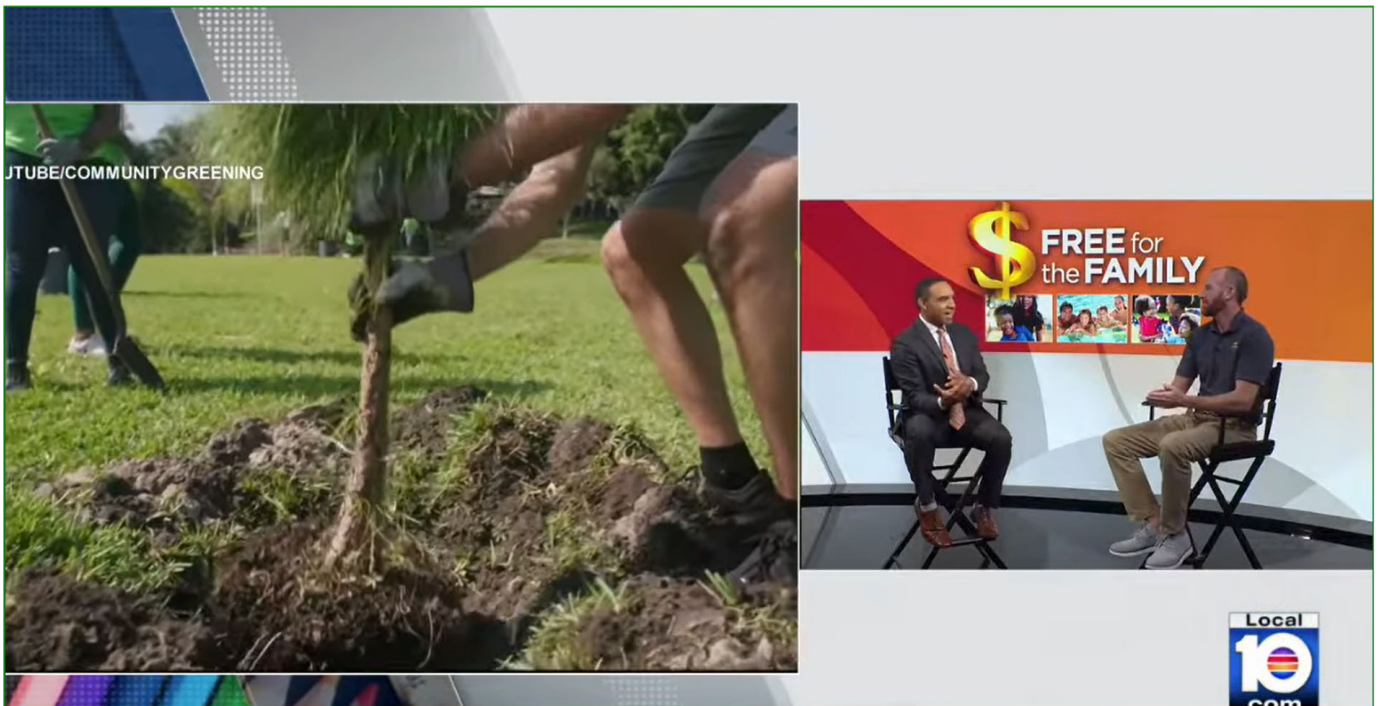


Example: Earned Media - TV, Online, and Print Media

Screenshot below from [WPBF Highlight during Earth Day](#)



Screenshot below from a [WPLG Local 10 Feature on Free for the Family segment](#)



Screenshot below from a [Palm Beach Post](#) article about a [Countywide giveaway](#)



Screenshot below from a [WPBF Tree Giveaway Promotion](#)



Screenshot below from [Tap Into Boca Raton](#)

The screenshot shows the 'Tap Into Boca Raton' website. At the top, there is a weather widget showing 77° F and a search bar. Below the navigation bar, the page is categorized under 'Environment'. The main headline reads 'Boca Raton Residents Can Receive Free Trees at Spanish River Park Giveaway'. Below the headline is a photograph of two people, a woman and a man, both smiling and holding potted trees. The woman is wearing a white shirt and a tan hat, while the man is wearing a blue t-shirt. The background shows other people and trees at an outdoor event. Below the photo, there is a caption: 'Community Greening and the City of Boca Raton will give away free trees to residents at Spanish River Athletic Park on Oct. 4. Photo Credit: Community Greening/Facebook'.

