



ROSEVILLE ELECTRIC
RELIABLE ENERGY • DEPENDABLE SERVICE

Electric Dispatch

Shade Trees: FREE to Our Customers!

Fall is the best season to plant trees and a great time to take advantage of our free shade tree offer. The program provides up to three shade trees at no cost when you follow three easy steps:

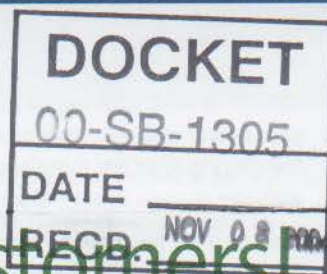
Cool Facts About Shade Trees

- The right tree planted in the best place for shading can reduce your home's cooling costs by 25 percent.
- Savings on energy bills with a single 15-year-old tree can add up to more than \$50 a year.
- Trees and other plants provide evaporative cooling and shade—which can lower ambient temperatures by up to 10 degrees.

- 1 Attend a community meeting outlining the basics of care, site selection and planting.
- 2 Schedule a site visit by one of our experts to help you choose where and what kind of trees to plant for maximum shade.
- 3 Come to a planting demonstration where you'll pick up your free trees, stakes, ties and fertilizer. You'll also get care instructions on helping your trees grow strong and healthy.

Since we started the program more than 10 years ago, we've helped residents and businesses plant more than 11,000 trees—lowering our customers' energy bills while sprucing up our community.

- For workshop dates and locations, visit the Shade Tree section of Roseville Electric's web site at www.RosevilleElectric.org or call the Shade Tree Calendar at 916-774-5647 ext. 2.



Tired of Writing Us a Check Every Month?

Then stop—and instead sign up for the City of Roseville's new automatic bank drafts (ABD). Once you set up your automatic deduction, the total amount of your utility bill will be electronically debited from your bank account on your utility bill due date, or within two business days after. How simple is that?

It's fast and easy to get started—and you can stop the service at any time.

- If you're the account or co-account holder, simply fill out the ABD Application Form, available on the city's web site at www.roseville.ca.us or by calling 774-5300.
- Once you complete the form, attach a voided check from the bank account you wish to use.
- Return the form and check to: Finance/Utility Billing Department, 311 Vernon Street, Roseville, California 95678.

Remember, you can also pay your utility bills by cash, credit card, money order, or personal check.

If you have questions or need help getting started, feel free to call 774-5300.

New Format for At-A-Glance Reading

We're updating the newsletter to a quick-read, four-page format to match today's busy lifestyle. The new design features shorter articles that may refer you to the web site for more details.

LIKE IT? HATE IT?

Want to read about something we're not covering? Let us know what you think about the new style by e-mailing us at RosevilleElectric@roseville.ca.us or by calling 79-POWER (797-6937).

Award-Winning Communications Reaches Out to Roseville



We do our best to reach everyone who calls Roseville home. To do that, we support an outreach program that received top honors for 2003 from the California Municipal Utilities Association. Our yearly efforts include:

- Newsletters for residents and businesses
- Web site with e-mail access for customers
- Roseville Shade Tree Program
- Street fairs and events
- Annual community volunteer project
- Living Wise program in schools
- Student art calendar contest
- Earth Day essay contest
- Channel 14 (government access) programs
- Rebate programs to encourage efficiency
- 24-hour rebate program information line
- Online RE-View™ Energy & Water Audit
- Direct mail and bill inserts
- Rate assistance for those in need
- Green Energy Ambassador volunteer program
- Neighborhood Santa parade

Yes, we like to talk, but we also like to listen. If there's something more you'd like to see us doing, let us know.

► You can reach us by e-mailing rosevilleelectric@roseville.ca.us or by calling 79-POWER (797-6937).

References used for newsletter articles:

http://www.energy.ca.gov/releases/1999_releases/features/1999-feature-06.html

http://www.eere.energy.gov/consumerinfo/energy_savers/winter/winter.html

<http://www.ushistory.org/franklin/>

<http://www.pbs.org/benfranklin>

http://www.powerhouse.tv/stellent2/groups/public/documents/pub/phtv_yh_la_index.hcsp

Q What can I do to make my home more comfortable and reduce my energy costs?

A PLENTY!

It's a good time to evaluate how your house dealt with the summer heat and to make it ready for the cold and (hopefully) rainy weather ahead. Here are a few simple steps to take now to keep bills low and comfort high—

• Take advantage of the Check Me!™ rebate

If you haven't done so, take advantage of our rebate for the CheckMe!™ air conditioner diagnostic test and have your air conditioning/heating system checked out at the same time. The rebate offer only applies to the CheckMe!™ air conditioning analysis, but the duct testing also applies to your heating system. Make sure to ask the contractor to check your heating system, as well, with the understanding you will cover any additional costs. Remember, if your heater and air conditioner need maintenance or repairs, fall is a perfect time to have them done. Find out more about CheckMe!™ in the Residential Rebate section of our web site at www.RosevilleElectric.org.

