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**To:** Bryan McFadden

**For:** Land Cover and Tree Canopy

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## Background

### PlanIT Geo

Founded in 2012, PlanIT Geo is a services and software company specializing in urban forestry, risk tree management, software development, planning, and GIS. Our staff include ISA Certified Arborists and Board Certified Master Arborists, ISA Municipal Specialists, ISA Tree Risk Assessment Qualified (TRAQ) personnel, urban foresters, GIS professionals, software developers, project managers, and technical support.

PlanIT Geo provides contractual services including tree inventories and risk assessments using TreePlotter<sup>TM</sup> software, urban forest and risk tree planning, tree inventory and management software, land cover mapping (LiDAR/multispectral imagery), tree canopy assessments, GIS analysis, and i-Tree studies. Over 500 communities, nonprofits, and state/local governments throughout the United States, Canada, and Australia have employed our team to perform tree inventories, write tailored management plans, and conduct tree canopy assessments. The company is organized into four unique departments to provide specialized services: Consulting, GIS, Inventory, and Software.

### EarthDefine

EarthDefine is an organization that specializes in geospatial data analytics and mapping solutions. Their primary focus is on utilizing advanced technologies such as machine

learning and satellite imagery to extract valuable insights about the Earth's surface and its features. EarthDefine offers a range of services, including land cover mapping, urban development analysis, and environmental monitoring.

One of EarthDefine's core offerings is land cover mapping, where they utilize high-resolution satellite imagery and advanced algorithms to classify and map various land cover types. This information is vital for understanding and managing ecosystems, assessing changes in vegetation, and monitoring land use patterns. By providing accurate and up-to-date land cover data, EarthDefine enables organizations and policymakers to make informed decisions related to conservation, urban planning, and natural resource management.

### PlanIT Geo and EarthDefine Partnership

In 2021, **PlanIT Geo** and **EarthDefine (ED)** signed an executive agreement whereas PlanIT Geo would become the exclusive reseller of ED data, including NAIP imagery and raw raster data.

# Pricing options

## 2024 or 2025 Union County, North Carolina - Land Cover Data, county wide

- Total of 640 square miles
- 60cm final classified single band raster pixel resolution
- Delivered in ESRI Geodatabase(s)
- 7 Land Cover Classes: Tree Canopy, Tree Canopy over Impervious, Impervious, Water, Bare Soil, Herbaceous, Shrub

Option 1 - Most restrictive
This pricing option is for data delivery for analysis and derivatives of that analysis, but does not allow for the customer to provide a copy to another individual, external company, organization or entity.
Full Land Cover Data <b>\$36,216</b>

Option 2 - Shareable with one other party
This pricing option allows for data delivery and customers can share the data with another organization, e.g. a city can share it with a college or a nonprofit, or 2 nonprofits share with each other. Does not allow for making the data publicly downloadable.
Full Land Cover Data <b>\$54,324</b>

Option 3 - Unrestricted license
Public domain, unrestricted license and access to the data for download and distribution with any other entity or entities. The customer and its partners cannot resell the data and it cannot be used to reverse engineer the machine learning algorithms.
Full Land Cover Data <b>\$72,432</b>