

## E. Approach to Scope of Work

### **IMPLEMENTATION NARRATIVES**

#### **Tree Planting**

Upon contract award, Community Greening will meet with City representatives and the Community Engagement Firm to review the approved planting corridors and receive updates on community outreach and resident buy-in for tree plantings within public rights-of-way adjacent to private property. These coordination meetings will confirm priority blocks, planting constraints, municipal standards, and any site-specific considerations such as sidewalk clearances, driveway aprons, visibility triangles, and existing underground or overhead infrastructure.

To maximize efficiency and minimize disruption to residents and traffic, Community Greening will arrange individual tree plantings in logical groups or contiguous blocks. This approach allows planting activities to be completed within a short time frame and reduces repeated mobilization. Community Greening will develop site plans identifying tree locations, spacing, and approved species in accordance with the City's right-of-way planting standards and the RFP requirements. Trees will be sourced from nurseries with considerations such as proper size, species diversity, and suitability for urban conditions, including canopy spread and long-term compatibility with utilities.

Once all required permissions are secured, including adjacent property owner approvals where applicable, the subcontractor, General Landscaping Corp. (EIN #65-0163794), will request utility locates through the appropriate one-call system to identify underground utilities. Following clearance, planting holes will be excavated to the dimensions specified in the RFP and City standards, accounting for root flare depth, soil conditions, and available planting space within the right-of-way. Excavation and installation will be conducted in a manner that maintains pedestrian access and traffic flow where possible and restores disturbed surfaces as required.

Community Greening will deliver the trees to each planting site and oversee installation to ensure proper placement, orientation, and depth. Trees will be backfilled with existing or approved amended soil, mulched to City specifications to retain moisture and suppress weeds, and staked and secured as needed to promote stability without restricting trunk movement. Each tree will receive initial watering at the time of planting.

Following installation, Community Greening will provide ongoing watering, monitoring, and maintenance for a one-year establishment period. This includes routine inspections, corrective pruning, adjustment or removal of stakes, replacement of mulch as needed, and supplemental

watering during dry periods. These activities ensure the long-term survival, health, and successful establishment of trees planted within the public rights-of-way.

### **Tree Giveaways**

Community Greening will work with City representatives and departments to determine the best date and place to hold the tree giveaway event. Prior to the event, Community Greening will promote the tree giveaway in coordination with the City and the Community Engagement Firm through social media, press releases, blog posts, and community calendars. Promotion and outreach examples are provided in the appendices.

During the event, each household will be eligible to select a limited number of trees, with 200 total trees available at the event. At the conclusion of the event, any remaining trees will be the property of Community Greening. Trees are 3-gallon in size to ensure that residents can fit the trees in their car or easily manage the walk home. In our experience, providing both fruit trees and Florida native/Florida friendly shade trees encourages attendance and excitement among area residents.

Community Greening will provide information about tree species and planting site requirements. Residents provide their address during the registration and eligibility confirmation process, and the species of tree they have received is tracked and recorded in our publicly available online database (Tree Plotter).

### **Educational Workshops and Community Engagement**

Community Greening's Executive Director will design and deliver up to three (3) educational workshops on tree planting for area residents with suggestions for content from City representatives and the Community Engagement Firm.

The format will be in-person and/or online as the Executive Director determines appropriate based upon registration, attendance at the first meeting, community feedback, etc. Online workshops will be recorded and available on Community Greening's website.

## TREE PLANTING DRAFT SCHEDULE

Activity Description	Months from Contract Award
Contract award, project kickoff meeting with City representatives and Community Engagement Firm; confirmation of program goals, planting corridors, and reporting requirements	Month 0
Review of community outreach status and resident buy-in for right-of-way plantings; identification of priority blocks and planting constraints	Months 0–1
Development of preliminary site plans, including tree locations, spacing, approved species, and right-of-way standards compliance	Months 1–2
Tree species selection and procurement; scheduling of deliveries aligned with planting phases	Months 1–3
Verification that City has secured required adjacent property permissions and municipal approvals are complete	Months 1–3
Coordination with subcontractor (General Landscaping Corp.) and scheduling of planting phases by block or corridor	Months 2–3
Utility locate requests and clearance for approved planting sites	Months 2–5 (rolling, by phase)
Excavation of planting holes in accordance with RFP and City specifications	Months 3–6
Delivery of trees to planting sites and installation, including backfill, mulching, staking, and initial watering (approximately 500 trees total)	Months 3–6
Traffic and pedestrian safety management during planting activities; site restoration as required	Months 3–6
Post-planting inspections and documentation of completed installations	Months 4–6

