



TREE POWER PROGRAM 2022/2023

Public Utilities Department

City Council
February 28, 2023

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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:

\$35 (since 2019) per qualified shade tree

Customers receive up to six trees

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

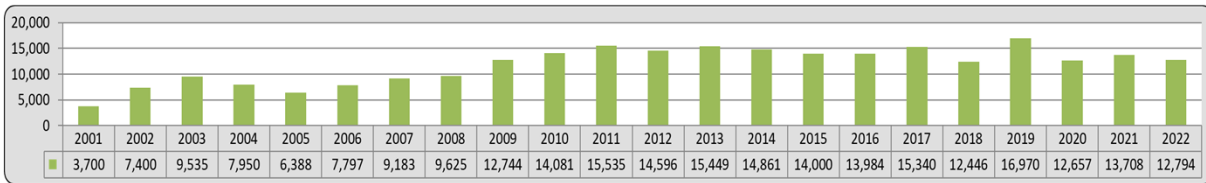


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TREES DISTRIBUTED



The Tree Power Program is responsible for 260,743 trees being planted



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PROGRAM REVIEW

The Program was evaluated by staff to ensure program effectiveness and to explore enhancements that could be made to RPU's most popular program including incentive level, resource cost, program marketing and program deployment.

Agency	Incentive Level	Incentive Type
Pasadena Water and Power	\$30.00	Rebate
Riverside Public Utilities	\$35.00	Rebate and Coupon
Roseville Electric Utility	\$40.00	Rebate
City of Banning	\$50.00	Rebate
LADWP*	\$75.00	Consultation and tree delivery



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PROPOSED INCREASE

1. While creating the 2023 Tree Power program, participating nurseries spoke with staff regarding ongoing economic constraints, their cost for trees has increased to \$40 per 5-gallon tree.
2. According to the U.S. Bureau of Labor Statistics' Consumer Price Index calculator, the \$35 incentive adopted in 2019, has the same buying power as \$41.40 due to inflation.
3. To ensure that RPU electric customers can obtain high quality trees and still participate in the Tree Power program, staff is recommending that the incentive level is increased from \$35 per tree to \$40 per tree, to help offset the increased economic impact on participating businesses.



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TREE POWER 2022/23



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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PROGRAM COUPONS

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 emailed to all paperless customers in March or printed on the back of the April bill for redemption at:

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



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PARTICIPATING NURSERIES

Nursery	3 Year Average Coupons	Estimated Program Year 2022/23		
		Coupons	Funding	Purchase Order
Louie's	1,856	2,250	\$ 90,000	\$ 90,000
Parkview Chicago	3,183	3,750	\$ 150,000	\$ 150,000
Parkview Jackson	4,596	5,500	\$ 220,000	\$ 220,000
Total	12,177	12,000	\$ 460,000	\$ 460,000



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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 breathe 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 City Council:

1. Approve the Fiscal Year 2022/23 Tree Power Program Free Shade Tree Coupon Campaign in the amount of \$460,000;
2. Approve an increase in the incentive for the Tree Power Program from \$35 to \$40 per tree for both the Tree Power Rebate Program and the Tree Power Program's Free Shade Tree Coupon campaign; and
3. 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 \$460,000.



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