear implementation strategy, and the support and participation from the community. Our unique approach described above will leverage the momentum and guidance generated from the City's Press Play Five Year Strategic Plan, updates to the City's Sustainability Action Plan, and support ongoing initiatives and objectives of the Comprehensive Plan adopted in 2020. We will use our combined expertise, project-proven management approaches, and communications protocols to develop an impactful Urban Forest Master Plan that meets or exceeds expectations while staying within the timeline and budget.

PlanIT Geo is genuinely excited to collaborate with the City of Fort Lauderdale and its partners on this important effort and agrees to adhere to all provisions described in the City's RFP. PlanIT Geo has the availability and time to dedicate personnel and resources to provide services for the City of Fort Lauderdale, Florida and is eager to provide the City with a successful project.

Respectfully submitted by,



Ian S. Hanou
CEO/Founder
PlanIT Geo, Inc.
ianhanou@planitgeo.com
(303) 503-4846

Prepared by,



Carrie Asselmeier
Proposal Coordinator
PlanIT Geo, Inc.
carrieasselmeier@planitgeo.com
(630) 333-5176

TABLE OF CONTENTS

01 EXECUTIVE SUMMARY

1.....	BACKGROUND
2.....	VISION & STRATEGY

04 EXPERIENCE & QUALIFICATIONS

4.....	FIRM BACKGROUND
4.....	URBAN FORESTRY CONSULTING
8.....	PROJECT TEAM FOR FORT LAUDERDALE
9.....	RESUMES
13.....	PROJECT EXAMPLES

16 APPROACH TO SCOPE OF WORK

17.....	PLANIT GEO APPROACH
17.....	SCOPE OF WORK
17.....	TASK 1: PROJECT MANAGEMENT
18.....	TASK 2: PLAN RESEARCH/DATA ANALYSIS
19.....	TASK 3: MEETINGS & STAKEHOLDER INPUT
20.....	TASK 4: RECOMMENDATION DEVELOPMENT
20.....	TASK 5: DRAFT URBAN FOREST MASTER PLAN
21.....	TASK 6: FINAL URBAN FOREST MASTER PLAN
21.....	MEETING SUMMARY
22.....	DETAILED PROJECT SUBTASKS
23.....	ADDITIONAL CONSIDERATIONS
24.....	DETAILED PROJECT TIMELINE

27 PLANIT GEO REFERENCES

27.....	PLANITGEO CONSULTING TEAM REFERENCES
---------	--------------------------------------

EXECUTIVE SUMMARY

PlanIT Geo is submitting this proposal to Fort Lauderdale to deliver a comprehensive Urban Forest Master Plan in coordination with City staff and an engaged community. PlanIT Geo is an urban forestry consulting and software firm with a mission to map the world's urban forests for a greener future by integrating experience with cutting edge technology and planning for urban forestry, parks, and arboriculture.

PlanIT Geo has been in the urban forestry business since its establishment by CEO Ian Hanou in 2012. PlanIT Geo's main office is located in Wheat Ridge/Arvada, Colorado, with satellite offices all over the country, including Boca Raton and St Petersburg, Florida. As a best fit services team for this project, PlanIT Geo has expertise in urban forestry and management, tree asset management, environmental equity, sustainability programs, and ecosystem diversity through its many multifaceted teams. PlanIT Geo provides customized urban forestry solutions, resources, and tools to local governments, non-profits, universities, and private industries that guide these entities to a holistic approach in sustainable urban forestry and environmental equity. Currently nine US state agencies and dozens of communities utilize PlanIT Geo's [TreePlotter™ INVENTORY and CANOPY software](#) on a regional or statewide basis for cloud hosting of tree inventories, canopy assessments, document storage, community engagement, and interactive dashboards.

Our Consulting Services Team who will be conducting the work on this project, consists of arborists, urban foresters, planners, and GIS specialists. Each team member brings a extensive subset of urban forestry knowledge and expertise to PlanIT Geo's planning projects. For this project, the Director of Urban Forestry Consulting, Chris Peiffer, will be the project manager. Chris is located in the Hershey PA satellite office. Assisting Chris will be Alex Hancock, Urban Forestry Climate Consultant (St. Petersburg, FL), Andrea Starbird, Urban Forestry Planner (Seattle, WA), and Logan Johnson, Urban Forestry Planner (Denver, Colorado). More information on the team can be found in the Experience and Qualifications section of this proposal. Our proposal provides a general overview of our planning approach, our team's qualifications and experience relevant to this project, and details on our innovative approach to urban forestry master planning that is tailored to meet the needs of Fort Lauderdale and the objectives described in the RFP.

BACKGROUND

The City of Fort Lauderdale has placed priority on maintaining, enhancing, and managing its urban forest in the face of increasing challenges on urban trees as well as attaining planning objectives set forth by the City's Strategic and Comprehensive Plans. Fort Lauderdale is experiencing climatic changes, storm events, pest/disease outbreaks, and accelerated development pressure. This requires the City to create, adopt, and implement an Urban Forest Master Plan to create a comprehensive vision for the future and a basis for future policy and program decisions.

Effective management means maximizing the large number of benefits the urban forest system provides and engaging communities through the urban forest to promote connection and co-creativity. Goals in the UFMP will align with the City's Strategic Plan 2024 and Comprehensive Plan 2020 and be guided by a centralized vision for the urban forest. In doing so, urban forest management can be streamlined and urban forest preservation will be prioritized among other

City initiatives and policies. Effective urban forest management requires accurate and actionable information, including an understanding of City, stakeholder, and forestry needs before significant management actions and planning initiatives are undertaken. The planning process should identify and address concerns surrounding the protection and enhancement of the urban forest, develop short- and long-term urban forestry goals and recommendations, identify urban forest management needs, prioritize planting for urban forest equity, promote a sustainable landscape, and engage with the community to advocate urban forest benefits and grow a community of tree stewards.

PlanIT Geo commits to working collaboratively with the City to ensure this important project fulfills all of the City's stated objectives and requirements. With the data, tools, and assessment provided, the City will be emboldened with timely, comprehensive, and accurate information about its urban forest resource, management approaches, and program efficiencies and will be fully ready to take the next step toward a healthy, diverse, and expanding urban forest.

VISION AND STRATEGY

Our vision for this project is to utilize our project experience and innovative approaches to develop impactful strategies that benefit all communities and align with the needs and priorities of internal and external stakeholders in Fort Lauderdale. To achieve this vision, our Consulting Team has prepared a unique, innovative, and competitive approach to urban forestry planning that will leverage strengths in Fort Lauderdale to address current and future gaps and challenges. With a detailed scope proposed and tried and test project management approaches, our team ensures a successful and collaborative project experience.

Our strategy to develop the Urban Forest Master Plan will apply the fundamentals of adaptive management to develop the framework, guidance, and programming for Fort Lauderdale's environmental programs to meet goals for the City. This guidance includes:

- The strengthening of City Code, policies, ordinances;
- Standards, practices, and procedures;
- Development of staffing structures and authority;
- Development of goals and strategies based on current funding and staffing;
- Provide an interactive implementation plan;
- Identification of threats and opportunities;
- Creative approaches to community outreach, education, and engagement;
- Develop short- and long-term recommendations for maintenance and management;
- Among other core urban forest management elements.

To develop recommendations of Fort Lauderdale's urban forest resource, its programs, and the community framework, our Consulting Team will utilize the International Society of Arboriculture's Best Management Practices, industry standards, Vibrant Cities Lab's Community Assessment and Goal-Setting Tool, and Sustainable Forestry Initiative's (draft) Urban and Community Forestry Standard. From the collection of internal and external stakeholder input, we will be able to develop strategies that sustain and leverage the City's strengths to address challenges and opportunities. In the past 9 years, our Consulting Team has completed every plan to be tailored specifically to the study areas. A core tenet of the Consulting Team's mission is to provide impactful living urban forestry plans that resonate with the community and are reflective of the current and

changing needs. To ensure these plans stay relevant with changes in conditions and resources, our implementation and monitoring strategies and tools include unique auditing and evaluation measures, specific and measurable targets and key performance indicators, and implementation schedules and costs.

Our vision and strategies for this project align with the City's vision to improve the quality of life throughout all Fort Lauderdale communities by enhancing, preserving and increasing urban tree canopy on private and public lands in an equitable, proactive, economic, and sustainable way.



Image from iStock

EXPERIENCE & QUALIFICATIONS

FIRM BACKGROUND

PlanIT Geo, Inc is a C Corporation with over 50 employees as of 2023. Over the last 11 years, PlanIT Geo, has been involved in hundreds of urban forestry and environmentally related projects around the world. PlanIT Geo has completed 40 urban forestry planning projects in 27 states in the last 9 years. The entire PlanIT Geo Team has a wide array of skill sets related to urban forestry and are committed to serve our clients with the highest quality of products available in the urban forestry industry. The PlanIT Geo Team has extensive knowledge of urban forestry practices in Florida, with extensive knowledge of City’s urban forestry goals and objectives. PlanIT Geo’s understanding of City of Fort Lauderdale’s urban forest through local Florida consultants and previous projects will provide localized insight and extensive knowledge to this UFMP. Some example Florida and surrounding states projects include: Sanford, FL Urban Forest Management Plan (2018); Miami-Dade County, FL Canopy Action Plan (2018); Omni Community Redevelopment Agency of Miami, FL UFMP (2019), Boynton Beach, FL Public Tree Inventory Summary Report (2022); and Winter Haven, FL Urban Forest Management Plan (2023). Company contact, address, phone number, email, and contact person can be found on the Cover Letter.



URBAN FORESTRY CONSULTING

In the past 9 years, PlanIT Geo has managed or continues to manage urban forest management / master plan projects with budgets totaling over \$2.3 million, engaging over 15,000 community residents, and interviewing 450+ city staff representing over 100 departments. PlanIT Geo has completed urban forest management/master plans, maintenance plans, risk tree plans, strategic planting plans, storm response and mitigation plans, and canopy action plans for the public, private, and nonprofit sectors. The Consulting Team has extensive knowledge in Urban Forest Audits (21 completed to date) Vibrant Cities Lab’s Gap Analyses, benchmarking, standards and best practices that have been applied to projects since 2014.

In addition to our local experience detailed in the previous section, our team has extensive municipal government agency experience. Examples include:

- ◆ Working with procurement offices to finalize contracts, registrations, and licenses.
- ◆ Meetings and interviews with 20+ municipal urban forestry professionals in the past year to

explore challenges and solutions.

- ◆ Direct collaboration with city and organization communications offices to develop effective public outreach and education.
- ◆ In the past 9 years, over 450 municipal staff representing over 100 departments have been interviewed as part of an urban forest management planning project.

Our approach to working with city agencies includes:

- ◆ Research and review the city's form of government, organizational structure, past and ongoing planning efforts, existing programs and partners, historical context, and political climate.
- ◆ Development of and consultations with project teams, steering committees, and focus groups to gather institutional knowledge and identify shared concerns and priorities among internal and external stakeholders.
- ◆ Code, ordinance, policy, and procedure reviews are conducted and cross-examined with city consultations, analogous communities, and industry standards / best practices.
- ◆ Shared goals, challenges, priorities, and resources are identified and addressed or strengthened in a UFMP.
- ◆ Existing program structures, staffing, and workflows are reviewed and recommendations to refine the program are developed to improve efficiencies, outcomes, and streamlined management.
- ◆ Roles and responsibilities are detailed in UFMPs for implementing and monitoring strategies.

Best Practices, Standards, and Tools

To complete urban forest master plans, PlanIT Geo applies the following standards, best practices, tools, and resources to planning tasks and final plan development.

- » [American National Standards Institute's \(ANSI\) A300, Z60.1, Z133, among others](#)
 - Used to cross-examine City workflows, efficiencies, maintenance, planting practices
 - Apply standards to benchmarking, audit, strategies.
- » [International Society of Arboriculture \(ISA\) Best Management Practices](#)
 - Used to cross-examine City workflows, efficiencies, maintenance, planting practices
 - Apply standards to benchmarking, audit, strategies.
- » [U.S. Forest Service's \(USFS\) Urban Forest Sustainability and Management Audit System](#)
 - Evaluate current conditions with industry recommendations to quantify gap scores and identify necessary strategies.
- » [Vibrant Cities Lab and the Community Assessment & Goal-Setting Tool](#)
 - Evaluate current conditions with industry recommendations to quantify gap scores and identify necessary strategies.
- » [Vibrant Cities Lab's Climate & Health Action Guide \(2020\)](#)
 - Apply strategies within the resource to the development of the Plan.
- » [A Model of Urban Forest Sustainability \(Clark et al. 1997\)](#)
 - A fundamental framework for strategic urban forest management planning applied to each project.
- » [Criteria and Indicators for Strategic Urban Forest Planning and Management \(Kenney et al. 2011\)](#)

- A fundamental framework for strategic urban forest management planning applied to each project.
- » [Guidelines for Developing and Evaluating Tree Ordinances \(USFS, 2001\)](#)
 - An instrumental tool for evaluating existing ordinances and making recommendations.
- » [Worksheet for Review of Municipal Codes and Ordinances \(Center for Watershed Protection, USFS, 2018\)](#)
 - A worksheet utilized to document recommended changes to ordinances and policies.
- » [Climate Adaptation Workbook \(USFS, American Forests, and Northern Institute of Applied Climate Science\)](#)
 - Ensuring strategies consider climate change impacts.
- » [i-Tree Suite of Tools \(USFS, Davey Tree Expert Company, and partners\)](#)
 - i-Tree research integrated into TreePlotter and utilize to summarize ecosystem benefits and services.
- » [WA Urban Forest Pest Readiness Playbook](#)
 - A USDA funded resource developed by the WA Invasive Species Council and partners for vulnerability analyses and strategy development relating to urban forest pests.
- » [Arbor Day Foundation's Tree City USA reporting database \(2021\)](#)
 - A database of over 3,000 communities and their program metrics such as urban forestry budget, number of staff, budget per capita, maintenance activities, tree removals, plantings, and volunteer counts. Enables effective benchmarking research and realistic goal setting.
- » [A 2014 Urban and Community Forestry Census of Tree Activities \(Hauer, et al. 2014\)](#)
 - A database of 670 communities and their urban forestry programs organized by categories, population size, and regional locations. Enables effective benchmarking research and realistic goal setting.
- » [Sustainable Forestry Initiative's Urban & Community Forestry Standard \(in development\)](#)
 - A newly developed approach (2nd draft currently under review) to address the environmental, social, and governance issues that will help ensure the sustainability of urban forests. These principles can be met by building capacity, growing the network of support, and continually striving to improve forests and programs through 16 objectives within the Standard.

Capabilities and Sustainable Business Practices

PlanIT Geo's Consulting Services team is capable of conducting multiple planning projects concurrently while maximizing the efficacy of outcomes, maintaining timelines, and not exceeding budgets. Chris Peiffer, the Director of Urban Forestry Consulting Services will be the project manager for the Urban Forest Master Plan project for the City of Fort Lauderdale. All work for this project will be completed by the team listed in the following section based out of their respective satellite offices. The Project Manager (Director of Urban Forestry Consulting Services) oversees multiple projects to ensure deliverables are completed on time and within budget. Urban Forestry Planners are assigned to a project based on current and future workloads, experience, and qualifications. For assurance, Chris Peiffer has managed 58 urban forest management planning projects in the past 9 years and in some years, has managed over 10 projects simultaneously.

To monitor this, the Project Manager (PM) oversees and manages internal work plans, milestones, tasks-to-completion, invoices, and other details within project management software (Projectworks, Google Tables, and spreadsheets). Within these tools, each project's tasks and subtasks for each

month are detailed along with the staff responsible, the estimated hours, and project budget apportioned for each respective task.

