



## New Jersey's Clean Energy Program Marketing & Communications Meeting Notes January 24, 2011 NJBPU, Trenton

### **Attendees:**

In Person: Sherri Jones, Gary Finger (NJBPU); Tom Pecora, Kimberly Hoff (Honeywell); Anne-Marie Peracchio (NJNG); Danielle Heise (TechniArt, Inc.); Bill O'Hearn (WPO Communications)

By Phone: Richard Rinck, Fairlie Ferrari (TRC); Susan Ellman (NJNG); Geoff Brown (Global Learning); Kris Glover (Honeywell).

The meeting started at 2:00pm.

### **Market Manager Updates:**

BPU Staff Changes: Welcome Gary Finger the new Ombudsman, Nicole Davidman is no longer with the BPU, Kim Deal is a new employee in Communications who will be taking on most of Nicole's work and Jeff Burger (and 5 new staff) are overseeing the ARRA projects.

Honeywell: Kris Glover is now working on the marketing team.

### **Public Relations Update:**

Several press releases were issued with specific Energy Efficiency & Conservation Block Grant (EECBG) project information targeted to individual newspapers throughout the state. Several stories were written as a result and reporters also visited our webpage of eligible entities to highlight municipalities that did not apply.

### **2011 Calendar:**

Currently, the calendar consists of newspaper, online and direct mail tactics for the Refrigerator/Freezer Recycle Program (awaiting BPU approval), the energy minute radio spots and the trade shows/conferences that have been identified as priorities for clean energy program attendance/exhibit. The 2011 calendar will be updated once the marketing tactics are finalized in accordance with the 2011 marketing plans.

### **Energy Master Plan Update:**

The Energy Master Plan is still in the works by staff and a draft may be released sometime in February. It has not yet been determined what kind of public relations will surround the release of the new plan or if the PR will be handled by the BPU or the Governor's office.

### **2011 Program Plans:**

The 2011 program plans were finalized in December, 2010, and Honeywell and TRC are in the process of implementing program changes. The marketing plans are located in Appendix A of the filings available on the clean energy website. Budgets are tight and dedicated to specific tactics for the entire

2011 year. Marketing staff is in the process of updating the website, program brochures, etc. Many changes are taking place to all programs (including technical changes that won't be included in marketing collateral). Some major program changes that were noted include:

#### Residential

- Home Performance with Energy Star: There is no longer a contractor rebate; lighting, appliances, windows and doors are no longer included and multifamily buildings are included.
- Energy Star Qualified Products: There are no more rebates for dehumidifiers or room air conditioners.
- Cool/Warm Advantage: There are no longer rebates for geothermal heat pumps and there is only one rebate for water heaters (instead of two).
- Community Partners Initiative: Program no longer available – Sustainable Jersey will pick up some community outreach that used to be covered under CPI.

#### Renewable Energy

- Solar: There are no solar rebates available.

#### Commercial and Industrial

- Direct Install: Peak demand requirements changing from less than 200 kw to 100kw.
- Pay for Performance: Peak demand changing from greater than 200 kw to 100kw.
- TEACH: No longer available – K-12 Teach component is being implemented through the benchmarking tactics.

### **Marketing Updates since Last Meeting:**

#### Residential & Renewable Market Manager

- ARRA appliance online rebate applications forms (clothes washer, refrigerator, and dishwasher)
- Climate Choice Home case study
- WARMAdvantage web banner
- Home Performance with ENERGY STAR guidelines
- Modified Community Partners Initiative webpages

#### Commercial and Industrial Market Manager

- Completed C&I program brochures including NJ SmartStart Buildings, Pay for Performance, Local Government Energy Audit, Direct Install and Benchmarking and overview brochures - municipalities and commercial
- Created new building shell worksheet to supplement EECBG application
- Launched a benchmarking direct mail campaign followed by telemarketing to a portion of the list
- Issued show mailers for League of Municipalities, EEI National Accounts, NJ AIA and NJ School Boards events
- Created editorial content for SNJ Business People monthly publications
- Implemented website revisions and created participation agreement associated with Building Performance with ENERGY STAR pilot
- Launched direct mail campaign to advertise LGEA and EECBG opportunities and continued to implement multiple tactics promoting EECBG including certified letters to mayors and freeholders in the weeks before the application deadline and a series of press releases customized for the state's daily newspapers
- Negotiated sponsorship package with SNJ Development Council
- Continued development of sector specific success stories

- Managed and implemented 2011 change processing for all program forms and applications and website copy.

## **Marketing Updates:**

### Residential & Renewable Market Manager

- Program Literature web banner
- Web updates for all programs reflecting 2011 changes
- Energy Minute radio spots
- Overview brochure
- Web updates reflecting 2011 changes
- Online forms
- Co-op Advertising being implemented for HPwES, RNC and HVAC.

### Commercial and Industrial Market Manager

- Gearing up for Phase II of the EECBG funding which could happen any day now.
- Building Performance with Energy Star Pilot Program is underway with the EPA.
- Benchmarking information was included in the NJNG online “Conserve to Preserve” e-letter and will also be included in their next printed newsletter.

The next meeting date has yet to be determined.