

**Remarks by Gary Rose, Chief, New Jersey Office of Economic Growth
The Regional Plan Association: "A Bright Green Future"
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Let me start by saying a word about Governor Corzine.

I don't think it will hurt anybody's feelings for me to say, I wish I wasn't here.

I'm proud to work for a governor who's flexible, thoughtful, and willing to roll up his sleeves.

A man who's built a career approaching challenges with a long-term perspective -- and producing outcomes that serve a greater good.

I know Governor Corzine was really looking forward to coming.

I sat with him on Wednesday afternoon.

I'm happy to report he's making remarkable progress.

And he asked me to extend his greetings, his admiration for all the great work you do, and his appreciation for your well-wishes.

That said, I think Governor Florio articulated Governor Corzine's message head-on.

The gathering threat of global warming adds an unprecedented sense of urgency -- and a unique set of opportunities for us to work together, not as separate states, but as one region, to build a clean and green, innovation economy, and, frankly, to create new prosperity.

When Governor Corzine and I went to work at Goldman Sachs in the 1970s, Gustav L. Levy was in charge of the firm -- always Mr. Levy to us.

He was one of history's great financial minds, a mentor to many, and famous for encouraging us, as he phrased it, to be "long-term selfish."

Mr. Levy's point in saying that was we could all do well by doing good -- if we remembered that what's best for us individually is best for us collectively.

In that context, it's not wrong to think about "what's in it" for me, for my community, or for my state, because, ultimately, we're all connected.

As John F. Kennedy once noted, "In the final analysis, our most basic common link is that we all inhabit this small planet. We all breathe the same air. We all cherish our children's future. And we are all mortal."

Those are the principles behind our obligation to build a cleaner, greener, and sustainable future - - and the principles reflected in Mayor Bloomberg and Governor Spitzer's ambitious new proposals.

We're lucky to live in a place with such forward-thinking leaders.

Looking at the trajectory of all our efforts, I can't help but wonder if we've finally reached a point where we don't just share a vision, but are converging on a set of common ideas about how to realize it.

We all know our fates and fortunes are intertwined.

I believe that if we're thoughtful about how we act, we have the chance to do well by doing good.

I suggest to you that Governor Corzine's efforts, and those of Mayor Bloomberg and Governor Spitzer, are complementary, not competing.

And I believe that if we are "long-term selfish," we'll put our money and muscle behind creating a clean, reliable, and sustainable supply of energy; managing sustainable growth here at the heart of the world's most vibrant region, the global nerve center of commerce and culture; extending "Access to the Region's Core" with signal mass transit projects like the Trans-Hudson Express tunnel; reducing our carbon footprint and greenhouse gas emissions; and solving the climate crisis and keeping the devastating impacts of global warming at bay.

All of which are central concerns that we don't face as New Jersey, New York, and Connecticut, but as a region, nation, and human beings.

Let me give you an illustration.

Electricity prices in New Jersey are, we believe, the highest on the PJM grid, which now runs as far west as Illinois and as far south as West Virginia.

This is not your grandfather's Chevrolet; it ain't just Pennsylvania, New Jersey, and Maryland anymore.

The grid covers a gigantic region, its power goes for big dollars, and the prices are even higher here in New York City.

The other issue is availability.

New Jersey generates 70 percent of the power we use in our state -- and that percentage is dropping.

New York City also has supply concerns.

These are problems that neither of our states can confront alone -- problems that we can only tackle together.

For our part, the Corzine Agenda I will outline today is grounded in one simple, but powerful idea: these problems can be recognized not only as a crisis, but as a once-in-a-generation opportunity.

If we can harmonize our plans and proposals, we can create a clean- and green-tech economy that we've barely begun to imagine.

Everyone from Tom Friedman to Newt Gingrich seems to agree. Investing in renewable fuels, reducing energy consumption, improving mass transit, and creating carbon-neutral technologies could support the next great wave of economic expansion.

Sure, there are upfront costs, but when we work together, we can drive down the cost-curve, and deliver long-term benefits that far outweigh those costs.

So how do we do it? How do we get there?

Well, Governor Corzine is taking a holistic approach -- staying mindful of the connections among transportation issues, housing issues, quality of life issues, and homeland security issues, and refusing to look at environmental protection as an anathema to economic growth.