Before bidding on a new project, the Project Manager reviews the metrics to ensure each staff member assigned has the availability within the project period to complete the necessary tasks within each required milestone and timeline. In addition, the PM develops each project's approach to ensure effective communication, project cadence, and timely completion of tasks. The Project Manager's review has confirmed our staff assigned to this opportunity is available for the project, will be punctual, and is committed to a successful project experience.

PlanIT Geo is committed to enabling our employees to conduct business in a sustainable manner to promote environmental conservation. PlanIT Geo's mission is "Mapping the World's Urban Forests for a Greener Future". We do this directly through tree planting / tree care events and indirectly by providing our services and software solutions which protect and expand urban tree canopy, as well as through educational webinars and workshops. We encourage low emission travel choices, electronic submittal of proposals such as this, and virtual meetings in lieu of in-person meetings for projects and sales/marketing initiatives when feasible.

Prior to May 2023, half of PlanIT Geo's staff worked remotely and the other half worked in the Arvada, CO office. As of May 2023, PlanIT Geo is an entirely remote company. This allows for reduction in carbon emissions by dramatically reducing transportation for employees. We encourage public transportation or biking in the event local travel is needed for work related activities, several of our employees bike to work consistently (prior to May 2023). We limit paper printing for conferences and other daily activities and are committed to reusing as many products as possible. Printing products we use are made of recycled materials. PlanIT Geo is also committed to recycling processes and ensured in the past that every office space had a recycling program. Laptops and other electronics needed for daily operations are energy efficient. Lastly, PlanIT Geo always encourages electronic submission of proposals and other materials. Unless requested by a client, PlanIT Geo's deliverables are always digital, reducing paper and plastic use. .

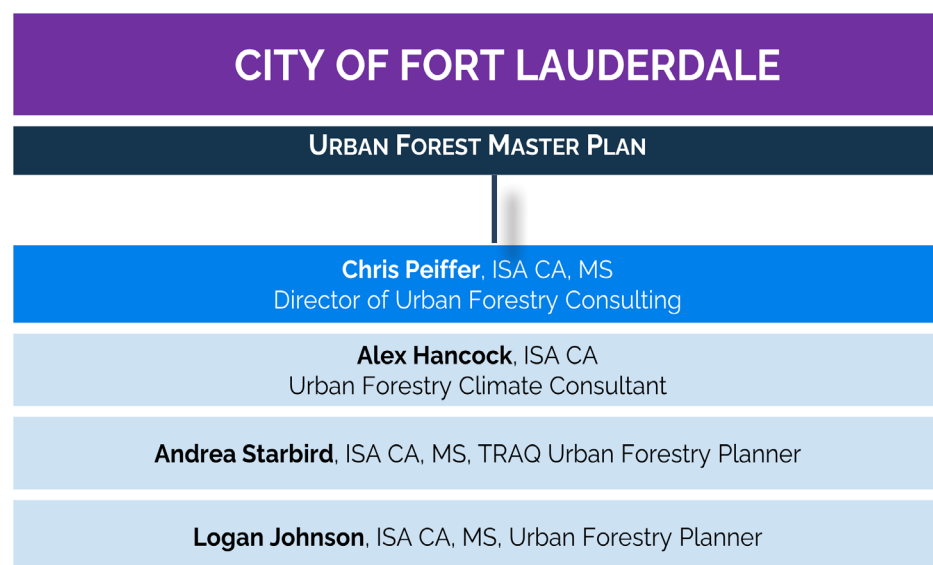
PlanIT Geo participates in the following green industry related organizations; Arbor Day Foundation, US Forest Service, Urban and Community Forestry Society, ISA (and regional chapters), Front Range Urban Forest Council, and Florida Urban Forest Council. Active in each since the company's founding in 2012, and the Sustainable Urban Forestry Coalition since 2020. PlanIT Geo has also presented at the Society of American Foresters, National Parks & Recreation American Planning Association, and many others.

PROJECT TEAM FOR FORT LAUDERDALE

Our project team has extensive experience providing local, regional, and statewide forest resources planning throughout the U.S. and within the State of Florida. We are quality driven, responsive, efficient and cost conscious of client budgets. Our team specializes in public sector work and includes staff that have worked with cities to increase awareness, stewardship, and support from the community and respective boards, commissions, and councils. The team has valuable knowledge of community forestry projects and the need for meaningful and informational public engagement processes.

The PlanIT Geo “Project Team” includes our entire Consulting Services team, which combines our Urban Forestry Consulting Team and GIS Team, made up of urban forestry experts, GIS professionals, ISA Certified Arborists, Municipal Specialists, TRAQ staff, APA members and planners, and data specialists. Each team member brings a unique skillset to the project to provide the most successful outcome for the City. The Team for the City’s UFMP will be overseen by Chris Peiffer, with Andy Evans assisting in managing the urban forest resource assessment portion of the scope of work. The Project Team will create an internal work plan outlining the timeline, milestones, schedules, communications, expectations, City staff time commitments, and deliverables that will enable the Team to stay vigilant in communications with the City and its stakeholders. The Consulting Team for the UFMP maintains a living “Internal Work Plan”, prepares a “Task Tracker” on a shared cloud folder or similar, provides monthly updates at minimum, maintains Gantt charts for individual projects and a combined planning sheet to maintain timelines, and has developed an iterative approach to planning enabling the City to review each step and draft deliverable along the way as desired.

PlanIT Geo commits to working collaboratively with the City to ensure this important project fulfills all of the City stated objectives and requirements. Our team is experienced in local laws, ordinances, regulations, policies, requirements, and permitting having completed many FL projects. The resumes to follow include key players in the UFMP project for Fort Lauderdale. The chart below shows the full list of PlanIT Geo employees that will be included on the project. All technicians and specialists are trained, specialized, and knowledgeable and will be overseen by Directors and Managers.



Chris Peiffer

Director of Urban Forestry Consulting, PlanIT Geo



Certifications

- ISA Certified Arborist & Municipal Specialist #PD-2070AM
- Graduate of 2011 Municipal Forestry Institute (MFI)
- 2023 Green Communities Leadership Institute Graduate
- 2013 Urban Forestry Institute
- 2014 Urban Forest Strike Team

Education

Bachelor of Science, Urban Forestry - Pennsylvania State University (2009)

Chris is an ISA Certified Arborist of 11 years and Municipal Specialist for 3 years. Chris specializes in urban forest planning, management, development, and innovation. He is experienced in urban forest management planning, stakeholder engagement, ordinance reviews, operational efficiencies, tree inventories, inventory data synthesis and analysis, risk tree management, project management, long-range planning, and plan writing. This experience includes urban forest management / master plans, tree risk management plans, regional canopy action plans and strategies, strategic planting plans, analysis and reporting of tree inventories, and Urban Tree Canopy (UTC) reports. In the past 9 years, Chris has managed or continues to manage over 50 urban forest planning projects with budgets totaling over \$2.3 million and has engaged over 15,000 community residents and 450+ city staff representing over 100 departments. Chris is also an expert arborist and seasoned field crew manager with experience from leading tree care firms, understanding the maintenance needs, tree physiology, risk prioritization, and tree responses to proper tree care.

Role:

Project Management, Coordination and Collaboration, Strategic Guidance, Expert Insights and Review

Chris will serve as the project manager overseeing all tasks and communications under the Urban Forest Master Plan scope of work. Chris will provide strategic guidance and direction on the tasks performed by the Urban Forestry Climate Consultant and Urban Forestry Planners. He will be responsible for coordinating project invoices, coordinating tasks between the City, stakeholders, and the Project Team and facilitating primary project meetings. Throughout the project period, Chris will provide planning and coordination, expert insights in the development of recommendations and strategies, and Plan content.

UFMP Project Management Experience (Not Comprehensive)

- Winter Haven, FL Urban Forest Management Plan (PlanIT Geo)
- Forth Worth, TX Urban Forest Master Plan (PlanIT Geo)
- Tacoma, WA Urban Forest Management Plan (PlanIT Geo)
- Renton, WA Urban Forest Management Plan 10-Year Update (PlanIT Geo)
- Lakewood, WA Tree Ordinance Evaluation (PlanIT Geo)
- Fremont, CA Urban Forest Management Plan (PlanIT Geo)
- Los Banos, CA UFMP Tree Ordinance Review and Revision (PlanIT Geo)
- San Leandro, CA Trees Master Plan (In-Progress) (PlanIT Geo)
- Lakeway, TX Tree Code Evaluation & Revision (PlanIT Geo)
- Rochester, MN Urban Forest Master Plan (PlanIT Geo)
- Hutchinson, KS Urban Forest Master Plan (PlanIT Geo)
- Alexandria, LA Urban Forest Management Plan (PlanIT Geo)
- Wilsonville, OR Urban Forest Management Plan (PlanIT Geo)

ALEX HANCOCK

Urban Forestry Climate Consultant, PlanIT Geo



Certifications

- ISA Certified Arborist #FL-8295A
- APA Member (FL)

Education

Master of Science in Forest Resources and Conservation - University of Florida (2017)

Graduate Certificate in Geospatial Analysis (2017)

Bachelor of Urban Planning- University of Cincinnati (2011)

Alex is an ISA Certified Arborist with a background in urban planning, urban forestry, and sustainability. She is experienced in tree canopy cover analysis, climate action planning, zoning and land use planning, and public policy. Her most recent role as Sustainability Coordinator and Certified Arborist for the City of St. Petersburg, FL focused on programs for climate resilience, clean energy, waste reduction, environmental justice, and urban forestry. Her team developed, published, and is implementing the Integrated Sustainability Action Plan, which emphasizes equity as a primary focus of planning for a sustainable and resilient future.

At PlanIT Geo, Alex applies these experiences and skillsets to support the development of urban forest plans for communities. Specifically, she is directing the integration of urban forestry into sustainability planning for communities through public engagement, staff consultations, policy analysis, and plan development.

Role:

Local Lead for Internal and External Engagement and Meetings, Recommendation Development, Draft and Final UFMP

Alex will be the primary urban forestry consultant, analyst, and planner to develop the Urban Forest Master Plan. She will lead the analysis of the City's urban forest status, challenges, and opportunities through research, data analyses, code and policy review, and operational audits. Alex will align the findings with industry standards, best practices, benchmarking research, and the specific needs of Fort Lauderdale's urban forest to develop key principles, climate and planting strategies, program recommendations, and policy changes. Supporting Alex's role will be Chris Peiffer, a senior urban forestry consultant, to provide guidance and direction to address the challenges and opportunities facing the City's urban forest.

UFMP Project Experience (Not Comprehensive)

- Winter Haven, FL Urban Forest Management Plan (PlanIT Geo)
- Fort Worth, TX Urban Forest Master Plan (PlanIT Geo & Texas Trees Foundation)
- Lakewood, WA Tree Ordinance Evaluation (PlanIT Geo)
- Renton, WA Urban Forest Management Plan 10-Year Update (PlanIT Geo)
- Fremont, CA Urban Forest Management Plan (PlanIT Geo)
- Los Banos, CA UFMP & Tree Ordinance Review and Revision (PlanIT Geo)
- San Leandro, CA Trees Master Plan (In-Progress) (PlanIT Geo)
- Saratoga Springs, NY Urban Forestry Management Plan (PlanIT Geo)
- Camas, WA Parks & Open Space Management Plan (PlanIT Geo & GreenWorks)
- Edmonds, WA Public Outreach Campaign for Tree Preservation Ordinance (PlanIT Geo)
- Lakeway, TX Tree Ordinance Evaluation & Development (PlanIT Geo)

Andrea Starbird

Urban Forestry Planner, PlanIT Geo

Certifications

- ISA Certified Arborist, Municipal Specialist #PN-9084AM
- ISA Tree Risk Assessment Qualified

Education

South Seattle State College - Certificates in Urban Forestry and Landscape Horticulture

Bachelor of Arts, Art History - Focus: Landscape Architecture & Public Space
- University of Michigan - 2011



Andrea is an ISA Certified Arborist Municipal Specialist and urban forestry professional specializing in management and preservation of urban trees integrating emerging technology, industry best practices and collaborative problem solving among stakeholders. She has demonstrated success in building and fostering relationships while improving operational efficiency and project outcomes. Assisting customers in urban forestry planning and managing trees as infrastructure through an environmental justice and social equity lens. Her skills and experience include arboricultural practices, landscape design and architecture plan review, tree inventory, field inspections, advanced tree assessment, municipal planning, root infrastructure conflict mitigation, tree installation and maintenance, policy development, project management software, code analysis, city code, stakeholder meetings, public projects, i-Tree, tree impact assessment, landscape planning, hazard tree risk assessment, tree value and appraisal, ecosystem services, remote evaluation and assessment, mapping, technical writing, staff coordination, dispute resolution, public education, public speaking, process improvements

Andrea's professional experience includes a year as a consulting arborist and project manager with Seattle Tree Care before starting with PlanIT Geo. In this position she provided arborist consulting services to residential, commercial, and municipal clients, supported large teams for code and ordinance analysis, and aligned tree maintenance plans with budgets and timelines. Prior to PlanIT Geo, Andrea has also performed as an Arborist Technician and Environmental Scientist for Tree Solutions Inc. in Seattle and excelled at drafted and final plans that were easy to understand and created referenced materials for public and staff education and support. She was also the lead arborist for multiple urban forestry contracts including City of Medina, WA and City of Bellevue, WA Parks Department projects.

Role:

Research & Analysis,, Internal Stakeholder Planning, Community Outreach Plan, Industry Standards & Best Practices Alignment, Draft and Final UFMP

Andrea will be the primary consultant to support Alex in all project tasks related to urban forest reporting, research, summaries, management plans, monitoring plans, implementation strategies, canopy analyses, and internal consultations. Andrea will be the lead plan research and data analysis processes with support from Alex and Chris. She will support Alex in community engagement processes and public meetings. She will apply her knowledge of urban forestry and arboricultural specifications to each project task and support development of goals, strategies, and recommendations with the direction of Alex and Chris. She will also contribute heavily to the draft and final UFMP as well as coordinate on graphic design.

UFMP Project Experience (Not Comprehensive)

- Issaquah, WA Urban Forest Management Plan (PlanIT Geo)
- Wilsonville, OR Tree Manual (PlanIT Geo)
- Norwalk, CT Tree Master Plan (PlanIT Geo)
- Camas, WA Parks & Open Space Management Plan (PlanIT Geo & GreenWorks)

Logan Johnson

Urban Forestry Planner, PlanIT Geo

Certifications

- ISA Certified Arborist, Municipal Specialist #ID-8398A
- ISA Member
- Tree Care Industry Association: Tree Care Specialist Training Program



Education

Masters of Environment, Urban Resilience and Sustainability - University of Colorado Boulder (2023)

Bachelor of Science in Biology, College of Charleston (2018)

Minor in Environmental Studies & Sustainability

Logan is experienced in assisting communities with tree, pest, and pathogen identifications, GIS analyses, urban forestry, urban planning, arboriculture communication, brokering community relationships, and stakeholder engagement through his previous work with the Trust for Public Land, Nature-based Climate Solutions (NbS), and as an Urban Forestry Consultant at PlanIT Geo. Logan has worked locally, specifically with the City of Westminster to identify tree canopy inequity gaps and canopy cover analysis, as well as Bolster tree planting efforts and strategic planning for urban forest resources. For NbS and TPL, Logan explored and researched nature-based solutions across several municipalities on how to best adapt NbS practices to urban landscapes, specifically through urban forestry solutions and initiatives. He is an ISA Certified Arborist and is experienced in both ArcGIS and the i-Tree software suite. As an Urban Forestry Consultant at PlanIT Geo, Logan provides urban forestry services for communities, organizations, and private firms. His expertise includes urban and community forestry management, planning, community education and engagement, and innovation. In this role, Logan works with small and large communities, statewide agencies, and non-profit organizations to enhance urban forest management through public engagement to develop strategic tree planting plans, tree inventories, management plans, canopy plans, tree conservation and restoration, tree and maintenance specs and ordinances, and regional plans.

