

# Business Partners

Winter 2007 A newsletter to inform the customers of Roseville Electric



### **RE Earns Sixth Consecutive** ReliabilityOne™ Award

On November 15, 2006, PA Consulting **Group announced Roseville Electric** as the recipient of this year's ReliabilityOne™ Award. This year's announcement marks the sixth straight year PA Consulting Group has chosen Roseville Electric as the nation's most reliable municipal power provider that serves up to 200,000 customers.

According to PA Consulting Group, "The ReliabilityOne™ Awards are presented to electric utilities that have excelled in the previous year in reliably delivering electrical energy to their customers. Each award recipient undergoes both a quantitative analysis of their performance, based on electric industry standard reliability indices, and a qualitative review of their reliability systems, processes and procedures."

"To win this award one time is an honor," said Roseville Electric Utility Director Tom Habashi. "To win six years in a row is a tribute to the hard work and dedication of an exceptional team of employees committed to the community's well-being. Thank you to all Roseville Electric employees for making this award possible."

# 2007: Looking Behind and Ahead

As we move into a new year, it's always good to step back and look at what we are doing and how well our actions align with our values and the goal of serving our community in an environmentally conscientious manner. I'm pleased to say that what we accomplished in 2006 lined up well with our ideals on every level. A quick overview of the year's accomplishments includes:

- Launched our Green Roseville renewable energy program, enabling residential and commercial customers to purchase power generated from renewable resources.
- Partnered with Lennar Homes to help create a solar community of 635 homes that adhere to the high-efficiency standards of Roseville Electric's Preferred Diamond Homes.
- Established the BEST Homes initiative, adopted by the Roseville City Council, ensuring that between 10 and 20 percent of all new homes incorporate solar generation systems and high-efficiency features to reduce a homeowner's electric bill and reduce the amount of energy we must purchase.
- Installed our third solar electric generation system at Silverado Middle School and began work on another photovoltaic project that will be placed atop the Roseville Civic Center. The two systems join two already in operation at the Roseville Aquatics Complex and Fire Station No. 6.

- Worked diligently with Roseville's Environmental Utilities Department in planning and moving forward with construction of the Utility Exploration Center to be housed with the new Mahany Library. The center will provide children and adults a lively, interactive facility for hands-on learning about resource and energy conservation.
- Purchased 27 percent of our total energy from renewable resource generators, including hydro, geothermal and biomass.
- Joined the California Climate Action Registry, a distinguished group of organizations demonstrating leadership by voluntarily taking action on climate change. As a member, Roseville Electric will work with the Registry to annually track, report and certify its greenhouse gas emissions.
- Sponsored the CleanStart PowerUp! Contest to foster growth of young companies developing energy-saving technologies.

Continued on page 2



Roseville Electric

### 2007: Looking Behind and Ahead, continued

It's important to note that we moved forward with our environmental initiatives without sacrificing our level of reliability in serving our customers. I am pleased to report that our customer focus once again earned us PA Consulting Group's ReliabilityOne™ Award for the sixth consecutive year. The award honors Roseville Electric as the Nation's most reliable community owned electric utility. In addition, we were recognized by the America Public Power Association with the RP3 Award for reliability.

As we move ahead, we look forward to another year working to support our customers, our community, and the world beyond by maintaining our awareness on the people we serve and the environment that supports us all.

Best wishes for a bright and shining New Year!



Tom Habashi Utility Director

### **Color Your New Year's** Resolutions Green

Every year, we get the chance to turn over a new leaf. And what better color than green for this year's new leaf? Green is also the color of cash rebates you can earn by incorporating energy-efficiency measures into your new construction and remodeling projects. Incorporate energy-saving features into the design phase and earn even more green!

Find out more by visiting the New Construction section at www.RosevilleElectric.org or calling Mark Riffey at (916) 746-1667.

# **UEC Opens Up Sponsorship Opportunities**







Excitement is building for the new Utility Education Center, set to open its doors in 2007. Very soon, the regional center will begin inspiring children and adults to conserve precious resources through hands-on displays, demonstrations, workshops, and more. Now is the time to jump into the action by becoming a UEC sponsor.

Sponsorships Opportunities Are Designed To Accommodate Partnerships At Several Levels, Including:

General Sponsorships: Your name will be engraved on a permanent outside-wall plaque and will be published on the Exploration Center's printed materials and posted on the UEC Web site, along with a link to your site. Sponsors will also receive special invitations to exclusive exhibitions. Sponsors will be recognized at contributions levels ranging from \$1,000 to \$10,000.