Screenshot below from [South Florida Sun Times](#)

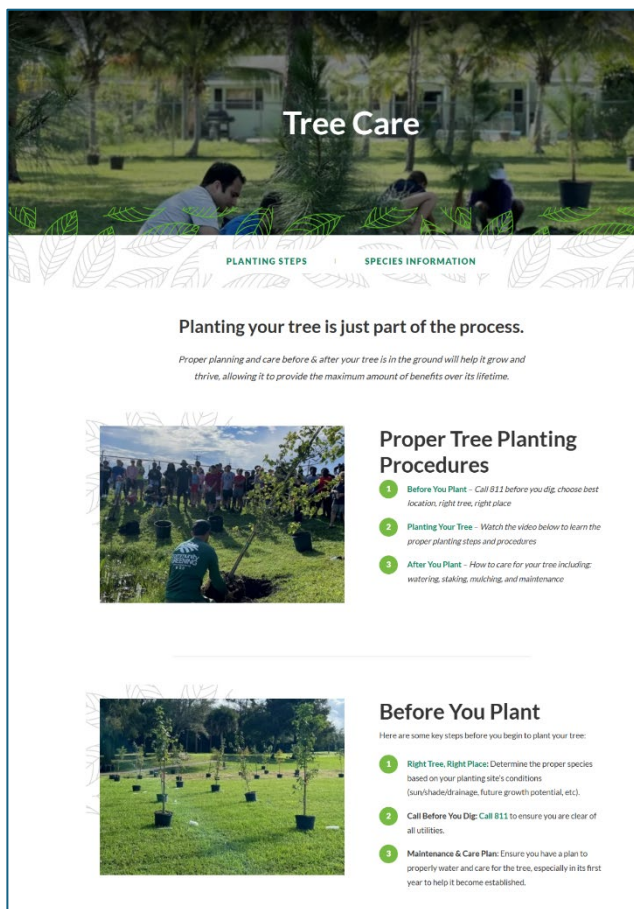
The screenshot shows the 'South Florida Sun Times' website. The logo is prominently displayed at the top. Below the logo, the date 'November 30, 2023' is shown, along with social media sharing options for Facebook and Print. The main text of the article reads: 'The Hallandale Beach Community Redevelopment Agency (HBCRA) is excited to announce a partnership with Community Greening to host a series of free tree giveaways in Hallandale Beach. The HBCRA has set an ambitious goal to increase the City's tree canopy coverage over the next few years to combat having one of the lowest canopy coverages in Broward County.'

Screenshot below from [South Florida on the Cheap](#)

The screenshot shows the 'South Florida on the Cheap' website. The header includes the site's logo and tagline 'Frugal fun in Miami, Broward, Palm Beach and the Keys'. Below the header is a navigation menu with categories like 'Attractions & Museums', 'Entertainment & Arts', 'Culture Vibe', 'Food & Drink', 'Kids' Stuff', 'Free Events', 'Events Calendars', 'Sports & Nature', 'Shopping & Deals', and 'Miami News and Events'. The main content area features an article titled 'Free tree giveaway for Boca Raton city residents' posted by Mary Lou Cruz. The article text states: 'Beginning at 9 a.m. on Saturday, July 13, 2024, residents (only) of Boca Raton, will be eligible to receive two free trees per household, while supplies last. This tree giveaway is a celebration of the Greater Boca Raton Beach and Park District's 50th Anniversary, and Park and Recreation Month in cooperation with Community Greening.' The location is listed as 'Patch Reef Park: 2000 Yamato Road.' A list of 'Native and fruit species available' includes Florida Keys Blackbead, Paradise Tree, Mulberry, and White Guava.

