

Business Partners

Spring 2008 | A newsletter to inform customers of Roseville Electric

Energy Conservation Spotlight:

Roseville City School District Teaches by Example

At the start of this decade, the Roseville City School District began searching for ways to reduce energy use in its schools. Since that time, the district has been on a steady energy reduction diet and has successfully shed more than 1.3 million kilowatt hours of electricity consumption each year. The Measure H ballot initiative passed in 2002 combined with more than \$143,000 in Roseville Electric rebates helped fund the energy-reducing upgrades, but the driving force was a district staff that actively sought out innovative ways to lower energy use while improving the learning environment of its more than 8,500 kindergarten through eighth-grade students.

The district encompasses 16 schools ranging from Bradford Woodbridge Fundamental School, built in 1935, to Junction Elementary School, set to open for the 2008-2009 school year. Such a broad age span once created equally wide energy-efficiency differences, but that gap has been steadily narrowed by a number of upgrades that include lighting retrofits, new air conditioning systems, programmable thermostats, vending machine motion sensors, and LED emergency exit signs. Several schools have changed out T12 fluorescent fixtures with the newest T8 and T5 fixtures with electronic ballasts, allowing them to reduce the number of fluorescent tubes needed and saving more than 400,000 kilowatt hours from that one action alone.

"It's important that each of our students has the benefit of a modern school," said Assistant Superintendent of Business Julie Olson, "With schools built across more than 70 years, we've had to put considerable effort into upgrading older schools to bring them up to today's standards. We've found that the real benefit of upgrading lighting and air conditioning systems has been creating a better learning environment, which is even more important to us than the obvious monetary savings."

David Kingsbury, the district's director of maintenance and facilities agreed, "Teachers love the new lighting. They tell me their classrooms are bright and cheery compared to what they had before."

According to Kingsbury, teachers at older schools also appreciate the new air conditioning systems. "We had to turn on the old systems an hour before school started to get the classrooms cool enough. Now we program the new air conditioners to come on 15 minutes before class, which saves us a bundle."

Continued on Back



Earth Day 2008: Think Globally, Celebrate Locally

Come out to Roseville's Utility Exploration Center and join your community for an Earth Day celebration from 10a.m. until 4p.m. on Saturday, April 19, 2008. The event will feature food, music, demonstrations, speakers and a vendor fair showcasing green products. There will be plenty of activities for every member of the family, including special entertainment just for kids.

The event, hosted by the City of Roseville, Sierra College, Dry Creek Conservancy and Placer Nature Center, will be South Placer County's largest celebration and will also serve as the kick-off to this year's Creek Week event. The Exploration Center is located within the Martha Riley Community Library at Mahany Park, 1501 Pleasant Grove Boulevard. For more information, visit www.roseville.ca.us/explore



Green Roseville Businesses Reduce Carbon Dioxide Emissions by 420 Tons

Roseville Electric offers you the option of switching to our Green Roseville renewable energy program with just a click or a call. And when you make the switch, you'll be making a big difference for your community—and one your customers will notice and appreciate.

The average small business uses around 1,000 kilowatt-hours of electricity monthly. Switching to Green Roseville for one year would do the work of more than two acres of pine forest—saving almost 10,000 pounds of carbon dioxide emissions.

The Green Roseville program only costs customers 1.5 cents per kilowatt-hour more, translating to an average of \$15 a month. To find out more about Green Roseville, go to www.roseville.ca.us/GreenRoseville or call 79-POWER (797-6937).

Please join us in welcoming the following businesses to the Green Roseville family. Together, they have reduced our community's greenhouse gas emission output by 1.15 million lbs per year, the equivalent of planting 294,000 trees each year!*

Dos Coyotes

Hewlett-Packard Company

Roseville City School District

Williams + Paddon Architects

and Planners

Asia Security Consultants, Inc.

B&H Building

Bar Jo Service

Blast Advanced Media

Bubba's Auto Care

Caboodle Cartridge

Craig Cares

Delta Door Company

East West Acupuncture Center

FedEx Kinko's

Gardner & Associates

InnovaCrew Technology Services

Kim Taylor Cabinetry

LTC Consulting Association

Northern California Dance

Conservatory

Pleasant Cleaners

Prime Financial

Sierra Food Management

Sims Recycling Solutions

The Hub

Western Home Furnishings

Associations

XPEM, Inc.

Yamamoto and Lee Family Dentistry

St. Rose of Lima Church



Free Shade Trees Offer Very Green Savings

Instead of cranking up the air conditioner this summer, shade your business by taking advantage of our Roseville Shade Tree program. The program gives business customers shade trees at no charge, delivering a useful, aesthetically pleasing solution to summer heat.

We'll send a certified arborist to visit your site and help you pick the perfect trees from a wide selection of available choices. Unlike the residential program's three-tree limit, our business program will provide you with as many trees as you need to keep your building cool and shady. And if you lost shade-providing trees to heat or storms, we'll be happy to replace those, too.

Spring is the perfect time to plant trees that will help deliver made-in-the-shade energy bills. Find out more at www.roseville.ca.us/shadetree, or call (916) 774-5666 to schedule a site visit from one of our arborists.



