



Attendees: Ann Marie McShea, BPU Maureen Quaid, CSG Ben Larkey, CSG Kim Hoff, CSG Erin Bijas, MWW	Tel: Note: some callers may be omitted if Ben missed their introductions-please e-mail Ben to confirm participation: Bob Maddox, Sterling Planet David Nichols, Rate Counsel Henry Ogden, Rate Counsel	Tel: (cont'd) Meg Denney, CEI Chris Siebens, JCPL Melissa Standing, PSEG Tom Kelly, RECO Scott Hunter, OCE Several others tried to call, but were unable to
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1. Customer Account Lookup memo

Ann Marie e-mailed to the CPCWG the Board letter dated November 30 that describes the proposed Customer Account Lookup procedure and requests public comment by January 11, 2008 –recommendations will be made to the board and announced at the Jan 18-08 board mtg. It applied not only to Clean Power Marketers, but to other energy providers (EDC, LDCs and GSPs).

2. Community Partners

Erin provided a list of 19 community partners and over 24 potential new ones. Ben comment: Trenton has dropped off –hopefully temporarily-since the original signor was unresponsive, but suggested that we retain them on the list and follow up w/ the City, since the Mayor is President of the US Conference of Mayors and spoke on its Climate initiatives at the recent League of Municipalities annual conference.

Ann Marie asked about a training/2008 kickoff event suggested for Fri, Jan. 26 and for Erin to e-mail the Partners to see if OK before Dec 20. Erin will check on possible sites in the Princeton area, possibly to include a green building tour. BPU Pres. Fox may be able to speak and we can review the broader program scope proposed for 2008 (including energy audits, efficiency, etc...) and the goal for 20 more partners in 2008. She said that the Change a Light success during 2007 may have taken away from the CPC momentum and that she suggested that the spring campaign only focus on CPC and wait until the fall campaign for Change a Light.

Dave Nichols asked about government signups for CPC.

Ann Marie asked about possible pilots, challenges to other communities.

Maureen suggested cross program incentives.

3rd quarter 2007 report

Ben had e-mailed the 3Q07 report and reviewed the EDC and CPM energy and enrollment data, drops data (explaining the revision requested by Ann Marie to compare drops to the cumulative enrollment, not the quarterly enrollment).

Ann Marie asked for **more “drops” detail** and for **Ben to follow up**.

Meg said that Community Energy send “drops” letters, but don’t follow up.

Bob M said that SPI monitors and that there’s “normal churn”.

Ann Marie asked **Ben if he could report the residential/commercial split**, if the data’s been reported-he said he’d didn’t think everyone has reported that split, but he’ll check.

Ben also noted that the recurring gaps between EDC and CPM data seemed to be narrowing but he still needed to understand it better. NJ Natural Gas enrollment may have something to do with it. Ben will report on the 4Q07 report in February.

ENROLLMENT DATA

Ben reviewed the inserts forwarded by the call center to the CPMs noting that for the Fall campaign (Sept to current-Nov 23) there were 1,618. A notable monthly increase: Sept=122 vs Oct=880. Nov=616. It looks like 2007 (total as of 11/23: 5,117) may be about the same as 2006 (5,841), if December could produce at least 700-aggressive, but possible. There seemed to be a big 3Q increase vs 2006: 3Q07 inserts=3,036 vs 3Q06=905. The call center has started tracking inserts that were not forwarded due to incomplete ~ 2%.

WEB DATA

Ben explained that there was a new reporting format (Google Analytics) and that starting w/ October data, he revised the data report format, subject to Ann Marie's review/approval, that provided weekly hits for the CEP website overall (3-6,000), CPC section overall (1,000-2,700), CPC homepage (500-1,000), and the "sign-up" links that lead to the enrollment form. Also, Ben is now collecting enrollment application form downloads and comparing to those received at the call center. For example, during October, there were ~ 19,000 NJCEP homepage hits, ~3,300 hits to the residential CPC homepage, ~2,800 hits to the "start today" link, 166 application downloads and about 3 (web-coded) applications received at the call center, or ~2 % of those downloaded were sent in (excludes time lag factor). (I had erroneously cited over 100 received, but this was a cumulative number). Also, a good sign of interest in the CPC program: CPC moved up from 10th to 5th in the category of Google Analytics: "top 10 content URLs".

CALL CENTER AWARENESS DATA

Ben noted that the 3 main awareness categories among callers were: insert (39%), On-line (12%) and other (45%) and he's working with the call center to better define "other". Ann Marie suggested that since the CPC-only media will not continue in 2008, that the media categories be combined on the quarterly report.