Online Public Education Materials: Ecosystem Benefits and Urban Forestry

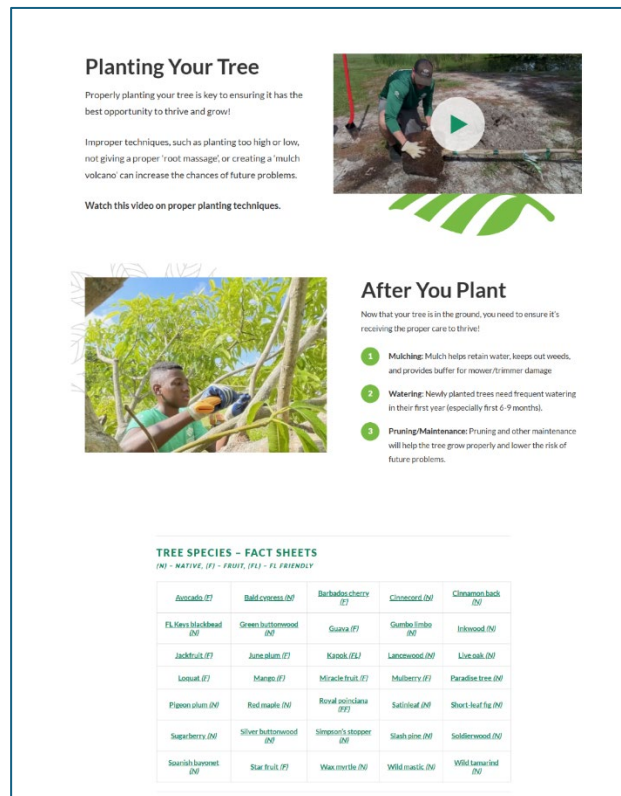
Community Greening’s website is a dynamic tool for public education, offering clear, accessible guidance on how to plant, water, prune, and care for trees through step-by-step instructions and engaging videos. The site also highlights the many environmental, economic, and health benefits of trees and a thriving urban forest, helping residents understand how their participation strengthens the community. Because the information is delivered online, it is available anytime and can be updated quickly. A key advantage of this digital format is that modern websites can be easily translated by web browsers into multiple languages, ensuring that tree care knowledge is readily available to people of all backgrounds.



Images from webpage:

<https://communitygreening.org/tree-care>

Residents who receive a free tree to plant on their property through tree giveaways and drop-off programs receive information on “right tree, right place” tree species and site selection, and proper planting and maintenance procedures on our Tree Care page.



Planting information includes a detailed instructional video. Species specific information on trees distributed through Community Greening’s giveaway and drop off programs is also available on the Tree Care page.

TREE SPECIES - FACT SHEETS
(N) - NATIVE, (F) - FRUIT, (FL) - FL FRIENDLY

Australian (F)	Bald Cypress (N)	Barbados cherry (F)	Citronced (N)	Cinnamon bark (N)
Fl. King Bird (N)	Green buttonwood (N)	Guava (F)	Guaiac Limbo (N)	Inkwood (N)
Jackfruit (F)	Jute palm (F)	Kaohi (FL)	Lantana (N)	Live oak (N)
Loual (F)	Mango (F)	Miracle fruit (F)	Mulberry (F)	Paradise tree (N)
Pigeon palm (N)	Red maple (N)	Royal poinciana (F)	Salt cedar (N)	Short leaf fig (N)
Superberry (N)	Silver buttonwood (N)	Simon's stopper (N)	Slack pine (N)	Soldierwood (N)
Spanish bonnet (N)	Star fruit (F)	Wax myrtle (N)	Wild mango (N)	Wild tamarind (N)

Online Public Education Materials: Ecosystem Benefits and Urban Forestry

Information is presented in a variety of formats to engage different types and levels of learners, ensuring that everyone can access and understand the material in a way that works best for them. Clear written guides, visual graphics, and instructional video and webinars support visual, auditory, and hands-on learners alike. By offering multiple approaches to each topic, Community Greening's website creates an inclusive learning environment that helps residents build confidence in their understanding of urban forestry and encourages participation in the City-funded activities.



