



RFP title/number: Tree Planting Program, RFP-364-26-JJ

Firm: Community Greening Corp

Address: 3601 N. Military Trail
Social Impact Lab at Lynn University
Boca Raton, FL 33431

Telephone: 561-927-TREE (8733)

Contact Person: Adriene Tynes

Email: atynes@communitygreening.org

Date: 01/13/2026

B. Table of Contents

- C. Executive Summary 1
- D. Qualification and Experience 2
 - Tree Plantings..... 2
 - Tree Giveaways 5
 - In-Person Public Education and Workshops..... 7
 - Personnel Profiles 8
 - Mark Cassini – ISA Certification..... 9
- E. Approach to Scope of Work 13
 - Implementation Narratives..... 13
 - Tree Planting Draft Schedule 15
 - Organizational Chart..... 19
- F. References – Vendor Reference Forms 20
- G. Price Proposal 23
- Appendix A. Outreach Materials 24

C. Executive Summary

Community Greening is an urban forestry nonprofit organization established in 2016 with a mission to expand tree canopy, improve neighborhood resilience, and engage residents in the stewardship of their urban forest. Through this proposal, Community Greening seeks to partner with the City of Hollywood to deliver a comprehensive, community-centered tree planting and education program that supports the City's goals.

Under this proposal, Community Greening will provide urban forestry services that include: planting 500 shade trees on City property; distributing 200 trees to residents through a structured tree giveaway program; and facilitating educational workshops focused on tree care, planting best practices, and the benefits of urban trees. Together, these activities are designed to increase canopy coverage, enhance public spaces, and empower residents to actively participate in growing and maintaining Hollywood's urban forest.

Community Greening brings a proven track record of successfully delivering municipally funded tree planting programs throughout South Florida. The organization is led by an experienced Executive Director who is an ISA-Certified Arborist, supported by a team of urban forestry nonprofit professionals with expertise in project management, community engagement, volunteer coordination, and long-term tree care. All planting and maintenance activities will be implemented in accordance with City standards and best practices to ensure high survival rates and lasting public benefit.

By combining professional arboricultural oversight with meaningful community engagement, Community Greening offers the City of Hollywood a reliable partner capable of delivering measurable canopy gains, strong resident participation, and long-term value for the City's urban forest.

D. Qualification and Experience

Overview and Years in Operation

Community Greening was established as a 501(c)(3) urban forestry nonprofit in 2016 to equitably increase the tree canopy in South Florida. Since 2016, Community Greening has planted and distributed more than 26,000 trees in 20+ cities, villages, and towns in Broward, Palm Beach, and Martin Counties by engaging the community in local action. Community Greening is the key planting partner for ongoing tree campaigns in Boca Raton, Boynton Beach, Delray Beach, and Hallandale Beach.

All projects are tracked in an online publicly available platform on the Community Greening website: [Tree Plotter](#)

TREE PLANTINGS

Community Greening has planted 10,368 trees on public property across South Florida including rights-of-way, schools, parks, and neighborhoods with lower-than-average tree canopy coverage. Trees are planted through community events with local volunteers and stakeholders, as well as through specialized staff projects.

Community Tree Planting Events

At Tree Planting events in parks, greenspaces, and neighborhoods, Community Greening provides hands-on education about the benefits of trees and the value of a healthy urban forest. Each event begins with a tree planting demonstration, teaching participants proper techniques for planting and caring for young trees. Staff emphasize how each individual tree and every volunteer's efforts contribute to a city's broader initiative to expand tree canopy, helping participants of all ages understand the collective impact of their work on the community and environment.



One of Community Greening’s premiere 2026 tree planting projects is Dyer Park. The former landfill turned county park will boast 1,000 new shade trees by the project’s conclusion through a combination of community events and specialized staff plantings.

Specialized Staff Projects

Under the supervision of an ISA-Certified Arborist, Community Greening’s trained staff complete specialized staff projects that are not optimal for volunteer participation due to the planting site and/or the types of trees required. Examples of these projects are provided below.

Rights-of-way, Nonconforming Lots, and Railways



BRIGHTLINE PROJECT

Community Greening planted more than 3,000 native trees and plants along the Brightline railway from Lantana to Delray Beach. This unique planting project combined biological connectivity and public safety. Many of the plants used have thorns to inhibit pedestrian

crossings. Because of the thorns, they are not commonly used in the landscape palette, making them even more valuable to wildlife.

