

ATTENDEES

TEL: Ann Marie McShea/BPU (called in), Erin Bijas/MWW, Meg Denney/Community Energy, Carey Johnson/Grafica, Walt Davis/Atlantic City Electric, Melissa Standing/PSEG, Chris Siebens/JCPL, Rick Struck/RECO, John Holtz/Green Mountain Energy, Henry Ogden/Rate Counsel, Harry Moran, PSEG, Tom Kelly/RECO, Charmaine Rescigliano/RECO, Ms. ?(muffled)/Rate Counsel

OFC: Ron Jackson/BPU, Ben Larkey/CSG, Jason Bacharach/Grafica, Kim Hoff/CSG, Maureen Quaid/CSG

1. Environmental Disclosure Rule

Ron Jackson: E-mailed current disclosure rule to Ben who e-mailed to CPCWG; comments can be made till tmw; not many changes to rule but mostly updates, should effect CPCWG members Includes: distribution company, CPM, suppliers, utilities, power generators, auction winners; Changes to limitations to GATTS system; Any comments/questions ?

Ben: everyone should look at and make sure they're comfortable w/ them

Ron: when you send in labels, CPA to verify information is correct, which not everybody does. Due to sunset clause, rules need to be readopted, but can still accept comments after deadline tomorrow.

Melissa S: – Got the attachment today-any major changes to communication requirements?

Ron: No, rule is pretty much adopted, same as 5 years ago, but looking for input to make changes. Commentaries have been open for 2 months and I haven't seen any of the comments on the re-adoption. Open to making the rule better.

Melissa: Will continue to communicate once in the spring and once in the fall.

Ron: Requirements for CPA are still in there.

Ben: Is there any thought of identifying the source of CPM energy by geography (state)? We are seeing questions about that. Only see "regional" reference, except for NJ Wind Energy.

Maureen: Where is it coming from? We are getting questions about that and whether or not it's part of the environmental disclosure or part of the CPC program rules. If it were part of environmental disclosure, it would make the job easier.

Ron: that would need to be a recommendation to change the rules

? (not i.d.): When you say where it's coming from, how specific are you looking for?

Ben: can CPM to identify energy sources by state? Is it possible given the set-up of the system?

Ms. ?: I have no idea, have to ask.

Meg: Jersey Wind identify by state, but the ones that go beyond that, the times that are applied for these programs are done after the fact that it might vary for a period. At this point the rules are for PJM. We can probably give an estimate of the percentage of times it comes from a certain state but it will bounce around -the supply- based on of availability. We are limited because of PJM.

Ann Marie (called in after start): apologized, tied up in Board agenda meeting; will not be able to participate but will check back when other meeting is over (w/ customer account look up)

Ron: to finish up, we want to improve rules, encouraging comments or issues. Looking to make more effective and need input if you want anything to change

Ben: comment period will end tomorrow? Ron: will take comments after tomorrow unofficially. Don't let deadline deter any comments you may have. Official comments to be submitted by tomorrow but you can send unofficial comments. Will be re-adopted, but if comments need major change will have to have another process to change the rules

Customer Look Up – Ann Marie Will call back after other meeting, if possible

Maureen: planning to have clean energy on July 11th Board meeting agenda. Mentioned in Renewable Energy meeting on Tuesday if they need to move separate board order to be on time for fall campaign or held back for general rule making for CPC program, in which case maybe delayed for a few months and not ready for Fall campaign.

QUARTERLY REPORT REVIEW– 1Q07

Ben: reviewed with Maureen and Ann Marie. Goal to get data back to interested people to be useful. Will take ideas to improve quarterly report. New forms have been distributed. Thanks to firms that used the forms.

Report in 2006 was incomplete, some companies start program in 2Q06 or didn't report all the data. ENROLLMENT: EDC:1st quarter, 480 new enrollments plus 39 drops or 7% enrollment, program cumulative goal for enrollment = 9,400 or ¼ of '07 target of ~37,000 = participation rate of about 0.3%.

CPM data was higher. Looking to get EDI verified data
661 enrollments plus 52 drops or 7% of enrollments. Participation rate also 0.3%

Community partnership program:

11 active communities active- distributing inserts & holding events w/ the goal to boost enrollment. Identified target by household numbers, if they reached their household target number, participation rate would be 1.5%. April & May enrollment = 901 which was 166% increase over the pre-April and May total. Hard to isolate if based on overall or their specific efforts Increase due to PR program or activities? A lot more interest, hope to double sign-ups.

