

**Meeting: NJCEP Marketing and Communications Meeting**

**Date & Time of Meeting:**

Thursday, February 16, 2006, 11:00 a.m. – 1:00 p.m.

**Attendees:**

	Yes	No		Yes	No
Ceciel Drier, RECO	X		Kevin ?, JCP&L	X	
Mike Winka, NJ OCE	X		Mark Hammer Green Mountain	X	
Mike Ambrosio, NJ OCE	X		George Baer, ?	X	
Amy McGinty, Community Energy	X		Walt ?	X	
Anne-Marie Peracchio, NJNG	X		MikRick Stuck, ACE	X	
Maura Wakins, JCP&L	X		Tom Kelly, ACE	X	
Linda Wetzel, JCP&L	X		Jason Bacharach, Carey Johnson, Grafica	X	
Anne Marie McShea, NJ OCE	X		Dell Jones, Sterling Planet		X
Steve Restivo, Lissette Rivera, MWW	X				

**Other Attendees for this meeting:**

**Announcements:**

- Next Clean Power Choice working group meeting is Thursday March 16<sup>th</sup> from 11:00 AM to 1:00 PM in Trenton

(Dial In Number - 888.476.6131, Code: 535344)

**Notes from Meeting:**

**CPC Budget**

- Currently, utility IT costs are the only component included in the CPC budget. CPC marketing costs included in overall NJCEP outreach and education program.
- NEXT STEPS:
  - Mike Ambrosio and Anne Marie McShea to follow up with Mike Winka and determine CPC budget components

**CPC Reporting**

- 4Q 2005 CPC enrollment and usage data distributed and reviewed
  - Discrepancy in Commercial customer reporting data between CPM and EDC may be due to size/classification of customer account
  - Discrepancy between CPM and EDC residential enrollments could be do to an approximate 20-day lag between enrollment receipt and EDI
- Report structure for CPC committee approved
  - CPM to report Active Enrollments and Total Enrollments Received
  - EDC's to provide active EDI enrollments and Usage Transactions
    - EDC's to check reporting feasibility and provide feedback to committee
  - CPC Program Manager requested the participation percentage from EDC's (Total enrollments/Total eligible EDC customer base).
    - EDC's to use the "shopping number" which includes USF customers. CPC Program Manager to formally request as an addition to reporting requirements.
  - Data to be reported a residential and non-residential CPC customers/usage.
    - Residential and non-residential definition to be based on EDC classifications (rate code)
    - kWh reporting to be based on billed kWh to for the quarter and projected for an annual

basis

- Additional customer data from CPC Call Center and CPMs will also be provided so a full view of the quarterly activity is presented
- **NEXT STEPS:**
  - Green Mountain to confirm source of 4Q 2005 enrollment numbers
  - 4Q 2005 KWh data to be provided by EDC's to CPC Program Manager and forwarded to Mike Ambrosio.
  - Grafica to provide Mike Ambrosio/CPC Program Manager narrative review of 4Q 2005 CPC program

#### **April CPC Launch**

- Grafica and MWW presented the recommended advertising and public relations plan to the committee
- Mike Winka requested that CPMS report their levels of program support in terms of marketing activities and efforts

#### **NEXT STEPS:**

- Media plan tentatively approved, Grafica to review with CPC program manager and finalize media plan, inclusion of Out of Home components and discuss co-marketing opportunities with NJ Transit
- Grafica to establish event schedule/information distribution opportunities at NJ Waterway Grafica to investigate opportunities to add Earth Day mentions to advertising running 4/15-4/22. (print advertising, FSI, "10 traffic sponsorships)
- Amy McGinty to forward sample CPM marketing reporting for Connecticut CPC program to Mike Winka as potential template for NJCPC report
- CPM to forward coalition letter to their contacts and/or provide NJOCE with a list of contacts.
- The Coalition letter to also include a draft press release and/or solicitation letter to send to the organizations members
- MWW to send Event briefing for CPC kickoff in Trenton 4/6
- ACE/RECO to forward names for event participation to MWW
- RECO looking for events/municipalities and will forward to MWW
- Grafica to investigate call center capability to have a IVR system to allow for automatically transfer to CPM's upon customer request

#### **George Baer Technical Reporting**

- Testing Began 2/15/06
- Documentation for net metering is being refined
- RECO doing research on what its doing to support a block product and what standards may need to change

#### **Target Participations Rates/CPC Rule Making**

- BPU Legal is developing formalized rules for the program that will help to clarify reporting process, target participation rates, and program standards. CPC Program Manager to solicit information from CPC committee members and update committee on status
  - CPC enrollment targets to be included in new rules
- Anticipated April May for CPC rules to be finalized
- **NEXT STEPS**
  - NJ OCE to turn CPC program guide into "rule" document to serve as straw man. Rules to be distributed to Committee in advance of next meeting for comment