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STEVE ADUBATO, host:

Hi, I'm Steve Adubato. My producer in my ear was just talking about energy. You know what? Ironically, that's what we're going to be talking about for the next 15 minutes or so with Jeanne Fox, who is the president of the New Jersey Board of Public Utilities.

Good to see you, Jeanne.

Ms. JEANNE FOX (President, New Jersey Board of Public Utilities): Great to be here.

ADUBATO: Why don't we tell everyone what the BPU is, the Board of Public Utilities?

Ms. FOX: It is the agency, state agency that regulates utilities, monopolies, electric, gas, water, sewer, telephone, cable TV and we're the energy office, the clean energy office is part of the BPU as well.

ADUBATO: Gees, is there anything happening in telecommunications? There's nothing happening in that world, is there?

Ms. FOX: There's...

ADUBATO: There's no competition, no?

Ms. FOX: We've done pretty well, based on Washington and Trenton and we have, in fact, Verizon has a statewide franchise now where they're going in and doing FiOS into municipalities and there's some competition between the cable companies and Verizon.

ADUBATO: Is that a good thing?

Ms. FOX: Sure. Because the purpose is people can have some choice and hopefully keep the rates down and we would like more competition.

ADUBATO: Good. Let's talk about the energy side. We've had many conversations on and off the air about energy policy and we should also say that you've just been re-elected, if you will, to a six-year term, but you served one of those years already, so it's a five-year term as president of the BPU. By the way, does every state have something like a BPU?

Ms. FOX: Most states have utility commissions. Some of them might only have one that does telecommunications and another one does energy. California's very strange, but 47...

ADUBATO: Do you mean that overall about California or you just say...

Ms. FOX: Ah...

ADUBATO: They have a different set-up.

Ms. FOX: They have a lot--a lot of differences in environmental and in energy and telecommunications.

ADUBATO: OK. Renewable energy. How aware--we've been doing programs together for a while now, a couple of years now, together with the BPU, the public awareness campaign. To what degree do you believe the public is more aware than they were just a few years ago about renewable energy?

Ms. FOX: I think they're more aware in part because of what the board does in our clean energy program that we've been doing the last six years or so.

ADUBATO: It's called the Clean Energy Program.

Ms. FOX: Clean Energy Program, which is energy efficiency and renewable energy, but also at a national level, you have the Obama administration being right out front. One of the major issues is trying to reduce greenhouse gas emissions, trying to be energy efficient, trying to wean ourselves off of foreign oil and foreign energy sources. So it is a major topic of conversation countrywide.

ADUBATO: Talk about the president--and we should make it clear that your background, give a sense of your background. When you talk about federal energy policy, you clearly talk about something you know a lot about. Talk about your background.

Ms. FOX: I've worked for about seven years as the regional administrator during the Clinton-Gore administration at EPA, at the Environmental Protection Agency.

ADUBATO: Describe the region. It was New York...

Ms. FOX: New York...

ADUBATO: ...New Jersey...

Ms. FOX: ...New Jersey, Puerto Rico and the US Virgin Islands.

ADUBATO: You liked that location. Did you ever have to go Puerto Rico or the US...

Ms. FOX: Unfortunately, at times, I did and I actually--Puerto Rico's a lovely island and I really do miss Puerto Rico.

ADUBATO: But you love being where you are now.

Ms. FOX: It's a great job.

ADUBATO: Is it?

Ms. FOX: We're accomplishing a lot.

ADUBATO: So go back to the federal piece. The Obama administration clearly has an energy policy, right?

Ms. FOX: Yes.

ADUBATO: Describe it as you understand it.

Ms. FOX: It really piggy-backs on what Governor Corzine has been doing in New Jersey. We have to reduce our electricity and our energy demand by energy efficiency, by new building codes, appliance standards, weatherization. We have to cut our peak demand, so we don't...

ADUBATO: Explain that.

Ms. FOX: In the summer months when it's really, really hot, everybody's air conditioner is cranked up, all the electricity generating plants are working, the dirty ones and the really expensive ones.

