

**THE CONNECTICUT STATEWIDE ENERGY EFFICIENCY AND
OUTREACH MARKETING CAMPAIGN**

Developed in Accordance with Public Act 07-242

By

The Connecticut Department of Public Utility Control
And
The Energy Conservation Management Board

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CONNECTICUT STATEWIDE ENERGY EFFICIENCY AND OUTREACH MARKETING CAMPAIGN

I. EXECUTIVE SUMMARY

Connecticut Public Act 07-242, An Act Concerning Electricity and Energy Efficiency (Act), Sections 87, 88, and 100, require the Department of Public Utility Control (DPUC) in coordination with the Energy Conservation Management Board (ECMB), to develop and approve a plan to conduct a statewide energy efficiency and outreach marketing campaign (Campaign). The Campaign must provide targeted information to reach specific market sectors. The goals of the Campaign, as stated in the Act, are to increase awareness about the benefits of pursuing energy efficiency strategies, including information on the Connecticut Electric Efficiency Partner Program (Partners Program) and combined heat and power technologies (CHP); the real-time energy report and alert system; and the option of choosing a participating electric supplier.

To achieve these goals, the Campaign will build on past marketing successes, utilize existing resources, use key themes which will be reinforced throughout the Campaign and drive consumers to central resources for information. For example, the Campaign will:

- utilize a primary theme, *“Determine Your Own Energy Future”*;
- promote a single web resource, the Connecticut Energy Information website www.ctenergyinfo.com; and,
- promote a single, statewide toll-free phone number, the Connecticut Energy Information Hotline (1-877-WISE USE).

The DPUC and the ECMB will develop Campaign messaging for each market sector to encourage and highlight actions that can be taken to increase energy efficiency and reduce demand for electricity. The DPUC shares the ECMB’s concern regarding the potential for program oversubscription. As requested by the ECMB, due to current underfunding and resource inadequacy of the Connecticut Energy Efficiency Fund (CEEF) programs to respond to a large increase in the number of participating customers, the Campaign will refrain from directing consumers to CEEF programs until the second and third quarters of 2008 in accordance with funding adequacy. All Campaign efforts will be coordinated closely with CEEF programs and marketing activities, referring/ directing customers to the programs as appropriate to the availability of program funding.

Therefore, the Campaign will build gradually. As a result, although the Plan anticipates seasonal messaging during 2008, this does not imply that the Campaign is based on a one-year spending plan. Instead, the DPUC and the ECMB will control the pace at which messages are delivered, relying on the ongoing monitoring and verification to help in this regard. As a result, it is likely that the budget for the Campaign will not be expended in 2008. Unspent funds will be carried forward until they are exhausted. The Conservation and Load Management (C&LM) budget will

continue to include funds for marketing. By combining CEEF marketing funds with the funding allocated to the Campaign, this general awareness effort can continue into 2009. Per the ECMB's request, the DPUC will consider any public education and general awareness proposals that the ECMB receives at its 2008 CEEF Plan public input session.

The Campaign will utilize bill inserts, television, radio and newspaper advertisements, printed educational materials, events, a web site, an electronic newsletter, planning forums and partnerships with businesses, government entities and nonprofit organizations. Through input from the Participants in Docket No. 07-06-60, it was determined that certain marketing strategies are more effective for reaching specific market sectors. The attached Marketing Plan itemizes the specific media that were determined effective for each sector. The DPUC intends to issue RFPs for the various components of the Plan. Individual RFPs will provide additional detail regarding the deliverable that is being sought.

The Campaign is designed to be flexible so that the DPUC and the ECMB can redirect efforts and resources based on ongoing market research. Lastly, the Campaign is designed to maximize overall effectiveness by working collaboratively with business trade and affinity groups, nonprofits and other organizations that can help bring information directly to their membership.

Success in meeting the provisions of the Act will depend to a significant extent on the development of a plan that delivers, over a period of time, consistent clear and concise messages specifically targeted to reach each market sector. The Outreach and Marketing Plan described below, provides an outline of the marketing and measurement strategies that will be utilized to reach Connecticut consumers and businesses with the intended messages. The Campaign will facilitate consumer participation in energy efficient behavior and in the competitive electric market.

II. REQUIREMENTS OF PUBLIC ACT 07-242

The following summarizes the sections of the Act that directly affect the Campaign.

A. SECTION 87

Section 87 of the Act requires the DPUC, in coordination with the ECMB, to develop a plan to conduct a statewide energy efficiency and outreach marketing Campaign.

The Campaign must target the following market sectors:

- 1) Commercial (including small businesses);
- 2) Industrial;
- 3) Governmental;
- 4) Institutional, (including schools, hospitals and nonprofits);
- 5) Agricultural; and

6) Residential.

In addition, the Campaign must educate consumers on:

- 1) the benefits of pursuing strategies that increase energy efficiency, including information on the Connecticut electric efficiency partner program and combined heat and power technologies,
- 2) the real-time energy reports and alert system per the Act; and
- 3) the option of choosing participating electric suppliers, as defined in subsection (k) of section 16-244c of the general statutes, as amended by this act.

Section 87 also directs the Campaign to include a coordinated range of marketing activities and outreach strategies, including, but not limited to: inserts in customers' utility bills; television, radio and newspaper advertisements; printed educational materials; events; a comprehensive web site resource serving all sectors; an electronic newsletter; planning forums and meetings throughout the state; and partnerships with businesses, government entities and nonprofit organizations.

