

New Jersey's Clean Energy Program Marketing & Communications Meeting

July 7, 2010
BPU, Trenton

Attendees:

In Person: Linda Wetzel (AEG); Sherri Jones (BPU); Tom Pecora, April Guillerme (Honeywell); Anne-Marie Peracchio (NJNG); Rachael Fredericks (PSEG)

By Phone: Richard Rinck, Fairlie Ferrari (TRC); Alice Napolean (Ratepayer Advocate); Kimberly Hoff, Maria Grazul (CSG/Honeywell); Jeff Brown (Global Learning)

The meeting started at 1:00pm.

Market Manager Updates

Residential & Renewable Market Manager Update – Maria Grazul

- Since the last meeting, Honeywell has re-launched the ARRA appliance and hvac campaigns across the state. Changes have been made to the website to reflect the program suspensions, re-openings, and Open Rater Market. Collateral has been updated to reflect program changes. Sherri noted that print quantities have been reduced and all pieces are posted on the website for interested parties to download.
- Tom Pecora confirmed that during the program suspensions the Community Partners were kept informed.
- Alice Napolean asked how the programs were impacted by the reduced marketing budgets. Sherri explained that all aspects of marketing had been reduced. Other strategies including printing on less expensive paper stock, reducing the quantities, creating double-sides pieces where appropriate and moving to on-line applications in programs where they were traditionally paper copies. While we are still running the Energy Minute on NJ 101.5, most of the other planned radio and print advertising has been eliminated. JACO and Porchlight are still running campaigns to encourage refrigerator recycling and volunteers for CFL distributions.
- Anne-Marie Peracchio stated that NJNG has a \$7M budget for their service territory. They have strived to create more generic brochures that will not become outdated with program changes. Their efforts are primarily outreach versus traditional advertising.
- Rachael Fredericks added that PSEG also continues to market the programs they offer in their service territory. Tactics include door knockers, brochures and outreach.
- Tom Pecora mentioned that JACO was utilizing ValPak advertising. The committee asked him to share information on the success of that tactic, and also to report what portion of customers sign up on-line versus by phone.

Commercial and Industrial Market Manager Update – Richard Rinck

- TRC saw budget cuts to Direct Install, Local Government Energy Audit and SmartStart Buildings (new construction). In the latest budget order, \$10M was transferred from Pay for Performance to these programs to re-open them.
- Marketing plans for the second half of the year are under development.
- Marketing for EECBG and ARRA include eblasts and other tactics also under development.

Public Relations

There have been several press releases issued since the last meeting. Press events are in development in support of the refrigerator/freezer recycling program.

TRC hosted an exclusive media tour with last year's Leadership Award winner, Harrah's. Commissioner Asselta attended and was interviewed by NJ Business. An article should appear in the July issue. TRC is also working on highlighting a series of EECBG grant recipients. Anne-Marie cautioned that we make it clear that the Direct Install program has reduced incentives compared to some customers who were enrolled when the program initially launched.

NJCEP Conference Update

There are discussions at a high level about the possibility of a one-day conference that would be more of a workshop with no exhibitors.

Energy Master Plan

Sherri explained that the Board and the State are re-visiting this plan. A stakeholder process will likely take place in the fall. More details to come. All are encouraged to sign up for the EMP listserve to stay informed.

Social Media Update

NJCEP now has a presence on Facebook and Twitter, with almost 400 fans on each medium. Anne-Marie suggested that TRC may want to look into LinkedIn as a communication vehicle as well.

The next meeting will be held on September 1st in Trenton.