



TREE POWER PROGRAM

Customer Engagement

Board of Public Utilities
January 13, 2025

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BACKGROUND

Offered since 1999

Program Goals:

1. Conserve energy (163 kWh/tree)
2. Reduce summer cooling costs
3. Enhance the City's green spaces

RPU electric customers:

\$40 per qualified shade tree

Customers receive up to six trees

1. Five trees through regular rebate
2. One through March back of bill



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BACKGROUND



Dual Marketing Approach

Tree Power
Rebate Program
(up to 5 trees per year)

Free Shade Tree
Coupon Campaign
(1 free tree per year)



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DISCUSSION – BACK-OF-BILL CAMPAIGN

Originally Launched in 2001

Program Goals:

1. Reach all residential customers
2. Increase program participation
3. Spur local economic stimulus

Coupon printed on the back of the March bill for redemption at:

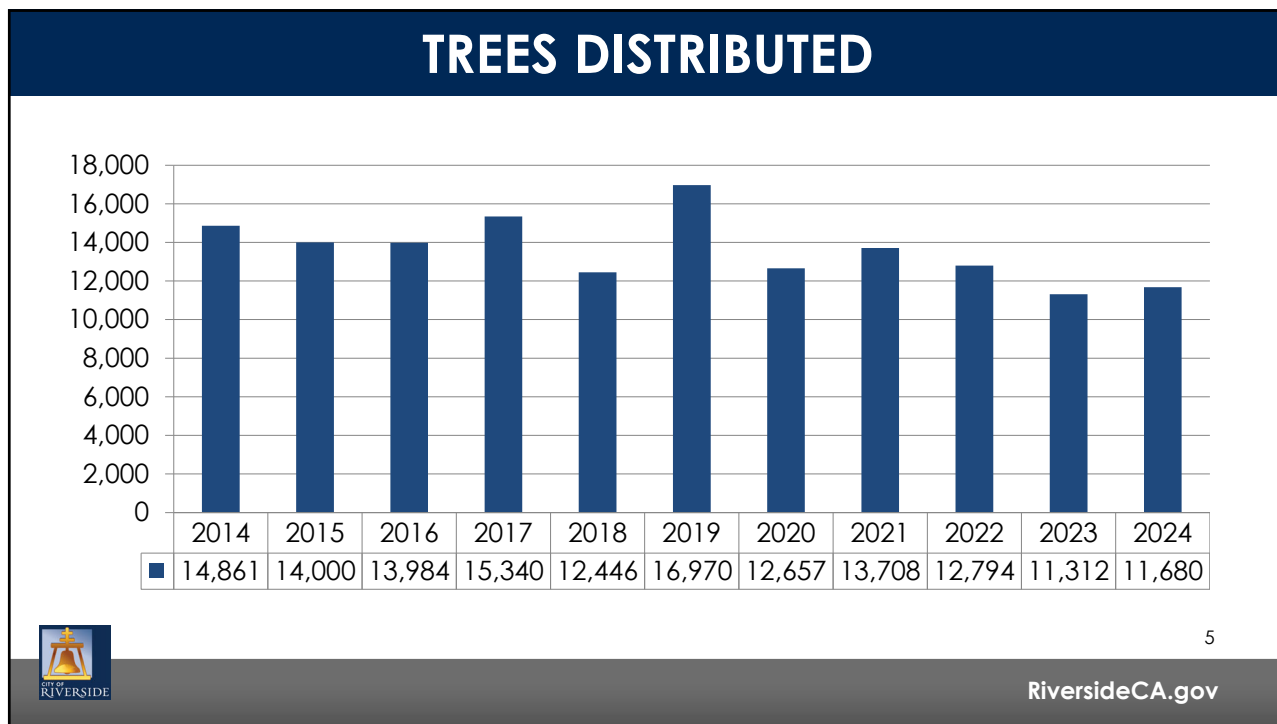
1. Louie's Nursery
2. Parkview – Chicago
3. Parkview – Jackson



