

Business Partners

Your Electric Utility for Over 100 Years

WINTER 2014



World's Most Powerful E-Waste Recycling Machine Built In Roseville



SIMS Recycling Solutions of Roseville recently installed a high-energy efficiency recycling machine called the "Grizzly". Named after California's state animal, the California Grizzly Bear, this miracle of modern engineering is the world's most powerful electronic waste recycling machine.

Created by its talented in-house engineering team using the most efficient manufacturing methods available, the Grizzly allows SIMS to receive, handle, and recycle higher volumes of e-waste material more efficiently, in significantly less time. Custom-built for use in Roseville, the Grizzly has increased the center's processing capacity by 36.4 million pounds per year while using 207 fewer kilowatts (equals 2,898 kwh) of energy per day than the equipment it replaced.

State-of-the-art innovations such as the Grizzly might lead you to believe, that like

most recycling companies, SIMS makes recycling its sole priority. After all, it is part of SIMS Group, the world's largest metal, complex consumer goods and electronics recycler. The company's motto, "The best way to recycle is to reuse," says otherwise. So, not surprisingly, whenever possible, SIMS chooses to reuse first and recycle second – a practice that is unheard of in the recycling industry.

In fact, SIMS is so committed to its philosophy, the company opened a successful eBay store that resells non-recycled high-end electronics equipment. This holistic approach is not only environmentally friendly, but it offers added value and convenience to its customers.

SIMS Recycling Solution's dedication to preserving our environment doesn't end here. The company also happens to be one of our most valued partners at the

Roseville Utility Exploration Center. SIMS recycles e-waste dropped off at the center, and provides funding support for our IDEAScape Project.

This groundbreaking program features a hands-on outdoor learning environment designed to inspire visitors to incorporate environmentally beneficial actions into their daily lives. It's just one more example of how SIMS is doing its part to make the city of Roseville greener and improve our way of life.



Roseville Electric

Roseville Electric Hires New Operations Chief



Roseville Electric recently hired electric industry veteran, Jason Grace, to oversee the utility's operations. As Electric Operations Manager, Grace's duties include planning, organizing, directing, and coordinating the activities of all electric operations, from installation and construction, to operations and maintenance. The Operations Division is charged with ensuring that the city's electric system operates reliably, safely and efficiently.

"My long-term vision for Roseville Electric includes commitment to providing first-class service to our customers by operating and constructing a safe, innovative and reliable electric system while maintaining a work environment that fosters safety, employee development, respect and uncompromising integrity," said Grace. "I feel very fortunate to be in this rewarding industry serving the people of Roseville."

Grace comes to Roseville Electric from the Merced Irrigation District, where he held a similar leadership role as its Energy Resources Superintendent. He began his professional career working in the field with construction crews. After rising through the ranks to become a Distribution System Operator, Grace was transferred into the Merced District's Electric Transmission and Distribution Department, where he was quickly promoted to working on electric design and inspection.

From there, he advanced to his first position in management, where he developed plans, assigned staff functions, budgets, schedules and directed line-crews and outside contractors. Clearly, he is looking forward to continuing Roseville Electric's long held tradition of rising to the challenge of meeting the ever-changing needs of its customers.

In-house Pole Testing Saves Time, Money



Roseville Electric is continuously seeking out innovative new ways to operate smarter and run more efficiently. It's good for us, it's good for our customers and it's good for our community. Doing our electric pole testing in-house is another cost saving measure we've recently implemented to help us do just that.

In the past, our pole testing was subcontracted out to a third party and consisted of using inaccurate, outdated analog equipment, multiple steps and unreliable results. In fact, the results were so inaccurate and the testing equipment

so unreliable, that at times, two different testers would often get two different results when testing the same poles. Plus, the process involved the removal of concrete at the base of the poles, requiring additional manpower and machinery to complete the testing process.

All that ended 18 months ago when we began using our own in-house testers and new, state-of-the-art digital pole testing equipment. Our in-house team can be trained to use the new equipment in 15 minutes and they can tell whether poles are good or bad in less than 10 minutes.

And because the new equipment is portable and easy to use, our testers can test poles more frequently, take less time doing so, and achieve more consistent and more accurate testing results.

The new equipment also works without the need to remove concrete. Now, when bad poles are identified, all the data necessary to replace them is taken on site at the same time. So, now our new services engineers can receive all the information they need to replace the poles without having to make multiple trips to the site.

Our success with in-house pole testing has not gone unnoticed. Neighboring utilities have learned how our new pole testing process is saving us time, money and valuable resources and have expressed strong interest in using it in their communities. Needless to say, we are happy to play a part in helping others benefit from this exciting new technology.



Roseville Electric Customers Opting To Adopt New Technology

This year we are excited to report that many of our customers are beginning to take advantage of the significant benefits of adopting new technologies such as LED lighting. Not only because they conserve energy and reduce energy costs, but also, as it turns out, for aesthetic reasons. LED lights not only offer a reduction in wattage of up to 80%, the high quality light they provide can make products much more visually appealing.

Indoor-retailers in Roseville have found that LED lights make products look more attractive and inviting to customers. While more expensive initially, because of savings on energy costs and the added cosmetic benefits, area business are finding that LED lights more than earn their keep.

Reliable Buick GMC Cadillac, at The Roseville Automall, has found that LED lights make its cars show much better to prospective car buyers – especially at night. The consensus there is that LED lighting enhances high finish auto paint

exceptionally well. However, adding LED lights to the popular dealership didn't happen over night.

"Integrating LED lighting here has been a three year process. When we first looked into using LED lights, good auto dealership LEDs for outdoor lighting weren't available," said Bruce Westrup, the auto dealer's President. Westrup's patience paid off and he made sure when outdoor LEDs were available, they were installed throughout the dealership, to make its cars as eye catching to car buyers as possible.

"You don't see a successful jewelry store with bad lighting. Why should cars be any different?" As an organization, we are hoping that in the coming new year, even more of our customers will enjoy similar success by adopting new technologies.

Changes To Late Fees

Beginning on November 5, the \$10 flat rate currently assessed for making late payments on Roseville Utility bills will be 5 percent of the total amount of charges billed for that month. Why are we instituting this change? In the best interest of our customers, we feel obligated to create a fair and equitable late payment fee system for all of our valued customers, while still creating enough of a disincentive to encourage them to remit payment by their due date. While this is a new policy for the City of Roseville, a percentage based late payment fee system is standard in the utility industry. To provide feedback about these updates please email us at utilityfeedback@roseville.ca.us.



Roseville Electric

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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

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What is a Power Content Label?

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



Staying Connected Via Social Media

Roseville Electric customers can get the latest updates when they follow us using their favorite social media tools. Follow us on Twitter **@RsvElectricPIO** and "like" our Facebook page (**Roseville Utilities**) to receive news about your community-owned electric utility.