ADUBATO: Right.

Ms. FOX: If we cut that peak demand by doing different types of efficiency measures--demand response, it's called--then everybody's--we won't need more transmission lines, we won't need more generation, so that's a smart thing to do. And then renewable energy. So we want clean generation that doesn't have carbon emissions, which causes greenhouse gas problems, which causes climate change and the sea level rises.

ADUBATO: Describe greenhouse gas.

Ms. FOX: There are different forms of greenhouse gases, but basically what it is is something like carbon, carbon dioxide goes up into the ozone level and it will block out the heat from the Earth going out into space and it causes a greenhouse effect. So the planet is getting warmer and it's been proven scientifically that in fact that is the case due in large part to what humans have done. Fossil fuels are a major issue, our automobiles and vehicles and the exhaust from them, that's carbon emissions. Our landfills is even worse. That's methane emissions, which are 10 times worse than regular carbon.

ADUBATO: We have done this.

Ms. FOX: We humans.

ADUBATO: No one did it to us.

Ms. FOX: We humans have done this to ourselves.

ADUBATO: And getting out of this and moving into the right direction, and let's be clear here, there are very specific goals and standards that have been set, the Clinton--excuse me, the Clinton administration, go back and talk about the Corzine administration. There's a very clear mandate that in the state of New Jersey, by when, what will happen?

Ms. FOX: The governor has a comprehensive energy master plan that was put out last year. We spent a few years talking to the public, getting experts in, figuring out what to do, to cut our energy usage, projected by 2020 by 20 percent.

ADUBATO: 2020 by 20 percent, cut our energy use.

Ms. FOX: Cut energy use. And we can do that if we push the envelope, which is the intent of the governor and I hope the legislature in the state, that we will cut that peak demand by about 25 percent by 2020 and that we also will have renewable energy be about 30 percent of our electricity usage by 2020. Again, it's all pushing the envelope, but it's doable. We've modeled it and

we have very specific steps in the governor's energy master plan of how we can accomplish that.

ADUBATO: Name a couple.

Ms. FOX: Working with the utilities to do energy efficiency. There are over three million buildings in this state. Utilities have contact with all of them, getting those utilities into that energy efficiency game and weatherizing, literally, every building that we can between now and 2020.

ADUBATO: What's--by the way, what's--talk about weatherizing, but also what's in it for a utility to do what you just described? What--how is it in their interest?

Ms. FOX: Well, in fact, historically how we regulate utilities, it wouldn't be because they make the money based on the use--what they sell to us. (Unintelligible)

ADUBATO: Right. That's what I was thinking.

Ms. FOX: Or natural gas, what they sell to us. What we are doing under new legislation, changed our statute last year, that allows the board to let the utilities make money while they're doing energy efficiency or even renewable energy. We are allowed now to do that and we have...

ADUBATO: Create an incentive.

Ms. FOX: Yes.

ADUBATO: For them to make money by becoming...

Ms. FOX: By doing the right thing, by cutting back the usage. So they still--so the shareholders will still make a profit. What the commissioners and I look at, my fellow commissioners, though, is can we do that and have still reasonable rates so that your rate per kilowatt hour might go up, but because you're going to have energy efficiency, the cost will go down--the bill will go down.

ADUBATO: Oh, Jeanne, come on, you promise me no jargon. Go back again. The rate per kilowatt.

Ms. FOX: The electricity that you buy.

ADUBATO: Every time you do this, you have to do a tutorial, you know that, because I'm trying to learn this.

Ms. FOX: The electricity you buy.

ADUBATO: Right.

Ms. FOX: You will use less of that through energy efficiency measures.

ADUBATO: Got it.

Ms. FOX: So the price of that unit, that kilowatt hour, will go up, possibly, but your total bill will not. That's what we're trying to do, working with, very cautiously, and the public advocate's office is very involved, the utilities are involved and other stakeholders, large customers have been involved.

ADUBATO: Utilities have been cooperative?