The utility bill inserts must include, but are not limited to, information that can assist consumers in evaluating options regarding energy efficiency. The web site must be maintained and updated regularly and include, but not be limited to, current rate and contact information for participating electric suppliers. Current rate information must be available on the web site with the date and time of the update prominently displayed. The DPUC is required to begin the implementation of the plan by March 1, 2008.

Section 87 allows the DPUC to retain the services of third-party entities to assist in the development and implementation of the Campaign.

B. SECTION 88

Section 88 requires the DPUC, in consultation with the ECMB, to develop, by April 1, 2008, a real-time energy report for daily use by television and other media and to use the Campaign to increase awareness about these resources. The report must:

- 1) identify the state's current real-time energy demand, along with how the demand has changed over the course of the day, and in the case of television news broadcasts, the real-time changes in energy demand;
- 2) emphasize the importance of reducing peak demand and provide estimates of the economic benefits that can be derived by reducing electricity use;
- 3) provide tips on energy efficiency measures;
- 4) promote community and business competition to reduce energy consumption; and
- 5) give visibility to communities and businesses that have implemented energy saving changes or that have installed and are operating renewable energy resources.

C. SECTION 100

Section 100 of the Act states that, on or before April 1, 2008, as part of the Campaign, the DPUC, in consultation with the ECMB, will develop a real-time energy

electronic mail and cellular phone alert system to notify the public of the need to reduce energy consumption during peak power periods.

II. Other Sections of Public Act 07-242 Relevant to the Campaign

The following sections provide additional information related to the Campaign.

D. SECTION 89

Section 89, requires that, on or before October 1, 2007, each electric distribution company, municipal utility or electric energy cooperative submit to the DPUC for its consideration, a proposed customer notification procedure to notify retail customers of a capacity deficiency situation and the potential for said companies, municipal utilities or energy cooperatives to take emergency actions, which will encourage the customers to reduce electricity use voluntarily to help reduce the capacity deficiency. Each company's, utility's or cooperative's costs related to such procedure and notification is recoverable as federally mandated congestion charges.

E. SECTION 94

Section 94 requires the DPUC to develop the Connecticut Electric Efficiency Partners Program. The Act defines this program as the coordinated effort among the DPUC, persons and entities providing enhanced demand-side management technologies, and electric consumers to conserve electricity and reduce demand in Connecticut through the purchase and deployment of energy efficient technologies.

The ECMB, in consultation with the Renewable Energy Investments Advisory Committee (known as the CT Clean Energy Fund, CCEF), will evaluate and approve enhanced demand-side management technologies that can be deployed by CEEP to reduce electric distribution company customers' electric demand. The evaluation will include an examination of the potential to reduce customers' demand, federally mandated congestion charges (FMCCs) and other electric costs. The ECMB must file the evaluation by October 15, 2007, with the DPUC for its review and approval or to review, modify and approve.

F. SECTION 111

Section 111 establishes an account for funding to be known as the "statewide energy efficiency and outreach account", which will be a separate, non-lapsing account of the General Fund. The account will contain any funds required by law to be deposited in the account. Any balance remaining in the account at the end of any fiscal year shall be carried forward in the account for the fiscal year next succeeding. The monies in said account will be expended by the DPUC for the purpose of carrying out the requirements of sections 87, 88 and 100, inclusive, of the Act.

G. SECTION 127

Section 127 appropriates the sum of five million dollars to the DPUC, from the General Fund, for the fiscal year ending June 30, 2008, for deposit into the statewide energy efficiency and outreach account established pursuant to section 44 of the Act.

III. STANDARDS FOR CAMPAIGN DEVELOPMENT AND IMPLEMENTATION

Since 1990, the DPUC and the ECMB have overseen the Conservation and Load Management (C&LM) Programs that have been administered by The Connecticut Light and Power Company (CL&P) and The United Illuminating Company (UI, together Companies). Over this time the DPUC and the ECMB have observed a variety of marketing strategies and messages deployed by the Companies to promote Connecticut's C&LM programs. Based on the experience gained through involvement with past marketing programs, the DPUC and the ECMB conclude that the Campaign must include the following Standards. It must:

- 1) Build on past successes;
- 2) Use existing resources;
- 3) Avoid creating new messages, web sites, slogans, logos, etc.;
- 4) Reinforce simple consistent messages;
- 5) Use a single internet resource, the Connecticut Energy Information web site, www.ctenergyinfo.com, to link consumers to information about all energy-related topics;
- 6) Use a single telephone resource, the Connecticut toll-free Energy Information "Hotline" 1-877-WISE USE (1-877-947-3873) which consumers can call to get information about any energy-related topic;
- 7) Design the Energy Information Hotline to work in conjunction with the web site, allowing the use of the web site to assist in answering questions or guiding callers to the information they need;
- 8) Provide that the DPUC and the ECMB approve all messaging and artistic content development; and,
- 9) Include the statement "Prepared by the Connecticut Department of Public Utility Control and the Energy Conservation Management Board" on all materials produced.

IV. USE OF THIRD PARTY CONSULTANTS

There was consensus among the Participants in Docket 07-06-60 regarding the use of consultants. Specifically, the Participants believe that the DPUC, the ECMB and Companies have amassed a wealth of experience regarding the types of marketing materials and strategies that can be employed to conduct a successful campaign. Therefore, while the Act authorizes the use of third-party entities to develop and implement this effort, the DPUC and the ECMB will limit the use of third-party entities to those functions that the DPUC and the ECMB cannot perform. For example, a third-party may be used to create television and radio messages but may not be used to conduct media buys. The DPUC has the ability to use the utilities' corporate communications staff, which under the direction of the DPUC and the ECMB, might assist in purchasing television and radio time for the Campaign. This may possibly provide cost reductions, enabling more dollars to be devoted to actual marketing activities to reach state consumers.