Erin: were bill inserts coded?

Ben: Yes, getting data weekly from call center, can compare printed inserts with coding

Meg: how is the break down for the code for each community? And how they are coming through?

We can track by source codes if we know what to look for.

TO DO Jason: will send out to committee – if coded enrollment forms not coming back directly, but getting boost from town we know we are doing additional media in those towns, the partners are out there promoting it – make assumption working to drive participation regardless of what format is used to sign up.

Ben: we can distribute latest information from the call center & list of tracking codes.

Top 10 communities from HW for month - #1 Princeton at 15, Montclair at 12, Ridgewood at 8, Basking Ridge at 7, South Orange at 7, Morristown at 5, Maplewood at 4, Westfield at 4
Princeton, Montclair and Summit are community partners, among top 10.

Energy: EDC: > 16,000 megawatt hours, 1st time reporting by the 4th company data bumped up quarterly amount – through end of last year the quarterly amount was 3,700 megawatt hours/quarter, now 10,000 – will help data to be more efficient. CPM energy data higher than EDC, but not as big a gap as w/ enrollment.

Consumer Response Data (page 3):

Ben: **Web hits:** njcleanpower.com vs. njcleanenergy.com, Ann Marie wanted to focus on Clean Power, more closely related to CPC program and up 4% vs. last qtr., (4th qtr '06) but below 1st qtr. '06. People might be hitting website more, there is a big increase on NJCleanEnergy .com

Ben: **Bill inserts received and forwarded:** – seasonal down from last qtr, but up 2/3 from same qtr last year; **Calls received** going down but maybe down because of people going to the website
Source of Awareness: bill inserts shifted – online bigger segment

Jason: Looking to enhance website

Ben: Website going through big re-design

Ben: **Data Analysis recommendation:** Having attended a recent EUCI Green marketing conference (learned about other programs/NREL reports/data) , it seems like NJ is a new program, finding its “legs”, based on staggered start by participating companies, suggest treat 2007 data as baseline. No complete '06 data to base the metrics on – to achieve 1% participation rate which is about 37,000 and we are about 9,300 now – we expect another few thousand with the 2nd quarter – we will basically need 9,000 enrollees per quarter vs the current 500, or an order of magnitude-we have a lot to do. I included a table on average enrollment rates of other programs, but they aren't statewide programs and are not as complex as NJ.

On going issues: make sure companies report EDI verify information and drops data and improve that as much as possible.

(unidentified): What do you mean improving drop data?

Ben: not all companies are reporting drops. Would be useful to identify why drops are happening

Maureen: People might report “net” enrollment data – we are asking for people to report in the period the “new” enrollment and the number of drops and let us calculate the net. Asking to separate out number of “new” enrollments you have starting the period, the new enrollments during the period & number of drops during the period. Then we will do the math in calculating that because the number of drops is relevant and if we find out that there are a high number of drops in one area or for a particular product that gives us good information to follow up on and figure why it's happening.

_____: I believe what we are giving you are the number of active customers;

Maureen: that's right and we are asking you to give us more detailed information

_____: if we give you a number of active customers we are probably looking at our systems saying who's active as a clean power marketer as of 3/31/07...I'm assuming that's the way we are reporting it? there could be pending enrollments not in that number we are reporting.

Maureen; but that is also a net number, it's netting new enrollments and drops. We are looking for number of enrollees starting the period, number of new enrollments during the period, and number of drops during the quarter.

JCP&L: we are just reporting the net – not reporting drops.

Jason: When we talked several meetings ago, a CPM concern

Ben: I've given average; will give subtotal by EDC, not CPM due to confidentiality.

Chris S: have a new IT program-maybe a year long. may not be able to accommodate the data requested because of IT issues.

TO DO: Maureen & Ben will write request to accompany reporting template that defines what we are asking for in those cells.

(Walt Davis) ?: where do we charge this if we get there?

Maureen: charge whatever cost recovery mechanism already operates for the CPC program

___?: we don't have one Maureen: let's get one then

?: we are ordered not to charge anything to the CPC program except for bill inserts

Maureen: rules program has section about cost recovery.

___: in that section it rules out any internal labor and anything other then approved by the board which only is the billing inserts for 2007

Maureen: will take that up with Ann Marie and Mike Winka because it seems like a reasonable cost to be able to get recovery for.