• Earn \$10 off your bill by doing our online energy audit

Our RE-View™ online energy and water audit can reduce energy costs and earn you \$10 off your energy bill. It only takes 20 to 30 minutes to complete and the audit will give you a detailed look at where your energy dollars are going and how you can reduce costs. This \$10 bill credit offer ends September 30.

• Change your filters

Don't forget to change your filters once a month to keep your system operating at its best.

• Test for and seal leaks

A drafty house can cost you dearly and keep you warm in the summer and cold in the winter. Test for leaks on a windy day by holding a lighted incense stick near doors, windows, and any areas where pipes or electric wires come into the house. If the smoke stops drifting up, there's a good chance you've found a leak. Seal leaks with weather stripping, spray foam, or caulking. You can also place pre-cut foam gaskets behind outlets and switch plates.

• Take a look at your windows

Consider replacing any existing single-pane windows with today's high-performance windows. Windows and doors can be responsible for summer heat gain and up to 50 percent of the heat loss that takes place in winter, so it might make sense to put the money into upgrading windows instead of high energy bills. If you can't afford to replace windows, make sure they are sealed properly and will lock tightly. Also make sure to close curtains or blinds at night in the winter and during the day in the summer.

• Install or use a programmable thermostat

If you don't have a programmable thermostat, consider installing one. And if you have one, make sure it's set at 78° in the summer (84° on the very hottest days) and for winter temperatures—between 60° and 70° when you're home and 55° at night or when you will be away for several hours. Automatic temperature adjustment takes the guesswork out of using your system most efficiently.

• Insulate to today's standards

If your home is older, make sure it is adequately insulated. For very little investment, you can prevent cooling and heat from escaping by adding insulation to ceilings, walls, and floors.

• Prevent heat from going up the chimney

Make sure your fireplace damper is closed when your fireplace is not in use and install tightly sealing glass doors to prevent energy dollars from going up the chimney.

Replacing windows or significantly upgrading your insulation can be expensive, but most weatherizing can be done for a few dollars and a little time. Roseville Electric also offers rebates that help offset the cost of installing high-performance windows and increasing insulation in ceilings, walls, and floors.

For more energy-saving tips and information on Roseville Electric's residential rebate program, visit www.RosevilleElectric.org, or call 79-POWER (797-6937).

What's New at Roseville Electric

Bye-Bye Wires



This fall marks the start of a long-range project that will eventually move all overhead power lines underground. The project, expected to take up to 80 years, will make Roseville more attractive and improve electric reliability by eliminating outages caused by trees and other hazards. One of the first neighborhoods to go underground is our oldest—Roseville's historic district, pictured in these photos.



Utility Resource & Education Center Takes Shape

Committed to the task of providing for the needs of a growing community and the certainty that the efficient use of resources and technology will positively impact the future quality of life and well being of Roseville, Roseville Electric is teaming with Roseville's Environmental Utilities and Parks & Recreation Departments to create a state-of-the-art Utility Resource & Education Center. Due to open in early 2007, the center will be part of the proposed new Mahany Library complex.

The landmark center will offer Roseville residents, businesses, local schools, and industry design professionals a unique opportunity to experience concepts, participate in hands-on demonstrations, and attend workshops and learning events sponsored by Roseville Electric and Roseville's Environmental Utilities Department. Displays, workshops, and events will focus on efficient and emerging electric and water technologies, sustainable design, and resource management. In addition, the center will help our community's children understand the importance of balancing our use of resources with the need to live responsibly through new technologies and personal action.

Play your part of Roseville's future

The center will also provide opportunities for individual and corporate sponsorships. Opportunities to participate in this innovative community resource include donor recognition for providing funding for educational programs, sponsoring onsite exhibit spaces featuring new technologies, equipment contributions, and other ideas still under development.

If you are interested in becoming a sponsor, please contact Marty Bailey at 916-774-5617.



House shopping?



If you're in the market for a new house, make sure you look for the Advantage Homes® Gold symbol. The joint program of SMUD and Roseville Electric signifies homes that use special energy-saving products and construction methods to reduce summer cooling bills by up to 35 percent. Energy-smart features and extra insulation make Advantage Homes quiet and comfortable, too.

Find out more at www.advantagehomesgold.info.

A Greener Future

During our fiscal year from July 2003 through June 2004, Roseville Electric invested \$330,000 in renewable energy resource development.

Our commitment to supporting renewable energy includes—

- Giving customers the chance to pay just a little extra to allow us to purchase their power needs from green energy sources.
- We also provide rebates to customers who install solar photovoltaic (PV) systems on their homes and businesses.
- And we're investing in local generation projects, like the rooftop solar generation on Ray Sharp Memorial Fire Station No. 6 and another proposed for soon-to-be-built Fire Station No. 7.

ROSEVILLE ENERGY PARK UPDATE Moving Through the Process

Roseville's new power plant continues to move along through the California Energy Commission's approval process. To get the latest progress update, visit the CEC's web site section devoted to the project at www.energy.ca.gov/sitingcases/roseville/index.html. Once approved and constructed, the facility is expected to provide about 60 percent of Roseville's electricity needs.