*U.S. DOE (1998). METHOD FOR CALCULATING CARBON SEQUESTRATION BY TREES IN URBAN AND SUBURBAN SETTINGS.
VOLUNTARY REPORTING OF GREENHOUSE GASES, U.S. DEPARTMENT OF ENERGY, ENERGY INFORMATION ADMINISTRATION

ENERGY STAR® Tool Builds Efficiency

ENERGY STAR's Portfolio Manager gives business a new tool to build greater water and energy efficiency in a single building or across a national property portfolio. The online program lets facility managers and owners assess, track and rate each building's water and energy use. Because Portfolio Manager begins with an energy-use baseline, you can observe patterns over time, detect unexpected changes, monitor the effects of new equipment, and see actual savings gained from efficiency upgrades.

You can also compare your building's performance against similar facilities nationwide, allowing you to gain insight into current issues and possible improvements. Portfolio Manager also provides a path to becoming an ENERGY STAR-rated building, based on how your building compares with other properties matching similar profiles.

Best of all, Portfolio Manager delivers its robust set of practical tools for free. At that price, it's certainly worth looking into at www.energystar.gov

DID YOU KNOW?

- The energy used by commercial and industrial buildings in the U.S. is responsible for nearly 50 percent of our national emissions of greenhouse gases
- If the energy efficiency of U.S. buildings improved by 10 percent, Americans would save about \$20 billion and reduce greenhouse gases equal to the emissions from about 30 million vehicles

Reliability: Roseville Electric Delivers

As your city-owned utility, we strive to make the Roseville Electric name synonymous with dependability. Thanks to excellent energy needs forecasting, careful infrastructure planning and vigilant maintenance, Roseville businesses have experienced reliability almost seven times better than the Northern California average. Our award-winning reliability means that most commercial customers suffer power outages once every seven years.

"Roseville Electric provides reliable energy with outstanding customer service to NEC Electronics of America. Their engineering and operations group continues to provide a high level of teamwork, support and coordination that positively impacts our demanding manufacturing facility," said NEC General Manager Gabe Kim.

Roseville Electric is committed to providing the highest quality service available. During the recent winter storm, gusts of 60 miles per hour knocked out power to a handful of customers—our crews worked 18 hours straight answering calls and restoring power.

You can rely on Roseville Electric to work hard to make your business operations run smoothly.







Utility Reestablishment Fee Update

Beginning May 1, 2008, the service reestablishment fee for commercial accounts will increase to \$150 during business hours and \$175 after business hours. The reestablishment fees are applied to accounts where service has been interrupted due to non-payment, then reconnected after payment is received. Prior to any interruption of service,

customers are provided with both a reminder and a final notice. Customers who require additional time to pay their bills may contact us at (916) 774-5300 or (800) 767-3142 for information about payment arrangements. Information about the fee is also available at www.roseville.ca.us/finance

TECH CORNER

New Lighting Offers Retailers a Better Choice

There's a new spotlighting solution entering the retail stage. The recently introduced ceramic metal halide bulbs offer the dual benefit of updating a store's look and feel, while also lowering energy bills and maintenance costs. And when you apply for a Roseville Electric custom lighting rebate, you can take up to \$26 off the cost of each new bulb.

The new MasterColor® Integrated 25-watt PAR38 lamp from Philips is one option designed to fit into the same sockets as 90-watt halogen lights. Using less than 70 percent of the power, this new technology provides reduced heat output while delivering crisp, white light with excellent color characteristics. The lamps also come in a variety of beam spreads, allowing them to be used for spotlighting and ambient applications alike. A three times longer lifespan and less than one-third the energy use means customers can reduce both electric bills and maintenance costs.

For details on our custom lighting rebate and application forms, visit the business customer rebate section at www.roseville.ca.us/electric. With so many incentives to upgrade to today's better lighting options, there's no reason to wait.

HAVE YOU EARNED AN ENERGY STAR?

The ENERGY STAR program is now offering building owners the chance to earn ENERGY STAR ratings on buildings that meet certain energy-efficiency criteria. Find out how your building can earn the ENERGY STAR symbol at www.energystar.gov





What's So Special About a LEED®-Certified Building?

Come out to Roseville's Earth Day Celebration at the new Martha Riley Community Library and see for yourself. Home of the Utility Exploration Center, the library is undergoing certification to become the city's first LEED Goldcertified building.

Energy Conservation Spotlight: continued

Kingsbury appreciates the ease of working with Roseville Electric. "We work very closely with our account executive Kris Blair," said Kingsbury. "When I have a question, she either has the answer, or she finds it for me. It's like having a personal energy consultant working with us."

The district plans to continue seeking out new answers to the energy challenge. They have upgraded exterior lighting at some schools, are in the process of retrofitting lighting in approximately 50 portable classrooms and five or six multipurpose rooms, and have already installed energy management systems in all schools.

"With the rebate dollars and lower energy bills," said Kingbury, "the math is pretty simple."

"With the rebate dollars and lower energy bills, the math is pretty simple."

ВЕСАСГЕД БУБЕВ 🛟

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

319 774-5428 OUTAGE HOTLINE BOSEVILLE, CA 95747-9704 2090 HILLTOP CIRCLE

BUSINESS PARTNERS IS PUBLISHED QUARTERLY SOSEVILLE'S BUSINESS COMMUNITY BY TO THE ALTENTRIC, © 2008, COMMENTS AND TO THE ATTENTIONS ARE WELCOME—PLEASE SEND TO THE ATTENTION OF VONETTE MCCAULEY:

Roseville Electric