The thousands of thorny shrub and tree species form a thicket that discourages pedestrian crossings in key areas. The medium sized Florida native trees and shrubs with thorns include: Blackbead (*Pithecellobium guadalupense*), Coral bean (*Erythrina herbacea*), Florida thatch palm (*Thrinax radiata*), saw palmetto (*Serenoa repens*), sweet acacia (*Acacia farnesiana*), white indigoberry (*Randia aculeata*), and wild lime (*Zanthoxylum fagara*). Other species intermixed with thorny species include: Simpson's stopper (*Myrcianthes fragrans*), Spanish stopper (*Eugenia foetida*), Jamaican caper (*Quadrella jamaicensis*), horizontal cocoplum (*Chrysobalanus icaco*) and sabal palm (*Sabal palmetto*).

Community Greening worked with subconsultant General Landscaping Corp. to ensure successful completion of this extensive project; General Landscaping Corp. is the subconsultant included in this proposal.



DELRAY BEACH RIGHTS-OF-WAY

Community Greening has planted more than 700 trees in the rights-of-way in Delray Beach (excluding trees planted through the Brightline Project), including along Atlantic Avenue, Swinton Avenue, and near local schools. Most recently, in the summer of 2025, Community Greening installed an additional 55 new shade trees in medians around the city. Working closely with the Office of Sustainability and Resilience and other City Departments on site location and

logistics, staff planted, mulched, and staked the trees. Staff are currently watering the trees during their one-year establishment period and monitoring their ongoing health.

TREE GIVEAWAYS

Through dozens of “sold out” giveaway events, Community Greening has given away more than 14,300 shade and fruit trees across South Florida. 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 giveaways are excellent opportunities to educate the public about the benefits of trees, tree species, “right tree, right place”, proper planting methods, and the City’s Tree Planting Program. During Tree Giveaway events, Community Greening provides informational signage, and an ISA-Certified Arborist and Arborists-In-Training are on hand to answer questions and offer guidance.



Tree Tags accompany each tree distributed during Community Greening’s Tree Giveaway events. These tags include planting and care instructions, as well as species specific information (i.e., mature height/width, soil/sun needs, flower/leaf description).

THINGS TO KNOW BEFORE PLANTING YOUR TREE



CALL BEFORE YOU DIG
Several days before planting, call the national 811 hotline to have underground utilities located.

HANDLE WITH CARE
Always lift tree by the root ball.

DIGGING A HOLE
Dig 2 to 5 times wider than the diameter of the root ball with sloping sides to allow for proper root growth.

PLANTING DEPTH
The trunk flare should sit slightly above ground level and the top-most roots should be buried 1 to 2 inches.

FILLING THE HOLE
Backfill with native soil. Tamp in soil gently to fill in large air space.

MULCH
Allow 1 to 2 inch clearance between the trunk and the mulch. Mulch should be 2 to 3 inches deep.

SOURCE


Share on Social Media •   

Plant Your Tree. Give it a Name. Share on Social!
Don't forget to tag @communitygreening or use #CommunityGreening

communitygreening.org | 561-927-TREE (8733)




LIVE OAK

SCIENTIFIC NAME:..... QUERCUS VIRGINIANA
 MATURE HEIGHT (FT.):..... 60
 MATURE WIDTH (FT.):..... 40-60
 FOLIAGE:..... EVERGREEN
 FLOWERS:..... YELLOW-GREEN, INCONSPICUOUS
 EDIBLE FRUIT?:..... NO
 SEED:..... SMALL ACORN
 EXPOSURE:..... FULL SUN TO PART SHADE
 MOISTURE:..... MOIST TO DRY
 SALT WATER TOLERANCE:..... LOW
 SALT WIND TOLERANCE:..... MODERATE
 NATIVE TO S. FLORIDA?..... YES
 NATURAL RANGE:..... SOUTHEAST UNITED STATES, TEXAS, NORTHEAST MEXICO
 USDA HARDINESS ZONES:..... 7B-10B

communitygreening.org
  

THIS TAG
WAS PRINTED ON
RECYCLED PAPER

A branded, detailed planting and maintenance guide is also provided, with a QR code that links to more information on Community Greening’s website - communitygreening.org



Planting & Care



Thank you for taking home a FREE TREE to plant in your yard!
Trees are critical green infrastructure that cool our homes & neighborhoods, improve our physical and mental health, and create more resilient communities.

