

Roseville Electric: 100 Years of Public Power



Roseville Electric kicked off a century of providing reliable public power at its Centennial Clock and Time Capsule Dedication ceremony. The event commemorated an amazing milestone and provided an opportunity to reflect on the benefits of a community-owned electric utility.

"For 100 years, Roseville Electric has been generating and distributing more than power," said Utility Director Michelle Bertolino. "Reliable electricity and a well maintained system are attractive to businesses – in that way, we support Roseville's vibrant local economy. We invest \$8 million to make our streets safe, and enhance public safety, parks and libraries. We invest up to \$2 million annually in rebates for our customers to help them lower their monthly electric bill."

Roseville Electric customers pay about 30 percent less in electric rates than other electric companies serving south Placer County. This means Roseville Electric customers keep more of their money.

The Centennial Clock was dedicated along with a time capsule filled with Roseville Electric mementos at the Carnegie Library Museum on Lincoln Street on October 4. Donated several years ago by KB Homes, the Centennial Clock complements the architecture of the century-old Carnegie building which is home to the Roseville Historical Society's Museum. Additionally, Roseville Electric employees planted shade trees and provided rebates for additional energy efficiency upgrades that will reduce the museum's energy use and utility costs.



We're Here to Help

Roseville Electric understands times are tough, and we can help by offering discounted electric rates to qualified customers. To find out if you qualify, visit our website at

www.roseville.ca.us/ERAP or call 79-POWER (797-6937).

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Roseville Electric's

Winter Business Hours

Roseville Electric's offices will be closed Dec. 25, 2012 through Jan. 1, 2013 for the winter holidays. However, crews will be available to respond to outages and emergencies. Customers can make bill payments online, over the phone with a credit

card, or place payments in the drop box located in the Civic Center, 311 Vernon Street. To pay by phone, call (916) 774-5300. For information about other City office closures visit our website at www.roseville.ca.us/holidayhours

Feast on Fall Energy Savings



Saving money on your monthly power bill is as important during the fall as it is during the sizzling summer months. Roseville Electric provides \$2 million annually to customers to install energy efficient features, including heating and air conditioning systems. But there are other ways to save too.

Here are some ways to keep your home toasty and your winter heating costs down.

- Power Strips are an ideal way to save money. Research shows small appliances, cell phone, camera and electric tooth brush chargers are responsible for up to 45 billion kilowatthours (kWh) of electricity consumed by U.S. households each year, at a cost of more than \$3.5 billion!
- Appliances such as microwaves, coffeemakers, clock radios, TVs and computers have digital clocks, little light bulbs, sensors, stand-by functions or other features that keep them work-

ing as long as the appliance is plugged in – which means they are still using energy. Unplugging these appliances when not in use can add up to savings. Using a power strip is a convenient way to turn off power to many things at once, just by flipping a switch.

- Use a timer to control your indoor and outdoor holiday light displays.
- Remember your small appliances – like slow cookers or crock pots – can be great energy savers and perfect for busy families. On average, crock pots can cook a whole meal for about 17 cents worth of electricity.
- Fast and efficient microwave ovens use around 50 percent less energy than conventional ovens, and they don't heat up your kitchen. Consider using them to bake yams, steam your favorite fresh vegetables, or reheat leftover turkey and gravy.
- Don't open the oven door to peek at what's cooking inside. Instead, turn on the oven light and look through the window to check on your meal. Opening the oven door lowers the temperature - by as much as 25 degrees - which increases cooking time and wastes energy.
- When cooking on your range, match the size of the pan to the heating area. Research shows a six-inch pan on an eight-inch burner will waste more than 40 percent of the energy!
- If you're baking or broiling small food items, a toaster oven is ideal because they use one-third the energy compared to conventional oven.

Brighten Your Holidays with FREE LED Lights

Roseville Electric finds ways to help its customers save money. One way is by providing you with new lighting technology that helps reduce your energy use and energy bill during the holidays.

For the third consecutive year, Roseville Electric customers can get FREE strands of light emitting diode (LED) holiday lights as part of our Holiday Light Exchange.

Beginning November 1, bring your incandescent holiday lights to the Roseville Utility Exploration Center, 1501 Pleasant Grove Blvd. to exchange them for up to three strands of ENERGY STAR® rated LED lights.

If you participated in the program last year, you may participate again this vear. Participation is limited to the stock on hand

Your incandescent lights will be recycled courtesy of SIMS Recycling Solutions in Roseville – we will gladly recycle additional strands of lights beyond the three you exchange.

Roseville Electric is promoting the use of LED lights for decorating because they use less energy, last much longer, and are practically indestructible when compared to traditional incandescent holiday lights.

For more information call 79-POWER (797-6937) or visit www.roseville.ca.us/holidaylights



Winter - and the bad weather that comes with it - is around the corner. Although the temporary loss of power due to weather, accidents or maintenance is uncommon, Roseville Electric encourages customers to be storm ready.

Before a storm hits, pick up debris in your yard to prevent it from being blown into power lines, take down outdoor table umbrellas, and remove/store patio furniture cushions and other lightweight yard accessories. We also suggest you become familiar with the location of your service panel and how to safely operate the main circuit breaker.

If your power does go out this winter, don't panic. Call 774-5428 to report outages.

Remember to turn off major appliances and computer equipment to prevent damage from possible power surges when power is restored. And keep refrigerator and freezer doors closed to avoid food spoilage.

Finally, don't approach any downed power lines – they may still be energized. Instead, call 9-1-1 immediately to report a downed power line. For other tips visit

www.roseville.ca.us/stormready

Electric Dispatch is published for Roseville's residents by Roseville Electric. Comments and suggestions are welcome—please send to the attention of Vonette McCauley at vmccauley@roseville.ca.us.



2090 Hilltop Circle Roseville, CA 95747-9704 916 797-6937 | 916 774-5220 TDD 916 774-5428 Outage Hotline

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**).