Ms. FOX: Yeah. They work...

ADUBATO: Did they need any prodding?

Ms. FOX: On some issues the do, but generally, New Jersey's utilities get it. Like the population gets it. They want to be environmentally minded and they want to be part of the solution and so we're lucky in New Jersey that most of our utilities, they really do understand the need to do this.

ADUBATO: Do the weatherization piece. What is it?

Ms. FOX: What we're doing, again, under the governor's energy master plan, is a whole building approach. Somebody goes in, a contractor goes in and does an energy audit. Where there are leaks, how your appliances are working, if your building is efficient or not and they will come up with a list of things that you could do to save money, to make your home or your office more energy efficient. And we have programs for that on our Clean Energy Web site, for residential, for commercial and industrial. For instance for a homeowner, for \$125 could have a contractor that we have certified, come in and do this energy audit and then give them recommendations. We have it also for businesses as well and industries.

ADUBATO: I've heard, though, the president and I've heard the governor talk about jobs, green jobs. Describe these jobs and how are they going to be created in this incredibly difficult economic environment?

Ms. FOX: Well, there's new jobs and existing jobs. So for instance, you have a lot of construction workers who are now not constructing. They are very capable, right now, with the skill set, to go in and insulate, to weatherize a building. They have those skill sets. But some of the new jobs, for instance, are the energy auditor. Somebody who's going to go into a building and do the energy audit.

ADUBATO: The energy auditor.

Ms. FOX: Yeah. They go in and they look at your house and they see where there are leaks and what kind of improvements you can do to make your home or office more energy efficient. The building that our agency is in, Gateway Complex, that...

ADUBATO: I've been there several times.

Ms. FOX: ...building is now Energy Star certified. They save...

ADUBATO: What does that mean, Energy Star certified?

Ms. FOX: EPA has standards for this and they've met certain criteria. They have with their lighting, they've changed out the lighting. When you walk into the room, the light goes on, it goes off when you walk out. That type of energy efficiency standards they have met and therefore they're Energy Star certified. But they save about 18 percent less than now--they're paying for their energy bills because they did that for their entire building.

ADUBATO: You know, the other thing I'm curious about this is one of the other people we talked to, my good friend Nelson Ferriera who has a--has a company. Have you ever been up to their place? I forget the...

Ms. FOX: In South Plainfield?

ADUBATO: Yeah, right. They have this operation where not only is their building itself, it was the first--give me the language--it was the first sub...

Ms. FOX: It's zero--it's zero energy building.

ADUBATO: Yeah. Like they're not--they're saving more...

Ms. FOX: They're producing enough electricity through their solar array.

ADUBATO: Yeah.

Ms. FOX: And their equipment is very energy efficient and they measure it by a computer system that they've developed.

ADUBATO: Everywhere, every day, Nelson's telling me, we went on a tour up there, they're monitoring what everyone is doing. Therefore, everyone in the company is totally committed, not just to shutting off lights, but being aware of what's going on, and also they've created this company where they're putting this technology into schools. A lot of schools, public schools in the city of Newark and other places, where they're actually monitoring...

Ms. FOX: Right.

ADUBATO: ...the energy use in the school, which is energy auditing again.

Ms. FOX: That's a New Jersey company who created this for their own office, for their own building, for their own business, and now they're selling it to others and it's helpful to everybody and it's a very creative New Jersey company.

ADUBATO: But isn't that expensive?

Ms. FOX: It's...

ADUBATO: Is it expensive not to do it?

Ms. FOX: Yes, because energy costs will continue to increase. And in fact, you can know what your payback period is. So for weatherization, payback period of--the cost of your weatherizing, it might be five years, it might be seven years.

ADUBATO: Right.

Ms. FOX: You know what that is. And for any business or homeowner, they will know that. If you have an energy audit...

ADUBATO: Right.

Ms. FOX: ...you will know these are the lists of things you can do. This is how much you would pay to do this. This is how much you would save over this time period.