Your tree is ready to plant in the ground.
All trees provided by CG need to be planted in the ground, or they will not thrive. If you can't plant your tree right away, be sure to provide it with water and sunlight, or it may deteriorate quickly and potentially die.

Planting instructions & proper tree care.
See the opposite side for proper tree planting instructions. More information can be found at communitygreening.org.

Today's FREE trees were provided in partnership by:



Scan for additional planting information and a video tutorial.





BEFORE YOU PLANT
Right Tree, Right Place
 Choose the best location for your tree to thrive—accounting for species mature size, sun and shade needs, and proper spacing.
Call 811
 Ensure you are clear of all utilities.
Maintenance Plan
 Be sure you have a plan to properly water and care for the tree, especially in its first year to help it become established.

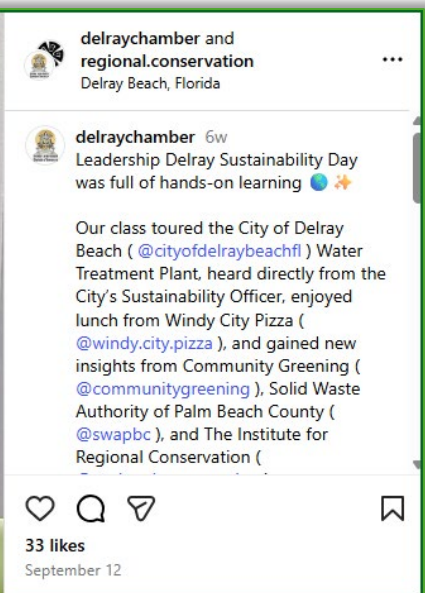
PLANTING
Handle with Care
 Always lift tree by the root ball.
Digging the Hole
 Dig 2-5 times wider than the diameter of the root ball. Bottom of hole should be flat, not v-shaped.
Proper Depth
 The root flare should be even with ground level or just slightly above (see picture). DO NOT bury your tree too low!
Back Fill
 Refill the hole with the native soil that was removed.
Mulching
 Create a ring of mulch around the tree. Leave 2-3" of room between trunk and mulch.

WATERING
Regular watering is VERY key to your tree's survival in its first year after planting.
 We recommend a 5-gallon bucket of water (or one full minute of hose watering) 3-4 times per week for the first six months, and 1-2 times for the next six months for proper establishment.

communitygreening.org | @communitygreening

IN-PERSON PUBLIC EDUCATION AND WORKSHOPS

Community Greening regularly engages the public through educational outreach that highlights the benefits of trees and local urban forestry initiatives. Staff participate in speaking engagements at community group meetings, chamber of commerce events, leadership programs, and classrooms at schools and colleges. These presentations provide residents, students, and local leaders with practical information on tree care, the importance of urban canopy, and ways to actively contribute to a healthier, greener community.



PERSONNEL PROFILES

Staff who will perform duties related to all bid activities are listed below.

Mark Cassini, Executive Director: ISA-Certified Arborist and experienced nonprofit leader with a diverse career including international work in Nairobi, Kenya and community organizing in South Florida.

Relevant Professional Experience:

Community Greening
Palm Beach County, FL
Co-Founder/Executive Director
August 2016 – present

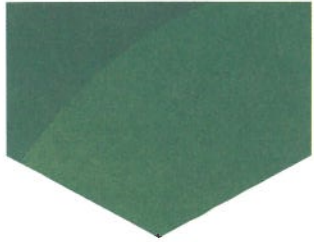
- Leads community outreach, education, and fundraising efforts for an award-winning urban forestry nonprofit serving South Florida.
- Grew annual organizational revenue from \$0 at inception to \$1,700,000 in 2025 with support from established funders including Florida Forest Service, US Fish and Wildlife Service, Children’s Services Council, and the Community Foundation of Palm Beach and Martin Counties.
- Increased staff size from zero paid staff at inception to 9 full-time and 2 part-time paid staff members.
- Successfully initiated and secured funding for a municipal tree planting campaign in the City of Delray Beach. Negotiated contracts to serve as the provider of choice for tree canopy enhancements in 20+ other cities, villages, and towns in Palm Beach, Broward, and Martin Counties.
- Received Florida Urban Forestry Council’s Outstanding Tree Advocate award in 2024.

