

## CEC Marketing & Communications Meeting

May 7, 2008

1:00 PM – 3:30 PM

BPU Trenton Office

### Attendees:

#### In Person:

Anne Marie McShea, BPU

Linda Wetzel, AEG

Kristen Nawoj, Grafica

Cam Johnson, BPU

Stefano Crema, Sierra Club

Kimberly Hoff, CSG

Anne-Marie Peracchio, NJNG

Michele Maybaum, CSG

#### By Telephone:

Linda Russo, CSG

Richard Rinck, Parker & Partners

Liza Gonzalez, CSG

Jeff Brown, Global Learning

John Cusack, NJHEPS

Maureen Quaid, CSG

Doyal Siddell, BPU

Victoria Fisher, BPU

Dawn Chaplin, Honeywell

Dave Nichols, Rate Council

The meeting started at 1:00pm.

### Residential Survey

The residential survey will be an important tool to help document baselines before EMP measures are taken. A draft survey document was distributed and comments are encouraged. A revised schedule will be distributed shortly. Grafica will provide estimates from MSI for both phone and web-based survey with various numbers of participants.

### Marketing

- 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.
- Guidelines for developing the 2009 marketing budgets will be distributed in the next few weeks.
- *Residential Market Manager Update:*
  - Energy Star Products is launching seasonal campaigns promoting room air conditioners and dehumidifiers. Both offerings will be supported by on-line applications, POP materials and website banners. The clothes washer promotion is on-going, and the lighting promotion should kick off this summer.
  - New Jersey Energy Star Homes has received \$15,000 from the EPA to support program advertising.
  - Home Performance print ads, success stories and draft radio scripts were distributed for comment. They feature testimonials from NJ customers to provide broader appeal to NJ residents.
  - Affordable Comfort Conference will be held September 9<sup>th</sup> and 10<sup>th</sup> in Atlantic City. The conference will recognize home performance contractors and NJ Energy Star Homes builders.

- *Renewable Market Manager Update:*
  - Clean Power Choice will be sending an email blast to contractors to encourage their support of the program. Bill inserts are included with electric bills in April.
  - SREC program will be renamed in the near future to make it friendlier. Website updates, FAQs and case studies are all under development.
- *Commercial Market Manager Update:*
  - NJ SmartStart Buildings is planning a press event on May 15 at the Shop Rite in Millville. Commissioner Asselta will make a presentation.
  - NJ League of Municipalities Conference will support a Clean Energy/Clean Technologies Track at the November conference. It was suggested that we feature a real life example of one of the 2008 Clean Energy winners if possible to provide an endorsement of the program.

### **2008 Conference Update**

- The 2008 conference will be held at the Jersey City Hyatt on October 17. The agenda and workshops are being finalized with a new focus on Clean Tech with broader sponsorship and exhibitor opportunities.
- The Leadership Award nomination packages have been posted on the website and Save the Date postcards will be mailed to past participants. An ad will run in Fortune Magazine to promote the conference and will highlight last year's attendees. A full timeline will be distributed.

### **Community Partner Update**

- Grafica is coordinating a transit campaign that will tie into several Community Partners who are located along train lines. There will be over 700 ads in train cars on the various commuter lines, and partners and CSG will staff events in the train stations during May and June. This will tie media and advertising to local outreach and help bolster local efforts.

### **NEXT MEETING DATE:**

June 4, 2008 1:00 – 3:00 Trenton