Electric Dispatch

September 2005 A newsletter to inform the customers of Roseville Electric

Free Shade Trees!

Just in Time for Fall Planning.

The Roseville Shade Tree Program is ramping up for its fall season of community meetings, tree giveaways and planting demonstrations. The program provides up to three trees at no charge to Roseville residents and helps them select the optimum planting locations to shade homes against the summer heat. Come to one of the meetings listed below. Additional meetings will be planned and posted on the website:

September 1	Thursday, 6:30 p.m., Maidu Community Center
October 15	Saturday 3 p.m., Roseville Police Department, Mark White Room
November 9	Wednesday. Adelante High Library

If you haven't taken advantage of the program, attend a meeting and find out how easy it is to add shade and beauty to your home at no charge. There are beautiful new trees available this year, such as the Fuyu Persimmon that produces bright orange edible fruit.

To see what trees are available and find out more about the program, visit the Shade Tree Program section at www.RosevilleElectric.org. The Shade Tree calendar is also available by calling 916-774-5647 x2.

Roseville Electric
Reliable Energy • Dependable Service

Going Green: Resources That Keep Giving

Roseville Electric is committed to providing its customers with green energy — from solar, geothermal, biomass, wind and hydroelectric power — that does not deplete the earth's natural resources. At this time, green energy costs more than power generated from coal and fossil fuels, so we must carefully balance the need to keep energy affordable with our responsibility to wise resource use. In that spirit, the City of Roseville adopted a Renewable Portfolio Standard that continues to increase the amount of green energy we purchase so as to maintain 20 percent of our total resources as renewable. We're also introducing a new green energy program that will expand our customers' ability to purchase power from renewable suppliers.

Current Sources

We buy our green energy from a variety of independent producers and through our membership in the Northern California Power Association (NCPA), a consortium of utility companies. The majority of our renewable power comes from geothermal plants powered by steam wells in the hills east of the Napa Valley. Our membership in NCPA makes us part owners of two geothermal power plants that each produces 55 megawatts of power. We also purchase power from the Calpine Geysers facility of 19 geothermal power plants that combine to supply 70,000 megawatts of power. In addition, we purchase green energy from small hydroelectric suppliers and a recently constructed 1.5-megawatt landfill-gas powered generation facility in Lincoln. At this time we do purchase some solar and wind generation from the grid and we do have our own solar generation facilities atop the Ray Sharpe Fire Station #6 and the Roseville Aquatic Center.

In addition, Roseville Electric philosophically includes in its renewable portfolio energy purchased from large hydroelectric

continued on back

Coming Soon!

A Whole New Shade of Green Energy

Keep watching for Roseville Electric's exciting new green energy program. The new program is designed to bring you affordable energy from renewable resources — while helping to create more environment-saving generation facilities.

GREEN

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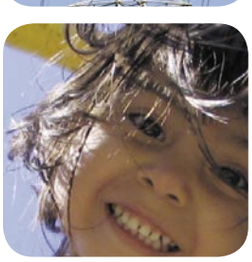
Act Now for Low-Interest AC Financing

If your home needs a new air conditioner, now is the time to take action. Roseville Electric and the Electric and Gas Industry Association (EGIA) have teamed up to provide low-interest financing on high-efficiency systems. Easy qualifying and 7.9 percent interest rates make this a very cool offer. **Call 877-419-7271 to find out more, or visit our Web site at www.RosevilleElectric.org.**

"Ben & Joe's Electric Adventure" Debuts

Roseville Electric has teamed up with Benjamin Franklin himself (in cartoon form) to teach children and adults how energy is made from the sun, wind, water, and geothermal steam. The fun and informative DVD is a great way adults can help children learn about renewable energy. **Interested parents and teachers can call 79-POWER (797-6937) and ask for a free copy of Roseville Electric's DVD "Ben & Joe's Electric Adventure."**



Going Green... continued

dams, most of which were built long before the nation became sensitive to the environmental damage such projects caused. Though the California Energy Commission (CEC) does not consider large hydroelectric an eligible renewable because of the environmental impact, the dams already exist and water is a plentiful, constantly renewing resource.

As the number of eligible renewable energy suppliers grows, we will continue searching for additional resources we can add to color our portfolio in beautiful greens.

