

TREE POWER PROGRAM

Customer Engagement

Board of Public Utilities

January 12, 2026

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BACKGROUND

Program established in 2001

Program goals:

1. Conserve energy (164 kWh/tree)
2. Reduce summer cooling costs
3. Enhance the City's green spaces

RPU electric customers receive
\$40 per qualified shade tree

Customers can receive up to six trees

1. Five trees through regular rebate
2. One through March back of bill



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BACKGROUND



Dual Marketing Approach

Tree Power Rebate
Program
(up to 5 trees per year)

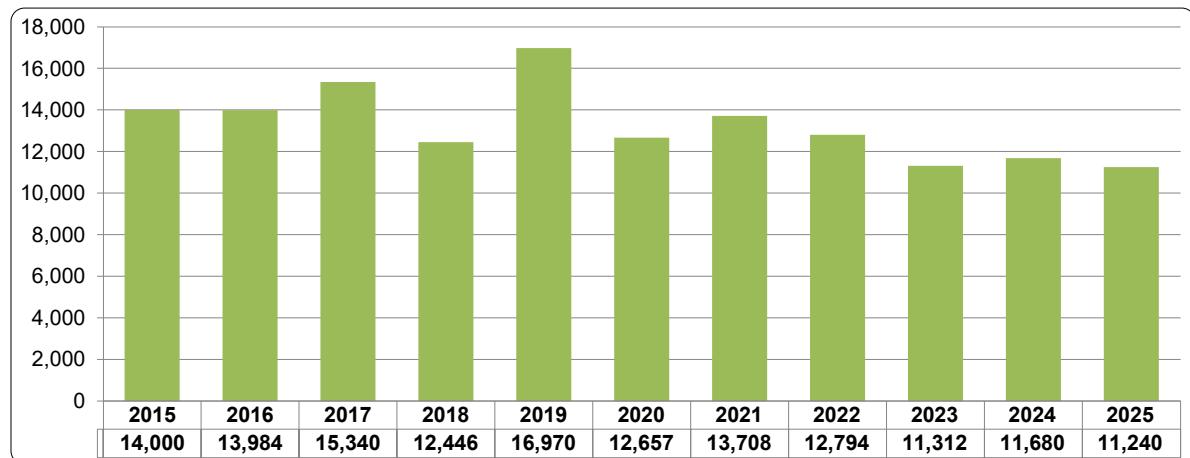
Free Shade Tree Coupon
Campaign
(1 free tree per year)



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TREES DISTRIBUTED



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DISCUSSION

BACK-OF-BILL CAMPAIGN

Originally Launched in 2001 as a physical coupon for customers to redeem at the nursery

Campaign Goals:

1. Reach all residential customers
2. Increase program participation
3. Spur local economic stimulus

QR Code Coupon printed on the back of the March bill for redemption at:

1. Louie's Nursery
2. Parkview – Chicago
3. Parkview – Jackson



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DISCUSSION

NEW BACK OF BILL CAMPAIGN

Beginning March 1, 2026, RPU Electric Customers will be using the new software to claim their free tree. Customers will have the choice to access the new software using three different methods:

1. Scan QR Code on the back of March electric bill
2. Utilize RPU rebates website
3. Access to the new software will be provided on a tablet at each participating nursery



