



New Jersey Board of Public Utilities

PRESS RELEASE

For Immediate Release:

May 4, 2007

Contact:

Anne Marie McShea

609-777-3306

Doyal Siddell

973-468-8515

COMMUNITY PARTNERS FOCUS ON ENROLLMENT GOALS FOR CLEANPOWER CHOICE IN 2007

ACUA, Belmar, Borough of Lindenwold, Cape May City, Hudson County, Maplewood, Middlesex County, Montclair, Princeton, Red Bank and Summit Lead the Way toward Climate Change Solutions

(NEWARK, NJ) – Remaining focused on their enrollment goals, the New Jersey Board of Public Utilities (NJBPU) and its Office of Clean Energy recently launched their spring recruitment campaign for the CleanPower Community Partnership Campaign.

The Campaign, which currently includes 11 New Jersey groups, focuses on community outreach and clean energy events and creates opportunities for communities to educate their constituents and raise awareness on climate change solutions, clean energy technologies and opportunities to sign-up for CleanPower Choice.

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

Current community partners include the Atlantic County Utilities Authority, Belmar, the Borough of Lindenwold, Cape May City, Hudson County, Maplewood, Middlesex County, Montclair, Princeton, Red Bank and Summit. Each of these communities and/or organizations has agreed to promote the *CleanPower Choice Program* and enroll local residents or constituents.

"When faced with issues such as global warming and climate change, New Jersey residents continues to rise to the challenge," said Jeanne M. Fox, President of the New Jersey Board of Public Utilities. "It comes as no surprise to me that these 11 communities have not only made a commitment to the *CleanPower Choice Program*, but they also remain innovative and efficient in their clean energy technologies and climate change solutions."

Benefits of the CleanPower Choice enrollments include their resulting reduced-environmental impacts. If the community partners reach their composite goal of approximately 9,000 enrollments, the outcome would be the equivalent of removing more than 7,900 cars – or in excess of 5,600 SUVs – off the road, while reducing carbon dioxide (CO₂) emissions by more than 90.6 million pounds – which is the equivalent of planting more than 12,000 acres of trees (using the EPA's *Power Profiler* website).

The *CleanPower Choice Program* will recognize and support these partners and their enrollment efforts by providing promotional support as well as materials to help them build awareness and recognition among their constituents. In return, CleanPower Community Partners commit to setting participation targets and educating their members through events, presentations, newsletters and other forms of outreach.

"The City of Summit enthusiastically supports *CleanPower Choice* as an opportunity for residents and businesses to build a renewable energy market for a sustainable future," said Diane S. Klaif, President of the Summit Common Council.

In addition to its community outreach campaign, New Jersey residents, businesses and non-governmental organizations can sign-up for the *CleanPower Choice Program* through inserts found in their utility bills. During the month of April, each utility customer received an enrollment form in their monthly bill. Customers have the opportunity to fill out the enrollment form and mail it back or to sign-up for the program over the phone.

To learn more about how you can sign up for the *CleanPower Choice Program*, become a part of the NJBPU's CleanPower Community Partnership Campaign, or read more about the CleanPower Community Partners by visiting www.njcleanpower.com.

###

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

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.