



Business Partners

Summer 2012 | A newsletter to inform customers of Roseville Electric

A Bright Future for Macy's



Ever wonder how department stores make their products look so good? In addition to the multitudes of well-managed displays and army of fashionably chic mannequins – most of it is due to lighting. Macy's at Westfield's Galleria Mall in Roseville, and its furniture store located across the street are no strangers to this technique and have completed a lighting upgrade that ensures them a "brighter," more sustainable future.

Until recently, the halogen spotlight was the retail industry's standard lighting technology choice for product showcase. In addition to its affordability, the lamp produced a clean, bright white light that didn't deteriorate over time; making jewelry sparkle and clothing bright. Despite the advantages of halogen lighting comes an undesirable byproduct of the technology – the massive buildup and production of excess heat. In northern California, especially during the summer, heat can be a department store's worst nightmare.

In addition to gobbling up energy, the excess heat from lights must be vented and cooled by

the stores air conditioning system. This causes air conditioning units to run longer and more often, costing thousands of dollars more every year. Multiply this by more than 1,943 individual halogen spots and you've described the Macy's locations in Roseville – until recently, that is.

With the help of Energy Conservation and Supply, Inc., Macy's retail and furniture stores took advantage of a \$42,000 lighting retrofit rebate from Roseville Electric. The incentive helped the company switch out all of its halogen spots with new ENERGY STAR® rated light emitting diodes (LED's). The new energy saving lamps use approximately 1/5th the amount of power as their halogen energy guzzling counterparts; produce little to no heat and last for years instead of months.

"We are very pleased with the new lights," says Jeff Larson, regional facilities project manager at Macy's. "They really make the merchandise look great and the project is totally in line with our corporate mission to reduce energy consumption by another eight to ten percent by 2013."

Macy's replaced hundreds of 90, 47 and 28-watt halogens with 18, 17, and 14-watt LED's, respectively. The retrofit reduced the stores total energy consumption by approximately 230,000 kWh and monthly peak demand by 53 kW. Replacing the old inefficient lights with newer technology translated into \$27,000 in annual energy savings, leaving more money for the company to invest in capital improvement projects and the Roseville community.

\$27,000
annual energy
savings!

"We're looking forward to a scaled back maintenance schedule," says Tom Malsbary, district facilities manager at Macy's. "Now our employees can spend more time focusing on new energy efficiency projects rather than continually replacing burnt out light bulbs."

For more information on Roseville Electric's lighting rebates, contact Kris Blair, key accounts representative at (916) 774-5581 or kblair@roseville.ca.us.

“*Now our employees can spend more time focusing on energy efficiency projects rather than continually replacing burnt out light bulbs.*”

”

Tom Malsbary

District Facilities Manager - Macy's Corp.



Roseville Electric

LED's Sparkle at Guzzetta & Company Jewelry Store

Thought diamonds were sparkly before? Check them out now! The Guzzetta & Company Jewelry Store on Douglas Boulevard recently replaced 80 incandescent lights with new energy efficient LED's, giving the jeweler a brighter, more natural display light. The LED's will reduce Guzzetta & Company's store's energy use by more than 5,000 kWh per month, and that's only the tip of the iceberg. Additional energy savings will come

from the long-term reduction in cooling and maintenance costs associated with the new lighting technology.

LED's are a smart choice when it comes to upgrading lighting in any



business. In addition to their stylish look, LED's use very little energy; produce a clean, bright light, are dimmable and extremely long-lasting (up to 50,000 hours). Unlike their energy guzzling incandescent counterparts, LED's generate very little heat. Lower heat output means less cooling time and less frequent maintenance on associated machinery.

Guzzetta & Company took advantage of a lighting rebate from Roseville Electric to transition their store from incandescent to LED's. The rebate is \$800 for every 1,000 watts reduced. You too can take advantage of this program when you make the switch to ENERGY STAR® approved LED's. For more information visit www.roseville.ca.us/bizrebates or call (916) 79-POWER (797-6937).

No Hydroelectric Rate Charge This Year

Because Roseville Electric's hydroelectric generation facilities received nearly the average precipitation over the winter months we will not implement a hydroelectric surcharge on energy charges.

The hydroelectric surcharge was adopted by the City Council in 2009 as a way to fund the purchase of electricity that is needed but will not be provided from our hydroelectric resources – located in the Northern Sierra – due to lower than average precipitation.

The hydroelectric adjustment is determined each year in May, based on precipitation levels as of April 2012. Roseville Electric's hydroelectric facilities received 43.50 inches of precipitation, and the average precipitation for the Northern Sierra facilities by the end of April is 49 inches. For more information visit www.roseville.ca.us/hydroelectricrate

FREE Rapid Audits for Small Businesses

Staples & Associates, a Roseville company, in a partnership with Roseville Electric, is offering free on-site energy audits to local small businesses starting in July. With more than 7,500 completed energy audits, Staples & Associates is an experienced vendor that makes the audit process quick and simple with no messy contracts or long, cumbersome forms to fill out.

Participants will receive a customized post-audit report that includes additional energy saving tips and suggestions to help further reduce their energy bills. Customers can also take advantage of free lighting upgrades as part of the business energy audit. Replace that old neon "open" sign with a free energy saving sign made of light emitting diode (LED's). Change your energy hungry incandescent lights when you make the switch to efficient compact fluorescent lighting (CFL's). Both are free components of this energy audit – just ask your Staples & Associates representative.

For more information and to participate in the program please visit www.roseville.ca.us/rapidaudit or call (916) 79-POWER (797-6937).