Here are the specifics -- some of which Governor Florio already shared with you:

- Stabilizing New Jersey's greenhouse gas emissions at 1990 levels by 2020 -- and reducing greenhouse gas emissions to 80 percent below 2006 levels by 2050.
- Empowering a new Office of Energy Savings to impose efficiency standards for state buildings, cars, lights, and appliances.
- Increasing the New Jersey Renewable Portfolio Standard to 20 percent by 2020 -- and requiring 20 percent of all electricity sold retail to come from renewable energy sources like solar, wind, and biomass.
- Implementing an aggressive and comprehensive energy master plan -- which is on the way -- to reduce 20 percent of all consumption by the year 2020.

And we're not just setting goals, we're reaching out for partnerships with the private sector to help us reach them -- relationships where each side benefits -- leveraging private investments that serve the common good.

As many of you know, Governor Corzine announced New Jersey's first-ever comprehensive strategy for growth last fall.

And central to it are a number of initiatives to foster growth in our innovation sector -- especially among those companies who are discovering, developing, and commercializing renewable and clean energy functions.

We want to connect companies on the leading edge with the capital they need to get their efforts off the ground.

In other words, just because an idea isn't immediately economically viable, doesn't mean we can afford to miss it.

We believe the role of government is to get way out ahead of the curve on big ideas, to put resources on the leading edge of new ventures, and to help them reach the point where market forces can take over.

The point is we need to promote innovation.

We need to find these companies, nurture them, and take advantage of their ideas.

This isn't about quarterly metrics; it's about thinking a quarter-century -- or longer -- down the road.

Let me also say, while I think most of us can agree that big changes need to happen at the federal level, the governor believes that if states set big goals, the private sector will work to help meet them.

It's why New Jersey and nine other northeastern states came together to create the Regional Greenhouse Gas Initiative -- the nation's first CO2 cap-and-trade program.

And it's why New Jersey companies have answered the call and reduced their carbon emissions.

Tiffany & Co. -- a landmark on 5th Avenue with some important manufacturing and distribution facilities in Whippany and Parsippany -- just initiated the largest commercial solar electric project on the East Coast.

New Jersey Resources, similarly, recently committed to reducing its emissions 20 percent by 2020.

And Bayer has reduced its emissions by 70 percent since the beginning of the 1990s.

I've worked in the private sector for most of my life, and, based on that experience, I don't think any of us can be sure if alternative energy is going to be a bonanza.

But we do know it's an imperative.

As Governor Corzine reaffirmed to me the other night, it's time for a serious, practical discussion about proactive solutions that can make a difference.

And that's what he said, "practical and proactive."

We've got to keep investing.

We've got to stay at the leading edge of experimentation -- whether we're talking about wind, solar, nuclear, or something that hasn't even hit the radar yet.

Parenthetically, just this morning the STAR-LEDGER profiled Fuel:Bio, the northeast's largest biodiesel production plant, opening today in my hometown Elizabeth and churning soy-oil into 60 million gallons of clean-burning fuel every year. This is exactly the kind of experimentation we're talking about.

We've got to stay disciplined about meeting the big goals we've set.

We've got to pay attention to all the great ideas the RPA has been advocating for years.

And unless we do all of this in a cost competitive way, we run the risk of eroding the economic base that makes our region so powerful and exciting.

Which brings me to, perhaps, the most important point of all -- and I may be preaching to the converted on this one.

Creating markets for energy efficiency and demand for clean energy technologies doesn't mean we have to suffer any decline in our quality of life.

Very much on the contrary, investing in a "bright green future" is the only way we can improve our quality of life.

If we do this right, we can also create new jobs and industries -- and attract our brightest minds to build a better future.

Yes, we're at a crossroads. Climate change jeopardizes our world -- the environment in which we live, the future we hope for, and our very humanity. We've got to break our dependence on fossil fuels. And our patterns of energy use simply are no longer sustainable.

But, to end with another of President Kennedy's great adages, "When written in Chinese, the word 'crisis' is composed of two characters. One represents danger and the other represents opportunity."

This is our opportunity -- our opportunity to exercise great stewardship, to come together and meet great goals, to fuel a new innovation economy, and to see our most intractable, insoluble problems as possibilities for a better tomorrow -- a brighter, greener future.

Thank you all.

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