

CEC Marketing & Communications Meeting

October 1, 2008
1:00 PM – 3:00 PM
BPU Newark Office

Attendees:

In Person:

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| Linda Wetzel, AEG | Janeen Lawlor, BPU |
| Sherri Jones, BPU | Kimberly Hoff, CSG |
| Maria Grazul, CSG | Anne-Marie Peracchio, NJNG |
| Greg Coleman, TRC | |

By Telephone:

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| Dawn Chaplin, Honeywell | Kristen Nawoj, Grafica |
| Alicia Crichton, Haggman Asso. | Jeff Brown, Global Learning |
| Emily Haggman, Haggman Asso. | John Senkewicz, PSEG |
| Beth Robinson | Richard Rinck, Parker & Partners |

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

NJCEP Conference and Leadership Award Update

With the conference just two weeks away there are 307 attendees registered, up from 10% at this point last year. There are not as many sponsors, but the ones we do have are at a higher level. There are 21 exhibitors registered, with six open booths remaining. There will be a total of nine panels on a variety of topics. We are still looking to “green” the conference. There will be student volunteers from area colleges who will act as monitors in the workshops and assist with registration. An electric car from Comverge will be located in the valet parking area, along with a wind turbine from Pfister.

The Leadership Awards have been finalized and the winners will be notified by telephone and regrets letters to the non-winners.

Residential Market Manager Update

CSG reported that the Creative Lighting Partners are up and running and will endeavor to work closely with the Community Partners as well as other communities throughout the state. As part of the Change the World initiative a goal has been set of 40M pounds of emissions.

There is a robust marketing campaign including television, print ads and radio spots running to promote all residential programs.

Renewable Market Manager Update

The team is working on the 2009 plans. CleanPower Choice will be primarily marketed through the Clean Power Marketers. There is a CleanPower Choice bill insert in electric utility bills this month.

C/I Market Manager Update

The TRC 2008 contract modifications have recently been approved. TRC expects to launch the Municipal Audit Program in the next week with guidelines and application forms available on the website. The Direct Install program was approved for the design stage only. Pay for Performance is under development and should be ready for implementation in the next sixty days.

The TEACH program is starting with eight school districts this year. It will work with educational and facility staff to do energy benchmarking by school buildings as compared to other districts of similar size. Students will learn by studying their own school buildings. Global Learning is the subcontractor for this initiative. A process evaluation will be performed and then hopefully this program will be offered to a larger audience.

Energy Minute Campaign Update

The Energy Minute radio campaign in NJ101.5 has been extended through the end of the year. New spots are under development to keep the information fresh and relevant to the upcoming heating season.

2009 Budget Planning Update

The Market Managers have submitted draft marketing plans which are currently under review by OCE staff. A final version will be submitted late October/early November.

Public Relations

Kimberly Hoff reported there has been increased activity in recent weeks, with requests for support at events in which a BPU Commissioner is attending. Commissioner Fiordaliso has attended two events recently, one at Rutgers Livingston and another at the Change the World event in Morristown.

EMP Outreach & Education Working Group

The EMP Education and Outreach Working Group was organized in July and has now established subcommittees that will make recommendations for education and outreach priorities to be addressed during the implementation phase of the Energy Master Plan. The Initiative for Climate Change and Social Policy of the Rutgers University Eagleton Institute of Politics is providing research support and helping to facilitate this stakeholder process.

Draft subcommittee reports are due Dec. 15. The steering committee expects to combine the reports and write an executive summary on or near Jan. 15. An executive committee with representatives from the BPU, the departments of Environmental Protection and Education, and Eagleton will finalize the report and present it with overall recommendations to the BPU on or near Jan. 31. More information, including the various subcommittees and chair people, can be found at nj.gov/emp.

Winter Energy Tip Card

The card was reviewed. Anne-Marie Peracchio suggested adding a reference to the Home Performance program if space permitted.

Residential Survey

To be distributed by Anne Marie McShea.

Community Partner Update

Kimberly Hoff reported that the Fall Community Partner meeting was held last week. The Creative Lighting Partners were introduced, and the Change the World initiative was discussed along with CleanPower Choice. There are currently 30 partners, and approximately half attended the meeting.

Meeting adjourned at 3:00pm

NEXT MEETING DATE:

November 5, 2008 Newark