

Government can't do it alone

Governor Corzine wants to cut the use of electricity and heating fuel in New Jersey by 20 percent.

It's a great idea. Because the cheapest way to fight global warming, by far, is to stop wasting energy.

But pause for a minute to consider what a huge task we face. New Jersey has 3.7 million homes and businesses. It will take an army of green workers to plug leaks around all those windows, add insulation to the attics, and replace antiquated furnaces and appliances.

So how do we get this done? How do we take the governor's ambition, and turn it into facts on the ground?

Utilities must be part of the solution. At PSEG, we have the expertise, the relationships with millions of customers, and the capital needed to get the job done. We also believe in this mission.

Here's the problem: We can't put our shoulder into the conservation effort in New Jersey because antiquated government regulations are standing squarely in our way.

Under the traditional rules, utilities are granted a fair return on money they invest in the pipes and wires used to deliver power. But they are not granted that same return when they invest in efficiency.

In a day when global warming is getting worse, the rules of this game are rigged against the planet.

That's because they were drafted in a different era, long before the ice caps began to melt. No one imagined a day when a utility would want to reduce demand for its own product. But that day is here.

Legislators in Trenton understand this.

They recently passed a law, signed by the governor, that requires the Board of Public Utilities to revamp the rules to bring the utilities on board.

If this is done right, we will enter a new era in New Jersey. But it all hinges now on the BPU. If the BPU keeps the red tape to a minimum, if they reward our investments in efficiency, and if they act on our appli-

cations within the required 180 days, then this vital work can begin soon.

We have already reduced our own emissions voluntarily, and we're pushing hard in Washington for rules to cap emissions across the nation. In the meantime, we want to join the fight for efficiency here at home.

Because the utility of the future will do more than deliver power; it will help customers save money by conserving it.



*To save energy,
let us help.*



PSEG

We make things work for you.