



Business Partners

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

Energy-Wise PetSmart Sees Big Benefits in New Lighting

At 3 and 15 years old, PetSmart's Roseville stores may not seem old enough to require lighting upgrades, but with lighting technology advancing so quickly, moving to high-efficiency fixtures can often save enough energy dollars to make sense. The world's largest specialty pet retailer is well aware of the hefty bite energy costs take directly out of profits. With more than 900 stores in the United States and Canada, PetSmart is always on the lookout for ways to reduce energy use.

"Like every responsible company, we are constantly looking for ways to conserve energy," says PetSmart's Energy Manager Bill Balsamo. "Cost savings are critical to a retailer's profitability. Lighting upgrades give us a perfect opportunity to lower energy use and reduce costs, and we get the added benefit of improving lighting quality for our customers."

To date, the company has completed lighting retrofits on about 350 stores, including its two Roseville locations. At the 318 North Sunrise Blvd. location, upgrading 54 fixtures from metal halide high-intensity discharge (HID) to T8 fluorescents is reducing peak loads by 12.8 kW and saving almost 66,000 kWh per year. The 10363 Fairway Drive Fairway store retrofitted 49 fixtures, reducing peak

load by 11.7 kW and saving more than 57,000 kWh. Both stores saw lighting quality improve by an average of 20 to 30 foot candles.

"Upgrading to the new fluorescent fixtures cuts energy use in half and brightens the stores, but it also provides some less obvious benefits," says Joe Tramonte, operations manager for Pleasant Valley Construction, PetSmart's



Greater safety, less maintenance, lower energy costs, better light quality—and Roseville Electric rebates that help cover the retrofit costs. It doesn't take a Border collie to see the benefits of changing a few light bulbs.

lighting contractor. "You also save money on maintenance costs because the fluorescent tubes last much longer than metal halide bulbs and you don't have to replace them immediately like you do in a single-bulb fixture. Another big benefit is reduced air conditioning costs because the fixtures generate very little heat."

Tramonte adds, "The new fixtures also turn on instantly, compared to the five-minute warm up HID fixtures require. That helps companies protect the safety of its employees and customers."



Roseville Electric

Christopherson Homes Becomes Roseville's First BEST Homebuilder

Christopherson Homes becomes Roseville's first participant in the Blueprint for Efficiency and Solar Technology (BEST) Homes by integrating solar energy technology and high energy-efficiency measures as a standard option in 127 homes set to open this October in West Roseville.

"I could sense that BEST Homes would be a popular program. We're so happy Christopherson Homes sees the value in incorporating new technology into new homes," said Mayor Jim Gray. "I applaud

Christopherson Homes for their vision and desire to build homes that reduce their impact on our electric system and the environment."

With rebates from Roseville Electric, Christopherson Homes will build a solar electric generation system on the roof and install high energy-efficiency measures, including insulation, air conditioners and appliances in all its homes planned for Fiddymont Farms. Christopherson Homes will also receive shade trees for each home.

"We wanted to work with the City of Roseville, as they are known for their innovative programs. After careful review, this BEST Homes program offers our customers the most comprehensive, environmentally friendly package in the region," said Bob Rispoli, purchasing manager for Christopherson Homes.

Over the next decade, Roseville Electric anticipates that 3,200 new residences will be BEST Homes and will save up to 14 million kWh of energy annually. In a new era of environmental responsibility, the energy conservation realized from BEST Homes will mean new residents will not generate 62,000 tons of emissions—about the same as planting 33 million trees.



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AutoWest Honda Reduces Electricity Use

If you're shopping for a car at AutoWest Honda, take a moment to notice the new lighting the dealership recently installed.

The brightened showroom is the result of the dealership's energy-saving upgrade from 250W metal halide HID fixtures to energy-smart 179W three-lamp T5 fluorescent fixtures, reducing peak loads by 3.36 kW and saving 19,515 kWh per year. In other areas, the dealership also upgraded its four- and eight-foot T12 fixtures to T8s and is adding 30 occupancy sensors, further lowering energy use by 4.87 kW peak demand and 15,508 kWh per year.

"We undertook the project to save energy," says General Manager Ron Ardisonne. "But we've heard lots of comments about how bright and clean the showroom looks. Employees who work in the offices are very happy with light quality, too. The brightness goes along with the culture here."

Though the lighting and occupancy sensors installations are too new to see reflected on the monthly Roseville Electric bill, Ardisonne looks forward to seeing the savings lighten electricity expenses in the coming years.

HB Fuller's Energy-Saving Efforts Earn State Award



On May 5, 2007 H.B. Fuller was one of 20 organizations presented the California Energy Commission's Flex Your Power Award for Energy Efficiency.

According to the award ceremony presentation to Bill Tholstrup, the company's Roseville plant manager and Steve Arrequin, senior plant

engineer, "H.B. Fuller, a global manufacturer of adhesives and sealants, has taken serious steps to improve energy efficiency at its 18-year-old Roseville facility.

