

2017



TREE POWER INCENTIVE PROGRAM

Planting trees can save money and energy in heating and cooling. Shade trees on the south and west sides of your home make hot summers cooler and let in warming sunlight when the leaves are gone in winter. Trees are also a natural air filter, removing dust and greenhouse gases such as carbon dioxide, while adding oxygen.

Oconomowoc Utilities offers billing credits for planting shade trees to conserve energy. You may be eligible for up to a \$50 billing credit per qualifying tree if you follow our eligibility guidelines.

How to Apply:

1. To qualify for a billing credit, the applicant must meet all of the eligibility conditions and complete the incentive application on the reverse side.
2. To guarantee there will be incentive money available for your purchase, call us at 569-3282.
3. Attach the original sales receipt for the shade tree purchase. The receipt or paid invoice must indicate the date of purchase, dealer name and address, and a description of the tree type or species.
4. Drop off your completed application at our office or mail it to **Oconomowoc Utilities, 174 E. Wisconsin Ave., Oconomowoc, WI 53066.**

Eligibility:

- The Tree Power Incentive Program is available to residential customers with a valid Oconomowoc Utilities electric account.
- The purchase of each properly planted qualifying tree planted is eligible for 50% of the purchase price. Limit three tree billing credits per household with a maximum of \$50 per tree.
- Shade tree(s) must meet the following criteria:
 - Must be deciduous. Evergreens are not eligible.
 - Must be nursery grade stock.
 - Must have potential to attain a height of at least 25 feet when mature.
 - Must have a caliper of at least 1¼ inches at the time of planting.
 - Must be planted in a location that provides significant shading of an air conditioning unit or the south or west exposure of a home upon tree maturity. Oconomowoc Utilities recommends planting shade tree(s) approximately 25 to 35 feet away from area to be shaded.
 - Must be located away from underground and overhead utility lines.
- Applicant **MUST** call Diggers Hotline (800-242-8511) prior to planting tree(s). The hotline ID number must be reported on the application.

The Tree Power Incentive is a Commitment to Community program funded in part by the Public Benefits Charge. Applications will be accepted on a first-come, first-served basis, until allocated funds are spent.

Deadline: November 30, 2017

QUESTIONS? NEED MORE INFORMATION? CALL US AT 569-3282.

• 2017 TREE POWER INCENTIVE PROGRAM APPLICATION •

How to Apply: Please attach the original sales receipt or paid invoice for shade tree purchase indicating date of purchase, dealer name and address, and a description of the tree type or species. Qualifying trees must be purchased and planted **no later than November 30, 2017.**

CUSTOMER INFORMATION (Please print clearly)			
Customer Name (First, Last)	Utility Account Number		
Address	City / State / Zip Code		
() Telephone # (Home)	() Telephone # (Days)	E-mail Address	
DIGGERS HOTLINE INFORMATION (800) 242-8511			
Diggers Hotline Ticket Number	Contact Person (if applicable)		
TREE INFORMATION			
1. Tree Type or Species	Planting Location (side of home)	Price Paid	× 50% = Incentive (<\$50)
2. Tree Type or Species	Planting Location (side of home)	Price Paid	× 50% = Incentive (<\$50)
3. Tree Type or Species	Planting Location (side of home)	Price Paid	× 50% = Incentive (<\$50)
			Total Incentive

Certification and Agreement

I understand that this offer provides a billing credit of 50% of the total price paid for qualifying shade tree(s), not to exceed \$50 per tree. I agree that the tree(s) listed above meets the eligibility requirements described on the front side of this application.

I agree that Oconomowoc Utilities reserves the right to verify sales receipts and/or planted trees before issuing billing credits. Qualifying shade trees must be purchased and planted between April 1, 2017 and November 30, 2017.

I agree that Oconomowoc Utilities does not guarantee that the planting of shade trees or the implementation of any energy efficiency measure described in this application will result in energy cost savings. Oconomowoc Utilities makes no warranties, expressed or implied, with respect to any equipment purchased and/or installed including, but not limited to, any warranty of merchantability or fitness for purpose. In no event shall Oconomowoc Utilities be liable for any incidental or consequential damages.

I understand that this program has a limited budget, and that applications will be accepted on a first-come, first-served basis, until allocated funds are spent. This program may be modified or discontinued at any time without notice.

I certify that all statements made in this application are correct to the best of my knowledge. I agree to the terms and conditions of this offer as set forth on this application.

<p align="center">X</p> <p>Applicant's Signature _____ Date _____</p>	<p align="center">/ /</p>
<p>QUESTIONS? NEED MORE INFORMATION? CALL US AT 569-3282.</p>	

FOR UTILITY USE ONLY	
<p align="center">X</p> <p>Authorized Signature _____ Date _____</p>	<p align="center">/ /</p>
Voucher No. _____	Deferred Account _____

Energy Efficient Tree Planting

Proper placement of shade trees can reduce air conditioner use and lead to significant cash savings. Large, deciduous trees planted on the south and west sides of your home will provide cooling shade in the summer, and won't obstruct the low winter sun.