ADUBATO: A couple of minutes left, Jeanne. We in the media, we get interested in things, we lose interest in things, but of course at public television we just do all the right things. No, sorry, that was a shameless

plug. It was wrong. We play an important role in helping to inform citizens, consumers, about important issues. How are we doing when it comes to energy issues?

Ms. FOX: I think we still need to do more. We really need a lot more outreach to the average New Jerseyan.

ADUBATO: Is it not enough to say we're just doing some green stuff this week and we're green and it's the thing that we're going to do right now? It's not a thing. It's not a fad, right?

Ms. FOX: It's actions that everybody has to participate in to help really save the planet and also help--it's a win-win if everybody does it. You save money yourself, but also you're helping the environment and future generations. The school systems are into this, the colleges are into it and children are learning why it's important and they're going home and starting to lecture their parents, which is a good thing. But people need specifics as to how to.

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ADUBATO: Because you--if you talk about it on the abstract level, it doesn't help until you say here are the things we're going to do in our home, in our school, in our community, right?

Ms. FOX: Right. You're going to buy Energy Star appliances all the time.

ADUBATO: You started me doing this because the lightbulbs in our house, I was talking to you on one of the other shows you were doing, you said, no, it's the other ones. I forget what they...

Ms. FOX: Compact fluorescent bulbs you want to use.

ADUBATO: Yes. They're curly-cue type things, right?

Ms. FOX: Actually, they have them so they don't even look like the curly-cue. There's also the LEDs which I don't...

ADUBATO: Yes!

Ms. FOX: Right. Which are actually even more efficient than the CFLs, so you really want to buy Energy Star products because EPA and the Department of Energy actually rate these things. So they give the label. So if you buy Energy Star, you know the federal government has blessed it.

ADUBATO: Jeanne, I want to thank you because we learned a lot about this, not just in the abstract policy level, but more importantly what to do on a day-to-day basis. Thank you, Jeanne, great job.

Ms. FOX: Thank you.

ADUBATO: Excellent.

Announcer: If you would like more information on this program or if you'd like to express an opinion, e-mail us at info@caucusnj.org and visit us online at caucusnj.org.

ADUBATO: Hi. I'm Steve Adubato. We are talking about energy issues, talking about creation of jobs in the New York/New Jersey metropolitan area and we are now joined in doing that by Ralph LaRossa who's president and COO of PSE&G.

Good to see you, Ralph.

Mr. RALPH LaROSSA (President & COO, PSE&G): Good to see you, Steve.

ADUBATO: Now I'm talking about jobs. I said to you while we're talking about energy issues and green issues, you said, 'Steve, it's all about jobs. Let's talk about jobs.' Why jobs?

Mr. LaROSSA: Well, right now, I mean, it's the topic of the day, right? In this economic environment, we've got to find ways to create jobs, good paying jobs for people so they can work and live in the state.

ADUBATO: Right. What does that have to do with energy efficiency and the green movement? Do you really see in this economy those kinds of jobs being created right now?

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Mr. LaROSSA: Yeah, I think it's really important. I mean, if we're not able to create jobs that are--ones that stay here in the country or in the state, we've got a real challenge ahead of us. I think, you know, you've heard President Obama talk about it quite a bit. It's a tough environment when we're competing at a--in a worldwide economy. But if we can create jobs here that add value here, it's going to be a real win-win for us.

ADUBATO: What do you think some of the biggest challenges we face in terms--let's break this down. There are certain economic challenges, that's one thing. But when it comes to energy efficiency, OK, and us being further along than we are right now, what are some of the biggest challenges we face?

Mr. LaROSSA: The biggest challenge is getting people to invest that extra dollar.

ADUBATO: Yeah.

Mr. LaROSSA: Just what I mean by that is if you walk to Home Depot and you see folks walking down the aisle, they'll walk past the lightbulbs and there's two sets of lightbulbs. You can buy the old-fashioned ones or the nice curly-cue ones, right?

ADUBATO: Right.

