



# TREE POWER PROGRAM 2023/2024

Public Utilities - Customer Engagement

City Council  
February 20, 2024

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## BACKGROUND

### Since 1999

#### Program Goals:

1. Conserve energy (164 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



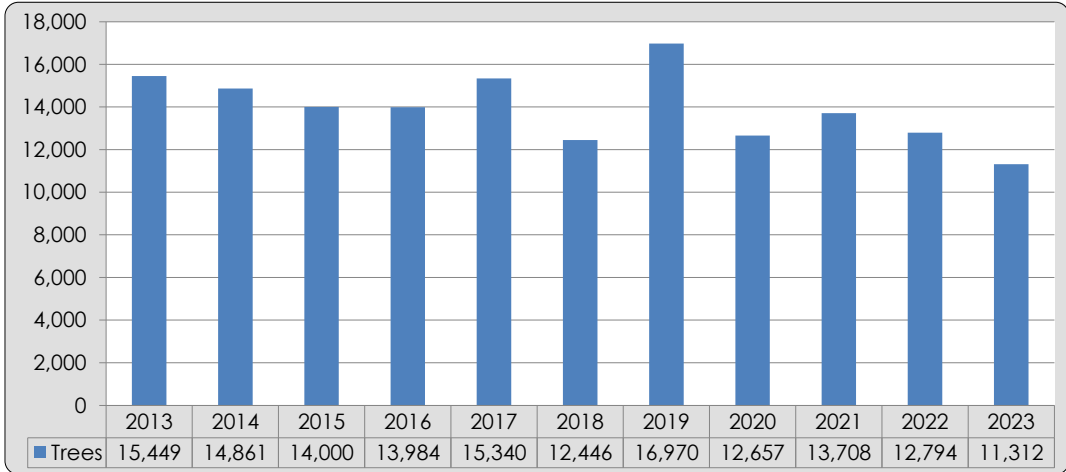
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# TREES DISTRIBUTED



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# PURCHASE ORDERS FOR PARTICIPATING NURSERIES

	2023	2023 + 10% Buffer	PO Amount
Louie's	2,190	2409	\$96,360
Parkview Chicago	3,190	3509	\$140,360
Parkview Jackson	5,266	5793	\$231,704
	10,646	11,711	\$468,424



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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).



Community Trust



Fiscal Responsibility



Sustainability &  
Resiliency



Equity



Innovation



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## RECOMMENDATIONS

That the City Council:

1. Approve the Fiscal Year 2023/2024 Tree Power Program Free Shade Tree Coupon Campaign in the amount of \$468,424; and
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 \$468,424.



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