



Partnering with Utility companies to Plant Trees

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Trees Forever
Iowa



History of Partnerships



- 1990 Iowa Energy Efficiency legislation
- Promoted energy efficiency
 - Designated energy efficiency funds for tree programs
 - Utility partnerships

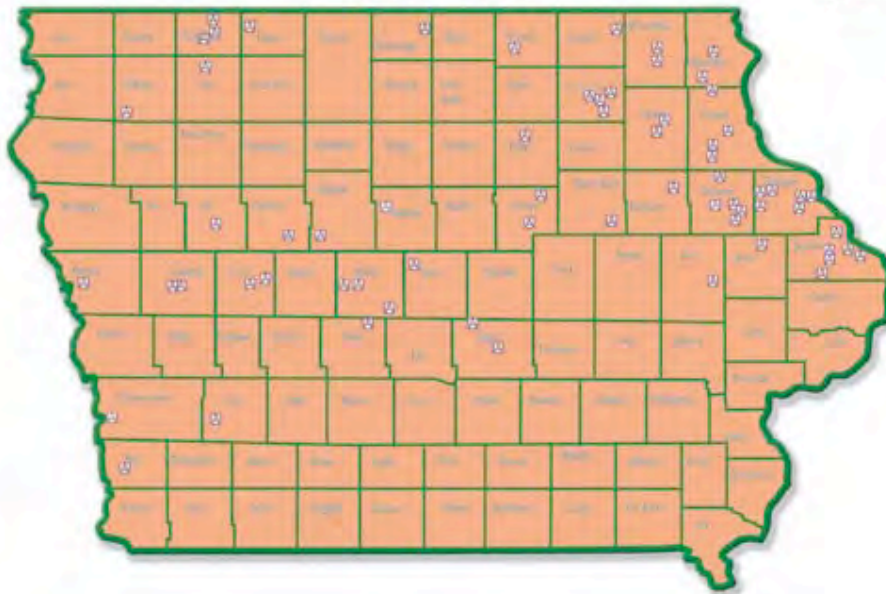


Statewide Network Established

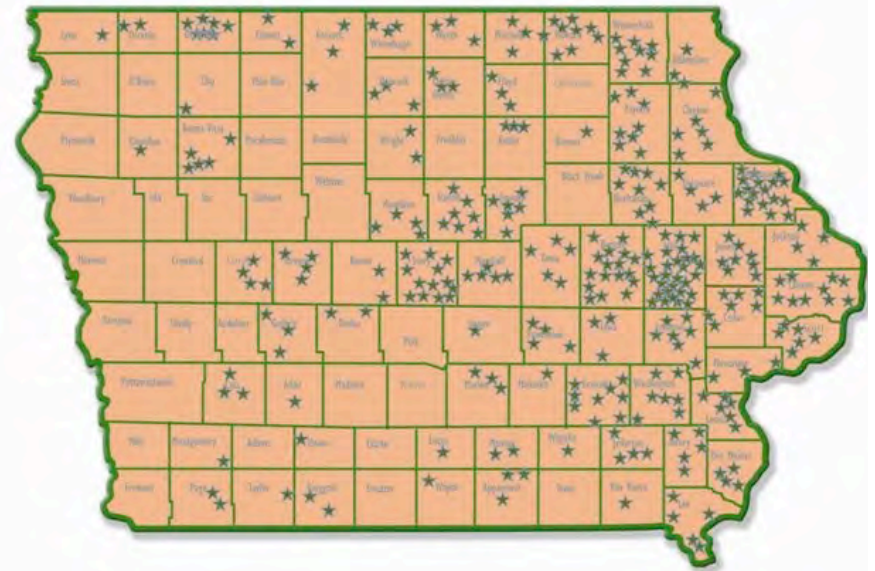


Aquila

AQUILA TREES FOREVER
Community Program Participants
1996 ~ 2007



Alliant



Benefits to the Utility



- Increase presence in community
- Visual impact to the environment
- Media opportunities
- Local key leadership involvement



Environment Benefits



Energy Saved from over 1 million Trees Planted

- 14.6 million Kilowatt hours
- Energy to heat 1,500 homes
- 87,952,623 Carbon lbs. sequestered
- 166,291,523 Gals. Storm water offset
- \$6.5 million increase in property values



How the Partnerships Work



Program Goals-

- empower locally led tree planting projects
- beautify the community
- promote energy efficiency
- education on right tree/right place



How the Partnership Works



- **Staff available to meet/work in the community is key**
- **Developing broad-based local volunteer committees**
- **Trees Forever headquarters staff – network of support**
- **Value of long-term relationships with staff and communities**



Keys to Successful Partnerships



- Strong volunteer component since 1989
- 990,000 volunteer hours
- 200 communities annually



Locally Led Projects



Sponsor Recognition



Well Planned Planting Projects



Seizing Opportunities



We Dig Your District

- City government re-design
- Pilot in 2006 and will continue
- Aligned plantings with new city districts
- Key stakeholder management







i-Tree helps engage volunteers & calculate benefits.



Accomplishments of Partnerships



- 17 years of community programs
- 131,000 volunteers
- 450 communities
- 2,696 community projects
- Saved more than 14.6 million kilowatt-hours and 112,579 decatherms which is enough to power 1,460 homes each year





Thank You! Questions?

