Electric Dispatch

March 2008 A newsletter to inform customers of Roseville Electric

Earth Day 2008

Think Globally, Celebrate Locally

Celebrate the Earth with your community this April 19 from 10 a.m. to 4:00 p.m. at the recently opened Roseville Utility Exploration Center.

The center will be the gathering place for day-long activities, featuring a number of expert speakers capped by a climate change panel moderated by Jill Savery, Olympic gold medalist and sustainability consultant to the International Olympic Committee and others.

There will also be plenty of eco-fun activities for kids and families, including guided tours of the center, live music, the Dr. Solar Good Time, Sunshine Traveling Medicine Show, art and how-to demonstrations, food vendors, a courtyard packed with booths offering eco-smart products, services and information—and much more!

You can find the RUEC within the Martha Riley Library at 1501 Pleasant Grove Blvd., Roseville. For a map and more details on the Earth Day celebration, visit www.roseville.ca.us/explore

Earth Day Gift Giving Ideas

Why not start a new tradition by giving something back this Earth Day? Roseville Electric offers many free and low-cost gift-giving ideas you can give the Earth, including:

- Switch to 100 percent renewable wind-and solar-generated energy through our Green Roseville program. For the average Roseville household, buying clean energy credits costs around $12 a month—about the cost of a small pizza—and has same impact as planting more than 1,000 trees or not driving your car for 10 months every year!
- Join the Roseville Power Partners program and help our community cut electricity use on high-demand summer afternoons. More than 1,000 of your neighbors already getting paid to participate in the program.
- Plant a shade tree to lower air conditioning use, clean the air, and provide a home for wildlife. The Roseville Shade Tree Program offers up to three shade trees at no charge.
- Take the ENERGY STAR Change a Light pledge and switch at least one light from an incandescent bulb to an energy-saving compact fluorescent (CFL) bulb.

For more great ideas, visit our Web site at www.roseville.ca.us/saveenergy

CITY OF ROSEVILLE CALIFORNIA

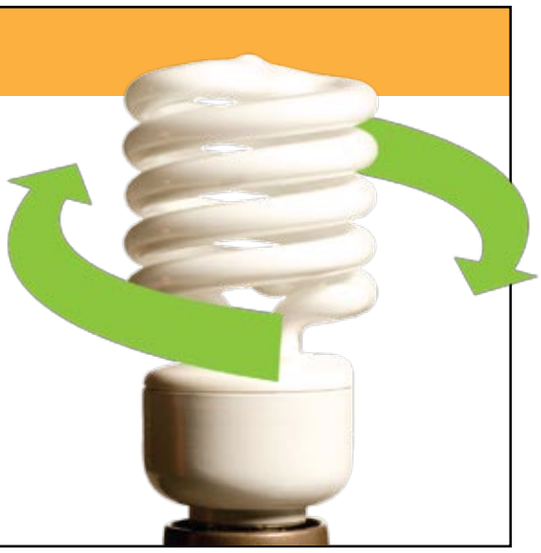
Roseville Electric

Let Us Help You Change That Light Bulb

Compact fluorescent light (CFL) bulbs have come a long way in a very short time. Today's CFLs offer faster start times, better color rendition, more options for use, and lower prices. ENERGY STAR-rated CFLs use 75 percent less energy, produce 75 percent less heat, and last about 10 times longer than traditional bulbs—saving about $30 over the life of each CFL you install.

Roseville Electric has the information you need to incorporate this new lighting technology in your home.

For more information, visit www.roseville.ca.us/lightbulbs or call 79-POWER. To learn more about CFLs you can also visit the Energy Star website at www.energystar.gov



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Please Buy Less of What We Provide

Imagine a candy factory that asked its customers to eat less sugar, provided free nutrition checkups and helpful diet tips, and gave away delicious sugar substitutes. At Roseville Electric, we're doing something a little like that.

As a not-for-profit municipal utility, we're always looking for ways to help you use less electricity by offering:

- An information-packed Web site that includes a home appliance consumption and cost chart, summer and winter energy-saving tips, and more
- A free RE-View online audit that helps you discover how you use power and water, and provides suggestions to help you use less
- Free shade trees to help you lower summer cooling costs
- Your choice between a financial rebate and low-cost financing on a new high-efficiency air conditioner
- Financial rebates to help you cover the cost of upgrading to energy-saving appliances, insulation, and windows and sunscreens
- Our Photovoltaic Buydown Program that helps you harness the sun's power using rooftop solar electric panels
- The Roseville Utility Exploration Center, an entertaining, interactive museum that brings you the latest ideas, information and energy-saving innovations

Our objective is to make it easy for you to use less of what we sell, because our concern is to protect the environment and preserve natural resources for future generations of Roseville residents. Find out how we can help you save energy in the residential customers section at www.roseville.ca.us/saveenergy or by calling (916) 79-POWER.