Images from webpage:

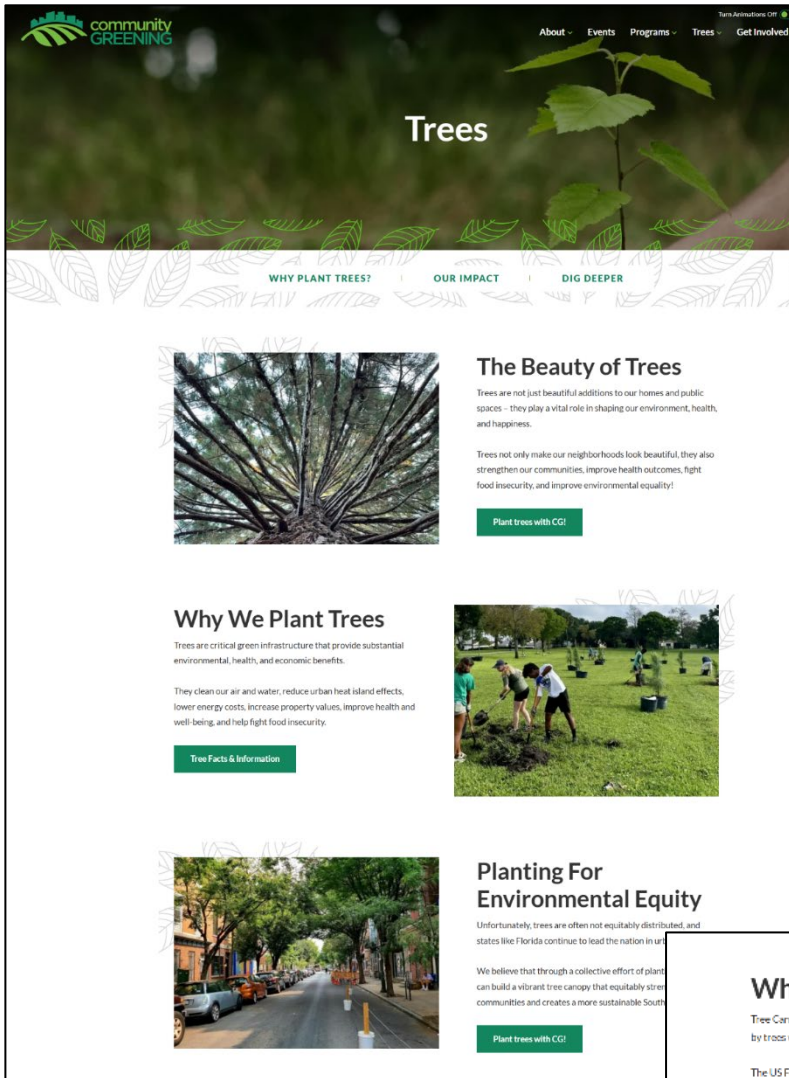
<https://communitygreening.org/trees>

The Tree Facts webpage features easy-to-understand statistics about the ecobenefits of trees. It also includes links to peer-reviewed research and helpful resources from partner organizations, giving residents access to reliable, science-based information.

Amazing Tree Facts

What are trees doing for our neighborhoods & communities? Much more than you might expect. Learn a little more about the amazing things trees are doing for us on a daily basis!

