September 2008 A newsletter to inform customers of Roseville Electric

Buy Your Shade Tree Directly from a Nursery and Get a \$30 Rebate







Roseville Electric has a new shade tree rebate offer – just in time for the fall planting season. We're now offering a \$30 minimum rebate for every tree you buy from a nursery and plant to provide shade for your home.

By participating in Roseville's Shade Tree program you'll not only receive a rebate for as many trees as you like, you can have a certified arborist show you the best place to plant your tree and give you tips on how to properly care for it too.

Properly placed trees can save you energy year round. Research shows trees help keep your home cool in the summer and warm in the winter. During summer months – when your air conditioner is working overtime – a shade tree can reduce your cooling costs as much as 20 to 40 percent.

This is just another way Roseville Electric and Roseville Urban Forest Foundation are helping you plant the right tree in the right place.

Visit www.roseville.ca.us/shadetree to get details about our energy efficiency program that also transforms your house into your home.

Roseville Electric Provides Trees to Local High School

Roseville Electric provided 21 trees to Roseville High School to replace those trees cut down by vandals in early June.

These trees were not only healthy, but the shade from those trees was helping to reduce the school's cooling costs. Under these circumstances, it's only right that we replace what was lost," said Roseville Electric Director Tom Habashi.

Roseville Police believe sometime during the evening of June 9 and early June 10 vandals cut down 21 trees growing between buildings and in interior areas on the campus. Many of the trees that were cut down had been given to the school in recent years through Roseville Electric's Shade Tree program, a collaboration between Roseville Electric and Roseville Urban Forest Foundation.

The trees provided to the school met Roseville Shade Tree program eligibility requirements and is just one of many energy efficiency tools available to our residential and business customers.



Roseville Electric

Roseville Electric: Winning Awards and Keeping the Lights On

Roseville Electric's motto is to provide reliable energy and dependable service. We're proud to announce your municipal utility was recently awarded the American Public Power Association's Reliable Public Power Provider Award for the second year in a row.

Also, known as the RP3™ Award, the recognition honors utilities throughout the nation that demonstrate proficiency in four areas: reliability, safety, training and system improvement.

"This honor is a testament to our employees' dedication and commitment to providing outstanding service to the Roseville community," said Roseville Electric Director Tom Habashi.

Recent reliability statistics show that our customers experience an outage once every five years. By comparison, customers with neighboring utilities experience about five outages every four years



Electric Dispatch

We'll Pay You to Improve Your Home's Energy Efficiency

Now's the time to take advantage of Roseville Electric's energy efficiency programs to reduce your energy use and your monthly costs.

Roseville Electric has set aside \$400,000 this year to help you invest in your home and reduce your energy bills. We have generous rebates on items that will help you save money.

If your air conditioner is more than 10 years old, it may be time for a new, more efficient model. Roseville Electric offers rebates up to \$750 - to replace your air conditioning unit. Or if you prefer, we have low interest financing so you can replace your old air conditioner.



To complement your air conditioner upgrade, it's important to look into insulation. Many older homes need more insulation; better insulation offers better climate control for your home and enhances your air conditioner and heater efficiency. Roseville Electric offers up to \$200 on your home insulation project.

Roseville Electric is also offering rebates of up to \$100 to install sunscreens on your windows. We have rebates of up to \$100 when you replace your washer, or refrigerator with approved ENERGY STAR™ appliances.

If you're serious about reducing your energy bills, visit www.roseville.ca.us/rebates to learn about what you can do to stretch your dollars.



Change Your Clock; Change Your Light Bulbs

When you change back your clock in October, remember to change out your incandescent light bulbs for the new squiggly versions – compact fluorescent light (CFL) bulbs. Roseville electric is offering a rebate of up to \$10 to customers who purchase CFLs.

With this rebate and recent technological advancements, it's a good time to try out CFL specialty bulbs, those that fit into your bathroom fixtures; recessed lights and lighted ceiling fans. Manufacturers are also making CFLs that can be used in fixtures that you can dim!

CFLs not only burn cooler and longer than incandescent bulbs, but they also save you energy – which reduces greenhouse gases. If all of Roseville Electric's residential customers were to replace one 60 watt incandescent bulb with a CFL, it would save our utility 2,187,000 kilowatt hours (kWh) of energy annually. By reducing our energy use, we avoid emitting 1.9 million pounds of greenhouse gas emissions, which is equivalent to planting 22,392 trees or taking 160 light utility vehicles off the road for one year.*

Check out the CFL technology; how you can use it in your home and our rebate at www.roseville.ca.us/cfl

*See http://www.roseville.ca.us/carbonfootnotes

Do Your Part:

Join Green Roseville

Roseville Electric is offering you a chance to do your part to combat global warming.

Our renewable energy program, Green Roseville, allows you to purchase 100 percent of your energy from wind and solar resources. When you sign up for Green Roseville, you're also supporting the installation of new rooftop solar generation on City buildings.

Recently, several Roseville business customers joined the Green Roseville team.

We're delighted to welcome 3.ingenuity and Cybertary to our growing list of business customers who believe it's important to support our environment by participating in Green Roseville.

Other new Green Roseville business customers include:

TVL East West Acupuncture Center

Prime California Homes & Lending XPEM, Inc.

Sign*A*Rama Bubba's Auto Care

Western Home Furnishings Association Sierra Food Management

The Utility Exploration Center Placer ARC

The Martha Riley Library The Greenhouse Restaurant

Sims Recycling Solutions Aveda Salon / Spa

Please thank these businesses for choosing to purchase 100 percent renewable energy from wind and solar generators by supporting them with your business! Do your part to support clean energy and join the growing number Green Roseville participants. Sign up at www.roseville.ca.us/GreenRoseville

Mark your Calendars - to get a new one that is!

Roseville Electric and Environmental
Utilities 2009 Student Art Calendar
will make its public debut on Sat.,
Nov.15 during the Holiday Parade.
Be sure to stop by the Blue Line
Gallery to pick up your FREE
copy. Additional copies will be
made available at the City's
Tree Lighting Ceremony on
Fri., Dec. 5 and various city
public counters, including
the Roseville Utility
Exploration Center.

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COMMENTS AND SUGGESTIONS ARE WELCOME. PLEASE SEND TO THE ATTENTION OF VONETTE MCCAULEY AT: VMCCAULEY@ROSEVILLE.CA.US

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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).