Roseville Electric First Quarter 2008

POWER CONTENT LABEL

ENERGY RESOURCES	RE Power Mix* (Projected)	Green Roseville* (Projected)	2006 CA POWER MIX** (for comparison)
Eligible Renewable	**8%**	**100%**	**5%**
—Biomass & waste	1%	0%	<1%
—Geothermal	7%	0%	4%
—Small hydroelectric	<1%	0%	<1%
—Solar	<1%	2.5%	0%
—Wind	<1%	97.5%	<1%
Coal	**7%**	**0%**	**29%**
Large Hydroelectric	**22%**	**0%**	**31%**
Natural Gas	**63%**	**0%**	**35%**
Nuclear	**<1%**	**0%**	**<1%**
Other	**<1%**	**0%**	**0%**
TOTAL	**100%**	**100%**	**100%**

* 100% of Green Roseville is specifically purchased from individual suppliers.
* 75% of RE Power Mix is specifically purchased from individual suppliers. Percentages may not add to 100% due to rounding.
** Percentages are estimated annually by the California Energy Commission based on electricity sold to California consumers during the previous year.

For specific information about this electricity product, contact Roseville Electric.
For general information about the Power Content Label, contact the California Energy Commission at 1-800-555-7794 or www.energy.ca.gov/consumer

Rate Adjustment to Help Meet Rising Costs

The Roseville City Council voted 4–1 to adopt Roseville Electric's request to adjust rates and fees at its December 5, 2007 meeting. The rate and fee changes are necessary to cover increasing equipment, maintenance, and power purchasing costs that are affecting all energy-related utilities. Roseville Electric and other utilities also face additional charges related to reducing consumption and emissions, which the increases will help offset.

Details of the new rate structure include:

- Increasing all customer energy rates by 6 percent in February 2008 and 6 percent in February 2009
- Establishing a third tier for residential customers who use more than 1,000 kWh in a month
- Establishing a Climate Change Mitigation charge for residential and business customers
- Reestablishing the Electric Backbone Recovery Fee paid by developers prior to new project construction

"Utilities everywhere are facing the same financial challenges," said Assistant Utility Director Michelle Bertolino. "As a municipal utility, we constantly strive to maintain reliability for our 50,000 customers by ensuring our systems perform dependably and are well maintained. We also serve as a resource to help our customers manage their energy costs by helping them find ways to reduce their consumption."

With the adjustment, Roseville Electric's rates will continue to be among the region's lowest.

1,000 Plus Power Partners Champion Sustainability

Since its introduction last summer, the Power Partners program has already welcomed more than 1,000 community members willing to join the Earth's fight against climate change. The Power Partners program is an extremely powerful way for our community to come together and reduce California's air conditioning use during summer's peak demand hours. Because air conditioning use during hot summer afternoons pushes demand to its peak and puts stress on the distribution system, the simple act of becoming a Power Partner is an effortless way to make a significant difference.

When you join the Power Partners program, we'll install a switch on or near your outside air conditioning unit. On the critically hot summer afternoons, when electricity demand is extremely high, the switch allows us to turn off and on your air conditioner compressor for about 10 minutes every half hour. By cycling air conditioners across our community, we remove demand and stress from the greater electricity grid. And because air conditioning fans remain on and continue circulating air throughout the home, most people notice little or no difference in indoor air temperature.

As an added incentive, we are also giving a $10 bill credit when you sign up to be a Power Partner and an additional $10 bill credit each summer you participate. Find out more and sign up today at www.roseville.ca.us/PowerPartners or by calling (877) 754-3566.

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COMMENTS AND SUGGESTIONS ARE WELCOME. PLEASE SEND TO THE ATTENTION OF VONETTE MCCAULEY AT: VMCCAULEY@ROSEVILLE.CA.US

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916 774.5428 24-HR OUTAGE HOTLINE

FIND US ON THE WEB: WWW.ROSEVILLE.CA.US/ELECTRIC

CITY OF ROSEVILLE CALIFORNIA

Have a Question?

If you have an energy-related question or want to know about an energy-efficiency technology or product, let us know. You can reach us by e-mailing rosevilleelectric@roseville.ca.us or by calling 79-POWER (797-6937).

FSC Mixed Sources