Business Customer Satisfaction Rates Hold at High Levels

Roseville Electric is committed to providing our business customers with the quality programs, services and resources they need to proactively manage their energy consumption and lower energy bills. In a recent customer satisfaction survey, it appears you are pleased with the job we have done. In fact, more than 95 percent of our business customers are satisfied with the service levels and rebate programs we offer, with 32 percent of them claiming improved service levels.

We are delighted to receive such positive feedback from our customers. Even with the high ranking, we remain committed to continually improving upon the services we

provide. As you know, there is always room for improvement. During the survey we discovered our customers are interested in a variety of communication venues and we're studying your suggestions.

Although the business customer satisfaction survey is completed, Roseville Electric always welcomes your comments and suggestions. Please feel free to contact us at any time to tell us what you're up to, the latest technologies you use, and how we can better meet your needs. Drop us a note on our social media portals. Send us an email. Write us a postcard. Give us a call. No matter how you reach out, we're glad that you do.

Helping Others by **Empowering Ourselves**

The society of St. Vincent DePaul is many things to its clients, including a food locker, medical clinic, thrift store and provider of meals, clothing and hygiene supplies. The center is also a prime example of how a local not-for-profit organization can utilize energy efficiency and rebate programs to reduce overhead costs and stay focused on keeping funds in services that help people.

“Saving money through energy efficiency is very important to us,” says Tom Stanko, President of the Roseville chapter. “Every dollar we save on our power bill goes to providing our clients with more food, clothing and medical services.”

Over the past few years, the center has updated its air conditioner to a high-efficiency uninstalled high efficiency T5 hi bay light fixtures; retrofit T12’s to reduced wattage T8’s; removed lamps in over-lit areas, installed vacancy sensors to turn off lights when rooms are unoccupied and upgraded incandescent lights to energy efficient CFLs.

In 2012, St. Vincent DePaul received a \$22,000 grant from the City of Roseville’s Housing Authority and \$5,700 rebate from Roseville Electric which funded the installation of a new 4 kW solar photovoltaic system. The system converts sunlight into free electricity, helping cut energy bills, while reducing their carbon footprint.

“We love being green,” says Stanko. “We’re always on the lookout for ways to become more efficient, and our partnership with the City of Roseville helps us with the tools, advice and incentives to reach our energy and sustainability goals.”

Roseville Electric offers about \$3 million in rebates annually to all customers to help them lower monthly utility costs by reducing monthly energy use. For more information on how your business or not-for-profit organization can take advantage of Roseville Electric’s programs visit www.roseville.ca.us/bizrebates or call (916) 79-POWER (797-6937).



Tom Stanko
President, Roseville St. Vincent DePaul



Roseville Electric - **Most Reliable Power**

Roseville Electric was named among one of the most reliable community-owned utilities in the nation – again!

The American Public Power Association, a national organization of publicly owned electric companies, rated Roseville Electric as a Reliable Public Power Provider (RP3) Platinum Award winner for the fourth time since its inception in 2005. On average, Roseville Electric customers experience an outage once every eight years. By comparison, electric customers living outside of Roseville experience an outage once every 10 months.

“Roseville Electric employees are committed to providing reliable energy and outstanding service – just as others did 100 years before us,”

said Electric Utility Director Michelle Bertolino. “One of the things I admire most about people at Roseville Electric is the pride they have in their work and their commitment to serve. This award reflects their loyalty to our customers and community.”

Given every two years, the RP3 award requires electric utilities to demonstrate proficiency in four key areas: reliability, safety, employee development and system improvement. Criteria in each category are based on sound business practices and represent a utility-wide commitment to safety and reliable delivery of electricity.

We understand that having reliable energy is one of several important qualities you

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.



expect you’re your community-owned electric company. Roseville Electric has among the lowest rates in the region. Collectively, Roseville Electric customers have about \$30 million more in annual discretionary spending because of our competitive electric rates. That means Roseville Electric customers have more money available to spend at stores and on services in our community.

And finally, our electric utility rates ensure Roseville continues to be a community with a high quality of life because we provide funds for streetlight and traffic signal operations and contribute toward public safety, libraries and parks.

As a result, businesses reap the benefit of having a community-owned utility.

Downtown Revitalization

After years of planning, Roseville's Downtown revitalization is now in the action stage following the recent groundbreaking.

The City Council approved a \$37 million infrastructure financing package last November that will transform the current Civic Center parking area into a public plaza with an outdoor stage and interactive water feature intended to provide a backdrop for a variety of community events. The Civic Center Plaza project is the first step in realizing the vision developed, in conjunction with the community, to build on downtown's natural and historic features to make it an inviting, walkable destination throughout the year. The project is expected to be completed in late 2012.

While construction is underway, customers to Roseville's utility billing center will continue to have access to pay their electric, water, garbage and sewer bill in person. Free parking is available along Vernon Street and in the parking garage located at the corner of Vernon and Grant streets.

For customers who want to avoid the noise and dust, utility bill payments can be mailed or paid online at www.roseville.ca.us/billpay. For questions about your monthly utility bill, please call 774-5300. For information about the plaza project visit the website at www.roseville.ca.us/townsquare



RECYCLED PAPER

BUSINESS PARTNERS IS PUBLISHED QUARTERLY FOR ROSEVILLE'S BUSINESS COMMUNITY BY ROSEVILLE ELECTRIC, © 2012. COMMENTS AND SUGGESTIONS ARE WELCOME—PLEASE SEND TO THE ATTENTION OF VONETTE MCCAULEY; 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



PRSRST STD
US POSTAGE PAID
SACRAMENTO, CA
PERMIT NO 618