

April 2, 2013



Hello,

We're excited to release a new service Plan-It Geo is offering that you might be interested in. Our "**PG Online Tree Tracker Inventory App**" allows users to add, edit, filter, and summarize tree inventory data from any internet browser or mobile device with an internet connection. The web-based inventory app provides instant data access to you, your staff, and/or the public for a "crowd-sourced" approach, customizable fields, add-on modules, and technical support at very competitive rates. The features, benefits, pricing, and *two promotions* being offered this month are outlined below. More resources, a [demo app](#), and FAQs are at [PG Online](#). We also encourage you to sign-up for our [quarterly newsletter](#) which includes GIS tips, events, success stories, and much more.

Key Features:

- Map, filter, and summarize trees using an existing or a new inventory database.
- Use the app in *any web browser from your desktop or mobile device*.
- Online data storage allows users to *access and save* inventory data back to various desktop applications, *anytime, anywhere*.
- *Customize your map* using various available base maps and by sending us local GIS data layers.
- Tree inventory fields can be *i-Tree Streets compatible* or tailored by you in our MS Excel form.
- Create, save, and print *summary tables, charts, and maps* by filtering tree inventory attributes.

Key Benefits:

- **Safe, secure, and accessible:**
 - Cloud hosting is the perfect solution for maintaining and sharing online tree inventories.
- **Harness the power of the masses:**
 - For no added cost, you may wish to enable crowd-sourced data collection through custom logins, access, and security privileges, enabling the public to help track trees.
- **No hardware required:**
 - Mobile web app capability eliminates the need for costly GPS devices and speeds up data collection for you, your staff, and the public.
 - Use base maps and local data to quickly and precisely locate and attribute trees.

Modules (Add-On's):

- UTC Viewer (available Q2 2013):
 - Add Urban Tree Canopy (UTC) assessment data to prioritize and plan for UTC goals.
- Canopy Planner (available Q2 2013):
 - Map planting event boundaries, track costs, ownership, goals, and other information.
 - Create maps, designs, and plans to facilitate community outreach and implementation.
- Work Order Management (available Q3 2013)

April 2, 2013

Getting started is Easy! Contact us to set up your PG Online Tree Tracker Inventory App:

- Our knowledgeable development team means webmap deployment *in 2-10 days*.
- We will publish the webmap in a new web URL or embedded within an existing website.
- Enjoy personalized tech support including webinars and tutorials.
- Continuing development means you can look forward to releases of new and improved products and services (most updates are included in the subscription pricing).

Pricing Options

- To setup your data and services there is an initial fee of \$250 for a new (empty) tree inventory or \$750 for an existing inventory.
- The annual subscription is \$600 per year or \$1,500 for a 3-year subscription, which covers online hosting, maintenance, new releases, and technical support. Cost is the same for city (public) tree inventories and/or private (crowd-sourced) inventories.
- Cities/counties (or at the state-level) can collaborate to reduce cost. Call for a custom quote.
- To place an order, use the [order form](#) on our website.
- Separate “front-end” websites and custom functionality are available at an additional cost.

Current Promotions

- Join us for a free webinar on Tuesday, April 9th (2pm ET) to see the Tree Tracker Inventory App in action and learn about our **FREE** Earth Day / Arbor Day Tree Planting Tracker. A lucky winner will be drawn at the end of the webinar receiving a 1-year subscription for the app (**\$850 value**)! All you have to do is (1) attend the webinar, and (2) forward this email to colleagues who would be interested (Cc: info@planitgeo.com to qualify). We will randomly draw a winner from those who attend and recruit at least 3 others to (preferably from outside your city or organization).
- Now through June 1, 2013, **save 15%** on a 1-year or **save 25%** on a 3-year subscription!

Please contact us with any questions. From the team at Plan-It Geo, thank you for considering this new and exciting tree inventory app.

Sincerely,



Ian S. Hanou

Owner | Director, Business Development

ianhanou@planitgeo.com

(303) 503-4846