Special Program Sponsorships: the Center Offers Four Options to Those Who Would Like to Sponsor the Center's Educational Experiences:

- Fact Sign Sponsor: "Did you know?" signs will provide illuminating facts on the urgent need to conserve energy and natural resources. The signs featuring your name and logo will be located throughout the center, garden and library. Donation: \$10,000
- Fieldtrip & Activity Sponsor: Gives schoolchildren
  the opportunity to visit the center and expand
  their understanding of natural resource
  conservation. Your participation will provide a
  rich educational experience for our children,
  by helping the center develop educational
  programs and materials, take-home packets,
  school bus transportation, hire educators, and
  host special guests. Donation: \$25,000
- Exhibit Sponsors: Allows your company to help deliver an important educational experience to thousands of center visitors by sponsoring a fixed exhibit displaying your company's name and logo. By aligning with an exhibit that corresponds with your industry, you can demonstrate your company's commitment to conserving natural resources. Donation: \$50,000
- Sole Sponsor: This option is open to companies that would like to sponsor all special programs or an entire type of special program, such as all exhibits or all field trip.

Special Program Sponsors Will Receive the Following Recognition And Opportunities In Return for Their Generous Contributions:

All of the above General Sponsor benefits;
 volunteer opportunities for employees; and use
 of facility and garden for private functions

The Center is Also Offering Sponsorships Opportunities Tailored to Companies and Individuals, Including:

- Matching Gift Program: Allows your employees to share in sponsorship by matching their gifts with corporate donations or equal or greater value.
- In-Kind Donations: Enables companies to contribute products and/or services that support the center's mission of educating the public. Planned Giving: Your donations to the center may qualify for certain tax deductions. Planned giving opportunities include last will and testament provisions, IRA or qualified plan donations, and naming the center as a life insurance policy owner and beneficiary.

The Roseville Utility Exploration Center is a City of Roseville organization. The center relies on contributions, sponsorships and donations to continue its educational mission, programs and exhibits. For questions about sponsorship, please contact David Bradford at (916) 746-1672 or via e-mail at dbradford@roseville.ca.us.

# H.B. Fuller Team Scores Energy Savings

With the many recent developments in energyefficiency technologies, companies everywhere are exploring ways to lower energy spending. It's not common to involve employees in the effort; but everyone at H.B. Fuller's Roseville facility actively participates in developing and implementing energy-saving strategies.

"In 2005, our facility was singled out as H.B. Fuller's Plant of the Year," said Steve Arrequin, senior facility engineer. "We were also named the 2005 Safety Plant of the Year. As a facility with less than three dozen employees in a company of more than 4,000, that's quite an honor. It's harder to achieve that recognition the second time around, but our team is committed to earning both titles again."

Though many consumers have never heard the name H.B. Fuller, most use their products. H.B. Fuller is a leading developer and producer of adhesives, sealants, coatings, paints and other specialty chemicals used in countless products in more than 100 countries worldwide. The Roseville facility produces adhesives and binders for industries that include agriculture, packaging, construction and forest products industries.

"It takes gas and electricity to power our processes," said Arrequin, "So one of the best ways to improve our operations is to reduce the amount of energy we use. While there are facility-wide efforts like our recent lighting upgrades, our employees are the experts in their areas. They're taking the initiative to discover ways we can reduce energy use and apply daily energy-saving habits. We post our weekly electricity use profile so that we can all keep an eye on how we're doing."

#### **Better Lighting with Less Electricity**

One of the first things the facility undertook was to upgrade lighting for the second time since opening its doors in 1989. This time, the plant changed from the metal halide lighting installed in the mid 1990s to four-lamp T5 fixtures with electronic ballasts.

According to Facility Manager Bill Tholstrup, the projected \$14,000 per year energy cost savings is only one of the benefits the company is discovering since the upgrade. "We hear a lot of comments about the better light levels and quality," said Tholstrup. "The upgrade also gave us the opportunity to reposition lights directly where they are needed, so that we are using light more effectively, as well as more efficiently."

"There are other benefits we didn't foresee—one of those is illuminating the cleanliness and organization of our work areas. Our employees have always been diligent about keeping their areas clean, but we've heard several comments from visitors about how well maintained our facility is kept," said Tholstrup. "Our employees take pride in their efforts and hearing these comments is extremely motivating to our group."

Another unanticipated benefit is an increased sense of nighttime security. "We installed sensors so that lights turn on when someone comes into an area and turn off again when they leave," said Arrequin. "Employees working after dark say that they appreciate knowing immediately when someone enters the area."

#### **Ending Unnecessary Operations**

H.B. Fuller was founded in 1887 and, like all longtime manufacturers, the company developed its processes before automation made it possible to adjust equipment operations to the levels needed. As the Roseville team started reexamining energy use, they began pinpointing equipment that was running more than necessary. In one instance, they were able to reduce run times on their agitator motors by two-thirds using programmable logic control (PLC) software. In another instance, they reduced gas consumption by coordinating incinerator and boiler run times with plant operations. They recently installed variable frequency drives on cooling tower fans, which will allow them to reduce operations for partial loads. Employees continue to offer suggestions the facility is exploring for additional resourcesaving opportunities.

