



Attendees: Ann Marie McShea, BPU Erin Bijas, MWW Maureen Quaid, CSG Ben Larkey, CSG Carey Johnson, Grafica Jason Bacharach, Grafica	Tel: John Holtz, GMEC Felicia Thomas Rate Council Kim Hoff, CSG Linda ?, Essential Walt Davis, AC Electric Meg Denney, CEI	Tel: (cont'd) Chris Engel, Hageman Melissa Standing, PSEG Note: there may be some callers not listed due to missing their introductions
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1. General discussion

Ann Marie said that roles of market managers-scope is to be further refined.

2. Coalition Update

Erin sent around calendar that starts Feb. '07 (Rate Council requested-hadn't gotten)

Ann Marie referenced the meeting w/ community partners who set up targets to increase participation & hope to double enrollments (additional 3,000) to facilitate CPM & utility participation & support of the events.

She wants to build out CPC presence at these events: One mtg -April 10, Princeton-tent date or early May

Ann Marie asked if will there be a joint event-Jeanne Fox to speak at. Erin wants marketers to look at & i.d. which might be interested in or additional ones to add (ex: utility community partners events).

In addition to one done already, a future press release (including for spring campaign) will be developed once we decide to announce partnership. Grafica will re-e-mail calendar, press release, then we should reconvene to review.

2. Review Spring Campaign:

Jason mentioned that the local media plan that was presented and approved. Since they're finalized, Grafica will send out a full compliment of campaign materials to the Working Group and are waiting to hear suggestions re: local communities.

Ann Marie said that we reviewed campaigns last meeting (ex: completed enrollment forms) and asked if additional ones are to be created ? But we still need to get additional input from community partners to i.d. outlets and areas to prioritize. She wants broader, longer coverage; this year marketing budget includes printing costs even though budget was increased, wasn't coming from our budget.

1st newspapers-starts 4/8 state/local; some begin May or June.

a. Utility outreach

Ann Marie asked about the status of utilities to provide additional space for communications re: CPC ? Melissa (PSEG) said that there's no room in bill; having an Earth Day event; asked Carey for posters etc for "booth".

Ann Marie asked if newsletter space avail: Melissa said PSEG space is booked 1year in advance – no mention of CPC in May newsletter due to other BPU required items. Ann Marie asked her to send list of required BPU items to rationalize to include CPC.

Ann Marie asked if there website content- Melissa (PSEG) said yes, continuing –banner w/ CPC logo; links and can also put message onto bill-as short as possible-2 to 3 sentences JCPL said they have bill msg space 2 lines; 120 characters.

Ann Marie asked about other options like PICO (outside bill envelope flap -ex: "PICO wins"); would like to do for Sept-Oct. Melissa (PSEG) said bill envelope message runs for 3 months-already printed for 2Q07; will check Walt (Atlantic City Electric -ACE): May newsletter-will draft 1-2 paragraphs if requested, but booked in advance; how much space do you need ? Ann Marie said she asked since Dec-any space in May ?; 1 column on 1st pg-will give you a Community Partner; Can focus on program or CP initiative. Charmagne (Rockland Electric) said she has space in May newsletter; can use your text + they're developing.

Ben asked if utilities can provide schedules so we can plan ahead ? Ann Marie said in general 1 yr ahead; She'll request timetables for all methods: newsletters, envelopes, inserts.

CPC Working Group Meeting, Wednesday March 14, 2007
Meeting notes (Ben Larkey, CSG 4-9-07)

Jason said he distributed the radio campaign table that starts April, 15, 29, May 20, including the Working Group and 9 local partners (publications w/ 4 insertions per partner). Ann Marie said that it builds on print & media campaign. Jason said that the "transit" portion will be in trains and stations

In response to Ann Marie's question regarding dates/May start, Jason said they needed that lead time, but could move up 1 week. Ann Marie was encouraging Community Partners to write letters to editors, etc...; No CP in Rockland utility area. Bergen Record is paper in Rockland utility area & is running something; looks great. She'll approve if no comments.

b. RADIO SCRIPTS:

Jason said the :60 second Clean Power Choice Community Partnership campaign radio scripts were presented & distributed for comments/ recommendations back to Grafica by Monday 3/19. He recommended #2 "What Can One Person Do" with spot # 1 "Breathing" as the alternate. This radio spot will run in conjunction with the existing Clean Power Choice radio and will help build awareness of the Community Partners efforts. This approach saved production expense & gives local flavor of local announcer. Ann Marie said that partners say residents are more responsive to local pr vs "BPU"-only pr.

c. Print ad comments:

Ann Marie thought that increase benefits specific text beyond just general ones. Jason offered to take out "one-bill"; add "10,000 lbs" reference. Maureen asked about getting carbon reduction from each CPM to put on mailer and that we may want to tie into Gov. Executive Order (global warming). Ann Marie felt that we should fine tune the program first. Jason asked about the ability for Community Partners (Summit, Maplewood) to sign up. Maureen cited the letter attached to the info piece.

In response to Ben's question, Jason explained that there's a "recycled content" tagline only on 1 piece since that's all that Graphica prints, the rest are available on-line and others print on their own paper.

d. other: Ann Marie said that the marketing calendar needs to reflect media including Rowan University Maureen asked about Sierra Club newsletter. Jason said he'll try direct mail.

Ann Marie said this was flagged as strategic priority-endorsement by environmental groups + community partners. Erin said we write for their newsletter to 23,000 readers, but can't have logo or solicitation. Ann Marie asked to please make it happen.