Roseville Electric's Third Quarter of 2005 Projection

POWER CONTENT LABEL

ENERGY RESOURCES	RE Power Mix (Projected)	RE Green 50* (Projected)	RE Green 100* (Projected)	2004 CA POWER MIX**
Eligible Renewable	**14%**	**53%**	**100%**	**4%**
—Biomass & waste	2%	7%	12%	<1%
—Geothermal	9%	43%	83%	3%
—Small hydroelectric	2%	3%	5%	1%
—Solar	0%	0%	0%	<1%
—Wind	0%	0%	0%	<1%
Coal	**13%**	**7%**	**0%**	**29%**
Large Hydroelectric	**31%**	**17%**	**0%**	**20%**
Natural Gas	**33%**	**18%**	**0%**	**45%**
Nuclear	**9%**	**5%**	**0%**	**2%**
Other	**0%**	**0%**	**0%**	**0%**
TOTAL	**100%**	**100%**	**100%**	**100%**

* 65% of RE Green 50 and 100% of RE Green 100 is specifically purchased from individual suppliers.

* 30% of RE Total System 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

Reading the Power Content Label

Each quarter we inform customers of where their power comes from through our Power Content Label outlining the current mix of suppliers. Our renewable resources are broken out under "Eligible Renewable," as defined by the California Energy Commission (CEC).

BIOMASS & WASTE — A GROWING NUMBER OF SMALL GENERATION FACILITIES IN THE STATE, FUNDED PRIVATELY AND THROUGH CEC INCENTIVES, PRODUCE ELECTRICITY FROM ORGANIC SOURCES, SUCH AS GAS BY-PRODUCTS OF LANDFILLS OR WASTE FROM ANIMALS OR AGRICULTURAL PROCESSES. BIOMASS FUELS CAN ALSO BE CREATED FROM ORGANIC MATTER THAT IS AVAILABLE ON A RENEWABLE OR RECURRING BASIS, INCLUDING AGRICULTURAL CROPS AND TREES, WOOD AND WOOD WASTES AND RESIDUES, PLANTS, GRASSES, RESIDUES, AND FIBERS.

GEOTHERMAL — NORTHERN CALIFORNIA IS HOME TO THE LARGEST AREA OF CLEAN STEAM FIELDS THAT USE THE EARTH'S HEATED WATER VAPOR TO POWER GENERATION TURBINES. ROSEVILLE ELECTRIC CURRENTLY BUYS THE BULK OF ITS RENEWABLE ENERGY FROM THIS SEGMENT.

SMALL HYDROELECTRIC — THESE POWER FACILITIES GENERATE LESS THAN 30 MEGAWATTS OF POWER AND DO NOT USE DAMS THAT INTERRUPT FISH SPAWNING AND OTHER WILDLIFE ACTIVITY. ROSEVILLE ELECTRIC PURCHASES POWER FROM SMALL HYDRO FACILITIES.

SOLAR — USING THE PHOTONS FROM THE SUN TO CREATE ELECTRICITY IS ANOTHER AREA UNDERGOING RAPID DEVELOPMENT. ROSEVILLE ELECTRIC IS PLANNING A 1 MW SOLAR FACILITY AT THE ROSEVILLE ENERGY PARK.

WIND — UTILITIES AND PRIVATE COMPANIES ARE BUILDING WIND FARMS TO HARVEST THIS NATURAL POWER SOURCE IN AREAS WHERE WIND IS STEADY AND CONSTANT. WIND POWER IS ONE OF THE FASTEST GROWING GREEN ENERGY SOURCES AND ROSEVILLE ELECTRIC IS ALWAYS LOOKING FOR REASONABLY PRICED WIND-GENERATED POWER SUPPLIES.

LARGE HYDROELECTRIC — HYDROELECTRIC POWER IS A MAJOR SOURCE OF CALIFORNIA'S ELECTRICITY. THE POWER IS GENERATED BY HYDRAULIC TURBINES THAT ROTATE DUE TO THE FORCE OF MOVING WATER AS IT FLOWS FROM A HIGHER TO A LOWER ELEVATION.

ELECTRIC DISPATCH IS PUBLISHED FOR ROSEVILLE RESIDENTS BY ROSEVILLE ELECTRIC. ©2005. COMMENTS AND SUGGESTIONS ARE WELCOME. PLEASE SEND TO THE ATTENTION OF LINDA CHOU:

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FIND US ON THE WEB: WWW.ROSEVILLEELECTRIC.ORG

CITY OF ROSEVILLE
TRADITION · PRIDE · PROGRESS

RECYCLED PAPER

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 or by calling 79-POWER (797-6937).