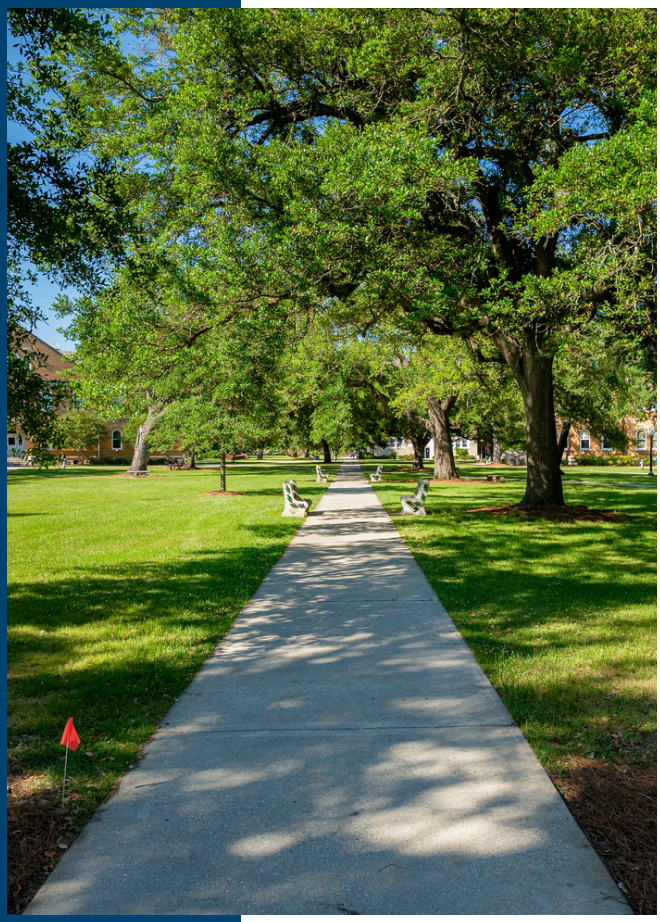
PlanITGeo
developers of TreePlotter

CAMPUS CLIENT HIGHLIGHT

# Smarter Urban Forest Management for Corporate Campuses



## INTRODUCTION

Corporate campuses in the tech sector are increasingly recognized not just as workplaces but as living landscapes that foster well-being, sustainability, and operational excellence. This case study explores how a global technology leader transformed its urban forest management—ensuring both day-to-day efficiency and long-lasting environmental benefits—through smart technology and ongoing partnership.

## SMARTER URBAN FOREST MANAGEMENT FOR CORPORATE CAMPUSES

A global technology company oversees a vast corporate campus featuring thousands of trees spanning dozens of acres. Designed as both a productive workspace and a green retreat, the campus landscape supports leadership goals, operational teams, and employee well-being.

## THE CHALLENGE

### Fragmented Data and Workflows

Grounds managers lacked a centralized system to view, manage, and act on the full scope of tree data, making it difficult to prioritize work, coordinate contractors, or justify budget decisions.

### Inefficient Contractor Management

With multiple contractors operating in siloed systems, there was no shared view of ongoing work, tree inventory status, or accountability. This slowed response times and created operational blind spots.

### Limited Proactive Planning

Without reliable data, it was nearly impossible to proactively address pest outbreaks, storm damage, or maintenance cycles—posing a risk to the landscape's health and reputation.

