



Business Partners

Spring 2012 | A newsletter to inform customers of Roseville Electric



Reliable Buick GMC Cadillac Sparkles with New Lights

We all know that lighting can make a big difference in how objects look. That is certainly evident on car lots where recent upgrades really make the cars sparkle.

"I finally had to tell my sales people that we are not here to sell lights, but cars," said Bruce Westrup, president and owner of Reliable Buick GMC Cadillac. "So, stop telling our customers all about our new lights and focus on the cars."

As it turns out, that is easier said than done. The dealership, located in the Roseville Automall, recently upgraded its older, less efficient 250 watt metal halide light fixtures in the showroom with new energy saving LED's (light emitting diodes). The new LED's installed in January have a seven year lifespan for lamp retrofits, are extremely durable, and will reduce maintenance costs.

"As the lighting guy, I used to have to get out the ladder every couple of months and change out the dimming or burned out bulbs in our showroom," says Westrup. "Now I enjoy the lights for what they are – beautiful and practically maintenance free."

According to the US Department of Energy, LED's, if adopted rapidly into general illumination standards, are poised to reduce lighting electricity demand approximately 33 percent by the year 2027. The reduction in energy demand comes from the LED's unique design. Where incandescent and fluorescent lamps emit light and heat in all directions, LED's emit light in a specific direction, producing light only where it's needed.

Westrup is especially pleased with the dealership's new LED lights and their ability to make a room "pop!" He specifically points out the fact that the new lamps help, "showcase a beautiful automobile properly and without them you miss out on many of the cars unique features like metallic and chrome that make them dazzle."

Roseville businesses considering the purchase of ENERGY STAR® qualified LED lighting can also expect some of the following benefits, including:

- Rebates
- Reduced energy costs

- Reduced maintenance costs, lasting up to 50 times longer than traditional incandescent and 2-5 times longer than fluorescent lighting
 - Reduced cooling costs, LED's produce very little heat
 - Durability – won't break like a traditional bulb
- Roseville Electric offers a rebate for indoor LED lamp retrofit projects at \$800 per 1000 watts reduced. For program details and rebates visit www.roseville.ca.us/bizrebates. You can also call Roseville Electric at (916) 79-POWER (797-6937).

If you're ever in the neighborhood, swing by the Roseville Automall and check out the Reliable Buick GMC Cadillac dealership – especially at night. The building and cars really sparkle! Stop in and say hello to Bruce and his sales staff. They're more than happy to show you around their updated showroom and talk about the beautiful new energy saving, maintenance free, vehicle enhancing LED lights – oh, and they might talk about cars, too.

"I finally had to tell my sales people that we are not here to sell lights, but cars... so, stop telling customers all about our new lights and focus on the cars."

Bruce Westrup
President and owner
Reliable Buick GMC Cadillac - Roseville





New Online Rebate Service Improves Customer Service

When was the last time you burned a CD, processed picture film, or dialed a phone number completely from memory? Some of the most common business practices of yesterday now seem like ancient history. Now, the same is true when it comes to downloading rebate application forms. Why use paper when you can do it online? Roseville Electric's new business rebate management system is a complete online service that expedites and streamlines the application and payment process.

Using our new online feature is easy. Simply login to your customized portal to apply for Roseville Electric's energy saving rebates, or check the status of your rebate 24 hours a day. This works for contractors and third party

vendors too - all without having to talk with a customer service representative.

The new online rebate management system will begin July 1. And for those of you who are not ready to give up the paper forms just yet, no problem, that option is still available. If you have questions, please call (916) 79-POWER (797-3967) or visit www.roseville.ca.us/electric/business.

Roseville Electric Stimulates the Economy with its **Low Rates, Reliability and Outstanding Service**

Roseville Electric is dedicated to helping the local economy.

We're known for providing customers with energy saving programs and rebates to reduce energy use... saving money and time. Business owners realize that a lower monthly energy bill directly reduces overhead costs; allowing more money for profits, hiring and other business expenses.

Since July 2011, Roseville Electric has paid \$2.3 million in energy efficiency rebates to 6,900 business and residential customers. Because of the energy efficiency projects, our customers saved more than \$1 million in personal energy costs. That savings meant our customers could put those funds to other uses; either back into the business or to spend on household and family expenses.

As our customer's saved, so did your community-owned utility. Our customer's reduced energy use means Roseville Electric saved 3.9 million kWh of energy. That's enough electricity to power 985 homes in our community.*

Like our customers, Roseville Electric looks for ways to be more efficient and improve service. Our rates are significantly lower than at least

one other electric provider in our region. An average Roseville Electric customer pays \$138 for electric service. By comparison, customers in neighboring Placer County cities pay an average of \$194. Because our rates are lower, collectively Roseville Electric customers have approximately \$40 million more to spend annually on other expenses.

