November 2007 A newsletter to inform the customers of Roseville Electric

# Roseville Energy Park Begins Generating Power

October marked an important point in Roseville's history. Since 1911, the city has purchased power to provide the city's electricity. On October 16, the City of Roseville celebrated the completion of the Roseville Energy Park which will soon begin generating up to 40 percent of the city's electricity needs and greatly reducing our reliance on the larger, sometimes volatile energy market.

Many remember the 2000 energy crisis, when rolling blackouts and high energy prices plagued much of the state. Roseville Electric was able to avoid blackouts and spiking prices due to favorable contracts in place at the time. Knowing that those contracts would soon expire, the City decided that year to build and operate its own energy generation facility. The new facility, located adjacent to the Pleasant Grove Wastewater Treatment Facility, underwent a long approval and construction process before opening last month.

Other benefits of the local generation facility include greater efficiency. Because some electricity purchased from the grid is lost during transmission to Roseville, the local facility will improve generated power use. With the Roseville Energy Park close by, the power generated needs only to travel a short distance to reach homes.

The new plant uses the newest technology available during its design. The efficient natural gas-fired turbines that generate electricity are cooled with water from the nearby treatment plant. The steam generated during cooling is then used by steam generators to produce additional power, also ensuring that no water is discharged into local creeks.

Roseville Electric is committed to providing its residents with more than electricity. Our dedication to customers and the environment means that we are constantly looking for ways to take our services to the next level. The Roseville Energy Park is one way we demonstrate our commitment to providing award-winning reliability.

To find out more about the Roseville Energy Park, visit www.roseville.ca.us/rosevilleenergypark.



## Neighborhood Santa's Back in Town

We're delighted to report that Santa Claus has agreed to return for his 11th tour of Roseville neighborhoods during the first two weeks in December. While his reindeer rest up and the elves get ready for the Big Night, Roseville's Neighborhood Santa will ride through our streets atop a sleigh powered by Roseville Electric and the Environmental Utilities department. Police cars and fire engines will light his way and city staff will stand in for the elves, helping Santa give away candy canes to good boys and girls (and especially nice parents).

To find out when Santa will be traveling through your area, check the City's Web site at www.roseville.ca.us/santa after Nov. 15 or call Santa's hotline at 916-746-1388. Information on route or schedule changes due to weather can be found on the Web site's bulletin board. Happy ho-ho-holidays!



Roseville Electric

# Thank You to Our Power Partners!



This summer more than a thousand Roseville homes became Power Partners helping to reduce our demand for energy and maintain system reliability on critical hot summer days. And there's still time for you to join!

When signing up as a Power Partner, residents agree to have an electronic device installed near their air conditioning units. This device allows Roseville Electric to cycle air conditioning compressor units on and off for short periods of time while the fan continues to run. The low-profile devices typically cycle air conditioning units for 10 minutes each half hour during

the hottest summer afternoons, resulting in a drastic reduction of peak energy usage without compromising a home's air temperature.

Special thanks to our 2007 Power Partners for the successful launch of an important program for our community.

If you have not yet signed up, please join your neighbors by enrolling as a Power Partner before next summer's heat begins. When you do, we'll give you a \$10 credit on your bill for signing up and an additional \$10 each summer you're enrolled.

For more information, visit www.roseville.ca.us/powerpartners.



### **Energy-Saving Ways to Keep Your House Warm**





Winter's approach means it's time to start thinking about ways to keep the heat in and the cold out. Here are a few energy-smart ideas to help keep winter energy bills low:

- Make your home an effective heat container.
   Windows, door frames and fireplaces are ideal
   places for heat to escape and cold to seep in.
   Check caulk and weather stripping at windows
   and doors to ensure there are no leaks or other
   compromises to their integrity. Keeping your
   fireplace's flume and glass doors closed when
   not in use also helps contain warmth.
- Set back your thermostat when you're sleeping or away. A programmable thermostat automates that process for you.
- Ensure your furnace is operating at peak capacity. Regularly review your thermostat's target temperature and check all filters,

- changing them monthly. Setting your thermostat too high or allowing grime to build on filters will reduce efficiency and lead to higher winter bills.
- Use ceiling fans effectively to reduce your home's reliance on heating alone. Heat rises, and fans are a great way to redirect it downward into the living space.

