

Roseville Electric Celebrates 100 Years of Providing Public Power

Frustrated with power disruptions and poor service from a privately owned electric utility, members of the Roseville community decided they could do it better

And doing it better has been Roseville Electric's hallmark for the past century.

"Providing reliable energy and dependable service is our daily mantra," said Roseville Electric Utility Director Michelle Bertolino. "While our industry is much more complicated than a century ago, the one thing that has not changed is our commitment to making certain our customers have power when they need it. Roseville Electric employees take pride in knowing they provide the most reliable electric service in the nation."

Shortly after the City of Roseville incorporated in 1909, 37 citizens signed a petition complaining about the poor service provided by the private company. In June 1910, the citizens voted to approve a bond to build an electric light and power distribution system. And by October 1912, 150 customers received their power from the new municipal electric utility.

For much of its history, Roseville Electric was simply a distribution utility, meaning it built and maintained the power lines and substations that delivered electricity to residential and business

customers. For 95 years, all the energy used by residential and business customers was purchased from other entities generating electricity using hydroelectric, nuclear, geothermal, biomass and natural gas.

In 2007, Roseville Electric built a 160 megawatt energy generation plant and began making enough power to meet 40 percent of its 54,000 customers'

Because of innovation and best management practices, Roseville Electric customers pay up to 40 percent less in energy costs than people and businesses outside of Roseville, but in Placer County. That translates into more money for the local economy.

Additionally, Roseville Electric helps maintain the City's quality of life by providing \$6 million to keep streets safe, libraries open and maintain parks and recreation programs.

We anticipate there will be many changes in the electric industry over the next 100 years, but the one thing you can count on is Roseville Electric's commitment to improving our City through reliable energy and exceptional service.

Roseville Electric employees are proud to serve the community.







Get Free Trees with Roseville Electric's Shade Tree Program

Save up to 40 percent on summer cooling costs and beautify your home with strategically placed shade trees.

Participation is simple! Visit www.roseville.ca.us/shadetree to see the list of qualifying shade trees. Customers are eligible for two rebate levels - \$25 or \$50 – depending on the type of tree purchased.

Once you have purchased your new trees and planted them in a position that shades your home, 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. For information visit

www.roseville.ca.us/shadetree or call (916) 79-POWER (797-6937).

Roseville Launches its Very Own Comic **Book Heroes at FREE Family Event**

Whether you're new to comic books or a longtime fan, you're going to want to

get your hands on all four of these limited edition Planet Protector comic books

Illustrated by Bernard Chang, a freelance artist and regular contributor at DC® and Marvel Comics®, each of the four stories features our Planet Protectors, Danica, Brandon and Johnny three extraordinary kids working together to solve mysteries and save our planet. This FREE family event is 3 -7 p.m., Friday, Sept. 14 at the Roseville Utility Exploration Center, 1501 Pleasant Grove Blvd., in Mahany Regional Park.

While you're there, be sure to check out the Exploration Center's newest exhibit, the "Planet Protector's Green House Makeover." Step right up to the metal green house and help the Planet Protectors correct problems that affect the efficiency of our homes, including changing out light bulbs, fixing leaks, replacing wasteful packaging, and many more. Become a Planet Protector instantly when you make some of the changes you learned at the Exploration Center in your home.

Now in its fourth year, the Roseville Utility Exploration Center - in partnership with Roseville Electric - is a great place to learn how to reduce energy consumption using Roseville Electric programs and services. For information about the Utility Exploration Center call (916) 746-1550 or visit

2012 CA

11%

42%

14%

0%

12%

100%

2%

5%

2%

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www.roseville.ca.us/explore

Get Your Free Guides to **Better Living**

Don't miss out on the two "must have" City of Roseville guidebooks! Brought to you by the Roseville Utility Exploration Center, the 2012 Guide to Green Living outlines the family and children's workshops, school programs, free exhibit tours, special events, programs and services available at the Roseville Utility Exploration Center.

The City of Roseville's Utility Service guide details the City's utility programs, services, green waste calendar and more. Pick up your free copies at the Utility Exploration Center or download a copy at

www.roseville.ca.us

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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.



Daylight Savings Time Change

Don't forget that we will "fall back" at 2 a.m., Sunday, Nov. 4 when daylight savings time officially ends. Be sure to check and reset all of your clocks and watches back one hour. Trust us, it's worth the effort. You get to take advantage of an extra hour in vour dav!

ENERGY POWER MIX POWER MIX RESOURCES** (Actual) 14% 14% **Eligible Renewable** -- Biomass & Waste 7% -- Geothermal 6% -- Small Hydroelectric 1% -- Solar 0% -- Wind 0% 7% Coal 0%

POWER CONTENT LABEL

2011

40%

12%

0%

0%

35%

100%

Large Hydroelectric Natural Gas Nuclear

Other

Unspecified sources of power* TOTAL

* "Unspecified sources of power" means electricity from transactions that are not traceable

** 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

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.



2090 Hilltop Circle

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