Our customer's rates also support other important services in the community, including Roseville Police, Roseville Fire and Roseville Parks and Recreation. Our rates also fund the power and maintenance of street lights, which contributes to having safe streets.

The quality of life enjoyed by both business customers and residents is also enhanced by Roseville Electric's reliability. In 2011, Roseville Electric customers experienced less than one outage; essentially, a significant number of our customers always had power.

If you want to save money and earn a rebate for being energy efficient, visit www.roseville.ca.us/rebates or call 79-POWER (797-6937).



Our customer's reduced energy use translates into more than 3.9 million kWh of energy savings... enough to power 985 homes in Roseville for a year.



*Based on the average home in Roseville uses 9,139 kWh of electricity per year



Tune Up Your HVAC Now, Before Summer

Summer is a tragic time to have your air conditioner fail. Reduce your chance of having a break down, by getting your heating and air conditioning system checked or tuned up this spring. In addition to having your system looked over, here are a few tips you can follow year round to make sure things run smoothly and efficiently.

- Make sure your thermostat is working properly – verify times and temperatures
- During the summer months, save money and energy by increasing cooling setting by one degree
- Clean inside and outside coils. Dust buildup is one of the most common causes of poor efficiency
- Close window shades to reduce solar heat gain

- Install window film on windows – rebates are available*
- Plant a shade tree – rebates are available*
- Make sure the outside air compressor is free of objects that block air flow
- Clean the air compressor
- Inspect your duct system for leaks and proper insulation – check for tears in material or other signs of air leaks
- Check refrigeration charge – should be performed by a contractor
- Inspect air filters and replace when needed

*For window film and shade tree rebates visit www.roseville.ca.us/bizrebates to get started.

Fantastic February: **Whole Foods Market Supports the Exploration Center**

Roseville's Utility Exploration Center hosted record breaking crowds in February thanks in part to the "Peanuts... Naturally" exhibit. Nearly 4,000 visitors came to the Exploration Center to see the exhibit while learning about Roseville's reliable electric, water, sewer and solid waste services.

Since opening in 2008, more than 135,000 visitors have enjoyed the Roseville Utility Exploration Center's special events, school tours, green living workshops, and environmental lectures for free or at a very low cost thanks to support from Roseville Electric, Environmental Utilities and local businesses, like Whole Foods Market of Roseville.

As a regular sponsor of the annual "Celebrate the Earth Festival" and recent "Peanuts... Naturally" temporary exhibit, Whole Foods shares its environmental and healthy eating message with thousands of Exploration Center visitors while providing assistance to one of the region's unique and popular environmental learning centers.

"We seek partnerships with community organizations that create opportunities where we can educate people about the direct connection between healthy eating and a healthy environment," says Jill Miller, marketing team leader at Whole Foods Market in Roseville.

"Our sponsorship of the Utility Exploration Center gives us direct access to a diverse range of local and regional families... increasing brand awareness for our business."

At the Utility Exploration Center, there are many ways local businesses can get involved; we look forward to speaking with you about establishing a partnership. Call Bob Garrison, Exploration Center supervisor at (916) 746-1551 or stop by 1501 Pleasant Grove Blvd., Roseville, between 10 a.m. and 5 p.m., Tuesday-Saturday. Check out the Exploration Center at www.roseville.ca.us/explore

PEANUTS...
Naturally



Utility Preps to Meet New Environmental Regulatory Compliance Standards

Providing energy to our customers is more than just making sure the lights are on. There are many facets to Roseville Electric's business including the creation of plans that detail how we will meet our customers' future electric power needs that comply with new environmental regulations.

One such document is Roseville Electric's Integrated Resource Plan. Also known as an IRP, this document is a roadmap of how we plan to meet our customer's ever-changing demand for electricity, the benefit of energy efficiency programs, power plant operations and our market power purchases.

Also included in the document is Roseville Electric's renewable energy purchases. New state laws require Roseville Electric purchase or generate 33 percent of its electricity from renewable resources by December 2020.

Although the law mandates electric utilities to meet specific milestones over the course of the next eight years, the IRP demonstrates Roseville Electric is in compliance. Roseville Electric estimates the cost of providing the required renewable energy will increase our power costs by approximately \$6 million in 2012 and more than \$23 million annually by 2020.

While some of the cost increases attributed to the renewable law is included in the existing rate structure, it's anticipated that future rate increases will be necessary.

Questions about Roseville Electric's plan can be directed to the Power Supply Division at (916) 79-POWER (797-3967).



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