

## **CEC Marketing & Communications Meeting:**

September 5, 2007

**1:00PM – 3:00PM**

BPU Trenton Office

Attendees: Anne Marie McShea, (BPU); Linda Wetzel, Mike Ambrosio (Applied Energy Group); Jason Bacharach, Kristen Nawoj, Carey Johnson (Grafica); Erin Bijas (MWW); Kimberly Hoff, Michele Maybaum, Ben Larkey, Emily Haggman, Linda Russo, Dawn Chaplin, Maureen Quaid (Honeywell Team); Jeff Brown (Global Learning); Greg Coleman (TRC); Fletcher Harper

### **Grant Status**

- The final evaluation has not been completed

### **NEXT STEPS**

Reconvene team in September

### **MARKET MANAGERS UPDATES**

### **Residential Programs**

- CAL promotion began 9/1 and retailers are being supplied with materials (Approximately 900 retailers participating in promotion)
- High Efficiency EnergyStar clothes washer promotion begins 9/15 and runs through 12/31/07.

### **NEXT STEPS**

CSG and Grafica to discuss EStar lighting retailer-zip code search

Retailer list to be provided to Community Partners at the Training session.

### **Renewable Program**

- 2Q CPC report reviewed on 8/2 at CPC Working Group
- Web revisions for program posted
- Working with Community Partners
- Solar Transition on Board agenda for Sept 12th
- CSG developing case studies for solar
- CSG looking to develop affinity plans for Class 1 programs next year
- CSG putting together 2008 plans for distribution next week and then presenting to EE and RE committees the following week. Final plans due end of October

### **NEXT STEPS**

Working Group Meeting Monday 9/17

Schedule meeting re Solar Transition upon Board approval

CSG and TRC scheduling a meeting next month to look for efficiency and renewable linkage.

CSG to develop press release and facts for Solar Transition.

### **Commercial Programs**

- SSB ads scheduled for professional journals and trade papers
- Contract modification for schools program with Treasury
- Municipal Audit waiting for approval for Treasury to design details of program

### NEXT STEPS

A. McShea to review ads and booth for approval after meeting today  
Greg Coleman to provide 2-sentence description for Municipal Energy Audit for inclusion in collateral Overview and Municipal Brochure.  
TRC to advise dates 2008 plans will be available for review for OCE staff in advance of RE and EE committee meetings

### **Web Site**

- CMS tool working well, questions being answered as they arise

### NEXT STEPS

Ongoing discussion on weekly web call

### **List Serv**

- Moderator and protocols to be refined and distributed list serv information .
- Program Coordinator looking at new tools,
- Program Coordinator to put together guidance re listserv that can be distributed soon.

### **Community Partnership update (Erin)**

- 19 community partners currently on board.  
Erin still reaching out to Northern NJ and Southern NJ (Burlington, Gloucester, and Salem Counties) broader representation across State

Next meeting date October 3, 2007

### **9/7 Community Partnership CAL/CPCTraining meeting (CSG)**

CSG reviewed materials and agenda for CAL training

Tour is 45 minutes.

Community Energy (Meg) conducting CPC training

Main areas for CPC are mailing, door-to-door, and tabling. Important to have a "voice" talking about it in community – a mayor or spokesperson in support of local campaign

NEXT STEPS

CPC and CAL to be put in separate folders. Need 50 packets of each

CAL Folders – Marketing and technical materials to be on each side

Ben to provide CPC results update

### **NJ Energy Star Homes Booth**

CSG provided draft of trade show booth and banner stand

NEXT STEPS

New image for banner stand

Revise headline to reflect key message and get energy efficiency message across.

Increase NJ registrations

### **Change A Light Campaign/ CleanPower Choice Campaign update**

Reviewed previously approved CAL and CPC creative and media

Reviewed retailer and partnership mailers

NEXT STEPS

Minor copy revisions to be reflected in final mechanical

CAL goals agreed to at XXX,

Preference is for smaller cardboard counter displays rather than acrylic.

Grafica to reach out to local papers to determine possibility of donated ad space (1/4 page) for CPC/CAL recognition

CSG to reach out to Home Depot in Union for participation in Bus tour

CSG to do campaign launch email to newsletter listserv re taking pledge, community partner et. al. ANJEC may be good as well.

Produce CAL pledge cards as door hanger

### **update**

Reviewed previously approved CPC creative and media. CPC campaign same look and feel as previous campaigns but more strongly tied into Community Partners campaign. Statewide media will include Partner advertising

### **SBC FAQ Web Page & Press**

Next Steps

SBC FAQ copy to be revised and sent to Mike Ambrosio for final review and information gaps.

Goal is to post it live by 9/12 in FAQ section and About NJCEP

### **Conference Update**

Will be a part of Conference Meeting at 3:00  
Additional targeted outreach for cool cities mayors  
To date approx 300+ registrants

### **Winter Energy Savings Campaign**

Reviewed initial plans to utilize Power Saving Team campaign

#### **NEXT STEP**

Grafica to arrange meeting with CSG to discuss promotions/messaging to include  
Grafica to set up meeting with Janeen to discuss EMP or other ideas for use in  
Free TV spots January-March 2008.

### **NEXT MEETING**

Monday 10/3 1:00 PM