Role:

Research, Baseline Assessment and Analysis, Engagement Support, Recommendation Development, Draft and Final UFMP

Logan will lead research and data analysis and support community outreach, engagement, and education tasks supporting the development of the UFMP. Logan will support Alex and Andrea in public meetings, presentations, and workshops. He will assist in the development of goals, strategies, and recommendations, as well as contribute to the draft and final UFMP.

Urban Forestry Experience and Projects

- Westminster, CO Urban Forest Management Plan (PlanIT Geo)
- Marysville, Ohio Urban Forest Management Plan (PlanIT Geo)
- Missoula, MO Phase 1 Urban Forest Management Plan (PlanIT Geo)
- Norwalk, CT Tree Master Plan (PlanIT Geo)
- Durango, CO Community Forest Management Plan (PlanIT Geo)
- Nature-based Climate Solutions through Trust for Public Land
- Arborist (We Love Trees)
- Arborist (Taddiken Tree Company)

PROJECT EXAMPLES

Winter Haven, FL Urban Forest Management Plan

Project Manager(s): Charlie Marcus (NRPS Legacy Arborist Services, Chris Peiffer as subconsultant

Contact Names: Charlie Marcus - NRPS LAS Forester/Arborist, Savanna Winstanley - City of Winter Haven Ecosystem & Asset Analyst

Address: 3712B Donovan Drive, Tallahassee, FL 32309 (LAS) | 451 Third St. NW Winter Haven, FL 33881

Email: charliem@nrpsforesters.com | swinstanley@mywinterhaven.com

Phone: (850) 570-5963 (LAS) | (863) 298-7507 (Winter Haven)

Date: September 2022 – May 2023 | **Budget:** \$23,750

Scope of Services Provided: As a subconsultant to NRPS, Inc. Legacy Arborist Services, PlanIT Geo provided an analysis of public tree inventory data and the planting site inventory (collected by LAS) to develop data-driven strategies for the UFMP. The project included guidance for the reformation of the Urban Forestry Advisory Board, tree ordinance evaluation and recommendations / red-lining, a routine maintenance, planting, and removal program, an emergency preparedness plan, public outreach strategies, and public meetings. In addition, an interact Story Map was prepared.

Status: Completed

Fort Worth, TX Urban Forest Master Plan

Project Manager(s): Chris Peiffer, Cheri Cuellar - TTF

Contact Name: Daniel Leal - Assistant Director, Zoning & Design Review

Address: 200 Texas St, Fort Worth, TX 76102

Email: Daniel.Leal.P@fortworthtexas.gov

Phone: (817) 405-9318

Date: August 2022 – May 2023 | **Budget:** \$112,825 (\$93,863 received due to TTF's work on the final draft, \$18,962 reduction)

Scope of Services Provided: The Urban Forest Master Plan ("UFMP", "Plan") was initiated by the City of Fort Worth— with support from Texas Trees Foundation (TTF) and donors— as a multifaceted approach for enhancing the urban forest, creating a proactive tree maintenance schedule, strengthening community resilience, implementing actions to address urban heat, and ensuring that public trees and their associated benefits are distributed equitably throughout the City. The teams assembled to complete the Plan include the prime consultant (TTF), PlanIT Geo as the planning subconsultant to TTF, engagement consultants consisting of MIG and J. Williams Group reporting to TTF, the Project Team consisting of consultants and City staff, the Steering Committee, Internal Stakeholders, and External Focus Groups. Together, a shared vision for the City's urban forest will be developed along with goals and the strategies that will create long-lasting impacts. The planning process consists of an internal outreach plan, questionnaires and interviews with City staff and elected officials, a public survey hosted on TTF's project website, focus group meetings, messaging campaigns, pop-up events, monthly Project Team meetings, quarterly Steering Committee meetings, analyses of tree inventories and canopy assessment data, benchmarking research, and a comprehensive urban forest audit. The findings from these planning tasks were utilized to develop draft and final strategies relating to canopy goals, tree maintenance, storm response and recovery, partnerships and ongoing public engagement, updates to ordinances and policies, urban heat mitigation, pest and disease management, trees for stormwater management, reduction and resolution of tree and infrastructure conflicts, redressing tree inequities, tree preservation and planting, and other vital strategies identified. The strategies are guided by the Plan's overarching goals and vision and supported by indicators and targets, the implementation and monitoring plan, the financial plan, and the key performance indicator tracking tool. PlanIT Geo coordinated the final design of the Plan with MIG and supported MIG's engagement strategies by providing urban forestry context, data, and findings uncovered during the planning process. Final reporting includes a Phase 1 Technical Report and the final Urban Forest Master Plan along with an interactive KPI tracking tool.

Status: Completed

Kirkwood, MO Urban Forest Master Plan**Project Manager(s):** Chris Peiffer (PlanIT Geo)**Contact Name:** Cory Meyer - Urban Forester**Address:** City Hall 139 S. Kirkwood Road, Kirkwood, MO 63122**Contact Info:** meyercc@kirkwoodmo.org | (314) 984-5907**Date:** November 2021 – May 2022 | **Budget:** \$21,000

Scope of Services Provided: The project includes an updated public tree inventory of approximately 11,000 trees and a high-resolution urban tree canopy (UTC) assessment to inform the Urban Forest Master Plan. The Master Plan includes a research deep dive; City staff and stakeholder consultations; data analyses (inventory and UTC); community engagement consisting of an internal outreach plan, optional project website, virtual public meeting, and online public survey; and development of a plan with a shared vision and SMART (Strategic, Measurable, Attainable, Realistic, Timebound) goals and actions to advance the City's urban forestry program.

Status: Completed**Los Banos, CA Urban Forest Management Plan****Project Manager(s):** Chris Peiffer (PlanIT Geo)**Contact Name:** Joe Heim - Parks and Recreation Operations Manager**Address:** 411 Madison Ave, Los Banos, CA 93635**Contact Info:** joe.heim@losbanos.org | (209) 827-7056**Date:** February 2021 – November 2022 | **Budget:** \$61,305

Scope of Services Provided: Once the inventory of 13,000 trees and 4,900 planting spaces was completed the data was reviewed and analyzed to assess the current status of the city's urban forest; determine the health, viability, and condition of the City's urban forest. The planning process consisted of benchmarking research, code redlining, tree canopy assessment and canopy goals, urban heat analyses, programmed pruning strategies, and public engagement. To shape the management plan, tree ordinances, planting lists, processes, standards, policies, and practices were reviewed. A new recommended Master Street Tree List was developed by reviewing tree species performance and changing climates. With input from City staff, the Tree Commission, community input, and benchmarking research, the ordinance review included revision to antiquated language, alignment with industry standards and best practices, canopy cover retention policies, no-net-loss, tree permitting processes, CalFire recommendations, and tree mitigation / replacement requirements. To implement the plan and to sustain a vibrant urban forest, recommended program structures, budgets, and activities were developed. Included a presentation of the draft to the Tree Commission and City Council and staff training to administer the UFMP. The final UFMP was adopted by City Council on November 2, 2022.

Status: Completed**Rochester, MN Urban Forest Master Plan****Project Manager(s):** Chris Peiffer (PlanIT Geo)**Contact Name:** Jeff Haberman - City Forester**Address:** 201 4th Street SE, Room 150 Rochester, MN 55904**Contact Info:** jhaberman@rochestermn.gov | (507) 328-2515**Date:** June 2020 - June 2021 | **Budget:** \$68,000

Scope of Services Provided: The purpose of this project is to utilize the data from the canopy assessment to develop a public engagement supported comprehensive Urban Forest Master Plan for Rochester, applicable for the period 2021-2041. This Plan will align with other City comprehensive plans and Rochester's infill development and transit-oriented development strategies. The Canopy Coverage Analysis enable City staff to use accurate and up-to-date Urban Tree Canopy (UTC) and Potential Plantable Area (PPA) metrics to establish canopy cover targets at various geographic

scales, and to develop the strategies necessary to achieve these goals. To complete the Master Plan, public meetings, surveys, research, data analyses, benchmarking research, and program auditing will be conducted. This information will inform the development of goals, strategies, actions, and adaptive management measures to make this a living document for years to come.

Status: Completed

Fremont, CA Urban Forest Master Plan

Project Manager(s): Chris Peiffer (PlanIT Geo)

Date: February 2021 – April 2023 (delivery 6/7/2023) | **Budget:** \$150,000 (\$98,230 PlanIT Geo) + \$30,000 in January 2022

Scope of Services Provided: PlanIT Geo in partnership with Urban Forest Innovations has developed the draft Urban Forest Management Plan for the city. This strategic 40-year plan was informed by a comprehensive inventory of over 77,000 public trees, a high-resolution urban tree canopy assessment, and a risk assessment of public trees. The planning processes and tasks to complete the UFMP included interviews of 25 city staff, tree canopy goals and planting priorities, a project website (www.FremontUrbanForest.com), two online surveys and one statistically-valid survey, live Q&As and public meetings, benchmarking research, an Urban Forest Audit, guidance to establish a Tree Advisory Commission, recommended program structure, recommended staffing and budget needs, and recommended proactive pruning cycles. Supporting the implementation of the UFMP, the consulting team developed the Tree Equity Report; Tree Preservation, Maintenance, and Planting Report; Tree Risk Report; interactive Recommended Tree List; Tree Maintenance Manuals for Residents and Tree Care Professionals; Ordinance Review and Recommendations Report; Financing the Implementation Report; and TreePlotter— the City’s public-facing tree inventory application.

Status: Completed

Other Links:

[Technical Report](#)

[Implementation & Monitoring Plan](#)

[TreePlotter](#)

APPROACH TO SCOPE OF WORK

FUNDAMENTAL FRAMEWORK OF PLANIT GEO'S PLANNING PROCESS



WHAT DO WE HAVE?

- Urban Forest Planning Objectives
- Canopy Analyses
- Data Analyses
- Vision for the Urban Forest
- Strategic and Comprehensive Plans
- Policies and Ordinances

WHAT DO WE WANT?

- Existing Conditions
- Community Vision
- Organizational Evaluation
- Public Input
- Benchmarking Research
- Governance Structure
- Resource Evaluation
- Operations Revision

HOW TO GET WHAT WE WANT?

- Urban Forest Audit
- Recommendations
- Public Meetings
- Strategies, Actions
- Work Plans, Monitoring Plans
- Draft Urban Forestry Master Plan
- Final Urban Forestry Master Plan

HOW ARE WE DOING?

- Long-Term Framework
- Strategic Plan
- Internal and External Engagement
- Communication Plan
- Data Management
- Strategies for Implementation
- Adaptive Management

PLANIT GEO APPROACH

The PlanIT Geo team has extensive experience in shaping and molding project scopes and plans to best fit each project for the particular City. The Team demonstrates creativity in creation of graphics and evolving processes for community engagement. Based on community engagement processes, the Team uses the audit framework to create genuine and specific recommendations based on community feedback and input. This type of processes involves constant problem-solving and active listening skills to achieve the highest amount of actionable information from public meetings, presentations, surveys, etc. The Team is highly experienced in all the above and are able to provide results and use the skills necessary to synthesize feedback and ideas from internal and external stakeholders.

What does the PlanIT Geo Team's expertise mean for the City of Fort Lauderdale? It means that short and long-term goals will be met through skilled, informed, and accurate data collection, the benefits of today's best technology and tools, superior coordination, communication, project management, and local experience. Our managerial and staff capacity will ensure the project is completed on time and in budget.

PlanIT Geo has carefully reviewed and considered the requirements of this project and all other current and planned projects and has determined that the firm has the capacity to fully commit to this project to meet the required timeline and desired outcomes. PlanIT Geo has never failed to complete comparably-sized and scoped urban forestry management planning projects to the complete satisfaction of our clients using the staffing capacities and resources outlined in accepted proposals. Any changes in budgets have resulted from mutually-agreed upon changes in project scope which were not originally contemplated in the accepted proposals. PlanIT Geo is confident in its capacity to complete this project on time, within budget, and as specified in both the City's RFP and in this proposal. In summary, our team is committed to the project in its entirety and will successfully complete the project requirements within the timeline as defined in the project negotiation phase.

The following sections organize the RFP's scope of work into a series of iterative planning steps to describe the management and technical approaches to successfully complete this project.

SCOPE OF WORK

The City of Fort Lauderdale has many priority concerns for the current and future urban forest. All tasks and subtasks for this UFMP project will encompass solutions for those concerns and address recommendations and solutions. The UFMP will help the City to create actionable and attainable urban forestry goals to increase canopy cover, upgrade urban forestry practices, sustain and maintain the health of the urban forest, and preserve and increase urban tree canopy to allow for maximization of tree benefits throughout the City.

TASK 1: PROJECT MANAGEMENT

As described in the Project Team for Fort Lauderdale section, PlanIT Geo's Project Manager (Chris Peiffer) and his team will lead technical direction and oversight for the preparation of the UFMP. A project kickoff meeting date will be determined and scheduled. Chris will assign and supervise project staff, prepare and monitor work schedule and budgets, and maintain frequent communication and coordination with the City's Project Manager through **bi-weekly meetings**

to discuss the project's scope, organization, content and progress. The Project Team will create an **internal work plan** within a **project management portal** (Trello or Google Drive) outlining timeline, milestones, schedules, communications, expectations, City staff time commitments, and deliverables. The project management portal will be customized to meet the needs of Fort Lauderdale's project and incorporate action items, project related documents, and team contact information. The Team will identify data needs based on the scope and create a spreadsheet listing information needed to complete subsequent tasks. **Status reports** will be sent to the City core project team to give information on progress, budget and other required information. Upon completion of each primary task, we will have a remote meetings and workshops as needed to present and review completed tasks and deliverables. Primary Team Members: Chris Peiffer, Alex Hancock, and Andrea Starbird.

Deliverables:

1. Kick-off meeting;
2. Technical Memo Outlining Project Management Approach and project timeline;
3. Request for Information & Data Document;
4. Internal Project Management Plan & Web Portal;
5. Agendas and minutes for all meetings.

An Iterative Approach to Apply the Fundamental Planning Process



TASK 2: PLAN RESEARCH/DATA ANALYSIS

Shortly after project award, the team will **research and review existing information** relating to urban forest conditions, resources, existing plans, and programming. Once our initial research is completed we will send the City project team a **Request for Information & Data document** to close any information gaps and compile available background data required for the scope of work. The team will review key City and regional plans to align with the UFMP (including but not limited to the list in the City's RFP). **Internal stakeholder planning** will occur to outline City stakeholders across different departments to take part in meetings/discussions that will identify internal issues and needs as well as gather input on community outreach strategies. A draft and final **community outreach strategy** for forestry issues will be developed using internal stakeholder input and the **online survey** (tested in this task, run in Task 3) that will assess the community's attitudes, understanding, and concerns regarding the urban forest. The team will be responsible for the framework and development of the survey as well as gathering and analyzing responses. The team will also conduct an in-depth **evaluation of the City's existing ordinances, policies and procedures** in order to comprehensively assess the current management of the City's urban forest. Our team will review annual work plans, organizational charts, budget reports, and other resources to **document the current structure and workflows** of programs that interact with trees in the City. This process includes the review of existing tree-related code and ordinances.

