TREE POWER PROGRAM
ITEM #

*Free Shade Tree Coupon & Rebate Program*

**Board of Public Utilities**
*December 12, 2016*

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Dual Approach

Tree Power Rebate Program     Free Shade Tree Coupon Campaign

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# Tree Power Program

### Since 1999

Program Goals:
1. Conserve energy (219 kWh/tree)
2. Reduce summer cooling costs
3. Enhance the City's green spaces

RPU electric customers:

$25 per qualified shade tree

*Customers receive up to 6*
1. 5 trees through regular rebate
2. 1 through March back of bill

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# Back-of-Bill Campaign

### Originally Launched in 2001

1. Program Goals:
   a. Reach all residential customers
   b. Increase program participation
   c. Spur local economic stimulus

2. Coupon printed on the back of the March bill for redemption at:
   a. Louie's Nursery
   b. Parkview – Chicago
   c. Parkview – Jackson
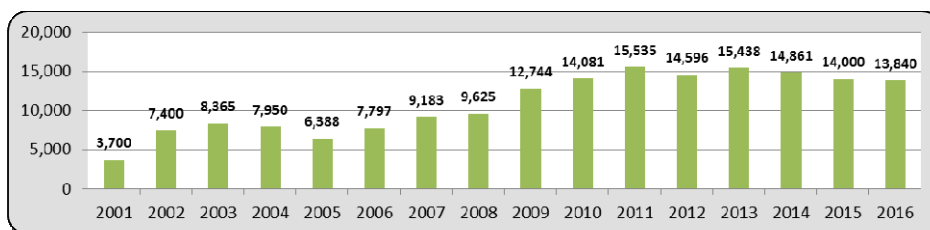   d. Moon Valley Nurseries

Participating Nurseries

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To Date over 175,000 Trees
*(Both Programs Combined)*

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# Tree City, USA

The title "Tree City, USA" was given to the City of Riverside by The National Arbor Day Foundation in honor of the care given to the trees in the City. Trees provide:

1. Aesthetic
2. Environmental *(Clean air)*
3. Economic values *(Increased property values)*

| ⓘ 5,244 | ⓘ 59,498,323 | ⓘ 7,879 | ⓘ 1,126 |
|---|---|---|---|
| Passenger vehicles driven for one year | -or- Miles driven by an average passenger vehicle | -or- Tons of waste recycled instead of landfilled | -or- Garbage trucks of waste recycled instead of landfilled |

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# Recommendations

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

1. Authorize the City Manager or his designee, to issue purchase orders to Parkview Nursery, Louie's Nursery, and Moon Valley Nurseries and make changes to the purchase order amounts based on the variable product demand of each nursery in a collective amount not to exceed $650,000 for the Tree Power Program's Free Shade Tree Coupon Campaign; and

2. Authorize the City Manager or his designee, to credit customer accounts for trees purchased under the Tree Power Rebate Program in a collective amount not to exceed $100,000.

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