

TREE POWER PROGRAM

Customer Engagement

Board of Public Utilities
January 12, 2026

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1

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



2

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2

BACKGROUND



Dual Marketing Approach

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

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

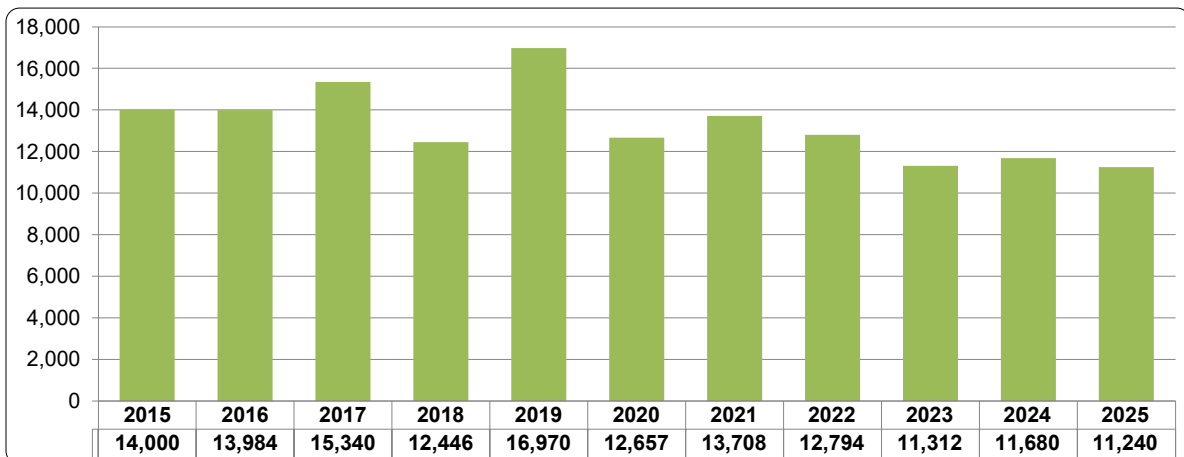


3

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3

TREES DISTRIBUTED



4

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4

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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5

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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6

6

DISCUSSION



COMING SOON!

WE ARE GIVING AWAY FREE TREES

Trees are a natural solution to growing challenges in our communities. They help us save energy costs, provide habitats for wildlife and beautify our neighborhoods.

Email Address *


Where will you plant your tree? *

Start typing address

Or, enter address manually

SIGN UP TO GET NOTIFIED

Proudly brought to you by:





7

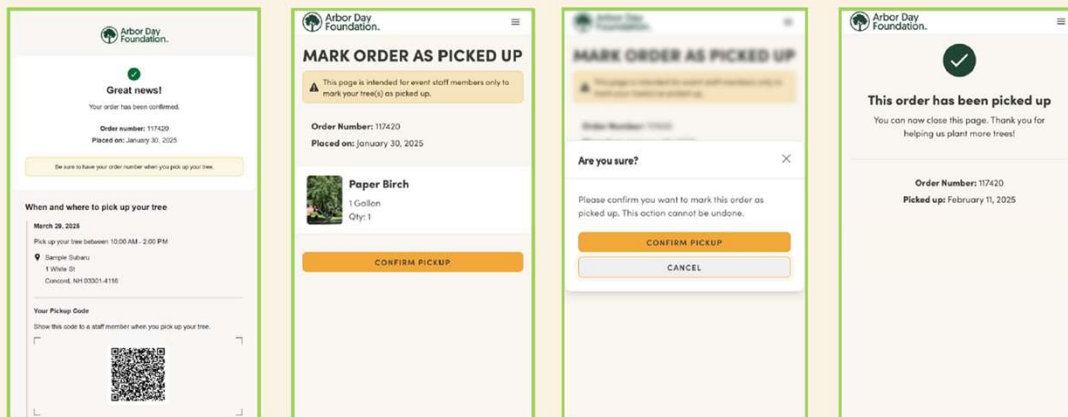
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7

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.



Great news!

Your order has been confirmed.

Order number: 117420
Placed on: January 30, 2025


Be sure to have your order number when you pick up your tree.

When and where to pick up your tree

March 28, 2025
Pick up your tree between 10:00 AM - 2:00 PM
📍 Sample Station
1300 W. 21
Corona, NH 03301-4180

Your Pickup Code

Show this code to a staff member when you pick up your tree.



MARK ORDER AS PICKED UP

This page is intended for event staff members only to mark your tree(s) as picked up.

Order Number: 117420
Placed on: January 30, 2025

Paper Birch
1 Gallon
Qty: 1

CONFIRM PICKUP

MARK ORDER AS PICKED UP

This page is intended for event staff members only to mark your tree(s) as picked up.

Order Number: 117420

Are you sure?

Please confirm you want to mark this order as picked up. This action cannot be undone.

CONFIRM PICKUP

CANCEL

This order has been picked up

You can now close this page. Thank you for helping us plant more trees!

Order Number: 117420
Picked up: February 11, 2025

8



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8

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



9

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9

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.



10

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10