

New Jersey's Clean Energy Program Marketing & Communications Meeting

June 9, 2009
BPU Trenton, NJ

Attendees:

Linda Wetzel, AEG	Sherri Jones, BPU
Tom Pecora, Honeywell	Kim Hoff, CSG

By Phone:

Jeff Brown, Global Learning	Alicia Crichton, Haggman Asso.
Julie Weiser, Honeywell	Max Chang, Rate Counsel
Bill O'Hearn	Charlie Garrison, Honeywell
Victoria Fisher, BPU	

The meeting started at 1:00pm. Sherri Jones chaired the meeting.

Market Manager Updates

- Residential Market Manager Update
 - The team has presented an enhanced marketing plan for HVAC to OCE for review. Tactics include radio, direct mail, magnets, fact sheets, on-line advertising, a press release and utilization of the Green New Jersey Resource Team to help increase the participation rates.
 - The Room Air Conditioner \$20 rebate was recently launched and will be offered through August 31.
 - 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. A media tour was held in Pennington with Commissioner Asselta.
 - The Green NJ Resource Team was trained to cross-promote the residential and renewable suite of programs at in-person events.
 - New Jersey ENERGY STAR Homes program is running print ads and on-line ads, and has an event scheduled in Bayonne featuring President Fox.
 - The Community Partners Initiative will be re-launched in a few weeks in two phases. The first phase will include the financial incentives recently approved by the Board, and the second phase will include the partnership with Sustainable Jersey targeted for later this summer. Website updates are underway.
- Renewable Market Manager Update
 - A solar brochure is under final revision.
 - Case studies are under development.

- Training was held last week for municipalities interested in participating in NJCEP renewable energy programs.
- There have been several ribbon cuttings.
- President Fox and Maureen Quaid participated in a panel at the SEIA conference with good turnout. Next week both market manager teams will participate at the New Jersey Association of Counties.
- Commercial and Industrial Market Manager Update
 - TRC is working with several vendors who will deliver the Direct Install program in geographic areas later this summer.
 - The Pay for Performance Program, targeted to large commercial customers (200kw and greater), was recently launched. Materials developed include a brochure, logo and flyers.
 - Jeff Brown provided an update on the TEACH program. There is training going on in five districts with an additional five committed to start in the Fall. The program is on target to reach 100 schools.

NJCEP Conference Update

The conference will be held on October 21 & 22 at the Atlantic City Convention Center. The format this year will include a two day conference, with the Leadership Awards presented on the evening of the first day at the Sheraton Hotel. There will be field trips offered the afternoon of the second day.

Three tracts have been identified, Policy/Policy Makers; Trade Allies and Customers.

Work is underway to develop the categories and selection criteria for the 2009 Leadership Awards. Applications should be available in the next week or so.

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 continues to have a lot of requests to participate in events and distribute free CFLs.

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 August 12, 1pm, BPU Offices, Trenton