

New Jersey's Clean Energy Program Marketing & Communications Meeting

September 30, 2009
BPU Newark Office, NJ

Attendees:

Linda Wetzel (AEG); Sherri Jones, Victoria Fisher and Paresh Trividi (BPU); Maria Grazul, Tom Pecora, Kimberly Hoff, Kristen Nawoj and Christine Schneider (Honeywell/CSG); Anne-Marie Perrachio (NJNG); Bill O'Hearn

By Phone:

Richard Rinck (TRC/Parker & Partners); Fairlie Ferrari (TRC); Dawn Chaplin and Julie Weiser (Honeywell); Emily Haggman (Honeywell/Haggman Asso); Jeff Brown (Global Learning); Rachael Friedman, Elaine Bryant and Walt Hood (PSE&G); Rate Counsel

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

Market Manager Updates

- Residential Market Manager Update
 - Maria Grazul reported that program materials have been updated to reflect the enhanced Home Performance offer, as well as Energy Star Product and Residential New Construction program updates.
 - Direct mail is planned for WarmAdvantage.
 - At the end of July a new program to recycle refrigerators and freezers was launched, as well as a solar domestic hot water pilot program in August.
 - The Community Partners Program now has 52 partners across the state. All have received copies of the CleanPower Choice bill insert for distribution.

- Renewable Market Manager Update
 - The renewable program has made updates to the website, developed case studies and updated program materials.

- Commercial and Industrial Market Manager Update
 - TRC announced that the Direct Install program is scheduled for launch in November.
 - The Local Government Energy Audit Program is less than a year old and continues to make strong progress. The cap has just been raised to \$300,000.
 - The Pay for Performance Program has been expanded to include new construction projects. The brochure will be updated shortly to reflect that change.
 - TRC coordinated three events this month, at Middlesex County, NFL Films and Lacey Township.
 - The fall is the busy season for trade shows, with EEI, the League of Municipalities and the School Boards show coming up.

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. The Keynote Speaker will be Lisa P. Jackson, Administrator, US Environmental Protection Agency. Both registrations and sponsorships are ahead of last year's pace. The conference will be co-chaired by the New Jersey Chamber of Commerce and the New Jersey League of Municipalities.

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

The Leadership Awards received 52 submissions across seven categories. The sub-committees will be presenting their final recommendations this week.

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.
- Event planning is ongoing to celebrate the one millionth CFL to be distributed by the Green NJ Resource Team, as well as a tour of a Home Performance site in northern New Jersey.
- Additional public relations support is planned around the new Home Performance incentives, the anticipated 100MW of solar and winter energy saving tips.
- The Green NJ Resource Team continues to have a lot of requests to participate in events and distribute free CFLs, especially with the upcoming October Energy Awareness Month.

Marketing Plan Presentations

Honeywell and TRC reviewed the draft 2010 marketing plans which were distributed to the committee. Both Market Manager teams have endeavored to keep the marketing budgets relatively flat as compared to 2009. Comments on the plans will be accepted through the end of October.

EMP Outreach & Education Committee

Victoria Fisher reported that the subcommittees have completed final reports and the EMP Steering Committee is reviewing the recommendations with the Governor's office.

Next Meeting Date: TBD