March 2012 | A newsletter to inform customers of Roseville Electric

Join Us at the 5th Annual **Celebrate the Earth Festival**







In addition to gourmet mobile food trucks and live entertainment, this year's Celebrate the Earth Festival is your last opportunity to see the special environmental exhibit *Peanuts...Naturally* created by the iconic comic strip artist Charles M. Shultz.

Peanuts...Naturally lets you explore comic strips and videos through objects and interactive stations. You will also get to meet and take family photos with a life-size Snoopy and learn how to draw your favorite Peanut's character. The exhibit is FREE and hosted inside the Roseville Utility Exploration Center.

The Celebrate the Earth Festival also offers cooking demonstrations, entertainment, electric and hybrid vehicles, animals native to California, green businesses and FREE family activities. Sponsored by Roseville Electric, Environmental Utilities and the Roseville Utility Exploration Center, the Festival is 10 a.m. to 4 p.m., Saturday, April 21, Mahany Regional Park, 1501 Pleasant Grove Blvd.

For the latest information about the 5th annual Celebrate the Earth Festival's entertainment, parking, food and family activities visit www.roseville.ca.us/ earthday. You can also follow us on Facebook at www.facebook.com/ RosevilleExplorationCenter and Twitter @Uki Exploration.



Make the Switch at our **FREE Light Exchange**

ENERGY STAR® studies show if every American household replaced at least five of their most frequently used incandescent light bulbs with compact fluorescents (CFLs) our nation would collectively reduce its annual energy bill by more than \$9 billion.

Switch from energy hungry bulbs to energy efficient CFLs by participating in Roseville Electric's new CFL exchange, hosted at the Roseville Utility Exploration Center, 1501 Pleasant Grove Blvd.

Starting in March, Roseville Electric is offering one CFL for every incandescent bulb exchanged, with a maximum of 10 CFLs per customer, while supplies last. For more information about this program, please visit www. roseville.ca.us/lightexchange.

When it is time to dispose of your CFL bulbs, take advantage of Roseville's Environmental Utilities FREE household hazardous and electronic waste pick-up service. Call (916) 774-5780 to schedule your free pick up or visit www.roseville. ca.us/lightexchange for details.

Plant a Tree this Earth Day - We'll Cover the Cost

Shading your home with trees can save you money on summer cooling costs. Roseville Electric is doubling its shade tree rebates for a limited time, so you can buy a larger tree to help shade your



When you buy and plant a qualifying shade tree between March 1 and May 31, 2012, Roseville Electric will rebate you up to \$60 per tree, up to six trees per customer.

For information on how to participate and to apply for your rebate, visit

www.roseville.ca.us/ShadeTree

You can also call (916) 79-POWER (797-6937) for more information or to have an application mailed to your home.









Right-Size Your Air Conditioning System to Save

You wouldn't buy clothes that are three times too large, so why have an air conditioning system that's too big for your home?

You may not realize it, but most homes are built with air conditioning systems that are too large. This means you are using and paying for power that you do not need. A properly sized air conditioning system keeps your home comfortable while using less energy; so you save money on your electric bill. Now you can "right-size" your AC with rebates from Roseville Electric.

Now – before the summer heat hits – is the perfect time to get your air conditioner evaluated. Roseville Electric is offering additional rebates of up to \$5,000 to encourage homeowners to upgrade to systems that are the right size for their home.

Contact an air conditioner contractor today to see how you can benefit from this new rebate. You can also visit **www.roseville.ca.us/rebates** or call (916) 79-POWER (797-6937).

Staying Connected Via Social Media

Roseville Electric customers can get the latest updates when they follow us using their favorite social media tools. Follow us on Twitter @RsvlElectricPIO and "like" our Facebook page (Roseville Utilities) to receive updates from your community-owned electric provider.

Green Lending can Help with Your

Energy Efficiency Improvements

Many Roseville Electric customers have made low cost energy efficiency changes and are now looking at larger improvements to significantly reduce energy use and save money.

But these types of upgrades can be expensive. To provide you with the cash you need to improve your home's energy efficiency and in the long run improve its value, local lending institutions like Umpqua Bank are offering "green lending programs." These programs are intended to give qualifying customers the financial ability to make significant upgrades including heating and air conditioning, new insulation, dual pane windows and solar electric generation.

To understand more about green lending, call your bank or credit union or check out Umpqua Bank's GreenStreet Lending program to see if it will work for you. Umpqua Bank is now offering qualified customers home equity lines/loans from \$5,000 to \$100,000 and unsecured consumer loans from \$1,000 to \$50,000 to assist with home energy improvement projects. Get started today by contacting a local contractor to review your energy saving options. Once you have received a bid, and are interested in Umpqua Bank's program, complete the GreenStreet Lending application at www.greenstreetloan.com and drop it off at your local Umpqua Bank location.

If you choose to use this kind of lending program, do not forget to complete Roseville Electric's online audit to learn what you need to do to significantly reduce your energy use. With a customized energy audit, you are better able to prioritize implementing those upgrades that give you the most benefit.

For information about energy efficiency improvement projects, rebates, online home energy audits visit www.roseville. ca.us/rebates or call (916) 79-POWER (797-6937).

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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).