

New Jersey's Clean Energy Program Marketing & Communications Meeting

December 10, 2009
BPU Trenton Office, NJ

Attendees:

Linda Wetzal (AEG); Sherri Jones, Peg Gallos (BPU); Tom Pecora, April Guillerme (Honeywell)

By Phone:

Richard Rinck (TRC/Parker & Partners); Fairlie Ferrari (TRC); Dawn Chaplin (Honeywell); Judith Appel (Rate Counsel); John Cusack (NJHEPS); Maria Grazul, Kimberly Hoff, Kristen Nawoj (Honeywell/CSG); Victoria Fisher (BPU), Anne-Marie Perracchio, Susan Ellman (NJNG)

The meeting started at 1:00pm. Sherri Jones chaired the meeting and introduced April as a new Honeywell employee that will be focused on maximizing public relations and free media opportunities.

Market Manager Updates

Residential Market Manager Update – Maria Grazul

- Residential New Construction has developed a success story highlighting a NJ ENERGY STAR home. Coop guidelines offered to builders are also being revised.
- The team submitted a entry for ENERGY STAR Partner for Program Delivery and highlighted the accomplishments of the Green NJ Resources Team. A fact sheet on CFL recycling has also been created.
- The Home Performance brochure has been updated in both English and Spanish.
- A direct mail postcard is planned to promote the WarmAdvantage program in January. It will highlight the federal stimulus funds that allow oil/propane and municipal electric customers to participate as well as the increased rebates offered by several gas utilities.

Renewable Market Manager Update – Maria Grazul

- The renewable program is finalizing several new brochures as well as fact sheets.
- A press release has been drafted to celebrate the 5,000 solar installation.

Commercial and Industrial Market Manager Update – Richard Rinck

- The Direct Install program was recently launched – a brochure, flyer and fact sheet are available as well as a new section on the website.
- The TEACH program is now posting benchmarking reports on the website.

- The Pay for Performance Program has launched a new construction component and the website content has been adjusted to separate the existing buildings and new construction sections.
- A booklet has been added to the website library highlighting the EDA programs. Supplies are being shipped to the BPU and TRC offices. Sherri will also be obtaining copies of the EDA solar brochure and will share that as well.

NJCEP Conference Update

This year's conference was held on October 21 & 22 at the Atlantic City Convention Center and was very successful. There over 1,100 attendees, 61 exhibitors and 21 sponsors. 317 attended the Leadership Award Dinner, with 67 attending the field trip.

An email survey was distributed immediately after the conference to three groups: speakers/moderators; exhibitors/sponsors and attendees. Feedback has been positive and most would recommend the conference to others and plan to attend next year.

A compilation ad highlighting the Leadership Award winners is currently running in newspapers. Planning for the 2010 conference will commence soon. Richard reported that the only available dates for both the Convention Center and Sheraton are October 19-21, 2010.

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.
- There were two major events attended recently – the League of Municipalities and the Project Porchlight Volunteer Celebration.
- The team continues to research sites for a Home Performance tour in northern New Jersey.
- Planning for the upcoming ACI conference (March 4/5) is underway.

2010 Marketing Plan Update

The 2010 plans were presented to this committee in September. No major changes were made to those plans. The compliance filings are scheduled to be reviewed by the Board at a special Board meeting next week.

ARRA Update – Peg Gallos

Peg explained that there are several different grants and funding sources available to New Jersey. She would like us to emphasize the benefits of the stimulus funding in marketing materials – the funds are helping NJCEP to increase rebates, reduce barriers to participation and provide services to new customers who were previously ineligible.

Energy Efficiency & Conservation Block Grants (EECBG)

This grant provided \$75M to help state and local governments achieve energy efficiency. The breakdown is below:

- \$61M was awarded as direct grants to 65 municipalities and 10 counties based on population and energy consumption. The grant comes directly from the DOE.
- \$10M is available to all municipalities and counties that were not eligible for direct grants. The market manager compliance filings have been adjusted to be able to provide indirect grants of \$20,000 to municipalities and counties for energy efficient improvements. The grants will be coordinated/leveraged by NJCEP programs.
- The remaining \$4M will be used to improve the energy efficiency of state facilities.

State Energy Program (SEP)

This program provides \$73M to expand renewable energy and energy efficiency. They are currently executing seven state contract awardees and hope to be completed by the end of the year. The MOE for the HMFA portion will be considered by the Board next week.

Competitive Block Grant Program

- Retrofit Ramp-Up – these are grants offered nationwide, and DOE is looking for unique, transformational approaches. There will be eight to twenty awards made nationally. Peg is working with Camden on a proposal which is due next week. Camden is proposing to work with NJCEP and utility programs on a neighborhood-specific program which would be delivered through a single entity (Coopers Ferry Development Group). The concept is to transform a community of 300-400 families. It will be aimed at the low-income population and provide a unique delivery mechanism and sustainable tools to help the community thrive. The concept is replicable to other areas.
- General Innovation Fund – this application is being prepared by Fairleigh Dickinson's Sustainability Incubator on behalf of the Borough of Madison and will include a letter of support from the BPU.

Public Utility Commission Grant

Under this grant the BPU was awarded \$1M to assist with the management of federal stimulus funding reporting. The current status is that they are waiting for direction from the transition team.

Enhancing Grid Reliability by Improving Planning

BPU reliability staff is managing the process to create an Energy Assurance Fund. \$1M.

Smart Grid

There was a competitive grant for infrastructure improvements and demonstration projects which were awarded to several New Jersey utilities.

SEEARP (Appliance Grant)

Funded at \$8M, this funding will offer new incentives on certain energy efficient appliances and will increase the incentive for recycling refrigerators from \$30-\$50. This initiative is scheduled to be launched in April, and if there are any funds left over it may continue in October.

DOE Loan Guaranty Program

The DOE would provide a loan guarantee to promote large scale projects. Joe Sullivan is working on the application (due in January) with EDA who will act as the local financing agency. The Board would provide technical review of prospective projects.

Peg added that she will be working with an intern from the Eagleton Institute starting December 14.

Peg asked for ways to keep in touch with the group. Sherri suggested that she consider joining the BPU internal weekly calls, and Linda suggested she attend the PC meetings attended by the utilities and market managers.