

CEC Marketing & Communications Meeting:

October 3, 2007

1:00PM – 3:00PM

BPU Trenton Office

- **2008 Marketing Plans**

New Jersey Energy Star Homes: Key Issues –

- Housing declining - no homes being built
- Legislation may change code to increase energy efficiency
- Need to increase public awareness
- Needs to be more cost effective to engage builders and consumers
- Discussion of consumer incentives to help build demand
- Sales tools and training for contractors is essential

Home Performance with Energy Star: Key Issues –

- NJCEP is considering performing the initial home assessment and distributing the leads to the BPI contractors
- Fulfills promise of Comprehensive home program and will hopefully increase participation.

Anne Marie McShea requested better integration of Home Performance and the Home Energy Analysis – the tools should work together and one should be a step to the other.

HVAC/Heating and Cooling/Warm/Cool Advantage: Key Issues -

- Consumer incentives are in place to help build demand
- Seer 13 is Federal code now
- QIV – proposed program change to promote proper installation and equipment with customer receiving an added incentive
- Also discussion of maintenance program to get equipment checked in a regular basis and about a duct sealing incentive

Anne Marie requested that all programs/market managers attempt to capture email addresses in order to expand our newsletter and outreach to program participants.

Commercial Programs:

- TRC proposing to roll out five new programs end of 2007/2008
- Anne Marie requested a database of business categories, including the type of measure, savings, and efficiencies.
- Case studies should be developed to focus on examples that have wide resonance, not boutique projects.
- Trade allies and business associations will be engaged by a searchable database that would share best practices.

Renewable Programs:

- Solar transition is huge – integrate core and rec. SREC program will be expanded significantly
- Proposing a market development initiative for projects greater than 700kw
- Help set the stage for Community Energy in 2009

- Plan for stronger Integration of renewable into C&I market for SmartStart, ee measures etc.
- CPC – community and affinity groups increasingly important. Helping communities figure out carbon footprint in helping communities figuring out the impact of the programs.
- Focus is not marketing but communication and outreach – solar market is overheated so opportunities for people to meet and network.
- Fact sheets, webinars, affinity marketing, working with chamber for events, promote past activities on web are planned.

The umbrella program has focused most of the dollars on the CleanPower Choice program with the understanding that program has the broadest outreach because it reaches 3.2 million people to engage them in clean/renewable energy.

The real driver of the CPC program are the bill inserts that the four electric utilities promote twice a year with the four suppliers and four different products. The program would like to see additional inserts throughout the year. The responses from the inserts are declining. The marketers are providing additional direct marketing that will be enhanced with the account lookup ability. Account lookup is on the Oct 24 agenda, as well as proposed shift in dollars from the OCE marketing program to the market managers.

Community Partners

CPC has been a an effective measure to get people and communities involved. For 2008, a more structured program for the Community Partners will be developed, with CPC and Change a light the featured promotions. There is also intent to expand the program to help keep communities engaged, informed, and supported, possibly with some type of Account Representative. Marketing dollars for 2008/9 should look at a structure of engagement and to align marketing advertising and media dollars to the partnership.

Future plans include quarterly outreach and training rotation, bi-monthly newsletters, also increase web site to highlight community partners feature stories about what communities are doing to minimize their carbon footprint and contribute to 20% by 2020.

BUSINESS RESEARCH REVIEW

A need has been identified for program sponsorships to come through loud and clear. To date, most messaging has been centered around environmental/GHG. A bottom line oriented sales pitch will resonate more with clearly with businesses than societal messaging. Jack/MSI to provide costs for 300 or 400 surveys.

Next meeting date:

November 7, 2007