V. REQUIREMENTS OF THE ACT

A. GENERAL

The following addresses the requirements contained in Sections 87, 88, 89, 94, 100 and 111 of the Act. Specific messaging will be focused on energy efficiency techniques suitable for utilization by particular market sectors. The DPUC and the ECMB will investigate using Focus Groups as a means to sharpen the marketing Campaign messaging to provide clear, jargon-free language that can be easily understood by consumers.

B. CORE MESSAGES OF THE CAMPAIGN

Throughout the Campaign, the following core messages, as established in the Act, will be used to promote an energy efficient ethic throughout Connecticut.

BENEFITS OF PURSUING ENERGY EFFICIENCY

A primary goal of the Campaign is to educate consumers about the benefits of pursuing strategies that increase energy efficiency. Below is a listing of energy efficiency benefits, identified by the Participants in Docket 07-06-60, and other items required to be included in the Campaign, which will be reinforced throughout the marketing effort. Items may be added/ deleted as appropriate.

Economic Benefits

- Lowers personal energy cost
- Lowers the price CL&P and UI pay to buy electricity
- Reduces CL&P and UI's distribution system costs
- Creates jobs as a result of demand for efficient products and services
- Helps to *keep* jobs in Connecticut
- Reduces our dependence on imported fuel

Environmental Benefits

- Reduces air pollution
- Reduces greenhouse gas emissions that contribute to global warming
- Reduces equipment replacement costs
- Reduces water consumption

Societal Benefits

- To Be Determined

COMBINED HEAT AND POWER TECHNOLOGIES ENERGY EFFICIENCY BENEFITS

Combined heat and power (CHP) Technologies provide energy efficiency benefits because they enable facilities to utilize byproduct heat to serve a secondary

function, using local generation technologies, to maximize energy efficiency with less pollution, lower costs and greater reliability.

C. CT ELECTRIC EFFICIENCY PARTNERS PROGRAM FOR ENERGY EFFICIENCY THROUGH DEMAND –SIDE MANAGEMENT TECHNOLOGIES

The Act requires the Campaign to increase consumer awareness about the Connecticut Electric Efficiency Partner Program (Partners Program). The Partners Program will provide demand-side management technologies to conserve electricity and reduce demand in the state through a coordinated partnership among the DPUC, entities providing enhanced demand-side management technologies, and electric consumers for the purchase and deployment of energy efficient technologies.

The DPUC has established Docket 07-09-59, DPUC Review of the Connecticut Electric Efficiency Partners Program to develop this program. The DPUC and the ECMB note that while the Partners Program will be developed for the start of the Campaign, it is not clear whether any Partners will be active in the Program at that time. The DPUC and the ECMB believe that it would not be in the best interest of ratepayers to promote this Program until there are Partners offering products or services to consumers. Therefore, the Campaign will not promote this Program until there are Partners in place.

D. REAL-TIME ENERGY REPORTS AND ALERT SYSTEMS

Section 89, requires that each electric distribution company, municipal utility or electric energy cooperative submit a customer notification procedure to alert retail customers of a capacity deficiency situation and the potential for these companies, municipal utilities or energy cooperatives to take emergency actions to encourage customers to reduce their use of electricity. The DPUC and the ECMB believe that this requirement can be fulfilled by using the real-time energy reports and alert systems that are being developed pursuant to Section 100 of the Act.

E. PARTICIPATING ELECTRIC SUPPLIERS

Section 89 requires the DPUC and the ECMB to increase awareness about the option of choosing a participating electric supplier, as defined in subsection (k) of section 16-244c of the general statutes, as amended by this act.

The DPUC and the ECMB believe that this directive is best fulfilled by increasing general awareness about the options available for choosing a competitive retail supplier and by directing consumers to the information necessary to make informed choices about retail choice, including information about the referral program that was approved in the Decision dated 10-10-07 in Docket No. 05-08-05RE02.

VI. FUNDAMENTALS TO BE DEVELOPED UNDER THE CAMPAIGN

The DPUC and the ECMB will oversee the development and implementation of the full range of marketing activities and outreach strategies to achieve the Campaign's

educational goals, including bill inserts, television, radio and newspaper advertisements, printed educational materials used at events, the web site, the electronic newsletter, planning forums and meetings throughout the state and partnerships with businesses, government entities and nonprofit organizations.

In conjunction with the Standards, the Campaign message will be designed to be consistent and to establish and maintain a brand identity recognizable to consumers, utilizing the logo, slogan, toll-free number, and web site already developed for the Connecticut Energy Efficiency Fund (CEEF). The core marketing theme used by the CEEF, *Determine Your Own Energy Future*, will be utilized throughout this marketing effort to reinforce and build on this existing message. All materials produced for the Campaign will include the statement "Prepared by the Connecticut Department of Public Utility Control and the Energy Conservation Management Board" to reinforce the DPUC and ECMB as the neutral, reliable and credible source for information.

A. REAL-TIME ALERT SYSTEMS

By April 1, 2008, as stipulated in the Act, the DPUC in consultation with the ECMB will develop a real-time energy electronic mail and cellular phone alert system to notify the public of the need to reduce energy consumption during peak power periods.

