



TREE POWER PROGRAM ITEM

Public Utilities

Board of Public Utilities
November 13, 2017

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Dual Marketing 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

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

UTILITY UPDATE
RIVERSIDE PUBLIC UTILITIES

FREE SHADE TREE

Riverside Public Utilities electric customers can take this utility bill to any of the below retailers for one Free Shade Tree (up to \$25 in value).

LOUIE'S NURSERY	PARKVIEW NURSERY	PARKVIEW NURSERY	MOON VALLEY NURSERY
10313 Porter Avenue (951) 780-7640	4327 Chicago Avenue (951) 784-4777	3841 Jackson Street (951) 281-8900	10411 Country Avenue (951) 817-7766

Customer/Property Owner Signature (Required)

If applicable, a return, the property owner's signature is required to receive free tree.

OFFER ENDS APRIL 30, 2016. COPIES OF THIS COUPON MUST BE REDEEMED. (Coupon is good for one (1) free shade tree, up to \$25 in value, redeemable at a participating retailer listed above only. Trees must not be planted on City property or right of ways. Subject to change without prior notification and subject to fund availability.)

PLUS get up to \$125 in rebates on five trees per year with our Tree Power program!

Payment Section:

Please return this part of the bill with your payment to the provider provided.
Mail to: City of Riverside Public Utilities, 2140 Main Street, Riverside, CA 92503-2504.

Use except this, HomeDepot, Lowe's & Menards only.

Card Number: _____

Exp. Date: _____ Signature: _____

YOU MUST SIGN FOR PAYMENT TO BE PROCESSED.

Payment Method:
☐ Visa ☐ MC ☐ AmEx
☐ Discover ☐ Cash

Payment Amount: \$_____
Total Payment: \$_____

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PARTICIPATING NURSERIES



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COUPONS REDEEMED PER NURSERY



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TREE POWER – ENERGY SAVINGS

2017 Reported Energy Savings and Resource Costs per Program		
Residential Program	kWh Saved	\$/kWh saved
A/C Tune-Ups	192,176	\$ 0.04
LED BuyDown	1,891,462	\$ 0.16
Tree Power	2,189,255	\$ 0.16
Wifi Thermostats	68,866	\$ 0.23
Energy Star Appliances	256,077	\$ 1.10

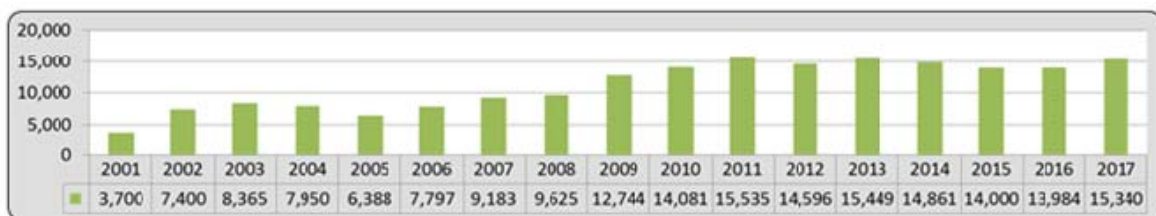
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TO DATE OVER 190,000 TREES

(BOTH PROGRAMS COMBINED)



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RECOMMENDATION

That the Board of Public Utilities recommend that the City Council authorize the City Manager or his designee, to issue purchase orders to:

1. Parkview Nursery, 4377 Chicago Avenue; and
2. Parkview Nursery, 3841 Jackson Street; and
3. Louie's Nursery, 18550 Van Buren Boulevard; and
4. Moon Valley Nurseries, 9501 Lincoln Avenue; and
5. Make changes to the purchase order amounts based on the variable product demand of each nursery in a collective amount not to exceed \$450,000 for the Tree Power Program's Free Shade Tree Coupon Campaign.



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