



# Business Partners

Spring 2006 | A newsletter to inform the customers of Roseville Electric

## RE Customer Satisfaction Remains Strong

Dear Customer,

Every two years, we contract with independent market research firms to find out how well our customers feel we are doing. We are pleased to report that 2005 results show 98 percent of commercial customers surveyed are satisfied with Roseville Electric, and the same amount feel Roseville Electric meets or exceeds their service expectations. While the 98 percent satisfaction statistic remains virtually unchanged from 2003, we were glad to see that the new Web-based survey by DataCycles nearly doubled our response rate from 150 in 2003 to 290 in 2005.

### What it means to us

In the minds of those who work here, this survey represents our most important job evaluation. We're a municipal utility that provides electricity as a service to our community, so there can be no better measure of performance than customer satisfaction.

### What it means to you

While we are pleased with the results, we're not patting our backs and putting aside the survey. We conduct this survey to help us understand what aspects of our service you feel good about and those areas we need to improve.

This year we learned that customers surveyed rated us highest for quality of products and services, reliability, and responsive customer service. Those customers were least satisfied with the availability of energy efficiency rebate programs and electricity pricing. They also wanted better information on planned and unplanned outages.

Pricing is a national issue, unfortunately, that we have little say about. We do offer the lowest rates in the region and among the very lowest in the state, but we appreciate and share our customers' dismay over rising energy prices. We can, however, continue helping customers reduce consumption and lower energy spending through energy-efficiency programs. That's where the rebate issue comes in. We have taken decisive steps to address energy-efficiency



rebate programs by hiring two additional customer representatives to work directly with our customers. It's a remarkable testament to the dedication of Kris Blair and Marty Bailey that they have worked individually with so many customers in a city this size. The addition of two more customer representatives should make it easier for our team to speak directly with more customers about the many energy-efficiency rebate programs we offer.

### Largest customers report satisfaction

In a separate survey, Aurora Research Group interviewed 25 customers representing 18 of our largest customers. Of the 25 interviewed, 24 reported that they were satisfied with Roseville

*Continued on page 2*



Roseville Electric



### Color Code Identifiers

- Red** – Electric
- Yellow** – Gas/Oil/Steam/Chemical
- Orange** – Communications/CATV
- Blue** – Water
- Green** – Sewer/Storm Drain
- Purple** – Reclaimed Water
- Pink** – Temporary Survey
- White** – Proposed Excavation

### Common Marking Identifiers

- E** – Electric
- TEL** – Telephone
- FO** – Fiber Optic
- TS** – Traffic Signal
- G** – Gas
- TV** – Television
- SD** – Storm Drain
- W** – Water / Reclaimed Water
- SL** – Street Lighting
- USA** – Underground Service Alert
- S** – Sewer

# Heads Up for Underground Cables!

Contractor awareness of underground utilities is vital to public and employee safety. Over the past couple of years, contractors have caused several Roseville Electric outages by excavating into underground power lines. We've been lucky so far—no lives have been lost and injuries have not been serious. That's not the kind of luck we can count on, however. Serious injuries and even deaths do occur when excavating personnel accidentally cut power and gas lines.

Preventing accidents is easy and required by law. A single toll-free call to Underground Service Alert (USA) at 1-800-227-2600 ensures Roseville Electric and other utilities will mark the location of underground pipes, lines and cables. It's important to note that California law is very specific about underground excavation. (From Marking Guidelines and the Law at [www.usanorth.org](http://www.usanorth.org))

- Outline your excavation area with white paint [4216.2 (a)].
- Call USA two working days before you dig [4216.2 (a)].
- USA will notify its members of your excavation [4216.2 (c)].
- The USA members will provide information about, mark or stake the horizontal path of their facilities, or will advise of clearance [4216.3 (a)].
- Expose the underground facilities by hand before using power equipment [4216.4 (a)].
- The USA request number is valid for 14 calendar days, if your excavation extends beyond that you must contact USA every 14 days [4216. (e)].
- Keep the USA request number to validate your excavation permit [4216.9 (a)].

Following these steps may prevent the inadvertent disruption of power and danger to personnel. For more information, visit [www.usanorth.org](http://www.usanorth.org) or call (925) 798-9504.

If there is any question as to the location or clarity of the USA markings by Roseville Electric, please call 774-5601. Roseville Electric will make every effort to ensure your area of proposed excavation has been marked properly to identify Roseville Electric's underground utilities.



**Underground  
Service Alert  
Call Before  
You Dig  
1-800-227-2600**

### Customer Satisfaction, *continued from front*

Electric, with 22 of the 24 saying they were very satisfied. All but one customer told interviewers that Roseville Electric met or exceeded their service expectations. Expectations fell into five categories: consistently reliable power; reasonable, stable rates; responsive service to requests for information or problem solving; proactive communication about rate changes, outages and programs; and efficiency programs, rebates and technical support that reduce energy costs.

### Suggestions offered and heeded

Both commercial and key account customers offered valuable suggestions regarding services they would like to see, including

offering this newsletter in an electronic version. We are looking into each customer suggestion and will implement those that we can.

We greatly appreciate our customers who were able to take the time to help us better understand what you want and need from us. We promise to do everything possible to retain your high satisfaction level and to institute ideas suggested.

