

Business Partners

Your Electric Utility for Over 100 Years

FALL 2013



Roseville Electric **Invests in You**



Roseville Electric, your community-owned electric utility, has proudly served the Roseville business community with reliable public power since 1912 and now we're taking a moment to celebrate the value of having a publicly owned utility.

For the past 100 years, Roseville Electric has invested in the community, generated cost savings for our business customers, contributed to creating a robust local economy and a vibrant quality of life. When you take a closer look at public power, you can see how things we can really have an impact!

A perfect example of public power in action is the Roseville Energy Park. The 160-megawatt power generation facility truly lives up to its promise: to provide a reliable supply of locally generated power at the best possible price. The facility protects Roseville Electric's customers by shielding them from wild price fluctuations and energy supply issues in the volatile power markets, especially in the summertime when the demand for energy is high.

For example, during the July heat wave, the demand for energy spiked, and, in response, the Roseville Energy Park increased local generation. The cost of generating electricity in Roseville was about \$45 per megawatt hour, whereas purchasing it from the energy market was priced at thousands of dollars per megawatt-hour.

Another benefit of public power is having local control. Roseville Electric creates energy efficiency programs and services to meet the needs of its customers in Roseville. Our representatives hear your feedback and are able to respond quickly to your needs including calls for service. We also invest \$6 million in rate payer funds to support police, fire, parks and library services to ensure Roseville maintains the quality of life our customers enjoy.

When it comes to comparing electric rates, customers of public power utilities almost always come out ahead. In Roseville our electricity is competitively priced, with rates up to 15 percent

lower than neighboring Pacific Gas and Electric (PG&E). That means if all of our business customers in Roseville moved into neighboring PG&E territory, they would pay \$21 million more in rates for the same electricity. The money saved on lower energy bills is money that can be reinvested back into your business, adding to the bottom line.

As a locally controlled electric provider, the Roseville Public Utilities Commissioners, City Council members and Roseville Electric employees work for you. We make decisions with you and your business in mind, as we live, work and play here too.

When Roseville Electric's founders began serving its customers a century ago, they believed a publicly owned electric utility was the best way to provide reliable power. With only a handful of business customers and service territory less than a square mile, turns out their vision for the future was correct – public power is the best option.

Today, with more than 55,000 residential and commercial customers and a century of service, Roseville Electric appreciates your continued support. Stay connected with us at www.roseville.ca.us/electric, on our social media portals and by phone at (916) 79-POWER (797-6937).





ACT NOW to get rebate dollars!

If you're thinking about lowering your monthly expenses by installing energy efficiency measures into your business, plan early and reserve your rebate funds from Roseville Electric today – as they go quickly!



Last year Roseville Electric paid about \$1 million dollars in rebates to more than 400 local businesses to upgrade lighting, air conditioning, plant shade trees, install customized energy reducing projects and install solar. The investment reduced their collective electric consumption by more than 4.7 million kWh; enough energy to power more than 460 average size Roseville homes.* Money that was once spent on purchasing additional electricity can now be invested elsewhere, adding value to a business's bottom line.

Visit at www.roseville.ca.us/bizrebates for a list of energy efficiency incentives. For information please call (916) 79-POWER (797-6937).

**The average Roseville home uses 850 kWh per month*

Take a Proactive Approach to Maintenance and Save

Imagine putting together a puzzle consisting of 18,000 individual pieces and spread across 44 square-miles of our community. Roseville Electric's construction crews do this every day, installing, inspecting and maintaining the City of Roseville's award-winning electrical distribution system.

"Our goal is to provide a safe and reliable source of electricity to our customers," says Tom Cox, electric line construction supervisor at Roseville Electric. "Using a combination of planning, resources and cooperation, we have met this goal for more than a century."

Owning and maintaining one of the nation's most reliable electric distribution systems didn't happen by accident. Decades ago, Roseville Electric designed, and installed -and continues to install - more than 85 percent of the utility's infrastructure underground. Underground utilities are less susceptible to storms and easier for workers to access for maintenance and repair.

When it comes to resources and planning, Roseville Electric's engineering, dispatch and construction crews work closely together to establish an electrical system that will last a long time, run efficiently and communicate potential maintenance issues to crews before they becomes a problem. As a result, if the power ever goes out, it can be quickly re-routed, reducing the impact on customers.

