

January 2008 A newsletter to inform the customers of Roseville Electric

Power Partners Helping Our Community Meet the Demand Challenge

If you haven't signed up yet, now is the perfect time to resolve to help our city curb its electricity demands by becoming a Power Partner.

These growing groups of community-minded residents are volunteers who allow Roseville Electric to cycle their air conditioners off and on for short periods of time during summer's hottest days, when electricity demand peaks. Because summer demand drives up the cost of energy, utilities throughout California are working hard to reduce high-demand air conditioning loads on the hottest days. In appreciation for helping the city reduce its peak demand, Roseville Electric is giving Power Partners a \$10 bill credit for enrolling and an additional \$10 bill credit each summer they participate.

"Power Partners is a smart and innovative way to manage Roseville's energy needs when electricity demand is high," said Roseville Public Utilities Commissioner Tom Barrington, "Joining Power Partners is one way we can be responsible about our energy use individually and as a community."

To become a Power Partner, customers simply allow Roseville Electric to install a small device close to the outside air conditioner unit. The device makes it possible for Roseville Electric to cycle the compressor off and on, while keeping the fan running to circulate cool air to maintain comfort. Similar programs have been successfully used for many years in other parts of the country.

"Signing up was easy," said Roseville resident and city employee Mamie Mierzwak. "I did not need to be home when the device was installed. Becoming a Power Partner just seems logical to me and I feel good about helping my community."

You can join Mamie and others by becoming a Power Partner today. Simply complete the attached card and return it with your payment. You can also enroll online at www.roseville.ca.us/ PowerPartners or by calling toll free: 1-877-754-3566.



You're invited to come celebrate the Martha Riley Community Library, Roseville Utility Exploration Center (RUEC), and Community Television Studio Grand Opening from Noon until 4 p.m. on Sunday, January 27. Bring the family and enjoy an afternoon of festivities that will include self-guided tours through facilities and the RUEC's interactive displays. There will also be live demonstrations and an Art Cart featuring recycled art projects. Green raffle items will also be given away during the event. The Roseville Sports Center, located next door to the new facilities, will feature games and activities for the whole family.

The Roseville Utility Exploration Center is the first of its kind in the region and among the country's first, as well. Join the community in celebrating as it launches into its theme: Healthy Mind—Healthy Body—Healthy Environment.

The new facilities are located next to the Roseville Sports Complex at 1501 Pleasant Grove Boulevard, in Mahany Regional Park. For more information on the RUEC and the event, visit www.roseville.ca.us/explore.



Roseville Electric

Help your community, help the environment.

Join Power Partners today.



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NAME ON UTILITY ACCOUNT						
EMAIL ADDRESS						
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SERVICE ADDRESS						
ZIP CODE	DAYTIME PHONE					
HOW DID YOU HEAR AROUT THIS PROGRA	ΔM2					

For more information, visit www.roseville.ca.us/powerpartners.



Green Roseville Makes Resolution Keeping Easy

If you're like millions who have resolved to live greener this year, Green Roseville makes it easier than ever to keep that resolution. The Green Roseville program, introduced in December 2005, has about 4 percent participation among Roseville Electric customers. In 2007, Green Roseville was responsible for reducing greenhouse gas emissions by more than 7,000 tons.*

Roseville

green

This year, the program aims to increase participation significantly, so that we can earn our place as an EPA recognized Green Community and meet the City Council's challenge that everyone in Roseville goes green. Thank you to the more than 2,000 electric customers who are Green Roseville program members. If you haven't signed up yet—now is the time to join Green Roseville. Find out more or sign up online at www.roseville.ca.us/greenroseville or call (916) 79-POWER.

Based upon the 2007 U.S. Environmental Protection
Agency's conversion formula for energy production in
our geographic region.







Roseville Electric Fourth Quarter 2007

POWER CONTENT LABEL RE Power Mix* 2006 CA POWER MIX** **ENERGY** Roseville* **RESOURCES** (Projected) (Projected) (for comparison) 100% **Eligible Renewable** 11% <1% <1% 0% Biomass & waste -Geothermal Small hydroelectric <1% <1% 0% -Solar <1% 2.5% 0% -Wind <1% Coal 18% 0% 29% Large Hydroelectric 33% 0% 31% Natural Gas 38% 35% 0% <1% Nuclear 0% <1% Other <1% 0% 0% 100% 100% TOTAL 100%

- * 100% of Green Roseville is specifically purchased from individual suppliers.
- 36% of RE Power Mix is specifically purchased from individual suppliers.
 Percentages may not add to 100% due to rounding.
- ** Percentages are estimated annually by the California Energy Commission based on electricity sold to California consumers during the previous year.

For specific information about this electricity product, contact Roseville Electric.
For general information about the Power Content Label, contact the California Energy Commission
at 1-800-555-7794 or www.energy.ca.gov/consumer



Roseville Energy Park Opens

Celebrants at the Roseville Energy Park's (REP) October opening enjoyed a visual journey through the energy facility's construction history. The new 160-megawatt natural gas-fired facility features the best available technology to generate electricity with emissions at a fraction of those produced by the average U.S. power plant. The REP helps Roseville gain control of its energy destiny by generating up to 40 percent of the city's power.

Roseville Electric's Solar Reaches 1 Million kWh Milestone

Roseville solar generators now produce 1 million kWh per year, delivering the environmental equivalent of taking 79 cars off the road or planting more than 150,000 trees each year. The power generated by Roseville Electric customers also helps cut our community's power purchases by about \$100,000 a year.

Solar power installations are found on many Roseville homes and businesses, as well as the Roseville Civic Center and other city buildings. One of solar generation's most significant benefits is that it generates power most effectively during the hot summer months, helping the utility cut the peak electricity demand summer air conditioning brings.

Roseville Electric is committed to encouraging solar installations through such programs as its Blueprint for Efficiency and Solar Technology (BEST) Homes program. BEST Homes offers builders incentives up to \$8,500 per home to install solar roof tiles, high-efficiency air conditioners, energy-saving appliances, strategically located shade trees, and other energy-smart features. Since its 2007 inception, Centex and Christopherson Homes announced they will build 557 highly energy-efficient BEST Homes in Roseville.

Future plans project up to 20 percent, or about 2,800, of all new home construction to include energy-efficiency features and integrated rooftop solar electric generation systems, eventually saving and generating more than 12 million kWh per year. Roseville Electric also intends to invest about \$8 million over the next two to four years in additional solar generation systems for several city facilities.

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2090 HILLTOP CIRCLE, ROSEVILLE, CA 95747-9704 916 797.6937 | 916 774.5220 TDD 916 774.5428 24-HR OUTAGE HOTLINE







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).