Education:

University of the Pacific, Stockton, California
School of International Studies, Master of Arts in Intercultural Relations

Indiana University, Bloomington, Indiana
Bachelor of Arts Degree in Cultural Anthropology

Primary Roles: Administrative Oversight and Technical Expertise for all programs; Public Education Lead



TM

The International Society of Arboriculture

Hereby Announces That

Mark Cassini

Has Earned the Credential

ISA Certified Arborist®

By successfully meeting ISA Certified Arborist certification requirements through demonstrated attainment of relevant competencies as supported by the ISA Credentialing Council


Caitlyn Pollihan
CEO & Executive Director

08 April 2025

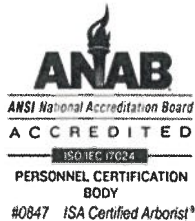
30 June 2028

FL-10271A

Issue Date

Expiration Date

Certification Number



Adriene Tynes, Operations Director: Nonprofit professional with 15+ years' experience in nonprofit structure, governance, program evaluation, and financial management.

Relevant Professional Experience:

Community Greening
Palm Beach County, FL
Operations Director
August 2021 – present

- Develops grant and contract proposals and oversees monitoring and management.
- Manages financial policies and procedures, procurement, credit card and bank transactions.
- Prepares annual organizational budget and ensures departments work within Board-approved budget.
- Manages organization insurance, filing, and compliance.
- Manages hiring and performance evaluation, payroll, employee policies and procedures.
- Supervises contracted bookkeeper and CFO, other vendor contracts and payments.
- Manages insurance, state and federal filings, and cloud-based storage systems.

Education:

Indiana University - Indianapolis
Lily Family School of Philanthropy, Master of Arts in Philanthropic Studies
School of Public & Environmental Affairs, Master of Public Affairs, Nonprofit Management

University of Florida
Bachelor of Arts Degree in English

Primary Role: Financial and Compliance Management

Josh Weiner, Engagement and Communications Director: Marketing & event production professional with 15+ years' experience developing national campaigns and producing large-scale festivals.

Relevant Professional Experience:

Community Greening

Palm Beach County, FL

Engagement and Communications Director

August 2021 – present

- Oversees event promotion and logistics for 55+ tree planting and distribution events, volunteer maintenance and nursery events per year, and coordinates with municipal, corporate, and foundation stakeholders.
- Manages event volunteers including volunteer registration, waivers, and communications, and funder reporting.
- Designs and manages all communication channels, including Treebune newsletter, social media accounts, email and letter campaigns, website, contracted videos, and earned media.
- Manages donor database with 2,500+ constituents and maintains a comprehensive donor stewardship plan.
- Represents Community Greening at stakeholder meetings, community outreach events, and media broadcasts, as well as on the Board of the Florida Urban Forestry Council.

Education:

University of Maryland, College Park, Maryland

Bachelor of Science Degree in Business and Management

Primary Roles: Event and Volunteer Management; Promotion and Marketing Lead; Public Education

Events Assistant: Local college student with leadership roles in sustainability on campus

Primary Roles: Event Staff; Volunteer Recruitment

Nursery Manager (1) and Nursery Support Staff (2): FNGLA Member with experience in horticulture and volunteer management, with support from Arborist-In-Training

Primary Roles: Plant Management and Care; Volunteer Management in Nursery

Tree Technician Manager (1) and Arborists-In-Training (3.5): Local residents with professional experience and training in planting, maintenance, nursery work, and community outreach who will serve as role models for residents and students interested in green industry careers. One staff member is fluent in Haitian Kreyól.

Primary Roles: Event Staff; Tree Care; Watering and Maintenance

Subcontractor: General Landscaping Corporation (EIN: 65-0163794)

This design-build landscape installation company was established in 1990 and is led by a Landscape Architect. Community Greening has partnered with this company on large planting projects like Brightline and small maintenance projects like weeding 20,000 young trees in nursery stock.

Primary Roles: Site Prep and Planting Trees under Supervision of and with support from Community Greening staff