

## CEC Marketing & Communications Meeting

January 9, 2008  
10:00 AM – 12:25PM  
BPU Trenton Office

### Attendees:

#### In Person:

Anne Marie McShea, BPU	Anne-Marie Perrachio, NJNG
Linda Wetzel, AEG	Linda Russo, CSG
Michele Maybaum, CSG	Jason Bacharach, Grafica
Kristen Nawoj, Grafica	Mike Winka, BPU (partial)
Erin Bijas, MWW	Richard Rinck, Parker & Partners

#### By Telephone:

Jack Lloyd, MSI	Henry Odgen, Ratepayer Advocate
Liza Gonzalez, CSG	Jeff Brown, Global Learning
John Cusack, NJHEPS	Alicia Crichton, Haggman Asso.
Emily Haggman, Haggman Asso.	Joe Gennello, Honeywell
Jamie Hahn, Solar Renewable Corp	Charlie Garrison, Honeywell
Doyal Siddell, BPU	Ben Larkey, CSG
Gayle Dougherty, Haggman Asso.	Maureen Quaid, CSG

The meeting started at 10:00am. Anne Marie McShea welcomed everyone to the first meeting of the New Year.

### Commercial Business Survey Update: Jack Lloyd – see PowerPoint presentation

MSI surveyed 175 businesses in September and October, and also held focus groups in December. Jack presented top line findings and discussion on next steps.

- Awareness of energy efficiency has grown quite considerably since the last survey performed in 2005. More businesses are taking action to conserve energy; the use of energy efficient lighting is up sharply; however businesses of all sizes are still driven by bottom line motivation rather than social responsibility.
- In relating to renewable energy, businesspeople are more familiar now with the technology and offerings, but are not actually implementing it. This has remained the same since 2005. The perceived importance has increased only marginally – and is more difficult to justify with bottom line.
- Participants expressed interest in some kind of “green image” recognition to acknowledge their participation. They are looking for visibility in the form of website acknowledgement, or perhaps a decal or plaque.
  - Discussion: The “Who’s Going Solar?” map does list businesses today, but could benefit from higher visibility, or perhaps different levels or categories of recognition. A follow-up meeting will be scheduled to explore this further.

- Regarding the State’s role in energy efficiency, many businesses are aware of the goals for greenhouse gas reduction, and there is knowledge of initiatives New Jersey is trying to accomplish. 58% of businesses support the collection of SBC funds through their bills. Electric utilities were perceived as better than the state as assisting customers with energy efficiency.
  - Discussion: Anne Marie McShea will work with Janeen Lawlor and Doyal Siddell to brainstorm on how to better position the state as an energy resource and to emphasize the BPU is working in partnership with utilities and other energy partners.
- Awareness that NJCEP programs exist to help businesses has more than doubled since 2005.
  - Discussion: Anne Marie McShea – we are always looking to increase visibility, and the Commissioners are willing to participate in check presentations or PR events.
- Reducing the payback period did more to create interest in the programs than ROI calculations. Non-financial roadblocks include lack of awareness, scarce internal resources, and the complexity of the process. Vast majority of New Jersey businesses are small and medium but participants felt the programs were designed for large businesses – “not designed for me”.
  - Discussion: Jeff Brown – small business volunteer corps could help us get the message out. John Cusack – colleges and universities (Rowan, FDU, William Paterson) are looking to work with small and medium businesses, they are getting pressures to be greener because they are suppliers to the larger companies. Anne Marie Perrachio – Chambers of Commerce can also be part of the distribution of information.
- **Next steps:**
  - Presentations to the Energy Efficiency and Renewable Energy subcommittees later this month.
  - Anne Marie McShea will present broader findings to Janeen Lawlor for branding and other opportunities.
  - A residential survey is planned for Spring/Summer, prior to the EMP release in order to acquire a solid baseline. Anne Marie McShea has asked MSI to consider more dynamic ways to get input, perhaps online surveys or simple intercepts.

## **2008 Marketing Calendar**

Linda Wetzel distributed the 2008 calendar, color coded by the umbrella campaign, commercial and residential initiatives. This will be a monthly handout to help the committee better leverage and coordinate the different media.

## **Sub-Committee Appointments**

Subcommittee volunteer lists were distributed (Conference, Awards, EMP). The market managers should have representation on all three committees. Additional members from partner agencies may be added, especially on the Conference Committee to include EDA, Commerce or other key business allies.

## **2008 Conference Update**

Jason Bacharach distributed a conference overview and a list of possible sites. Trump Marina, Jersey City Hyatt and NJPAC will be considered if they can accommodate us. The conference theme, focus and

date will be solidified in the next few weeks. It is likely to include building a green economy to encourage business development in New Jersey and support of the Energy Master Plan.

The conference will be a two day event, with a technical focus for Day One. The Market Managers will be asked to provide recommendations for breakout sessions and topics, such as key trends in marketplace or emerging issues.

The committee decided that a Call for Topics/Speakers would be appropriate this year. This will hopefully give us a broad representation with a good number of speaker proposals. Once the theme/focus is determined, this can be implemented.

The Conference Subcommittee will meet on January 25 at 10am.

### **Community Partner Update**

Erin Bijas updated the group regarding the Community Partner meeting scheduled for January 24, 2008. It will be held from 1-4pm at the Princeton Public Library.

### **Grant Update**

Anne Marie McShea reported that the Grants have been moved from the January Board agenda to the February agenda.

### **Residential Creative Briefs**

- CleanPower Choice – Linda Russo reviewed the Creative Brief and was asked to expand on the goals, budget, etc. She will obtain approval of Anne Marie McShea as the Program Manager, and re-distribute it to the Committee.
- Home Performance – Linda Russo reviewed the Creative Brief and will expand on the program goals, the desired customer response and plans for the Community Partners. Linda will make the edits, obtain the approval of the Program Manager, Mona Mosser and Anne Marie McShea, and redistribute to the committee.

### **NEXT MEETING DATE:**

February 6, 2008 1:00 – 3:00 Trenton