

**Meeting Notes
CEC Marketing Committee Meeting**

Date & Time of Meeting:
April 11, 2007, 10:00 AM – 12:00 p.m.
TRENTON & VIA TELECONFERENCE

Attendees:

Anne Marie McShea, NJ OCE	Erin Bijas, MWW
Greg Coleman, TRC	Jason Bacharach, Carey Johnson, Chandra Lattig Grafica
Joseph Genello, Honeywell	Dave Nichols, Ratepayer Advocate
Jeff Brown, Global Learning	Henry Ogden, Ratepayer Advocate
Richard Rinck, Parker and Partners	Linda Russo, Kimberly Hoff, Ben Larkey, Maureen Quaid, Lisa Gonzalez, Emily Haggman, Chris, Gale Dougherty CSG
Athena Serafides, NJ DEP	

Other Attendees for this meeting:
Jack Lloyd, MSI

Announcements:

Next CEC Education & Outreach Committee Meeting is May 9, 2007 10:00 AM – 12:00 PM

Notes from Meeting:

Tracking Study

- Goal is to inform NJCEP activities with market place perceptions relative to awareness, interest, and perceptions of energy issues and NJCEP.
- Reviewed prior methodologies, sample, and questionnaire
- Focus is on business to allow for larger sample size and more segments. Residential will be a smaller sample size in this wave (400).
- Goal of business survey is relative to SmartStart and other programs, including conference.
- Business size should focus on use of energy/utility bills rather than employee size. (Can be provided by utilities or screened on phone which would increase survey cost)

NEXT STEPS

- TRC/Grafica to work with MSI to define business criteria and question areas based on energy usage and Smart Start target (4/16).
- CSG, TRC, Grafica, OCE to provide feedback to questionnaire to MSI by April 18.
- For residential – HPES, climate change, CPC are paramount
- For next cmtee meeting – scope for surveys established and 2nd draft of questionnaire.

Commercial/Municipal Programs

- TRC fully on board as market manager. Web site has been updated to reflect the new contact info and “statewide” nature of program.
- Participated at Globalcon with booth and presented at sessions
- Conducted workshop with CIEP customers (peak demand greater than 1 megawatt approximately 2,400 customers)

- A draft proposal has been submitted for design and implementation of the Municipal Audit Program. Program provides subsidized audit to municipal facilities. TRC working with League of Municipalities to promote. Compliance filing being presented in May to the Board. Treasury issuing an RFP to build roster of vendors who can conduct the Audit.
- Demand Response Program is being rolled out per Board order. Program designed to help extremely large customers participate in PJM load curtailment program. Will be run by the Ombudsman and will include financial incentive for the required equipment
- K-12 school energy consumption project is being designed/under draft development

NEXT STEPS

- Presentations coming up with Middlesex and Morris Counties
- Wastewater Treatment Managers presentation.
- TRC to send final CSG draft to AMM.
- K-12 Program draft to be available at next cmtee meeting
- RFP link on web site when Treasury issues Municipal Audit RFP

Residential Programs

- \$20 Room A/c rebate May 14 – August 31. Program will be marketed via brochures, in-store, web site, and cross-marketing efforts with other programs (i.e. Energy Star new home customers are very interested in solar energy)
- Energy Star homes participating in Atlantic Home Builders Conference 4/28 in Atlantic City
- Participated at Globalcom – lots of interest in all the programs.
- CSG attended Meadowlands meeting.

NEXT STEPS

- Follow up re status of energy efficiency building codes.
- USGBC will be at Whole Foods Princeton 4/17 and NJCEP will be participating/handing out info. (CPC, HPES, Room A/C)
- CSG to participate in Middlesex County meeting
- CSG and TRC to discuss next steps with Meadowlands group.

Renewable Programs

- Program are fully staffed with Managers
- SREC pilot launched last week. Notification went out to list serv and also notifying COS contractors, customers, and Mid Atlantic organization. Pilot will run till 8/21/07
- Compliance filings in development – annual report summary and program recommendations
- Attending MCEA 4/11 3:30 to present CORE status
- CPC program focus in on reporting – determining data needs, analysis, and summary.
- CSG preparing for CPC rule making

Coalition/Community Partnership

- Should be used to engage members on all NJCEP issues, programs etc to build grass roots awareness of and participation in NJCEP. Communities are working to develop reporting based on usage, carbon footprint, and municipal energy audit and need assistance from NJCEP and utilities
- As community comes on-board need a simple way to provide baseline metrics
- DEP working with some of the partners for Sustainable Communities (Summit/Maplewood)

NEXT STEPS

- CSG to schedule meeting to be scheduled determine how best to support coalition/partners. Focus on fall and how to engage community members i.e. CPC and Change-A-Light and K-12 and Municipal Energy Audit.
- AMM/Athena/ Randy developing form for community info request that can be provide to Mike Ambrosio. Due 4/20

NEXT STEPS

- CSG to update Renewable and EE meeting dates on web site
- Clarify meeting button on web site to say CEC Meeting and Public Events

Conference and Awards

- Reviewed 2 day program
- Award Solicitation is out.
- Speaker recommendations for workshop to be provided
- Press release is ready pending approval from BPU and Governors office followed by Ted Tuner keynote announcement.
- Award are reviewed by members of Marketing Cmtee broken into small groups

NEXT STEPS

- Market managers to identify customers for award solicitation
- AMM to send award nomination announcements to list servs
- Resend press release and an electronic announcement
- Establish sub committee groups for awards committees.
- Award Category committee to be developed by Grafica and reviewed at May 9th committee meeting

Annual Report

- Top line numbers received from Mike Ambrosio.
- A Press release will be issued for Earth day, relative to energy, dollar, and CO2 savings,
- A full annual report will be developed
- Suggestion to put in 6-year cumulative impact of Program.

NEXT STEPS

- AMM to distribute top line report to Market Managers

Clean Power Choice

- Marketing began 4/8
- 3 new community partners added to the campaign (Red Bank, Cape May city, Hudson County)

CEC Meeting

- CEC meeting 4/16 for compliance filing
- Marketing issues to be discussed include, tracking study, community campaign as initiative that has potential, awards, and conference.

Summer Energy Efficiency Campaign

- Reviewed Creative brief and discussed potential strategies/opportunities to build out the "Whole House" campaign and include multiple components such as; Environmental benefits of being energy efficient. Tying it into community campaign (distribution and messaging i.e. consumers need to know not just them but there neighbors. the community, the State and together all can make a difference)
- Put climate savings benefits to be carried out across all campaigns (similar to how used in CPC April campaign) and link to products (i.e. potential clean air benefits of changing light bulbs). Use call out in corner will help indicate climate change benefit.
- Mandate is to develop the platform that supports all the programs - provide an integrated platform that supports the residential commercial and renewable energy program. Change is weaving in climate change solutions, whole house approach, renewable.

NEXT STEPS

- AMM/Grafica/MWW to discuss in more depth Friday
- Present t at next cmtee meeting (strong platform and updating key messages)