



Business Partners

Winter 2005 | A newsletter to inform the customers of Roseville Electric

New Year Brings Rate Change

Over the past few years, Roseville Electric has seen the cost of energy soar, similar to what consumers have seen in gas prices and home heating costs. As these costs rise, so too does the cost to produce and deliver a megawatt reliably. Therefore Roseville Electric has proposed to our City Council an across-the-board 5 percent rate increase for commercial customers. Until now, RE has been able to mitigate the exposure of higher energy costs through hedging and fixed long-term power supply contracts. However, a bulk of these contracts had termination dates set in advance, with no option of renewal. And unfortunately, four years have gone by since the statewide power crisis and the state has not been able to reinforce and restore confidence in a power market to support long term contracts at stable and low rates. Therefore, it's not only Roseville that faces limited options, but rather, the entire state faces paying a higher price tag for power supply.

Roseville Electric customers will still be paying the lowest rates in the region and close to the lowest rates in the state.

Without the rate increase, Roseville Electric won't be able to meet its financial targets and may jeopardize its strong credit rating. This is particularly critical at a time when the City nears final approval by the State to build the Roseville Energy Park, a 160 MW power plant that will secure your business's energy future and bring more independence from costs associated with relying on a volatile market for our power needs. More importantly, the REP will help keep the power flowing reliably, something that Roseville Electric has received national honors and recognition for the past four years.

It's important to note that even with the rate increase, Roseville Electric customers will still be paying the lowest rates in the region and close to the lowest rates in the state. Also, over the past ten years, RE has implemented rate reductions and provided a 4%, 12 month long, rate rebate. We're proud of our award winning electric service with the highest reliability in the nation. The City values our business community and is equally pleased that with your help Roseville has been a thriving economic engine for Placer County. To that end, we will continue to work hard to keep your business by delivering a reliable product and service you've come to expect and enjoy.



HP's New Cool Roof... Saving Energy and Money!

For companies looking for ways to save on energy costs, installing a cool roof is a smart choice. HP made the change on existing roofs, installing cool roof reflective coating on 180,000 square feet of roof area, resulting in savings of approximately 27,000 kWh per year and 45 kW of peak summer demand.

According to the government's ENERGY STAR program:

- ENERGY STAR qualified roof products reflect more of the sun's rays. This can lower roof surface temperature by up to 100°F, decreasing the amount of heat transferred into a building.
- ENERGY STAR qualified roof products can help reduce the amount of air conditioning needed in buildings, and can reduce peak cooling demand by 10-15 percent.

Roseville Electric's rebate incentive program provides customers with money back on cool roof installations that meet the utility's requirements. For more information about the cool roof and other incentive programs, visit the commercial rebate section at www.RosevilleElectric.org or call or email Kris Blair (916) 774-5581, kblair@roseville.ca.us or Martin Bailey (916) 774-5617, m Bailey@roseville.ca.us.



Reliable Energy · Dependable Service

New Construction Program Makes Sense, Saves Dollars

If you're considering building a new commercial structure or undertaking a major remodeling project or addition to an existing structure, Roseville Electric's New Construction Design Incentives are a smart way to add energy efficiency and subtract costs. The rebate incentives are designed to encourage owners and designers to include energy-smart features that beat current Title 24 requirements by at least 10 percent.

The tiered program offers the owners and designers the greatest reward for considering energy-efficiency features during the design phase, with lower rebates awarded to owners once permitting and construction begins. In addition to rebate dollars, owners will benefit from buildings that will remain competitive with structures built after the 2005 Title 24 requirements take effect.

The program is available for lighting, mechanical, envelope or whole-building

measures on a first-come, first-served basis until all allocated funds are reserved through the application process. To find out more, download the program brochure and applications from the commercial rebate section of www.RosevilleElectric.org. You can also call Kris Blair, Program Manager, Commercial New Construction and Tenant Improvement Program at (916) 774-5581 or e-mail kblair@roseville.ca.us; or contact Martin Bailey, Key Accounts Representative at (916) 774-5617 or e-mail mbailey@roseville.ca.us.



Built-In Energy Efficiency Benefits Owners

Investing less than 2 percent in a building's construction costs in efficient design measures can result in a savings of 20 percent or more over the building's lifetime.

Occupants' comfort and happiness in the facility means improved tenant attraction and retention, resulting in a higher net-operating income.

Improving energy efficiency increases the value of income properties and will help keep today's construction projects competitive with those built after the 2005 Title 24 standards take effect.



OLD TECHNOLOGY

MEETS NEW TECH

WHEN LOCOMOTIVE 2252 WAS BUILT IN 1897, IT WAS STATE-OF-THE-ART TECHNOLOGY OF THE TIMES. Thanks to Roseville Electric, yesterday's technology will soon bask in the limelight of today's innovative solar-powered lights.

Since its 1956 retirement from Donner Pass firefighting, the steam locomotive has been quietly aging at the Placer County Fairgrounds. The 148,000 lb. engine and 60,000 lb. tender, which carried water to power the engine, were recently restored and moved to a new center-stage home at the corner of Atlantic and Vernon Street. A historic symbol of Roseville's railroad heritage, Locomotive 2252's solar-lit site will also include a display plaque educating visitors about the engine and town's past.



More Light + Fewer Bulbs = Big Savings

Upgrading to high-efficiency lighting can generate some interesting responses. “People who notice there are far fewer bulbs lit often assume that means less light,” says Brian Gruchow, Director of Maintenance and Operations for Roseville Joint Union High School District. “When I pull out the light meter and show them it’s actually brighter than before, they’re naturally surprised.”