Mr. LaROSSA: And which ones cost a little more money? The curly-cue one. So in this economic environment, when someone's sitting there and deciding, 'Well, am I going to put an extra meal on the table or am I going to buy five of the more expensive lightbulbs,' they're going to choose the meal every time.

ADUBATO: But explain the--because I was saying that the curly-cue one we have in our home more and more. My wife is--was saying, 'Hey, this is the way we're going.' Jeanne Fox, the president of the Board of Public Utilities

mentioned it to me on another show and I was like, 'Yeah, we need that.' That--and I realized that it did cost a little bit more.

Mr. LaROSSA: That's right. But over the long run, it's going to be a more economic solution for you.

ADUBATO: Explain that. How does that work?

Mr. LaROSSA: Well, because it's going to burn less energy. It's going to cause your electric bills to be reduced over time and you're going to get a better payback over time. But it's that initial capital investment that someone can't sit there and do a net present value calculation walking down the aisle of Home Depot. So what we need to do is find ways to educate people about that and where it's still a gap, provide solutions for folks so that they can close that gap in a better way. And that's where we really feel the utility can come in, both from a job creation standpoint and from that capital investment that folks need to make up front.

ADUBATO: Explain that, capital investment.

Mr. LaROSSA: Well, if you go back a hundred years and you think about the state and when public service was created, it was created because there was a desire by policymakers to put electric and gas service in everyone's home. Well, now policymakers are saying, 'Look, we want to move ahead with energy efficiency, we want to move ahead with renewables.' So how--what's the best way to deliver that service to everyone and provide universal access? The best way to do that is through the utilities. So that's the role that we're trying to play. A hundred years ago, someone wouldn't have been able to afford that capital investment to run the electric line to their house, or to run the gas line to their house, or even to run the water or the telephone service. So that's where the utilities came in. They made the capital investment, recovered that cost over a longer period of time and enabled everyone to gain access to that service. We need to do the same thing on energy efficiency and renewables.

ADUBATO: Yeah, but Ralph, help me understand something. If PSE&G and other utilities make their money by people using more and more energy, explain again the incentive in promoting energy efficiency, otherwise known as using less energy?

Mr. LaROSSA: Right. Well, it certainly sounds strange, right?

ADUBATO: It's counterintuitive, I'm not following it.

Mr. LaROSSA: Well, what it comes right down to is corporate leadership and I look back to my boss, Ralph Izzo, and what he's been trying to drive, and it's about reinventing ourselves this time and providing that energy solution. It's just that energy's going to be provided in a different way. It's going to be provided by saving a watt through these compact fluorescent lightbulbs in its simplest form, but it's going to be about weatherization, sealing up customer's homes, finding other ways for them to reduce their energy costs and help us play a role in doing that, both from a jobs standpoint and from that capital layout.

ADUBATO: So when I'm watching our colleagues, our friends at public television, New Jersey Network, some of the spots that I've seen you do, OK, on behalf of the company, you're out there and you're talking--you're literally out there talking about these things. Why--I'm seeing--asking myself, why a public service announcement being done by Ralph on behalf of the

company to do these things? Meaning, you really feel a responsibility to do that.

Mr. LaROSSA: We definitely feel a responsibility. Again, energy providers for the state, for 100 years, we just need to move into that next 100 years and see what types of energy we're going to be providing. It may be in different forms, such as solar panels, is we're helping out quite a bit there.

ADUBATO: Yeah. Talk about the solar piece.

Mr. LaROSSA: Well...

ADUBATO: You have an initiative called Solar for All, the Solar for All program which has four elements. Describe it.

Mr. LaROSSA: Yeah. There's three things that we're doing on the economic front. One is on the infrastructure, talk a little bit about that, and energy efficiency. But specifically on solar, what we've tried to do is come up with a way to introduce Solar for All. That's the catchy phrase that we have and there's four different segments on how we're going to try to provide that solar energy to customers. One is through actually installing solar panels on some of our poles out on the streets, having that energy generated and provided right into the grid. That's an easy way for everyone to gain a benefit from that capital investment.

