



# TREE POWER PROGRAM

## Public Utilities

City Council  
January 28, 2025

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## BACKGROUND

### Offered since 1999

#### Program Goals:

1. Conserve energy (163 kWh/tree)
2. Reduce summer cooling costs
3. Enhance the City's green spaces

#### RPU electric customers:

\$40 per qualified shade tree

#### Customers 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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# DISCUSSION – BACK-OF-BILL CAMPAIGN

Originally Launched in 2001

## Program Goals:

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

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

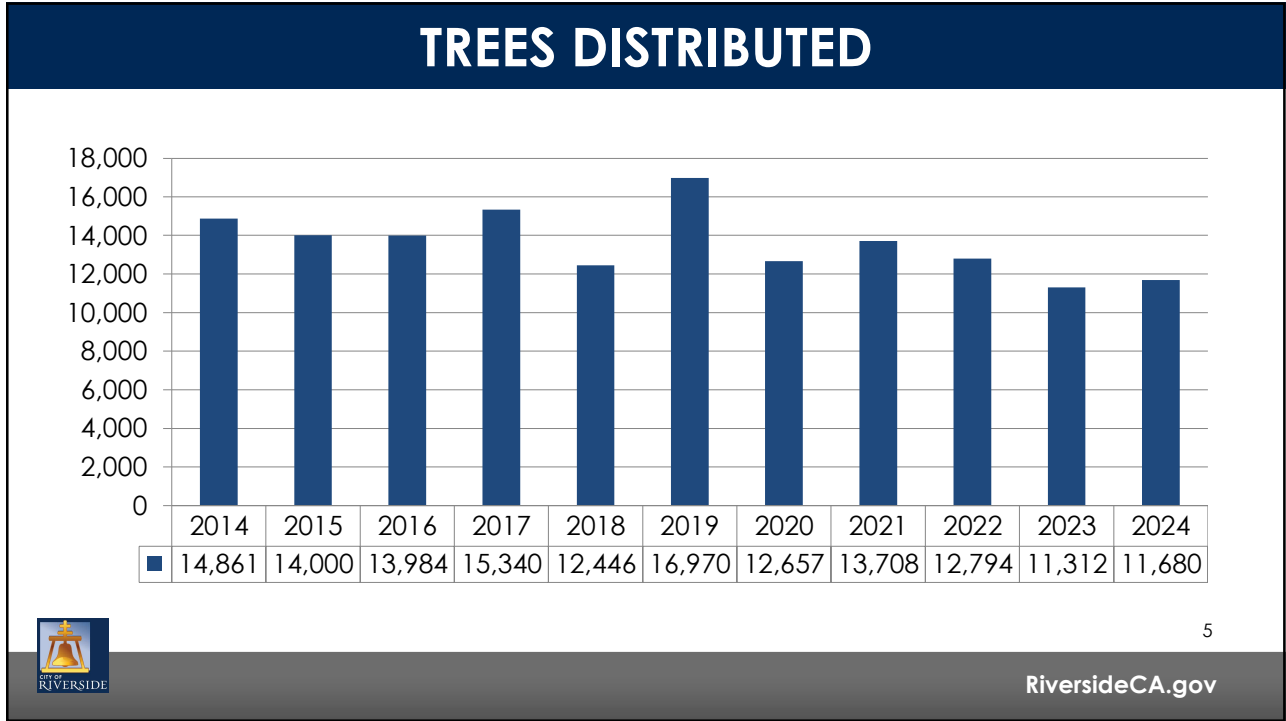
1. Louie's Nursery
2. Parkview – Chicago
3. Parkview – Jackson



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## SOFTWARE TO MANAGE TREE POWER

### Support for the Administration of Current Program

Average of 12,000 Trees Per Year


#### Challenges

1. Tree pricing was increasing and customers were challenged with economic conditions
2. Current program is paper and labor intensive
  - a. Create Back-of-Bill coupon
  - b. Artwork
  - c. Postage
  - d. Collection of coupons
  - e. Counting & verifying coupons

#### Solutions

1. Increase in incentive amount due to economic conditions
  - a. Increase in incentive was approved by City Council in February 2023
2. The ability to manage program with a software tool created by the Arbor Day Foundation

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# REQUEST FOR PROPOSAL (RFP) 2325

1. RFP 2325 was issued by the City Purchasing Division to identify all available software tools to support RPU's management of the Tree Power Program
  - a. Released on November 9, 2023
  - b. Closed on December 1, 2023 with only one respondent, the Arbor Day Foundation
2. Requirements of the RFP include:
  - a. Customer support phone number to provide support for RPU, participating nurseries and program participants
  - b. Electronic communication with program participants
  - c. Annual satisfaction survey
  - d. Access to the software tool in multiple languages
  - e. Energy savings reporting to RPU
  - f. Have the ability to issue coupons in various formats



