



the **SWITCH**

Merced Irrigation District Electric Services Update Newsletter  
Winter 2002–2003 Edition

## Current News

It has been a busy year for the Electric Services Division. Both customer bases have been growing at an exciting pace. One of our larger contracts is with the new Merced Marketplace. The development, located on West Olive and Austin Avenues is scheduled to open in August 2003 and will include a Lowe's, Best Buy, Linen's & Things, Pier 1 Imports and a 22,000-square-foot Barnes and Noble.



*By Jem Brown,  
Manager of Business  
Development,  
Electric Services*

The Merced Marketplace is one of several large commercial developments that the Merced Irrigation District has been contracted to provide power to within the last year. |



ARTIST'S RENDERING OF MERCED MARKETPLACE |



# Industry Connections

To stay in the forefront of industry information and to help us provide our customers with the best possible service, the Electric Services Division has established numerous partnerships with state and national associations that assist the District. The following are a few of the associations that Merced I.D. belongs to:

**American Public Power Association (APPA)** APPA is the service association for the nation's public power utilities. The association



provides a number of training opportunities in the technical, management and policy areas of the industry, which many of our engineers and management staff regularly attend. APPA also provides representation before Congress, federal agencies and the courts for the utilities. It also offers joint advertising and promotional materials that the District can take advantage of.

**Northwest Public Power Association (NWPPA)** NWPPA is an international association representing and serving consumer-owned, locally-controlled utilities in the Western U.S. and Canada.



NWPPA provides effective education seminars, accurate and effective public and industry information, forums, and government relations.

**ESource.com** ESource is a research group dedicated to electric utilities that keeps the Merced I.D. informed about customer issues and identified industry trends through the use of market research. The organization conservation and detailed information for Merced I.D.'s core market



of small business and residential markets. ESource also helps to keep the Electric Services Division on top of current trends from a technology standpoint. |

The Electric Services Division wants to save you money!

# Public Benefits

One way is through energy conservation incentives for commercial and industrial customers

**Commercial and Industrial Properties** Commercial properties' owners can take advantage of Merced I.D.'s cost saving offerings by evaluating and installing energy-

## Future Public Benefit Programs

The following are future public benefit / conservation offerings that the Electric Services Division will be implementing:



*“Our annual savings from our lighting retrofit for Golden Valley High School is estimated at \$29,330 per year, and our savings at Merced High School is \$4,400!”*

**MICHAEL BELLUOMINI,**  
*DIRECTOR OF FACILITIES  
PLANNING FOR MERCED UNION  
HIGH SCHOOL DISTRICT*

saving projects within their businesses. Merced I.D. will pay a rebate for the energy conservation based on the total kwh's saved over one year at a rate of \$0.08/kwh or \$75.00 per Kw for projects that can reduce demand by at least 100kw. Interested businesses need to prepare and present a proposal which includes: a description of the project, a project cost estimate, and estimated annual energy savings. For more information, contact: Jem Brown at (209) 722-5761.

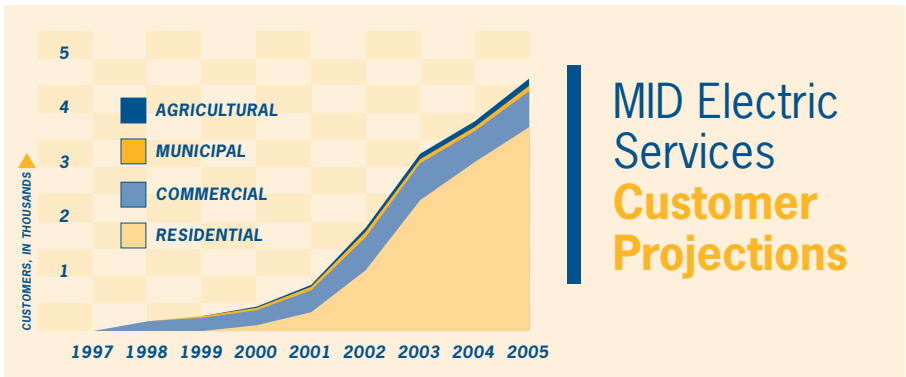
- Rebates to developers/home builders that meet certain energy efficiency guidelines
- Rebates to residential and small commercial customers for energy efficient appliance and lighting purchases
- Renewable energy program: wind generation, mini-hydro, solar, fuel cells and electric vehicles

In an effort to keep customers informed about the expansion and growth efforts of the Electric Services Division and the trends of the electric market throughout the state and the Western United States, the Merced Irrigation District hosted its annual customer forum on October 10 at the Branding Iron. Approximately 100 customers attended the three-hour

meeting and had many positive remarks about the Electric Services Division's service and efforts.

The forum addressed topics that included a status update on the California energy market, the status of the Merced Irrigation District's electric services financing, public power overview, proposed public benefit programs, and future pricing.

## Annual Customer Forum Provides Roadmap For District's Future



### MID Electric Services Customer Projections

## Contact us!

*This newsletter is produced by the Merced Irrigation District Energy Resources Division, a wise choice for our Communities' future. We can be reached as noted below:*

Merced Irrigation District  
744 West 20th Street  
Merced, CA 95344-0288  
Phone: 209.722.5761  
Web: [www.mercedid.org](http://www.mercedid.org)  
Email: [electricmercedid@mercedid.org](mailto:electricmercedid@mercedid.org)



## More Residential Electric Customers Join Merced I.D.'s System

It has only been two short years since the Merced Irrigation District launched into the residential electricity market and the business continues to grow. The booming housing market has created the greatest source of new business for the District and the area has yet to see the full extent of the growth expansion from the U.C. Merced campus.

The District is looking to have approximately 3,800 residences (single and multi-family) under contract for power by the end of 2002 within the Northern Merced, Atwater and Livingston communities. While the sub-



*CONSTRUCTION IS UNDERWAY ON MANY OF THE NEW RESIDENTIAL DEVELOPMENTS IN THE MERCED AREA THAT THE ELECTRIC SERVICES DIVISION PROVIDES THE ELECTRICITY.*

divisions are in different stages of development, most of the units will be completed by the end of 2004.

One of the largest developers that the Electric Services Division works with is Dunmore Homes. Currently, Merced I.D. has 600 lots contracted with Dunmore and half of which are already completed. |