



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

Public Utilities

City Council
February 11, 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



2

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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



3

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FREE SHADE TREE COUPON CAMPAIGN

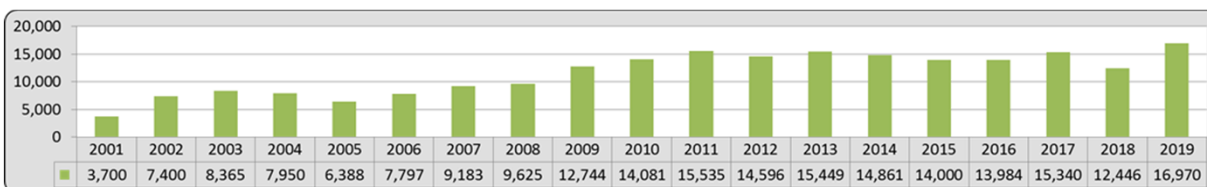
1. Launched in 2001
2. Goals
 - a. Reach all residential customers
 - b. Increase program participation
 - c. Spur local economic stimulus
3. Coupon printed on the back of the March bill for redemption at qualified nurseries
 - a. Louie's Nursery
 - b. Parkview – Chicago
 - c. Parkview – Jackson

4



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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



5

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PURCHASE ORDERS FOR PARTICIPATING NURSERIES

Nursery	3 Year Average Coupons	Estimated Program Year 2019/20	
		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



6

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RECOMMENDATION

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.



7

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