Ann Marie suggested asking the CPMs/EDCs what statistics are useful to them.

(Ben will do)

Bob Maddox said that most people don't know that the program exists or how to sign up.

Maureen suggested that we survey why people are signing up, get testimonials.

(can be added to web site ?)

EDCs

During a discussion w/ the EDCs on using bangtails (envelope w/ rip off enrollment "flap"), no EDC currently uses them. Melissa (PSEG) said they can't do due to a very regulated process and 3 month minimum advanced notice, but will check if they're able to do e-bills/e-mails/e-sign ups and which CPC customers get e-bills. **(Ben will follow up w/ EDCs)**

Ann Marie asked if JCPL or RECO could do a **pilot in '08 ?**
Tom Kelly (RECO) and Chris Siebens (JCPL) said they'd look into it.

RECENT/FUTURE MARKETING

Tom Kelly (RECO) asked about more CPM marketing/why there was only 1 CPM (Sterling Planet) at the recent Ramapo College green event. Bob M. mentioned SPI hesitant to invest w/o customer account lookup, but will be hiring a full time person for NJ next year.

Ann Marie suggested that there may be a need for a different strategy for RECO due to different media and average customer vs. the other EDCs to get more community partners.

Tom Kelly suggested that Closter may be a good candidate.
Ben mentioned the issue w/ Ringwood being rejected by both RECO and Jersey Atlantic Wind since part of the town is in the NYISO grid; but that they can join independent of the NJCPC program, they'll just get a separate bill-RECO and JAW should confirm and ensure that they tell that to enrollees, not reject them.

Ann Marie asked Ben to i.d. 3 things to work on:

1. event
2. Community Partners
3. work w/ RECO

2008 PLANNING

Ann Marie asked for the top 5 issues from the CPMs for 2008.

Bob Maddox (SPI) responded:

1. Bangtails-he'll check into a possible test w/ NJ Natural Gas.
2. e-bills
3. customer account look up
4. community partner program potential
5. events (subject to customer account look up availability)
 - a. outdoor concerts

Bob M. suggested that we compare e- bill vs CPC (what % get e-bills)

Ben reviewed the Market Manager 2008 Program Plan submittal:

1. rule-making process to formally adopt the program (operating under a board order but no formal rules)
2. a competitive solicitation for CPMs and their offerings
3. Continued growth of the Community Partner program

Maureen asked about the rulemaking timeline and Ann Marie said that the CPC is "parallel" to the RPS and uses the same definitions, power pool boundaries and types of acceptable RECs (Class 1 renewable RECs in the PJM grid or that "settle in the PJM grid). It's a 6-9 month process and that we should look for a "Board notice" draft in a few months.

Ann Marie said that the question of what RECs/power sources are acceptable was an issue on the Nov. 28 BPU Board agenda and that it would be acceptable if:

1. Attestation confirming RECs were only sold once
2. backup support-contracts
3. separately metered

Ann Marie said that there would need to be a Board order-she'll forward to the group when it's available.

Maureen asked unsold RECS could be used to fund projects. Ann Marie said that the goal is to generate NEW renewables and to look closely @ product composition and allow CPM flexibility.

EDC INSERTS PLANNING

Ann Marie asked for

1. a timeline for the insert revision(incl. product pricing)/production for 2008.
2. follow up w/ ACE re: need to distribute Fall insert in Sept., not Oct like the other EDCs

(Ben to do)

ANNUAL COMMUNICATIONS CALENDAR

Ann Marie asked Ben to do.

MARKETING METHODS

Ann Marie asked for a report on "marketing methods". (Ben to do)

CPC Coalition

Citing the original purpose of the Coalition was 3rd party recognition, Ann Marie recommended reaching out and invigorating the Coalition in 2008 to ensure "sustained and orderly" communication, subject to her review. Examples:

1. plan
2. Reports-more than just newsletter, maybe quarterly
3. event(s), incl.
 - a. Earth Day (ACUA: >100,000 attendees)
 - b. CPMs-events they attend
4. develop case studies (from Coalition members)
5. speaker bureau candidates

The group discussed examples such as Chamber of Commerce, Johnson & Johnson, Greenfaith, Dodge Foundation, Lions/Rotary

Next mtg dates:

1. CPC Working Group- Wed. January 9, 1-3 pm, BPU, Trenton
2. Community Partner 2008 kick-off/recognition mtg-Fri., January 25, 1-4 pm location tbd