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SOFTWARE TO MANAGE TREE POWER

Support for the Administration of Current Program

Average of 12,000 Trees Per Year


Challenges

1. Tree pricing was increasing and customers were challenged with economic conditions
2. Current program is paper and labor intensive
 - a. Create Back-of-Bill coupon
 - b. Artwork
 - c. Postage
 - d. Collection of coupons
 - e. Counting & verifying coupons

Solutions

1. Increase in incentive amount due to economic conditions
 - a. Increase in incentive was approved by City Council in February 2023
2. The ability to manage program with a software tool created by the Arbor Day Foundation

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REQUEST FOR PROPOSAL (RFP) 2325

1. RFP 2325 was issued by the City Purchasing Division to identify all available software tools to support RPU's management of the Tree Power Program
 - a. Released on November 9, 2023
 - b. Closed on December 1, 2023 with only one respondent, the Arbor Day Foundation

2. Requirements of the RFP include:
 - a. Customer support phone number to provide support for RPU, participating nurseries and program participants
 - b. Electronic communication with program participants
 - c. Annual satisfaction survey
 - d. Access to the software tool in multiple languages
 - e. Energy savings reporting to RPU
 - f. Have the ability to issue coupons in various formats



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RFP RESULTS

1. The RFP closed on December 1, 2023, with one response
2. The Arbor Day Foundation was found to be responsive and responsible.

Action	Number of Vendors
External Vendors Notified	500
City of Riverside Vendors Notified	237
Vendors who downloaded the RFP	21
Proposals received	1



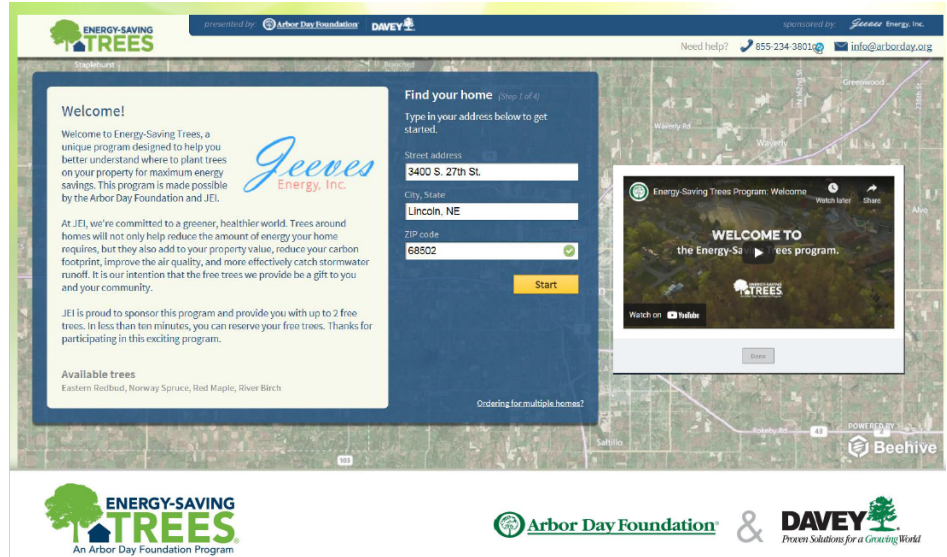
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ARBOR DAY FOUNDATION SOFTWARE