- Clean Our Air & Water**
Trees serve as nature's filters, and play a vital role in removing pollutants from the air and our water systems.
"Air pollution removal by urban trees and shrubs in the United States" - Nowak
- Reduce Extreme Heat Effects**
Trees provide valuable shade that can reduce temperatures by an average of 30°. Trees properly planted near buildings will also help reduce energy usage needed for cooling.
"The Effects of Trees on Summertime Below Canopy Urban Climates" - South
- Reduce Energy Usage**
Planting of urban trees is an inexpensive and effective measure that can be used to combat Urban Heat Island effects.
"Cool surfaces and shade trees to reduce energy use and improve air quality in urban areas" - Albari
- Reduce Air Pollution**
Trees planted along roadways near homes can reduce indoor air pollution by up to 50%.
"Impact of Roadside Tree Lines on Indoor Concentrations of Traffic-Derived Particulate Matter" - Mahes, et al.
- Improve Health & Wellness**
Trees not only improve upon the beauty of a neighborhood but they can increase resident's health and mental well being.
"The benefits of trees for livable and sustainable communities" - Turner-Skuff
- Fight Food Insecurity**
Planting urban fruit trees can help promote food sustainability and reduce food deserts & food insecurity.
"The benefits of trees for livable and sustainable communities" - Turner-Skuff
- Carbon Collection**
The average tree absorbs an average of 10 kilograms, or 22 pounds, of carbon dioxide per year for the first 20 years.
"How much CO₂ does a tree absorb?" - Bennett
- Lower Crime Rates**
Numerous studies have shown the positive societal impacts that trees have, including helping to reduce crime. Research shows that there is a strong association between increased tree cover and lower crime rates, even after accounting for socio-economic variables such as income, housing age, ruralness, race, and housing type.

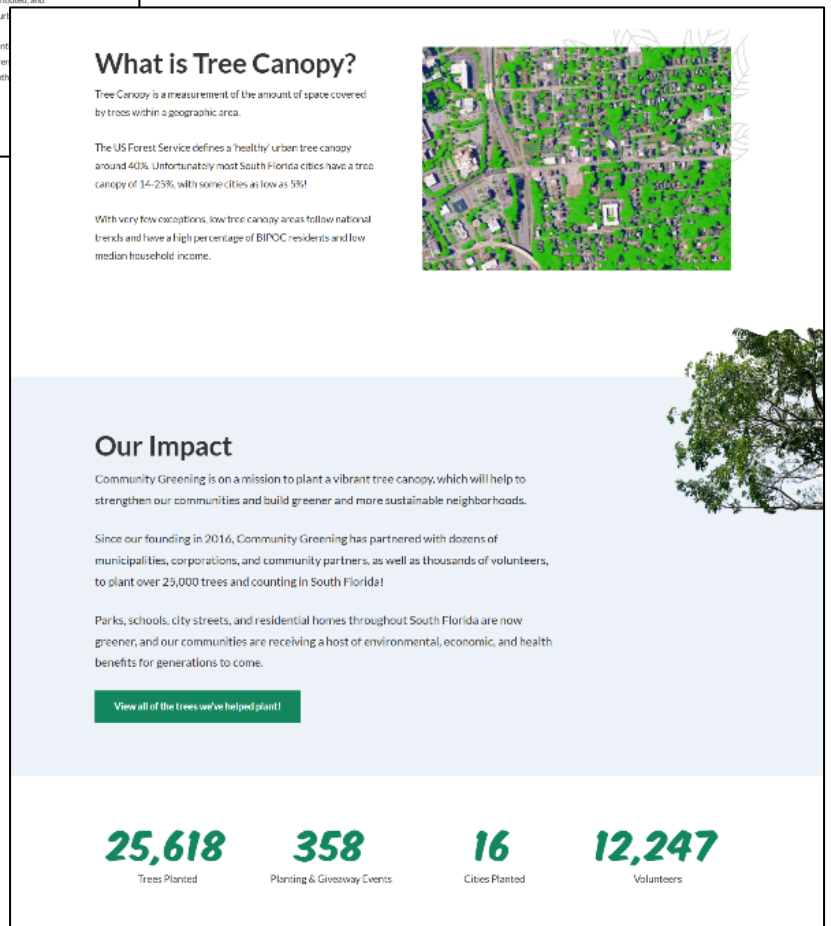


Images from webpage:

<https://communitygreening.org/trees>

The Trees Overview page highlights the beauty and value of trees, inspiring residents to take part in planting efforts that strengthen their neighborhoods. It explains the importance of urban tree canopy in improving environmental quality and enhancing community well-being.

