

New Jersey's Clean Energy Program Marketing & Communications Meeting

February 3, 2010
Conference Call

Attendees:

Linda Wetzell (AEG); Sherri Jones, Doyal Siddell (BPU); Tom Pecora, April Guillerme, Kristen Nawoj, Kimberly Hoff, Maria Grazul (Honeywell); Richard Rinck (TRC/Parker & Partners); Fairlie Ferrari (TRC); Anne-Marie Peracchio, Susan Ellman (NJNG); Alice Napolean (Ratepayer Advocate); Rachael Fredericks (PSEG); Bill O'Hearn

The meeting started at 1:00pm.

New Administration Update

Sherri Jones reported that Commissioner Randall will be the acting BPU President until Lee Solomon is sworn in.

Market Manager Updates

Residential & Renewable Market Manager Update – Maria Grazul

- Honeywell has been preparing for the new incentives available through ARRA, including updating the website, and development of new applications. Home Performance and HVAC have launched in January with Energy Efficient Products expected to launch in April.
- Other program materials have also been updated with 2010 program information.
- Planning continues for the ACI Home Performance conference planned for March 4/5 in Atlantic City.
- A recent Community Partners event held at the Rutgers Ecoplex was attended by over 80 participants and resulted in five new enrollments.

Commercial and Industrial Market Manager Update – Richard Rinck

- Over 30 applications have e-forms have been updated to reflect 2010 program changes.
- The 2010 media schedule is under development.
- A refreshed creative campaign is also under development, along with direct mail and collateral updates.

NJCEP Conference Update

A meeting was held in January to de-brief on the 2009 conference and begin initial planning for the 2010 event. Tentative dates will be October 20/21, 2010.

Business Survey

NJCEP plans to proceed with quantitative research in 2010, building on similar studies done in prior years. Marketing Strategies, the firm that performed prior surveys, will likely begin this spring/summer. Initial results may be expected late summer.

Other

Anne-Marie Peracchio reported that GreenFaith has a green certification program but that their website is lacking on NJCEP information. She will share the website address with the team.