

Business Partners

Spring 2007 | A newsletter to inform the customers of Roseville Electric

Customers Notice When You Do the Right Thing

Green Roseville offers businesses the opportunity to step up to the challenge of increasing our use of earth-friendly, renewable resources by purchasing 100 percent of the power they use from wind- and solar-power providers. The move to Green Roseville is good for the environment and our community—and it's also good for business.

While it's not the main reason Green Roseville business customers purchase their power from renewable sources, our business customers tell us they like hearing their customers' positive comments. With attention focused on global warming and so many of your customers looking for ways they can contribute to solving the problem, there is even greater appreciation and support for businesses who share their concern.

For the average small business customer, Green Roseville costs about \$15 per month, or an extra 1.5 cents per kilowatt hour for 100 percent of their energy usage. Businesses can also purchase renewable energy in 1,000 kWh blocks for \$15.

When you sign up for Green Roseville, you immediately:

- Show your support for our community and its future.
- Help reduce dependence on foreign oil and all types of fossil fuels.
- Protect air quality by preventing emissions.
- Provide market support to encourage new renewable-energy generation by creating more demand.
- Generate positive feedback and support from customers who share your concerns.
- Begin receiving marketing support from Roseville Electric to let existing and potential customers know you have taken the step toward ensuring a better future for us all.



Roseville Electric's Green Energy Program

The average Green Roseville business will prevent more than 20,000 pounds of carbon dioxide from being emitted annually. That's the environmental equivalent of planting 1,000 trees each year.

Green Roseville would like to thank our newest businesses for choosing 100 percent clean energy:

Prime Financial

Northern California Dance Conservatory

Della Door Company

Pleasant Cleaners and Blast

Advanced Media

To get started on our future, visit the Green Roseville section at www.RosevilleElectric.org and sign up today.



Roseville Electric

International Scientists' Report on Climate Change Issues Warnings, Offers Hope

The first of four 2007 reports from the U.N.'s Intergovernmental Panel on Climate Change (IPCC)* states that the most favorable future scenario depends on the world getting about half its energy from renewable sources by 2100. The February 2007 report, Climate Change 2007: The Physical Science Basis, was the work of some 600 authors from 40 countries who looked at evidence collected from around the world and across many scientific disciplines.

The report begins by outlining vast amounts of scientific evidence unequivocally proving global warming is occurring, including shrinking glaciers, arctic warming, and the fact that 11 of the last 12 years rank as the hottest since temperature recording began in 1850. The report goes on to state that evidence shows the change is very likely to

be caused by human-generated greenhouse gases, presenting considerable evidence to support that finding.

According to the report, a world that continues relying on coal, oil and gas is very likely to experience a temperature increase of up to 11.5° Fahrenheit by 2100, a sea level rise of up to 2 feet, and catastrophic effects to human, animal and plant life worldwide. The best-case scenario shows a global temperature rise of between 2° and a little more than 5° Fahrenheit. That temperature increase will lead to a sea level rise of between 7 to 15 inches and more severe weather events such as hurricanes, droughts, and floods.

According to the report, our best hope requires a strong move toward generating energy from clean, renewable resources and developing new technology for conserving energy.

What your business can do

Roseville Electric is already working toward a cleaner tomorrow. Join in the worldwide effort and become an agent within your organization. Contact Roseville Electric to learn about energy efficiency programs that can significantly reduce your energy consumption. Roseville Electric will help you with rebates and energy audits. And for the energy that you do need, make it green by signing up today for Green Roseville. Visit the Green Roseville page at www.rosevilleelectric.org or call 79-POWER and sign up today.

* THE IPCC IS AN ORGANIZATION OF MORE THAN 2,500 INTERNATIONAL SCIENTISTS ESTABLISHED BY THE WORLD METEOROLOGICAL ORGANIZATION (WMO) AND THE UNITED NATIONS ENVIRONMENT PROGRAMME (UNEP). YOU CAN DOWNLOAD A "SUMMARY FOR POLICYMAKERS" VERSION OF THE REPORT BY VISITING WWW.IPCC.CH.



Solar Helps Power Lennar Home Sales

As the real estate market tightens and customers become more selective, Lennar's new Wayfarer, Laureatte and Ironcrest communities are basking in a warm glow created by offering solar power and increased energy efficiency.

As part of Roseville Electric's residential new construction program, Lennar stands out from the competition by offering a distinct advantage. New homebuyers are expressing enthusiasm in lowering energy costs and supporting environmental initiatives.

Roseville Electric's program aims to reduce our peak energy demand through new solar technology and above standard energy-efficiency measures. When our customers use less energy, Roseville Electric buys less energy. Purchasing less energy and using renewable energy technologies helps stabilize rates and meet new state renewable energy mandates.

Lennar's grand opening celebration of their Solar Plus communities garnered great press coverage and drew out an unusually high number of

interested buyers. When asked what he thought about the reaction to the new solar home grand opening event, one Lennar executive commented that he had not seen a turnout like that in quite some time. Since the opening, sales have continued at a brisk pace.

Lennar's participation in the City's program also earned Roseville Electric the Solar Electric Power Association's Development of Solar Community award, presented in October 2006.

