

New Jersey's Clean Energy Program Marketing & Communications Meeting

April 1, 2009

New Jersey Natural Gas, Wall, NJ

Attendees:

Linda Wetzel, AEG	Richard Rinck, Parker & Partners
Sherri Jones, BPU	Jeff Brown, Global Leaning
Maria Grazul, CSG	Tom Pecora, Honeywell
Kevin Doell, Blairstown Env. Project	Kim Hoff, CSG
Joe Fiorella	Anne-Marie Peracchio, NJNG
Joe Gennello, Honeywell	Victoria Fisher, NJBPU

By Phone:

Dawn Chaplin, Honeywell	Alicia Crichton, Haggman Asso.
Gayle Nowak, Haggman Asso.	Emily Haggman, Haggman Asso.
Dave Nichol, Rate Counsel	Julie Weiser, Honeywell

The meeting started at 1:00pm. Attendees toured the display in the NJNG lobby staffed by Green NJ Resource Team member TechniArt. Sherri Jones chaired the meeting.

Market Manager Updates

- Residential Market Manager Update
 - The Home Performance program is promoting the reduced audit cost of \$125 through the NJCEP website, other on-line media, radio, TV, direct mail and NJ Transit/Path posters. The response has been very positive.
 - The clothes washer and dehumidifier campaigns continue to run print ads and on the radio. The clothes washer program is on target to meet the program goal.
 - The Green NJ Resource Team has added a new partner – Double D will have a mall focus and use kiosks to sell discounted products to consumers.
 - New Jersey ENERGY STAR Homes program is running print ads and on-line ads.
 - The Community Partners Initiative had a kick-off meeting with current partners on March 25. New staff was introduced and the partnership with Sustainable Jersey was discussed.
- Renewable Market Manager Update
 - The Renewable Energy Incentive Program is accepting applications. Technical training classes are also offered. Work continues on a user-friendly marketing piece to help consumers understand the SREC process.
 - A CleanPower Choice bill insert will be included in electric utility bills during April.

- Commercial and Industrial Market Manager Update
 - TRC is coordinating a panel at the upcoming Globalcon Conference which President Fox will be chairing.
 - The OCE is reviewing the program materials for the Direct Install program which is targeted for June launch.
 - The Pay for Performance Program is a new NJCEP initiative targeted to large commercial customers (200kw and greater). A brochure, logo and flyers have been developed. Thirty partners have been trained to deliver the program.
 - The NJ SmartStart Buildings program materials are undergoing a refresh. Print ads with target specific segments have been updated to include photos of New Jersey projects.
 - Jeff Brown provided an update on the TEACH program. There are several schools enrolled and there are written and verbal commitments from others. Target is to reach 100 schools. The program helps develop green school teams and provides energy toolkits that the students can use to evaluate the school buildings. Dave Nichol noted that he did not see any programs targeted to schools in any of the stimulus filings.

NJCEP Conference Update

An RFP was released to facilities in New Jersey that can accommodate a conference of 800 people. Four sites have responded, and the committee will tour the sites which have availability in October for the two day conference.

Work is underway to develop the categories and selection criteria for the 2009 Leadership Awards. Applications should be available by late May.

Press events for the 2008 Leadership Award winners continue to be coordinated.

Public Relations – CSG Marketing Team

- General Update - The public relations team continues to meet on a weekly basis to review the status of pending press releases and event requests.
- The Green NJ Resource Team is booked solid throughout the month of April in support of Earth Day events.
- The PSEG GreenFest will be held this week on April 3-5, 2009. The CSG/Honeywell team will staff the event.
- Richard Rinck advised that Robin Mininchino will join the Parker & Partners team as a Public Relations Account Executive, supporting the NJCEP conference and other PR events as well. Robin comes with experience from the Press of Atlantic City.

EMP Outreach & Education Committee

Victoria Fisher reported that the subcommittees have completed final reports and the next step will involve the EMP Steering Committee who will compile the reports into final recommendations to be presented to the Governor's office.

Next Meeting Date: Wednesday June 3, 1pm, BPU Offices, Newark