

DOCKET  
00-SB-1305

DATE

RECD NOV 08 2004



ROSEVILLE ELECTRIC  
RELIABLE ENERGY • DEPENDABLE SERVICE

# Electric Dispatch

MARCH 2004

## Independent Firm Reports Roseville Electric's Customer Satisfaction Rating Has Grown to 99 Percent!

In a recent customer satisfaction survey, 99 percent reported overall satisfaction with Roseville Electric. The survey by Aurora Research Group, an independent firm, is conducted every two years to provide the utility with insight into customer satisfaction and needs. The surveys conducted in 1999 and 2001 showed overall satisfaction at 96 percent and 98 percent, respectively.

"We're delighted that our customers feel we are accomplishing our goals of providing reliable power and excellent service at the lowest rates possible," said Utility Director Tom Habashi. "We also understand that hitting the 99 percent mark means we're going to have to work harder than ever to maintain that level of satisfaction."

During the telephone survey, residential customers responded to a series of questions addressing overall satisfaction with the utility, which aspects of service they felt were most important, and their level of satisfaction and knowledge about specific service areas and programs.

### Specific Findings

- **Reliability**—92 percent of those responding gave ratings of excellent or good. Nearly 60 percent said they had not experienced any power dips or outages in the last twelve months.
- **Service Expectations**—98 percent felt the service provided met or exceeded their expectations.
- **Community Involvement**—90 percent of those answering rated Roseville Electric in the good or excellent category.
- **Price**—66 percent of those responding rated pricing as excellent or good.

Roseville Electric maintains the lowest rates in the region due to favorable contracts and careful budget management. However, the utility cannot affect the price of power in the market. One way Roseville Electric intends to better control pricing and reduce reliance on the market is to build and operate a locally sited power-generation facility. This project, the Roseville Energy Park, will feature a 160 megawatt natural gas fired generation facility using state-of-the-art equipment to locally generate more than half of the Roseville community's electricity needs.

### Areas for Improvement

One of the key reasons the utility contracts with an independent firm is to get an objective view of areas needing improvement. The survey showed a 61 percent satisfaction rating with customers that experienced after-hours contact with Roseville Electric, an area that Roseville Electric will work to improve in the coming year.

In addition, some customers were not aware of the variety of rebate programs and other efficiency-related services offered. The utility plans to continue searching for ways to help its customers reduce energy consumption and to increase communication about the programs available.

"The value of the survey is that it shows not only what customers think of the job we are doing, but what they consider important and where we have not met their expectations," added Habashi. "With this information, we can move forward with an understanding of where to focus our attention and resources."

Roseville Electric's high construction standards play a key role in exceptional customer satisfaction survey results.



### ROSEVILLE SHADE TREE PROGRAM

Help us make Roseville cool by planting more shade trees. We'll even give you the trees at no charge—up to three per residence. All you have to do is attend a community meeting and a tree-planting demonstration.



#### Community Meetings

- **Saturday, March 6, 10:00 am**  
Roseville Police Station  
1051 Junction Boulevard
- **Tuesday, March 16, 6:30 pm**  
Maidu Community Center  
1550 Maidu Drive
- **Wednesday, March 31, 6:30 pm**  
Adelante High School  
950 Atlantic Street
- **Monday, April 19, 6:30 pm**  
Cooley Middle School  
9300 Prairie Woods Drive
- **Tuesday, April 27, 6:30 pm**  
Silverado Middle School  
2525 Country Club Drive
- **Thursday, May 13, 6:30 pm**  
Cirby School  
814 Darling Way

For more information about the Roseville Shade Tree Program—call 774-5647, or visit [www.RosevilleElectric.org](http://www.RosevilleElectric.org)

**GO GREEN!**  
Sign-up today.

You are not required to choose a renewable energy product—Roseville Electric simply wants to give you the option to choose a higher level of clean energy.

If you are interested in participating in a Green Energy program, please return this coupon with your utility payment.

Or, sign-up online at—  
[www.RosevilleElectric.org](http://www.RosevilleElectric.org)  
call 79-POWER (797-6937)

### ROSEVILLE ELECTRIC'S Clean Energy / Green Energy Products

YES, I want Green Energy. I choose the following product(s):

- ☐  **RE-Green 50™** (1/2 cent per kwh more than my standard rate)
- ☐  **RE-Green 100™** (1 cent per kwh more than my standard rate)
- ☐  **RE-NEW™ Green Fund** (1 cent per kwh more than my standard rate)

Signature

Print Name (as it appears on bill)

Address

State

Zip

Phone

WE MATCH YOUR CONTRIBUTION DOLLAR FOR DOLLAR!





## BEN'S CORNER

### Energy Cryptogram

There are energy messages hidden in this secret code! *Can you crack the code and solve the secret message?*

In this code, one letter stands for another. For example, if the letter H stands for the letter S in the code word below, it will equal S throughout that sentence. Single letters, short words and words with an apostrophe give you clues to locating vowels. The solution can be found by trial and error, using the letters translated in the code word that is given.