In addition, there are several energy-saving techniques that can be used throughout the year. Replacing incandescent light bulbs with compact fluorescents and powering down electronic equipment when not in use are just a couple of options available.

For more energy-saving ideas, visit www.roseville.ca.us/saveenergy.

#### **Centex to Build BEST Homes**



Home builder Centex has announced that it will participate in the city's BEST Homes program giving home buyers energy-efficient

options when shopping for new homes.

Created a year ago, BEST Homes is part of Roseville's increasing commitment to lower peak energy usage throughout the City and provide access to environmentally friendly housing. The program offers builders an incentive to utilize energy-saving features, including integrated solar panels, highefficiency appliances, shade trees, and building materials. Residences that meet the BEST Homes standards reduce energy

consumption by about 50 percent, lessening impact on our environment and lowering monthly energy consumption.

Centex joins BEST Homes builders
Christopherson Homes, and Elliot Homes.
By participating, Centex will put more
than 450 new BEST Homes houses on
the market, bringing the total number
available to nearly 1,300. Currently, two
Centex neighborhoods—Avonlea, near
Mahany Regional Park, and Meadowgate,
off Fiddyment Road—are available to
prospective buyers.

For more information on the BEST Homes program visit www.roseville.ca.us/besthomes.

#### Roseville Electric's Third Ouarter of 2007

POWER CONTENT LABEL			
ENERGY RESOURCES	<b>RE Power Mix*</b> (Projected)	Green Roseville* (Projected)	2006 CA POWER MIX** (for comparison)
Eligible Renewable	10%	100%	5%
—Biomass & waste	<1%	0%	<1%
—Geothermal	8%	0%	4%
—Small hydroelectric	1%	0%	<1%
—Solar	<1%	2.5%	0%
—Wind	<1%	97.5%	<1%
Coal	23%	0%	29%
Large Hydroelectric	28%	0%	31%
Natural Gas	40%	0%	35%
Nuclear	<1%	0%	<1%
Other	<1%	0%	0%
TOTAL	100%	100%	100%

- \* 100% of Green Roseville is specifically purchased from individual suppliers.
- <sup>4</sup> 41% of RE Power Mix is specifically purchased from individual suppliers.
- \*\* Percentages are estimated annually by the California Energy Commission based on 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



#### A Greener Christmas Tree Lighting

Attendees at the city's annual tree lighting ceremony will once again enjoy a greener Christmas, thanks to Green Roseville and ultra-efficient LED lighting technology. Green Roseville, Roseville Electric's renewable energy program, will power the festivities by purchasing a block of renewable energy from wind and solar power providers, while the LED lights will drink a thimbleful of electricity compared to traditional holiday lights.

Green Roseville's renewable energy will continue powering the tree's tiny LED lights throughout the season. That won't be hard to do. The no-fade lights use 90 percent less electricity than typical mini lights and 100 times less energy than traditional exterior holiday lights.

Roseville's tree lighting ceremony is an annual holiday tradition. This year's event will take place on Vernon Street from 5:30 p.m. until 8:30 p.m., Friday, December 7. Stop by Roseville Electric's booth to pick up your free 2008 calendars featuring artwork created by Roseville students

Powering the ceremony and tree lights is another example of Green Roseville's commitment to providing sustainable and renewable alternatives.

Find out how you can power your home or business Green Roseville's renewable energy by visiting www.roseville.ca.us/greenroseville.

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2090 HILLTOP CIRCLE, ROSEVILLE, CA 95747-9704 916 797.6937 | 916 774.5220 TDD 916 774.5428 24-HR OUTAGE HOTLINE







#### 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).