

Business Partners

Fall 2007 | A newsletter to inform the customers of Roseville Electric

Green Roseville: A Natural Choice For SIMS Recycling Solutions

SIMS Recycling Solutions may not be what most people think of when they picture a recycling center. As part of SIMS Group, the world's largest metal, complex consumer goods and electronics recycler, the international company is as high tech as the computers, monitors, printers, peripherals and components its Roseville center demanufactures into reusable components and materials. Rather than allowing electronics to go from cradle to grave, SIMS Recycling Solutions applies innovative equipment and processes to recover materials for reuse, providing a cradle for the next generation of products.

For a company completely focused on improving the environment through recycling, deciding to purchase 100 percent of what it uses from renewable resource generators was an easy decision. "We were excited to hear about Green Roseville," said Rafael Reveles, SIMS Recycling Solutions' director of engineering. "The program aligns with our company's values and missions, so there was no hesitation about signing up."

The Roseville location was one of many added following SIMS Recycling Solutions' May 2007 acquisition of Noranda Recycling. In addition to joining Green Roseville, the new owners have worked diligently toward reducing the site's energy consumption, re-engineering operations to lower energy use without sacrificing productivity and raising thermostats to reduce air conditioning loads. The company has also undergone a Roseville Electric energy audit and is looking into additional steps to reduce energy consumption.

"We're all in this together," added Reveles.
"We try to do our part because programs like Green Roseville will only work if enough people participate. Greater demand makes it possible to build more renewable generation facilities, which will make renewable energy affordable for all.

It all starts here, with businesses like ours signing on."

Every Roseville business can take part in Green Roseville. If your office is in the City of Roseville we can set up a bill that is sent directly to you either for 100 percent of your estimated energy use or you can purchase the energy in \$15 blocks.



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Rafael Reveles, SIMS Recycling Solutions' Director of Engineering



Roseville Electric

Roseville Electric Begins Generating Power



With environmental issues on the forefront of most minds, Roseville's new plant was designed using the latest available combined-cycle technology for maximum efficiency. Things are about to change in Roseville. For 95 years, the City has earned an excellent reputation for reliably purchasing and distributing power from third-party providers. This fall, the City beings operation of the new Roseville Energy Park (REP), a power-generation facility expected to meet 40 percent of the City's electricity needs.

The new facility will strengthen Roseville Electric's award-winning reliability by reducing the City's dependence on outside power supplied over the state power grid. In addition to increasing reliability and reducing the need to purchase supplemental power on the open market, local generation will eliminate transmission losses. The REP is located next to the Pleasant Grove Wastewater Treatment Plant and will only need to send its electricity a short distance to businesses and homes within the City.

With environmental issues on the forefront of most minds, Roseville's new plant was designed using the latest available combined-cycle technology for maximum efficiency. Recycled water from the adjacent wastewater treatment facility will be used to cool the turbines and create steam to power secondary generation turbines, with no water discharge into local creeks.

At Roseville Electric, our goal is to deliver reliable, affordable power. In today's world, that means thinking ahead and taking proactive measures to provide the highest quality service possible. Roseville's Energy Park is one more way we are helping to create a community that supports its businesses and residents.

Find out more about the REP at www.roseville.ca.us/RosevilleEnergyPark.

Businesses Rushing to Take Advantage of Region's Best Solar PV Buydown Program Act before December 31, 2007

If you've considered installing a solar generation (photovoltaic or PV) system, act before December 31 to combine Roseville Electric's generous rebates with federal and state tax incentives. Federal tax credits apply only to systems installed before year end, so the rush is on to take maximum advantage of the combined incentive programs.

Roseville Electric's program offers the highest rebate incentive in the region. For systems greater than 10kW AC, Roseville Electric provides a one-time \$3 per AC watt credit for approved equipment to commercial customers.

Hurry to make the most of this money-saving chance to go solar. Get the program details at www.roseville.ca.us/PhotovoltaicBuydownProgram.

Roseville Students Are Living Wiser

During the 2006-2007 school year, more than 850 sixth-grade students studied something a little different than usual. In four local schools, the City of Roseville LivingWise® program, developed by Resource Action Programs®, combined classroom and home activities to teach students how to be more environmentally conscious.

