

ATTENDEES

ON-SITE: Ann Marie McShea/BPU; Ben Larkey/CSG, Meg Denney/Community Energy

TEL: Melissa Standing/PSEG; Jim Campos/PSEG; Dave Nichols/Rate Counsel Linda Wetzel/AEG; John Holtz/Green Mtn Energy; Maureen Quaid/CSG; Rick Struck/Rockland Electric; Jason Bacharach/Grafica; Charlie Garrison/Honeywell; Kristen Nawoj/Grafica;

1. List serve update

Maureen Q: who updates list serves

AMM: each Marketing Manager updates list serves for projects that they manage;

Kim Hoff is contact for CSG.

Caller: is an "invite code" needed ? AMM: self-sign up should work.

2. Customer Account Lookup update

AMM: will be forward recommendation for approval; sent e-mail; Board will hear on 11-28-07 w/ comment period expect to receive final recommendations for 12-19-7 agenda for voting; should've received from AMM by e-mail. let the CPM's do marketing

Dave N: Rate counsel was not supporter but became one; now impatient

2. DATA

Ben reviewed data:

Inserts in to the call center-
3Q07 report-no

3Q07: 339 inserts

AMM: Oct 1-

Nov 1st wk: 233 (x4) =

"Incompletes" not forwarded to CPMs

Jason provided data:

Call center forwarded: Sept-Oct=1,243; Oct1-Nov 9 =1,121

AMM: 3,000 enrollments 1Q07 but Oct-Nov= 1,021 for 3Q07

HW stats: reported on a daily basis, you could see peaks; seems like sporadic data @ HW. 0 some wks, then 163? Charlie G. went to ask Dawn Chaplin re: batching.

TO DO: BAL-ask call center if they are batching-which loses value of tracking weekly

Meg Denney: still early; Not bad; Every week increase, then look @ w/in ~3-4 wks
Community Partners are harder to engage; especially around Halloween

AMM: Engage Community Partners; even down from 05, 06

Jason B: Sept-Oct '06: 1,646 inserts

AMM: Down from previous Spring; Community Partner rates were higher rates vs normal; demographics + direct actions; Q: same response rates for Community Partner zip codes vs general statewide ? Everything received @ HW ?; p.o. turning back forms ?
New yrs resolution to enroll

COMMUNITY PARTNER

Dave N: asked for update; Ben said was delayed, will get out

TO DO: Call Community Partners for end of year push or xmas drive ?

AMM; would like more analysis of Community Partner data; Reach out to key Partners

Ex: Give a family a yr sub to CPC

AMM: Increase w/ existing community partners ~ 1,000

Meg D: offered to do mailing or e-mail; tougher to do now

AMM spring mails; fall mailings out the door?

How many bill inserts remain-structure a distribution, even door-to-door; s/b at least as strong as previous quarter; suggestions from CPMs / EDCs ? (no response)

TO DO

AMM NJNG-work to recognize purchasers to i.d. / pr examples on web; would like to do an event; other EDCs do same; press release eoy or 1Q08 w/ broader recognition of previous leaders (ex: Sandy Alexander)

Ben L: asked Erin; waiting to hear back

MD: asked if we did ads last yr ?

AMM: Yes – ad for NJNG ?

Jason B: yes did last year in spring / April

AMM: maybe do an even in Dec/Jan, then another in Spring

Jason B: will follow up w/ AMM; Will check – displays

**TO DO: AMM- create “Top 10” lists like EPA; build on that; BL build that – ask CPMs
Maybe even smaller firms not just “gorillas in room”**

AMM: re: NJ goal of 20% by 2010; Cape May is nearing 5%; others @ 2%
Princeton-10% could be 1st milestone

Ben L: passed along Community Partner inquiries to Erin from NJ annual Energy Conference.

Ben L: discussed unusual Rockland Electric Co. issue re: Ringwood residents ineligible to apply due to being in the NYISO, not PJM grid. 70,000 ttl; 13,000 NYISO grid

Rick Struck: confirmed residents not in PJM grid

AMM: asked how many NJ customers are eligible-13,000 are not BGS/not eligible.

Maureen Q-Non BGS customers can purchase directly from CPM.

Meg D.: Can look @ reject codes; can work w/ EDC

Charlie G: said doesn't receive inserts

Maureen Q: CPM can't participate in NJ program, but can join directly

Rick S-Q they can purchase just not part of NJ program ?

AMM yes-will get 2 separate bills

Rick S-get questions; will update customer service reps

TO DO: AMM: requested Ben L. put together call center update for RECO/EDCs msg, cc: mktrs

Ben L: reviewed 3Q07 drops data

EDC: 1, 345 enrollments; 540 or 29% dropped

CPM: 580 enrollments higher

Meg D: she offered to provide EDI data details; can look @ "reason codes"; most are late bill payments; need to get clear message to residents that they can purchase directly.