To complete our research and data analysis as well as complete the analyses required for the urban

resource assessment portion of the UFMP Outline, the team will gather and **analyze existing canopy cover assessment and urban forest existing conditions data** as provided by the City. Other data will include existing tree datasets such as the UTC assessment, Tree Equity Scores (American Forests), urban heat islands, relative performance indices, and importance values to inform tree preservation, maintenance, and planting strategies. Analyses will identify current conditions, including opportunities for mangroves, historical overviews, and climate assessments. The team will also use existing data to analyze **existing conditions, threats, needs, value and benefits** of the urban forest through the identification of canopy coverage gaps, overall canopy distribution and quality, and suitable areas for planting. The team recognizes that the City may have an extensive collection of data regarding urban forest condition gathered through i-Tree analyses or other means. Our GIS Team listed in this proposal is also able to provide high-quality tree canopy and landcover data and perform in-depth analyses of the extent of urban forest canopy coverage as described in Section 3. Resources and Methodology to meet the needs of the “Urban Forestry Resource Assessment (1-3)” as described in the RFP if the City desires. Pricing is included in the Additional Considerations table on page 23 and can be discussed upon contract and scope negotiation. Primary Project Team Members: Alex Hancock, Andrea Starbird, and Logan Johnson.

Deliverables:

1. Request(s) for Information;
2. Community Outreach Strategy for Forestry Issues;
3. Sample survey results from a minimum of 50 Fort Lauderdale residents;
4. Internal Stakeholder Planning Meetings & Summaries;
5. Memorandum outlining data collected and key conclusions from analysis;
6. Agendas and minutes for all meetings.

TASK 3: MEETINGS AND STAKEHOLDER INPUT

Our team will prepare a **list of existing and potential internal and external stakeholders** for the citywide public meetings. Engagement to build support and inform the UFMP will be guided by an internal Community Engagement Strategy. Our Consulting Team will support the development of **public meetings** (4) for each Commission District that educate, engage, and empower members of all communities and demographics in Fort Lauderdale. The team will provide support for sessions including preparation, marketing materials, scheduling and coordination, facilitation, and contacting relevant stakeholders.



Meeting documentation will be incorporated into the project management portal for revision by the City staff. A community **engagement analysis and summary** will be completed upon the wrap-up of all community events and the online survey

to determine and evaluate information and feedback and incorporate it into the UFMP. Primary Project Team Members: Alex Hancock, Andrea Starbird, and Logan Johnson.

Deliverables:

1. Public meeting preparation and development – Final meeting agenda;
2. Materials and follow-up from public meetings;
3. Meeting minutes;
4. Analysis and summary of public survey & meetings.
5. Memorandum summarizing and compiling online survey results.

TASK 4: RECOMMENDATION DEVELOPMENT

Task 4 will apply the findings, data analyses, benchmarking, and community engagement processes to develop the draft and final strategic framework for the UFMP. In this phase, the **recommendations and strategies** may consist of operations (programming, structure, staffing, workflows, programs), recommendations for tree canopy enhancement, maintenance and management in 3-5 year timelines; tree risks and threats; tree palette and street tree planting plan; City funding for implementation; community engagement and partnership strategies; resiliency (invasives, climate change) and other key issues identified in Tasks 1-3. Draft **adaptive management strategies** for implementation will be developed. Drafting of the long-term goals, strategies, and UFMP **table of contents** will be followed by a **draft review workshop** with the City project team. The UFMP outline will consider the framework listed in the RFP and include suggested changes based on findings during the planning process.. Primary Project Team Members: Alex Hancock, Andrea Starbird, and Logan Johnson.

Deliverables:

1. Recommendations addressing key issues identified to date;
2. Draft outline for the Urban Forest Master Plan;
3. Recommendations discussion and refinement with City staff;
4. Agendas and minutes for all meetings.

TASK 5: DEVELOPMENT OF DRAFT URBAN FOREST MASTER PLAN

Once the Draft UFMP outline is approved, the team will produce the **draft plan** based on feedback and recommendations from previous tasks. The draft will be a data-driven document that establishes a clear set of priorities and objectives consistent with the City's goals and provides a sustainable and strategic framework for management, maintenance, enhancement, and future plantings of trees throughout the City. The team will submit a draft plan to City staff for a **final review**, as well as post the draft plan for **public comment** and will conduct a **city-wide presentation** of the draft plan to the community's stakeholders. The team will compile staff and public comments and feedback from the City Project Manager to incorporate into the final UFMP. The team will also deliver **mapping data** to the City and meet with the GIS City staff. Primary Project Team Members: Alex Hancock, Andrea Starbird, and Logan Johnson.

Deliverables:

1. Submission of Draft Plan for revision;
2. Post for Public Review with a defined comment period;
3. City-Wide Public Presentation on the Draft;
4. Provide draft GIS data for review by City GIS Staff;
5. Schedule follow-up Staff Meetings to finalize the Draft for public presentation.

TASK 6: FINAL URBAN FOREST MASTER PLAN

The team will prepare the final UFMP based on feedback and recommendations from the City Urban Forester and City staff. The **final UFMP** will be delivered electronically as well as **50 printed and bound hard copies**. The team will then **present the final Plan to the City Sustainability Advisory Board and the City Parks, Recreation, and Beaches Board**. Primary Project Team Members: Chris Peiffer, Alex Hancock, Andrea Starbird, and Logan Johnson.

Deliverables:

1. Proposed Final Plan for review;
2. Final Plan for publication providing;
 - a. Electronic copies of the published plan in Word and in PDF formats.
 - b. 50 printed and bound hard copies.
 - c. Delivery of all updated mapping data used to illustrate attributes identified by the Urban Forestry Master Plan in geodatabase format;
3. Presentation of the Final Plan to the City Sustainability Advisory Board and the City Parks, Recreation, and Beaches Board.

MEETING SUMMARY

Task #	Task
Task 1: Project Management	Initial Planning & Coordination Meeting (virtual)
Task 1: Project Management	Bi-weekly Project Manager Meetings (virtual) (18 mths)
Task 1: Project Management	Kick-off Meeting (prep, delivery, follow-up) (in-person)
Task 2: Plan Research/Data Analysis	Internal Stakeholder Planning, Meetings, & Summaries (8 virtual, 2 in-person)
Task 3: Meetings and Stakeholder Input	Citywide Public Meeting Prep, Delivery, Materials, Follow-up (in-person)
Task 3: Meetings and Stakeholder Input	City Commission District #1 Public Meeting (Prep, Delivery, Materials, Follow-up) (in-person)
Task 3: Meetings and Stakeholder Input	City Commission District #2 Public Meeting (" ")
Task 3: Meetings and Stakeholder Input	City Commission District #3 Public Meeting (" ")
Task 3: Meetings and Stakeholder Input	City Commission District #4 Public Meeting (" ")
Task 4: Recommendation Development	Draft Review Workshop (virtual)
Task 5: Development of Draft Urban Forestry Master Plan	Public Comment & Citywide Presentation (virtual)
Task 5: Development of Draft Urban Forest Master Plan	Draft Review Meetings (up to 2 virtual)
Task 6: Final Urban Forest Master Plan	Final Plan Presentation to City Sustainability Advisory Board (virtual)
Task 6: Final Urban Forest Master Plan	Final Plan Presentation to City Parks, Recreation, and Beaches Board (virtual)

DETAILED PROJECT SUBTASKS

Task 1: Project Management

Initial Planning & Coordination Meeting (virtual)
 Bi-weekly Project Manager Meetings (virtual) (18 mths)
 Project Management Web Portal & Upkeep
 Kick-off Meeting (prep, delivery, follow-up) (in-person)
 Internal Project Management Plan
 Request for Information & Data Document

Task 2: Plan Research/Data Analysis

Document Gathering, Review, & Index
 Internal Stakeholder Planning, Meetings, & Summaries (8 virtual, 2 in-person)
 Draft & Final Community Outreach Strategy for Forestry Issues
 Online Public Survey Development, Marketing, & Delivery
 Canopy Cover Assessments & Analyses (+Identify Conditions and Opportunities for Mangroves)
 Urban Forest Conditions, Threats, Needs, Value, & Benefits
 Evaluation of City Ordinances, Policies, and Procedures

Task 3: Meetings and Stakeholder Input

Internal & External Stakeholder Lists
 Citywide Public Meeting Prep, Delivery, Materials, Follow-up (in-person)
 City Commission District #1 Public Meeting (Prep, Delivery, Materials, Follow-up) (in-person)
 City Commission District #2 Public Meeting
 City Commission District #3 Public Meeting
 City Commission District #4 Public Meeting
 Analysis & Summary of Public Survey & Meetings

Task 4: Recommendation Development

Draft Long-term Framework (Vision-Goals-Actions Structure)
 Draft Recommendations for Tree Canopy Enhancement, Maintenance, and Management (3-5-years)
 Draft Recommended Tree Palette and Street Tree Planting Plan
 Draft Operations Recommendations
 Draft Recommendations for Tree Risks and Threats
 Draft Recommendations for Funding
 Draft Recommendations for Community Engagement
 Other Draft Recommendations Identified
 Draft Adaptive Management Strategies for Implementation
 Draft UFMP Table of Contents & Outline
 Draft Review Workshop (virtual)

Task 5: Development of Draft Urban Forestry Master Plan

Draft UFMP #1 (includes graphics & appendices #b-k)
 Photo Inventory to Illustrate Tree Issues for Appendix
 Public Comment & Citywide Presentation (virtual)

Deliver Mapping Data to City

Draft Review Meetings (up to 2 virtual)

Task 6: Final Urban Forestry Master Plan

Final Draft UFMP

50 Printed and Bound Copies of Final UFMP

Final Delivery of Mapping Data

Final Plan Presentation to City Sustainability Advisory Board (virtual)

Final Plan Presentation to City Parks, Recreation, and Beaches Board (virtual)

ADDITIONAL CONSIDERATIONS

Optional Add-ons*

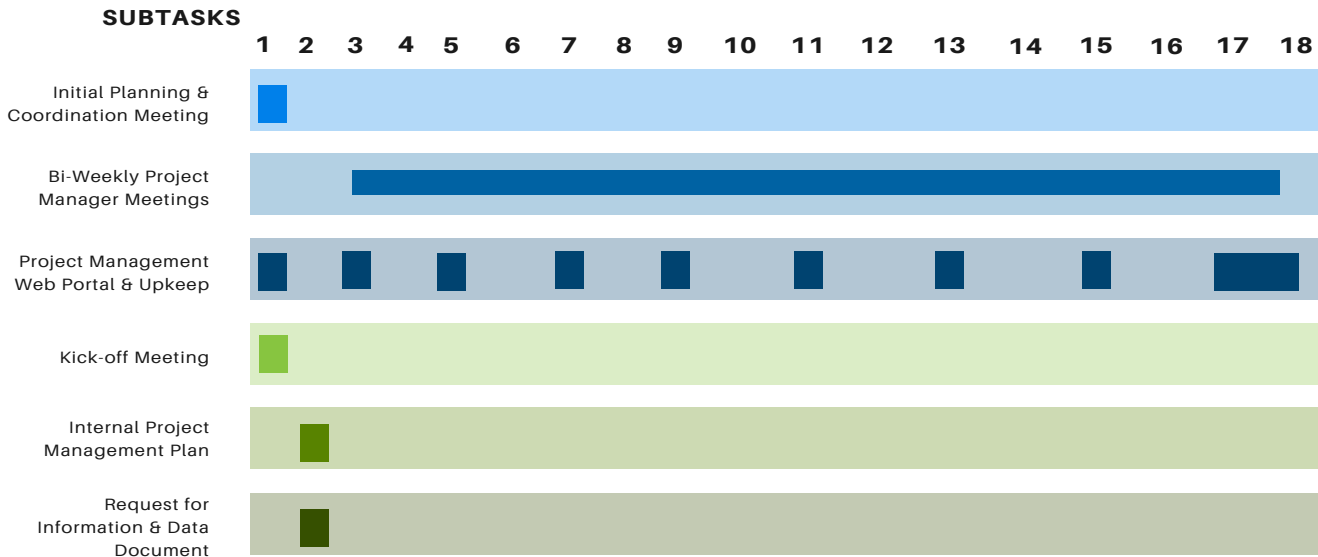
TreePlotter CANOPY 1-Year Subscription	\$8,000
High-Quality Tree Canopy Data and Analysis	\$17,900
UFMP Progress Audit (virtual) - to assess UFMP progress and offer adaptive strategies for continuing successful implementation	\$3,500
UFMP Progress Audit (in-person) - to assess UFMP progress and offer adaptive strategies for continuing successful implementation	\$8,500
Additional Presentations (in-person)	\$2,400
Additional Presentations (virtual)	\$1,200
Additional Meetings (in-person)	\$800
Additional Meetings (virtual)	\$400
Graphic Design & Plan Writing Support	\$6,500
Local Community Engagement Support	\$8,500

* Additional information available upon request. Note, additional considerations are not necessary to fulfill the objectives of the City's RFP.

