

# Electric Dispatch

January 2007 A newsletter to inform the customers of Roseville Electric

## And the winner is... Roseville Sponsors CleanStart PowerUP! Competition



Roseville Electric and the City of Roseville joined with McClellan Technology Incubator (MTI), Sacramento Area Regional Technology Alliance (SARTA), California Energy Commission and Sacramento Municipal Utility District (SMUD) to sponsor the region's first clean-energy technology competition.

The CleanStart PowerUP! competition took place over several months, with 20 clean-energy technology start-up companies submitting business plans and making presentations to a panel of judges.

On November 15, 2006, six semi-finalists presented to the judges, who selected two of the contest's three winners. The PowerUP! \$25,000 grand prize went to solar electric (photovoltaic) manufacturer Nu Edison ([www.NuEdison.com](http://www.NuEdison.com)). NuEdison's products use a solar concentrator, which gathers the sun's energy like a magnifying glass and focuses it on silicon-based photovoltaic cells.

Mariah Power, Inc. ([www.mariah-power.com](http://www.mariah-power.com)) received the second place \$15,000 prize. The company has developed and is beginning to manufacture a novel, 30-foot tall cyclo-energy wind turbine, small and quiet enough for residential applications.

Third place was a \$10,000 People's Choice prize, voted on by event attendees. The crowd-pleasing favorite was High Merit Thermoelectrics ([www.highmerit.com](http://www.highmerit.com)), a company started by college students who invented devices to convert heat into electricity using their patent-pending material.

CleanStart is a regional initiative aimed at encouraging clean-energy entrepreneurs by empowering them with the knowledge, capital and connections critical to creating a successful new business.

## RE Earns Sixth Consecutive ReliabilityOne™ Award

PA Consulting Group announced Roseville Electric as the recipient of this year's ReliabilityOne™ Award at a special ceremony November 15. This year's announcement marks the sixth straight year PA Consulting Group has chosen Roseville Electric as the nation's most reliable municipal power provider among companies serving up to 200,000 customers.

According to PA Consulting Group, "The ReliabilityOne™ Awards are presented to electric utilities that have excelled in the previous year in reliably delivering electrical energy to their customers. Each award recipient undergoes both a quantitative analysis of their performance, based on electric industry standard reliability indices, and a qualitative review of their reliability systems, processes and procedures."

"To win this award one time is an honor," said Roseville Electric Utility Director Tom Habashi. "To win six years in a row is a tribute to the hard work and dedication of an exceptional team of employees committed to the community's well-being. Thank you to all Roseville Electric employees for making this award possible."



Roseville Electric

## New Year...New Rebate Program

Beginning January 1, 2007, Roseville Electric is offering a new incentive rebate program to help our customers upgrade to energy-saving appliances, heating and air conditioning, pool pumps and motors, insulation, windows, and sunscreens.

Get the details in the Residential Rebates section at [www.RosevilleElectric.org](http://www.RosevilleElectric.org), or call the rebate hotline at 774-5110.



## HP Leads the Region as the First Green Roseville Full-Turbine Power Champion

A very special thank you to Hewlett-Packard for becoming Green Roseville's first company to purchase renewable energy equivalent to the full output of a new high powered wind turbine producing 2,628 MWh of clean energy a year.

With participation at this level, HP is effectively preventing more than 2 million pounds of carbon dioxide from entering the atmosphere, which is equal to planting more than 400,000 trees or removing more than 200 cars from the road every year.

"As a company, HP is very committed to reducing our environmental impact. In addition to carefully monitoring energy use and incorporating efficiency initiatives that reduce our consumption, we increasingly purchase power from renewable sources that are now becoming available," said Tom Barrington, site manager for HP's Roseville campus. "We're proud to be the first in the region to purchase a full turbine's worth of wind power."

HP's Roseville facility joins a growing number of HP sites around the world that are choosing renewable energy. Among several HP facilities buying green energy, the company's Corvallis, Oregon plant purchased 4.2 million kWh in 2005, making it one of the leading wind power customers in that region, as well.



