

Why Solar Makes Sense

Earlier this month, Mayor Cory Booker joined with other city and state officials, community leaders and local businesses to kick off Newark Conserves, an effort to dramatically increase participation in energy conservation programs in Newark.

One of PSE&G's customers, Continental Trading & Hardware, based in the city's Ironbound section, unveiled its new 500-kilowatt solar installation at the event. This company is the first business in Newark to have solar through the utility's solar loan program, which has opened access to clean renewable energy for traditionally underserved urban areas.

Bringing solar energy within the reach of more homes and businesses makes good sense – for New Jersey's economy and environment.

If you are an electric customer of PSE&G and want to look more closely at whether solar can work for you, it helps to have three things: a property with good sun exposure; taxable income (to benefit from tax credits); and a good credit history.

In addition, you may have more flexibility to proceed if you have available cash to invest (though you can get that back, based on the energy your solar installation produces).

That's where the solar loan program comes in...for businesses and homeowners. A system for a small business might have a total installed cost of around \$130,000. But the actual bottom-line cost would be much less and balanced by benefits. The same rule of thumb

would apply for qualifying homeowners whose needs could be met by smaller solar installations.

Here's why: Solar panels generate more than electricity; they also produce Solar Renewable Energy Credits (SRECs). Every company selling power into New Jersey must generate a percentage of that power from solar – or buy SRECs from someone who does. SRECs have value. PSE&G's solar loan program is designed so that you can use your SRECs to repay PSE&G's solar loan. The loan typically covers 50 to 55 percent of the total project cost.

With the benefits of the SRECs, tax credits, depreciation and savings in energy, many projects have a payback of approximately two to seven years – plus providing a way to enjoy lower electric costs for many years ahead. Moreover, pollution-free solar power contributes to a healthier environment and the quality of life, too.

In today's financial crisis, there may be no better place to invest your money. Please be sure to

check out www.pseg.com/solarloan for more information.

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



Pollution-free solar power contributes to a healthier environment and the quality of life.



PSEG

We make things work for you.