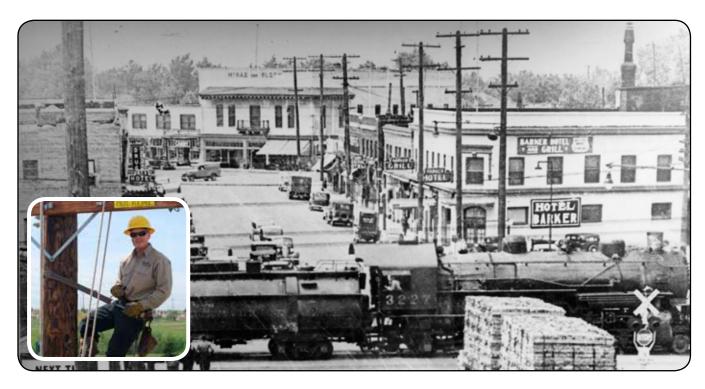


May 2012 | A newsletter to inform customers of Roseville Electric



Getting **Better with Age**

This year is special for Roseville Electric; we're celebrating 100 years of providing electricity to our community. As you would expect, much has changed since we started in 1912. Roseville has blossomed from a small railroad town to a metropolitan city, growing from 250 customers to more than 53,000 today.

As the City evolved, so did your community-owned electric utility. At one time, customers could see the pole lines that connected our community; today the majority of our infrastructure is underground.

While in the past our goal was to provide reliable electricity; today we seek to improve our community through the services we provide. That extends beyond reliable power to include energy efficiency programs, exceptional customer and online service, building new infrastructure, and generating our own power.

Because we are community-owned, Roseville Electric customers pay some of the lowest rates in the area. Residents and businesses outside of our service territory can pay up to 40 percent more than customers in Roseville. As a result, Roseville Electric customers aabout \$30 million in discretionary funds to spend on other needs. Roseville Electric also supports street lights, traffic signals, libraries, police, fire and parks and recreation operations that enhance our community's exceptional quality of life. For those customers who are looking for ways to reduce their energy use and help us reduce the amount of electricity we need to serve our community, Roseville Electric provides over \$2 million in rebates. Your energy efficiency home improvement projects help reduce your monthly costs and stimulate our local economy.

Being a community-owned utility means you are our shareholder. We operate an efficient electric utility that offers competitive rates and ensures your home or business has power when you need it. The electric industry has evolved over the past century and we've changed too. But some things about Roseville Electric won't change.

We will continue to operate an efficient and safe utility that provides reliable power that is competitively priced.

We are committed to improving our community.



Hydroelectric Rate

Like Roseville Electric, you have probably noticed that this winter's rainy season is much different than what we are used to. Because of the lower than average precipitation, customers are likely to pay a little more in electricity charges beginning in July. The hydroelectric surcharge rate is automatically implemented when precipitation falls below our 52 inch average. We'll have more details later when the final precipitation total is announced in May. For more information visit www.roseville.ca.us/hydroelectricrate





Summer **Energy Saving Tips**

Summer cooling costs can heat up family budgets. Roseville Electric has tips to keep your house and monthly utility costs cool. For more energy saving tips and rebates, visit

www.roseville.ca.us/rebates



Upgrade

Invest in your home by upgrading your outdated air conditioner. Get generous rebates to offset the cost of a new air conditioner. Contact your local HVAC contractor, call (916) 79-POWER or visit

www.roseville.ca.us/HVACrightsize



Thermostats

Set your thermostat to 78 degrees when you are home and to 85 degrees when you are away.



Pool Pumps

Cool your pool's electricity use by upgrading your pump to a new, energy saving variable speed model. You can earn a \$300 rebate to offset the cost.



Tune-Up

Think of your air conditioner like your car; a tune up will keep it running smooth and efficiently, saving you money.



Shade Screens

Reduce unwanted heat and UV rays by more than 60 percent with sun screens. Get up to \$150 in rebates when you install solar screens on your windows.

Stop by our Booth This Summer!

Summertime is a great time to get out. And, at Roseville Electric that's what we will be doing this summer. This year we are scheduled to attend Movie in the Park events sponsored by the Roseville Coalition of Neighborhood Association and the Roseville Police Department's National Night Out event. So, while you're out with your family, stop by our booth and say hello. We will have tips on ways you can save energy and money.





Staying Connected Via Social Media

Get the latest updates and find out where we'll be this summer by hitting the "LIKE" button on Facebook at **RosevilleUtilities** and follow us on

Twitter **@RsvlElectricPlO.**



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FIND US ON THE WEB: WWW.ROSEVILLE.CA.US/FLECTRIC



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).