

## **CEC Marketing & Communications Meeting**

February 6, 2008  
1:00 PM – 3:30PM  
BPU Trenton Office

### **Attendees:**

#### **In Person:**

Anne Marie McShea, BPU  
Linda Wetzel, AEG  
Michele Maybaum, CSG  
Kristen Nawoj, Grafica  
Erin Bijas, MWW

Anne-Marie Perrachio, NJNG  
Kimberly Hoff, CSG  
Jason Bacharach, Grafica  
Joe Gennello, Honeywell  
Cam Johnson, BPU

#### **By Telephone:**

Jack Lloyd, MSI  
John Cusack, NJHEPS  
Chris, Haggman Asso.  
Charlie Garrison, Honeywell  
Bill Amon, Somerset Freeholders

Henry Odgen, Rate Counsel  
Alicia Crichton, Haggman Asso.  
Dawn Chaplin, Honeywell  
Chris Siebens, JCP&L  
Jenn Morgan, Parker & Partners

The meeting started at 1:00pm.

### **Residential Survey: Jack Lloyd, MSI**

The proposed research will consist of residential focus groups and a survey. It was decided to hold the focus groups first so that we may benefit from a stronger survey tool, and to consider one in a Community Partner location. The survey will be web-based using a high quality web vendor. In prior years the research measured attitudes, perceptions, etc; this year questions should be designed to aid in program design and help identify roadblocks to participation.

This research will establish a strong baseline as we move forward with the EMP. It will also help refine messaging, gauge receptiveness to advertising concepts, and improve our communications with an emphasis on the NJCEP website as the primary vehicle.

Next steps:

- Jack will distribute a draft of the Discussion Guide for input.

### **NJCEP Budget Update**

For 2009, there will be a single coordinated marketing plan. Planning will begin this Spring.

### **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.

Next steps:

- For the League of Municipalities Conference in November, Parker & Partners should coordinate a plan for the NJCEP booth footprint, workshops and public relations around the conference. The BPU booth will be a separate space. Discussions are underway with League staff to include a NJCEP Track that will contain multiple workshops.
- Green Expo – this event will be held in April at Liberty State Park, with Friday primarily a business focus and Saturday/Sunday residential. Grafica is negotiated the Expo sponsorship, and CSG is coordinated the event specifics. The conference can then be promoted through the Community Partners, NJCEP website, and listserves.
- Event attendance / financial support requests – Honeywell will prepare clear protocol and criteria for evaluating requests to attend or sponsor events. Requests should be evaluated on whether they directly correlate to program goals, whether it is included in the budget, and what the benefits of the sponsorship or attendance include.

### **2008 Conference Update**

The focus of the conference will be CleanTech – Building a Green Economy in New Jersey. The location and date are still under review based on space requirements and hotel availability. The Jersey City Hyatt remains the preferred site.

### **Community Partner Update**

Erin reported on the status of the Community Partners. She will be requesting that the current partners and the five potential new partners re-commit and provide a 2008 Outreach Plan. The website is being refreshed, and will reflect the updated forms, etc.

### **Grant Update**

Deferred to the February 27 BPU Agenda.

### **Creative Brief Presentations**

- Clothes Washer –
- New Jersey Energy Star Homes – Reviewed with Marketing Committee. Anne Marie McShea expressed concern that a print campaign may not be the best use of funds in this market. Joe Gennello explained that this is exactly when we should be supporting the builders, to encourage homebuyers to give NJESH homes a second look. We want to keep builders in the program, building energy efficient homes. The brief is to be submitted for approval to Cam Johnson and Mona Mosser.
- CleanPower Choice – Revised version reviewed with Marketing Committee, to be submitted to Anne Marie McShea for approval.
- Home Performance – Revised version reviewed with Marketing Committee, to be submitted for approval to Cam Johnson and Mona Mosser. Anne Marie supported the messaging that “NJCEP will come to your home” versus “a contractor from a list”. It is hopeful that having Honeywell perform the initial audits will jump start this program.

- HVAC (Warm/Cool Advantage) - Reviewed with Marketing Committee, to be submitted for approval to Cam Johnson and Mona Mosser.
- Municipal Audit – Reviewed with the Marketing Committee. It was suggested that a case study be developed by an early adopter, as well as a general launch event and other key target dates. The website must be ready for this announcement with FAQ's, contractor lists, etc. This brief needs revision and to be signed off by the Program Manager before it is submitted to Mona Mosser.

**NEXT MEETING DATE:**

March 5, 2008 1:00 – 3:00 Trenton