

CEC Marketing & Communications Meeting

March 5, 2008
1:00 PM – 3:30PM
BPU Trenton Office

Attendees:

In Person:

Anne Marie McShea, BPU
Linda Wetzel, AEG
Kristen Nawoj, Grafica

Cam Johnson, BPU
Kimberly Hoff, CSG
Anne-Marie Perrachio, NJNG

Erin Bijas, MWW

By Telephone:

Jason Bacharach, Grafica
Dave Nichols, Ratepayer Adv.
Alicia Crichton, Haggman Asso.
Dawn Chaplin, Honeywell

Greg Coleman, TRC
Henry Odgen, Rate Counsel
Charlie Garrison, Honeywell
Jeff Brown, Global Learning

Linda Russo, CSG
John Cusack, NJHEPS
Lisa Gonzalez, CSG

The meeting started at 1:00pm.

Grant Status

- The 2007 Grants were placed on the 2/27/08 agenda for approval; however, Board staff requested additional clarification regarding policy and recommendations. This item has been deferred to the March agenda.
- The 2008 Grants will be offered in a different format than in the past – more aligned with the Community Partners program. Both the Community Partners program detail and the grant offering will be developed on a parallel path over the next few months.

Residential Survey: Jack Lloyd, MSI

The focus groups are scheduled for March 18/19 in Edison and Marlton. There will be two groups each night, with a mix of participants and non-participants. The intent is to inform the survey tool scheduled for the May/June timeframe. The findings will be reported at the April 2nd meeting.

Marketing

- Linda Wetzel distributed the 2008 calendar, color coded by the umbrella campaign, commercial and residential initiatives. This will be a monthly handout to help the committee better leverage and coordinate the different media.
- Kimberly Hoff distributed a comprehensive list of all April/Earth Day events, which will include the ACUA event on April 27. NJCEP staff cannot attend all requests, but will provide literature when appropriate.
- Grafica presented the campaign results from the 2007 Change a Light initiative. This was a successful campaign, as it positively engaged the Community Partners and had a high level of public engagement. It did a good job of driving people to the NJCEP website, where over 20,000

residents clicked on the banner located on the main home page. It also demonstrated the strong role that utilities can play in the success of a campaign as the utilities were a key driving factor in gathering CAL pledges.

- Grafica also presented the Whole House/Whole Community creative brief. This campaign provides a comprehensive approach to help you reach energy efficiency goals in the home, business or municipality. In 2008 the focus will be to support the Community Partners efforts and recognize their local campaigns versus statewide advertisements.

NJCEP Website

Anne Marie McShea would like to see Earth Day incorporated more strongly into the website for the March/April/May timeframe.

Public Relations

- New Jersey's Clean Energy Program will sponsor the Global Green event at Liberty State Park at the \$55,000 level. This is a good anchor event with over 12,000 attendees expected over the three days. Grafica is negotiating what will be included in the sponsorship, and CSG will take the lead in coordinating the booth space.
- The BPU Communications Department has requested that a protocol be developed in order to share opportunities for check presentations or other newsworthy events.
- A report of NJCEP activity by legislative district has been requested on a quarterly basis. It will list number of participants by program, savings and CO2 benefits. The goal is to have the first quarter report prepared by Earth Day. Greg Coleman will recommend software to AEG that will make this task easier once all the data is received from the Market Managers into the IMS system.

2008 Conference Update

- The focus of the conference will be CleanTech – Building a Green Economy in New Jersey. The location and date are still under review based on space requirements and hotel availability. The Jersey City Hyatt remains the preferred site.
- Anne Marie would like to contact the winners from previous years to garner their assistance with the upcoming April CleanPower Choice campaign, with an offer of brochures or employee drives.

Community Partner Update

Erin reported on the status of the Community Partners. She will be requesting that the current partners and the potential new partners re-commit and provide a 2008 Outreach Plan. There is a call scheduled for March 17 with the partners and the plans are due March 21.

NEXT MEETING DATE:

April 2, 2008 1:00 – 3:00 Trenton