#### **Sharing Best Practices**

As part of a global enterprise, the Roseville team is able to share what they've discovered with other facilities and to learn from them, as well. The T5 upgrade taking place across the enterprise is one of many initiatives designed to meet the company's goal to eliminate more than a million dollars from its annual energy budget. As employees in Roseville and other facilities uncover new ways to lower energy use, that information will be distributed throughout H.B. Fuller's facilities located in 32 countries.

"Each year, the Roseville employees make dramatic contributions to the H.B. Fuller organization, and the energy savings delivered this year is no exception," Tholstrup said. "Due to our entire Roseville team, we are having another great year and are well positioned to retain the title 'H.B. Fuller Facility of the Year."



#### **More Businesses Go Green**

We are delighted to report that more and more Roseville businesses are participating in our Green Roseville renewable energy program. Thank you to the following businesses for choosing 100 percent clean energy:

Blast Advanced Media
Gardner & Associates
Home Gift Art Boutique Inc.
InnovaCrew Technology Services
Pleasant Cleaners

Power your business with clean energy today! Find out how by calling 79-POWER or visiting the Green Roseville section of www.RosevilleElectric.org.

#### **HP Leads the Region**

as the First Green Roseville Full-Turbine Power Champion

A very special thank you to Hewlett-Packard for becoming Green Roseville's first company to purchase renewable energy equivalent to the full output of a new high-powered wind turbine producing 2,628 MWh of clean energy a year. With participation at this level, HP is effectively preventing more than 2 million pounds of carbon dioxide from entering the atmosphere, thus having the environmental impact equivalent to planting more than 400,000 trees or removing more than 200 cars from the road every year.

"As a company, HP is very committed to reducing our environmental impact. In addition to carefully monitoring energy use and incorporating efficiency initiatives that reduce our consumption, we increasingly purchase power from renewable sources that are now becoming available," said Tom Barrington, site manager for HP's Roseville campus. "We're proud to be the first in the region to purchase a full turbine's worth of wind power."

HP's Roseville facility joins a growing number of HP sites around the world that are choosing renewable energy. Among several HP facilities buying green energy, the company's Corvallis, Oregon plant purchased 4.2 million kWh in 2005, making it one of the leading wind-power customers in that region, as well.



# New Commercial Rebates for 2007

January 1 marks the start of Roseville Electric's new commercial rebate program. This year's program features rebates on more than 20 measures for heat-load reduction, air conditioning and lighting. In addition, we can design a custom rebate program for other measures that reduce peak loads. Get the details at www.RosevilleElectric.org.

### Roseville's Renewable Energy Technology Park to Become Clean-Energy Hub

One day, our region may be called Renewable Valley or another name that identifies us as the center for clean energy technology companies. That's the motivation behind the City of Roseville and Renewable Energy Institute International (REII) plan to develop a Renewable Energy Technology Park adjacent to the Roseville Energy Park and Pleasant Grove Wastewater Treatment Plant.

The proposed site will house REII's world headquarters and Renewable Technology Testing Center, and will provide parcels to other clean energy technology companies. REII is a technology-neutral organization similar to Underwriter's Laboratory, but dedicated to evaluating and testing promising new clean-energy technologies.

As part of the initiative, the city is participating in the Partnership for Prosperity, a six-county regional consortium of public- and private-sector

organizations dedicated to promoting the region's competitive advantages, unique strengths, and market opportunities. The partnership has identified clean energy technology as a vibrant growth industry that will create thousands of jobs in the Sacramento region. Within the partnership, the Clean Energy Technology Action Team is specifically focused on attracting clean-energy technology education, research and start-up companies to the region.

Recently, the city joined other regional organizations in sponsoring the Clean Start PowerUp!, a contest that chose three start-up clean energy companies to receive funding and professional support to foster their growth. In addition, Roseville continues looking for opportunities to promote the Renewable Energy Technology Park as an ideal setting for research, development and production of renewable energy technologies. Anyone interested in finding out more should contact Julia Burrows, the City of Roseville's economic development director at (916) 774-5361.

ВЕСЛСГЕВ БУБЕВ 🛟

MWW.ROSEVILLEELECTRIC.ORG

976 774-6428 ONLYGE HOLFINE BOSEAIFTE' CY 96241-9250 LDD S090 HIFTLOB CIBCFE

BUSINESS PARTNERS IS PUBLISHED QUARTERLY FOR ROSEVILLE'S BUSINESS COMMENTS BY SUGGESTIONS ARE WELCOME—PLEASE SEND TO THE ATTENTION OF VONETTE MCCAULEY:

Roseville Electric

