

TREE POWER PROGRAM FISCAL YEAR 2019-20 PURCHASE ORDER APPROVALS FOR VENDORS IN A COLLECTIVE AMOUNT FOR \$495,000

Public Benefits Division

Board of Public Utilities
January 13, 2020

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BACKGROUND

1. Program began in 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 \$35 per qualified shade tree
4. Customers receive up to six trees
 - a. Five trees through regular rebate
 - b. One through March back of bill Free Shade Tree Coupon



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TWO TYPES OF CUSTOMER BENEFITS

1. **Free Shade Tree
Coupon Campaign**
1 free tree per year

2. **Rebate Program**
Up to 5 trees per year



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FREE SHADE TREE COUPON CAMPAIGN

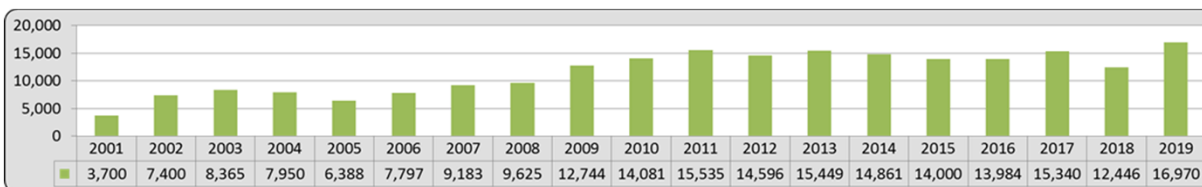
1. Launched in 2001
2. Goals
 - a. Reach all residential customers
 - b. Increase program participation
 - c. Spur local economic stimulus
3. Coupon printed on the back of the March bill for redemption at qualified nurseries
 - a. Louie's Nursery
 - b. Parkview – Chicago
 - c. Parkview – Jackson

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TREES DISTRIBUTED



The Tree Power Program is responsible for 220,414 trees being planted

1. Free Shade Tree Coupon Campaign
- 186,796 Trees Planted

2. Rebate Program
- 33,618 Trees Planted



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PURCHASE ORDERS FOR PARTICIPATING NURSERIES

Nursery	3 Year Average	Estimated Program Year 2019/20	
	Coupons	Coupons	Purchase Order*
Louie's	1,942	2,000	\$ 75,000
Parkview Chicago	3,770	4,000	\$ 145,000
Parkview Jackson	7,042	7,500	\$ 275,000
Total	12,754	13,500	\$ 495,000

*The purchase order amount includes the reimbursement to the nurseries for the estimated number of redeemed coupons with an additional contingency in the event that more customers redeem coupons than were anticipated.



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RECOMMENDATION

That the Board of Public Utilities recommend that the City Council approve the issuance of purchase orders for the Fiscal Year 2019-20 Tree Power Program Free Shade Tree Coupon Campaign to Parkview Nursery, 4377 Chicago Avenue; Parkview Nursery, 3841 Jackson Street; and Louie's Nursery, 18550 Van Buren Boulevard including the ability to make changes to the purchase order amounts based on the variable product demand of each nursery in a collective amount not to exceed \$495,000.