

**Clean Power Choice Working Group-Meeting Notes**  
Feb 21, 2007



Attendees:

Amy McGinty, Community Energy  
Anne Marie McShea, OCE  
Bob Maddox, Sterling Planet  
Erin Bijas, MWW  
Jason Bacharach, Grafica  
Kevin Connelly, JCP&L  
Kim Hoff, CSG  
Maureen Quaid, CSG  
Meg Denney, Community Energy

Board order to formalize program:

Board order to formalize program will not be on March agenda, probably April. CSG has draft of account look up white paper, which has gone to Anne Marie for review. OCE received comments from marketers and utilities and proposal for how customer account lookup (CAL) could be done. When it's ready, we will circulate copies to the group. There is a utility concern about customer privacy. Question about public comment period, Anne Marie will check with legal, thinks it's 60 days.

Report from the marketing & communications committee:

The ratepayer advocate wants info about other renewable programs on the bill insert. The OCE wants to see marketers making an effort, but the need CAL. CEC may withdraw budget support if the program doesn't do better for the rest of the year.

Question on whether this will be part of administrative code? Anne Marie is not sure, will check with Mike Winka. The new rule will spell out CAL. There will be no advance review by utilities. The only provision to change program is through rule making. Prior to that, recommendation will go to board, which will enable direct marketing by marketers. Anne Marie asked for the difference in response rates with account look up vs without. Amy said it varies by tactic, but in general, they get about 40% without lookup, with it, can get 95-100% of sign-ups. Direct mail sees responses 4x greater if customers don't have to look up their number.

Proposed Program Changes:

The group reviewed other recommendations for process, based on the memo from the last meeting. Examples: REC vintage consistent with voluntary market, clarity on allowance for block products, allowance for commercial customers not on BGS, and provision for marketers doing marketing plans.

Bill insert:

The ratepayer advocate would like to add language about other programs already being supported by NJ CEP. Recommendation: move the asterisk to base of text. Another change: add a snipe on front cover on climate change solutions, with invitation to 'see inside.' On the panel with climate change solution, text says reducing CO2 emissions is equivalent to 950 trees. Bob said that assumes 100% usage, and one of the products is at 15%, and he suggests it read 'can' reduce, and that impacts are dependent on product and usage.

Amy asked if landfills count, since they convert methane to CO2, and suggests a change to 'households that participate can reduce by up to 10,000 pounds'. Maureen said we could include calculations in next solicitation for each product mix to get the numbers. Another suggestion: benefits vary by product and usage.

Bob said that referring to 'product' may confuse consumers, and suggests 'offering' or 'choice' instead. 'Product' connotes something people can touch.

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The group discussed the table format, and removing the column with 'product name'. This was okay with the marketers in the group. Kevin Connelly said JCP&L can't agree to take out the product name without running by his company's communications meeting. Anne Marie will consider for the fall 2007 campaign.

Chris Siebens (on phone) re adding the banner referring to climate change solutions – he showed to 1<sup>st</sup> Energy corporate group, and they have concerns that we are promoting solutions to climate change. He suggested alternative language: help reduce greenhouse gas emissions. The group thought that may be too technical, and went back to 'a climate change solution', or 'help reduce climate change.' Anne Marie said they will add the 'a' to the banner header.

### Community Partnership/CPC Coalition:

So far, the staff/contractors have enlisted 10 partners who will mail out enrollment form or sponsor events in support of CPC, which are listed at: <http://www.njcleanpower.com/html/coalition.html>

The partners will build local presence in those communities. Each partner has set targets for enrollments, and provided a plan for how they will do that. Anne Marie asked marketers to review plans with them. Erin will set a follow up coalition meeting, hopefully in Summit, and will do a press release on community partnership, maybe 1<sup>st</sup> week of March.

**Program demographics** - Hunterdon County - brand development index 2.57x what we expect based on population Linda Wetzel (on phone) said there are high returns, may still not be penetrating as much as we would like. Wealthier rural counties are performing better. Hunterdon, Morris, Mercer, Somerset follow trend. Highest income, highest education counties performed best. Monmouth – has high education, performing average, could be potential there, low hanging fruit. Other opportunities include, Middlesex, Bergen, which could perform better. We can look within counties at towns, may be pockets that are doing well. We can look for new partners in the other counties with high response rates (e.g. Hunterdon, Morris, Somerset).

**Vehicles selected** – newspapers cover broad geography, and are flexible. Magazines – monthly, like New Jersey could work. The program is staying away from television, responses have decreased for campaign periods. Newspaper has an advantage – longer messaging period on statewide basis, can gain ability to do more local media.

**Bob** suggested polling to establish benchmarks. TV is a high source of awareness - what percent of NJ customers aware – about 30%, based on the survey done following media campaign, which included TV. Bob asked if the group was familiar with LOHAS demographic, how do program demographics compare to a LOHAS demographic, and suggested that we can target the campaign to that demographic. Newspaper hits a broad demographic, and we get greater value from print. Radio does well, internet does well for that demographic – information seekers.

Maureen said that the program messages already play well to the LOHAS demographic – what people can do on their own. The group has high self-efficacy – they believe they can make a difference. Anne Marie cautioned that we may lose support by focusing too much on a subset of the general audience – we want to spread dollars to optimize reach and impact. There will also be a small amount to Spanish newspapers (added after first campaign).

We may be able to move some money from newspapers scheduled in June to support community partnerships at local level, provide a stronger presence on the ground. The staff/contractors will work with partners to understand where to focus media buys – there will be print ads, with a mix of existing and partnership focus. We can also use radio, with a live read on those stations that cover local area to cover specific events or partners. We will look at the response in these spring campaigns, which will give us something to build on for the fall.

Can utilities staff up for specific events if given notice? They will check. If we focus on 1-2 events, we can make utilities aware of those events. **Kevin** said he doesn't know how much it solves the

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problem, may be able to prepare for added staffing. Can the utilities compare call response time for what's standard and when there are events? PSE&G wouldn't expect many calls, with the volume we're getting, don't expect it to be an issue, willing to look at and work with the staff on it.

### **Adding bill inserts:**

Anne Marie has asked for added communication from utilities.

She wants to broaden the campaigns from one month to two:

April – May and September – October.

Are there other forms of communication?

Bill messages – may be able to add 2 lines 120 characters (JCP&L)

**PSE&G** – will circle back with **Fred Link**

**Orange & Rockland** – have at home newsletter, could put something in for May

Something different in the fall (don't want to repeat article)

Will talk to corporate communications people for **May**

**Atlantic City** – not on line (let's reach out to Walt from ACUA)

Maureen asked for a compilation of quarterly reports submitted to date. The next report is due April 30 (30 days after close of quarter). Anne Marie said everyone should have submitted reports by Jan 30, from utilities and marketers. At the next meeting, we will review a summary of that data (add to March agenda).

The next meeting: 2<sup>nd</sup> Wednesday of the month, March 14 at 1:00.