DETAILED PROJECT TIMELINE

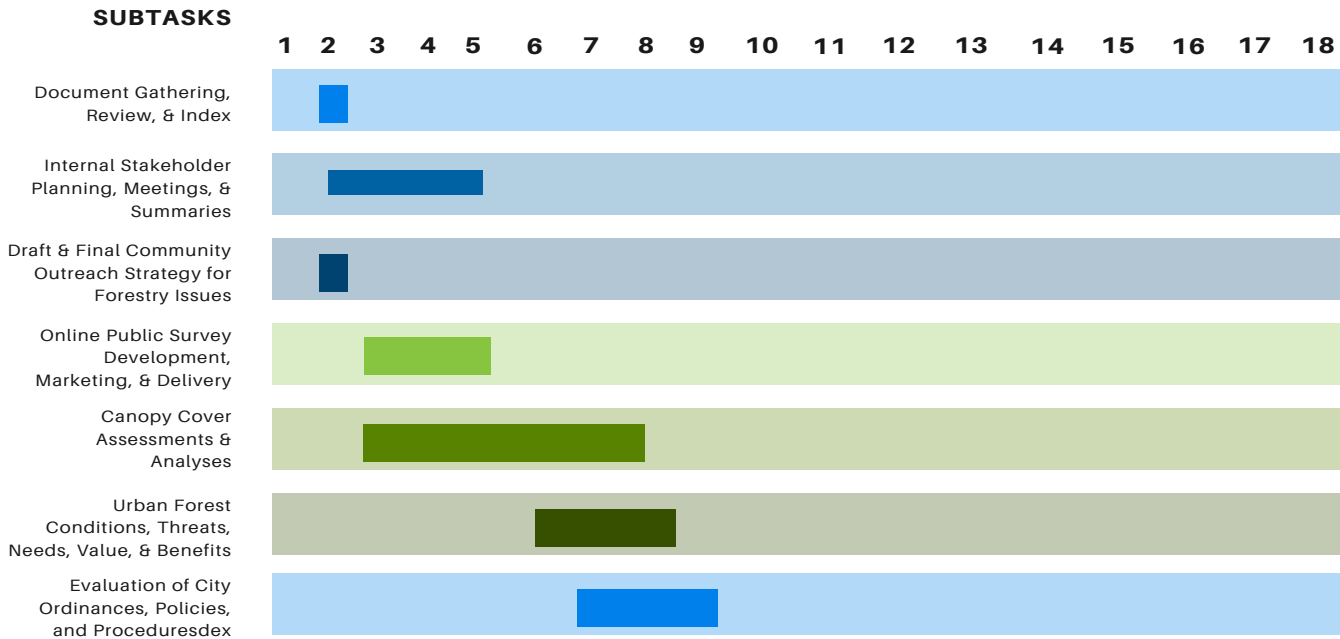
Task 1: Project Management

MONTHS 1-18



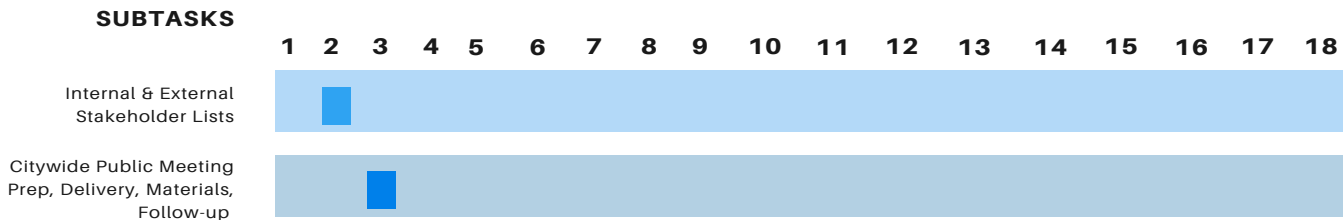
Task 2: Plan Research/Data Analysis

MONTHS 1-18



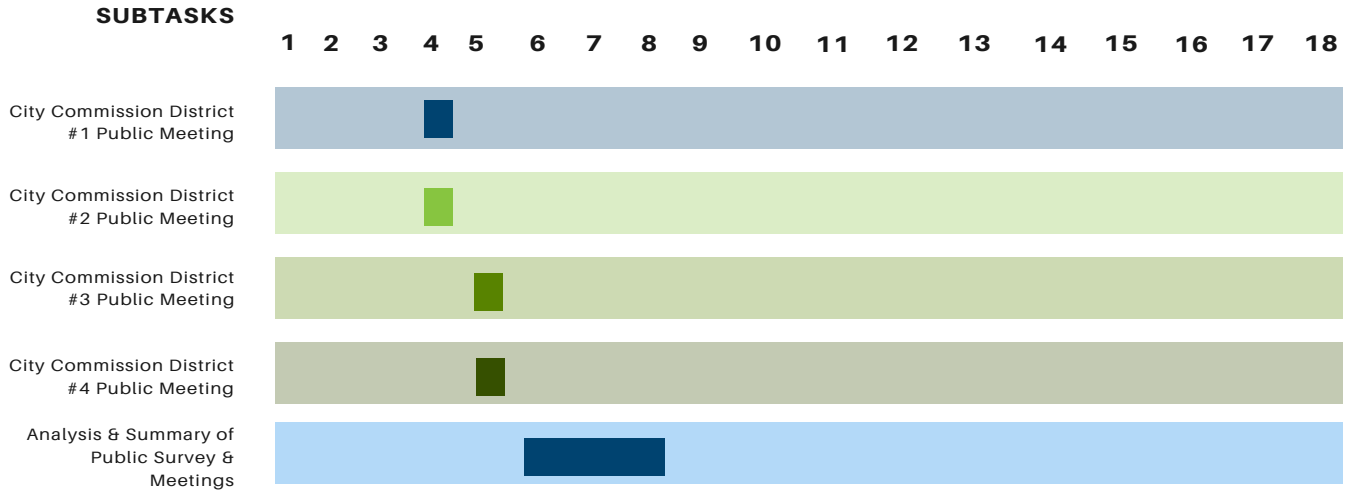
Task 3: Meetings & Stakeholder Input

MONTHS 1-18



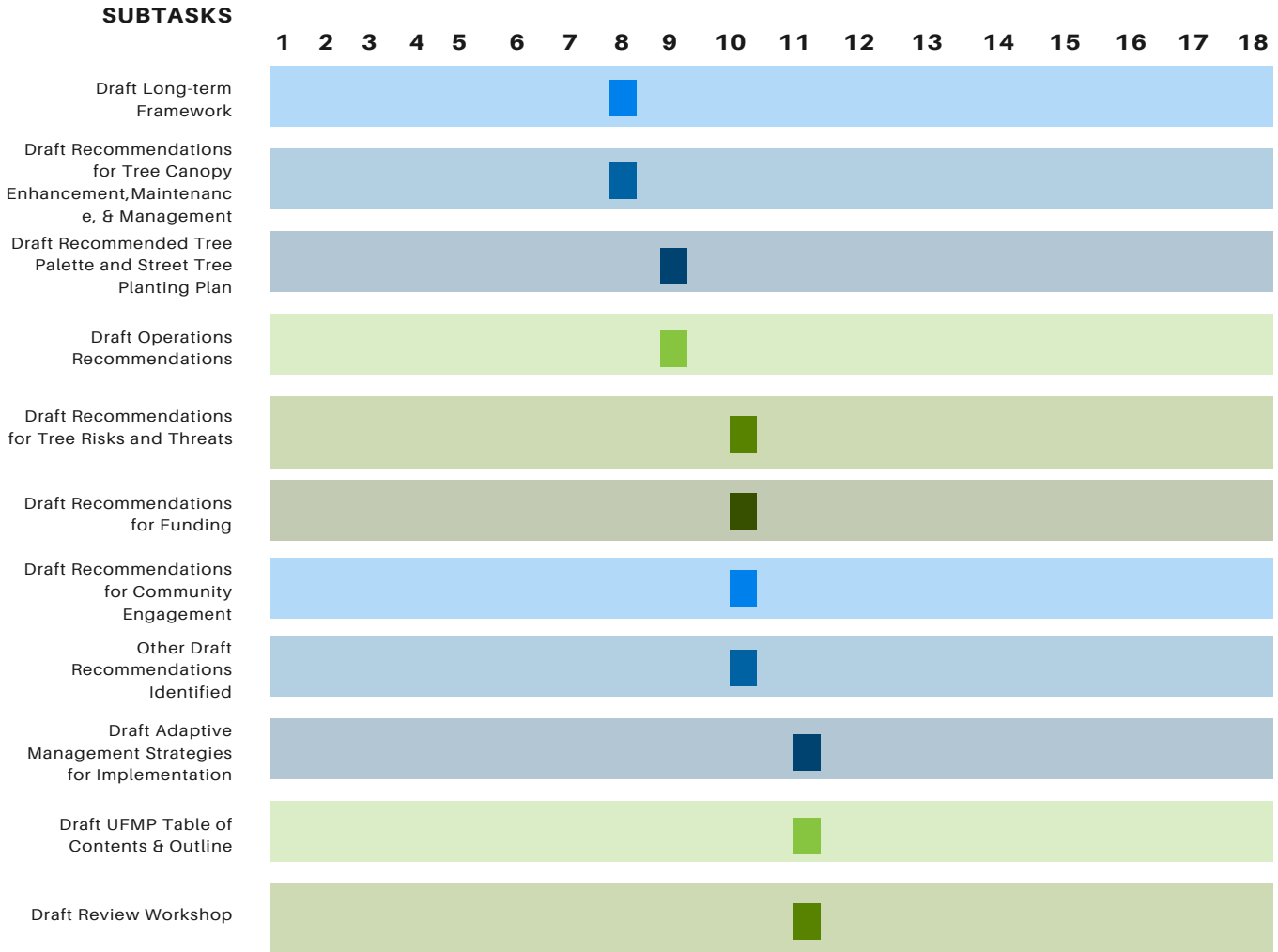
Task 3: Meetings & Stakeholder Input

MONTHS 1-18



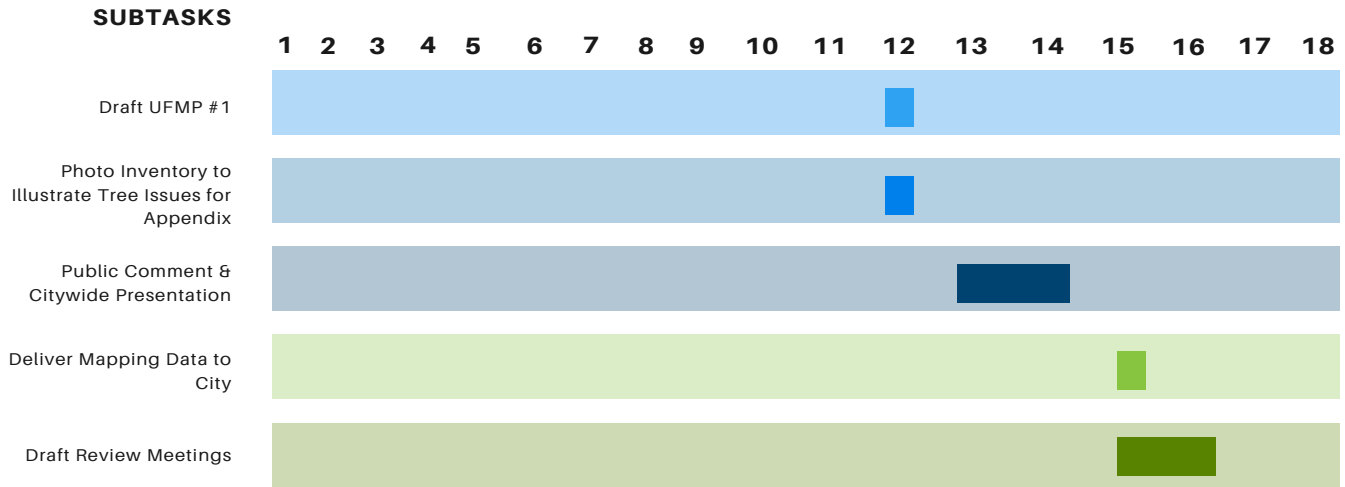
Task 4: Recommendation Development

MONTHS 1-18



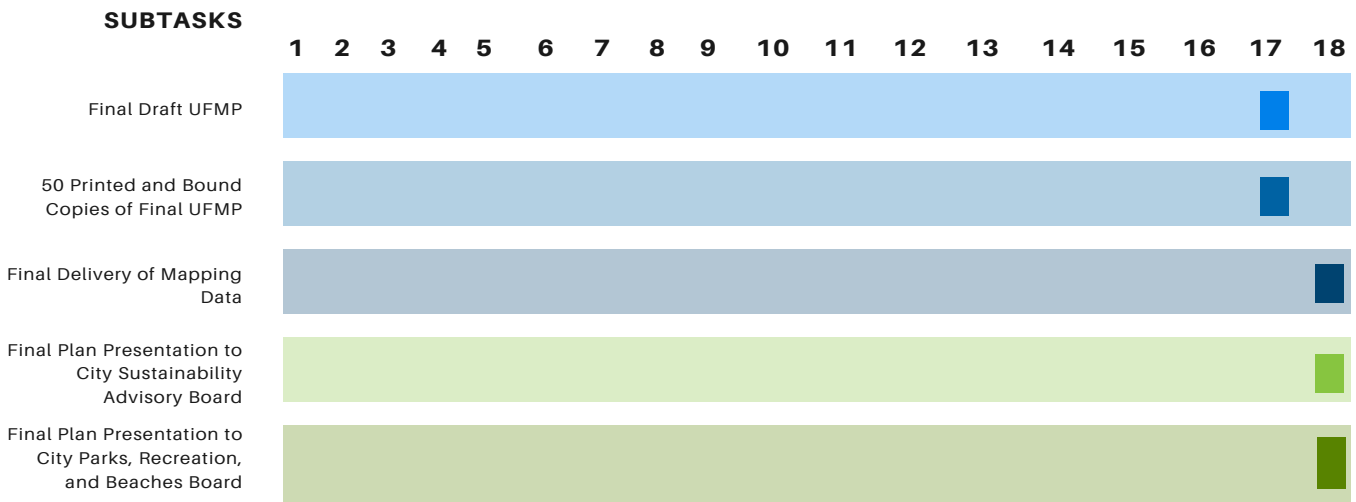
Task 5: Development of Draft UFMP

MONTHS 1-18



Task 6: Final Urban Forestry Master Plan

MONTHS 1-18



PLANIT GEO

REFERENCES

PLANIT GEO CONSULTING TEAM REFERENCES

City of Winter Haven, FL

Contact Name: Savanna Winstanley | Ecosystem & Asset Analyst

Address: 451 Third St. NW Winter Haven, FL 33881

Contact Info: swinstanley@mywinterhaven.com | (863) 298-7507

Date: September 2022 – May 2023 | **Budget:** \$23,750

Scope of Services Provided: As a subconsultant to NRPS, Inc. Legacy Arborist Services, PlanIT Geo provided an analysis of public tree inventory data and the planting site inventory (collected by LAS) to develop data-driven strategies for the Urban Forest Management Plan.

City of Tacoma, WA

Contact Name: Michael Carey | Urban Forest Program Manager

Address: 326 East D St Tacoma WA 98421

Contact Info: trees@cityoftacoma.org | (253) 502-2138

Date: April 2019-December 2020 | **Budget:** \$274,901

Scope of Services Provided: Comprehensive inventory and Urban Forest Management Plan

City of Colorado Springs, CO

Contact Name: Dennis Will | City Forester

Address: 1401 Recreation Way Colorado Springs, CO 80905

Contact Info: Dennis.Will@coloradosprings.gov | (719) 385-6550

Date: August 2019 – October 2020 | **Budget:** \$70,500

Scope of Services Provided: Urban Forest Management Plan, Tree Pest and Disease Plan, Research Summary

City of Saratoga Springs, NY

Contact Name: Steve Lashomb | City Arborist

Address: 474 Broadway Saratoga Springs, NY 12866

Contact Info: steve.lashomb@saratoga-springs.org | (518) 587-3550 ext.2561

Date: September 2021 – November 15, 2022 | **Budget:** \$6,400

Scope of Services Provided: Urban Forestry Management Plan and comprehensive tree inventory

OCTOBER 24, 2023

CITY OF FORT LAUDERDALE'S URBAN FORESTRY MASTER PLAN

City of Fort Lauderdale, Florida



PlanIT Geo[™]
developers of TreePlotter

SECTION VI - COST PROPOSAL PAGE

Proposer Name: PlanIT Geo, INC

Proposer agrees to supply the products and services at the prices bid/proposed below in accordance with the terms, conditions and specifications contained in this RFP.

Cost to the City: Contractor shall quote firm, fixed, costs for all services/products identified in this request for proposal. These firm fixed costs for the project include any costs for travel and miscellaneous expenses. No other costs will be accepted.

Notes:

Provide below a breakdown of all costs by task. Attach a breakdown of costs by task and deliverable, including but not limited to labor, equipment, materials, staff time and hours per task broken out by job titles. Labor breakdown shall include titles, hourly rates, and hours assigned per task.

Task 1 – Project Management	\$ <u>18,265</u>
Task 2 – Plan Research/Data Analysis	\$ <u>24,660</u>
Task 3 – Meetings and Stakeholder Input	\$ <u>22,400</u>
Task 4 – Recommendation Development	\$ <u>25,385</u>
Task 5 – Draft Urban Forestry Master Plan	\$ <u>22,860</u>
Task 6 – Final Urban Forestry Master Plan	\$ <u>23,950</u>
Additional: Any other items not included in Tasks 1-6. (Provide a line-item breakdown on separate sheet)	\$ <u>NA</u>
TOTAL URBAN FORESTRY MASTER PLAN	\$ <u>137,520</u>

Submitted by:

Carrie Asselmeier

Name (printed)

10/26/2023

Date



Signature

Proposal Coordinator

Title

NON-COLLUSION STATEMENT

By signing this offer, the vendor/contractor certifies that this offer is made independently and *free* from collusion. Vendor shall disclose below any City of Fort Lauderdale, FL officer or employee, or any relative of any such officer or employee who is an officer or director of, or has a material interest in, the vendor's business, who is in a position to influence this procurement.

