

Energy Efficiency, Renewable Energy and Demand Response Programs



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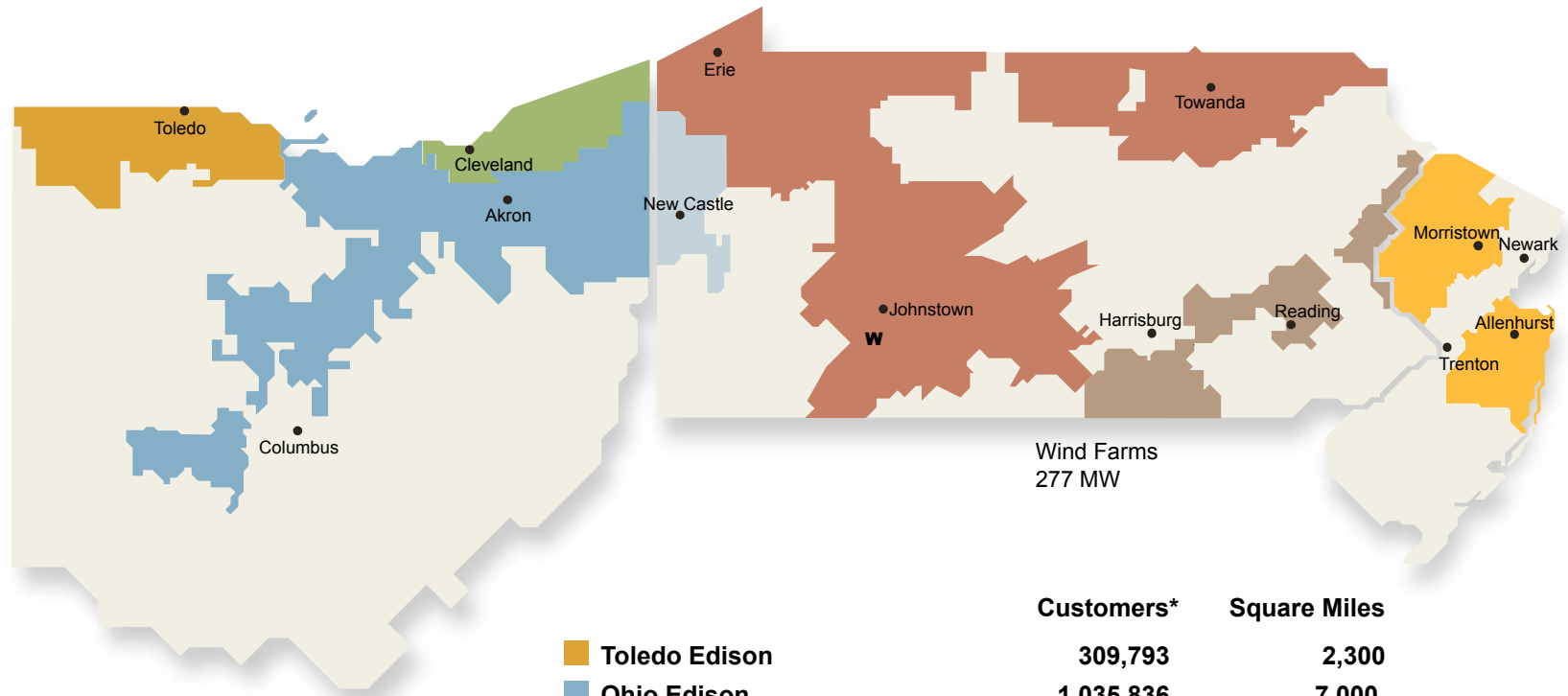
Vice President, Customer Service & Energy Efficiency

New Jersey Clean Energy Conference

Atlantic City, New Jersey

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FirstEnergy System



	Customers*	Square Miles
Toledo Edison	309,793	2,300
Ohio Edison	1,035,836	7,000
The Illuminating Company	752,173	1,600
Penelec	588,798	17,600
Penn Power	159,552	1,100
Met-Ed	549,574	3,300
Jersey Central Power & Light	1,094,195	3,200
Total	4,489,921	36,100

Wind Farms
277 MW

* As of 08/31/09

JCP&L Demand Response Programs

Approved Programs

■ EasyGreen™

- Integrated Distributed Energy Resources (IDER) Smart Grid Program
- Energy management program helps JCP&L better manage electric distribution system
- Automates the use of less electricity during peak periods for residential and commercial customers



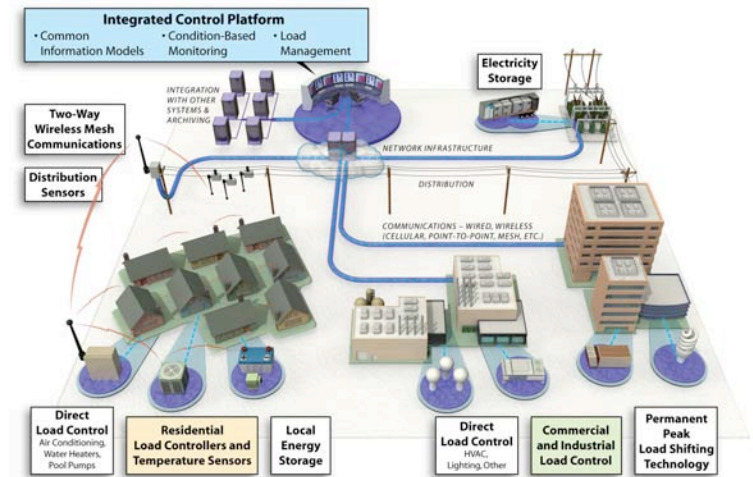
■ Demand Response Program

- Customers receive supplemental incentives under the proposed program to increase participation in PJM capacity program to reduce load during peak periods
 - Produced more than 80 MW of new JCP&L customer participation in PJM programs
- Utilities pay \$22.50 per megawatt-day for new load registered in PJM capacity program
- NJ BPU recently proposed extending program to 2012

JCP&L Steps Toward Building a Smarter Grid – Demand Response Programs & PHEV

Proposed Programs

- **Electricity storage pilot at substations capable of 3 MW of peak load reduction**
- **Customer-sited, 5-MW permanent peak load shifting pilot**
 - Electro-thermal energy storage technology shifts AC load off-peak
- **60-MW, tariff-based curtailment program for new participants in PJM capacity programs**
- **Electric vehicle pilot (4 BMW Mini-e) to assess vehicle charging and system impacts**



Solar Renewable Energy Credits

- **JCP&L encouraging development of solar projects that will grow renewable energy generation capacity**
 - Helps New Jersey energy suppliers meet their Renewable Energy Portfolio obligations
- **Leadership role in stakeholder process developing SREC-based financing program**
 - Helping net-metered solar projects of up to 500 KWs secure financing
 - Anticipate performing three SREC solicitations each year
 - JCP&L, Atlantic City Electric and Rockland Electric working with NERA to manage auction process
 - Bids for Round 2 are due December 11, 2009
 - Information at njedcsolar.com



JCP&L Energy Efficiency Programs Proposed as Part of Economic Stimulus Initiative

■ Residential “whole house” programs proposed include:

- On-line energy audits
 - Customers can analyze home energy efficiency and assess potential energy savings
- Supplemental incentives to encourage purchase of energy efficient appliances and HVAC equipment
- Community outreach programs to help customers better manage energy use

■ Non-residential programs include:

- Re-commissioning grants for existing buildings
- Supplemental incentives for non-lighting technologies supported by NJCEP
- Training seminars on improving energy management



Questions & Answers

