

Technology is reshaping the future of urban forestry, and this summit presents an opportunity for you to stay ahead. Join industry leaders, innovators, and practitioners for an event focused on the practical tools and data driving smarter, more efficient urban forest management.

From software to hardware, we'll explore how new technologies are helping communities make informed decisions, protect public spaces, and maximize the value of every dollar invested. Attendees will learn actionable strategies to strengthen the workforce, enhance urban livability, and create healthier, more vibrant neighborhoods worldwide.

Agenda

9:00-9:20 | Check-in and Networking

9:20-9:30 | Welcome and Event Overview: Ian Hanou, CEO and Founder PlanIT Geo

Kick off the summit with a warm welcome from the event host, which will include an overview of the day's learning objectives and activities. This will set the stage for how the sessions connect and how the event supports innovation, efficiency, and collaboration in urban forestry and arboriculture.

9:30 – 10:00 | Street-Level LiDAR & Mobile Mapping: Capabilities and Limitations: Russ Warnock, Senior Sales Developer, PlanIT Geo

Discover how PlanIT Geo is utilizing street-level mobile mapping systems to enhance tree inventories, inspections, and data visualization. Learn the strengths and limitations of mobile LiDAR, and gain a realistic understanding of its applications for municipalities and consultants.

10:00 – 10:45 | LiDAR's Got Your Back: Innovation and Analysis: Ian Hanou, PlanIT Geo & SongLin Fei, Ph.D., Purdue University

A look into next-generation LiDAR systems for backpacks and drones. Purdue's academic research & development, combined with PlanIT Geo's expert consulting services and TreePlotter software suite, demonstrate how mobile data collection, processing, and interpretation can inform smarter urban forest management, including in hard-to-access areas.

10:45 – 11:15 | The Detroit Tree Census Project: Dr. Andrew Brenner, NV5 Geospatial

Learn how the Tree Census approach goes beyond standard street tree assessments by mapping all dominant trees in a city. This method highlights their value to the community, enables residents to interact with and provide feedback on neighborhood trees, and models how planting campaigns will shape urban forests over time.

11:15 – 11:30 | Panel Discussion & Q&A over Snacks

Grab a snack and enjoy a moderated discussion and Q&A with presenters. Attendees will explore real-world workflows, lessons learned, and future innovations in applied forestry data collection.

11:30 – 12:00 | Outdoor Tech Demo + Group Photo: SongLin Fei, Ph.D., Purdue University and Event Team

Experience a live demonstration of Purdue's backpack LiDAR system in action. This brief, interactive outdoor session will include a fun "tech surprise" and group photo.

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12:00 – 12:30 | Heat & Health: Protecting Vulnerable Communities: Jared Hanley, NatureQuant
Explore how spatial data and heat risk modeling are being applied to identify strategies for improving health in vulnerable populations, prioritize tree planting and other urban greening, and build resilience against climate-driven health risks.

12:30 – 1:00 | Informed Decision Making: Harnessing Data to Advance Tree Equity and Just Urban Forest Policy: Drue Epping, Regional Director, American Forests
Hear about real-life applications of using data for advocating for and advancing Tree Equity in cities, and how tools such as Tree Equity Score and Tree Equity Score Analyzer dovetail with and are used alongside other technologies such as TreePlotter, and how they can be used for monitoring and modeling progress toward Tree Equity.

1:00 – 1:45 | Lunch & Networking

1:45 – 2:30 | The Future of TreePlotter: Roadmap & Innovations: Ian Hanou, PlanIT Geo
Be among the first to preview PlanIT Geo’s 2026 roadmap for TreePlotter. Learn about the new TP Mobile web app, enhanced workflows, and upcoming features designed to maximize efficiency for cities and consultants. In addition, hear about GIS data products, such as analysis of the 3+30+300 Rule, which inform planting and policy decisions.

2:30 – 3:00 | Geospatial Tools as Core Technology: Streamlining Project Intake and Measuring Impact at the Arbor Day Foundation: Derrick Frese, Director, GIS
Discover how the Arbor Day Foundation leverages geospatial technology to track tree planting proposals and highlight project accomplishments. This session will walk through the full project lifecycle, from partner proposal intake to showcasing impact on a funder-facing dashboard.

3:00-3:15 | Afternoon Break

3:15 – 3:45 | Peer Exchange + Open Q&A
An open forum for attendees to engage with all presenters. This session encourages participants to share insights, ask questions, and identify actionable strategies for advancing urban forestry through the use of technology.

3:45 – 4:00 | Closing & Next Steps
Final reflections and takeaways from the day. Presenters will highlight key insights, and attendees will leave with clear strategies to apply in their communities.

**Free
Happy
Hour**

4:00 - 6:00
Relax and connect with fellow attendees over drinks and light bites. Open to all conference participants and you’re welcome to bring a friend!

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