Any City of Fort Lauderdale, FL officer or employee who has any input into the writing of specifications or requirements, solicitation of offers, decision to award, evaluation of offers, or any other activity pertinent to this procurement is presumed, for purposes hereof, to be in a position to influence this procurement.

For purposes hereof, a person has a material interest if they directly or indirectly own more than 5 percent of the total assets or capital stock of any business entity, or if they otherwise stand to personally gain if the contract is awarded to this vendor.

In accordance with City of Fort Lauderdale, FL Policy and Standards Manual, 6.10.8.3,

3.3. City employees may not contract with the City through any corporation or business entity in which they or their immediate family members hold a controlling financial interest (e.g., ownership of five (5) percent or more).

3.4. Immediate family members (spouse, parents, and children) are also prohibited from contracting with the City subject to the same general rules.

Failure of a vendor to disclose any relationship described herein shall be reason for debarment in accordance with the provisions of the City Procurement Code.

NAME

RELATIONSHIPS

In the event the vendor does not indicate any names, the City shall interpret this to mean that the vendor has indicated that no such relationships exist.



Authorized Signature

Title

Name (Printed)

Date

**CONTRACTOR'S CERTIFICATE OF COMPLIANCE WITH
NON-DISCRIMINATION PROVISIONS OF THE CONTRACT**

The completed and signed form should be returned with the Contractor's submittal. If not provided with submittal, the Contractor must submit within three business days of City's request. Contractor may be deemed non-responsive for failure to fully comply within stated timeframes.

Pursuant to City Ordinance Sec. 2-17(a)(i)(ii), bidders must certify compliance with the Non-Discrimination provision of the ordinance.

- A. Contractors doing business with the City shall not discriminate against their employees based on the employee's race, color, religion, gender (including identity or expression), marital status, sexual orientation, national origin, age, disability, or any other protected classification as defined by applicable law.

Contracts. Every Contract exceeding \$100,000, or otherwise exempt from this section shall contain language that obligates the Contractor to comply with the applicable provisions of this section.

The Contract shall include provisions for the following:

- (i) The Contractor certifies and represents that it will comply with this section during the entire term of the contract.
- (ii) The failure of the Contractor to comply with this section shall be deemed to be a material breach of the contract, entitling the City to pursue any remedy stated below or any remedy provided under applicable law.



Authorized Signature

Print Name and Title

Date

CONTRACT PAYMENT METHOD

The City of Fort Lauderdale has implemented a Procurement Card (P-Card) program which changes how payments are remitted to its vendors. The City has transitioned from traditional paper checks to credit card payments via MasterCard or Visa as part of this program.

This allows you as a vendor of the City of Fort Lauderdale to receive your payments fast and safely. No more waiting for checks to be printed and mailed.

In accordance with the contract, payments on this contract will be made utilizing the City's P-Card (MasterCard or Visa). Accordingly, bidders must presently have the ability to accept the credit card or take whatever steps necessary to implement acceptance of a card before the start of the contract term, or contract award by the City.

All costs associated with the Contractor's participation in this purchasing program shall be borne by the Contractor. The City reserves the right to revise this program as necessary.

By signing below, you agree with these terms.


Please indicate which credit card payment you prefer:

____ MasterCard

____ Visa

Company Name

Name (Printed)



Signature

Title

Date

LOCAL BUSINESS PREFERENCE

Section 2-199.2, Code of Ordinances of the City of Fort Lauderdale, (Ordinance No. C-12-04), provides for a local business preference.

In order to be considered for a local business preference, a bidder must include the Local Business Preference Certification Statement of this ITB, as applicable to the local business preference class claimed **at the time of bid submittal**.

Upon formal request of the City, based on the application of a Local Business Preference the Bidder shall, within ten (10) calendar days, submit the following documentation to the Local Business Preference Class claimed:

- A) Copy of City of Fort Lauderdale current year business tax receipt, **or** Broward County current year business tax receipt, **and**
- B) List of the names of all employees of the bidder and evidence of employees' residence within the geographic bounds of the City of Fort Lauderdale or Broward County, as the case may be, such as current Florida driver license, residential utility bill (water, electric, telephone, cable television), or other type of similar documentation acceptable to the City.

Failure to comply at time of bid submittal shall result in the bidder being found ineligible for the local business preference.

THE COMPLETE LOCAL BUSINESS PREFERENCE ORDINANCE MAY BE FOUND ON THE CITY'S WEB SITE AT THE FOLLOWING LINK:

[https://library.municode.com/fl/fort lauderdale/codes/code of ordinances?nodeId=COOR CH2 AD ARTVFI DIV2PR S2-186LOBUPR](https://library.municode.com/fl/fort%20lauderdale/codes/code%20of%20ordinances?nodeId=COOR_CH2_AD_ARTVFI_DIV2PR_S2-186LOBUPR)

Definitions: The term "Business" shall mean a person, firm, corporation or other business entity which is duly licensed and authorized to engage in a particular work in the State of Florida. Business shall be broken down into four (4) types of classes:

1. Class A Business – shall mean any Business that has established and agrees to maintain a permanent place of business located in a non-residential zone and staffed with full-time employees within the limits of the City **and** shall maintain a staffing level of the prime contractor for the proposed work of at least fifty percent (50%) who are residents of the City.
2. Class B Business - shall mean any Business that has established and agrees to maintain a permanent place of business located in a non-residential zone and staffed with full-time employees within the limits of the City **or** shall maintain a staffing level of the prime contractor for the proposed work of at least fifty percent (50%) who are residents of the City.
3. Class C Business - shall mean any Business that has established and agrees to maintain a permanent place of business located in a non-residential zone **and** staffed with full-time employees within the limits of Broward County.
4. Class D Business – shall mean any Business that does not qualify as either a Class A, Class B, or Class C business.



LOCAL BUSINESS PREFERENCE CERTIFICATION STATEMENT

The Business identified below certifies that it qualifies for the local business price preference classification as indicated herein, and further certifies and agrees that it will re-affirm its local preference classification annually no later than thirty (30) calendar days prior to the anniversary of the date of a contract awarded pursuant to this ITB. Violation of the foregoing provision may result in contract termination.

(1) is a Class A Business as defined in City of Fort Lauderdale Ordinance No. C-17-26, Sec.2-186. A copy of the City of Fort Lauderdale current year Business Tax Receipt and a complete list of full-time employees and evidence of their addresses shall be provided within 10 calendar days of a formal request by the City.

Business Name

(2) is a Class B Business as defined in the City of Fort Lauderdale Ordinance No. C-17-26, Sec.2-186. A copy of the Business Tax Receipt or a complete list of full-time employees and evidence of their addresses shall be provided within 10 calendar days of a formal request by the City.

Business Name

(3) is a Class C Business as defined in the City of Fort Lauderdale Ordinance No. C-17-26, Sec.2-186. A copy of the Broward County Business Tax Receipt shall be provided within 10 calendar days of a formal request by the City.

Business Name

(4) requests a Conditional Class A classification as defined in the City of Fort Lauderdale Ordinance No. C-17-26, Sec.2-186. Written certification of intent shall be provided within 10 calendar days of a formal request by the City.

Business Name

(5) requests a Conditional Class B classification as defined in the City of Fort Lauderdale Ordinance No. C-17-26, Sec.2-186. Written certification of intent shall be provided within 10 calendar days of a formal request by the City.

Business Name

(6) is considered a Class D Business as defined in the City of Fort Lauderdale Ordinance No. C-17-26, Sec.2-186 and does not qualify for Local Preference consideration.

PlanIT Geo, Inc

Business Name

BIDDER'S COMPANY: PlanIT Geo, Inc

AUTHORIZED COMPANY PERSON: Ian S Hanou

[Signature]

10/30/2023

PRINT NAME

SIGNATURE

DATE

DISADVANTAGED BUSINESS ENTERPRISE (DBE) PREFERENCE

Section 2-185, Code of Ordinances of the City of Fort Lauderdale, provides for a disadvantaged business preference.

In order to be considered for a DBE Preference, a bidder must include a certification from a government agency, as applicable to the DBE Preference class claimed **at the time of bid submittal**.

Upon formal request of the City, based on the application of a DBE Preference the Bidder shall, within ten (10) calendar days, submit the following documentation to the DBE Class claimed:

A) Copy of City of Fort Lauderdale current year business tax receipt, **or** Broward County current year business tax receipt, **or** State of Florida active registration **and/or**

B) List of the names of all employees of the bidder and evidence of employees' residence within the geographic bounds of the City of Fort Lauderdale or Broward County, as the case may be, such as current Florida driver license, residential utility bill (water, electric, telephone, cable television), or other type of similar documentation acceptable to the City.

Failure to comply at time of bid submittal shall result in the bidder being found ineligible for the disadvantaged business preference.

THE COMPLETE DBE PREFERENCE ORDINANCE MAY BE FOUND ON THE CITY'S WEB SITE AT THE FOLLOWING LINK: <https://www.fortlauderdale.gov/home/showpublisheddocument?id=56883>

Definitions

- a. The term "disadvantaged class 1 enterprise" shall mean any disadvantaged business enterprise that has established and agrees to maintain a permanent place of business located in a non-residential zone, staffed with full-time employees within the limits of the city, and provides supporting documentation of its City of Fort Lauderdale business tax and disadvantaged certification as established in the City's Procurement Manual.
- b. The term "disadvantaged class 2 enterprise" shall mean any disadvantaged business enterprise that has established and agrees to maintain a permanent place of business within the limits of the city with a full-time employees and provides supporting documentation of its City of Fort Lauderdale business tax and disadvantaged certification as established in the City's Procurement Manual.
- c. The term "disadvantaged class 3 enterprise" shall mean any disadvantaged business enterprise that has established and agrees to maintain a permanent place of business located in a non-residential zone, staffed with full-time employees within the limits of the Tri-County area and provides supporting documentation of its City of Fort Lauderdale business tax and disadvantaged certification as established in the City's Procurement Manual.
- d. The term "disadvantaged class 4 enterprise" shall mean any disadvantaged business enterprise that does not qualify as a Class A, Class B, or Class C business, but is located in the State of Florida and provides supporting documentation of its disadvantaged certification as established in the City's Procurement Manual.



DISADVANTAGED BUSINESS ENTERPRISE CERTIFICATION STATEMENT

The Business identified below certifies that it qualifies for the disadvantaged business enterprise price preference classification as indicated herein, and further certifies and agrees that it will re-affirm its preference classification annually no later than thirty (30) calendar days prior to the anniversary of the date of a contract awarded pursuant to this solicitation. Violation of the foregoing provision may result in contract termination.

(1) is a disadvantaged class 1 enterprise as defined in the City of Fort Lauderdale Ordinance Section 2-185 disadvantaged business enterprise that has established and agrees to maintain a permanent place of business located in a non-residential zone, staffed with full-time employees within the limits of the city, and provides supporting documentation of its City of Fort Lauderdale business tax and disadvantaged certification as established in the City's Procurement Manual.

Business Name

(2) is a disadvantaged class 2 enterprise as defined in the City of Fort Lauderdale Ordinance Section 2-185 disadvantaged business enterprise that has established and agrees to maintain a permanent place of business within the limits of the city with a full-time employee(s) and provides supporting documentation of its City of Fort Lauderdale business tax and disadvantaged certification as established in the City's Procurement Manual.

Business Name

(3) is a disadvantaged class 3 enterprise as defined in the City of Fort Lauderdale Ordinance Section 2-185 disadvantaged business enterprise that has established and agrees to maintain a permanent place of business located in a non-residential zone, staffed with full-time employees within the limits of the Tri-County area and provides supporting documentation of its City of Fort Lauderdale business tax and disadvantaged certification as established in the City's Procurement Manual.

Business Name

(4) is a disadvantaged class 4 enterprise as defined in the City of Fort Lauderdale Ordinance Section 2-185 disadvantaged business enterprise that does not qualify as a Class A, Class B, or Class C business, but is located in the State of Florida and provides supporting documentation of its disadvantaged certification as established in the City's Procurement Manual.

Business Name

(5) is not considered a Disadvantaged Enterprise Business as defined in the City of Fort Lauderdale Ordinance Sec.2-185 and does not qualify for DBE Preference consideration.

PlanIT Geo, Inc

Business Name

BIDDER'S COMPANY: PlanIT Geo, Inc

AUTHORIZED COMPANY PERSON: Ian S Hanou

PRINT NAME

SIGNATURE

10/30/2023

DATE

Solicitation/Bid /Contract No: _____


Project Description:

Contractor/Proposer/Bidder acknowledges and agrees to utilize the U.S. Department of Homeland Security's E-Verify System to verify the employment eligibility of,

- A. all persons employed by Contractor/Proposer/Bidder to perform employment duties within Florida during the term of the Contract, and,
- B. all persons (including subcontractors/vendors) assigned by Contractor/Proposer/Bidder to perform work pursuant to the Contract.

The Contractor/Proposer/Bidder acknowledges and agrees that use of the U.S. Department of Homeland Security's E-Verify System during the term of the Contract is a condition of the Contract.

Contractor/Proposer/ Bidder Company Name: _____

Authorized Company Person's Signature:  _____

Authorized Company Person's Title: _____

Date: _____

CITY OF FORT LAUDERDALE BID/PROPOSAL CERTIFICATION

Please Note: It is the sole responsibility of the bidder/proposer to ensure that their response is submitted electronically through the [City's on-line strategic sourcing platform](#) prior to the bid opening date and time listed. Paper bid submittals will not be accepted. All fields below must be completed. If the field does not apply to you, please note N/A in that field.

If you are a foreign corporation, you may be required to obtain a certificate of authority from the department of state, in accordance with Florida Statute §607.1501 (visit <http://www.dos.state.fl.us/>).

Company: (Legal Registration) _____ EIN (Optional): _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone No.: _____ FAX No.: _____ Email: _____

Delivery: Calendar days after receipt of Purchase Order (**section 1.02 of General Conditions**): _____

Total Bid Discount (**section 1.05 of General Conditions**): _____

Check box if your firm qualifies for DBE (**section 1.09 of General Conditions**):

ADDENDUM ACKNOWLEDGEMENT - Proposer acknowledges that the following addenda have been received and are included in the proposal:

Addendum No.	Date Issued	Addendum No.	Date Issued	Addendum No.	Date Issued	Addendum No.	Date Issued
_____	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____

VARIANCES: If you take exception or have variances to any term, condition, specification, scope of service, or requirement in this competitive solicitation you must specify such exception or variance in the space provided below or reference in the space provided below all variances contained on other pages within your response. Additional pages may be attached if necessary. No exceptions or variances will be deemed to be part of the response submitted unless such is listed and contained in the space provided below. The City does not, by virtue of submitting a variance, necessarily accept any variances. If no statement is contained in the below space, it is hereby implied that your response is in full compliance with this competitive solicitation. If you do not have variances, simply mark N/A.

The below signatory hereby agrees to furnish the following article(s) or services at the price(s) and terms stated subject to all instructions, conditions, specifications addenda, legal advertisement, and conditions contained in the bid/proposal. I have read all attachments including the specifications and fully understand what is required. By submitting this signed proposal, I will accept a contract if approved by the City and such acceptance covers all terms, conditions, and specifications of this bid/proposal. The below signatory also hereby agrees, by virtue of submitting or attempting to submit a response, that in no event shall the City's liability for respondent's direct, indirect, incidental, consequential, special or exemplary damages, expenses, or lost profits arising out of this competitive solicitation process, including but not limited to public advertisement, bid conferences, site visits, evaluations, oral presentations, or award proceedings exceed the amount of Five Hundred Dollars (\$500.00). This limitation shall not apply to claims arising under any provision of indemnification or the City's protest ordinance contained in this competitive solicitation.

