

TREE POWER PROGRAM FISCAL YEAR 2020-21 PURCHASE ORDER APPROVALS FOR VENDORS IN A COLLECTIVE AMOUNT FOR \$495,250

Public Benefits Division

Board of Public Utilities
January 25, 2021

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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

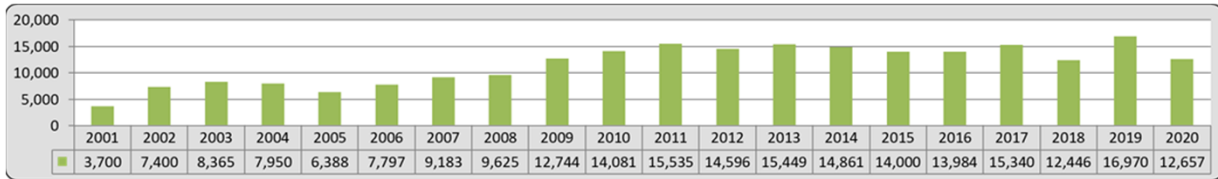
1. Launched in 2001
2. Goals
 - a. Reach all residential customers
 - b. Increase program participation
 - c. Spur local economic stimulus
3. Coupon printed on the back of the March bill for redemption at qualified nurseries
 - a. Louie's Nursery
 - b. Parkview – Chicago
 - c. Parkview – Jackson

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TREES DISTRIBUTED



The Tree Power Program is responsible for over 230,000 trees being planted

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PURCHASE ORDERS FOR PARTICIPATING NURSERIES

	2 Year Average	Estimated Program Year 2020/21		
Nursery	Coupons	Coupons	Funding	Purchase Order
Louie's	2,223	2,650	\$ 92,750	\$ 92,750
Parkview Chicago	3,192	4,000	\$ 140,000	\$ 140,000
Parkview Jackson	6,762	7,500	\$ 262,500	\$ 262,500
Total	12,177	14,150	\$ 495,250	\$ 495,250



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2021/22 PROGRAM ENHANCEMENTS

The Tree Power Program enhancements will include:

1. Create commercial customer focused program
2. Procuring a web-based tool to manage commercial focused program
3. Engaging community groups and individuals
4. Review of peer utility programs
5. Consulting other City Departments
6. Proposing program changes

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WEB-BASED TOOL EXAMPLE

Place your trees (Step 3 of 4) [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

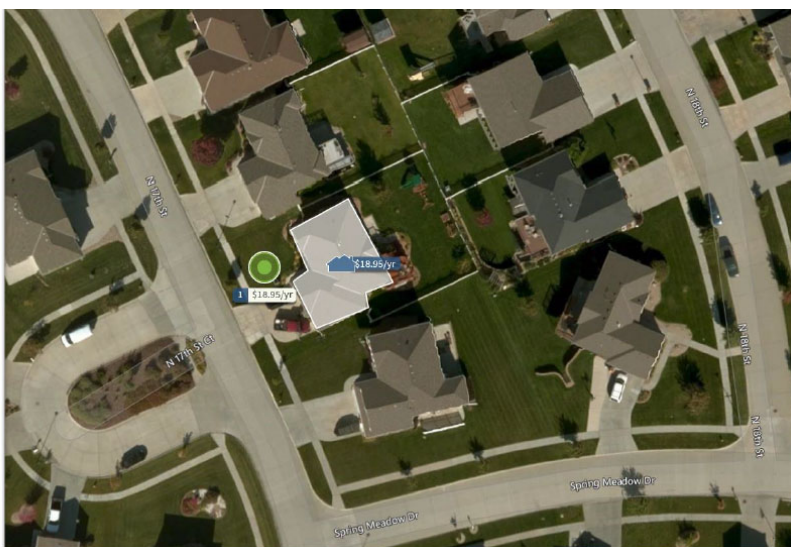
Air pollution absorption
1 lb / yr

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 red in autumn. This is part of an online...



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RECOMMENDATION

That the Board of Public Utilities recommend that the City Council authorize the City Manager or his designee to issue 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 for \$495,250.