

CEC Marketing & Communications Meeting

November 5, 2008

BPU Newark Office

Attendees:

In Person:

Linda Wetzel, AEG

Sherri Jones, BPU

Maria Grazul, CSG

Denise, Noveda Technologies

Janeen Lawlor, BPU

Kimberly Hoff, CSG

Joe Fiorella, Plainfield Public Schools

Judith Appel, Rate Counsel

By Telephone:

Jack Lloyd, MSI

Alicia Crichton, Haggman Asso.

Emily Haggman, Haggman Asso.

Beth Robinson, NESEA

Charlie Garrison, Honeywell

Dave Nichol, Rate Counsel

Dawn Chaplin, Honeywell

Jeff Brown, Global Learning

Anne-Marie Peracchio, NJNG

Linda Russo, CSG

Michelle Peal, CSG

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

Residential Market Survey

Jack Lloyd of Market Strategies presented the results of the survey, which is also posted on the NJCEP website. In the spring, four focus groups were held, which helped shape the questions asked in this latest survey. Over 800 residential customers who were energy decision makers were interviewed by telephone in July. Some questions could be tracked back to surveys done in 2005 and 2006.

Overall, interest in energy efficiency is growing. Nine out of ten reported they had done something to conserve energy in the past year. Jack also reported that support for renewable technologies is increasing. 18% stated that the BPU is doing a good job, although most respondents believe the programs are run by the utilities. More people are seeking information on energy efficiency, and their primary sources for information are the internet and then the utilities. Overall the survey showed an opportunity to take advantage in the rising public interest in “going green” in general.

Janeen Lawlor will review the results in more depth, and make take the opportunity to share them with a reporter. She felt that recent campaigns focusing on customer testimonials will continue to reinforce the message. Customers are our best ambassadors for the program.

Anne-Marie Peracchio said that the E-Tip campaign initiated in the past two years by NJNG has been very successful. One of the NJCEP Green NJ Resource Team members, EFI, was highlighted in a recent E-Tip.

Residential Market Manager Update

Maria Grazul reported that the Green NJ Resource Team, a group of five vendors who have been selected to distribute CFLs to underserved markets, is up and running. There are a series of materials under development for the team members to use at events. A kickoff event for Porchlight and other partners is being scheduled for later this month in Trenton.

The Honeywell team is preparing two ENERGY STAR award submissions in the Partner of the Year – Project Development and the Excellence in ENERGY STAR Promotions categories.

Renewable Market Manager Update

There have been several events held in the past few weeks highlighting the renewable sector: The NJCEP Conference, a reporter from the Oregonian who visited a solar project and a ribbon cutting in Ocean City.

CSG is also working on a fact sheet for the SREC pilot and drafting a press release. Janeen suggested they incorporate a quote from a national market leader recognizing New Jersey's accomplishments.

C/I Market Manager Update

The Local Government Energy Audit was recently launched and program materials are available on the website. Once there are a few completed projects, TRC will select one for a press event.

Jeff Brown reported that 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 actively recruiting projects and would welcome any leads from the group. Jeff also requested a list of current Community Partners so he can follow up with them.

Energy Minute Campaign Update

The Energy Minute radio campaign on NJ101.5 has been extended through the first quarter of 2009. Three new spots featuring Comfort Partners, Change the World and Warm Advantage programs are being finalized to keep the information fresh and relevant to the upcoming heating season. A clothes washer testimonial spot is also under development.

Janeen suggested that CSG incorporate the Energy Tip format into the website, and also consider the use of weekly newspapers.

2009 Budget Planning Update

The Market Managers will submit final plans for 2009 on Friday. It is hopeful that they will be approved by the Board at the November or December meeting.

Public Relations

Kimberly Hoff reported that CSG is working on press kits which will include updated program information including statistics, FAQs and progress towards goals. CSG is also working on a winter tips release and some ideas for unique Home Performance pitches.

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.

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.

Community Partner Update

Kimberly Hoff reported that there are a few new Community Partners, namely Elizabeth and Jersey City, and that CSG continues to actively pursue Trenton. Partners are involved with the Change the World campaign at this time.

Meeting adjourned at 2:05pm

NEXT MEETING DATE:

December 3, 2008 Newark