#### EXAMPLE:

Code Word: L W H A R T Z X

Translation: G A S O L I N E

#### PUZZLE:

H A R W K X Z X K L D T H O R X W Z

W Z B K X Z X E W C R X

W Z B K X Z X E W C R X  
A N D R E N E W A B L E

S O L A R E N E R G Y I S C L E A N

H A R W K X Z X K L D T H O R X W Z

ANSWER:

Reprinted from the Department of Energy web site  
www.eia.doe.gov/kids

## New Rebate Program COMING SOON!

Roseville Electric will soon announce this year's rebate incentives on energy-saving products and services. Details are still in the works, but current programs will continue featuring generous rebates, and new to the program will be rebates for air conditioning maintenance.

Get the latest details on available rebates by visiting [www.RosevilleElectric.org](http://www.RosevilleElectric.org), or by calling the 24/7 Rebate Info Line at 774-5110.

### ► Incentives for Air Conditioning Maintenance

## UPDATE • Roseville Energy Park CEC Accepts Roseville Energy Park Application

On December 17, 2003, the California Energy Commission (CEC) accepted Roseville's application to construct and locally operate a 160-megawatt power facility that would meet about half of the city's current electric needs. The acceptance began the CEC's 12-month review process, which includes numerous opportunities for the public to comment on the project and to participate in the review process. The CEC will also be looking at the project's impacts on the public's health and safety, the environment and overall electrical system.

CONCEPTUAL ILLUSTRATION



► The commission will hold several public meetings and hearings to provide a forum for any public concerns. The latest information and schedule is available on the CEC web site at [www.energy.ca.gov/sitingcases/roseville](http://www.energy.ca.gov/sitingcases/roseville), or by contacting CEC Project Manager Bob Eller at [BEller@energy.state.ca.us](mailto:BEller@energy.state.ca.us).

## Homes Built to the RE Advantage Homes Gold Standard Save Big \$\$\$ on Summer Energy Bills



From the outside, homes bearing the Advantage Homes Gold logo don't look any different than the less-efficient homes of neighbors. It's on the inside that you'll feel the difference in the home's quiet and consistent comfort. And when summer energy bills arrive reflecting a savings of up to 35 percent, the new Advantage Home's beauty really shines through.

Roseville Electric and SMUD are partnering to create a new standard for homes built with efficiency in mind. The Advantage Homes Gold program offers homebuilders financial incentives to encourage them to add energy-smart features that include:

- Ultra high-efficiency, correctly sized air conditioning systems
- Zoned systems for two-story homes or those larger than 2500-square feet
- Properly designed, tight and insulated duct systems
- ENERGYSTAR® qualified, selective Lo E<sup>2</sup> windows that keep in comfort and filter out ultraviolet rays

The new program debuted in February, so you can expect to see the Advantage Homes Gold symbol appearing in builders' ads and on model homes very soon. If you're in the market for a new home, look for the homes that have earned our endorsement and get the advantage of lower energy bills and greater comfort.

More information will soon be available at  
[www.AdvantageHomesGold.info](http://www.AdvantageHomesGold.info)

ELECTRIC DISPATCH is published for Roseville's residents by Roseville Electric. ©2004. Comments and suggestions are welcome—please send to the attention of Bev Van Arkel.

2090 Hilltop Circle, Roseville, CA 95747-9704  
916/ 797-6937 • 916/ 774-5220 TDD  
916/ 774-5428 24-HR OUTAGE HOTLINE

Find us on the web—[www.RosevilleElectric.org](http://www.RosevilleElectric.org)



Your City Electric Utility

1.04.35 RECYCLED PAPER

## ROSEVILLE ELECTRIC'S Clean Energy / Green Energy Products



These sources are clean, natural and will last forever. Choose **RE-Green 50™** and for half a penny more per kwh, you are guaranteed that 50 percent of the electricity purchased by Roseville Electric to meet your usage requirements comes from sustainable renewable energy sources. And it's only \$2.50 per month based on usage of 500 kwh per month.



This is an opportunity to make a real difference—to make it clear that you want a clean environment. By choosing **RE-Green 100™** you are guaranteed that 100 percent of the electricity purchased by Roseville Electric to meet your usage requirements comes from environmentally preferred renewable energy sources. The cost for **RE-Green 100™** is 1 cent per kwh more, or \$5.00 per month based on usage of 500 kwh per month.



By selecting the **RE-New™ Green Fund** you will be contributing to an account used to build new renewable energy systems right here in Roseville. The city's Ray Sharpe Memorial Fire Station No. 6 is a perfect example of the **RE-New™ Green Fund** at work. This state-of-the-art station is equipped with a rooftop PV array and produces enough energy to power 3 typical Roseville homes. Feeding energy directly into the power grid, all customers benefit from this clean, green renewable energy. The cost for **RE-New™ Green Fund** is 1 cent per kwh more, or \$5.00 per month based on usage of 500 kwh per month. Customer contributions to this fund will be matched, dollar for dollar, with Roseville Electric Public Benefits Funds.

Call 79-POWER (797-6937)