



TREE POWER PROGRAM

Public Utilities - Public Benefits Division

Board of Public Utilities
January 14, 2019

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CURRENT TREE POWER PROGRAM

1. **Since 1999**
2. **Program Goals:**
 - a. Conserve energy (164 kWh/tree)
 - b. Reduce summer cooling costs
 - c. Enhance the City's green spaces
3. **RPU electric customers:**
 - a. **\$25** per qualified shade tree
4. *Customers receive up to six trees*
 - a. Five trees through regular rebate
 - b. One through March back of bill



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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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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 – no longer participating due to loss of location

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
16710 Pioneer Avenue 92511-1644	4377 Chicago Avenue 92511-2544-4777	5841 Jackson Street 92511-2611-6600	1801 Lincoln Avenue 92511-2717-5000

CUSTOMER/PROPERTY OWNER SIGNATURE (REQUIRED)

If applicable, the property owner's signature is required to receive this tree.

OFFER EXPIRES JUNE 30, 2016. COPIES OF THIS COUPON WILL NOT BE ACCEPTED. 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 way. Subject to change without prior notification and subject to fund availability.

YOU MUST SIGN FOR PAYMENT TO BE PROCESSED.

Signature

Name

Address

City

State

Zip

Phone

Email

Payment Method

Payment Amount

Sales Tax

Total Payment

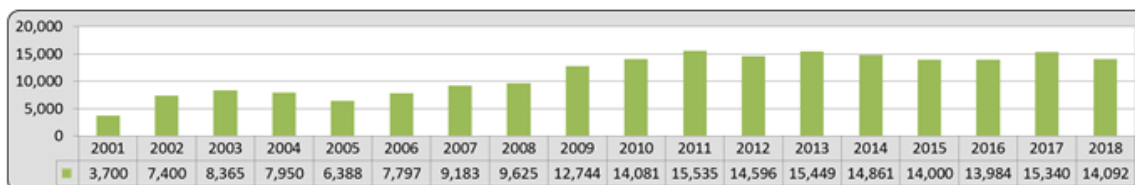
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TREES DISTRIBUTED

Tree Power Rebate and Free Shade Tree Coupon and Redemption Statistics



The Tree Power Program is responsible for 205,090 trees being planted

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2018 ENERGY SAVINGS

2018 Reported Energy Savings and Resource Costs per Program		
Residential Program	kWh Saved	\$/kWh Saved
A/C Tune-Ups	147,815	\$0.06
LED BuyDown	240,727	\$0.13
Tree Power	2,294,196	\$0.15
WiFi Thermostats	93,811	\$0.23
Energy Star Appliances	183,698	\$1.08

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PROPOSED PROGRAM CHANGE

The increase in incentive level for the Tree Power Program is based on:

1. Consumer Price Index
2. Industry Best Practice

RPU electric customers will now receive \$35 per tree up to six trees per year

Peer Utility Programs		
Agency	Incentive Level	Incentive Type
Anaheim Public Utilities*	\$20.00	Rebate
Riverside Public Utilities	\$25.00	Rebate and Coupon
Pasadena Water & Power	\$35.00	Rebate
Roseville Electric Utility	\$40.00	Rebate
City of Banning	\$50.00	Rebate
LADWP*	\$63.00	Free tree given at events

* Agencies offer more robust tree programs that include consultations and tree delivery

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PURCHASE ORDERS FOR PARTICIPATING NURSERIES

Nursery	3 Year Average		Estimated 2018/19		Fiscal Year 2018/19 Purchase Order
	Coupons (\$25)	Funding	Coupons (\$35)	Funding	
Louie's	1,906	\$ 47,642	1,950	\$ 68,250	\$ 75,000
Parkview Chicago	5,966	\$ 149,142	7,000	\$ 245,000	\$ 255,000
Parkview Jackson	4,648	\$ 116,208	4,500	\$ 157,500	\$ 165,000
		\$ 312,992		\$ 470,750	\$ 495,000



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2020 PROGRAM EVALUATION

The Public Benefits Division has begun a program portfolio review. The Tree Power Program review will include:

1. Procuring a web-based tool to manage the Tree Power Program
2. Engaging community groups and individuals
3. Review of peer utility programs
4. Consulting other City Departments
5. Proposing program changes

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WEB-BASED TOOL EXAMPLE

Place your trees (Step 1 of 4) [+ Add a Tree](#)

[← Back to your trees](#)

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Tree name: **Red Maple**
Tree botanical name: **Acer rubrum**

Estimated Energy Savings
Electric savings: **\$18.95 / yr**
(100.10 kWh / yr)

Estimated community savings
Values shown are estimates in the 20th year of growth.
Stormwater runoff capture: **1000 gal / yr**
Carbon sequestration: **200 lbs / yr**
Air pollution absorption: **1 lb / yr**

Tree Summary

- The Red Maple grows in acidic, loamy, moist, rich, sandy, silty loam, well drained, wet, clay soils.
- Prefers wet soil conditions. Slight drought tolerance.

Tree Description
The Red Maple is one of the best named of all trees. There is something red in all seasons - buds in winter, flowers in spring, leafstalks in summer and brilliant foliage in autumn. This constant of color

Map labels: N 7th St, Spring Meadow Dr, 15th St, 16th St, 17th St, 18th St, 19th St, 20th St, 21st St, 22nd St, 23rd St, 24th St, 25th St, 26th St, 27th St, 28th St, 29th St, 30th St, 31st St, 32nd St, 33rd St, 34th St, 35th St, 36th St, 37th St, 38th St, 39th St, 40th St, 41st St, 42nd St, 43rd St, 44th St, 45th St, 46th St, 47th St, 48th St, 49th St, 50th St, 51st St, 52nd St, 53rd St, 54th St, 55th St, 56th St, 57th St, 58th St, 59th St, 60th St, 61st St, 62nd St, 63rd St, 64th St, 65th St, 66th St, 67th St, 68th St, 69th St, 70th St, 71st St, 72nd St, 73rd St, 74th St, 75th St, 76th St, 77th St, 78th St, 79th St, 80th St, 81st St, 82nd St, 83rd St, 84th St, 85th St, 86th St, 87th St, 88th St, 89th St, 90th St, 91st St, 92nd St, 93rd St, 94th St, 95th St, 96th St, 97th St, 98th St, 99th St, 100th St.

RECOMMENDATIONS

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

1. Approve an increase in the incentive for the Tree Power Program from \$25 to \$35 per tree for both the Tree Power Rebate Program and the Tree Power Program's Free Shade Tree Coupon Campaign; and
2. Approve the issuance of purchase orders to Parkview Nursery, 4377 Chicago Avenue; Parkview Nursery, 3841 Jackson Street; and Louie's Nursery, 18550 Van Buren Boulevard and make changes to the purchase order amounts 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 \$485,000.