## Green Roseville

### 1,000 Members = 1,460,593 Trees

Last year at this time, Roseville Electric kicked off its Green Roseville renewable energy program, offering customers the opportunity to purchase 100 percent of their power from wind and solar generators. A year later, Green Roseville has more than 1,000 customers, including a growing list of businesses.

The returns on the small monthly investment to purchase wind- and solar-generated electricity add up fast. In 2006, Green Roseville's 1,000 customers reduced carbon dioxide emissions by about 7,728,000 pounds. To create the same impact, you would have to plant 1,460,593 trees or take 721 cars off the road every year!

We applaud the efforts our Green Roseville members are making to protect the environment and look forward to welcoming more members to Green Roseville's rapidly growing family.

Reduce your greenhouse gas footprint today! To sign up or to learn more, visit the Green Roseville section of [www.RosevilleElectric.org](http://www.RosevilleElectric.org) or call 79-POWER (797-6937).

## Shade Trees: Free and Easy

Spring is perfect tree-planting season and the best deal you will find is free trees from the Roseville Shade Tree Program. Better still, our new online videos make it easier than ever to get up to three shade trees at no charge.

The Shade Tree Program has added an alternative to its community meetings with the online videos, so that all you need to do is schedule a site visit to determine the best planting locations. Then you simply pick up your trees—complete with stakes, ties and fertilizer—at a short tree-planting demonstration. The program offers a wide selection of popular trees chosen for our area and their ability to provide shade.

Get started by watching the video or find out more about the program in the Shade Tree section of [www.RosevilleElectric.org](http://www.RosevilleElectric.org).

### Roseville Electric's Fourth Quarter of 2006

#### POWER CONTENT LABEL

ENERGY RESOURCES	RE Power Mix* (Projected)	Green Roseville* (Projected)	2005 CA POWER MIX** (for comparison)
<b>Eligible Renewable</b>	<b>11%</b>	<b>100%</b>	<b>5%</b>
—Biomass & waste	1%	0%	<1%
—Geothermal	9%	0%	4%
—Small hydroelectric	1%	0%	1%
—Solar	<1%	2.5%	<1%
—Wind	<1%	97.5%	<1%
<b>Coal</b>	<b>23%</b>	<b>0%</b>	<b>38%</b>
<b>Large Hydroelectric</b>	<b>43%</b>	<b>0%</b>	<b>24%</b>
<b>Natural Gas</b>	<b>23%</b>	<b>0%</b>	<b>33%</b>
<b>Nuclear</b>	<b>&lt;1%</b>	<b>0%</b>	<b>&lt;1%</b>
<b>Other</b>	<b>&lt;1%</b>	<b>0%</b>	<b>&lt;1%</b>
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

\* 100% of Green Roseville is specifically purchased from individual suppliers.

\* 39.6% 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](http://www.energy.ca.gov/consumer)

## Civic Center to Generate Electricity

Construction begins this month on the Roseville Civic Center's rooftop solar photovoltaic (PV) electric generation system. When completed in February 2007, the system is expected to generate 14 kW peak watts, enough to power two average Roseville homes for a year.

Benefits of the installation include using a city facility to generate clean, renewable energy and contributing to reducing greenhouse gas emissions by purchasing less power from outside sources.

This is the fourth photovoltaic system installed by Roseville Electric. In 1999, Roseville Electric installed solar at the Roseville Aquatics Complex. Four years later, a system was built on the roof of Fire Station No. 6. And just this year, a photovoltaic system was integrated into the roof at Silverado Middle School.

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COMMENTS AND SUGGESTIONS ARE WELCOME. PLEASE SEND TO THE ATTENTION OF VONETTE MCCAULEY:

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FIND US ON THE WEB: [WWW.ROSEVILLEELECTRIC.ORG](http://WWW.ROSEVILLEELECTRIC.ORG)



## 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 emailing [rosevilleelectric@roseville.ca.us](mailto:rosevilleelectric@roseville.ca.us) or by calling 79-POWER (797-6937).