



Electric Dispatch

YOUR ELECTRIC UTILITY FOR OVER 100 YEARS | NOVEMBER 2013

Roseville Electric Brightens Your Holidays

At Roseville Electric, we are always looking for inexpensive and convenient ways to help our customers save on energy costs. That's why we're excited to once again offer Roseville residents our Holiday Light Exchange. The Holiday Light Exchange is available to any Roseville resident with an active Roseville Electric account. All you have to do to take part is exchange your costly, old, fragile incandescent holiday light bulbs with the latest lighting technology provided by Roseville Electric, free of charge.

Exchanging your lights is easy. Beginning November 5, bring up to three strands of your old incandescent holiday lights to the Roseville Utility Exploration Center, 1501 Pleasant Grove Boulevard, during

normal business hours. Then, fill out a Holiday Light Exchange participation card and trade in your old holiday lights for new LED holiday lights.

Light emitting diodes (LED) use 90 percent less energy than traditional holiday lights. Not only that, LEDs burn significantly cooler, greatly minimizing the risk of fire. And since LEDs are constructed of extra tough plastic, unlike the outdated holiday lights you're used to, they are virtually indestructible.

Roseville Electric's Holiday Light Exchange program was developed three years ago to introduce Roseville Electric customers to the energy savings of LED holiday lights and to encourage them to upgrade all of their home lighting to

this amazing technology. Sims Recycling Solutions, Sacramento's top electronic recycler, will safely recycle the old holiday light strands making your efforts even more green.

Hurry, this offer is only available while supplies last!

For more information, call **79-POWER (797-6937)** or visit www.roseville.ca.us/holidaylights

Stay connected with us at www.roseville.ca.us/electric, on our social media portals and by phone at **(916) 79-POWER (797-6937)**.

Roseville Electric Cares About Our Community

Each year, Roseville Electric employees donate to local charities through the City's REACH campaign. It's our way of giving back to the community and is a voluntary program for employees to take part in by setting aside a portion of their pay to support worthy local non-profit groups.

In addition to those efforts, one organization we support is the Roseville Care Center on Cirby Drive. Our employees have generously donated holiday gifts to the residents of this care center for more than 20 years.

It started many years ago when a Roseville Electric employee drove to the facility on a service related call during the holidays and noticed the center's "Angel Tree tags" were unfulfilled with just a few days before Christmas. Because of the kindness of that employee and the thoughtfulness of all of our employees, giving to this wonderful organization has become an annual tradition here at Roseville Electric – and one we look forward to helping every holiday season.

Roseville Holiday Tree Lighting Ceremony



Kick off Your Holiday Celebrating at this Year's Annual Christmas Tree Lighting Celebration,

**6:30 p.m., Thursday, December 5
at Vernon Street Town Square, 311 Vernon Street**

The City Council will join together to light the City's official Holiday Tree at 6:30 p.m. To encourage Roseville residents to save energy and money on their utility bills, the tree will be decorated with thousands of colorful LED lights by Roseville Electric crews and will be topped with a special blue star, symbolizing the city's support of all the men and women who serve in public safety.

Roseville's children will get a chance to tell Santa if they were naughty or nice this year when he makes an appearance inside the Civic Center's Rotunda. The ever-popular kids fun zone will be back in action again this year and will feature bounce houses and an inflatable obstacle course. There will be many photo opportunities throughout this event, so don't forget to bring your camera along to capture all the magical holiday moments this evening has in store for you. Many of the merchants on Vernon Street will have their stores decorated for the occasion and will stay open late for holiday shopping. Craft and food vendors will also be on hand.

Stop by Roseville Electric's booth to learn more about LED lights and the Holiday Light Exchange (www.roseville.ca.us/holidaylights)



Visit www.roseville.ca.us/rebates or call **(916) 79-POWER (797-6937)** to start saving today.

Roseville Electric **Holiday Closure Schedule**

During the holiday season, the City of Roseville closes its administrative offices between Christmas and New Year's Day. This year Roseville Electric will observe the following closure days and times:

Wednesday, December 25, 2013 -
Wednesday, January 1, 2014. As always, Roseville Electric crews will be available 24 hours a day to respond to outages.



Smart Power Strips **Save On Energy Costs**

Electronics are some of the most popular gifts to give and receive during the holiday season. They also contribute to energy waste—consuming electricity and drawing power, even when powered off. That's why we recommend adding "smart" power strips to your shopping list this holiday season. They reduce the power consumed by all kinds of electronics, from TVs, computers and fans, to phone chargers, game consoles and other electronic devices. Since constantly unplugging these items can become a hassle, smart power strips can effectively do so for you. There are three types of smart power strips currently available:

Timer-equipped: These power strips have outlets that are controlled by programmable timers. Devices plugged into them can be scheduled to automatically turn off or on at designated times of day or night.

Occupancy sensing: Occupancy sensing power strips have outlets that are controlled by a motion detector. Devices plugged into them can automatically turn off or on in response to your physical presence, or after a user-defined period of time elapses (e.g., anywhere from 30 seconds to 60 minutes).

Current sensing: These power strips can automatically turn several outlets off or on when they detect that a monitor (plugged into the "master outlet") either enters a low powered sleep mode, is turned off, or is turned on. Used in combination with monitor power management features, these power strips can turn just about any electric device off and on automatically.

Smart power strips like these are available at most department stores and electronics retailers. For more information about the benefits of using smart power strips to reduce energy costs, call 79-POWER (797-6937) or visit www.roseville.ca.us/vampirevoltage



POWER CONTENT LABEL		
ENERGY RESOURCES	2012 POWER MIX (Actual)	2011 CA POWER MIX**
Eligible Renewable	23%	15%
-- Biomass & Waste	4%	2%
-- Geothermal	12%	5%
-- Small Hydroelectric	0%	2%
-- Solar	<1%	<1%
-- Wind	6%	5%
Coal	5%	8%
Large Hydroelectric	17%	13%
Natural Gas	55%	37%
Nuclear	1%	16%
Other	0%	0%
Unspecified sources of power*	14%	12%
TOTAL	100%	100%

*"Unspecified sources of power" means electricity from transactions that are not traceable to specific generation sources.

** 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

Fee Changes Effective This Month

Beginning November 5, the \$10 flat rate currently assessed for making late payments on City of Roseville utility bills will be 5 percent of the total amount of charges billed for that month. (While this is a change for the City of Roseville, a percentage based late payment fee system is standard in the utility industry and encourages prompt payment.) To provide feedback about these updates, please email us at utilityfeedback@roseville.ca.us

What is a Power Content Label?

The California Energy Commission requires all utilities annually publish a Power Content Label, which documents the source of the utility's power generation.



Sign up to receive Roseville Electric's e-Newsletter when you visit www.roseville.ca.us/portal and subscribe.



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Find us on the web:
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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