Ben: please email your request on that subject so we can have something in effect on writing

___: just read the order, there is no place to charge it.

Maureen: this is the same problem with customer account look up ?.

This needs to be addressed in the rule making for the program moving forward.

___: no place to charge these cost.

Maureen: you are saying it excludes staff time? ___: yes

___: there are compliance regulations, falls under voluntary information....
what you are asking for right now is voluntary, and more time/expense.

___: "RCI" does not have the raw data to satisfy the request

Maureen: it should because you are keeping track of billing for these people.

___: We'll leave that alone for now...

Ben: customer "drop" data is now being asked of the CPMs, not the EDCs.

___: not, exactly, it's specific to seamless move capability

Ben: we'll make a note of that. Final 1Q07 report recommendation:

Need to link the market strategy regarding bill inserts and direct marketing to participant goals

Using data to help guide program and marketing data is effective and time lag from call center to EDC

Two companies didn't get their data in until pretty late, well beyond the month dead line after the end of the quarter. The new worksheet will be a tracking mechanism for both reporting firms and us-got good feedback so far on the form. The sooner you get data back the better, if possible 2 weeks after the end of each quarter.

Ben: Long term items: 1) Need to grow program to full potential; 2) strengthening marketing including non-residential signups, since there'll be more energy per enrollee (vs residential) and 3) need for

ongoing marketing-most programs need multiple messages-as many as 7, before enrollees signing up.

Jason: We proposed to look at TV w/ broader reach and drill down to support Partner efforts, didn't do last quarter, will try to do that this quarter; re: repetition – bill inserts are the best thing. An additional bill inserts may be useful. April '06 ran statewide TV, then RECO and ACE joined in April '06, single largest period to date.

Ben. Ann Marie asked me to look @ 2Q07 from call center so far: 2,859 vs 3,363 (full) 2Q06, may be a little less vs '06, but close/strong. Hopefully the new quarterly report format is useful; call/e-mail any comments/questions.

COMMUNITY PARTNER

Erin: ACUA wind farm tour and meeting on July 10 @ 12 noon. Will report on data.

Ben: AMM has started asking for weekly data.

TO DO: I can e-mail tracking codes to group.

Ben: Because the call center doesn't get all of the enrollment forms, I gave the CPMs an excel spreadsheet to fill in w/ enrollees by zip code, only got one back. Will be useful since CPMs get more enrollments vs the call center.

Marketing

Jason: looking at next bill insert period-a more holistic view-wrapping CPC, Change a Light and winter efficiency into a more integrated "whole house" approach.

Hope to share some creative and media plans w/ Committee-July 12 mtg

(Ben: I won't be here)

Awards:

Jason: tomorrow last day-marketer nominations due from CPMs due on 15th; conference committee e-mail asked for nomination committee "volunteers".

NJ Annual Energy Conference:

Jason: in process, 2 days, focuses on municipalities; get sponsorship in –better positioning-more emails w/ sponsor logos; contact Jason for help

Ben: when there are request for speakers, how that's going for CPM's too many ? criteria ?

Meg: always more than we can handle, but none recently; Erin's doing great; Larger is better; try to squeeze in-sometimes too big >30-40,000 people-not enough specificity; learn as they go

Erin: how was Burlington County mtg ? Meg: pretty good for an afternoon

Jason: look to link to radio station events, anything available ?

Meg: not great- a lot of people looking for freebies

Jason: \$ better spent on media; Meg: agree

Kim: submitted a Change A Light bus tour proposal to EPA-haven't received final word; encompassing w/ many programs w/ Community Partners.

Maureen: IKEA giving CFLs to employees

Jason: can give CFLs to NJ energy conference attendees ?

CPM DIRECT MARKETING

Ben: asked CPMs, any plans for direct marketing during '07 ?

Meg: not unless get customer account lookup; could change-can send direct mail

John : same

DROP ISSUE – NON-PAYMENT OF BILLS

Meg: customers that don't pay their bills on time issue ?

Ben: need to look into a little more-part of "drops" issue

Meg: we can submit within 1 month in other programs

Terry: not just missing 1 bill, if they're 60 days in arrears, they get dropped, locked out for 1 year

Chris S: specified in program rules

Terry: in supply side, get returned to dual billing, mirrors supply side; in early meetings, CPMs agreed rather have dropped, rather than have to bill separately.

Meg: OK.

Meg: Asked if AMM can give CPCWG Customer Account Account Lookup summary.