

ATTENDEES:

TEL: John Holtz Green Mountain
Chris Siebens, PSEG
Mellissa Standing, PSEG
Eric Phumma (?) CEI
Kim Hoff, CSG
Judith ?, Rate Council
Maureen Quaid, CSG
Terry Moran, PSEG
Bob Maddox, Sterling Planet
Meg Denney, Community Energy

In person:

Jason Bacharach, Grafica
Ben Larkey, CSG
Ann Marie McShea, BPUOCE

QUARTERLY REPORTS

Ben L: reminded CPMs/EDC of reports due; mentioned Honeywell call center data in

WEBSITE

Ben L: reviewed web hit data: 8-900/wk interested consumers potential enrollees

TO DO: Ann Marie M: asked to look at website how to improve this week- follow up ASAP

Lost branding functionality, need to be proactive, Can improve it
Ex: product options, call to action, pop-up survey, "likely to enroll", "went onto CPMs website", Can track to CPM website ?

CALL CENTER DATA

BAL to do e-mail to CPC Wkgrp: Oct 2 wks-Get calls, web hits

AMM: get Community Partner data, CPM support

ENROLLMENT / DROPS

TO DO

AMM: area impacting enrollment goals are drops-asked BL to review again;
especially the issue of dropping due to non-payment

BL: cited JCPL data
AMM-may reflect Community Partner data

Chris Siebens-verified JCPL data

Bob M: asked if there's a way to differentiate between an ongoing or one-time problem ?

AMM: suggested revising current 30 days notice to 60 days
(didn't record on voice recorder)

Terry Moran:
PSEG-current notice is 60 days; Average churn is 6% move/deceased-expected
Min. drops as a result of product change; could be drops due to 1 CPM

AMM:

1. can EDC's analyze drops-1x-for reasons ?
Community Partners -cited drops reasons

2. TO DO Send e-m to EDC's to learn source or drops -Chris S/ Terry M./ Melissa

3. CPMs contact customers to i.d. reason for drop ?
CEI-Meg-we don't follow up.;
Terry-drops schedule based on Electricity Choice regulations (EDECA)
Can't re-enroll for 1 yr

AMM: how many letters sent out ? Can EDC's track letters sent ?

Chris S-let's discuss more.

TO DO- AMM-please do within 30 days or sooner; for 10-23

Customer Account Look up update:

AMM-being held up for legal review; how this might differ from other 3rd party suppliers-been directed to resolve in 30 days-will talk to legal group-for Nov8 agenda
w/ understanding @ issue-health of program
does not anticipate support for all of the marketing, media campaigns
goal was to jump start then leave to marketers to pick up & run-s/b in '08

MEDIA CAMPAIGN UPDATE

Jason B-reviewed tv campaign

Print started up sun /wed, wkly for Community Partners; state papers statewide first time

AMM-big shift move from strict promo to recognition ex: Community Partners;
right direction., hope to continue into spring, fall/expand number of communities
Probably won't be same \$ for general budget

AMM: Was '08 budget received ?

RECs / RPS

Bob M-adjust 50% requirement for Class 1 renewables ?

AMM: was an interest in doing this for those registered in PJM or 3rd party verification-AMM supports
Same issue on RPS side; treatment maybe different vs compliance-may allow for

RPS meeting:

Bob M cited 4 reasons for shortage:

1. GATs
2. Increase demand from RPS requirements
3. Voluntary markets take ~12%
4. other-supply/demand close-some people hold onto

Chris S: asked about which resources were allowed or not; Other than NJ sources

AMM: the heart of the issue is do those resources settle in PJM; RPS team managers want to settle
But we want Board to distinguish between voluntary/compliance with 3rd party verification.
Can't anticipate Board decision (ex: SPI inquiry)

SEPT NJ ENERGY CONFERENCE

AMM: it was bigger/better; there was a CPC award to NJNG

TO DO:

AMM: Asked Ben to compile list of major purchasers-(CPMs) so we can i.d./recognize

Best practice-CPMs-can do recognition-ribbon cuttings, press event, web site

s/b Fanfare around NJNG

REC VERIFICATION REPORTS

Ben L: still need 3rd one

Ben L: the CPC Internal Manual was being finished, expected to AMM by end of week

CONFERENCES

AMM: mentioned the Annual Green Marketing conference in Philadelphia

Maureen Q: there's value to the program if Community Partners attend

COMMUNITY PARTNER PROGRAM

Kim H. update: Oct 18 Maplewood Bus Tour 10:30 main press event w/BPU Pres Fox

AMM: we should send invitations to all EDC, CPMs

Maplewood-Oct 6-large turnout-enrollment; CEI attended

AMM discussed restructured Community Partner program-to establish 2% minimum participation and recognize achievement of participation levels of 10%-15%-20%-25%

TO DO: recognize Princeton / Cape May in the next month or so

AMM-best follow up ?

Bob M: best: events-If there are 10 Community Partners @ national mtg, should do meet/greet mtg

2008 PLANNING / DIRECTION

AMM- need anything / ideas ?

Chris S: sent around e-mail; '08 same as '07 ?

CPM's are OK w/ less OCE media \$?

Bob M: need more \$ to customer incentives

AMM: reminded attendees to send in comments for '08 budget process

Bob M: Community Partner- asked about effectiveness

AMM-MQ: asked if baseline re: inserts; CPM to reach beyond baseline

Is the marketing based on Change A Light or can do without

MQ- options include bounty & Change A Light

AMM: there will not be continued support for this level of pr except for Community Partners

Discussion of Community partner growth; Other CPM direct support-incentives above current level

TO DO: Ben follow up w/ EDCs-request newsletter Mar-May; Sept-Nov

Include NJNG, **Highlight NJNG award – w/ CPM**

ENROLLMENT / INSERTS

Melissa S: asked if OCE is still doing bill inserts ? AMM: yes

AMM: suggested expand- Bill insert in Apr/May-then EDC newsletter item 2Q, 4Q

AMM-say in PECO wind program-bangtail ? (tear off on back of bill envelope)

BAL asked-EDC's can do ?

Chris S- I don't think so-can look into

Melissa: did on-the-bill messages this year

Chris S.: asked: % e-bill of CPC customers ? JCPL-inclined to support CPC

Melissa: said PSEG-doesn't do (bangtails)

Bob M: asked what % sign up to CPC ?

Chris S.-unsure how to slice that-will check into

Melissa S.-can pay online-but also get paper bill + insert.

AMM: said e-bill may more often sign up for CPC; can include a message re: CPC;
Such as "Click here"

Melissa S: not currently doing, but could check into

NEXT MTG: Nov 7 or 14;

On agenda: 3Q + monthly data; Community Partner recognition