



FOR IMMEDIATE RELEASE

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TREE TRACKER® SOFTWARE IS NOW AVAILABLE

Software Developed by Urban Foresters for Urban Foresters

Pricing to Start out at \$ 1,800.00

There is now Street and Park Tree Inventory Software available to municipalities that is easy to use and inexpensive to purchase. Using over 50 years of Urban Forestry experience as consultants, programmers and inventory data collectors, Ben Askren and Jason Knowles have headed up a team that has developed Tree Tracker® software, using the best components of the existing software programs on the market and putting them into one easy to use package.

All the information about the trees and sites are on one easy to read screen. Beginning with, what as a consensus, is the most important piece of information the software can produce, tree location, Tree Tracker® allows the user to type in the address into a find menu or by using the browse screen to see all the addresses and scroll down to the desired site. Site and tree attributes are broken up so they are easily read as are the Resident Requests and Work History sections of the window. There is also an export button to “Google Mapping” that allows the user to print directions to the site and to review the tree site as a “snap shot” in its actual setting.

Tree Tracker® is “i-Tree Streets” compatible, which lets the user quickly export all their data from the inventory to the “i-Tree” software suite from the USDA Forest Service. Now users won’t have to laboriously convert their data into spreadsheets that “i-Tree” can read. Plus the entire inventory will be converted, not just a sample set, so the data will provide more concise and accurate values showing how trees save communities substantial amounts of revenue.

All data collected and housed in Tree Tracker® is archived, including work requests and work history. The user will never lose information about the tree and site, and this can be used for proposing yearly urban forestry budgets as well as estimating the costs of future projects. Tree Tracker® uses American National Standards Institute (ANSI) for tree care operation definitions as available choices in the maintenance fields.

Mass History Updates enables the user to quickly update records all at once instead of painstakingly entering each record individually. With this convenience, record keeping will be more accurate, thus freeing up valuable time for more productive endeavors.

Tree Tracker® features professional looking reports and summaries that can be used as work orders and/or visual aids to help strengthen the argument for managing the city trees. These reports include risk assessment that allows the user to prioritize work or appraise the value of an individual tree or the entire urban forest. Locating where the ash trees are in a community becomes a simple task. Summary Reports will detail information, such as specie diversity or the age and health of the urban forest. The percentage of trees that are under utility lines and where the tree and sidewalk conflicts occur in a municipality can also be identified.

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There is a lot more to know about Tree Tracker®. Municipalities that are serious about managing their urban forests will want to see a demo of this ground breaking software. Download a demo at treetrackersoftware.com.