B. REAL-TIME WEB BASED POWER ALERT

The DPUC will consider using information from the regional Independent System Operator of New England (ISO-NE) and the state's electric distribution companies to develop the real-time energy reports. However, the DPUC and the ECMB may utilize the Connecticut Valley Electric Exchange (CONVEX) as the source for the real-time energy reports. CONVEX, which has been in operation since January 1964, operates as the second largest Load Control Center in New England under the umbrella of ISO-NE. Convex provides easily accessible information on the status of the state's electric system, maintaining real-time Power Status and Power Advisory reports on its web site, www.cvx.com. These reports provide the power condition for the entire state, the Southwest Connecticut region and the Norwalk/Stamford sub-area.

The Power Status provides the numeric value of current MW demand while the Power Advisory depicts these demands visually, usually showing Connecticut's actual and projected hourly demands for the current day. The graph is color coded to denote the status of Connecticut's system demand. The following define each level of the Power Advisory.

CONVEX Power Advisory Standards

Green	Normal	The available supply of electricity is sufficient to meet demand at this time, and the power system is operating normally.
Yellow	Power Caution	Electricity reserves are lower than normal. However, there is still sufficient power to meet the needs of customers.
Orange	Power Watch	Additional steps to manage electric capacity could affect the public and customers should reduce unnecessary power usage.
Red	Power Warning	Immediate reduction in power usage is necessary to avert an overload of the electrical system.

Source of Data: CONVEX website, www.cvx.com/power-advisories-ct.asp

The DPUC and the ECMB will link this information to the home pages of the DPUC and to ctenergyinfo.com, creating a real-time web-based Power Alert for consumers. The use of this existing resource is cost-effective and consistent with the Standards established for the Campaign.

An additional benefit of using the CONVEX site is that by directing consumers to existing resources they will become familiar with those resources and the information contained therein.

C. OPM PROPOSAL

In a letter dated November 29, 2007, the Office of Policy and Management (OPM) notified the DPUC that it was reviewing a Project Proposal from the Connecticut Academy of Science and Engineering (CASE) for the development of a Real-Time Energy Report and Real-Time Energy “Web-Ticker.” The Energy Report would be developed for television to be broadcast with weather reports during news programming while the Ticker would be used as an internet based resource for reporting power conditions in Connecticut.

The concept for the Energy Report and Ticker involves the use of real-time data for television broadcast and web-based purposes. Regarding television, CASE envisions the use of this information during critical load periods so that if the report is broadcast early in a news program or as a special alert (i.e., similar to a storm alert) the public will have an opportunity to react to the power situation and reduce their load/consumption. Regarding the internet, CASE envisions this information being prominently displayed on the home page of a web site. The goal of this effort is to change consumer behavior by increasing their awareness about the benefits associated with reducing our peak demand for electricity.

There will be two phases to this project. The first involves researching and collecting data necessary to create an effective report. The second phase includes implementation of the report and web information. Phase 2 deliverables include the electronic real-time energy report ready for use on television and an electronic real-time web ticker ready for use on a website designated by the DPUC. CASE believes it will require four months to complete this work. OPM indicates that the cost of the project, which it will fund through a grant from the U.S. Department of Energy (DOE), is approximately \$70,000.

The Act requires that the Plan approved by the DPUC and the ECMB must include real-time energy reporting for use in television broadcasts and over the internet. The DPUC and the ECMB have reviewed OPM's proposal and believe that this project will facilitate implementation of the Plan. More importantly, this project provides an opportunity to work with the OPM on achieving state energy policies.

The DPUC and the ECMB note that the deliverables must meet the Fundamental Standards defined in the Plan so that all aspects of the Campaign work cohesively. Regarding both reporting tools, critical power situations occur in relatively few hours of the year. As a result, a television power alert that regularly reports normal power situations would diminish its effectiveness through overuse. Regarding a ticker, such a device might operate 24/7 and would likely focus attention on the web site. Since power situations are generally normal, this too would diminish its effectiveness through overuse. The DPUC and the ECMB believe that it is appropriate to design these power reporting tools such that they are triggered during periods of rising concern about energy consumption. OPM should incorporate these standards into the development of the final product.

D. REAL-TIME CELL PHONE ALERT SYSTEM

The DPUC will seek the assistance of Connecticut telecommunication providers to investigate the phone alert system contemplated by the Act. The DPUC will convene a Technical Meeting to solicit input from telecom providers for this purpose.

The DPUC will also investigate the use of the CONVEX Power Advisory to trigger the cell phone alert system.

The DPUC will utilize elements of CASE's proposal to OPM as appropriate to fulfill the requirements of the cell phone alert system.

E. REAL-TIME ELECTRONIC MAIL ALERT SYSTEM

Due to privacy issues, the DPUC and the ECMB believe that customers should enroll voluntarily for the Electronic Mail Alert System. Therefore, customers will be directed to the homepage of www.ctenergyinfo.com to enroll.

The DPUC and the ECMB will investigate the use of the CONVEX Power Advisory to trigger the Electronic Mail Alert System.

F. WEB SITE

The dramatic rise in nationwide energy costs during the past few years has fueled an increased interest in the strategies available to control energy consumption and cost. Consequently, the DPUC and the ECMB have witnessed growth in the amount of information that is available on energy-related issues. As a result, a myriad of resources on this subject are now available to the general public.

However, while there is an abundance of information, the DPUC and the ECMB have observed that the general public may not be aware of these resources, how to access them or how to use the information once it is obtained. To facilitate access to this information the DPUC and the ECMB will utilize the portal web site www.ctenergyinfo.com to assist consumers in locating information about energy-related matters and the strategies that can be employed to lower energy consumption and cost. This web site, which will be updated regularly and administered by the DPUC and the Institute of Sustainable Energy (ISE) in consultation with the ECMB, will contain all information required by the Act.

