

**Meeting Notes  
CPC Committee Meeting**

**Date & Time of Meeting:**

November 6, 2006, 10:00 AM – 12:00 PM  
TRENTON & VIA TELECONFERENCE

**Attendees:**

	Yes	No		Yes	No
Fletcher Harper, GreenFaith	X		Walt Davis, AC Electric	X	
Anne Marie McShea, NJ OCE	X		Erin Bijas, MWW	X	
Linda Wetzel, JCP&L	X		Carey Johnson, Grafica	X	
Fred Lynk, PSE&G	X		Anne-Marie Peracchio, NJNG	X	
George Behr	X		Carry Rohrer, BP Power	X	
Molly Sanges	X		Henry Ogdend, Ratepayer Advocate	X	
Wayne Headers	X		Dave Nicols, Ratepayer Advocate	X	
Johnathan Edwards, Smart Power	X		Bob Maddox, Sterling Planet	X	
Amy McGinty	X		Dave Holland, Honeywell	X	
Meg Denney	X		Rick Struck, Rockland Electric	X	
Chris Siebens, JCP&L	X		Tom Kelly, Rockland Electric	X	
			Charmaine , Rockland Electric	X	

**Other Attendees for this meeting:**

**Announcements:**

- Follow up meeting scheduled for 11/9, 12PM – 4PM

**Notes from Meeting:**

**1. CPC Budget**

CPC budget encountered resistance. Budget concerns focus around the sense that BPU/CEC is spending a significant amount of money to promote the CPC program and not getting the response to meet the goals set and CEC not seeing support by marketers to continue with spending.

CPC Committee needs to justify the budget, speak to the effort marketers are providing to support the program, document what strategies are being done by the marketers to promote the program.

Need Marketers to support the program. Onus on design of program to ensure optimal engagement of the suppliers and the utilities, not only tweaking the advertising.

CPC objectives are to build awareness and interest in the overall program and the NJCEP. Marketers have primary responsibility to market the products to the consumers. Suppliers have to build and enroll those customers.

**2. Rule Making Process**

Fine-tuning/tightening to be more effective, get the full engagement of the suppliers and utilities.

Direction – 2 prong approach

- Strong baseline program design/set of recommendations.
- Establish a means to move forward on public outreach and marketing. Establish a strategic planning session to jump-start the program for April 2007. Move market to grow the program.

### 3. Third Quarter Stats

#### Review

- Primary enrollment is through the Enrollment Form/Bill Insert.
- Fall enrollment totals are lower than Spring (so far about 1/2). Advertising dollars spent in less in fall than Spring – cut back to radio and print only
- Not a lot of response from Marketers Direct Marketing.
- Web hits in Fall about 1/3 of Spring. Reduced Advertising correlates with reduced web hits.
- Web Hits show Advertising dollars are effective in doing what the program set out to do – build awareness.
- Direct Mail results did not meet goals (.5%); a good-targeted list should yield a 1% response rate.

### 4. Goal Setting

It is difficult to compare the CPC Program to other states to all the variances, however acquisition costs are much higher in New Jersey

Connecticut is closest to compare to the program, however the suppliers do have the ability to get the customers account numbers. Not having the ability drives the acquisition cost “off the charts”.

Need to review current goal - 2% of customer base

- Option to change to 2% of load

### 5. Block Products

The marketers on their own, under the CPC umbrella, could offer multiple options as long as they meet with the Program requirements. Marketers should inform what they are marketing under the CPC umbrella.

### 6. Customer Account Look up

- Marketers agree that this is the number one item that limits the response rates to as much as one-quarter of other products that allow it.
- Utilities have not seen a compelling reason to provide look up
- Marketers to provide a proposal that includes logistics/process to receive account numbers
  - Marketers would get a wet signature from the customer. Marketers would be responsible for any slamming claims
  - Specify what level of customer authorization receiving
- Utilities would respond to a written proposal and look at the costs associated with it.

### 7. CPM Marketing Plans

- BPU invested substantial resources to open to the market and build customer awareness. This is one means to avoid “free ridership”. Need provisions to ensure participation of the CPM.
- Utilities – supports idea of CPM having to submit plans, believes more direct marketing than increased bill inserts.
- CPM willing to share with BPU. Sterling Planet voiced concern that it is held confidential.

### 8. Bill Inserts

- Increasing number may be problematic for Utilities
- Option to have follow up 2-sided insert reminder about the program
  - May reminder to follow up April’s insert
  - Possibly precede October insert with a September reminder
- BPU may rationalize existing insert requirements and replace with CPC reminder 2-sided inserts so Utilities would have the same billing costs

- Utilities would consider a separate mailing or CPC as long as they were reimbursed
  - Marketers believe Utility logo would increase response

AC to confirm CPC insert schedule, currently April & September

- Other Utility's scheduled for April & October

Board Order requires to provide a base line program that has a minimum of 2 bill inserts.

Utilities allocated \$100,000 for bill inserts next year. Utilities need \$175,000 to do a repeat of 2006. PSE&G cost are approx. \$40,000/insert.

#### 9. CPM Enrollment via Competitive Solicitation

- High participation rate and choice are contradicting
- Reduced customer Confusion may increase enrollment

#### **NEXT STEPS**

Follow up meeting scheduled for 11/9, 12PM – 4PM

- Draft rules, recco to be reflected in rules
- Put together a stronger marketing plan for CEC meeting
- Recco target goal