



# Electric Dispatch

May 2006 A newsletter to inform the customers of Roseville Electric

## Industry Groups Applaud RE For Reliability, Safety and Community Service

**Roseville Electric is delighted to receive two awards from respected industry associations.**

In April, the American Public Power Association (APPA) announced Roseville Electric was one of 64 utilities chosen to receive its Reliable Public Power Provider™ or RP3 award. The APPA selected the utilities from more than 2,000 public power providers across the nation, each demonstrating proficiency in four key disciplines: reliability, safety, training and system improvement.

Within the four categories, each utility met criteria based on sound business practices and a utility-wide commitment to safe, reliable electricity. The APPA is a national organization representing more than 2,000 not-for-profit, community- and state-owned electric utilities.

### New rate-assistance program earns kudos

This spring, Roseville Electric also received the California Municipal Utility Association (CMUA) 2006 Community Service/ Resource Efficiency Award for the city's new Utility Rate Assistance Program (URAP). This was Roseville's fourth CMUA award in five years. The

URAP was chosen by CMUA judges: State Senators Robert Dutton and Martha Escutia, Assemblyman John Laird, and California Urban Water Conservation Executive Director Mary Ann Dickinson for showing "innovative and comprehensive approaches to community service/resource efficiency."

The award-winning URAP plan was developed by city employees as a solution to the confusing process customers faced when seeking low-income benefits for the city's electricity, water, sewer and garbage services. With a single-minded focus on making utility rate assistance as easy and accessible as possible, employees from Roseville Electric and the city's Environmental Utilities, Community Services and Finance departments formed an interdepartmental, multi-disciplined committee to resolve the issue.

The resulting URAP now offers customers a simple, "one-stop-shop" rate-assistance program that is informative, clear and comprehensive.



### Roseville Is Getting Greener!

More and more of you are going green every day by signing up for our Green Roseville renewable energy program. Just a few months into the program and we have already surpassed the 600 mark for customers who have chosen renewable energy! If you would like to join your community-minded neighbors by choosing Green Roseville, sign up online at [www.RosevilleElectric.org](http://www.RosevilleElectric.org) or call 79-POWER (797-6937).



Roseville Electric

## SUMMER SPECIAL: EARN AN ADDITIONAL \$25!

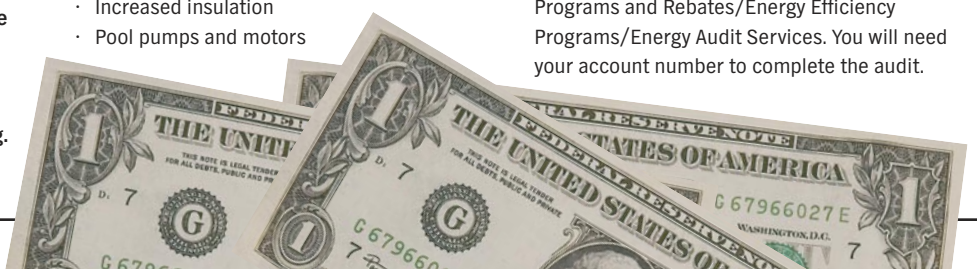
For a limited time, Roseville Electric customers participating in our residential rebate program can earn an additional \$25 rebate simply by completing an online energy/water audit. To take advantage of the Summer Special, participate in one of our residential rebate programs between May 1 and September 30, 2006 and complete the RE-VIEW Online Audit during the same period. This is available to first-time audit participants only. Please check eligibility requirements at [www.RosevilleElectric.org](http://www.RosevilleElectric.org).

Roseville Electric offers generous rebates on:

- High-efficiency air conditioners and heat pumps (with duct testing and sealing)
- ENERGY STAR® appliances
- Sunscreens
- High-performance windows
- Increased insulation
- Pool pumps and motors

Detailed information about the rebates and application forms are available online at [www.RosevilleElectric.org](http://www.RosevilleElectric.org) or by calling the rebate hotline at (916) 774-5110.