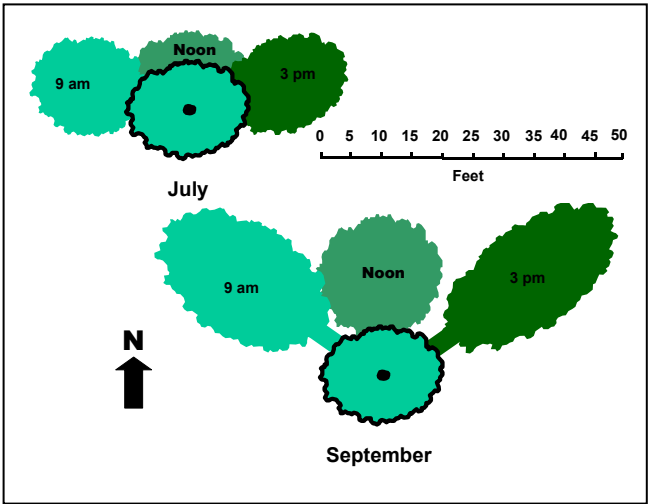
Tree species with round, horizontal oval and vase-shaped crowns when mature offer the best shading potential. High, wide-crowned deciduous trees provide the best shade.

Relative shade value of deciduous trees

High	Medium	Low
▪ Maples	▪ European Birch	▪ Hickories
▪ Horse-chestnut	▪ Crabapple	▪ Catalpa
▪ Hackberry	▪ Sweetgum	▪ Ginkgo
▪ Beech	▪ Oaks	▪ Locusts
▪ Green Ash	▪ Littleleaf Linden	▪ Goldenraintree
▪ Walnut	▪ Kentucky Coffeetree	▪ Quaking Aspen
▪ Yellow Poplar	▪ Cottonwoods	▪ Pears
▪ Sycamores	▪ Elms	▪ Washington Hawthorn

Always consider the ultimate size of the tree when choosing the type of tree to plant. Trees should be planted 25 to 35 feet from the area to be shaded.

Before digging, always remember to call Digger's Hotline. Trees should not be planted near underground pipelines or wires, septic tanks or overhead utility lines. Do not plant a large tree closer than 5 feet from a driveway or sidewalk; it could eventually push up the concrete.



The figure to the left illustrates the shade patterns of a 25-foot tree. Observation is the best way to determine where to plant to maximize shade. You should plant a tree to shade roofs, windows, porches, air conditioning units or other areas of heat gain. Remember, just shading an air conditioning unit can increase its efficiency by 10 percent.

Trees cool better than man-made structures because not only are the rays of the sun blocked, but water is added to the air through transpiration.

Other benefits of trees

- Improve the appearance of the home
- Help absorb noise
- Provide privacy and protection
- Divide grounds into several use areas
- Serve as natural air filters
- Serve as windbreaks

Benefits of Planting Trees

Carefully positioned trees can save up to 25% of a household's energy consumption for heating and cooling. Computer models devised by the U.S. Department of Energy predict that the proper placement of only three trees will save an average household between \$100 and \$250 in energy costs annually.

On average, a well-designed landscape provides enough energy savings to return your initial investment in less than 8 years. An 8-foot (2.4-meter) deciduous (leaf-shedding) tree, for example, costs about as much as an awning for one large window and can ultimately save your household hundreds of dollars in reduced cooling costs, yet still admit some winter sunshine to reduce heating and lighting costs. Landscaping can save you money in summer or winter.

In summer you may have noticed the coolness of parks and wooded areas compared to the temperature of nearby city streets. Shading and evapotranspiration (the process by which a plant actively moves and releases water vapor) from trees can reduce surrounding air temperatures as much as 9 degrees F (5 degrees C). Because cool air settles near the ground, air temperatures directly under trees can be as much as 25 degrees F (14 degrees C) cooler than air temperatures above nearby blacktop. Studies by the Lawrence Berkeley Laboratory found summer daytime air temperatures to be 3 degrees F to 6 degrees F (2 degrees C to 3 degrees C) cooler in tree-shaded neighborhoods than in treeless areas. A well-planned landscape can reduce an unshaded home's summer air-conditioning costs by 15% to 50%. One Pennsylvania study reported air-conditioning savings of as much as 75% for small mobile homes.

In winter you may be familiar with wind chill. If the outside temperature is 10 degrees F (-12 degrees C) and the wind speed is 20 miles per hour (32 kilometers per hour), the wind chill is -24 degrees F (-31 degrees C). Trees, fences, or geographical features can be used as windbreaks to shield your house from the wind.

A study in South Dakota found that windbreaks to the north, west, and east of houses cut fuel consumption by an average of 40%. Houses with windbreaks placed only on the windward side (the side from which the wind is coming) averaged 25% less fuel consumption than similar but unprotected homes. If you live in a windy climate, your well-planned landscape can reduce your winter heating bills by approximately one-third. *Source: US Department of Energy*