



TREE POWER PROGRAM

Public Utilities

City Council
December 12, 2017

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BACKGROUND



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 (174 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 per year:

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



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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

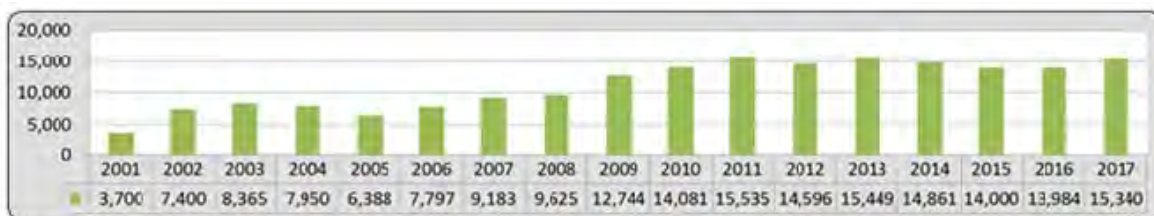


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TO DATE OVER 190,000 TREES

(BOTH PROGRAMS COMBINED)



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RECOMMENDATION

That the 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.