ADUBATO: Right on the poles.

Mr. LaROSSA: Right on the poles. Put them right on the poles. We can't make them too big because we don't want the wind to take them.

ADUBATO: Right.

Mr. LaROSSA: To take them away, but we certainly are going to put those right out there. We're also going to find ways to help municipalities in this time when they're trying--they're burdened by taxes and trying to find solutions.

ADUBATO: Trying to hold on to cops, firemen, you know, teachers, the whole bit.

Mr. LaROSSA: Absolutely. So how can we try to help them in reducing their costs and again, provide renewable energy, and do that through some of our solar activities there. We're also looking for some of the brown field investments.

ADUBATO: Explain brown fields. The term gets used a lot.

Mr. LaROSSA: Well, you know, just drive up and down Route 21 or up and down Route 18 in the middle of the state and you'll see some of the old warehouses that are sitting there. We've put solar panels on top of those--on top of those buildings. If we find a better use for that same facility, you know, that's a way for us to generate electricity and again, provide lower costs overall for customers in the long term. You know, it's not going to happen right away.

ADUBATO: Right.

Mr. LaROSSA: Solar panels are not cheap, but it's something that over time is going to find a better way for us to produce electricity for folks. And

the last piece of the puzzle is for us, ourselves, finding way to reutilize some of our land. We have old gas manufactured plant sites all up and down the state. And we're going to take some of these solar panels and create a solar farm so we can generate electricity and put it back in.

ADUBATO: A solar farm?

Mr. LaROSSA: Yeah. Just a big old area that we're going to put a lot of solar panels in, fancy way of saying solar farm, but it's a way for us to, again, help out and provide some renewable energy.

ADUBATO: Talk about the infrastructure piece.

Mr. LaROSSA: Well, in the infrastructure side, we're working with the board and a number of policymakers.

ADUBATO: The Board of Public Utilities.

Mr. LaROSSA: The Board of Public Utilities, the group that Jeanne Fox is the president of. And we've really worked together with them, rate council and a bunch of other interveners who have become involved.

ADUBATO: A lot of terms here. Rate council, that is an entity within the government that looks at the rates that are being charged by utilities and really asks the question, is it fair? Is it appropriate? But they do that together with the B--is that part of the BPU?

Mr. LaROSSA: Well, the BPU looks at it from an overall regulatory construct to make sure that we're not overearning.

ADUBATO: Right.

Mr. LaROSSA: And that we're getting paid a fair price.

ADUBATO: You're a regular utility.

Mr. LaROSSA: That's right. The rate council is there protecting the consumers as whole. So all the residential...

ADUBATO: A consumer advocate, per se.

Mr. LaROSSA: Exactly. Exactly.

ADUBATO: OK. So you're working with them to do what?

Mr. LaROSSA: So we've come up with a way to create jobs, reinvest in the infrastructure, and at the same time keep our rates down because again, you know, I keep going back to these economic times, but we have to be empathetic and understanding. Folks are, you know, a utility bill is not a small piece of the change that they're dealing with on a day in and day out basis. So you want to create the jobs, you want to rebuild the infrastructure, whether it be bridges or other things. In our case, it's electric and gas services. Rebuild that, these 100-year-old facilities that have been in place, but do it in such a way that we're not overburdening the overall rates for customers.

ADUBATO: Mm-hmm.

Mr. LaROSSA: So we've worked out where we're going to spend about \$700 million over the next two years to create anywhere from 250 to 500 jobs in the

state, 250 just within PSE&G, but about another 250 through contractors. And then the trickle-down effect that that has. I mean, one of the things that I point to all the time is the cable manufacturing plant. We have a cable...

ADUBATO: Cable manufacturing plant.

Mr. LaROSSA: ...cable manufacturing plant, folks that actually put together--make the wires...

ADUBATO: Right.