# RFP RESULTS

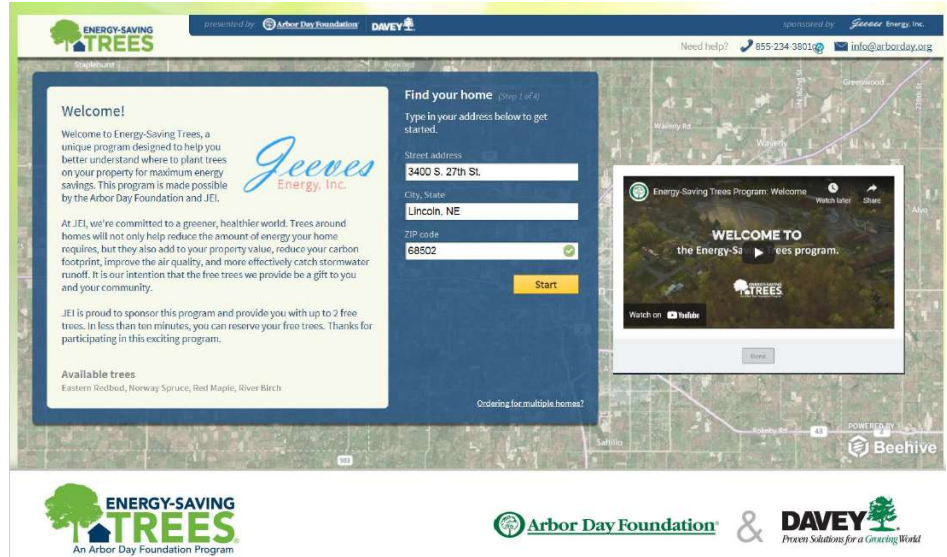
1. The RFP closed on December 1, 2023, with one response
2. The Arbor Day Foundation was found to be responsive and responsible.

Action	Number of Vendors
External Vendors Notified	500
City of Riverside Vendors Notified	237
Vendors who downloaded the RFP	21
Proposals received	1



# ARBOR DAY FOUNDATION SOFTWARE

GIS Platform that allows customers to see their home

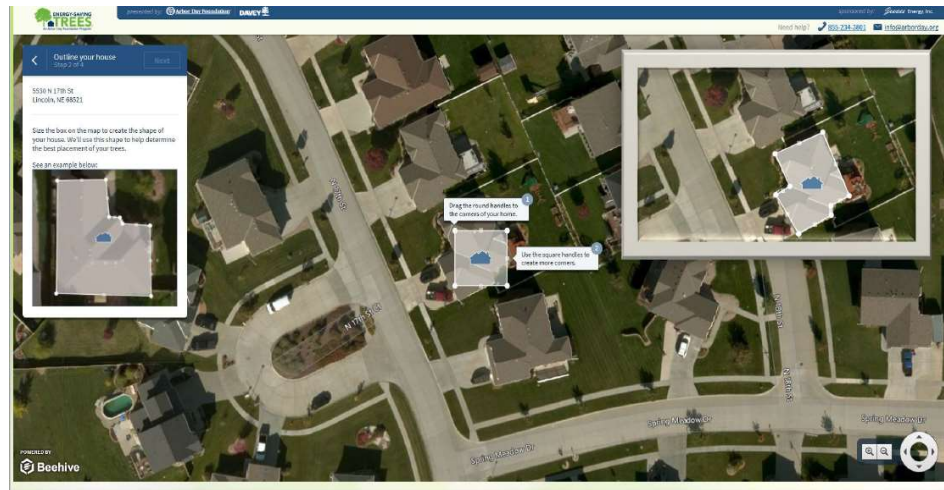


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# ARBOR DAY FOUNDATION SOFTWARE

