March 2007 A newsletter to inform the customers of Roseville Electric

What "Peak Demand" Means to Us All

PEAK DEMAND or PEAK LOAD: The highest electrical demand within a particular period of time. Daily electric peaks on weekdays occur in late afternoon and early evening. Annual peaks occur on hot summer days. —California Energy Commission Glossary

If you have been to the grocery store right before a holiday, you understand the concept of peak load or demand. Stores run out of items, lines get long, and nerves fray as everyone scrambles to get what they need. Every summer, utilities across the United States meet a similar situation. As temperatures climb, the demand for electricity rises to its highest level, threatening supplies and straining local electricity distribution systems and the larger power grid. The demand for electricity also continues to grow every year, adding ever-increasing pressure.

The demand spike typically hits between noon and 7 p.m. on days when temperatures go into the high 90s and 100s. To put the problem into perspective, remember that the demand peak happens simultaneously across the state and throughout the Western U.S.

You can take action to trim peak demand. Look for information on our new air conditioning cycling program and other tips in this newsletter, in the mail, and on our Web site at www.RosevilleElectric.org.

New Program Enlists

Community Spirit

Roseville Electric will soon be seeking willing participants for a new summer air conditioning cycling program. Similar to those used in different parts of the country, Roseville's program will ask participants to join our efforts to lighten the load on electric supply systems that become overburdened on hot summer afternoons.

While we have many programs in place to encourage reducing electricity use, this is a new program aimed directly at the leading cause of summer energy shortages. According to the California Energy Commission, "California's electric peak demand is almost completely caused by summer-time air conditioning loads that show sharp peaks...."

One of the easiest and most effective strategies found is to implement a voluntary air conditioning cycling program. The program uses a switch connected to participants' air conditioning units to cycle off AC units for a short portion of each half hour.

Roseville will soon begin seeking participants for air conditioning cycling program in preparation for this summer's peak demand time. In the meantime, we want to provide a quick overview of an air conditioner cycling program's benefits:



- Operates as a voluntary program, providing a way for those willing to help
- Requires no effort and is designed to keep you comfortable. Studies show temperatures in an average home rise only a degree or two during a cycle period
- Helps eliminate planned or rolling blackouts
- Helps Roseville Electric keep rates stable by avoiding expensive surplus electricity purchases

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Roseville Electric

Flex Alerts: Take Action to Lighten the Load

The California Energy Commission has initiated the Flex Alert program to let Californians know when energy demand is reaching critical levels. Flex Alerts are issued through the media and via an email notification program. According to the Flex Your Power Web site (www.fypower.com), when you hear or receive an alert, you can jump into action with a few simple steps:

- · Turn off all unnecessary lights, computers and appliances
- \cdot $\,$ Set air conditioning thermostat to 78° F or higher
- · Postpone using major appliances until after 7 p.m.

Find out more and sign up to receive Flex Alerts at www.fypower.com/now.

Roseville Electric offers additional smart, simple energy saving tips on our Web site at www.RosevilleElectric.org. While you're there, look into the generous rebates available when you upgrade to high-efficiency air conditioning, appliances, pool pumps and motors, windows, sunscreens and insulation.





Community Spirit, continued

- Helps stabilize the nation's energy supply by reducing demand and preventing electricity shortages that drive up prices
- Reduces strain on the power grid and electrical distribution lines and equipment
- Enables California to offset increasing energy needs without building additional power plants
- Protects the environment by cutting back on oil, gas and coal consumption
- Allows residents to play an active role in ensuring the well-being of our community

The problem of electricity demand and its effect on the environment often seems overwhelming to us as individuals, but as Helen Keller once wrote, "Alone we can do so little; together we can do so much."

When the call for participants goes out, we hope we can count on you to pull together with us for Roseville, the environment, and our future.

Final details will soon be available on our Web site at www.RosevilleElectric.org. Also watch your mailbox for an informational brochure that will be arriving soon.

Solar Electric Power Association

Honors RE and Lennar

Roseville Electric was honored by the Solar Electric Power Association for a program that enabled Lennar to build a solar community in West Roseville. As part of Roseville Electric's Preferred Homes Diamond program, Lennar has agreed to put high-efficiency measures and integrated rooftop solar generation systems into 635 new homes.

To support the initiative, Roseville Electric provided Lennar with \$5.2 million in rebates and incentives. The homes combine renewable technology and energy-efficiency measures to lower energy consumption. Integrating these cutting-edge features means Roseville will avoid more than 2.3 million pounds of greenhouse gases, which is equivalent to planting more than 430,000 trees or taking more than 200 cars off the road each year.

Lennar's project adds to Roseville Electric's existing 118 homes equipped with photovoltaic systems. Both Centex and Premier Homes built more than 100 homes with integrated solar electric generation systems since 2001.

For more information about Lennar's participation in Roseville Electric's Preferred Homes Diamond program visit www.LennarLiving.com/solar.

Roseville Shade Tree Program:

Put Nature to Work for You

Right now is the best time to plant a new shade tree to cool your home for years to come. It's easier than ever with Roseville Shade Tree Program's new online option. Just watch the videos in the Shade Tree Program section at www.RosevilleElectric.org and call 774-5647 to schedule your site visit. If you prefer to attend a community meeting, you can find out the schedule and locations on the Web site or calling 774-5647.



Go Green for Earth Day!

Make every day Earth Day by signing up for Green Roseville, Roseville Electric's renewable energy program. For about \$12 a month, you can elect to have us buy the amount of power you use from wind and solar power generators. When you join Green Roseville, you prevent more than 7,000 pounds of carbon dioxide (CO2) from entering the air each year!

Find out more in the Green Roseville section at www.RosevilleElectric.org.

Roseville Electric's First Quarter of 2007

POWER CONTENT LABEL			
ENERGY RESOURCES	RE Power Mix* (Projected)	Green Roseville* (Projected)	2005 CA POWER MIX** (for comparison)
Eligible Renewable	9%	100%	5%
—Biomass & waste	1%	0%	<1%
—Geothermal	7%	0%	4%
—Small hydroelectric	1%	0%	1%
—Solar	<1%	2.5%	<1%
—Wind	<1%	97.5%	<1%
Coal	16%	0%	38%
Large Hydroelectric	26%	0%	24%
Natural Gas	49%	0%	33%
Nuclear	<1%	0%	<1%
Other	<1%	0%	<1%
TOTAL	100%	100%	100%

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- * $\,$ 100% of Green Roseville is specifically purchased from individual suppliers.
- * 59.1% 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

Support Our Green Roseville Business Partners

Join us in thanking Northern California Dance Conservatory for stepping up to Green Roseville and making a commitment to health and the future.

Jennifer Hechtle-Bradford, owner of Northern California Dance Conservatory described her motivation for joining Green Roseville this way, "We have a responsibility to our future generations to pass down culture and values. A sustainable future is a value we believe in." NCDL, located across from the Galleria Mall, offers classes in all genre of dance for ages 2 to adult.

Thank you to Northern California Dance Conservatory for supporting their beliefs through action!

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2090 HILLTOP CIRCLE, ROSEVILLE, CA 95747-9704 916 797.6937 | 916 774.5220 TDD 916 774.5428 24-HR OUTAGE HOTLINE







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).