City Adopts Green Technology and Sustainability Strategy



In January, the Roseville City Council took a major step forward in putting Roseville at the forefront of efforts to promote clean energy businesses, green technology and sustainable business practices.

The council passed a resolution supporting efforts by the Partnership for Prosperity's Clean Energy team, a consortium of business, government, and utility representatives that promotes and enhances the region's clean energy businesses and entrepreneurs, while expanding the market for green technology.

Roseville is the first city in the region to adopt the resolution, following the Sacramento Area Council of Governments' (SACOG) unanimous adoption of a similar resolution at its Dec. 14 meeting.

"Roseville is uniquely positioned to be a primary location within the region for clean technology companies," said Julia Burrows, Roseville's deputy city manager and economic development director.

"We've partnered with the Renewable Energy Institute International to build a Renewable Energy Research Center, with available industrial land near the center to attract clean technology, or what are known as 'green collar' jobs."

Roseville Electric supports the City's efforts through its Green Roseville energy program, solar retrofit and energy efficiency rebates, Power Partners and BEST Homes. Additionally, about 35 percent of Roseville Electric's energy is

generated by renewable energy resources including solar, wind, biomass, geothermal and a variety of hydroelectric projects.

The city's resolution includes forming a team of representatives from every city department, including several Roseville Electric representatives, to inventory the city's recycling, water conservation, energy efficiency, green waste, vehicle emission reduction and solar programs, and publish its findings on the city's Web site. In addition, the team will review and recommend ways to reduce costs and emissions and promote sustainable practices.

Energy Education Reaches Out to All Ages

When the Utility Education Center opens its doors, it will add an important element to Roseville Electric's long-standing tradition to educate all ages about the importance of conserving resources. The UEC will feature hands-on learning, demonstrations and educational opportunities for school-aged children, residential customers and businesses.

In many ways, the UEC is the natural next step along Roseville Electric's path of taking the message of conservation and renewable energy out to the community. The utility provides a classroom LivingWise™ program to schools on the importance of saving energy, electricity safety programs, a solar generation system with education materials integrated into school curricula, and more. Roseville utilities even put on a concert by the popular musical group "The Banana Slugs," who sing their conservation messages to appreciative schoolchildren.

Each year, Roseville Electric also puts on workshops that help businesses learn about the latest energy-saving ideas and participates in community events such as Downtown Tuesday Nights, Tree Lighting, and others.

The UEC will increase the opportunities for learning by providing a facility with space to hold an ever-growing number of energy education events. Housed within the new Mahany Library, the UEC is part of Roseville's first LEED-qualified building. LEED stands for Leadership in Energy and Environmental Design Green Building Rating System™ and is the nationally accepted benchmark for the design, construction, and operation of high-performance green buildings.

You can support our continuing education efforts on energy efficiency and conservation of our natural resources by sponsoring an exhibit or program at the Utility Education Center. Contact David Bradford at (916) 746-1672 to find out how.



2 Ways to Save Energy and Money

1: Free Shade Trees

You may know that our Roseville Shade Tree program gives free shade trees to Roseville residents, but many businesses are not aware that we also provide free shade trees to our commercial customers. Creating shade is an excellent way to lower summer cooling bills naturally—by 20 to 40 percent. Trees also add beauty and improve the environment by absorbing pollution and generating oxygen.

Trees may be an underappreciated marketing tool, as well. According to studies by Kathleen Wolf of the University of Washington, people will shop longer and return more often to businesses with shaded and attractive landscapes. Customers perceive businesses with upgraded landscapes as more consumer friendly and as having higher quality goods and services. More important, research shows that consumers will spend up to 11 percent more for the same product from a business in a landscaped shopping area.

Many Roseville businesses qualify to receive shade trees at no cost. In addition, we provide consultation from community foresters to determine the best placement and tree type for your property. Let us help you add beauty, improve the environment and boost your bottom line.

Visit the [Roseville Shade Tree section at www.RosevilleElectric.org](http://www.RosevilleElectric.org), call (916) 774-5647, or send an email to shadetree@roseville.ca.us.

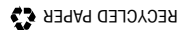
2: Summer Rebate Program

Let Roseville Electric help you move up to high efficiency with our new commercial rebate program. This year's program offers rebate incentives on lighting and HVAC systems:

- **Lighting Measures:** Install 4-foot T5 or T8 fixtures with electronic ballasts to replace four- or eight-foot T12 lighting. Install high-output (HO) T5 fixtures to replace interior high-intensity discharge (HID) lighting.
- **Air Conditioning:** Replace air conditioners less than 11.3 tons with approved high-efficiency systems.

Don't forget, rebates are available on a first-come, first-served basis and all measures require you to make reservations between May 1 and September 28, 2007—prior to beginning upgrades. You must complete projects before December 29, 2007 and submit reimbursement requests by January 31, 2008.

To find out more and download applications, visit the rebate section on our Web site at www.RosevilleElectric.org.



WWW.ROSEVILLEELECTRIC.ORG
 FIND US ON THE WEB:
 916 774-5428 OUTAGE HOTLINE
 916 774-5625 | 916 774-5220 TDD
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 FOR ROSEVILLE'S BUSINESS COMMUNITY BY
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