

## New Jersey Board of Public Utilities

### PRESS RELEASE

**Release:**

October 19, 2005

**Contact:**

Anne Marie McShea  
609-777-3306  
Doyal Siddell  
973-648-2595

### NEW JERSEY MAKES CLEAN POWER CHOICE

*Residents from Essex and Hunterdon Counties Among First to Register for Voluntary State Program That Provides Option of Selecting Clean, Renewable Energy*

(MONTCLAIR) – Residents of Essex and Hunterdon counties were among the first customers in the state to register for the New Jersey Clean Power Choice Program ([www.njcleanpower.com](http://www.njcleanpower.com)). NJBPU President Jeanne M. Fox joined community and state leaders, environmental advocates and residents in Lambertville and Montclair to discuss the state’s voluntary program that provides customers the option of selecting “clean energy” through a sign-up option on their utility bills.

“On behalf of the state of New Jersey, I applaud individuals like Montclair resident James Sherman and Lambertville resident Jean Milman who have made the choice to invest in clean power,” said President Fox. “One solution to the volatility of natural gas and oil prices is the proactive investment in renewable energy generation. Most responses to rising natural gas prices have focused on increasing the natural gas supply. What has been almost entirely neglected is the role that wind, solar, and other renewable energy resources can play in reducing the demand for electricity generated from natural gas. The Clean Power Choice Program is an exciting new program that allows consumers to decide which energy sources are right for them.”

The program officially began on October 1st in PSE&G and JCP&L territories and will expand to Atlantic City Electric and Rockland Electric Company in April 2006. Electric customers who wish to pay a slight premium to encourage the development and expansion of renewable energy sources – like wind and solar – are now able to subscribe to the program and select from multiple clean power products and marketers, without having to switch from their electric utility.

“As New Jersey homeowners, we are grateful to the state for making the decision to use clean energy such an easy one,” said Jean Milman.

According to Montclair resident James Sherman, “The decision to enroll in the Clean Power Choice program really was an easy choice for us. All it took was simple check of the box to make a difference for the environment. For the cost of a pair of movie tickets or dinner at a restaurant, we’ll stay at home and do our turn for New Jersey.”

The New Jersey Clean Power Choice Program is the first statewide program of its kind where multiple utilities and clean power marketers will participate in a joint effort with the state to give consumers access to the regional market for renewable energy. Participating electric distribution companies include: PSE&G; JCP&L; Atlantic City Electric and Orange & Rockland while clean power suppliers include: Green Mountain Energy; Community Energy; Sterling Planet; and Jersey-Atlantic Wind, LLC.

“The residents of Lambertville always have demonstrated a strong commitment to the environment,” said Mayor DelVecchio. “We are proud of our community’s decision to enroll in the Clean Power Choice Program and hope that they will set an example for other residential energy customers in New Jersey.” For as little as \$7.00 a month, depending on the product chosen and the amount of electricity a homeowner uses, New Jersey residents can ensure that their electricity needs are served by clean, renewable sources of energy. Each choice offers a slightly different mix of renewable energy resources such as solar, wind, low-impact hydro or landfill gas.

“Customers who sign-up for the Clean Power Choice Program will still receive the same reliable service from their current local utility,” said President Fox. “Nothing needs to be installed and customers will continue to receive one bill from their utility. The only thing that will change is that more renewable energy sources will be used to meet New Jersey’s needs.”

There are two ways to sign-up for the Clean Power Choice Program:

- A special enrollment form in your October electric utility bill. Make your choice from the selection of four Clean Power Suppliers, fill out all required information and fold, seal, and drop in the mail. Postage is prepaid.
- Visit [www.njcleanpower.com](http://www.njcleanpower.com) for a list of CleanPower Marketers and available products and sign-up by visiting their websites or contacting them directly.

“The positive quality of life issues related to this program are indisputable,” said Dena Mottola, Executive Director of NJPIRG. “We applaud the Board of Public Utilities on the Clean Power Choice Program and believe that this initiative will have a long-term impact on New Jersey’s environment.” The NJBPU’s Office of Clean Energy oversees and administers the program to ensure that relevant New Jersey consumer protection rules and procedures are followed.

The Clean Power Choice Program is another example of how New Jersey is a national leader in adopting forward-looking clean energy policies and programs. Through New Jersey’s Clean Energy Program – a statewide program designed to help customers save energy, money and help protect the environment by installing clean, efficient energy resources – more than 750 homeowners, businesses, schools and municipalities have installed renewable energy technologies, including solar electricity systems.

###

---

*About the New Jersey Board of Public Utilities (NJBPU)*

*The New Jersey Board of Public Utilities is a state agency and regulatory authority mandated to ensure safe, adequate, and proper utility services at reasonable rates for New Jersey customers. Critical services regulated by the NJBPU include natural gas, electricity, water, wastewater, telecommunications and cable television. The Board has general oversight responsibility for monitoring utility service, responding to consumer complaints, and investigating utility accidents. To find out more about the NJBPU, visit our web site at [www.bpu.state.nj.us](http://www.bpu.state.nj.us).*

---

*About the New Jersey Clean Energy Program*

*New Jersey's Clean Energy Program, established on January 22, 2003 in accordance with the Electric Discount and Energy Competition Act (EDECA), provides financial and other incentives to the State's residential customers, businesses and schools that install high-efficiency or renewable energy technologies, thereby reducing energy usage, lowering customers' energy bills and reducing environmental impacts. The program is authorized and overseen by the New Jersey Board of Public Utilities (BPU), and its website is [www.njcleanenergy.com](http://www.njcleanenergy.com).*