New Jersey’s Evolving Energy Needs and How Utilities Can Meet Them

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Abstract
Electric utilities have not changed much at all since the days of Thomas Edison. The utilities’ business model – burning fossil fuels to generate electricity, then selling that electricity as far and wide as possible – drove the development of our modern energy grid. For more than a century, that model has been fairly stable. And so have customers’ expectations.

But the world is changing rapidly, and public expectations are evolving, too. Today, we are less patient when the power is out, even in the face of increasingly extreme weather. We are more thoughtful about the source of that power and its impact on the planet. Our phones and other communication tools have made us more dependent on reliable electricity, yet we want to use less of it.

These new expectations will require utilities to evolve, as well. The next-generation utility will be one that delivers ever-cleaner energy on a grid that is not only reliable, but also resilient against the strongest storms; one that shares technology that allows customers to use less energy without sacrificing comfort or convenience; and one that keeps energy affordable for families at all income levels.

PSEG has already begun to chart the course that will help us get there.