1. We will handle acquiring the imagery and LiDAR (both from 2019). After that we only really need a few things from you in GIS vector/polygon format: city boundary, zoning/land use, riparian corridors, parcels, and any other boundaries or assessment scales that are chosen. Some things that help to add extra detail to your land cover data (but are not required) are buildings, roads, parking lots, driveways, or sidewalks. When we get to the report, we ask that you provide us with some local photos of trees, planting projects, and other landscape photos. That's it.
2. I wouldn't think there would be any cost. The imagery and LiDAR are publicly available, federally-funded datasets. All other datasets should be accessible through a city GIS/engineering department (if there is one) or may also be available through county or state agencies. We can help look for some of them if you're not sure where to look.
3. Absolutely! That's one of the most informative elements of canopy assessments. Seeing where change is occurring. It would require a very similar process and budget to reassess the canopy and compare the two years, but might be able to eliminate things like the report, fact sheet, and possible planting area if you wanted to limit the budget. I will also say that we are looking into technologies that could help us bring costs down and improve our turnaround time. Potentially even assessing canopy change every year, although I will say from experience that it really doesn't help too much to look at changes annually. Typically all you will see are losses from new developments and not canopy growth that occurs much more slowly unless you have really aggressive planting.