

TREE POWER PROGRAM FISCAL YEAR 2021-22

Customer Engagement

Board of Public Utilities
January 10, 2022

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BACKGROUND

1. Program began in 1999
2. Program Goals
 - a. Conserve energy (164 kWh/tree)
 - b. Reduce summer cooling costs
 - c. Enhance the City's green spaces
3. RPU electric customers \$35 per qualified shade tree
4. Customers receive up to six trees
 - a. Five trees through regular rebate
 - b. One through March back of bill Free Shade Tree Coupon



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TWO TYPES OF CUSTOMER BENEFITS

1. **Free Shade Tree Coupon Campaign**
1 free tree per year

2. Rebate Program
Up to 5 trees per year



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FREE SHADE TREE COUPON CAMPAIGN

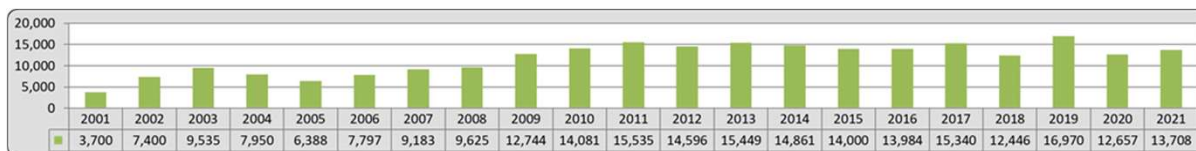
1. Launched in 2001
2. Goals
 - a. Reach all residential customers
 - b. Increase program participation
 - c. Support the efforts of the City's Strategic Plan
3. Coupon printed on the back of the March bill for redemption at qualified nurseries
 - a. Louie's Nursery
 - b. Parkview – Chicago
 - c. Parkview – Jackson

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TREES DISTRIBUTED



The Tree Power Program is responsible for over 247,000 trees being planted

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PURCHASE ORDERS FOR PARTICIPATING NURSERIES

	2 Year Average	Estimated Program Year 2021/22		
Nursery	Coupons	Coupons	Funding	Purchase Order
Louie's	2,315	2,500	\$ 87,500	\$ 87,500
Parkview Chicago	3,284	3,750	\$ 131,250	\$ 131,250
Parkview Jackson	6,149	7,000	\$ 245,000	\$ 245,000
Total	12,177	13,250	\$ 463,750	\$ 463,750



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STRATEGIC PLAN ALIGNMENT

Strategic Priority 4, Environmental Stewardship

Goal 4.1 helping to decrease Riverside's carbon footprint

Goal 4.3 by implementing 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



Fiscal Responsibility



Sustainability & Resiliency



Equity



Innovation

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RECOMMENDATIONS

That the Board of Public Utilities recommend that the City Council:

1. Approve the Fiscal year 2021-22 Tree Power Program Free Shade Tree Coupon Campaign in the amount of \$463,750;
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 for \$463,750.

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