

Electric Dispatch

July 2010 | A newsletter to inform customers of Roseville Electric

D.R. Horton Builds Preferred Homes



Preferred Homes Feature:

- Right-sized heating and air conditioning systems
- Properly designed duct system
- Tested tight sealed duct system
- Total cooling savings above Title 24

Roseville welcomes D.R. Horton to the West Park, a builder that is committed to going above and beyond standard energy efficiency requirements in the construction of new homes. D.R. Horton has partnered with Roseville Electric, constructing homes that are participating in our Preferred Homes program and exceed the state's minimum energy efficiency standards

Preferred Homes include tighter construction and right-sized heating and air conditioning system. Tighter construction ensures the windows and doorways are sealed shut, keeping the cool air in during the summer and out during the winter. A right-sized HVAC ensures the system will run just long enough to adequately heat or cool your home. D.R. Horton adds an internal moisture management and fresh air ventilation help you

feel more comfortable in your home without having to run your air conditioning system.

D.R. Horton is the only new home builder in Roseville right now that is using the latest in homebuilding science by *Environments for Living*™. A brightly colored sign outside of the 2,100 square foot model home boasts an estimated monthly heating and cooling cost of \$86. The combination of tighter construction, right sized HVAC equipment and other energy efficiency measures makes D.R. Horton a Preferred Home builder in Roseville.

Learn more about how you can make your home more energy efficient by calling (916) 79-POWER or visiting www.roseville.ca.us/lowermybill



Roseville Electric

No Hydroelectric Surcharge this Year

Due to slightly above average precipitation this year Roseville Electric will not impose a hydroelectric surcharge on energy bills with a bill date of July 2010.

The hydroelectric surcharge was adopted in 2008 as a way to fund the purchase of electricity that was not provided from our hydroelectric resources due to lower than average precipitation.

For more information call 79-POWER or visit www.roseville.ca.us/hydroelectricrate



get
PAID
to **SHADE**



A properly planted shade tree can save you up to 40 percent on your summer cooling costs. Roseville Electric customers can receive a rebate of up to \$30 per qualifying shade tree (up to six trees per household) when you select, purchase and plant trees, all at your own convenience. That's right; you purchase qualifying trees at your favorite nursery or hardware store and we'll give you the rebate money as a thank you for strategically planting them around your home.

Buy a deciduous tree, plant it in a spot that will shade your home and get a rebate! For more information call (916) 79-POWER or visit www.roseville.ca.us/shadetreer



Bertolino Named New **Electric Utility Director**



City Manager Mike Shellito has announced that Michelle Bertolino has been named the new director of Roseville Electric, following a nationwide search. She becomes the first woman to oversee the utility that was established 98 years ago.

Bertolino has worked for the City of Roseville since 2002. She has been responsible for Roseville Electric's Administrative and Retail Energy Services business unit which includes financial, energy and load forecasting and reporting, rate development, budget management, demand-side management and public benefits programs, electric systems, customer service, public relations and regulatory compliance activities.

She also managed Roseville Electric's Distribution business unit and was responsible for electric operations, construction, and maintenance, engineering, and dispatch services.

Prior to Roseville, Bertolino worked for the Sacramento Municipal Utility District. She also worked for the San Francisco Public Utilities Commission as an Assistant General Manager and Finance Director and at KPMG Peat Marwick where she received her Certified Public Accountant's license from the State of California.

Bertolino attended the University of California at Davis, Graduate School of Management and completed her undergraduate studies at the University of California at Santa Barbara.

“ I was impressed with Michelle's leadership, vision, and customer-service approach. Those attributes are critical to ensuring the health and sustainability of Roseville Electric, which is integral to the community's long-term success. ”

-Ray Kerridge, city manager

Debunking Common Energy Myths

We get 'em all the time - tips and advice to save money from our friends and neighbors. Most of the time things work out great, but every once in a while we hear something that gets us thinking, "Can that really be true?" Roseville Electric is here to bust some of the most common energy myths to help you save money and energy.

Today's myth involves running ceiling and desk fans in an attempt to lower one's electricity bill to cool the house. Unfortunately this is a myth

and it has been **BUSTED!** Although ceiling and desk fans are great for cooling people – they do not cool down the room. Just like the lights that gets left on, when you leave the room, turn off the fans.



Get a \$20 Bill Credit for Joining **Power Partners**



Now is the perfect time to join your friends and neighbors by signing up for Roseville Electric's Power Partners program. Power Partners is a voluntary program that helps us manage the City's energy needs when the demand for electricity is high. We'll give you a \$20 credit toward your energy bill this summer and an additional \$10 every summer you participate thereafter.

Power Partners works through an intelligent switch installed outside your home, near your air conditioner. When electric demand reaches critical levels the switch activates to safely reduce power consumed by your air conditioner. When activated, the switch is designed to circulate air to keep you comfortable and work safely with your air conditioning unit. The Power Partner switch will not void your factory warranty.

Call (877) 754-3566 to sign up or visit www.roseville.ca.us/PowerPartners

Join Your Friends and Neighbors at **National Night Out**

Roseville Electric and the Roseville Utility Exploration Center are participating in the 27th Annual National Night Out on Tuesday, August 3. The event, founded to strengthen neighborhood spirit and community partnerships, is an excellent opportunity to hang out with friends and neighbors.

Roseville Electric has participated in National Night Out for more than a decade, helping customers learn how to save money and energy using utility rebates and services. Exploration Center representatives will have information on upcoming workshops, student tours and activities available.

For more information on National Night Out activities in your neighborhood check out the Roseville Coalition of Neighborhood Association's (RCONA) website at www.rcona.org



Rate Increase to Appear on **July Power Bills**

Roseville Electric customers will see a 6.2 percent rate increase starting with their July 2010 electric bills. The increase was approved by City Council in late 2009 to bridge a deficit caused by the sudden and abnormal downturn in the economy.

The rate increase, along with reduced employee compensation and cuts to travel, training and capital improvement projects will help the publicly owned utility bridge a projected \$98 million budget gap over the next five years. For more information about rates visit www.roseville.ca.us/electric

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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).