

Attendees:

TEL: Walt Davis/ACE, Rick Struck/RECO, Chris Siebens/JCPL, Kim Hoff/CSG, Cary Johnson/Grafica, Maureen Quaid/CSG, John Holtz/Green Mountain Energy, Henry Huggin ?/Rate Counsel,

In room: Ann Marie McShea/OCE, Ben Larkey/CSG, Jason Bacharach/Grafica, Meg Denney/Community Energy; Bob Maddox, Sterling Planet , Erin Bijas/MWW

**ACE insert**

Walt said it was approved; confirmed Sept. insert is OK; extra cost if require October.

AMM: would like to coordinate w/ other utilities timing if possible

Walt: out a message in Oct bill to be in synch; not the same as other utilities-ACE has to delineate Line by line-will be the same next year-Sept- unless they can "bundle" like other utilities-they're working on it.

**2Q07 report (Apr-June)**

Ben L: I sent 1 page draft – data only w/o comments - to list serve.

Program performance review:

Final enrollments: Call center >3,000; program cumulative > 1x,000;

CPM: ~ 4,000/quarter

EDC: ~ 2,000/quarter

CPM marketing types: ~3,000; direct mktg 300, CPM website 1,000

AMM: upsurge in webhits for all CPMs why ?

If good website, maybe keep the way it is; love that there's more happening w/ direct to CPMs

Fall '06: 2,241-double 1 yr ago

Meg D: yes, all around; asked if changing website ?

AMM: revised; better cross marketing

Jason B: cleanpower.com should forward to new pages

AMM: TV advertising made a difference

Bob M: confirm-6,000 direct hits, 774 CPC hits; separate page to i.d. actual hits to each CPM website ? AMM: yes

Meg D: website-good to have CPM URL on insert/website

AMM: Calls received is a good response-it's CPM job to sign up;154 last year, 600 this year.

Can ask Dawn Chaplin-why only 6 calls to CPMs ?

Want to build more callers-more should be directed to CPMs, but not lead them to a specific CPM

Bob M: probably mostly general questions from callers

Rick Struck: asked how EDC vs. CPM enrollment data is related (why gap)

Ben: explained more enrollments to CPM vs. only the call center, plus delay to enter.

AMM: explained

Meg. A lot of enrollment in July-big batch delayed entry

AMM: tracking community enrollment data ?

Ben L: yes, I sent out table w/ June data. I asked CPMs for their zip code data, but no response yet. Maplewood goes directly to PSEG and gets data.

AMM: don't want to encourage all Community Partners to contacts EDC's-may be too much.

Bob M: in other programs ex: Maplewood has

Chris S: can't report by zip code or location; tough to get IT time

AMM: Chris-can get one-time end of year data?

Chris S; can get sales data, but other's a challenge

Rick S: same, but I'll check

AMM: what's happening w/ RECO ? everyone was sol hopeful it was Clean Power country; need specific media strategy; any more we can do ?

Rick S: inserts primary vehicle; any Community Partners ? Bergen, No. Passaic

AMM: we'll try and find-3 most environmentally active: Mahwah, Ramsey (RECO to do event-Sept 8- can get an insert) will look at list of Mayors that've signed up w/ Mayors Climate agreement

AMM: can include in newsletter Sept/Oct/Nov ? Rick S.: will check; Erin will work on getting a Community Partner; RECO bill inserts sent out ? Erin will call you to follow up-Ramsey-can make a big splash. Erin gave Rick her e-mail address. Grafica can send mechanical for RECO to print inserts.

Rick: 71,400; will do a fair in W. Milford, can get inserts and other materials ?

Ben L: can Kim get more information to him ?

AMM: Banner, 1 pager overview, working on getting decals

Ben L: 2Q07 energy data EDC= 20,000 MWh; CPM=15,300 MWh

AMM: Ben look at vary-something looks off; do we account for 15% energy use for CPM is 15%; EDC is 100%

Ben: will look at-1<sup>st</sup> I'm hearing of issue.

Customer awareness source: insert most, web,"other" has come down

AMM: This should help guide media for 2008

Community Partners

AMM: didn't see a big increase in codes; need to look at zip; add new partners in No. and So. NJ Monmouth and Ocean; have Red Banks / Long Branch

Meg. D: fall campaign to start ?