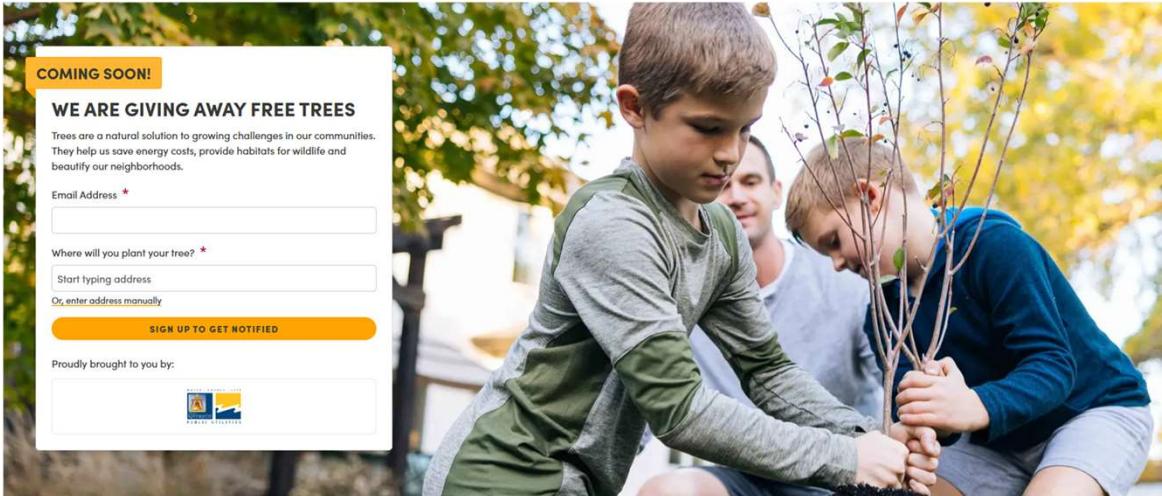
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DISCUSSION



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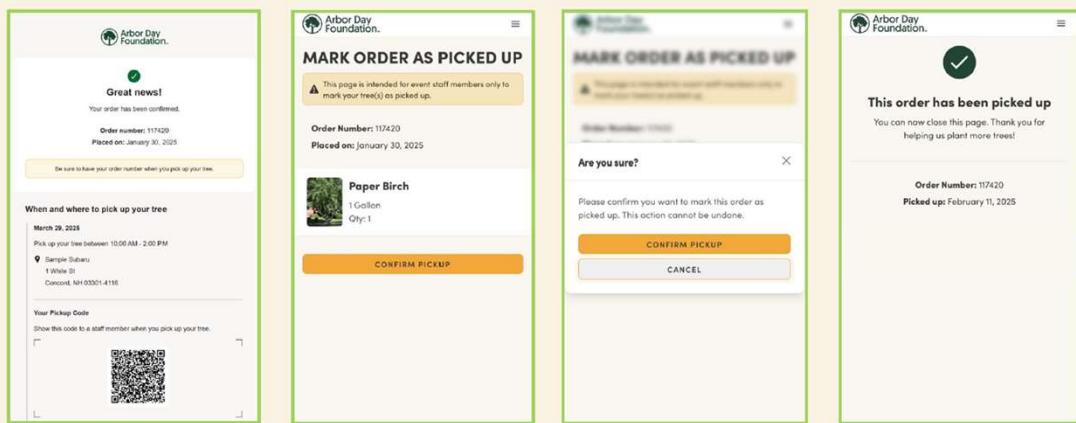
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DISCUSSION

QR CODE CHECK-IN

For ease of check-in at pickup events, simply open the camera app on your phone & hold it above the customer's QR code in their confirmation email to scan. A web browser window will open, showing the customer's information as seen below. From there you can confirm their order is being picked up.



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PURCHASE ORDERS FOR PARTICIPATING NURSERIES

Nursery	Average Number of Trees 2024 and 2025	Purchase Order Amount
Louie's	2,015	\$92,690.00
Parkview Chicago	3,278	\$150,788.00
Parkview Jackson	5,111	\$235,106.00
Total	10,404	\$478,584.00



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RECOMMENDATIONS

That Board of Public Utilities recommend that the City Council:

1. Approve the **Fiscal Year 2025/26** Tree Power Program Free Shade Tree Coupon Campaign in the amount of \$478,584; and
2. Authorize the City Manager, or designee, to issue purchase orders and change orders to Parkview Nursery, 4377 Chicago Avenue; Parkview Nursery, 3841 Jackson Street; and Louie's Nursery, 18550 Van Buren Boulevard 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 \$487,584.



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