Establishment-period maintenance, including watering, monitoring, stake adjustment, and corrective care	Months 3–15 (one year following installation, overlapping plantings)
---	--

**TREE GIVEAWAY DRAFT SCHEDULE**

Activity Description	Months from Contract Award
Identification of best date and place to host tree giveaway event	Month 4
Reservation in CG Nursery and/or procurement of trees for event	Month 4 to event
Collaborative promotion of tree giveaway event	Month 4 to event
Event delivery	TBD
Requested reporting on event, including recipient addresses	TBD

## **Communication and Engagement**

Community Greening's leadership staff will engage with City representatives, the Community Engagement Firm, and the public in the following ways.

### **Executive Director**

#### *City Representatives*

- Email communications with the City's program manager and/or elected officials
- Monthly video meetings through Teams or Zoom platforms to discuss key program activities (e.g., site plans, resident feedback, tree health observations, workshop content, community outreach)

#### *Community Engagement Firm*

- Email communications in response to residents' questions within the company's purview
- Attend up to four (4) public engagement meetings organized by the Community Engagement Firm

#### *Public*

- Online and/or in-person facilitation of up to three (3) educational workshops on planting trees
- Q&A at the public engagement meetings organized by the Community Engagement Firm
- Online, print, and televised media appearances as they occur

### **Engagement and Communications Director**

#### *City Representatives*

- Email communications with the City's marketing representative or equivalent
- Ad-hoc video meetings through Teams or Zoom platforms as needed
- Presence at the monthly video meetings with the Executive Director as needed

#### *Community Engagement Firm*

- Email communications to coordinate marketing and outreach efforts for activities within the company's purview

#### *Public*

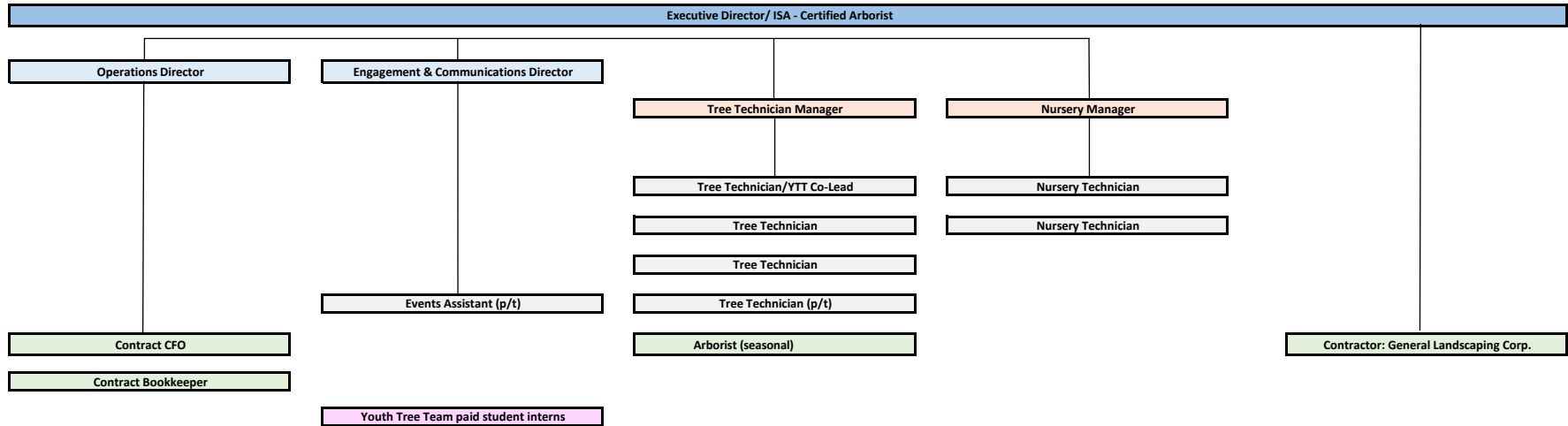
- Presence at the public engagement meetings organized by the Community Engagement Firm as needed (determined by the Executive Director)
- Online, print, and televised media appearances as they occur

