

Electric Dispatch

YOUR ELECTRIC UTILITY FOR OVER 100 YEARS

SEPTEMBER 2013

Public Power Supports Your Community



Roseville Electric, your community-owned electric utility has proudly served Roseville with reliable public power since 1912.

As we gear up to celebrate public power this October, you may wonder, "What is public power and why should I care?" As a public power provider, Roseville Electric works for you. We are a non-profit utility and you are our stockholders.

For the past 100 years, Roseville Electric has invested in the community, generating cost savings for our customers, a robust local economy and a vibrant quality of life. We offer more than \$3 million annually to residential and business customers in energy efficiency rebates and services to help them reduce energy use and save money.

Our electricity is competitively priced, with rates up to 19 percent lower than neighboring Pacific Gas and Electric. We reinvest more than \$6 million a year

to support local police, fire, parks and libraries.

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 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 150 customers and a service territory less than a square mile, turns out their vision for the future was correct – public power is a great option.

Today, with more than 55,000 customers and a century of service, Roseville Electric appreciates your 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).



Fall is the Perfect Time to Plant a New Shade Tree

Roseville Electric is committed to helping its customers save money by reducing their home energy bills. Save up to 40 percent on summer cooling costs and beautify your home with strategically placed shade trees.

Getting a tree is simple! Visit www.roseville.ca.us/shadetree to see the list of qualifying shade trees. We have added even more species to our list so you can choose the perfect tree to shade your home. Customers are eligible to earn up to \$50 for each shade tree they plant.

Once you have purchased your new trees and planted them in the right spot, complete and submit the rebate form available on our website. Rebates are limited to six trees per household and available to Roseville Electric customers only. Visit www.roseville.ca.us/shadetree to view the tree list and get started. If you have any questions call (916) 79-POWER (797-6937).



Upgrade Your Pool Pump and Save on Your Monthly Energy Costs

If you're running an older pump to clean your swimming pool this summer, you may have already noticed its impact on your energy bill. Don't wait until next summer to replace your outdated single speed pool pump – do it now with rebates from your community-owned electric utility.

Upgrading to a variable speed pool pump will significantly lower your pool cleaning energy costs while leaving the water sparkling clean. Newer variable speed pumps circulate your pool water at different speeds during the day, using a quarter the amount of energy as the single speed version.

Variable speed pumps allow for longer circulation time while significantly cutting the cost of operation. For example, an 8-hour cleaning with a single speed costs almost twice as much as a 16-hour cleaning with a variable speed pump. Longer circulation time helps reduce algae and keeps the pool clean. A variable speed pump can also still be used at full speed for vacuuming, backwashing and other pool maintenance.

Visit www.roseville.ca.us/rebates or call (916) 79-POWER (797-6937) to start saving today.



The Roseville Energy Park: **A Summertime Superhero**



If you've lived in Roseville for a while, you know summer temperatures can sizzle. Multiple days of triple digit heat bakes our homes and businesses, usually with little relief. We find escape in pools, shopping centers, movie theaters and other air conditioned spaces. A large portion of the electricity needed to power these summertime oases is generated locally at the Roseville Energy Park.

Like a superhero, the Roseville Energy Park is built for efficiency, flexibility and to protect against danger. The analogy isn't as far-fetched as it may seem,

and is especially relevant during hot summer months.

Roseville Electric's 160 megawatt natural gas power plant, which began operation in 2007, is among the most efficient generation facilities of its kind and provides up to 40 percent of the community's energy. In addition to its state-of-the-art power generation capabilities, its proximity to the Pleasant Grove Wastewater Treatment plant allows it to use recycled wastewater to cool the power plant's system while providing additional treatment capacity for processed water - yet another benefit to Roseville Electric's customers.

When it comes to flexibility, the Roseville Energy Park lives up to its promise: to provide a reliable supply of locally generated power at the best possible price. The Roseville Energy Park 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.

Although it may not look like it, with its miles of pipes, concrete and steam, the Roseville Energy Park is similar to a superhero because it protects customers from extreme situations by generating power locally for Roseville Electric's customers quickly, efficiently and cost effectively.

For information on the Roseville Energy Park visit www.roseville.ca.us/REP.

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%

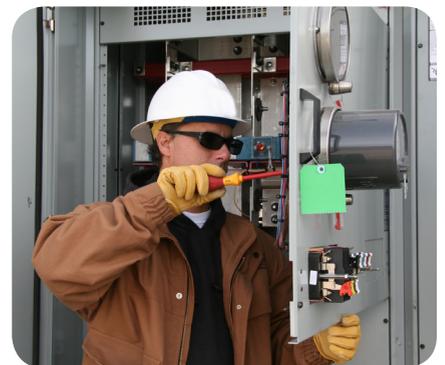
* "Unspecified sources of power" means electricity from transactions that are not traceable to specific generation sources.

** 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, which documents the source of the utility's power generation.



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Roseville Electric

2090 Hilltop Circle
Roseville, CA 95747-9704
916 797-6937 | 916 774-5220 TDD
916 774-5428 Outage Hotline

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

Electric Dispatch is published for Roseville's residents by Roseville Electric. Comments and suggestions are welcome—please send to the attention of Vonette McCauley at vmccauley@roseville.ca.us