



*New Jersey's **Clean Energy Program**TM*

Pushing the Set Top Box



Cracking the STB nut in New Jersey



- 2.6 Million Cable Subscribers
 - Estimate of 500,000 digital subscribers
- 7 Cable Service Providers
 - Comcast, Cablevision, Verizon, Hometown Online, Service Electric TV of Hunterdon, Service Electric of NJ and Time Warner
- 2 DSB (Satellite) Providers
 - DirecTV and Dish Network
- 566 Municipalities in NJ
 - 563 municipal franchise areas
- Massive potential for savings
 - Estimate of 94kWh annual savings per year per box
 - 244,400 MWh if all STBs converted to higher efficiency units



A Two-Pronged Approach



STATE OF NEW JERSEY
BOARD OF PUBLIC UTILITIES



The Carrot

Office of Clean Energy (OCE)

New Jersey's Clean Energy Program

AND

The Stick

Office of Cable Television (OCT)

Oversight of cable franchises and rates



THE CARROT



NJCEP Consumer Electronics Initiative

- Released Efficient Consumer Electronics RFP in October 2009
 - Targeting retailers, **service providers** and other efficiency service providers
 - Includes ENERGY STAR **qualified** TVs, computers, monitors and **set top boxes**
 - Short pilot promotion for 2009 / Extended into 1st Qtr 2010
 - STB proposal received from Ecos Consulting
 - Looking to sign service provider partner in January
 - Planned release of 2010 RFP early 1st Qtr
- Key elements
 - Promote the purchase / use of ENERGY STAR consumer electronics products
 - Promote NJCEP and **cross-market** other efficiency and renewable programs



THE STICK



New Jersey BPU – Office of Cable Television

- Facilitated Nov 2009 meeting with NJ cable service providers
 - Introduction to NJCEP and Consumer Electronics Initiative
 - **High level** discussion of STBs and the opportunities for partnership
 - Focus on 2010 RFP
- Key elements
 - New level of coordination between OCE and OCT
 - **Full attendance** by service providers
 - Link service provider role in NJ Energy Master Plan / 20% by 2020
 - Service provider support for **volunteer** programs





Clearing the Hurdles



New Jersey's Clean Energy Program

- Freeridership Issues for EEPS
 - **ENERGY STAR** fleet or purchase requirement
 - Reward or punish proactive service providers
- Crash course for NJCEP
 - Learning who the decision makers are within corporate cable
 - How to grease the wheels
- Key elements
 - New level of coordination between OCE and OCT on efficiency





Clearing the Hurdles



Corporate Cable

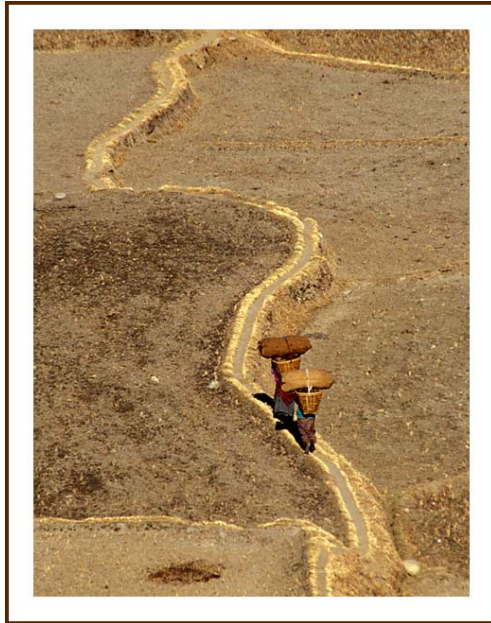
- Crash course for service providers
 - How to partner with NJCEP
 - Designing proposals to deal with freeridership concerns
- You mean there is money to be made!
 - Not used to receiving funding outside of normal operations

Biggest Issues

- Push vs. Pull of technology
 - Not opposed to marketing efficient STBs
 - Systems and processes create obstacles availability
 - Do not want demand from subscribers that they can not meet
 - Concern over ENERGY STAR 25% market share limit
- Legal
 - Corporate vs. local cable
 - NDAs with EEPS
- Tracking inventory
 - Regional distribution



The Path Forward



Program Design

- Freeridership & Partnership opportunities
 - Rebates shift more efficient STBs to EEPS region
 - **Not a long term solution**
 - Higher rebates for retirement
 - Use of funds for higher purpose unique to cable
 - **Community outreach** for efficiency
 - **On Demand NJCEP** promotion
- Promote NJCEP not the STB
 - Not used to receiving funding outside of normal operations





The Path Forward



Partnership with Corp Cable

- NJCEP Fast Track = Government Affairs
 - Desire for **Good Will** efforts to be recognized by regulatory authorities
 - Opportunity to be a revenue driver **\$\$\$**
 - Preference for **volunteer** participation
 - Community involvement
- Recognize Push vs. Pull and Turning the Battleship
 - Allow for **creative** approaches
 - Allow sufficient **time** for signing partners
- Potential Alliances
 - NCTA
 - Cable Labs
 - Cable \neq CEA





What's Next for New Jersey



2010 NJCEP Consumer Electronics Initiative

- Release RFP in 1st Quarter
 - Expand on 2009 pilot initiative
 - Emphasis on ENERGY STAR service providers
 - Emphasis on cross-marketing of NJCEP
 - Support industry achieving higher ENERGY STAR 2011 specifications
- Meeting with regional or national state/utility EEPs



Any Questions?



For more information please contact:

*New Jersey's **Clean Energy Program***

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