The page also features a link to Tree Plotter, Community Greening’s online tree database, where visitors can explore local tree data and see the results of ongoing urban forestry efforts on a local and regional scale.

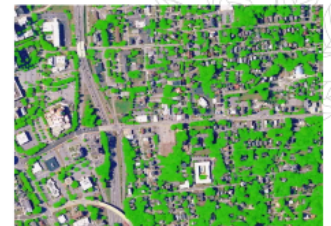


What is Tree Canopy?

Tree Canopy is a measurement of the amount of space covered by trees within a geographic area.

The US Forest Service defines a 'healthy' urban tree canopy around 40%. Unfortunately most South Florida cities have a tree canopy of 14-25%, with some cities as low as 5%!

With very few exceptions, low tree canopy areas follow national trends and have a high percentage of BIPOC residents and low median household income.



Our Impact

Community Greening is on a mission to plant a vibrant tree canopy, which will help to strengthen our communities and build greener and more sustainable neighborhoods.

Since our founding in 2016, Community Greening has partnered with dozens of municipalities, corporations, and community partners, as well as thousands of volunteers, to plant over 25,000 trees and counting in South Florida!

Parks, schools, city streets, and residential homes throughout South Florida are now greener, and our communities are receiving a host of environmental, economic, and health benefits for generations to come.

[View all of the trees we've helped plant!](#)

25,618
Trees Planted

358
Planning & Giveaway Events

16
Cities Planted

12,247
Volunteers

Community Greening actively promotes events and urban forestry initiatives through a variety of channels to reach diverse audiences. Our website's events page serves as a central hub where visitors can find up-to-date information about volunteer opportunities, tree giveaways, and community plantings.

Social media platforms are also a key tool, with posts frequently shared and reposted by individuals, local organizations, and community groups, helping to expand our reach and engage new participants.

Community Greening also utilizes online platforms that reach both broad and targeted audiences, including forums, discussion boards, and local family- and community-focused blogs, allowing us to connect with residents who may not otherwise be aware of our programs.

Earned media coverage in television and print outlets further amplifies our message, highlighting recent and upcoming events and encouraging public participation. By leveraging multiple methods and platforms, we ensure that information about our events and initiatives reaches as many community members as possible, fostering greater awareness and involvement in growing a healthier urban forest.

VENDOR REFERENCE FORM

City of Hollywood Solicitation #: RFP-364-26-JJ
 Reference for: Community Greening Corp

Organization/Firm Name providing reference: City of Boca Raton

Organization/Firm Contact Title:

Name: Tina Batoh-Jennings Sustainability Manager

Email: cbatohjennings@bocaraton-fl.gov Phone: 561-393-7997

Name of Referenced Project: Tree Canopy Enhancement Contract No: various projects- recently won

Date Services were provided: Sept. 2024 - present Project Bid 2026-002-RA

Referenced Vendor's role in Project: Prime Vendor Subcontractor/ Subconsultant

Would you use the Vendor again? Yes No. Please specify in additional comments

Description of services provided by Vendor (provide additional sheet if necessary):

Community Greening has performed various tree giveaways and dropoffs to residents, and leads a community Arbor Day planting in a local park. In FY25, 565 trees were given away or installed. The City's administration and elected officials were pleased with the progress in enhancing canopy coverage and allocated \$200K for FY26 to expand the program. Community Greening won the bid for this work and is on track to give away or install over 1,100 trees by Sept. 30 2026.

Please rate your experience with the Vendor	Need Improvement	Satisfactory	Excellent	Not Applicable
Vendor's Quality of Service				
a. Responsive	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Accuracy	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Deliverables	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Vendor's Organization:				
a. Staff expertise	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Professionalism	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Staff turnover	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Timeliness/Cost Control of:				
a. Project	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Deliverables	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Additional Comments (provide additional sheet if necessary):

Community Greening is an excellent vendor for tree giveaway and installation programs. They handle the logistics and execution of each project seamlessly, and are always responsive to purchaser needs and queries.

