

**Meeting Notes  
CEC Marketing Committee Meeting**

**Date & Time of Meeting:**  
April 12, 2006, 2:00 PM – 4:00 p.m.

**Attendees:**

	Yes	No		Yes	No
Fletcher Harper, GreenFaith	X		John Kusak, NJHEPS	X	
Anne Marie McShea, NJ OCE	X		Dave Nichols, Ratepayer Advocate	X	
Linda Wetzel, JCP*L	X		Athena Sarafides, DEP	X	
Fred Lynk, PSE&G	X		Dennis Canavan, J&J	X	
Anne-Marie Peracchio, NJNG	X		Steve Restivo, Lissette Rivera, MWW	X	
Jeff Brown, Global Learning	X		Jason Bacharach, Carey Johnson, Grafica	X	
Peg Gallos, BPU	X				

**Other Attendees for this meeting:**

Jack Lloyd, MSI

**Announcements:**

- Next CEC Education & Outreach Committee Meeting is Wednesday, May 10 2:00PM - 4:00PM

(Dial In Number - 888.476.6131, Code: 535344)

**Notes from Meeting:**

CPC Launch and CPC Coalition

Successful CPC launch with President Fox and CPC Coalition  
Press clippings distributed by Steve Restivo

**NEXT STEPS:**

Monitor and report program results

Marketing Calendar

Distributed and reviewed 2006 marketing and events calendar

**NEXT STEPS:**

Distribute updates/revisions as necessary

Education & Outreach Grant Solicitation Discussion

Discussed potential methodology and next steps related to grant process.  
Discussed merits/appropriateness of reviewing a document submitted to Committee by BPU Grantees (Global Learning, GreenFaith, NJ Higher Education Partnership for Sustainability) for process improvement based on grantee experience. Briefly reviewed letter.

**NEXT STEPS:**

Reconvene or create sub-Committee for open forum discussion/comments regarding process improvements including

process explanation, approval process, role of NJ State Treasury, alternate grant award/administration options, commitment to provide grantees with payment in a more timely manner etc.

#### Public Opinion Survey

Goal of survey is to have an ongoing data/analysis tool that is structured to provide feedback over time and to give reliable indication of public awareness relative to work being done in media and outreach, identify areas to help define and select relevant and appropriate message, inform Council, Board staff, and Board about potential or needed program changes

This will reinforce and review the Program goal to increase public awareness of the Program and increase participation in those programs. Survey will provide attitude, awareness, and perceptions while participation numbers will come from other sources.

Survey results to be presented and distributed in format similar to Pennsylvania SmartPower

Committee reviewed consumer survey and approved. However questions need to be cut to reduce survey length. Requested that survey instrument add statement of purpose that reflects goals of program

- Increasing public awareness
- Increasing participation

Business survey – Put on hold for now. To help define and stratify the market, the Committee will look to the market assessment work currently being done by under Mike Ambrosio and Summit Blue.

Additional segments/number of respondents will increase costs.

May want to track small business/commercial separately. This may help identify opportunity areas for small business program development and thereby develop more programs for all ratepayer classes.

#### NEXT STEPS:

Input/recommendations on cutting survey by 8-10 questions due to the residential survey 4/17

Residential survey to begin 5/27 (moved back 1 week), field period of 2 weeks

Review Summit Blue assessment and determine research and tracking needs/objectives

Jack Lloyd, MSI, to provide perspective on industry segment definitions for small business and small/med business send to Committee

#### Summer Energy Savings Campaign -

Campaign will keep the format of the Winter 5 Tips campaign.

Campaign budget: \$253,500 - would like to add print advertising and reduce campaign from 8 weeks to 6 weeks

There will not be a bill insert from the utilities, however may possibly include similar tips in newsletter (PSE&G) Possibly produce palm cards, however this will require additional funding to the planned budget.

#### NEXT STEPS:

Grafica to provide pricing for palm cards

Grafica to put together a campaign scope document for approval prior to proceeding

#### K-12 Education RFP -

Treasury needs written request to take up RFP process

Discussed the SEP grant (seems like it is federal money, to provide immediate funding)

Keep K-12 RFP in Budget (include in 2006 budget to Clean Energy Council)

#### NEXT STEPS

Anne Marie McShea to follow up with Lance Miller and Mike Winka and Dave, let them know that the Committee met and will like to move forward as it believes it is distinct and different than the SEP funds.

Annual Report Update-

Annual Report to release prior to Earth Day

Final round review in progress

Recommended that subsequent years should develop a set of goals (5 statements of purpose) for the Committee to sign off on and make it understandable to the average person. This will enable citizens to better understand the goals and success of the Program, particularly as it relates to energy savings.

**NEXT STEPS**

Inform Committee when Annual Report is released

Coalition Update-

Although formed for CleanPower Choice, could use this network through out the program

**NEXT STEPS**

MWW to send out a letter of support