Submitted by:



Name (printed)

Signature

Date

Title



ADDENDUM NO. 2

RFP NO.: 146 TITLE: URBAN FORESTRY MASTER PLAN FOR THE CITY OF FORT LAUDERDALE

ISSUED: 10/12/23

The Specifications and Requirements has been revised. Words in ~~strikethrough~~ are deletions from the existing text and words in **bold underline** are additions to the existing text (~~strikethrough~~ removed; **underlined bolded** is added).

This addendum is being issued to make the following change(s):

1. Section 3.5.3.A.5

5. Online survey to solicit public input and gauge attitudes regarding the City Urban Forest shall be launched and tested during Task ~~42~~ and run concurrently with Task ~~23~~.

2. Sections 3.5.4.A.4 and 3.5.4.A.7.

A. Description:

1. Based on the data analysis, the Consultant will develop a set of recommendations on tree canopy enhancement, maintenance, and management which can be realistically completed in a 3 to 5-year timeline.
2. The recommendations will also include future milestones in 5-year increments that support attainment of longer-term goals.
3. Recommendations must be structured using SMART Goals criteria (Specific, Measurable, Achievable, Relevant and Time-Bound) and must provide Adaptive Management strategy options for implementation; and will include, wherever possible, justified cost estimates for implementation.
4. The Consultant will also develop a draft Table of Contents for the Urban Forestry Master Plan based on the **suggested** outline in Section 3.5.7.
5. It is expected that the Consultant will review and refine the suggested outline to reflect best practices in Urban Forestry appropriate for the City of Fort Lauderdale.
6. The consultant will submit drafts of both documents to the City for review and then revise them based on feedback received from staff.
7. After data analysis has been completed and outputs generated, the Consultant will conduct a **virtual** meeting with the City Project Manager and City GIS staff to discuss design and requirements of geospatial database to be delivered.

3. Section 3.5.4.B.2. and 3.5.4.B.3.

B. Deliverables The Consultant will submit the following written documents to the City for Review and Approval:

1. Recommendations addressing key issues identified to date;



- 2. Draft **Table of Contents** outline for the Urban Forestry **Master** Plan;
 - 3. Upon review, discuss and refine recommendations ~~and outline~~ **for Table of Contents with** City Staff;
 - 4. Agendas and minutes for all meetings.
4. **Section 3.5.5.A.4**
- 5. The Consultant will post the draft plan for public comment and conduct one **virtual** citywide presentation of the draft plan.
5. **Section 3.5.5.B.2**
- 2. The Post for Public Review with a defined comment period and perform (1) **virtual** City-Wide Public Presentation on the draft.
6. **Section 3.5.6.B.2.b.**
- b. 50 printed and bound hard copies. **Spiral, wire, or comb binding is acceptable. Minimum cardstock covers. Full-color, 2-sided printing.**
7. **Section 3.5.7.A.3.b.2.**
- 2) **Summarize potential climate impacts to the urban forest based on data from various existing studies and reports available from the City and other public sources. This may include** Provide an assessment of soils, hydrology, topography, heat island/ temperature impacts, sea level rise impacts and general climatic conditions and their relation to trees and urban forestry.
8. **Section 4.2.4**
- 4.2.4 Approach to Scope of Work**
- Provide in concise narrative form, your understanding of the City's needs, goals, and objectives as they relate to the project and your overall approach to accomplishing the project. Give an overview of your proposed vision, ideas, and methodology. Describe your proposed approach to the project.

~~As a part of the response, a design plan and diagram(s) shall be presented to the City for approval.~~

All other terms, conditions, and specifications remain unchanged.

Laurie Platkin
Senior Procurement Specialist

Company Name: _____

(please print)

Bidder's Signature: Tom J. Kim

Date: _____

Request for Taxpayer Identification Number and Certification

**Give Form to the
 requester. Do not
 send to the IRS.**

▶ Go to www.irs.gov/FormW9 for instructions and the latest information.

Print or type. See Specific Instructions on page 3.	<p>1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. PlanIT Geo, Inc.</p> <p>2 Business name/disregarded entity name, if different from above</p>	
	<p>3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes.</p> <p><input type="checkbox"/> Individual/sole proprietor or single-member LLC <input checked="" type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate</p> <p><input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____</p> <p>Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.</p> <p><input type="checkbox"/> Other (see instructions) ▶ _____</p>	<p>4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):</p> <p>Exempt payee code (if any) _____</p> <p>Exemption from FATCA reporting code (if any) _____</p> <p><small>(Applies to accounts maintained outside the U.S.)</small></p>
	<p>5 Address (number, street, and apt. or suite no.) See instructions. PO Box 1334</p> <p>6 City, state, and ZIP code Wheat Ridge, CO, 80034</p>	<p>Requester's name and address (optional)</p>
	<p>7 List account number(s) here (optional)</p>	

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number										
or										
Employer identification number										
8	7	-	2	4	4	4	9	0	3	

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here	Signature of U.S. person ▶	Date ▶ 05/19/2023
------------------	----------------------------	-------------------

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
 - Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
 - Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
 - Form 1099-S (proceeds from real estate transactions)
 - Form 1099-K (merchant card and third party network transactions)
 - Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
 - Form 1099-C (canceled debt)
 - Form 1099-A (acquisition or abandonment of secured property)
- Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

10/19/2023

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an **ADDITIONAL INSURED**, the policy(ies) must have **ADDITIONAL INSURED** provisions or be endorsed. If **SUBROGATION IS WAIVED**, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Oberle Risk Strategies 8820 Ladue Rd, Suite #302 Saint Louis MO 63124	CONTACT NAME: Tammy Vesper PHONE (A/C, No, Ext): 636-391-0700 E-MAIL ADDRESS: tammy.vesper@oberle-risk.com		FAX (A/C, No): 636-391-0715
	INSURER(S) AFFORDING COVERAGE		
INSURED Plant Geo, Inc. PO Box 1334 Wheat Ridge CO 80034	PLANGE0-01	INSURER A : Valley Forge Insurance Company	NAIC # 20508
		INSURER B : American Cas Co Reading PA	20427
		INSURER C : Transportation Insurance Company	20494
		INSURER D : Continental Casualty	20443
		INSURER E : ACE American Insurance Company	22667
		INSURER F : Lexington Insurance Company	19437

COVERAGES

CERTIFICATE NUMBER: 1021578009

REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:			7035001421	9/6/2023	9/6/2024	EACH OCCURRENCE	\$ 2,000,000
							DAMAGE TO RENTED PREMISES (Ea occurrence)	\$ 1,000,000
							MED EXP (Any one person)	\$ 10,000
							PERSONAL & ADV INJURY	\$ 2,000,000
							GENERAL AGGREGATE	\$ 4,000,000
							PRODUCTS - COMP/OP AGG	\$ 4,000,000
								\$
A	<input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input checked="" type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS ONLY			7035001421	9/6/2023	9/6/2024	COMBINED SINGLE LIMIT (Ea accident)	\$ 1,000,000
							BODILY INJURY (Per person)	\$
							BODILY INJURY (Per accident)	\$
							PROPERTY DAMAGE (Per accident)	\$
								\$
D	<input checked="" type="checkbox"/> UMBRELLA LIAB <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> DED <input checked="" type="checkbox"/> RETENTION \$ 10,000			7035001435	10/1/2023	9/6/2024	EACH OCCURRENCE	\$ 5,000,000
							AGGREGATE	\$ 5,000,000
								\$
B C	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below			7039868117 7039870420	9/6/2023 9/6/2023	9/6/2024 9/6/2024	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER	
							E.L. EACH ACCIDENT	\$ 1,000,000
							E.L. DISEASE - EA EMPLOYEE	\$ 1,000,000
							E.L. DISEASE - POLICY LIMIT	\$ 1,000,000
E F	Cyber/Tech E&O \$25K ded Management Liab D&O			D96272935 013982166	7/9/2023 7/9/2023	7/9/2024 7/9/2024	Each Claim/Aggregate Limit of Liab/Agg	5,000,000 1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

CERTIFICATE HOLDER**CANCELLATION**

Fort Lauderdale, FL
 100 N. Andrews Avenue
 Fort Lauderdale FL 33301

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

© 1988-2015 ACORD CORPORATION. All rights reserved.



[Department of State](#) / [Division of Corporations](#) / [Search Records](#) / [Search by Entity Name](#) /

Detail by Entity Name

Foreign Profit Corporation
PLANIT GEO, INC.

Filing Information

Document Number F23000005140
FEI/EIN Number 87-2444903
Date Filed 06/23/2023
State CO
Status ACTIVE

Principal Address

18263 W. 94TH LANE
ARVADA, CO 80007

Mailing Address

PO BOX 1334
WHEAT RIDGE, CO 33433

Registered Agent Name & Address

WOOD, THOMAS
6097 TOWN COLONY DR
BOCA RATON, FL 33433

Officer/Director Detail

Name & Address

Title D

HANOU, IAN
18263 W. 94TH LANE
ARVADA, CO 80007

Annual Reports

No Annual Reports Filed

Document Images

[06/23/2023 -- Foreign Profit](#) [View image in PDF format](#)

Urban Forestry Master Plan

Fort Lauderdale, FL

PlanIT Geo Interview with
the City of Fort Lauderdale



November 30, 2023

— “ —

To be the
premium
provider of
urban green
space solutions
globally by
2025

” —

PLANIT GEO
VISION STATEMENT



www.planitgeo.com

PlanIT Geo's Services

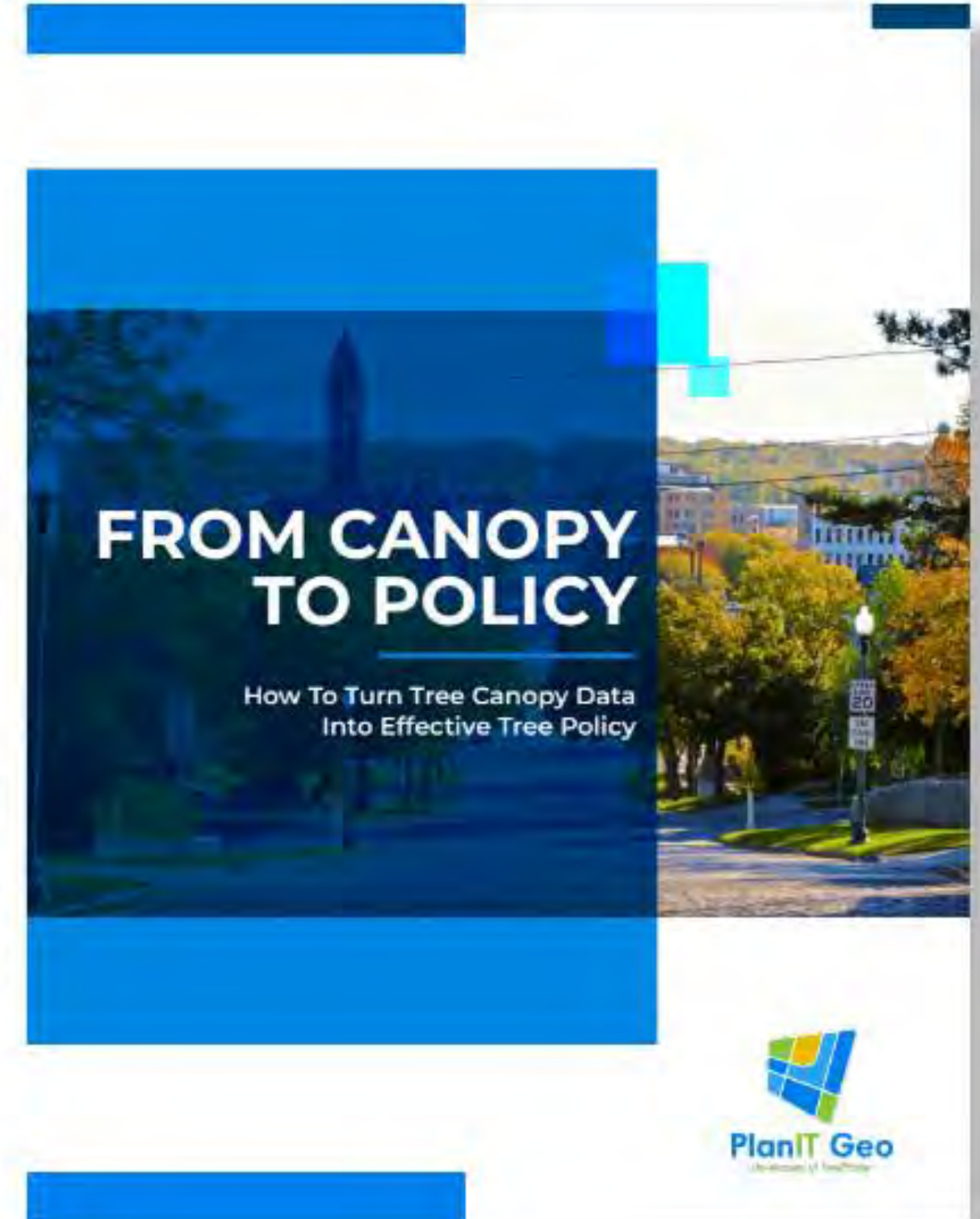
Geospatial Mapping & Analysis



Tree Inventory and Assessments



Urban Forestry Consulting



UFCS: Who We Are



Chris Peiffer

Director of Urban Forestry Consulting Services

Hershey, Pennsylvania



Alex Hancock

Urban Forestry Climate Consultant

St. Petersburg, Florida



Andrea Starbird

Urban Forestry Planner

Seattle, Washington



Logan Johnson

Urban Forestry Planner

Boulder, Colorado



Mike Martini

Urban Forestry Consultant

Philadelphia, Pennsylvania



Matt Urmson

Urban Forestry Planner

Carbondale, Colorado



Andy Evans

GIS Manager

Marysville, Ohio



Morgan Garner

Urban Forestry Analyst

Fort Collins, Colorado

Q1 Describe your firm's experience with and compare/contrast the differences between Tree Inventories vs. Urban Forestry Management Plans vs. Urban Forestry Master Plans.



Tree Inventory and Maintenance Plan

- Inventory public trees
- Prioritize tree work, maintenance, and removals



Management Plan

- UF program operations
- Public tree maintenance
- i-Tree eco-benefits
- Community engagement
- Policy
- Canopy goal (maybe)



Master Plan

- Broad-reaching goals—often with an overarching canopy target—that drive policy change and instill stewardship across communities and stakeholders

Q2 Clarify the use of (“ ”) in the meeting summary under Task 6 on page 21 of your proposal.