G. NEWSLETTER

The DPUC and the ECMB will develop a quarterly (i.e., seasonal) electronic newsletter. There will be two versions, one dedicated to residential consumers and another designed for business consumers. In addition to providing seasonal energy efficiency tips, the newsletter will provide consumers with useful information on managing their energy use and costs as well as current information regarding energy-related issues.

As part of the marketing campaign, consumers will be directed to the [www.ctenergyinfo](http://www.ctenergyinfo.com) homepage where they can elect to subscribe to newsletter distribution via email. The newsletter will also be accessible from the website homepage.

The DPUC and the ECMB will also work with commercial, industrial, governmental, industrial, institutional, and agricultural entities and related affinity organizations to access their membership via email. The feasibility of distributing the residential newsletter to state employees via the Governor's email system will also be examined.

H. TELEVISION ADVERTISING

According to the participants, television is an effective medium when supported by the use of other media. Additionally, it was also agreed that separate messages must be used to target the residential and business sectors. The recently concluded *Summer Saver Rewards Program* generated significant customer activity without the use of television ads, relying instead on radio, direct mail and newspaper to support the program.

Although the Act requires the use of TV ads, due to the high costs associated with this medium, it will be limited to a supporting role for general awareness and used only to target the residential sector. As experienced in past CEEF advertising efforts, to achieve greater effectiveness, TV ads must be coordinated to support other medium, such as bill inserts. Thus, television ads will be focused on concise, clear and consistent messages coordinated to support other mediums, directing consumers to www.ctenergyinfo.com and 1-877-WISE USE for further information.

I. RADIO ADVERTISING

The participants agree that radio is an effective medium for reaching all sectors. Therefore, radio will be used throughout the Campaign to target all consumers.

J. NEWSPAPER ADVERTISING

Participants agreed that newspaper, including local community and “culture specific” papers, is an effective medium for reaching residential and small business customers. However, this medium should not be relied on to reach the industrial, governmental, institutional and agricultural sectors. The Campaign will utilize newspapers ads accordingly.

K. OUTDOOR ADVERTISING – BILLBOARD, BUS, TRAIN

CL&P and UI have not used billboards to promote conservation programs. However, CL&P has used bus ads to educate low income customers about energy assistance programs, payment plans and weatherization programs and believes the use of this medium has been effective in reaching this portion of the residential sector.

The Marketing Plan will include funding for outdoor advertising to target the low income residential population. In addition, funds will be allocated to test the effectiveness of billboards.

L. BILL INSERTS/DIRECT MAIL

The consensus among the docket participants determined that bill inserts can be effective in reaching the residential and small business sectors, but this medium is inappropriate for use for the remaining market sectors. Thus, bills inserts will be utilized as a general awareness technique with messages specific to reaching residential and small business consumers. The DPUC and the ECMB will determine message content for all bill inserts and will work with CL&P and UI to coordinate the distribution of these items.

Given both weight and envelope size restrictions, bill inserts will be designed to provide clear, concise and consistent information related to the Campaign’s educational goals. The inserts will direct consumers to the statewide website (www.ctenergyinfo.com) and toll-free number (1-877 WISE USE) for any information they may need. Inserts will carry the statement "Prepared by the Connecticut Department of Public Utility Control and the Energy Conservation Management Board" to reinforce the DPUC and the ECMB as the neutral, credible source for this information.

In lieu of inserts, the participants suggested the use of targeted messages delivered through various trade/affinity, civic and governmental organization that serve non-residential sectors. This direct mail-like approach will deliver a precise message to the individual(s) responsible for energy-related decisions. In addition, it was suggested that the Campaign use electronic medium to deliver these messages to the individual(s) responsible for energy-related decisions in the non-residential sectors. The DPUC and

the ECMB agree with the participants regarding this matter. Therefore, bill inserts will not be used to target the non-residential sectors. Instead, the DPUC and the ECMB will work with the leadership of these organizations to develop targeted messages for each such group.

M. ON-ENVELOPE MESSAGING

CL&P and UI have not used on-envelope messaging to promote conservation programs. However, the DPUC and the ECMB believe that this may be a cost-effective way to increase the effectiveness of bill inserts by directing customers to enclosed material, or may be ideal in supporting seasonal promotions such as “Wait ‘til 8.” CL&P and UI caution that the overuse of this messaging can diminish its effectiveness.

CL&P and UI suggested several ways to accomplish on-envelope messaging (e.g., two-color or four-color print, rubber stamping, etc.) and provided an estimate of the cost for each. However, there was no determination made as to the best way to use this medium nor were costs finalized. The DPUC and the ECMB, in consultation with the Companies, will determine the most effective means to utilize this messaging technique.

N. COLLATERAL MATERIAL

To provide Connecticut consumers with the ability to understand and benefit from energy efficiency, CHP technologies, the real-time energy reports and alert system, as well as the Partners Program and retail choice, and information such as terms, definitions and concepts, must be communicated. To afford long-term value, the information must be presented in a permanent format, so that consumers and businesses can refer to it when they need the information and want to utilize it. As a result, the outreach effort will rely to a considerable extent on print collateral materials as supplementary material used to support and reinforce the media advertising throughout the Campaign.

All collateral materials, including printed versions of the Newsletter, will direct consumers to the Connecticut Energy Information website (ctenergyinfo.com) and the Connecticut toll-free Energy Information Hotline (1-877-WISE USE) for additional information.

Collaterals will be used as a tool through which consumer education and information can be delivered, providing:

- Informational pieces for a wide range of applications for all target audiences; and
- Resources for consumers who contact the DPUC or the electric utilities requesting additional information.