What Goes into Your ENERGY MIX



Like the labels on clothing and food, our Power Content Label tells you exactly what sources go into providing the electricity you use. In addition to reports provided in this newsletter each quarter, Roseville Electric provides a yearly breakdown to give our customers a clear look at the power sources used to provide energy to our standard and green energy customers.

As you can see, we do our best to support renewable energy by providing power from geothermal, solar, small hydroelectric plants, and wind sources.

Compared to the state average of 8 percent, Roseville Electric gets 14 percent of its power from renewable sources. When large hydroelectric power generation is added to the mix, Roseville Electric provides 59 percent renewable energy compared to 28 percent statewide.

Roseville Electric's Third Quarter of 2004 Annual Projection

| POWER CONTENT LABEL | | | | |
|---------------------|-----------------------------|--------------------------|---------------------------|--------------------------------------|
| ENERGY RESOURCES | RE Total System (projected) | RE Green 50* (projected) | RE Green 100* (projected) | 2003 CA POWER MIX** (for comparison) |
| Eligible Renewable | 11% | 42% | 100% | 8% |
| Biomass and waste | 1% | 1% | 0% | 2% |
| Geothermal | 7% | 36% | 89% | 3% |
| Small hydroelectric | 2% | 5% | 11% | 2% |
| Solar | 0% | 0% | 0% | <1% |
| Wind | <1% | <1% | 0% | <1% |
| Coal | 11% | 5% | 0% | 18% |
| Large Hydroelectric | 43% | 18% | 0% | 20% |
| Natural Gas | 28% | 32% | 0% | 42% |
| Nuclear | 7% | 3% | 0% | 12% |
| Other | 0% | 0% | 0% | 0% |
| TOTAL | 100% | 100% | 100% | 100% |

* 56% of RE Green 50 and 100% of RE Green 100 is specifically purchased from individual suppliers. 41% of RE Total System Mix is specifically purchased from individual suppliers.

** Percentages are estimated annually by the California Energy Commission based on the electricity sold to California consumers during the previous year.

For specific information about this electricity product, contact Roseville Electric. For general information about the Power Content Label, contact the California Energy Commission at 1-800-555-7794 or www.energy.ca.gov/consumer.

It's the only
home we
have. Help
keep it clean.

When you choose green energy, you become part of the solution. Our RE-Green50™, RE-Green100™, and the RE-New™ Green Fund allow us to buy energy from renewable sources and to fund local renewable generation facilities.

FIND OUT HOW EASY IT IS TO DO YOUR PART FOR THE FUTURE.

Visit the Green Energy section of our web site at www.RosevilleElectric.org or call us at call 79-POWER (797-6937).

Roseville Electric's Annual Report of Actual Purchases for Electric Power Mixes in 2003

| POWER CONTENT LABEL | | | | | | |
|---------------------|--------------------------|-----------------------------|-----------------------|--------------------------|------------------------|--------------------------|
| ENERGY RESOURCES | RE Total System (actual) | RE Total System (projected) | RE Green 50* (actual) | RE Green 50* (projected) | RE Green 100* (actual) | RE Green100* (projected) |
| Eligible Renewable | 14% | 13% | 53% | 57% | 100% | 100% |
| Biomass and waste | 2% | 2% | 1% | 1% | 0% | 0% |
| Geothermal | 10% | 8% | 44% | 49% | 86% | 90% |
| Small hydroelectric | 2% | 2% | 8% | 6% | 14% | 10% |
| Solar | 0% | <1% | 0% | <1% | 0% | 0% |
| Wind | <1% | 1% | <1% | <1% | 0% | 0% |
| Coal | 9% | 7% | 5% | 4% | 0% | 0% |
| Large Hydroelectric | 45% | 30% | 25% | 15% | 0% | 0% |
| Natural Gas | 26% | 39% | 14% | 19% | 0% | 0% |
| Nuclear | 6% | 11% | 3% | 5% | 0% | 0% |
| Other | 1% | <1% | 0% | <1% | 0% | 0% |
| TOTAL | 100% | 100% | 100% | 100% | 100% | 100% |

1 Explanation of Variance: Change is due to increased water supply for hydroelectric generation, resulting in a change in Natural Gas and Geothermal requirements.

* 71% of RE Green 50 and 100% of RE Green 100 is specifically purchased from individual suppliers. 42% of RE Total System Mix is specifically purchased from individual suppliers.

For specific information about this electricity product, contact Roseville Electric. For general information about the Power Content Label, contact the California Energy Commission at 1-800-555-7794 or www.energy.ca.gov/consumer.

Roseville Electric is pleased to comply with the Public Utility Commission Section 398.1(b) which requires retail suppliers of electricity to disclose fuel source information about the electricity being sold to consumers.

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

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Find us on the web—www.RosevilleElectric.org



Your City Electric Utility

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