****THIS SECTION FOR CITY USE ONLY****					
Verified via:	Email:	<input type="checkbox"/>	Verbal:	<input type="checkbox"/>	Mail: <input type="checkbox"/>
Verified by:	Name:				Title:
	Department:				Date:

VENDOR REFERENCE FORM

City of Hollywood Solicitation #: RFP-364-26-JJ
 Reference for: Community Greening

Organization/Firm Name providing reference: Ciy of Boynton Beach

Organization/Firm Contact Name: Alannah Irwin Title: Sustainability & Resiliency Administrator
 Email: irwina@bbfl.us Phone: 561-742-6415
 Name of Referenced Project: COBB Tree Giveaway Program Contract No: 25- 01823
 Date Services were provided: FY2025-2026 Project Amount: \$49,997.00

Referenced Vendor's role in Project: Prime Vendor Subcontractor/
 Subconsultant
 Would you use the Vendor again? Yes No. Please specify in additional comments

Description of services provided by Vendor (provide additional sheet if necessary):
 Community Greening has provided support to the City of Boynton Beach's tree canopy enhancement program, providing between 800-1000 trees per year. Community Greening provides not only the trees, but personnel and materials for giveaway events, as well as program support and time to meet regarding tree canopy strategic planning.

Please rate your experience with the Vendor	Need Improvement	Satisfactory	Excellent	Not Applicable
Vendor's Quality of Service				
a. Responsive	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Accuracy	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Deliverables	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Vendor's Organization:				
a. Staff expertise	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Professionalism	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Staff turnover	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Timeliness/Cost Control of:				
a. Project	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Deliverables	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Additional Comments (provide additional sheet if necessary):
 The City of Boynton Beach has also worked with Community Greening on various other projects, such as tree plantings and tree canopy assessment. We are also working them on a grant-funded project to pilot a tree-drop off program to give trees directly to residents

****THIS SECTION FOR CITY USE ONLY****				
Verified via:	Email: <input type="checkbox"/>	Verbal: <input type="checkbox"/>	Mail: <input type="checkbox"/>	
Verified by:	Name:	Title:		
	Department:	Date:		

VENDOR REFERENCE FORM

City of Hollywood Solicitation #: _____
 Reference for: _____

Organization/Firm Name providing reference: City of Delray Beach

Organization/Firm Contact **Title:** _____

Name: Chris Chitester Sustainability and Resilience Officer

Email: chitesterc@mydelraybeach.com **Phone:** (561) 243-7152

Name of Referenced Project: Delray Beach Tree Planting Program **Contract No:** _____

Date Services were provided: 2021 to Present **Project Amount:** \$1,500,000

Referenced Vendor's role in Project: **Prime Vendor** **Subcontractor/ Subconsultant**

Would you use the Vendor again? **Yes** **No. Please specify in additional comments**

Description of services provided by Vendor (provide additional sheet if necessary):
 Plan and implement citywide Tree Planting Program. Organized plantings on city properties and partner properties. Coordinated tree giveaways and innovative tree drop off program.

Please rate your experience with the Vendor	Need Improvement	Satisfactory	Excellent	Not Applicable
Vendor's Quality of Service				
a. Responsive	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Accuracy	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Deliverables	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Vendor's Organization:				
a. Staff expertise	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Professionalism	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Staff turnover	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Timeliness/Cost Control of:				
a. Project	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Deliverables	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Additional Comments (provide additional sheet if necessary):

****THIS SECTION FOR CITY USE ONLY****						
Verified via:	Email:	<input type="checkbox"/>	Verbal:	<input type="checkbox"/>	Mail:	<input type="checkbox"/>
Verified by:	Name:				Title:	
	Department:				Date:	