



## Fiscal Year 2016-17 Tree Power Program

Public Utilities Department

City Council  
January 10, 2017

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### BACKGROUND

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:**

1. \$25 per qualified shade tree
2. Customers receive up to 6
3. 5 trees through regular rebate
4. 1 through March back of bill



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## BACKGROUND



### Dual Marketing Approach

Tree Power Rebate Program

Free Shade Tree Coupon Campaign



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## BACK-OF-BILL CAMPAIGN

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
4. Moon Valley Nurseries



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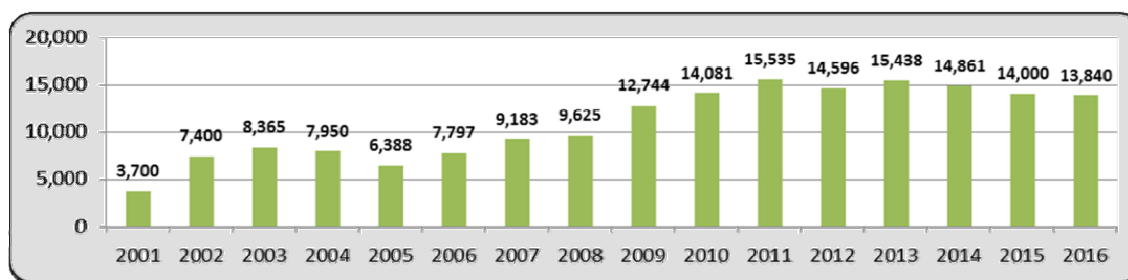
## PARTICIPATING NURSERIES



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## PROGRAM PERFORMANCE



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## RECOMMENDATIONS

**That the City Council:**

1. Authorize the City Manager or his designee, to issue purchase orders to Parkview Nursery, 4377 Chicago Avenue; Parkview Nursery, 3841 Jackson Street; Louie's Nursery, 18550 Van Buren Boulevard and Moon Valley Nurseries, 9501 Lincoln Avenue 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.