### **Operations Director**

*City Representatives*

- Email communications with the City's program manager and/or Finance Department or equivalent for billing and payment
- Ad-hoc video meetings through Teams or Zoom platforms as needed
- Presence at the monthly video meetings with the Executive Director as needed

**Community Greening Organizational Chart  
2025 - 2026**



Staff at 01/2026: 10 full-time, 2 part-time

## VENDOR REFERENCE FORM

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

Organization/Firm Name providing reference: City of Delray Beach

Organization/Firm Contact Name: Chris Chitester Title: 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
<b>Vendor's Quality of Service</b>				
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"/>
<b>Vendor's Organization:</b>				
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"/>
<b>Timeliness/Cost Control of:</b>				
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:		

## VENDOR REFERENCE FORM

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

Organization/Firm Name providing reference: City 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
<b>Vendor's Quality of Service</b>				
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"/>
<b>Vendor's Organization:</b>				
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"/>
<b>Timeliness/Cost Control of:</b>				
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 #: 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

Amount: \$65,000 (previous), \$200,000 current

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
<b>Vendor's Quality of Service</b>				
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"/>
<b>Vendor's Organization:</b>				
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"/>
<b>Timeliness/Cost Control of:</b>				
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:

## G. Price Proposal

<b>Item</b>	<b>Description</b>	<b>Quantity</b>	<b>Unit Cost</b>	<b>Cost</b>
City Tree	Trees and all materials (soil, mulch, tree protectors, stakes, etc.)	500	816.81	\$ 408,405.00
Giveaway Tree	Trees and all materials (soil, pot, tree tags, etc.)	200	44.42	\$ 8,884.00
Labor	Tree installation and event staffing, etc.	1,512.42	238.34	\$ 360,470.18
Maintenance	Tree watering and maintenance activities, etc.	2,606.66	84.22	\$ 219,532.91
Administration	Program administration, marketing and promotion, financial management, education and outreach, etc.	391.7	178.07	\$ 69,750.02
				\$ 1,067,042.11