O. PLANNING FORUMS, MEETINGS, EVENTS

To increase general awareness and generate a greater level of consumer engagement, as required per the Act, the campaign will incorporate planning forums,

meetings and events and partnerships with businesses, government entities and nonprofit organizations

There is consensus among the Participants that such events should not be used to target the residential sector. However, there is agreement that such activities are very effective in reaching the industrial, governmental, institutional, agricultural and large commercial sectors. Therefore, the budget for the Campaign will include funding for these events.

The goal of the Campaign is to increase awareness about four specific topics; the benefits of energy efficiency, the Partners Program, the real-time energy reports and alert systems, and retail choice. However, the DPUC and the ECMB believe that it would not be cost effective to utilize these events for the express purpose of making participants aware of these limited issues. Instead, these sectors are best served by incorporating awareness of these issues into energy-related seminars and events where customers are taught about the techniques that can be used to control energy use.

Therefore, the budget for the Marketing Campaign will include funding to conduct educational seminars to be conducted across the state that will increase awareness about the above noted topics and to provide information targeted to the needs of individual sectors. These seminars therefore may include, but are not necessarily limited to, such topics as building operation and maintenance, green building initiatives, code training, high performance building standards and efficient manufacturing techniques.

The DPUC will issue an RFP for this Campaign component, related to planning forums, meetings, and events/ seminars. The selected RFP bidder must work with Chambers of Commerce, business and manufacturing associations, agricultural, governmental and institutional organizations to develop the specific material that will be used for this effort, and will be required to submit a plan and schedule for reaching these market sectors. As noted above, the DPUC and the ECMB must approve all material used for the Campaign. All meetings, seminars, etc. will be posted on to the Events Calendar on www.ctenergyinfo.com.

P. VIDEOS

The DPUC and the ECMB believe that many residential and small business consumers perceive energy efficiency to be technical or complicated in nature. In addition, small business customers typically do not have the expertise or time to focus on energy efficiency, dedicating their resources instead to the day-to-day operation of their business. This analogy applies to municipal customers as well.

The DPUC and the ECMB believe that these market sectors would be well served by having access to visual information (photos, videos, and power point files) regarding the energy efficiency techniques available under current C&LM programs. This information would be available for viewing through the website, produced for general distribution or presented during outreach efforts. In addition, this strategy could be used to address Section 88 of the Act which requires the DPUC and the ECMB to

give visibility to communities and businesses that have implemented energy saving changes or that have installed and are operating renewable energy resources. Therefore, the Plan will include a budget to produce this type of information.

Moving Consumers Along a Continuum of Awareness – Knowledge – Action

This statewide campaign on topics as important as the benefits of pursuing energy efficiency, CHP technologies, and the Partners Program, the participating electric supplier referral program and retail choice requires that information be presented to consumers and businesses in a way that is readily accessible and understandable. Repeating a simple, consistent and clear message over time will be the most effective way to increase awareness among Connecticut consumers about energy efficient behavior and the availability of the CEEF programs.

To increase general awareness about what energy efficiency and its benefits are, the plan will rely on paid television, radio and newspaper advertising directed to all market segments. As awareness builds, consumers hopefully will then be moved to engage in energy-efficient behaviors and consider competitive supplier options because they realize that it is valuable and beneficial to them. In essence, consumers need to identify with the possibility that there is “something in it for me” (i.e. saving energy and money, and improving the environment, etc.) The Campaign’s collaboration with the various entities’ activities and events will multiply the messaging impact and permit it to be tailored to the specific audiences.

Once equipped, consumers will be more capable of making an informed choice to actively undertake energy-efficient behaviors and participate in the Partners Program, the CEEF programs and retail choice. By moving consumers along this continuum, the campaign will increase the likelihood that a healthy, strong energy efficiency ethic will take shape and grow in Connecticut.

To effectively move consumers along this continuum, the communications underlying the Marketing Campaign must be:

Comprehensive – All audiences will be educated equally;

Consumer focused/Consumer friendly – All communications efforts will be clear and jargon-free so that consumers get the information they need in a manner that is easily accessible and understandable;

Credible and from a neutral source – The primary voice delivering information on energy efficiency (the DPUC and the ECMB) will be neutral, reliable and credible, enhancing overall consumer confidence in the campaign.

VII. MEASURING THE SUCCESS OF THE CAMPAIGN

For a marketing campaign to succeed, it must state goals that are clearly defined and have specific metrics. The DPUC and the ECMB believe it is critical to develop

specific objectives in support of the above-stated program goals from the outset. Each objective should include a specific standard and unit of measurement and a specific timeframe over which it will be measured. It is critical to take baseline measurements related to the objectives before beginning the program, as well as follow-up measurements, so that advancement toward goals can be quantified in measurable terms.

The DPUC and the ECMB will issue a request for proposal (RFP) to obtain the services of an independent third party consultant to measure customer awareness of the above stated items before, during and at the conclusion of the Campaign. Measurements taken during the Campaign will be used to assure that this effort is increasing awareness among the public. The program will be adjusted, as necessary, to attain goals.

The Campaign will incorporate a series of measurable objectives which can be verified by an independent research firm through follow-up research, based on benchmarking, throughout the Campaign. Research will be conducted at intervals during this time and the Campaign's effectiveness will be measured on awareness about: the benefits of energy efficiency and CHP technologies, the real-time energy reports and alert system, the Partners Program and retail choice.

The Campaign's progress in reaching both business and residential consumers will be measured by indicators as determined by a third party consultant retained to provide Measurement and Verification (M&V). Measurement indicators will be finalized with the third party chosen for the M&V task.