"Our construction teams plan the work and then work the plan," says Sonny Person, Assistant Electric Utility Director, "We inspect and maintain all of our distribution equipment in the field, making sure it stays in excellent working condition to the benefit of our customers." If the inspectors identify equipment that needs to be repaired or replaced, we then schedule the work to impact the minimum number of customers.

Weekly substation inspections ensure equipment runs efficiently and without failure, protecting customers from larger, preventable outages. And with the utility's long-term rehabilitation plan,

“ Yes, we provide excellent electric service, but we also pride ourselves on providing excellent customer service. ”

-- Tom Cox

your community-owned electric utility ensures that every asset in Roseville Electric's distribution system is inspected, maintained and replaced before its useful end of life; boosting the reliability of the system overall.

In addition to maintaining an award winning electric distribution system, Roseville Electric is committed to working closely with local businesses to provide them with energy saving programs and services.

"Yes, we provide excellent electric service, but we also pride ourselves on providing excellent customers service," says Cox. "We work with customers to schedule installations, repairs and inspections when it's convenient for them, lessening the impact on their employees, customers and business operations."



Sullivan Chevrolet Completes Solar-Electric Charging Station

According to the California Environmental Protection Agency Air Resources Board, approximately one of every 40 new cars bought or leased in California during the last three months of 2012 was a plug-in electric vehicle. As a result, Californians are now driving more than 15 million electric-fueled miles every month.

Responding to the electric vehicle (EV) rage has become a priority at John L. Sullivan Chevrolet in the Roseville Auto Mall. The dealership recently completed construction on a solar-powered canopy capable of charging several vehicles at the same time. Initially installed for the rollout of the Chevy Volt, the canopy prepares the dealership for the rollout of all kinds of new electric and hybrid plug-in vehicles coming to the dealership in the future.

The solar canopy has a clean structural design and holds 72 photovoltaic panels capable of generating about 25,000 kWh of solar energy every year. The system produces approximately

2.5 percent of the dealership's total energy needs while that may seem low, the canopies are designed to bring awareness to people interested in purchasing high efficiency, low/zero emission electric and plug-in vehicles.

As more vehicles are sold, the demand for charging stations will increase and local businesses should consider installing a charging station in parking lots for customers and employees to meet changing transportation needs.

Roseville Electric, your community-owned utility, encourages businesses considering electric charging stations to review EV charging equipment options and work with an electrician to identify suitable locations, obtain permits and construct the project. Visit Roseville Electric's EV website for the latest information and resources to complete your charging station installation at www.roseville.ca.us/EV or by calling (916) 79-POWER (797-6937).

Utility Fee Update

Beginning November 1, the City of Roseville will implement its utility fee update. First, the late payment fee will change from a flat rate of \$10 to a 5 percent fee on the past due account balance. Customers requiring reconnection after service has been shut off for non-payment will be charged \$150.

And finally a new charge, an access fee will be implemented when City of Roseville meter readers cannot gain necessary access to a utility meter. If you have questions or feedback on the fee update, email us at utilityfeedback@roseville.ca.us



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Find us on the web:
www.roseville.ca.us/electric

RECYCLED PAPER



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POWER CONTENT LABEL		
ENERGY RESOURCES	2012 POWER MIX (Actual)	2011 CA POWER MIX**
Eligible Renewable	23%	15%
-- Biomass & Waste	4%	2%
-- Geothermal	12%	5%
-- Small Hydroelectric	0%	2%
-- Solar	<1%	<1%
-- Wind	6%	5%
Coal	5%	8%
Large Hydroelectric	17%	13%
Natural Gas	55%	37%
Nuclear	1%	16%
Other	0%	0%
Unspecified sources of power*	14%	12%
TOTAL	100%	100%

* "Unspecified sources of power" means electricity from transactions that are not traceable to specific generation sources.

** Percentages are estimated annually by the California Energy Commission based on the 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

What is a Power Content Label?

The California Energy Commission requires all utilities annually publish a Power Content Label to document the source of the utility's power generation.



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 **@RsvIElectricPIO** and "like" our Facebook page (**Roseville Utilities**) to receive news about your community-owned electric utility.