AMM: Change a light will be included also-work Nov-Dec; no formal launch; recommendations ?

Meg D: start earlier

Erin B: planning EPV event/Community Partner training

AMM: Media to start ? Jason: (recording volume level was too soft to hear)  
Conference on Sept 28-can't plan for other events; Each Community Partner receives a free admission; Clean Power Choice will be strongly featured at the conference and highlight what the Community Partner are doing to encourage. Hoping to get 200 municipalities.

**Customer Account Look up**

AMM: still working on; 2 issues still consumer protection (wet signature should take care of) & equity issue-are we providing something to the CPMs that we're not providing to the 3<sup>rd</sup> party suppliers, fair and not discriminatory, on Aug 22 agenda.

Bob M: then what ? more for event marketing

Bob M: any 3<sup>rd</sup> party suppliers/issues? don't think so AMM: don't think so

Maureen Q: were residents given a choice to pick suppliers ?

AMM: yes, but last standing supplier was Green Mtn, but they left to participate in this program.

Maureen Q: has to be licensed, so no surprises ? AMM: yes

AMM: Chris Siebens/JCPL - ok w/ inserts ?

Chris S: follow up w/ Linda

AMM: could be handled several ways after Aug 22 Board favorable action

Bob M: in CT, a contact available to look up @ EDC; who would be contact in NJ ?

How to handle-excel spreadsheet ?

Maureen Q: good idea; next step preparation; create template about procedure such as how often can submit.

AMM: if the Bd directs you to do that; explained possible options of next steps-I'll provide memo. Had on the agenda since February (07) but different reviewers bring up additional issues & slows down. Ben & Maureen are working w/ me on this.

Bob M: there have been "0" slamming complaints w/16,000 participants in CT; contact person @ CLP and UI; excel sheet list sent in to them; 1 contact on a "time available" basis. Want to do several times a month. Hasn't been a burdensome workload.

Meg D: and PECO, NYSEG, LIPA all have customer account look up.

Maureen: NJ issue seems to be competitive supply-we had internal call to review other states to give you w/in 1 day.

Bob M: not very much retail activity in CT market.

**INSERT TEXT**

Jason B: question on qualifying carbon benefits on insert-use "avoid" carbon not "reduce"

AMM: should say based on 100% of usage.

Bob M: they've defined for every 1000 MWh-seems more straightforward.

Meg D: OK for average household data.

Cary-still need feedback from

AMM: which does group prefer "Climate benefits or change solution, see inside"; could use snipe: "Be Energy Independent"

Bob M: NJ legislation is on par w/ CA legislation

AMM: NYC action-only City wide

AMM: JCPL preferred "Climate Change solution"-change all around and send out

Bob M: what's a "benefit" better to do "solution"

AMM: take out "product name" column-group agreed; JCPL uses 925 average Kwh.

AMM: has everyone seen the ad/media campaign; looked at changing; simple message a clear brand; a call to action; (Jason B: yes) Asked to insert community picture-mix of photos doesn't come together yet-group discussion on layout

AMM: next week Maplewood bus tour; need a 1 pager to propose a concept of what to include; describe event. Don't want to have call until I get 1 pager

Erin: awards update ? – didn't get score sheets yet

Jason: Greg Coleman is OK

AMM: didn't get numbers

Maureen: offered to resend

AMM: already submitted-promoting NJ-if not in NJ missing out. 700 expected; Ted Turner & Governor Corzine is speaking. Working on greening of conference; appointed Ben as "czar"-is preparing an info package; Sterling Planet is donating RECs. Tried to arrange Green Power Financing session, ex: Babcock & Brown (Goldman Sacks declined). Ben offered contacts from recent Financing conference. Mel Jones/SPI as

Bob M: no excuse not to use NJ local food.

AMM: Sept 7 Community Partner training planned-goal to get CPMs in front of to pitch EPV tour @ 1

AMM: Ben will provide all of the behind the meter projects in NJ to CPMs; then assist them to sign up. Maureen-ok w/ this ? get list from Ron Jackson, just get list to CPMs, Ben can assist.

Ben: discuss Environmental Disclosure?

AMM: no nothing happening on that.

Next mtg: (inaudible)