



Attendees: Ann Marie McShea, BPU Erin Bijas, MWW Maureen Quaid, CSG Ben Larkey, CSG Jason Bacharach, Grafica	Tel: Note: some callers may be omitted if Ben missed their introductions-please e-mail Ben to confirm participation Carey Johnson, Grafica John Holtz, GMEC Kim Hoff, CSG	Tel: (cont'd) Linda Wetzel, JCPL Walt Davis, AC Electric Meg Denney, CEI Chris Siebens, GPU/JCPL Terry Moran, PSEG Calvin Ledford, PSEG Rick Struck, ORU
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Community Partners

Erin introduced herself and said she distributes enrollment forms and listed 11 current enrollees (Maplewood, Montclair, Hudson, Lindenwold, Belmar, Princeton, Cape May City, Middlesex County, Summit, Red Bank, Atlantic County Utilities Authority) events have occurred and website on-line. Ben explained revising Erin's Partner listing table to add criteria and enrollment data so that it auto calculates enrollment percentages and generates environmental impact data (so we don't have the additional step of having to use the EPA Power Profiler website).

Ann Marie said that ACUA committed to 5,000 or double the rate of enrollment is generally realistic and conservative, looking at @ 2Q06 enrollments current goal.

Ann Marie asked John Holtz if this was a reasonable estimate? He said he supports bill inserts and would be disappointed if we didn't reach 3,000. He gave an example of FL Power & Light: response rates was declining-spoke to marketing gurus-then, Jan, Feb, Mar, response to direct mail & insert increased-he feels it's due (in part) to press on global warming.

Ann Marie said that some communities are simpler, some more complex.
Jason said we can put the table onto our website as a tool for the municipalities.

Ann Marie said that she appreciated that these 12 communities joined up; we need to keep them engaged and help them; on the utilities side-we'll be putting together the reporting format- Mike W/Mike Ambrosio spoke to participant in the utility managers meeting about this. there's a new events lists from Erin; Hopefully you reached out to municipalities-want more outreach from utilities.

Chris Siebens said he looked at census, confirmed that households = accounts.
Ben said the data is for current press release.

Ann Marie said that the local media will recognize the media campaign.
Bill inserts have been coded so when sent in, the call center can i.d. the source.

The marketers did not have a location preference re: meetings.
Erin said there will be a May mtg @ Princeton. Ann Marie said that it's more important that it happens @ a regular time, but it may be better at CSG; For example, Erin said it was tough to get communities together around earth day (due to being busy).

2. CAL memo/Rulemaking

Ann Marie updated that she was meeting weekly w/ Susan Dice Goldberg (DAG) who's working on it; drafting & internal review. She doesn't have a timeline, but will ask-she doesn't expect it for several months.

Maureen asked if she wants to include items from the compliance filing? Ann Marie said that we put together a memo to group; will be in rulemaking and if we need additional changes, we can revise, then it will be released for public comment; can't release earlier version for review.

Terry Moran asked if the **CAL memo** status -was ahead of rule making?

Ann Marie said she still has to speak w/ several people; would need to be incorporated into rulemaking; In Bd order, do proposal to include in CPC Rules; it was originally in 4-12-07 agenda but due to questions, it was removed to resolve some issues.

Terry asked if we will get to review rule making ? Ann Marie said, in addition to the published "Rules", 6 or 7 updates were incorporated w/no advanced review, only during formal public review process. Maureen said we may miss fall campaign. Ann Marie said that's why wanted enacted in Board order, then reflected in rulemaking; but was delayed; still hope to get for fall campaign.

Terry asked: we won't be able to see until public review period? Ann Marie answered that we all agreed on steps that are included-we can re-circulate pre-Board memo. Terry asked if it can be e-mailed and Ann Marie said yes. Terry asked if "other protections (ex: cost recovery)" – criteria; from working group, so working group can review. Ann Marie said that she already got comments, but will check w/ Mike W. re: "protocol" (to accept comments).

MARKETING-TRACKING CODES

Jason wanted to ensure that the tracking codes are understood. Carey said there were different codes for each community and that Honeywell is OK with that. Erin said that Red Bank (new as of yesterday) was about to sign up w/in 1-2 wks-will print up another 1,000 inserts and send to them. Ann Marie said that we should have a code for new communities. Carey said that they are printing an additional 3,000 inserts.

Ann Marie asked that they also be sent to CSG and BPU (J Lawler).

UTILITY

PSEG and JCPL were putting statement onto their bills.

Ann Marie said there were handouts on PSEG's Earth day table.

FAQ

Ben said there was a initial meeting @ Honeywell and we've started to revise; Dawn Chaplin gave Ben the top 10 FAQs asked of the call center. Ann Marie cited no reference to RECs to keep it simple, but now they should be added. Maureen said that we've been working w/ Honeywell to expand metrics. Maureen said that we've sent a letter to utilities re: new telephone # and spoke to Honeywell that we'd like to meet w/ utilities call center supervisors.

Ann Marie said since media is out there, we should send an update-media campaign is happening; if you received calls, direct to call center.

Ann Marie asked that we look at the information packet to refresh (ex: Community Partner)

4th quarter 2006 reports

Ben introduced and explained current and revised reporting tables (for CPMs and EDCs) and a goal to compile and submit by April 30 (subject to receipt of data from CPMs and EDCs) and the discrepancy between CPM and EDC data. Ann Marie said she expects everyone to get and complete a clean reporting format from Ben. Walt Davis said he sent the 1Q data already & that ACE hasn't been required to report power data in the past and that it may not be available. Maureen said that it may not have asked for in past, but we hope to get it. Ann Marie said that energy data-kWh-is important especially for commercial accounts and that all enrollment should be EDI verified. Maureen said that the CPM 2,200 est. signups data from the 4Q is not bad. Ann Marie said that the-3,000/quarter is not bad.

Table 4- Call ctr data

Ben reviewed Grafica data from call center. Ann Marie said that 2Q06 was 1st statewide pr campaign and that program cumulative- utility inserts were ~8000; Utility reporting data table shows- >8,000, so most were from utilities.

#5 webhits

Ann Marie asked why are we tracking these questions (ex; 3Q06). Jason explained "shoulder periods"-in between advert periods. Maureen said monthly data would be more useful than quarterly.

Ann Marie said to compare web hits vs. enrollments for a better understanding where they're going on website, Web center-seems like the strongest number of leads: 8-12,000 interested, but only had a portion actually enroll. Maureen asked if there could be a more "call to action" approach. Ben reviewed the "Sources of interest" table. Jason said there was no TV in 4Q06 (Ben said this was program cumulative). Ben asked: what was "other"-2nd bigger category. John Holtz said that people may not have remembered; maybe buses ... ?

Ann Marie said newspapers are strong as source.

Ben reviewed that the data shows over 60,000 enrollees needed to reach the 2% goal or an monthly increase of an order of magnitude.

External Program guidebook

Ben introduced the guidebook. Maureen said that although it could be used to pitch communities, trade allies it's meant to be program description, not marketing piece and it could be on web; Ann Marie didn't see it as an external document-asked to revise telephone numbers and w/ current enrollment; in annual rpt with data such as participation, CO2 , etc...

Comments/Summary-none- Ann Marie said CP Leadership Award applications are due May 15; info is available on the website.

Next mtg dates:

1. Commun Partner-1st wk May (4-30 to 5-4)- Thur May 3rd, Princeton (3-5 pm)
2. CPC Working Group- Wed. May 9, Trenton