

TREE POWER PROGRAM

Public Utilities – Public Benefits Division

City Council
February 12, 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

1. Originally Launched in 2001
2. Program Goals:
 - a. Reach all residential customers
 - b. Increase program participation
 - c. Spur local economic stimulus
3. 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 – 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.

NURSERY	ADDRESS	PHONE
LOUIE'S NURSERY	10010 Pomona Avenue Pomona, CA 91768	(951) 796-7845
PARKVIEW NURSERY	4377 Chicago Avenue Chicago, IL 60630	(773) 254-6777
PARKVIEW NURSERY	5811 Jackson Street Jackson, MS 39201	(601) 351-6900
MOON VALLEY NURSERY	1801 Lincoln Avenue Lincoln, CA 95959	(916) 387-7009

Customer/Property Owner Signature (Required): _____

If applicable, the property owner's signature is required to receive Free Tree.

OFFER EXPIRES JUNE 30, 2014. 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.

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

Redeem this coupon at the following locations:

Please return this part of the bill with your payment to the retailer provided.
Mail to: City of Riverside Public Utilities, 1000 Main Street, Riverside, CA 92502-0100.

I am redeeming this coupon for: ☐ tree ☐ no tree

Card Number: _____ Exp. Date: _____ Signature: _____

YOU MUST SIGN FOR PAYMENT TO BE PROCESSED.

Payment Amount: \$0.00
Sales Tax: \$0.00
Total Payment: \$0.00

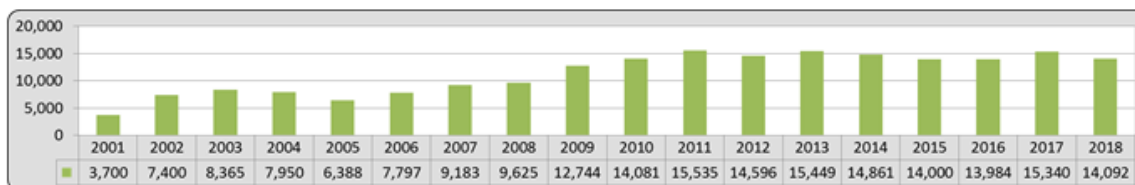


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TREES DISTRIBUTED

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
	Coupons (\$25)	Funding	Coupons (\$35)	Funding	Purchase Order
Louie's	1,906	\$ 47,642	1,950	\$ 68,250	\$ 72,500
Parkview Chicago	5,966	\$ 149,142	7,000	\$ 245,000	\$ 250,000
Parkview Jackson	4,648	\$ 116,208	4,500	\$ 157,500	\$ 162,500
		\$ 312,992		\$ 470,750	\$ 485,000



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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 2 of 6) [+ Add a Tree](#)

[← Back to your trees](#)

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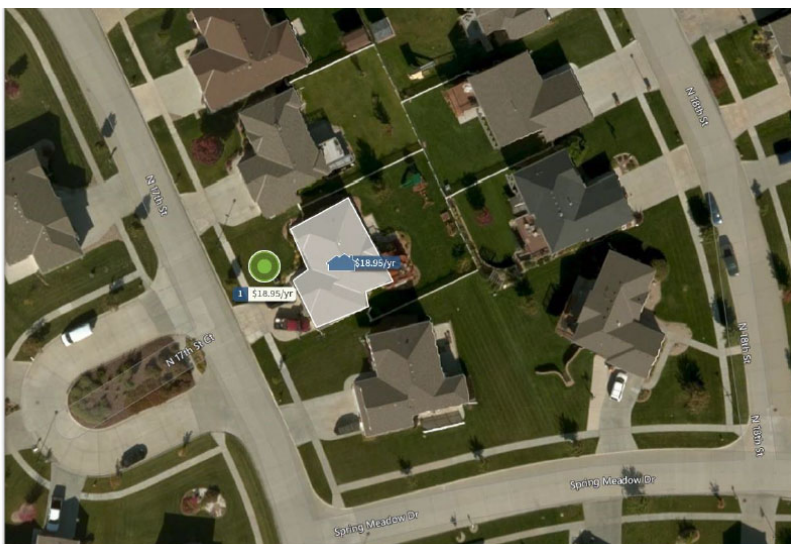
Tree name: **Red Maple**
Tree botanic name: *Acer rubrum*

Estimated Energy Savings
Electric savings:
\$18.95 / yr
(190.16 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 spectrum of color



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RECOMMENDATIONS

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 pursuant to Purchasing Resolution 23256, Section 602 (m).



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