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NEW JERSEY BOARD OF PUBLIC UTILITIES PRESS RELEASE

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NJBPU Launches Campaign Promoting Opportunities from *New Jersey's Clean Energy Program*[™] that Save Residents Money and Reduce Energy Use

*Rebates and Financial Incentives Help Ratepayers Lower Utility Bills
While Reducing Greenhouse Gas Emissions that Cause Climate Change*

Trenton, N.J. - The New Jersey Board of Public Utilities (NJBPU) today announced the launch of a new public education campaign “*Lighting the Way to a Clean Energy Future*” to encourage New Jersey residents and businesses to save money, reduce energy use, and contribute to New Jersey’s clean energy economy. The statewide [campaign highlights](#) the numerous rebates, incentives, and utility assistance available to homeowners, renters, and business owners through *New Jersey's Clean Energy Program*[™] (NJCEP) at a time when New Jerseyans are facing extraordinary economic hardship due to the COVID-19 pandemic.

“The COVID-19 pandemic has caused financial strain among many New Jerseyans, but the incentives available from *New Jersey's Clean Energy Program*[™] can help residents lower their energy bills at a time when extra support is needed,” said Joseph L. Fiordaliso, NJBPU President. “These initiatives can also decrease energy use and reduce greenhouse gas emissions while increasing the demand for labor in our green economy. Thanks to Governor Murphy’s continued commitment to 100 percent clean energy by 2050, New Jersey has an opportunity to capitalize on the economic benefits and job growth opportunities that stem from clean energy, which is especially important as we look to put people back to work.”

The public education campaign reinforces NJBPU’s efforts to spur job growth in clean energy industries and encourage equity in energy efficiency programs by expanding access and offsetting costs. Marking the first time in 10 years the state’s clean energy program has run ads to promote its program offerings, the new multimedia campaign will relaunch the program and reach New Jerseyans through both paid and earned media channels. The campaign will invite residents to “see how much you can save” while inspiring them to realize that we can all play a part in protecting our environment.



The suite of residential programs and financial incentives available through NJCEP include:

- **Home Appliance Rebates** – Residents can receive rebates when they purchase ENERGY STAR® models of washers, dryers, and refrigerators, as well as eligible energy-efficient air conditioners, heat pumps, heating systems, and water heaters.
- **Comfort Partners** – This special program helps low-income residents in New Jersey reduce their utility bills by implementing cost-effective measures – at no cost to them – that save energy and money while improving their home's safety and comfort. Free home improvements may include efficient lighting, hot water conservation measures (water heater insulation, energy-saving showerheads and aerators), replacement of inefficient refrigerators, thermostats, insulation upgrades, and more.
- **Enhanced Incentives** – Residents who live in an Urban Enterprise Zone (UEZ) may be eligible for bonus incentives for installing energy-efficient heating and cooling equipment or insulation and air sealing upgrades.
- **Utility Financial Assistance Programs** – Several programs, including PAGE and LIHEAP, [are available to help](#) income-eligible New Jersey residents pay their energy bills including gas and electric costs.

The campaign also reminds New Jersey businesses that “clean energy is good for business.” Businesses can take advantage of NJCEP’s Direct Install program, which pays up to 80 percent for the cost of energy efficiency upgrades in commercial facilities. Through Direct Install, businesses receive a free energy assessment from a participating contractor to determine eligibility and ways to cut energy costs by replacing lighting, HVAC, and other outdated operational equipment with high-efficiency alternatives.

To learn more about *New Jersey’s Clean Energy Program™* and the financial incentives, rebates, and programs it offers, visit njcleanenergy.com.

About the New Jersey Board of Public Utilities (NJBPU)

NJBPU 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 NJBPU include natural gas, electricity, water, wastewater, telecommunications and cable television. The Board has general oversight and responsibility for monitoring utility service, responding to consumer complaints, and investigating utility accidents. To find out more about NJBPU, visit our web site at www.nj.gov/bpu.

About New Jersey’s Clean Energy Program (NJCEP)

NJCEP, 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 (NJBPU), and its website is www.NJCleanEnergy.com.