

Electric Dispatch

YOUR ELECTRIC UTILITY FOR OVER 100 YEARS | MARCH 2013

Aligning Costs with Services A Look at Electric Rates



Every few years Roseville Electric evaluates its rate structure, making sure customers are charged an amount that accurately reflects the costs associated with providing electric service.

Roseville Electric recently began a new rate study that will evaluate the cost of purchasing, generating and delivering power, maintaining a reliable electrical infrastructure (poles, lines, transformers, etc.) and responding to California's renewable energy and greenhouse gas requirements. The goal is to ensure that the utility remains proactive in its financial and regulatory obligations while providing reliable and competitively priced electricity to its business and residential customers.

Roseville Electric is working with Utility Financial Solutions to review

the revenue requirements and financial goals of the utility, evaluate the existing rate design and make recommendations for future rate structures.

Several rate design options are being considered including: adding bill line items that recover environmental mandated costs, and revisions to customer base rates to better reflect fixed costs.

The utility plans to present its proposed rate adjustment to the Public Utilities Commission at its February 26th meeting. The Roseville City Council is expected to review the proposal in March. If adopted, the new rates would be effective July 1, 2013. The proposal is available at www.roseville.ca.us/RErateadjustment.

Become a Community Superhero

All Reward, No Kryptonite

Admit it, you've always wanted to be a superhero, helping out your friends and neighbors. With Roseville Electric's Power Partners program, you can be a superhero without lifting a finger. By signing up for Power Partners you will be helping your community make sure there's enough energy for everyone to enjoy, all while getting paid to participate.

Becoming a Power Partner is easy. Roseville Electric will install a small device outside your home near your air conditioning unit. During critical summer days, when demand for electricity is extremely high, the utility will have the ability to safely cycle the air conditioner compressor. You won't even notice the difference in your home.

You'll get a \$10 instant bill credit when you sign up and \$10 each summer you are enrolled in the voluntary program. Being a community superhero is super easy! Dust off your cape and call (877) 754-3566 to register or visit www.roseville.ca.us/PowerPartners.



Shade Trees are a "Cool Investment" in Long-Term Energy Savings

In addition to looking good, creating oxygen and providing shelter on a warm summer day, shade trees do a lot for home energy savings. A strategically planted shade tree helps you lower your summer cooling costs by an average of 20 to 40 percent.

Roseville Electric's Shade Tree program is designed to help you take advantage of

nature's benefit by providing a rebate of up to \$50 per qualifying tree, up to six trees. Visit www.roseville.ca.us/shadetree to see the list of qualifying trees, purchase the trees and submit the receipts for your rebate. If you have questions, call us at 79-POWER (797-6937). Roseville Electric representatives are available to help guide you through the process.



Planet Protector School Programs Win Superintendent's Award for Excellence in Museum Education

The Roseville Utility Exploration Center is one of two museums in the Sacramento area to be honored by state officials for having a premiere student education program.

The California Association of Museums and State Superintendent of Public Instruction awarded the Roseville Utility Exploration Center's Planet Protector school tour program its prestigious Superintendent's Award for Excellence in Museum Education.

When students participate in one or more of the Utility Exploration Center's Planet Protector tours, they do a lot more than just analyze the contents of garbage, decipher the chemical makeup of our streams and learn ways to build an electrical circuit. These

students discover ways to help protect our planet's natural resources through energy and water efficiency.

Thanks to a city grant, every year more than 1,800 Roseville students are able to learn about ways to protect our planet's natural resources through energy and water efficiency at no cost. "We believed we had an outstanding program based on teacher and student feedback and it's wonderful that Exploration Center staff, Roseville Electric and Environmental Utilities are recognized by the museum industry and educators for their commitment to create a unique educational experience for our community's children," said Bob Garrison, Utility Exploration Center supervisor.

The award is another example of Roseville Electric and Environmental Utilities commitment to educating our customers and their children on ways to reduce energy and water consumption through a hands-on, high-tech facility geared to make learning fun and interesting.

For more information, visit www.roseville.ca.us/explore or call (916) 746-1550.



On the Job: Responding to Power Outages



Power outages in Roseville are uncommon relative to our neighboring electric utilities. In fact, Roseville Electric is among the most reliable utilities in the nation. In 2012, our outage statistics show that Roseville electric customers may experience one outage every 10 years!

But what does happen when the power goes out? If you're a Roseville Electric line worker, you respond immediately and work efficiently and safely to restore power as quickly as possible.

That's what happened on December 29, when a vehicle struck a power pole in the area between Douglas Boulevard and Cirby Way, leaving about 1,300 residents without power.

"The impact from the collision left the power pole broken in three pieces, and its wires held in the air by other poles," said Rory Low, a 25-year Roseville Electric veteran. "The initial on-site assessment was that we would need to install a new pole and it would take about 18 hours. Our goal was to get power restored before the sun came up."

"With the help of Electric's Dispatch Center, we were able to coordinate with a six-person crew to isolate the trouble area and restore power to all but four customers by 5 a.m.," said Low.

"We pride ourselves on delivering safe, reliable and dependable electricity to our customers," said Tom Cox, interim operations manager. "That's in the forefront of our minds when we respond to power outages. We don't want our customers' lives interrupted because of a power outage."

If you experience a power outage, please call Roseville Electric's power outage hotline at (916) 774-5428.

Electric Dispatch is published for Roseville's residents by Roseville Electric. Comments and suggestions are welcome—please send to the attention of Vonette McCauley at vmccauley@roseville.ca.us.

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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)**.