

Goal # 1: Saving Energy

Good news: Americans are embracing energy conservation as the best way to control costs and combat global warming.

You can see it everywhere. Hybrid cars are selling and Hummers are not. Commuters are piling onto trains and leaving their cars at home. And more homeowners are buying super-efficient light bulbs to replace the old-fashioned models. Saving energy has gone mainstream.

At PSE&G, we are struck by the reaction to the \$46 million energy efficiency plan that we revealed last month. It's getting rave reviews.

"The best way to reduce greenhouse gases, pollution and energy bills is through energy efficiency," says Jeff Tittel, head of the New Jersey chapter of the Sierra Club.

"We applaud PSE&G for stepping up and doing what is right with its new efficiency program and investing in the future of our environment."

Our plan is to send green workers from PSE&G into homes, where they will plug leaks around windows, add attic insulation, and install modern thermostats. They'll go into hospitals and small businesses as well, where they may even upgrade old furnaces and air conditioners.

We're focusing mostly on low-income neighborhoods in Trenton and Newark at first, because we believe no one should be left behind in this effort.

"As America searches for ways to save energy, we cannot ignore those who lack the

money to make the needed investment," says Newark Mayor Cory Booker. "It has to be a universal effort, in rich and poor neighborhoods, in suburbs and in cities. PSE&G designed this program with that principle in mind."

We're asking homeowners to pay 20 percent of the cost, so it's no free ride for them. The rest will be covered by a tiny surcharge amounting to 54 cents per year for the average gas and electric customer during the first year.

In the long run, this is smart economics for everyone. Because it's much cheaper to conserve energy than to build the power plants and transmission lines that would otherwise be needed.

To start his work, we need approval from the Board of Public Utilities. We look forward to the hearings on our plan and we're ready to go as soon as the board gives us its blessing.

"With this program, PSE&G will begin the hard work that must be done," said U.S. Rep. Donald Payne. "I urge the state to approve this plan so work can begin as soon as possible. We have no time to lose."

Amen to that, Congressman. The planet has waited long enough.

What's your view? Please let us know at Opinion@PSEG.com

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PSEG

We make things work for you.