Survey metrics may include:

Overall Campaign Exposure - measured consumer awareness on having seen, read or heard something about one or more of the key themes or messages from the Campaign;

Consumer Recall – measured unaided consumer recall of one or more of the key themes or messages from the Campaign;

Increased Empowerment – measured based on a conscious decision where respondents have actually engaged in energy efficient behavior/action or in the Partners Program or participating electric supplier referral program or retail choice.

The plan shall include, but not be limited to, two fundamental forms of measurement and assessment provided by an independent research firm:

1. Quantitative pre- and post-marketing follow-up surveys; and
2. Analysis of contacts to the web site and hotline.

A. QUANTITATIVE FOLLOW-UP SURVEYS

Follow-up evaluation surveys will provide data which can be used to identify the level of consumer awareness and understanding of the Campaign's goals. The purpose of the follow-up surveys will be two-fold:

- To provide regular feedback about the increase in awareness being achieved through the campaign;
- To provide timely information for making any mid-course corrections in the educational campaign.

The DPUC and the ECMB will issue an RFP for a third party to provide Measurement and Verification (M&V) for initial benchmarking and subsequent M&V of Campaign effectiveness.

VIII. CONCLUSION

To increase awareness among Connecticut consumers about the benefits of energy efficiency and CHP technologies, the real-time energy reports and alert system, the Partners Program and the participating electric supplier referral program and retail choice, this outreach and marketing campaign will be launched in March 2008. The Campaign was developed to reach all market sectors: commercial (including small businesses); industrial; governmental; institutional (schools, hospitals and nonprofits); agricultural; and residential consumers.

Campaign messaging for each market sector will promote actions that can be taken to improve energy efficiency and reduce demand for electricity. All Campaign efforts will be coordinated closely with the CEEF programs and marketing activities, directing and referring customers to CEEF programs as appropriate to availability of program funding at the particular time.

All market sectors will be able to access information on the range of information provided through the Campaign when, where and how they want it through a variety of communications tools and channels that will direct consumers to the Connecticut Energy Information website (www.ctenergyinfo.com) and the Connecticut Energy Information Hotline (1-877-WISE USE). The communication strategies in the plan have been designed to induce consumers along a continuum from awareness to knowledge, and finally to action.

The Campaign will be implemented through a statewide launch using a full array of marketing strategies targeted to reach the various market sectors. On-going measurement activities will ensure that the Campaign is revised when necessary to provide state residents, businesses and other entities with the information they need to become engaged energy efficient participants with the goal of building an energy efficiency ethic throughout Connecticut.

OVERALL MARKETING PLAN STRUCTURE

The Marketing Plan for the Campaign is comprised of a series of related advertising and communications pieces, scheduled for a specified period of time, designed to convey the Campaign's educational objectives using key verbal and/or visual themes, slogans and logos as prescribed in the Standards for Campaign Development section. Each succeeding marketing component will add to the cumulative impact by using the same clear, concise and consistent messaging to promote the educational goals. Marketing activities will emphasize actions that increase energy efficiency and reduce demand for electricity and will be coordinated closely with the CEEF marketing, directing consumers to CEEF programs respective to program funding availability.

Background

In 2007 the Connecticut Energy Efficiency Fund launched the *Determine Your Own Energy Future* general awareness campaign. The campaign, which was executed by CL&P and UI, was developed to increase awareness of energy efficiency to residential and business customers throughout the state of Connecticut. Television, radio and print advertisements were utilized. The campaign elements focused on the advantages of making changes toward energy efficiency, the opportunities for that change to be realized, and a call-to-action for the audience to move away from their established position and embrace change, becoming more energy efficient.

Situational Analysis

As stipulated in Public Act 07-242, DPUC Docket 07-06-60 has established, in coordination with the ECMB, a statewide energy efficiency marketing campaign and outreach program that will reach energy users throughout Connecticut.

The *Determine Your Own Energy Future* campaign began this outreach in early 2007. However, with limited marketing funds the campaign ran for only eight weeks. Several other campaigns throughout the year, including "Wait until 8" and "Summer Saver Rewards", utilized the *Determine Your Own Energy Future* messaging in order to build on awareness and increase consumer recall and further the objectives of the campaign.

Research

The advertising firm contracted jointly by CL&P and UI conducted the research in preparation of creating the *Determine Your Own Energy Future* campaign. The advertising company noted that research found that: the average residential and business customer is not predisposed to change attitudes toward energy consumption. Thus, any marketing campaign seeking to successfully change perceptions, shift opinions, alter behavior and motivate people to action must do more than simply "educate" or "make people aware."

Positioning Statement

Energy Efficiency is necessary for consumers to reduce energy use and cost, while creating a better and healthier environment.

Marketing Objectives

Using the *Determine Your Own Energy Future* campaign and messaging promote a change in the perception of energy efficiency and customers' control of their usage habits.

Marketing Strategies

- Proactively market energy efficiency to the general public
- Focus away from programs and toward customer attitudes
- Use mass media to recast energy efficiency and provide tools for empowerment
- Equate "taking charge" with personal empowerment
- Proactively market the financial, environmental, societal benefits of energy efficiency

Communications Objectives

- Alter consumer perception of energy efficiency
- Influence customer usage habits

Communications Strategy

- Fully integrate all promotions
- Establish a marketing and public relations focus for the program tying all pertinent events, initiatives and announcements together
- Use the *Determine Your Own Energy Future* campaign elements to tie together all marketing efforts of previously established campaigns and initiatives such as Earth Day
- Limit the specific details of energy efficiency. (*Simpler concepts. Mass media is the wrong place for a laundry list of features and benefits*)
- Target specific campaigns and messaging to the four seasons
- Limit the call to action to "finding out more." (*Urge customers to investigate further—at their utility's Web site*)
- Speak honestly, directly and intelligently
- Drive people to the Web site. (CTEnergyInfo.com)

Target Market Sectors:

Commercial (including small businesses)
Industrial
Governmental
Institutional (schools, hospitals and nonprofits)
Agricultural

Residential

Key Benefit Promise

If I take control of my energy future I and/or my business can become more energy efficient, in turn reducing my energy consumption and costs while helping the environment.