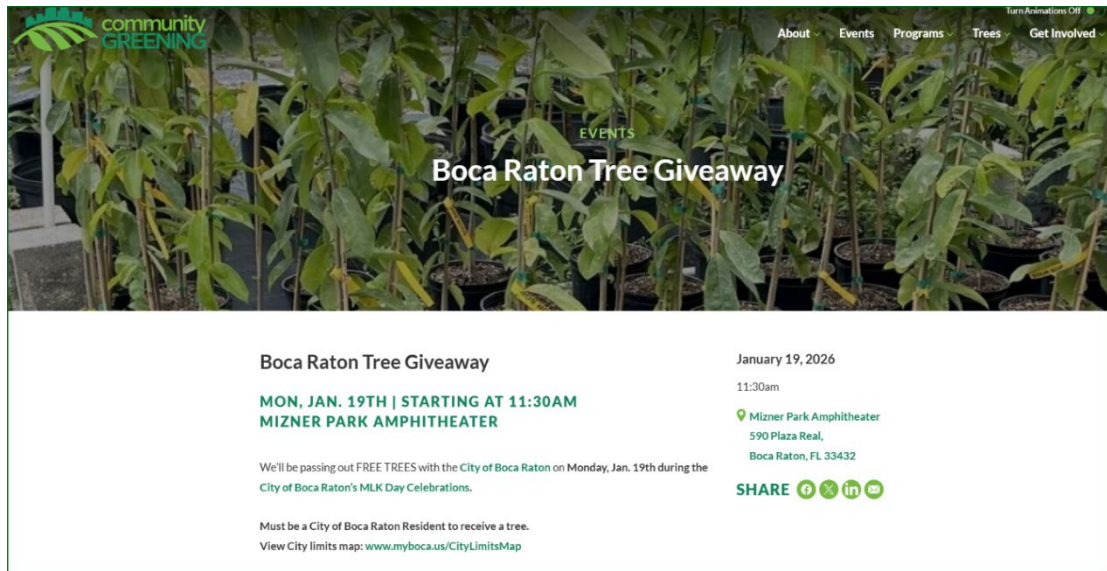
Appendix A. Outreach Materials

**Example: Community Greening Digital Flyers and Website Promotion**

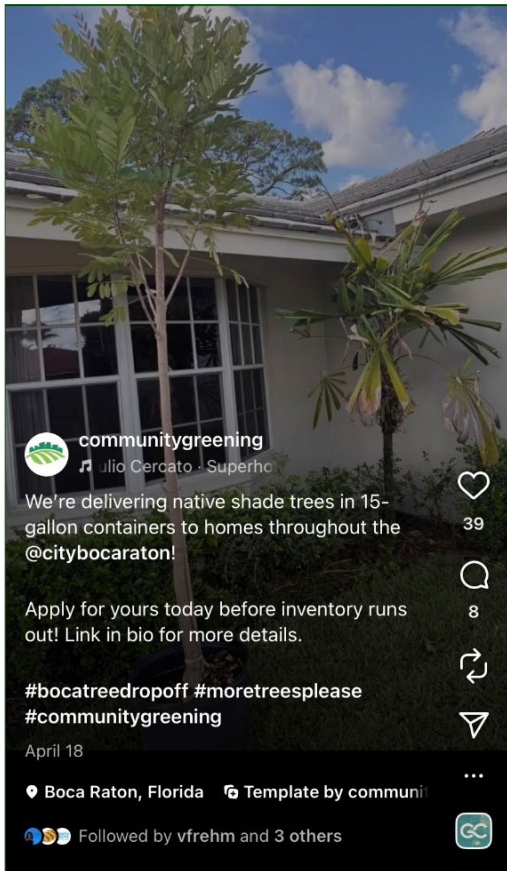
Images Below: Promotional flyers for Tree Giveaway events



Image Below: Tree Giveaway Event Page



**Example: Social Media Promotion**



Community Greening Post about Boca Drop Off Program

Partner Post of Tree Planting Event Flyer



Volunteer Group Posts



**Example: Posts on Online Discussion Boards and Volunteer Sites**

Screenshot below from [Reddit](#)

**FREE shade trees delivered to City of Boca residents!**

**City of Boca Raton Residential Tree Drop-off Program**

City of Boca Raton residents can receive a FREE Florida native shade tree in a 15-gallon container delivered right to their door!

**Species Options:**  
Paradise tree,  
Pigeon plum,  
Silver buttonwood,  
& Wild tamarind

**APPLY TODAY!**  
Receive one (1) FREE 15-gallon shade tree dropped off at your home!  
\*\*Inventory is Limited\*\*

[communitygreening.org](http://communitygreening.org)

Community Greening’s Residential Tree Drop Off program is now available in the City of Boca Raton!

City of Boca residents can apply to have a FREE 15-gallon native shade tree delivered right to their home! Multiple

Screenshot below from [Macaroni KID](#)

**EVENTS**

**Free Tree Giveaway with Community Greening at Mounts Botanical Garden**

Thursday  
August 3, 2023  
10:00 am - 12:00 pm

**Mounts Botanical Garden**  
531 N Military Trail  
Del Ray Beach FL 33415  
[561-233-1757](tel:561-233-1757)  
[Google Map](#)

**Description**

Community Greening is teaming up with corporate sponsor Meritage Homes & The Arbor Day Foundation to pass out FREE TREES on Thursday, August 3rd starting at 10 am in the Mounts Botanical Garden Entrance parking lot. This will be a Walk-up

Screenshot below from [Idealist](#)

**COMMUNITY GREENING CORP**

BOCA RATON, FL | [communitygreening.org](http://communitygreening.org)

**Mission**

Planting trees to create a more sustainable & environmentally equitable South Florida! Tree Plantings - Free Tree Distributions - Volunteer Events.

**About Us**

Community Greening is an urban forestry nonprofit on a mission to plant a greener South Florida. Join us as we plant trees throughout Broward, Palm Beach, and Martin Counties via tree planting and tree distribution events. More details available at [communitygreening.org](http://communitygreening.org)