MEETING SUMMARY

Task #	Task
Task 1: Project Management	Initial Planning & Coordination Meeting (virtual)
Task 1: Project Management	Bi-weekly Project Manager Meetings (virtual) (18 mths)
Task 1: Project Management	Kick-off Meeting (prep, delivery, follow-up) (in-person)
Task 2: Plan Research/Data Analysis	Internal Stakeholder Planning, Meetings, & Summaries (8 virtual, 2 in-person)
Task 3: Meetings and Stakeholder Input	Citywide Public Meeting Prep, Delivery, Materials, Follow-up (in-person)
Task 3: Meetings and Stakeholder Input	City Commission District #1 Public Meeting <u>(Prep, Delivery, Materials, Follow-up) (in-person)</u>
Task 3: Meetings and Stakeholder Input	City Commission District #2 Public Meeting (“ ”)
Task 3: Meetings and Stakeholder Input	City Commission District #3 Public Meeting (“ ”)
Task 3: Meetings and Stakeholder Input	City Commission District #4 Public Meeting (“ ”)
Task 4: Recommendation Development	Draft Review Workshop (virtual)
Task 5: Development of Draft Urban Forestry Master Plan	Public Comment & Citywide Presentation (virtual)
Task 5: Development of Draft Urban Forest Master Plan	Draft Review Meetings (up to 2 virtual)
Task 6: Final Urban Forest Master Plan	Final Plan Presentation to City Sustainability Advisory Board (virtual)
Task 6: Final Urban Forest Master Plan	Final Plan Presentation to City Parks, Recreation, and Beaches Board (virtual)

(“ ”) means that the costs for all public meetings in each of the 4 Commission Districts include the prep, delivery, materials, and follow-up summaries and they will all be in-person as the first City Commission District #1 Public Meeting line item indicates

See blue lines to the left

Q3 Describe specifically the expected role of your firm in regarding as provided in the proposal: a) Internal and External Stakeholders, b) Public Outreach

INTERNAL STAKEHOLDERS

Duration: 6 months

Total Meetings:

- 8 virtual, 2 in-person

PlanIT Geo's Expected Role:

- Weigh in on timing/objectives to align w/planning process
- Facilitate discussions
- Synthesize input and incorporate into recommendations



Vancouver, WA
Urban Forest
Management Plan,
2023

San Leandro, CA
Trees Master Plan
Engagement, Earth
Day 2023

EXTERNAL STAKEHOLDERS & PUBLIC OUTREACH

Duration: 6 months

Total Meetings:

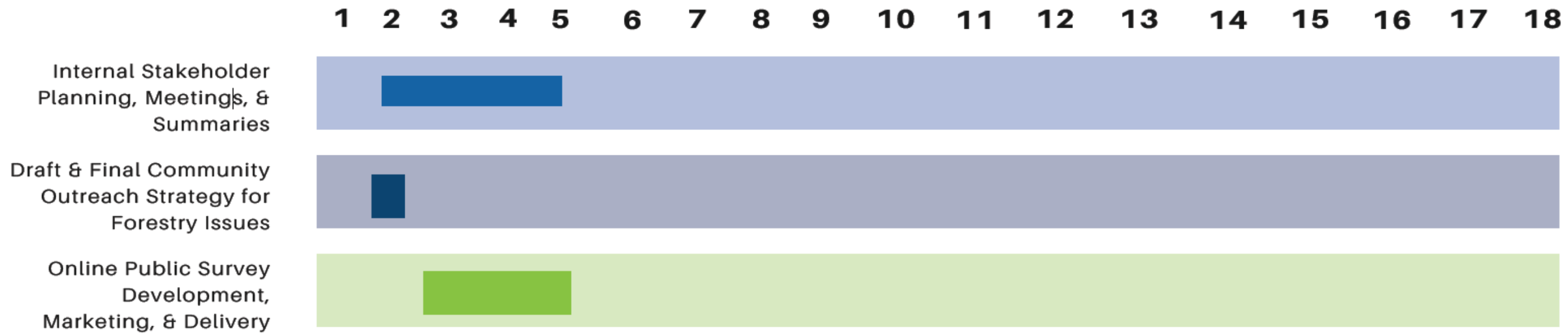
- 1 City-wide (in-person)
- 4 Commission District (in-person)
- Draft Review Workshop (virtual)
- Final Presentation (virtual)

PlanIT Geo's Expected Role:

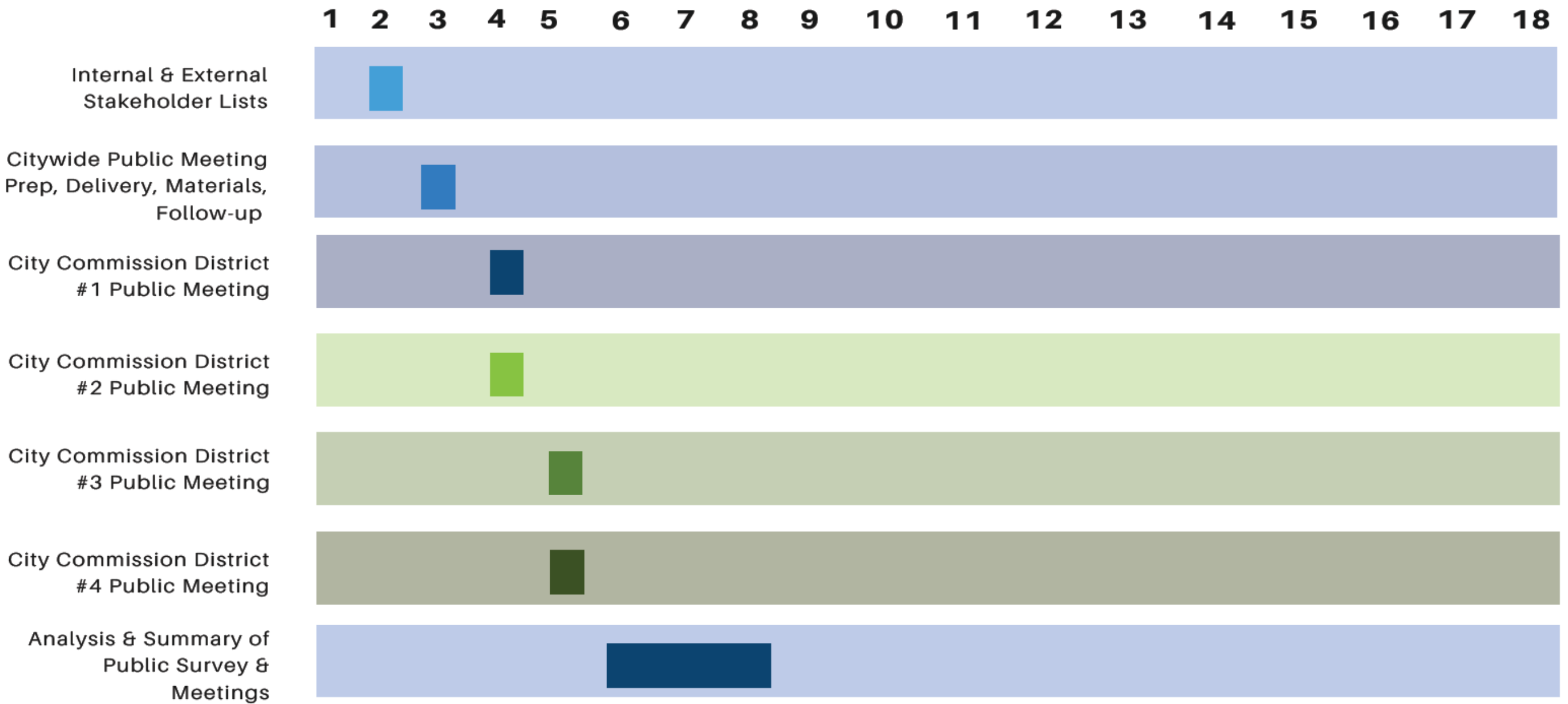
- Community Outreach Strategy (COS)
- Identify, connect, and engage local partners
- Support presentation of material
- Synthesize input and incorporate into recommendations



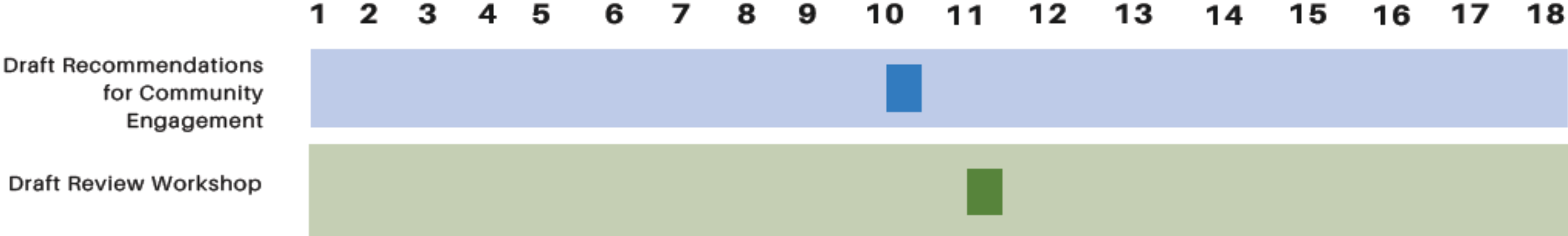
TASK 2: PLAN RESEARCH & DATA ANALYSIS



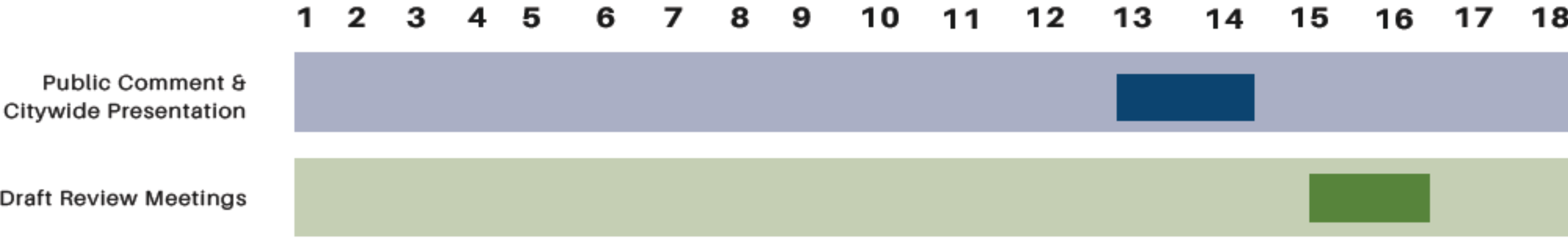
TASK 3: MEETINGS & STAKEHOLDER INPUT



TASK 4: RECOMMENDATION DEVELOPMENT



TASK 5: DEVELOPMENT OF DRAFT UFMP



TASK 6: FINAL URBAN FORESTRY MASTER PLAN



Q4 How does your firm plan to effectively engage the local community in the creation and implementation of the urban forestry master plan?

EFFECTIVE ENGAGEMENT

Community Outreach Strategy (COS)
Stakeholders, Partners, and Community Groups
Purpose-Driven

Engagement Strategies

- Virtual:
 - City webpage content
 - Social media campaigns
 - Public survey(s)
 - Translation services (3rd party, not just Google translate)
- In-person:
 - Meet the community where they are
 - Align with existing initiatives
 - Piggy-back off community events



Q5 Who is your team's project manager, where are they located, and how often will they be onsite?



Chris Peiffer

Title: Director of Consulting
Project Role: Project Manager
Location: Hershey, PA | **Onsite:** 1x

Contract, scope, invoices, decisions, senior advisory role, supervise staff, accountable for tasks 1-6



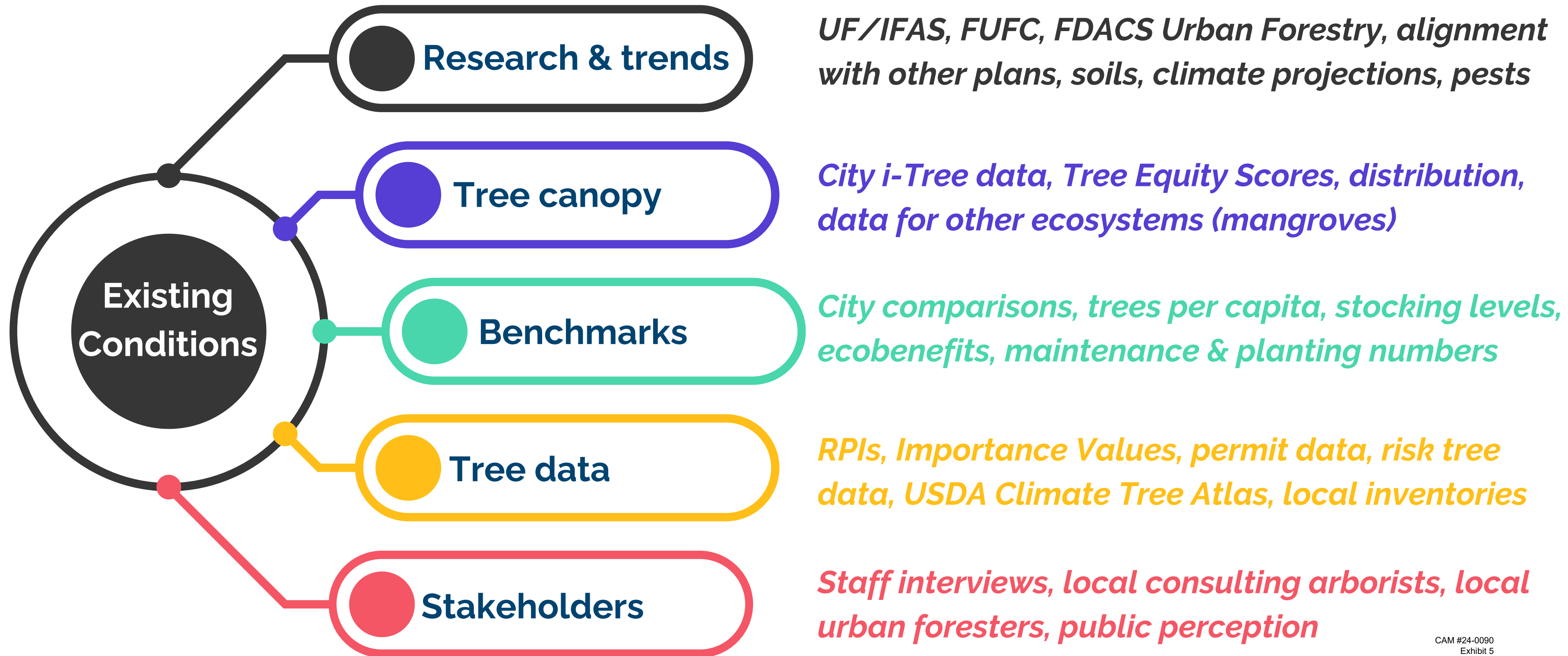
Alex Hancock

Title: Urban Forestry Climate Consultant
Project Role: Project Lead
Location: St. Petersburg, FL | **Onsite:** ~8x's

Responsible for tasks 1-6 and supporting Task Leads, ongoing communications with City, bi-weekly meetings



Q6 Describe how your team will evaluate the existing conditions of Fort Lauderdale's urban forest.



Q7 Outline the strategies your team will explore in the UFMP process to develop recommendations to achieve the City's 2040 tree canopy goal.

2019 Canopy Cover: 26.2%

Canopy Goal: 33% by 2040



Technical Approach for Canopy Growth

- Map actual and potential tree canopy
- Identify areas in need of more canopy
- Track changes over time
- Compare with other cities
- Assess defensible space to reduce wildfire risk
- Map risks to infrastructure and buildings
- Model ecosystem benefits
- Measure carbon storage and sequestration

Achieving the Canopy Goal

- People - public input, feedback
- Environment - threats, opps, vulnerabilities, space
- Policy - public/private

Recommendation Development

- Long-term Framework (Vision-Goals-Actions Structure)
- Tree Canopy Enhancement, Maintenance, and Management (3-5-years)
- Tree Palette and Street Tree Planting Plan
- Operations
- Tree Risks and Threats
- Funding
- Community Engagement
- Other Draft Recommendations Identified
- Adaptive Management Strategies for Implementation

THANK YOU!

PROJECT MANAGER:

Chris Peiffer

Director of Urban Forestry Consulting Services

ChrisPeiffer@planitgeo.com

(717) 579-9890

POINT OF CONTACT:

Carrie Asselmeier

Proposal Coordinator

CarrieAsselmeier@planitgeo.com

(630) 333-5176

PlanIT Geo's Questions

- Notice to Proceed?
- City Project Team?
- Software Questions?
- Project Schedule & Budget?
- Data Access?