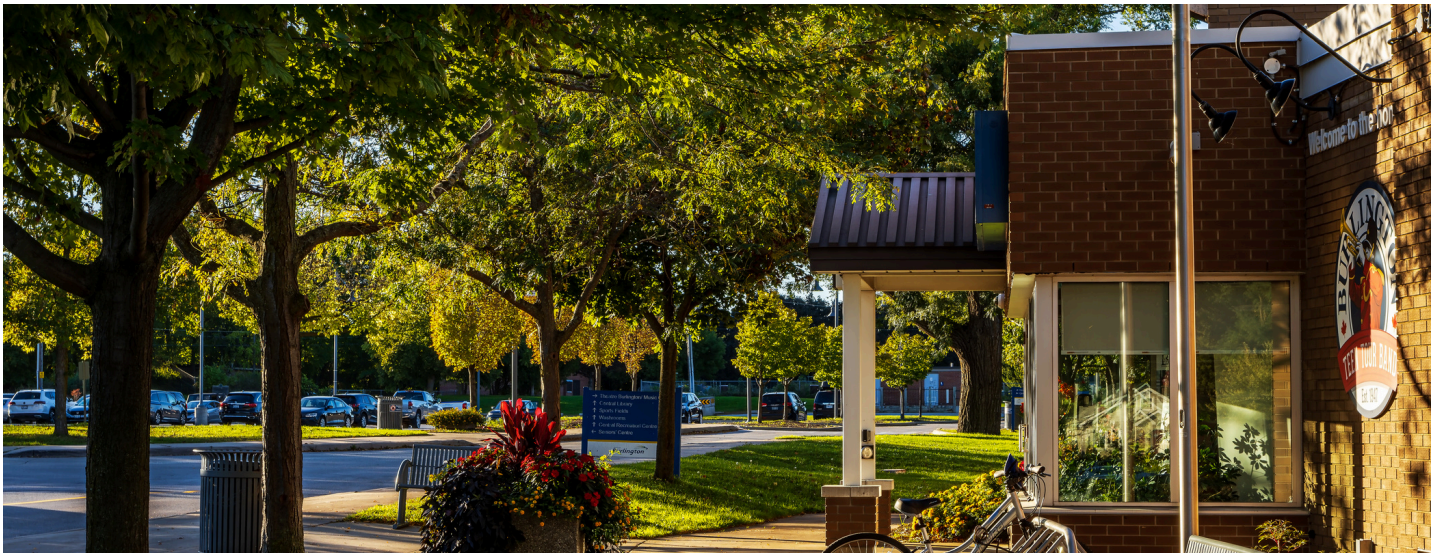
## GOALS

**Streamline Urban Forestry Operations**
Deploy a single platform for visualizing, managing, and communicating campus-wide tree data.

**Enable Data-Driven Decisions**
Provide insights and reports to inform decisions about tree health, species diversity, risk mitigation, long-term investment, and ecosystem benefits (e.g., carbon sequestration, stormwater retention, improved air quality).

**Support Stakeholder Alignment**
Ensure internal staff and external contractors share access to current, accurate, and actionable tree inventory data.

**Demonstrate Environmental Impact**
Quantify ecological benefits to track progress against corporate sustainability goals and communicate tangible value to both internal and external stakeholders.



## THE SOLUTION

**Technology Implementation**
TreePlotter INVENTORY and the Eco-Benefits module were deployed to centralize operations, quantify the campus canopy's ecological impact, and facilitate best-practice data management.

**Cross-Team Rollout**
Internal staff and contractors were jointly onboarded, creating an integrated system for real-time data input, visibility, and collaboration.

**Targeted Training**
All stakeholders received hands-on training in data collection, reporting tools, and maintenance workflows, ensuring both consistency and accuracy across decentralized teams.

**Ongoing Partnership**
Annual visits from PlanIT Geo's Field Services team—comprising certified arborists—ensure that inventories, observations, and photo documentation remain up-to-date. This continuous support guarantees the data's reliability and reinforces a long-term commitment to success.

## MEASURABLE RESULTS

| Metric | Before TreePlotter | After TreePlotter |
|---|---|---|
| Contractor Maintenance Costs | Baseling | 19% reduction |
| Urban Forest Condition | Good | Excellent |
| Proactive Issue Management | Limited | Highly targeted |
| Stakeholder Satisfaction | Moderate | Significantly improved |

***"TreePlotter has been a game changer. We take pride in our campus landscape, and now we have the tools to protect and manage it with precision. From catching early signs of pest outbreaks to keeping our contractor work efficient and accountable, TreePlotter lets us drill down to any tree, anytime."***

## CONCLUSION

By integrating TreePlotter and forging a sustained partnership with annual on-site inventories, this corporate campus unlocked a smarter, more connected approach to urban forest management. The result is a healthier landscape, robust data-driven decision making, and measurable contributions to the company's sustainability leadership—benefiting employees, the community, and the industry at large.

Looking forward, this model sets the standard for tech campuses and other forward-thinking organizations to use TreePlotter tools for managing data, telling their environmental story, and building a positive, enduring reputation in urban forest stewardship.

*Centralize your campus tree management, boost sustainability, and demonstrate real eco-impact with TreePlotter. Partner with PlanIT Geo to make your landscape a model of innovation, efficiency, and leadership. Contact us to get the conversation started.*