To complete the RE-VIEW Online Audit, go to [www.RosevilleElectric.org](http://www.RosevilleElectric.org) and click on Programs and Rebates/Energy Efficiency Programs/Energy Audit Services. You will need your account number to complete the audit.





## Thirsty Shade Trees Need Special Care

**Extreme summer heat is hard on young shade trees.** As the temperature rises, make sure your young trees (especially newly planted ones) get plenty to drink in a way that ensures strong and healthy root systems. To help your trees beat the heat:

1. Place wood chips over the tree's roots, but not touching the trunk, to help hold moisture in the soil.
2. When temperatures are 90 degrees or below, water trees about twice a week, increasing to three times a week when the mercury hits 100 degrees, always being sure to let the soil dry out between waterings as trees grow poorly in wet or muddy soil.
3. Water deeply with a soaker hose or by letting water drip into the root zone for several hours. Short, frequent waterings usually do not soak in deep enough and encourage surface roots.

For more information on tree care, or to sign up for free shade trees, call the Roseville Shade Tree Program at 774-5647.

### Low-Interest Loans for High-Efficiency ACs

Roseville Electric offers customers the opportunity to get a low-interest loan on a new, high-efficiency air conditioner.

For loan program details go to [www.conservationrebates.com](http://www.conservationrebates.com) or call 774-5110.

### UPCOMING EVENTS



#### Downtown Tuesday Nights

Look for Roseville Electric representatives at Downtown Tuesday Nights on the following dates:

- May 2, 9, 23
- June 20, 27
- July 11

Every Tuesday night from the beginning of May through the end of July, Vernon Street in Downtown Roseville is filled with classic cars, food, a farmers' market, vendors, entertainment, and a beer & wine garden. To find out more, visit [www.downtownroseville.com](http://www.downtownroseville.com).

#### Shade Tree Meetings

If you would like to receive free shade trees this spring, attend one of these community meetings:

**May 15 (Monday), 6:30 p.m.**  
Coyote Ridge Elementary School,  
Multipurpose Room, 1751 Morningstar Dr.

**May 23 (Tuesday), 6:30 p.m.**  
Quail Glen Elementary School,  
Multipurpose Room, 1250 Canevari Dr.

Meetings times and locations can change, so please call the "Tree-Line" at 774-5647 ext. 2 for the latest information.



Roseville Electric's Green Energy Program

### Roseville Electric's First Quarter of 2006

#### POWER CONTENT LABEL

ENERGY RESOURCES	RE Power Mix* (Projected)	Green Roseville* (Projected)	2004 CA POWER MIX**
<b>Eligible Renewable</b>	<b>11%</b>	<b>100%</b>	<b>4%</b>
—Biomass & waste	1%	0%	<1%
—Geothermal	9%	0%	3%
—Small hydroelectric	1%	0%	1%
—Solar	<1%	2.5%	<1%
—Wind	<1%	97.5%	<1%
<b>Coal</b>	<b>21%</b>	<b>0%</b>	<b>29%</b>
<b>Large Hydroelectric</b>	<b>32%</b>	<b>0%</b>	<b>20%</b>
<b>Natural Gas</b>	<b>35%</b>	<b>0%</b>	<b>45%</b>
<b>Nuclear</b>	<b>1%</b>	<b>0%</b>	<b>2%</b>
<b>Other</b>	<b>&lt;1%</b>	<b>0%</b>	<b>0%</b>
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

\* 100% of Green Roseville is specifically purchased from individual suppliers.  
\* 29% 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.

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)

### Please Say "Thank You" to Green Roseville Businesses

The next time you visit one of these businesses or speak with an employee, please extend a special thank you for supporting the community and environment by choosing Green Roseville:

- Asia Security Consultants, Inc.
- B & H Building
- Bar-Jo Service
- Craig Cares
- FedEx Kinko's
- Kim Taylor Cabinetry
- LTC Consulting Associates
- William Herald Associates, Inc.
- Williams + Paddon Architects + Planners Inc.
- Yamamoto & Lee Family Dentistry



### 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).