Thank you,

Tom Habashi  
Utility Director

# Next-Generation Lighting Makes the Grade in Schools

Saving energy is only part of the reason for recent lighting upgrades at Woodcreek and Oakmont High Schools. Light quality and maintenance issues also weighed heavily into Roseville Joint Union High Schools District's decision to upgrade to new lighting technology for Oakmont's gym and Woodcreek's theater arts building. Both areas were built using lighting technology common at the time of construction, before recent developments offered better options.

Under the direction of Brian Gruchow, the district's director of maintenance and operations, district and school personnel worked with electrical contractor Collins Electric, lighting manufacturer's representative 1st Source Lighting, and Roseville Electric to determine the best solution for each application.

According to Gruchow, "We faced different issues in the two areas. Energy reduction was only part of our objective for each project. The gym was substantially under lit, so we had to find a way to improve light quality without increasing energy consumption. In the performing arts building, we wanted to find a solution to the very real problem of replacing incandescent lights, which burn out frequently, in a setting where the ceiling slopes up while the floor slopes down. The solutions arrived at handled those issues and improved energy efficiency."

## Much Less Energy, Much More Light

School gyms are challenged by the need for high ceilings with light fixtures placed out of the path of balls and other gym equipment. The distance between the Oakmont gym's light fixtures and floor created a demand for 38 fluorescent fixtures with T12 (1 1/2" diameter) tubes and magnetic ballasts—the best solution available when the gym was built. The high fixture count still delivered only 19 foot candles of light to the main basketball court.

The school chose to replace the old technology with an innovative T5 (5/8" diameter) fluorescent-tube fixture designed specifically for gym applications. The new high-output technology allowed the school to reduce the number of fixtures to 24 and significantly cut energy consumption by almost a third, from about 12 kW to less than 8.5 kW. Even more exciting was the dramatic improvement in light quality. The new lights offered more than twice the foot-candle power, increasing the amount of light to more than 50 foot candles.

## Addressing hidden costs

Perhaps the biggest fans of Woodcreek's new theater lighting are the maintenance crew personnel who once had to make the precarious ascent on a lift straddling theater seats to replace the 49 incandescent flood lights. The lights burned out frequently, yet they



SYLVANIA's ICETRON light systems feature lamps with a 100,000-hour life span. The ICETRON systems are specifically designed for use in settings like the Woodcreek High School theater, where lights are difficult or expensive to service. For more information on new lighting technologies, see the Customer Connections section at [www.RosevilleElectric.org](http://www.RosevilleElectric.org).

only delivered two to four foot candles to the seats below. Upgrade options were complicated by the need to provide emergency lighting in case of a power failure.

After some research, Collins Electric proposed replacing all but six of the incandescent fixtures with 12 ICETRON® induction lamps. The remaining incandescent fixtures were connected to an emergency system that comes on only during a power outage. The new induction lamps brought energy consumption down from 7.3 kW to just 1.9 kW, while improving light quality from two to four foot candles up to 19 foot candles. Because 19 foot candles are not always required in the theater, the system allows users a choice to turn on one-third, two-thirds, or all of the induction lamps.

"In addition to eliminating the change-out issue and lowering energy costs, the improved light quality enables more uses for the theater," said Gruchow. "Instead of being limited to theatrical performances, the new lighting makes it possible to use the theater as a classroom for lectures or study hall. Just as they did in Oakmont's gym, Woodcreek's new theater lights provide a win-win for the schools."

Roseville Electric rebates helped cover the cost of both lighting retrofits.

# Meet **Your** Reps

Roseville Electric is pleased to welcome Debbie O'Jones and Mark Riffey who join Kris Blair and Marty Bailey in helping customers find ways to reduce energy consumption. Our energy professionals are dedicated to helping customers make the best use of energy and finding out how they can take advantage of energy-reduction and efficiency rebate programs.



**Martin Bailey,**  
**Key Accounts Representative**

"Being part of a municipal supplier with local control allows me to see results of my work every day. I enjoy being able to have a direct, and sometimes immediate, impact on our community."

Contact Marty by phone at (916) 774-5617 or email at [MBailey@roseville.ca.us](mailto:MBailey@roseville.ca.us).



**Kris Blair,**  
**Key and Major Accounts Representative**

"It's gratifying to help customers understand how they are truly using energy.

Often when we sit down together and look at how they consume energy, we discover easy steps they can take to lower their use."

Contact Kris by phone at (916) 774-5581 or email at [KBlair@roseville.ca.us](mailto:KBlair@roseville.ca.us).



**Debbie O'Jones,**  
**Energy Specialist**

"I'm excited to be working for Roseville Electric and to have the opportunity to help residents and businesses use

energy more efficiently. I especially enjoy working on renewable programs such as Green Roseville."

Contact Debbie by phone at (916) 746-1669 or email at [DOJones@roseville.ca.us](mailto:DOJones@roseville.ca.us).



**Mark Riffey,**  
**Marketing Representative**

"I enjoy helping customers design energy efficiency and photovoltaic technologies into their homes and buildings.

Joining Roseville Electric allows me the luxury of working for a forward-thinking organization in one of California's leading communities."

Contact Mark by phone at (916) 746-1667 or email at [MRiffey@roseville.ca.us](mailto:MRiffey@roseville.ca.us).



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