

**ATTENDEES:** TEL: Meg Denney/Community Energy, Melissa Standing/PSEG, Chris Siebens/JCPL, Jim Campos/PSEG, Terry Moran/PSEG, Henry Ogden/Rate Counsel, Dave Nichols/Rate Counsel, Bob Maddox/Sterling Planet, Jason Bacharach/Grafica

OFFICE: Ann Marie McShea/BPU, Ben Larkey/CSG, Erin Bijas/MWW, Kim Hoff/CSG  
MINUTES: Ben will get from previous meeting out to group.

### **1. REVIEW OF PROGRAM PERFORMANCE**

Ben: no quarterly report due during this period

AMM: what's latest current enrollment data you've seen

Ben: 2Q07 report: EDC ~11,000; CPM 13,000

AMM: Unlikely that there's a gap of 2,000 in process, so Ben will look into that. Still fairly good from Spring campaigns response in conjunction w/ Community Partners. Will bolster w/ EDC inserts and CP-should clear 15,000 by 2008. Need more direct CPM marketing or EDC inserts-each w/ own challenges. Need to increase rate of participation w/ combination of modifications. Maybe next quarterly meeting, leading into rulemaking use /develop additional proposals; need to do some strategic restructuring; organic growth is on par w/ CT, but there's more potential.

### **2. COMMUNITY PARTNERS (CP)**

AMM: One has achieved 5% another 10% enrollment; we should help push to get to 10-15%.

Ben will circulate CP update. We now have 20, expanded to include change a light and energy efficiency-gives a fuller platform and other options, if CPC isn't right for them.

Ben mentioned obtaining to NREL data to benchmark NJ against other states.

AMM: most data is publicly reported; tough to compare states since different; CT is similar rate of growth but NJ is 3.2 million households, CT is 1.1 million; 2 inserts/yr,

Bob Maddox: suppliers paid for a 3<sup>rd</sup> this yr.

### **3. CUSTOMER ACCOUNT LOOKUP (CAL) UPDATE**

AMM: Deputy Attorney general has had staff changes and CAL has been delayed due to other competing energy issues taking priority. She called DAG to get update-hope to get onto October agenda.

Chris S: is a document available ?

AMM: no document other than the suggested protocol; would be reflected in CPC Rulemaking.

Did hear that there would be CPC licensing in the next Board order, so need to find out more.

Ben: There was an April proposal. AMM: Rulemaking will be formalized, wants it consistent w/ rest of rulemaking or any changes, such as the requirement to include a marketing plan

Bob: Will we need to renew ? marketing plan will be kept confidential ?

AMM: Anna Procopio will contact you re: renewal; yes, marketing plans will be confidential.

Just received notice that the CPC licensing will be on Oct Board agenda; you'll be receiving a notice from me re: changes-otherwise should follow what's in the interim program standards.

#### **4. COMMUNITY PARTNER UPDATE**

Ben: Now 20 members; just under 3,300 enrollment; we met & AMM suggested recognition levels 5-20% with a minimum goal of 2%; ex: Cape May @ 5%; Princeton @ 10%; can be flagbearers; reasonable to push them higher. CPM's how can we incentivize them; can we work w/ solar vendors ?

Bob M: CT uses solar partners & get systems; system size = up to 10 KWh.  
CT Clean Energy Fund pays for; RFP; solar vendors want high visibility, so give good price

AMM: we should bring to Renewable Energy Committee meeting tomorrow, see if there's interest, Love to offer, But w/ an oversold/oversubscribed, not sure what we could give out; Maybe another incentive would be an energy audit or energy efficiency measures.

#### **5. FALL CPC CAMPAIGN UPDATE**

Jason: e-mailed rough cut for revised CPC commercial w/ 800 tel# and web site. Newspapers will run from Oct 14-Nov 11, statewide newspaper; magazines, running TV commercial-statewide cable/heavier in Community Partner areas Oct 7-18; sponsorship me on NJN cable; banner ads on NJ.com, accuweather.com (targeted areas); acknowledgement ads for Community Partners-2 groups-run in weeklies in/near CP areas. Will look to ensure all 20 Partners are represented. A couple thousand Cable spots will run for free in Jan, Feb, March-broader message- efficiency

AMM: Next iteration: Clean power purchaser award in Fall-start to build greater publicity around awardees. CPM & EDCs-any ideas to build on this ? engage partnership to create excitement at grass roots level. Can highlight Community Partners.

Bob M: spend % ? If you're not targeting, can spend \$ millions and get little return

Jason: targeting demographics, income

AMM: Jason will send information

**Send Ben 2-3 new sign ups that we can work w/ CP to recognize-business, non-profits**

Bob: can you use award recipients ?

AMM: As part of the media campaign, created CPC and Change a Light clings and counter top display; can send clings to CPMs.

Jason-do the marketers want some ?-e-mail me request, I can send files

Jason: had discussed clings that marketers can add their name to-not done yet.

AMM: how do we get clings to new CP customers who go home to sign up ?

Can marketers include in welcome packets ? **Jason, follow up w/ Meg, John H/GME**

Bob M: yes (CEI, GM didn't answer) will speak to folks in Atlanta-seems reasonable

Ben L: all of the CPMs have agreed to provide CP enrollment by zip code-only received from one.

AMM: direct mail/outreach ? Bob M: doing events-hired some NYC-area people, waiting for CAL for direct mail. We can do some events.

Jason: can CPMs contact Partners directly (& vice versa) ?

AMM: yes, she's restricted to general approach-she's looking for those-if not effective may reflect in 2008.

Jason: new copy for advertisement-need input for final approval w/in next day or so.

Bob M: National Green Marketing conference Oct. -can Community Partner attendance be comped as incentive ?

Bob M: CPMs are sponsors; Lori Bird/NREL; if we bring a NJ delegation, can they do something on price ?

AMM: Erin please let Partners know. I hope to highlight Partners themselves.

**NJ Energy Conference: Sept 27-28**

AMM; how many signups ? all CP invited, given free registration, want all CPMs, EDCs; will call out to all communities that signed Kyoto protocol; call to participate more; more than 300 communities participating. Ted Turner is keynote speaker. Most of you are participating-booths. Call or e-mail me if there's something I can do. Sterling Planet is donating green tags.

**WEBSITE REVISIONS**

Ben: In addition to new OCE/BPU website designs, there are new links so your bookmarks may not work. Also, new procedure to obtain Rules & Orders; new NJAC 14:4-5 Section Licensing & Registration; Also Section 8.3 on Environmental Information Disclosure; and 8.4 Net Metering.

AMM: Verification reports were due-received ?

Ben: got 1, expect next last 2 soon

AMM: Next quarterly report due end of October.

**NEXT MEETING/call** - AMM: Oct 15, 1-3 tent. Expect to review early campaign numbers

AMM: press release out for CPC campaign / partners

Erin: yes

Bob M: this Friday BPU RPS stakeholder meeting in Newark, NJ of interest

AMM: Ben, send notice of meeting to CPMs