

Business Partners

Your Electric Utility for Over 100 Years

FALL 2012



Roseville Electric Celebrates 100 Years of Service



Frustrated with power disruptions and poor service from a privately owned electric utility, members of the Roseville community decided in 1912 they could do it better.

And doing it better has been Roseville Electric's hallmark for the past century.

"Providing reliable energy and dependable service is our daily mantra," said Roseville Electric Utility Director Michelle Bertolino. "While our industry is much more complicated than a century ago, the one thing that has not changed is our commitment to making certain our customers have power when they need it. Roseville Electric employees take pride in knowing they provide the most reliable electric service in the nation."

Shortly after the City of Roseville incorporated in 1909, 37 citizens signed a petition complaining about the poor service provided by the private company. In June 1910, the citizens voted to approve a bond to build an electric light and power distribution system. And by October 1912, 150 customers received their power from the new municipal electric utility.

To commemorate its 100th anniversary, Roseville Electric installed a 22-foot clock at the Carnegie Library Museum in Historic Roseville. Donated by KB Homes several years ago, the Centennial Clock symbolizes Roseville Electric's pride in the community and commitment to enhancing our quality of life.

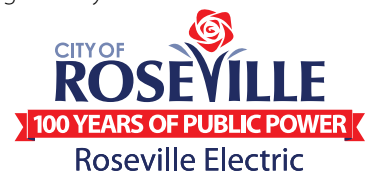
For much of its history, Roseville Electric was simply a distribution utility, meaning it built and maintained the power lines and substations that delivered electricity to residential and business customers. For 95 years, all the energy used by residential and business customers was purchased from other entities generating electricity using hydroelectric, nuclear, geothermal, biomass and natural gas.

In 2007, Roseville Electric built a 160 megawatt energy generation plant and began making enough power to meet 40 percent of its 54,000 customers' needs.

Because of innovation and best management practices, Roseville Electric customers pay up to 20 percent less in energy costs than people and businesses outside of Roseville, but in Placer County. That translates into more money for the local economy.

Additionally, Roseville Electric helps maintain the City's quality of life by reinvesting more than \$6 million annually to keep streets safe; libraries open and maintain parks and recreation programs.

We anticipate there will be many changes in the electric industry over the next 100 years, but the one thing you can count on is Roseville Electric's commitment to improving our City.



Roseville Electric's Winter Business Hours

Roseville Electric's offices will be closed Dec. 25, 2012 through Jan. 1, 2013 for the winter holidays.

However, crews will be available to respond to outages and emergencies.

Customers can make bill payments online, over the phone with a credit card, or place payments in the drop box located in the Civic Center, 311 Vernon Street. To pay by phone, call us at (916) 774-5300.

For information about other City office closures visit our website at www.roseville.ca.us/holidayhours



Rebates Save Roseville Businesses Time and Money



Roseville Electric, your community owned electric utility, has a new energy efficiency program designed to help small businesses reduce energy bills and save money.

Our "Rapid Audit" is a free service to help you take advantage of energy efficiency improvements and rebates so you can save on monthly business expenditures.

We've also made changes to other energy efficiency rebate programs. Let's take a closer look at these program changes, keeping in mind that funds are limited, and are available on a first-come-first serve basis.

NEW "RAPID AUDIT" ENERGY EFFICIENCY DIRECT INSTALL PROGRAM:

Launched in August, Rapid Audit is available to all GS-1 and GS-2 non-residential customers with a peak demand below 250 kW.

Business customers will be visited by a certified energy analyst from Staples and Associates; a Roseville based company, and will be provided with a written report that outlines specific energy saving ideas for your business.

In addition to the FREE written report and on-site audit, the businesses will receive a FREE LED (light emitting diode) "Open" sign and FREE compact fluorescent light bulbs. A maximum of two open signs and a maximum of ten light bulbs are available to participating customers.

Funding for this FREE customer service program is limited. To schedule your on-site audit, call Staples & Associates at (916) 771-4280 or email ddedinas@staplesenergy.com. You can also call Roseville Electric at (916) 79-POWER (797-6937).

LIGHTING REBATE CHANGES:

- Added LED screw-in lighting measures
- T12 to T8 rebates have been extended to December 31, 2012
- An expanded array of Hi-Bay fixture rebates

HVAC REBATE CHANGES:

- Variable Frequency Drive/Variable Speed Motors
- HVAC rebates have been increased up to \$500 per ton – a 300 percent increase in rebate levels!

SOLAR REBATE CHANGE:

- Estimated performance based incentives. Rebate levels have been reduced to \$0.80 per kilowatt installed (under 10kW)

If you've been thinking about taking advantage of a rebate program, don't wait any longer. Funds are limited and available on a first-come-first-serve basis. Always get a reservation before proceeding with a project. For a list of new and updated rebate programs offered by Roseville Electric, visit www.roseville.ca.us/bizrebates. You can also call (916) 79-POWER (797-6937) to speak with our program managers.

Daylight Savings Time Change



Don't forget to "fall back" at 2 a.m., Sunday, Nov. 4, when daylight savings time officially ends. Be sure to check and reset all of your clocks. Daylight Savings Time is also a good time to change the batteries in your smoke detectors, check your programmable thermostat settings and change or clean your air conditioner filters.

A Long History of Saving Our Customers Money through Energy Efficiency

Roseville Electric began offering business and residential customer's energy efficiency rebates and programs in the 1980s.

Between 2001 and 2011, Roseville Electric's energy efficiency rebate programs resulted in total overall peak load reduction of 16.94 megawatts and more than 108,000 megawatt hours of electricity. Those reductions translate in to millions of dollars we've helped our business and residential customers avoid paying in electricity costs. That kind of savings means our customers had more to spend on other things.

Since July, Roseville Electric has invested more than \$3.3 million dollars in energy efficiency related projects and services, including business and residential, low income programs, energy demand side management tools, solar rebates, research and development, and educational outreach at the Roseville Utility Exploration Center and at Roseville Electric events.

As a result our customers have reduced energy use by 6,821,688 kWh. As we look toward the future, the potential for our business customers to save money and energy through energy efficiency and rebate programs is huge.

We will continue to maximize lighting efficiency savings through our LED and T8 reduced wattage retrofit programs. Our Vending Miser program helps customers cool off their energy bills. The customized programs helps businesses stay ahead of the changing technologies and effectively manage their energy portfolios.

For information on how to take advantage of Roseville Electric's energy efficiency and rebate programs, visit www.roseville.ca.us/bizrebates or call 79-POWER (797-6937). We are happy to help you find ways to save you money by lowering your energy use.



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 news about your community-owned electric utility.



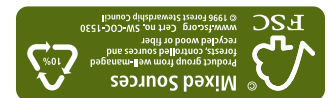
Business Partners is published quarterly for Roseville’s business community by Roseville Electric. Comments and suggestions are welcome—please send to the attention of Vonette McCauley at vmccauley@roseville.ca.us.

POWER CONTENT LABEL		
ENERGY RESOURCES	2011 POWER MIX (Actual)	2010 CA POWER MIX**
Eligible Renewable	14%	14%
-- Biomass & Waste	7%	2%
-- Geothermal	6%	5%
-- Small Hydroelectric	1%	2%
-- Solar	0%	0%
-- Wind	0%	5%
Coal	0%	7%
Large Hydroelectric	40%	11%
Natural Gas	12%	42%
Nuclear	0%	14%
Other	0%	0%
Unspecified sources of power*	35%	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



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