



## New Jersey's Clean Energy Program Marketing & Communications Meeting

September 9, 2010  
NJBPU, Trenton

### Attendees:

In Person: Linda Wetzel (AEG); Greg Reinert, Sherri Jones (NJBPU); Tom Pecora, Kimberly Hoff (Honeywell); Anne-Marie Peracchio, Susan Ellman (NJNG);

By Phone: Richard Rinck, Fairlie Ferrari (TRC); Alice Napoleon (Ratepayer Advocate); Maria Grazul (CSG/Honeywell); April Guillerme (aPRil Communications); Rachael Fredericks (PSEG)

The meeting started at 1:00pm.

### Market Manager Updates

#### Residential & Renewable Market Manager Update – Maria Grazul

- Collateral and website materials have been updated to reflect program changes, including the extension of the ARRA promotions. A password-protected forms library on the website was created for Home Performance contractors.
- There are two success stories underway on a climate choice home and a methane project.
- Regarding the Energy Minute radio campaign on NJ 101.5, Alice Napoleon questioned the value of advertising with a single station versus multiple stations. CSG advised that research has shown that this approach, with a station that has almost 100% statewide reach, is more effective than individual purchases throughout the state.

#### Commercial and Industrial Market Manager Update – Richard Rinck

- TRC has refreshed its print campaign and as a result three new website landing pages have been created to help with targeted marketing tactics aimed to match the audience with the appropriate programs. Three tech-tools have also been launched on the website to help customer analyze equipment options.
- TRC also launched a website tool enabling customers to participate in a benchmarking initiative in which users to complete an online data collection form based on their building type. The information gathered by the system populates a database and a final report is provided. A direct mail campaign will help launch this new tool.
- EECBG and Non-IOU initiatives are underway and includes direct mail, eblasts and print ads. An outreach team is contacting the 512 eligible municipalities to advise them of webinars and other training

sessions/services available. A database has been developed to help track this activity. Anne-Marie Peracchio requested access to the database and is willing to input data to help keep all parties current on efforts. NJNG is hand-delivering packages of information to the eligible towns in their service territory, targeting the mayors and business administrators. TRC is working with SJG and ACE in a similar manner.

### **Public Relations**

There were two successful events to promote the Refrigerator/Freezer Recycling Program. The events received a good amount of free media in both TV and print.

A second Korean delegation is scheduled to meet with staff on September 10<sup>th</sup>.

Sherri announced that NJCEP has received a "Slice" award from CESA.

### **Energy Master Plan**

The current plan is being revisited and a series of stakeholder meetings are underway. A listserv was created in order to communicate effectively with interested parties. Information can be found at [nj.gov/emp](http://nj.gov/emp).

### **2011 Program Planning**

The Market Managers are drafting plans targeting the end of September. Once program details are finalized, the marketing plans can be drafted as well. Anne-Marie Peracchio urged that we have a communication plan in place to address programs that are proposed for elimination in 2011.

### **Refrigerator/Recycling Program Advertising Effectiveness**

Tom Pecora provided a snapshot of lead generation provided by JACO. Appliance stores (31%), friends (19%) and newspaper ads (15%) are generating the most calls.

The next meeting date has yet to be determined.