The City provided lesson plans and course materials for teachers to present in their classrooms and gave each student a Resource Action Kit to take home. These kits were full of materials and technologies, such as high-efficiency showerheads, compact fluorescent light bulbs and a CD-ROM game.

This year's program saw impressive results. Students were encouraged to work with their families to install and use the resources provided in their take-home kits. Results show that an overwhelming number did so, potentially saving more than 10,000 gallons of water, 34 therms of heat and 635 kilowatt-hours of electricity, for every participating home each year.

In addition, the kits included Household Report Cards for families to complete, giving the City a usage portrait to help recognize trends and develop ways to meet future needs. The biggest pay-off of all, though, is the students' increased awareness. The lessons they learned through LivingWise™ will continue to make an impact on our environment every year. And that's good for us all.

New Lighting Program Designed to Cover Upgrade Costs



Suppose you purchased a new fuel-efficient car and your favorite gas station offered to cover most or all of your cost for upgrading to better efficiency. Of course, that's too good to be true, but it's similar to what Roseville Electric is offering in its Two Five-0 program for businesses who upgrade to the latest high-efficiency lighting.

Our new program includes enhanced rebates designed specifically to cover the majority, if not all, of the small businesses' lighting retrofit costs.

Regardless of the age of our lighting system, you may benefit from the program. The significant rebates offered are available for small commercial customers with a peak demand of 150kW or less. Examples of qualifying businesses include retail shops and strip-mall businesses, gas stations, food marts and other small businesses. To see if you qualify, call Roseville Electric at 79-POWER.

More information is also available at www.roseville.ca.us/250 or by calling (916) 746-1667.

WATTS the Difference?

T12's have been the lighting workhorse for years, but are now outdated and considered to be an inefficient lighting source. T8 or T5 lighting technology is the new standard—it's time to update if you haven't already!

Contact your account representative for more information.

5 best reasons to install T8's:

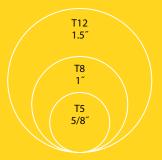
- (5) T8's have higher lumens per watt, which results in more light output AND less energy used.
- T8's have significantly better lighting color and are available in a variety of color tones from warm to very cool.
- 3 T8's have lower maintenance call backs because of improved system design and longer bulb life.
- 2 T8's are more environmentally friendly than T12's.
- Roseville Electric will pay you to eliminate T12's from your facility!

4 Ft — 2 Lamp System Comparison



How do I know what I have?

The size chart to the right will assist you to identify if you have a T12, T8 or T5 lighting system.



Fluorescent Lamp Sizes

(actual sizes)

Online BillPay Offers Useful Business Tool

As of August, our customers now have a faster, easier, more environmentally friendly option for paying their bills. Online BillPay simplifies the bill paying process by giving you access to a secure, online resource that offers more than simple bill payment. Online BillPay also allows you to view current and historical usage statistics, providing you with a new energy management tool. Tracking usage habits gives you the power to understand use patterns and see how habit changes and equipment upgrades bring more money to the bottom line. In addition, you can pay your current bill with a bank account transfer up to the due date, eliminating the need to send a name check days in advance

To make your bill paying fast and simple, sign up for Online BillPay today by visiting www.roseville.ca.us/billpay

Free Shade Trees Available to Businesses, Too

Since its inception, the Roseville Shade Tree program has provided more than 13,000 trees, bringing beauty and natural energy savings to residents across the City. Many people are not aware that the program also extends to our commercial customers.

Through our partnership with the Roseville Urban Forestry Foundation, Roseville Electric provides businesses with trees at no charge, as well as free consultation on types of trees best suited to each location and where to place trees for maximum shade.

Creating shade has a number of compelling advantages for you and your customers. Planting even one tree can mean significant savings on your summer air conditioning bills. In addition to energy savings, shade trees add beauty that provides a welcoming environment for customers. According to University of Washington study, people are more likely to patronize businesses with attractive, shaded landscapes.

For more information on the types of trees available, the benefits of planting shade trees and how to sign up, visit www.roseville.ca.us/shadetree, call (916) 774-5647, or send an email to shadetree@roseville.ca.us.



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