3. CALL CENTER CPC FAQ review

Maureen said that CSG will coordinate CPC FAQ review/revision in about 2 weeks and mentioned Dena D's recent SREC FAQ/call center training @ Honeywell. Jason gave marketing info to the call center so that they should know about the partnership campaign.

Ann Marie thought we should provide utility call centers w/ FAQs since customers call them and are then redirected to CPMs and to share schedule w/ BPU so staff can participate. She cited her concern of customers who didn't get signed up as requested (may've been too late for that cycle, didn't get onto bill) and asked to ensure that the protocols are OK.

Maureen stated that Jason's idea to develop protocol for call centers is a good idea and that there are larger issue to address. JCPL stated that the best way to get to them is by e-memos, since staff work different shifts, hard to get all people together. PSEG stated that they run it like other "choice" programs. Ann Marie didn't want caller referred to her.

4. Customer Account Look-up (CAL) memo

Ann Marie rewrote the CAL using BPU format Unsure of (rules) – re: changes, not through Board "order" but through "rulemaking" and is working w/ CSG to get it on the April 12 agenda as a recommendation not an "order". It needs to have a provision to include CAL re: CPM approach w/ EDC safety concerns and to follow "rulemaking" process: provide to Board, include Board feedback: 1. Use of wet signature 2. cost recovery for additional expense 3. restrict out of home, not direct mail pieces.

Memo will include review of utilities points/letter (none of the objections are new). BPU Board will either direct us to include rulemaking procedures or not. The Rate Council asked to see the memo and supported including consumer authorization and signature

Mike Winka stopped in & Ann Marie reviewed the CAL status: Ann Marie said she had given the Customer Account Lookup memo draft to Mike and asked if the Board direct to do by July -the sooner, the better; or we could miss the next enrollment period. Mike asked where are utilities on this ? Ann Marie said they don't want at all and reviewed points in their memo to Mike. Mike said he can ask (BPU) Pres. Fox, but may ask for a procedure; he prefers as a report; he will do briefing w/ Board.

In response to the questions-Is Direct Mail discussed? Maureen said yes, but we disagree w/ utility position. As long as there's a signature on direct mail, there should be look-up. Mike asked how much will they charge us? Cost recovery will come from CEP budget. Ann Marie was not sure and will ask and include in memo. Ann Marie asked what type of "penalties" may be available-loss of license ? Mike cited the same as RPS- "shake finger at", that it would be good for BPU Pres. Fox to say to utilities "do it".

Maureen asked what's the timeline of rulemaking ? is a Board order needed on acct lookup ?need to do ASAP ? Mike said the rulemaking based on Board schedule and he'll talk to AG; have to do "rules", got Order to start program e-m him a draft-he'll run by Todd. Ann Marie cited many other rules for Board to review

5. TRACKING CODES to track to source

Bill insert codes- include zip codes; Community Partners will get 2,000 each to distribute.

6. Performance Review to date

Ann Marie introduced Ben and requested all utility data sent to AMM be sent to Maureen and Ben, who will compile and distribute Q reports. She wants to re-engage the marketers. Ben will e-mail marketers to review approach/get data. One area of sensitivity-CPM specific customer # data-we've never reported on each marketer's enrollment. Is there any problem to i.d. annual data by marketer ? CEI: will ask Amy. Maureen said that we can "cut" the enrollment data by marketer &/or utility.

CSG will also review the program performance to date-enrollment peaks, refer to marketing, recommendations; required to report to Board (1 yr from launch); set participation targets. Jason said that the weekly web data previously sent to Peggy MacLeod will be sent to Ben, Maureen and Ann Marie.

Erin reviewed the 4-10-06 PSEG Earth day event: The Power of Green- Tomorrow: 11-2 pm, 15 tables -env groups. Ann Marie asked if there was an employee drive to sign up ? give gift, bonus, giveaways ? let us know how many brochures. Melissa (PSEG) said OK, but no giveaway \$ are available.

Mike Winka stopped in @ 2:20 pm and mentioned finishing annual report by April 21.
Jason cited planning on a web version, w/ a shorter printed version.

Ann Marie said that re: EDC enrollment data via EDI for that quarter-signups may lag till next quarter "EDI verified enrollments"; data timeframe inconsistency doesn't matter because we're not doing quantitative analysis. Ann Marie cited a need for more regular reporting out to marketers and the marketplace. Total performance evaluation was referenced as nice curve of enrollment, consistent w/ other states; TV resulted in spike of enrollment.

Maureen asked about the 20% drop out rate. Ann Marie asked if it was program-wide or due to Green Mountain increasing price-may be result-price sensitivity (was <\$1/kwh then went to \$1.3 in Sept 06)does it correspond to drop out ? Maureen suggested it may be due to problems w/ sign up data from marketer, utility. Ann Marie asked to get the drop out data by quarter.

Jason asked if she wanted to offer a block product ? Ann Marie said no but that they will allow for block product; cuts both ways If you make the criteria the number of participants, it undercuts the program; Could blunt the impact of the program in the market. The marketers are pros at setting prices. Maureen said we could set up 3-4 products-get competitive. Ann Marie stated that she wants non-complex bill. Maureen said that re: the Jersey Wind market-may want to pay another \$30/mo Ann Marie asked to set out a timeline for an evaluation report-get working group input & how dovetails into rulemaking.

7. Awards - Jason showed the Award trophy

Next meeting: 2rd Wednesday of the month, April 11 at 1-3 pm @ the BPU, 44 S. Clinton Ave, Trenton.