



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

Public Utilities Department

City Council  
February 9, 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

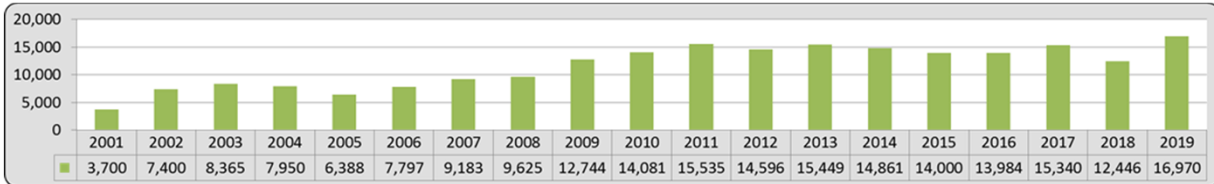
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## TREES DISTRIBUTED



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



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## PURCHASE ORDERS FOR PARTICIPATING NURSERIES

Nursery	2 Year Average	Estimated Program Year 2020/21		
	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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## WEB-BASED TOOL EXAMPLE

**Place your trees** (Step 3 of 4) [Add a Tree](#)

[Back to your trees](#)

**1**

**Tree name**  
Red Maple  
*Acer rubrum*

**Estimated Energy Savings**  
Electric savings:  
**\$18.95 / yr**  
(190.18 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 masterpiece of color.

**Map:** An aerial view of a residential street intersection. A green circle with a white dot in the center is placed on a lawn, indicating the location of a tree. A blue callout box next to the circle displays the text "\$18.95/yr".

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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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## RECOMMENDATION

That the City Council authorize the City Manager or his designee to issue purchase orders with 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 \$495,250.



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