Mr. LaROSSA: ...that we string, in Paterson, New Jersey. How many people know that we still have a manufacturer in this state. It's a company called Okonite. It's been around for 100 years just like we have. Still manufacturing cable in this state. What's going to happen? We are not only going to create jobs for our folks, where they're going to be putting wires up in the air, but we're also going to be creating a second shift at that Paterson location because we're going to have the demand for that product.

ADUBATO: But how are you training those folks?

Mr. LaROSSA: Well, training goes on in a number of different ways. We're going to train our own employees.

ADUBATO: Right.

Mr. LaROSSA: We bring them in, we put them through an apprentice program and we--and we--and we do that through a normal course of action. But there's also training that we provide the contractors and the other folks that will be assisting us, so it happens in a bunch of different ways.

ADUBATO: In the couple of minutes we have left, Ralph, let me cover two things. One, nuclear. Where are we?

Mr. LaROSSA: Nuclear is something we continue to look at. It's not my part of the company, it's run through our power organization. We're down in Salem right now taking core borings, look at what the possibility is for us to...

ADUBATO: What's the public need? I know it's not your area. Just real quick, what's the public need to know right now?

Mr. LaROSSA: What the public needs to know is that we're looking at it, we're trying to find a way to see if there's a solution for us to put a third or fourth plant down in Salem. Great, again, from a job creation standpoint and great from a long-term keeping costs down.

ADUBATO: Safe?

Mr. LaROSSA: It'll be safe. Yeah. I mean, the big challenge that's out there, and it's not solved yet, is what do we do with the storage? The waste storage.

ADUBATO: Where do we put it?

Mr. LaROSSA: And what's going to be the final outcome of Yucca Mountain and that's not something that's going to be solved, either here in New Jersey or by this company solely.

ADUBATO: Give me something on wind.

Mr. LaROSSA: Wind, we're working right now on offshore wind.

ADUBATO: Offshore wind.

Mr. LaROSSA: Yup. It's another part of our company, that, again, is not directly in my responsibility, but just goes right to the commitment that we have as an enterprise to provide solutions, renewable solutions to energy. So we're looking at an offshore wind farm where we're going to generate electricity, about, I think it's about 15 miles offshore. So it won't be as visible as some folks might see when they go down to Atlantic City and they see the windmills. And I actually think they're pretty neat to take a look at, but some folks look at it and say, 'I don't want that in my backyard.' So we're going offshore...

ADUBATO: Right.

Mr. LaROSSA: ...and about 100 foot depth of water, going to put these farms in and generate electricity, bring it back on shore and provide it to customers.

ADUBATO: Real quick, in the limited time we have left, you love what you do. You have a lot of passion around this. Your background leading up to being the COO and the president of PSE&G, describe it real quick.

Mr. LaROSSA: Well, I started out in the company in 1985 as an engineer. Actually, first six months I'm out in the field, folks actually let me run a backhoe, if I remember correctly. I didn't kill anybody, luckily, but we had--we had quite a good time. And you know, I get--those days is what I hearken back to when I think about this job creation. The fact that we're actually out there being able to put folks to work, whether it be in our normal course of business and infrastructure or some of the green jobs. We have actually hired 12 kids out of Isles program down in Trenton.

ADUBATO: Isles, which is Marty David--Marty Johnson's program.

Mr. LaROSSA: Marty Johnson's organization, yeah.

ADUBATO: That's a not-for-profit organization. They do housing, and you hired those kids.

Mr. LaROSSA: We hired those kids. We put them to work. They're actually in the streets of Trenton and in the streets of Newark today running around doing energy audits.

ADUBATO: What does that do for you, 20 seconds, what does that do for you when you do that?

Mr. LaROSSA: Well, at the end of the day, it makes us feel good that we're actually providing these jobs for folks. What it does for us as a company is it provides another service to our customers.

ADUBATO: Well, as longtime supporter of public television, full disclosure, I just want to say you help us as well do what we do and more importantly, in this conversation, you help people learn an awful lot. Thanks, great job.

Mr. LaROSSA: Thanks for the opportunity.

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