John H.: said churn includes existing customer cancellations

AMM: asked Chris S @ JCPL-data did not concur re: late payments basis

Maybe multiple issues: increasing energy prices, thrill is gone, what is continuing

Meg D: avg churn rate is 10% @ CEI/JAW

AMM-CSG should do formal drop report (EDC/CPMs) & develop recommendations

Why; what we can do to curtail; is rising energy cost a reason ? Maybe block product is more recession proof (fixed cost). Ex: success in PECO territory

Meg D-asked does 1x/yr to do update to customer; 15% upgrade; avg=300 KW or 3 blocks

AMM: to be more proactive; more recognition

Ex: Window clings; should be thank you/update letter from J. Fox/Larry Downs to residents re: CPC Purchaser of Yr; Should be recognition from CPMs

AMM: asked about CPM retention measures ?

Meg D: welcome; end-of-yr letter-how much they purchased; 2x/yr disclosure statement; can try to do more

John H-Green Mountain does same thing; refered to Lori Bird, NREL comments @ Energy conference

1. customers forget about, if remind too often, may cancel
2. more than just periodic contact; substantive/proof; example: bigger renewable sites that are being built

Maureen Q: cited Business Week cover story anti-REC; should send letter to customers ?

AMM- not all would have read BW, but m/b copy to CP reps – opinion leaders

// stopped listening to recording here

John H: suggested for Jan 08 state of state speech- add line to promote CPC program "since '05 , offset xx T CO2"

AMM: said we need tactics-avail, driving spring 08, sign for CPC in synch w/ Governors Energy Plan / Demo of support & effectiveness;

Meg D: started e-newsletters to customers w/ e-m; can target NJ

AMM- are window clings w/ CEI ?

Meg D: sends in welcome kits

CPCWG mtg Nov 14 07

source: Ben Larkey 12-7-07

AMM-prior to sept enrollments-never got

John H: asked why not do a retention meeting
AMM-yes

AMM-Grafica to do CPM specific window clings;
Kristen N: didn't hear back from GM,SP; CPM names not on

Web-hit data

Maureen Q: @ r.e. mtg; Looked @ real time; ideas to edit site

AMM-Grafica navigation improvement for Nov 29 mtg
Community Partners
Report back to customer
Large customers
Site too passive-more of a portal to u.d. customers
Ideas from CPMs to build in

Ben L: reviewed web hit & enroll forms...

AMM-Community Partner meeting in works; 1st wk of Dec; CPMs-
what would like to see from Community Partners; during 2008

Kristen N-

AMM Nov 29 won't work; Joe Gennello is taking lead on mktg summit

BL cited League of Municipalities conference

AMM-ANJEC; '08-get munic to sign up for their energy use; More mailings

Ben L: suggested cooperative web links w/ professional associations (US Conference of Mayors,
League of Municipalities

Maureen Q: listed action items-list of conferences where CPC/CP could be useful to register, table,
etc....i.d. best to engage / sponsor; people on

AMM-pr strategy, tactics plan

AMM-who's to take lead on mktg strategy ? Ben L offered; Jason B offered

AMM-2008 budgets reviewed Dec 19 No, Nov 27 CEC, bd approval 12-19
2 bill inserts cost recovery continues; \$2 M CPC media-gone – CPMs
CPMs weigh in
Web, call ctr; \$3 M media gen w/ CP

AMM: Licensing, Verification, product updates; Notify her ASAP for any product changes
Bill insert updates from Ben CSG

MD- drops

AMM get a fair number of calls-example: customer that tried to sign up never sees on EDC bill

CPCWG mtg Nov 14 07

source: Ben Larkey 12-7-07

Meg D-if reject for invalid Customer account #

For JAW total program: 400 whittled down to 300,149 acct not found or ~50%

Other: Credit not on hold; 800 cancelled, 3,000 total; 600 no reasons

Other: Contacted EDC

Moved: Can resubmit in 30 days ?

AMM: said that EDECA rules should be revised

Meg D. suggested waiting till after Customer account look up is settled

TO DO

AMM- asked BL to highlight - report back w/in 2 wks

Want data avail for commissioners mtg on 11-29; 12-12

AMM-JAW issue ?

MD reviewed issue

AMM want CEI to license

Meg. D-pick 1 product

Easy to take customers

1. Itr to JAW customers
2. from CEI

NEXT MTG: Dec. 3; also Retention mtg ? (tbd)

Note: add'l after-call comments in orig. notes