GIS Platform that allows customers to see their home

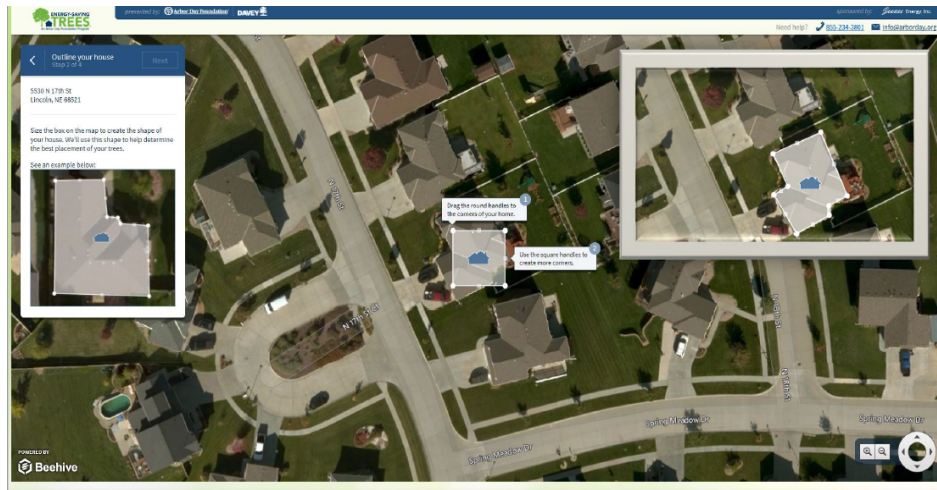


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ARBOR DAY FOUNDATION SOFTWARE

Outline the building structure for accuracy



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ARBOR DAY FOUNDATION SOFTWARE

Annual energy savings

Stormwater filtration

Carbon sequestration

Air pollution absorbed

The screenshot shows a mobile application interface. On the left, a list of trees is displayed with their estimated energy savings: 'Tulip poplar' at \$26.97/yr and 'Honeyey Spruce' at \$5.33/yr. Below this, a 'YOUR TREE(S) PROJECTED IMPACT' section shows 'Energy savings' of 3,915.16 kWh, 'Stormwater filtered' as 10,462.55 gallons, 'Carbon sequestration' as 8,446.20 lbs, and 'Air pollutants absorbed' as 25.14 lbs. On the right, an aerial map shows a residential neighborhood with several trees placed on the map. A 'Baldcypress' tree is highlighted with a 'Change Tree' button and an 'Obstruction detected' warning: 'Trees cannot be placed too close to your house.' A 'Total est energy savings' of \$17.15/yr is also visible on the map.

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STRATEGIC PLAN ALIGNMENT

Strategic Priority 4 - Environmental Stewardship

Goal 4.1 – Rapidly decrease Riverside's carbon footprint by acting urgently to reach a zero-carbon electric grid with the goal of reaching 100% zero-carbon electricity production by 2040 while continuing to ensure safe, reliable and affordable energy for all residents.

Goal 4.3 – Implement local and support regional proactive policies and inclusive decision-making processes to deliver environmental justice and ensure that all residents breath healthy and clean air with the goal of having zero days of unhealthy air quality per the South Coast Air Quality District's Air Quality Index (AQI).

Cross-Cutting Threads

Community Trust

Equity

Fiscal Responsibility

Innovation

Sustainability & Resiliency

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RECOMMENDATIONS

That Board of Public Utilities recommend that the City Council:

1. Approve the Fiscal Year 2024/25 Tree Power Program Free Shade Tree Coupon Campaign in the amount of \$462,968;
2. Authorize the City Manager, or designee, to issue purchase orders and change orders to Parkview Nursery, 4377 Chicago Avenue; Parkview Nursery, 3841 Jackson Street; and Louie's Nursery, 18550 Van Buren Boulevard based on the variable product demand of each nursery for the Tree Power Program's Free Shade Tree Coupon campaign in a collective amount of \$462,968;
3. Approve the Professional Consultant Services Agreement from Request for Proposal No. 2325 for software to administer the Tree Power Program to Arbor Day Foundation for \$525,000 with a 10% contingency of \$52,500 for a total not to exceed amount of \$577,500;
4. Authorize the City Manager, or designee, to execute the Professional Consultant Services Agreements, execute the optional extensions at \$175,000 annually, and including making minor and non-substantive changes to the agreements.



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