Some of the many steps include: upgrading agitator motor operations, installing a VFD for cooling tower fans, changing production scheduling for efficient gas use, retrofitting lighting, planting shade trees, switching to Web-based metering and instituting employee awareness programs. With these extensive improvements, H.B. Fuller cut energy use by 535,000 kWh (22 percent) and 37,000 therms of natural gas, saving the company \$44,000 annually and eliminating 431,000 pounds of CO₂ emissions." Roseville Electric staff worked closely with H.B. Fuller and provided rebates that helped offset the upgrade costs.

All of us at Roseville Electric are pleased and proud to congratulate the entire H.B. Fuller Roseville facility team for their award-winning efforts. For a complete list of 5th Annual Flex Your Power 2006 award recipients, visit www.fypower.org.

Your Company May Benefit from Time-of-Use Rates

Beginning July 1, medium-sized business customers have the opportunity to sign up for a time-of-use (TOU) electric rate. A TOU rate enables customers to pay for electricity based on the season and time of day they use energy, reflecting the market value rate of energy during specific times of the day, and for summertime versus wintertime energy use.

The structure is designed to encourage customers to help us shift demand to off-peak hours and reduce the load and system stress during summer afternoons' peak-demand hours.

On this rate, eligible customers may receive access to a password protected Web site where they can monitor their facility's energy use. The facility energy monitoring, coupled with the TOU rate structure, provides the customer with a powerful tool they can use to alter energy consumption patterns away from high-cost energy market periods.

There are specific equipment requirements associated with the optional TOU rate tariff including infrastructure costs. Also, this program is not for all medium-sized businesses. Please call Kris Blair at 774-5581 for more information.

Summer Offers Ways to Save Energy—and Money

Many people don't realize that 10-15 year-old air conditioners use twice the energy as units produced today and that lighting technologies have changed dramatically in the last few years, improving light quality and drastically reducing energy use.

Roseville Electric offers a helping hand this summer through extraordinarily high rebate incentives available for a short time on lighting and HVAC systems.

Take advantage of these super rebate levels by submitting your rebate application before September 28, 2007 and installing new equipment before the end of the year. Act quickly to begin enjoying energy bill reductions this summer.

Summer Saving Tips

New equipment is not the only way to cut energy bills this summer. These simple steps can help you lower energy use today:

- Turn off office equipment during evenings and weekends
- Turn off nonessential and decorative lighting
- Use task lighting rather than overhead lighting to illuminate work areas
- Use laptop computers rather than desktop units whenever possible
- Set your thermostat as high as comfortably possible for your employees and customers
- Reduce air coming in from outdoors to the minimum necessary
- Have the air conditioning system checked early in the season
- Check air filters monthly and clean or change as often as needed
- Plant shade trees to shade the building, air conditioner and windows
- Create and implement a plan to replace rather than repair aging air conditioning equipment
- Work with Roseville Electric to develop a energy efficiency plan for your business

For more summer-saving tips or to learn about rebates and download applications, visit www.roseville.ca.us/electric.

Green Roseville Simplifies Path to AB32 Compliance

California's AB 32 Global Warming Solutions Act took effect in January, leading the nation in mitigating climate change by establishing enforceable limits on greenhouse gas emissions.

The law is aimed at rolling back emissions to 1990 levels by 2020 through energy efficiency, renewable energy use and new technology development, as well as establishing costly punishments for noncompliance.

While the new law requires companies to implement stringent energy-efficiency and emissions measures, it also provides market mechanisms that allow companies to buy and trade renewable energy credits (RECs) to comply with the law as they move toward the higher standards.

What will happen as RECs become increasingly valuable is still unknown. That's one reason Roseville Electric is offering its customers the opportunity to offset any amount needed by purchasing RECs at wholesale pricing through Green Roseville. Available in one megawatt (MW) blocks (equivalent to 1,000 RECs) at \$15 per block, Green Roseville RECs provide affordable relief during this transition period.

To find out more about Green Roseville and renewable energy credits, visit www.roseville.ca.us/electric. You can also contact David Bradford at (916) 746-1672 or by email at greenroseville@roseville.ca.us. More information on AB 32 and California's many climate change initiatives is available at www.climatechange.ca.gov.

One Block of Green Roseville Power Can Make a World of Difference	
For 1 MWh or Block (Average Small Business)	
1000	kWhs
1	MWh for the average small business/month
805	Lbs. of CO2/MWh
805	Lbs. of CO2/Month the average small business offsets
9660	Lbs. of CO2/Year the average small business offsets
4.38	Tons of CO2/Year the average small business offsets
1	# of cars taken off the road/Year
10866.14	Miles not driven/Year
3.65	Acres of Trees planted/Year
1825.74	# of Trees planted/Year



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