The district is gradually upgrading gym lighting from the old T12 bulbs (1½” diameter) to high-reflective T5 bulbs (5/8” diameter) with electronic ballasts in all its schools. Woodcreek High School recently made the changeover in its large and small gyms, keeping the same fixtures, but replacing eight T12 bulbs per fixture with just three T5s. Combined, the two gyms now use 160 bulbs to produce more light than the 798 bulbs they replaced.

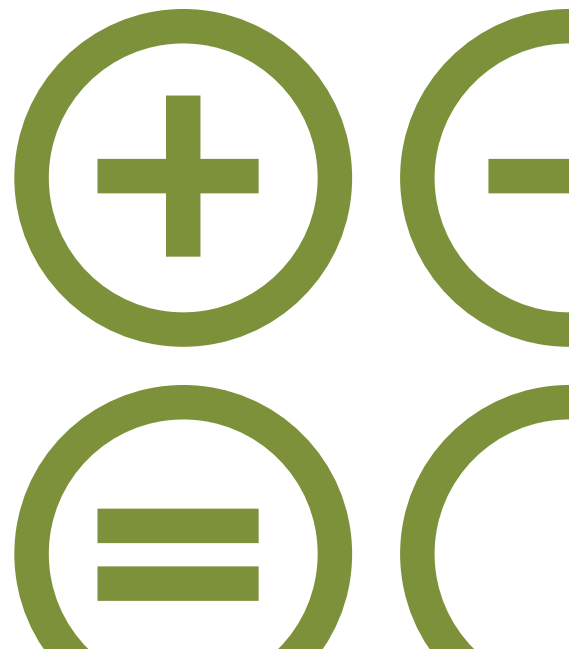
The school saw immediate savings on energy costs that add up to about \$600 per year. Fewer, brighter bulbs also mean lower costs for bulbs and the labor to change

them. Mike Philemon, Facilities Manager for Woodcreek calculated that bulb costs alone used to run about \$1,600 per year, without considering the cost of labor. With about \$2,500 a year in savings and a rebate from Roseville Electric that added up to almost 25 percent of the upgrade costs, the district estimates that it will take only seven years to earn back the investment.

It’s the more immediate payback; however, that inspires Gruchow to champion this program. “Anything we can do to reduce costs means we have more money to invest in quality education for our kids. And this program offers its own education value by demonstrating wise use of resources to our kids and their parents.”

Woodcreek’s Assistant Vice Principal Mark O’Hair agrees, “We don’t want to reduce quality to save money, but when we find a way to save money and increase quality, it’s a double win. And we’d much rather invest in our children’s’ education than spend our money on energy bills.”

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Roseville Energy Park Update:

REP Takes Another Step Forward.

On December 1, 2004, the Roseville Energy Park's power generation facility moved another step ahead when the California Energy Commission (CEC) staff issued their recommendation for approval. Following the recommendation, Roseville Electric is requesting a hearing to discuss some recommendations made by the CEC Staff. A site visit, pre-hearing conference and Workshop are expected to occur in early January and will be followed by a hearing in February 2005. At the hearing, both the CEC Staff and Roseville Electric (RE) will present expert testimony before two of the CEC commissioners. The commissioners will then write a proposed decision that will be presented to the full five-member commission for a final decision, which is expected as early as March 2005.

In anticipation of a CEC approval for the REP project, RE is in the process of awarding the Power Island equipment supply contract. Additionally, RE is completing a pre-qualification exercise for the engineering, procurement and construction contract, which should be awarded sometime in May 2005.

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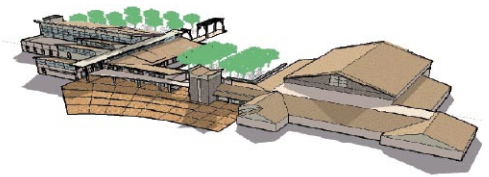


Your City Electric Utility

International Firm to Help Shape World-Class Education Center

Roseville's Utility Resource Education Center at Mahany Library took big step forward with the hiring of museum-planning firm LORD Cultural Resources Planning & Management Inc. A leading firm of its kind, LORD provides planning services to museums, galleries and cultural heritage sites around the world. Clients of the firm include the Museum Guggenheim Bilbao in Spain, Paris' Musée du Louvre, The Art Institute of Chicago, and many other renowned facilities.

According to Roseville Electric's Martin Bailey, "Hiring a high-caliber firm like LORD Cultural Resources demonstrates our commitment to creating an exceptional community resource. Their skill in integrating visitor experience with technology and media, as well as their understanding of combining education with enjoyment will help deliver a powerful message of resource conservation. We're very excited to be working with such an exceptional team."



In addition to providing meeting and classroom areas for schools and community use, the center will feature exhibitions demonstrating ways a community can live and grow responsibly. Emerging technologies for efficient resource use and the effects of personal action will be among the topics featured in exhibits and educational programs.

The center is offering corporations and individuals the opportunity to sponsor different aspects of the facility, including exhibition participation, naming of rooms and facility areas, and public recognition for monetary and in-kind contributions. To find out more about sponsorship, please contact Martin Bailey (916) 774-5617 or mbailey@roseville.ca.us.

FREE PRUNING CLINICS

The Roseville Shade Tree Program will be holding Free pruning clinics on the days listed below. The clinics will be taught by certified professional arborists. No reservations are needed, the events will be held outside so please dress appropriately and bring lots of questions. All clinics will be held in Roseville.

Pruning Demonstrations Spring 2005:

February 19

10:00 am at open space trail on Meadowlark Way off of Rocky Ridge Drive

March 5

10:00 am at Woodbridge Fundamental School 515 Niles Avenue