Outline the building structure for accuracy



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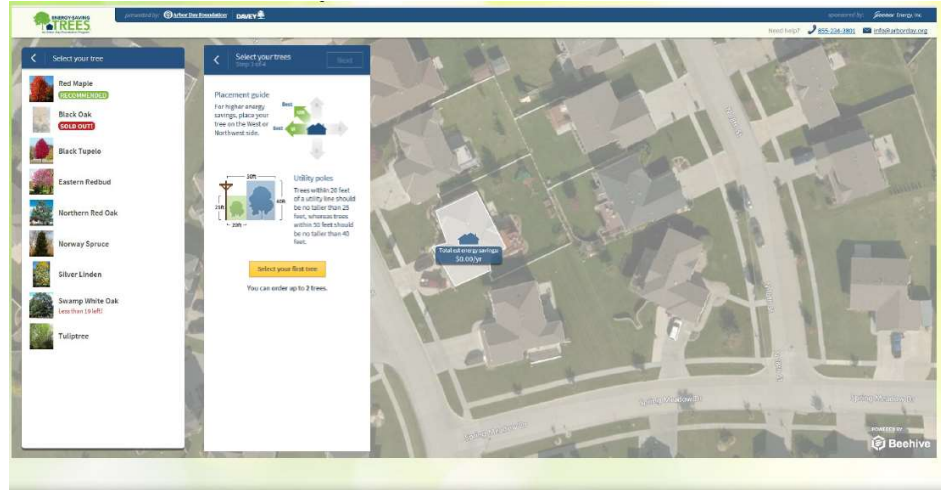
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# ARBOR DAY FOUNDATION SOFTWARE

Select a climate appropriate tree



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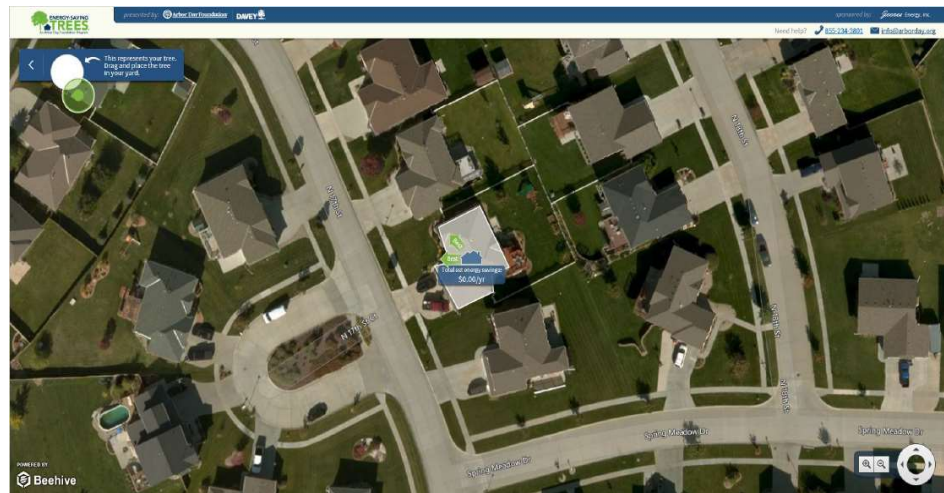


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# ARBOR DAY FOUNDATION SOFTWARE

Select optimal planting location by seeing expected annual energy savings



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# ARBOR DAY FOUNDATION SOFTWARE

**Annual energy savings**

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Stormwater filtration

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Carbon sequestration

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Air pollution absorbed

The screenshot shows a mobile interface for selecting trees. It lists 'Tulip poplar' with a value of \$26.97 and 'Norway Spruce' with a value of \$5.33. A 'Total savings' of \$12.30 is shown. Below, 'YOUR TREES' PROJECTED IMPACT' is detailed:

Category	Value
Energy savings	3,915.16 kWh
Stormwater filtered	13,062.33 gallons
Carbon sequestered	4,446.22 lbs
Air pollutants absorbed	22.19 lbs

Values shown are current active estimates for the 10<sup>th</sup> year of growth.

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# STRATEGIC PLAN ALIGNMENT

## Strategic Priority 4 - Environmental Stewardship

**Goal 4.1** – Rapidly decrease Riverside's carbon footprint by acting urgently to reach a zero-carbon electric grid with the goal of reaching 100% zero-carbon electricity production by 2040 while continuing to ensure safe, reliable and affordable energy for all residents.

**Goal 4.3** – Implement local and support regional proactive policies and inclusive decision-making processes to deliver environmental justice and ensure that all residents breath healthy and clean air with the goal of having zero days of unhealthy air quality per the South Coast Air Quality District's Air Quality Index (AQI).

### Cross-Cutting Threads

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Community Trust

Equity

Fiscal Responsibility

Innovation

Sustainability & Resiliency

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# RECOMMENDATIONS

That the City Council:

1. Approve the Fiscal Year 2024/25 Tree Power Program Free Shade Tree Coupon Campaign in the amount of \$462,968;
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 \$462,968;
3. Approve the Professional Consultant Services Agreement from Request for Proposal No. 2325 for software to administer the Tree Power Program to Arbor Day Foundation for \$525,000 with a 10% contingency of \$52,500 for a total not to exceed amount of \$577,500;
4. Authorize the City Manager, or designee, to execute the Professional Consultant Services Agreements, execute the optional extensions at \$175,000 annually, and including making minor and non-substantive changes to the agreements.



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