Spring 2014 Western Load Research Association Conference
April 9—11, 2014
San Francisco, California

Roseville Electric Status Update

General Information

The City of Roseville is an incorporated city with a population of more than 122,000 residents, located in Placer County off of Interstate 80, approximately 16 miles northwest of Sacramento, California. The City of Roseville is a Charter city operating under the City Council/City Manager form of government.

Established in 1912, Roseville Electric is the City of Roseville's electric utility provider. Its 137 employees proudly serve 55,000 residential and business customers. As a municipal owned utility, Roseville Electric's primary purpose is to provide affordable, safe, and highly reliable electricity to the businesses and residents of Roseville.

Roseville Electric serves an area of approximately 43 square miles, coterminous with the City's borders, and has more than 144 miles of overhead lines, 700 miles of underground miles, and 17 substations.

System Peak (in MW)

- 2007 — 343
- 2008 — 338.4
- 2009 — 335.7
- 2010 — 323.7
- 2011 — 331.4
- 2012 — 312
- 2013 — 330

2090 Hilltop Circle
Roseville, California 95747
www.roseville.ca.us

CITY OF ROSEVILLE CALIFORNIA

Load Research Information

Roseville Electric's Load Research Program was designed in late 2000. Commercial and residential services were included in the study, and sample sizes were calculated to achieve a 90% confidence level.

Roseville Electric utilizes load research data to better understand customer behavior, improve the allocation of costs among rate classes, assess true costs of serving specific load shapes, determine revenue Requirements, design rates, forecast load, and evaluate distribution equipment sizing.

Over the last ten years, the sample population for the load research study has been modified from the base year to reflect the rapid growth in the City of Roseville and the changing demographics of the utility's customers.

The load research study sample was revisited in 2013 to ensure that the sample size was appropriate and producing the desired level of precision. Additional load profile meters have been placed on commercial and residential premises as determined by sample verification.

The following is a summary of current Metering Sites for our Load Research Samples:

STUDY	Number of Sample Sites
Single Family	188
Multi Family	95
Small Commercial	135
Medium Commercial	132
Large Commercial	27
Industrial	9
TOTAL	**586**

Load Research and Forecasting Staff

Philip McAvoy	Electric Rates & Financial Administrator	(916) 774-5689	pmcavoy@roseville.ca.us
Joanna Cucchi	Senior Electric Business Analyst	(916) 746-1609	jcucchi@roseville.ca.us
Glenn Hoffman	Electric Business Analyst II	(916) 746-1670	ghoffman@roseville.ca.us