

Meeting Notes
CleanPower Choice Working Group Conference Call
Thursday November 12, 2009 1 - 2pm

Attendees: Kat West, Sterling Planet; Laila Reilly, Community Energy; Paul Markovich, Green Mountain Energy; Alice Napoleon, Rate Council; Judy Appell, Rate Council, Tom Pecora, Honeywell; Julie Weiser, Honeywell

Julie Weiser (JW), CleanPower Choice Program Manager; went through the agenda that had been distributed for the meeting. A couple of additional items had been added for discussion under the 2010 program plans.

- **2010 Program Plans**
 - **Recap & Updates**
 - At the last REC meeting it was mentioned that the OCE staff is divided on what to do with the program next year. They are currently in the process of deciding what to do. There are several options that they are looking at for next year.
 - Removing the bill inserts from our plan to reduce the budget.
 - Continue with current plan
 - See if we can move the certification and verification process over to Green-e.
 - Honeywell is currently gathering information on the program and providing it to the OCE in order for them to make their decision on what they want to do next year.
 - There are two main topics for discussion are:
 - 2010 Budget for Bill inserts
 - Pros & Cons if we were to move to Green-e.
 - **2010 Budget for Bill Inserts**
 - JW has reached out to the Utilities to see if we can sharpen our pencils on the 2010 budget for the bill inserts.
 - We plan on revising the bill insert from 6 panels to 4 panels to reduce costs. JW worked with the EDCs to get some numbers on the cost savings of the bill inserts with revisions. It is estimated that we will save ~\$50,000 through the redesign of the bill insert.
 - Also by sharpening our pencils (As we have been coming under budget the past several years.) We expect to reduce the budget by approximately another ~\$50,000. All together through these bill insert savings and sharpening our pencil on the budget would enable us to reduce the EDC budget for CPC with the bill inserts by ~\$100,000. This would bring the budget down to ~\$200,000.
 - JW will reach out to the EDCs individually to obtain firm numbers on this.
 - Q&A
 - There was a question on how many bill insert are sent out during the year.
 - JW responded that the bill inserts are printed twice throughout the year, but did not know the exact amount, as it varies per utility and their customer base.
 - TP added to JW's response that we create different versions of the bill insert twice a year to reflect changes, any price changes and/or updates. Then the electronic files are sent to each of the utilities for the printing to be done on their side. Honeywell does print a quantity of bill inserts for the CPC program to use at tabling events

and on the marketing side of the business. However, the majority of the bill inserts are printed by each utility.

- **Green-e Pros & Cons if we were to transition to Green-e REC verification**
 - Pros
 - Resources would conform to a national standard by Green-e.
 - Reduce OCE verification costs.
 - Cons
 - CPM resource mix may not currently meet Green-e Resource standard (in particular Low Impact Hydro).
 - If this is the case we would need to look at changing the program rules to require resources meet Green-e standard. (This could be a long process ~ 9-12 month)
 - Reporting year for Green-e is based on the calendar year and not energy year. The OCE would need to consider changing the reporting year or if they want two sets of reporting to be done.
 - CPMs cost would increase to pay for the REC verification.
 - Q&A
 - AN asked if there are CPC customers or potential CPC customers asking for the products to be Green-e certified.
 - JW responded this is only being brought up to see if we could reduce budget costs and is not aware of any customer asking for this process to be moved to Green-e.
 - CEI commented that there are other utility programs that are Green-e certified even though a portion of the product is not eligible under green-e requirements. There is a possibility to negotiate with Green-e to meet a certain standard. The percentage of Hydro included in the CPMs product mixes is pretty high and it might be worth our efforts to advocate for this. Right now there aren't too many PJM eligible Hydro that is Green-e certified right now. It was mentioned that the Connecticut product is an example of this.
- A notice will be sent out when we know what the OCE staff decides to do with the program next year.
- **2009 Fall Campaign**
 - Is currently underway. The bill inserts were sent out by PSE&G (in October). PSE&G was the only EDC participating this fall as the other EDCs had back to back bill inserts in the spring.
 - We have received a total of 193 response cards and 58 calls to the call center (from Oct 1st to Nov. 6th). This doesn't account for anything the CPMs have received directly.
 - This is down from last year which was 763 response cards received and 108 calls to the call center during the same period).
 - We had expected the response to be down compared to last year, since there was only one EDC (PSE&G) participating in the bill inserts this fall.
 - We feel that there is more awareness of the program which is why the calls may have dropped.
 - There was a question if the response cards mentioned were enrolled customers.
 - JW clarified that these numbers are the initial response before they are completely enrolled.
 - A follow-up question was asked when we would know the actual numbers on who is signing up.

- JW mentioned we wouldn't have these numbers for the fall until we complete the 4th Q report for 2009.
- If the CPMs need any assistance connecting with communities for their outreach to market the program for the rest of the year to JW asked them to contact her and she would be glad to assist them.
- Some website updates had been made to the CPC pages this fall.
 - We moved the CleanPower Coalition and CleanPower Businesses pages under the Resources / CleanPower Partners page.
 - The CleanPower partner's web page was updated with links to other partners not posted previously.
 - Other standard updates were made as well.
- Both Community Partners & Green New Jersey Resource Team were sent CPC Bill Inserts and a Customer Account Lookup Authorization Sign-up forms to assist us in promoting the program and customer sign-ups.
- **Reporting updates**
 - We have been receiving the Q3 data. We have received most of the Q3 data from the EDCs and a request was made for the CPMs to provide us with this information if they haven't already.
- **Next Meeting – TBD**
 - We won't schedule the next meeting until we know what the OCE staff decides to do with the program next year. This might be scheduled in Mid-December.