May 2011 | A newsletter to inform customers of Roseville Electric

When We Say Reliable Service, We Mean It



Marc DiLorenzo, Roseville Electric

If you've ever come home to find your clock, stove, microwave oven and alarm clocks blinking – it can only mean one thing, the power was out. In Roseville, our customers are fortunate to live in a community that very rarely experiences power outages; and when they do happen, they are often resolved very quickly. This level of customer service and consistency has made Roseville Electric one of the most reliable electric utility providers in the nation, year after year.

Roseville Electric employees understand the importance and community benefits associated with having reliable power. These benefits include, but are not limited to, economic stability, public safety, health and wellness, and overall quality of life. Businesses look for communities with reliable power sources when determining

where they set up shop and provide jobs. Police, fire, hospitals and school officials require reliable power to keep citizens safe. Residents and homeowners expect a reliable source of electricity to power appliances, computers, televisions, lights and air conditioners; thus adding to their overall quality of life.

"Our customers want to know two things," says Scott Vaughan, Roseville Electric's electrical engineering manager. "They want to know how often their power goes out (compared to other utilities in the area) and when it does, how long until power is restored."

The answers to these two questions are simple; not very often and very quickly. Roseville Electric uses its System Average Frequency Duration Index to determine

the number of minutes every year the average utility customer experiences an outage. When averaging all of Roseville Electric's business and residential customers, the average utility customer experiences an outage about once every five years. And when that outage occurs, it's out a short time – about 18 minutes. Roseville Electric's outage duration time is extremely low when compared to neighboring utilities of similar size. Statistics show their power interruptions last between 44 and 50 minutes.

But when the power does go out, our crews are there quickly. "In 2010, our average response time - the time it took to get a technician to the scene and assess the situation - was about 15 minutes," said Vaughn. "In addition, our system is designed to restore power to as many customers as we can while we work to assess the cause and make the necessary repairs."

As your city-owned electric utility provider for nearly a century, we're proud to say we provide our community with reliable power and dependable service – and mean it!



Roseville Electric



Demonstrate Your Commitment to Green Energy

Now you can demonstrate your support for renewable energy by participating in Roseville Electric's easy and affordable renewable energy program, Green Roseville. Your voluntary participation will help purchase renewable energy you use in your home or business from regional renewable energy sources. Your participation is based on your energy use. For an additional 1.5¢ per kWh, you can be the one to help protect the environment.

YES!

I would like to support the purchase of renewable energy through a voluntary contribution of 1.5¢ per kWh based on my monthly usage.

Return this form with your bill or mail to:

Roseville Electric 2090 Hilltop Circle. Roseville CA. 95747 or call (916) 79-POWER (797-6937). **You can also enroll online at www.roseville.ca.us/greenroseville**

Name:
Address:
Account Number:





Get Started Now on

Your Home's Energy Makeover



As your community-owned electric power provider, one of Roseville Electric's benefits to its ratepayers is programs to help customers save money by reducing energy use. Since 2006, Roseville Electric has provided more than \$3.1 million in rebates to help reduce the cost of home energy makeovers.

The best way to know what you need to do to lower your monthly energy costs is to complete an online energy efficiency audit, and now's the time to get started.

When you participate in Roseville Electric's free online Home Energy Analyzer, you will receive a customized report that shows how you use energy and the best ways to reduce your costs.

These tips and suggestions include everything from weatherizing your home, upgrading attic insulation, adjusting your thermostat and investing in a high-efficiency furnace to buying ENERGY STAR® certified appliances and eliminating energy hogs.

Once you understand the upgrades that will benefit you the most, contact Roseville Electric to see if there are rebates or other incentives that will reduce the cost of your home's efficiency makeover.

To participate in the online energy audit visit www.roseville.ca.us/energyaudit or call (916) 79-POWER (797-6937).

New Regulations Create Future Challenges

Roseville Electric along with other California electric utilities is facing many challenges that may have a significant effect on our costs.

At a February workshop with the Roseville City Council, officials explained that new renewable energy and greenhouse gas emission regulations may result in increased rates by 2013. A Los Angeles electric and water utility estimated it would cost its ratepayers several billons of dollars to fulfill new regulations.

We understand that's not good news to our customers.
Unfortunately, all electric utilities must comply with new state and federal regulations to avoid financial penalties and sanctions.

"The renewable energy policy changes and the new cap-and-trade emissions market have the potential to increase Roseville's annual costs by \$6 million in 2012 and more than \$23 million per year by 2020," according to a report released by Roseville Electric on February 9.

The long term effect on rates - projecting to 2020 - means rate payers may see a total increase of up to 15 percent.

In the meantime, Roseville Electric officials say the utility's current fiscal outlook is good. Revenues and expenditures are meeting projections and the Rate Stabilization Fund is being replenished as anticipated.

While Roseville Electric officials continue to look for ways to keep costs low, the utility is studying the creation of an asset rehabilitation fund to ensure it has the financial resources to replace aging equipment before it fails. At this time, Roseville Electric has more than \$1 billion in overhead and underground infrastructure and electric generation facilities.

Celebrate the Sun at All Things Solar Day

In addition to providing us with light and warmth for our planet, the sun is a source of clean renewable energy.

Learn about solar energy technology and how you can benefit from it at Roseville Electric's 3rd annual All Things Solar Day, 10 a.m. to 2 p.m., Saturday, June 18 at the Roseville Utility Exploration Center, 1501 Pleasant Grove Blvd.

Bring the whole family for a day of funfilled activities, including an opportunity to meet with local green energy vendors, sample tasty treats cooked in solar ovens and participate in children's art activities. This event is **FREE**. For more information call the Roseville Utility Exploration Center at (916) 746-1550 or online at www.roseville.ca.us/explore



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



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).