Support Points

- Lowers the costs of electric energy and capacity in wholesale markets
- Reduces overall energy consumption cost for participating customers
- Reduces national dependence on foreign fuel sources by reducing the amount of fuel needed to generate electricity
- Reduces greenhouse gas emissions from fossil fueled power generation facilities
- Reduced air pollutant emissions of NOx, SOx and carbon dioxide
- Reduces water consumption

COMMUNICATIONS STRATEGIES & METHODS

A. INTRODUCTION

The communications strategies and methods contained in this section are a comprehensive listing of those elements needed to achieve the objectives of the Plan as outlined in the two sections: Core Messages of the Campaign; and Moving Consumers Along a Continuum of Awareness – Knowledge – Action. It is important to note that this list will likely change, as on-going research and experience provides a more accurate assessment of Connecticut consumers' understanding of the elements of this educational effort.

One of the most important strategies for any consumer education program is to enable consumers to get information easily to assure that it is available when and where they want it, and in a format they can understand and use. This means the educational process of the Campaign must incorporate more permanent forms of communication, while the temporal nature of media advertising requires that it be used primarily as an awareness building tool. Additionally, advertising makes it possible to target specific audiences at specific times, as well as target broad-based messages to all audiences on a comprehensive basis. Given the cost of paid advertising, it will be aggressively employed in selected periods and always in coordination other communications tactics to achieve the desired, overall communications synergy.

Utilizing the media effectively is essential to the success of this campaign particularly in:

- Delivering and reinforcing key messages to residential and business consumers and other energy-using entities;
- Serving as an educational tool to reach target audiences with critical information;
- Enhancing consumer perception and understanding of the core messages; and,
- Motivating key audiences to learn more so that they can make informed choices.

The budget dollars below were not itemized intentionally as the exact dollar amount for each will be determined in the RFP process.

Determine Your Own Energy Future

Target Market: All Sectors

Timeframe: 2008 into 2009

Budget: \$ xxxx

Description: “Determine Your Own Energy Future” is the platform for all energy efficiency marketing initiatives for the Campaign. The Campaign will use the current *Determine Your Own Energy Future* messaging/theme/look and feel to incorporate all critical messaging required to build awareness and recall and to achieve the stated goals.

TV elements will include the four major affiliates: WVIT, WTIC, WFSB and WTNH. Outdoor advertising will incorporate bus ads in two major metro markets. PR will be associated with all major campaign aspects where appropriate. Creative includes minimal editing of the current DETERMINE YOUR OWN ENERGY FUTURE campaign. Seasonal messaging will be tailored to individual market sectors. This media campaign will sustain visibility of energy efficiency in general to increase awareness and create higher resonance and action in the public for all additional campaigns. TV and outdoor budgets are for 1, 2 and 4Q 08 with reasonable gross rating points, reach and frequency.

<u>Elements</u>	<u>Cost</u>
Television	\$ xxxx
Outdoor	\$ xxxx
Public Relations	\$ xxxx
Creative/Production	<u>\$ xxxx</u>
Total	\$ xxxx

Spring Campaign – Message TBD

Target Market: Residential and Small C&I Consumers

Timeframe: Spring (March-May 2008)

Budget: \$ xxxx

Description: This aspect of the Campaign will be tied to Earth Day and other related events/activities, such as spring cleaning, appliance upgrades, AC tune-ups, etc.

<u>Elements</u>	<u>Cost</u>
Radio	\$ xxxx
Print	\$ xxxx
Bill Insert (Residential Only)	\$ xxxx
Creative/Production	<u>\$ xxxx</u>
Total	\$ xxxx

Summer Campaign – Message TBD

Target Market: Residential Consumers

Timeframe: Summer (May-August 2008)

Budget: \$ xxxx

Description: This campaign will promote the benefits of reducing peak demand and other summer related efficiency measures to all Connecticut residents. Include print and radio advertising, bill insert and a direct mail piece informing customers of their participation status.

<u>Elements</u>	<u>Cost</u>
Radio	\$ xxxx
Print	\$ xxxx
Direct Mail	\$ xxxx
Bill Insert (Electric Only)	\$ xxxx
Creative/Production	<u>\$ xxxx</u>
Total	\$ xxxx

Fall Campaign – Message TBD**Target Market:** Residential Consumers**Timeframe:** Fall (September-November 2008)**Budget:** \$ xxxx**Description:** This campaign will use the “Change a Light” or other platform and incorporate more than just lighting. It will tie into the components of the ENERGY STAR Regional campaign, weatherization, winterizing your home, heating system upgrades/tune-ups and other related events and other fall activities.

<u>Elements</u>	<u>Cost</u>
Radio	\$ xxxx
Print	\$ xxxx
Website	\$ xxxx
Bill Insert (Includes Gas & Oil)	\$ xxxx
Creative/Production	<u>\$ xxxx</u>
Total	\$ xxxx

Winter Campaign – Message TBD**Target Market:** Residential Consumers**Timeframe:** Winter (January-February 2009)**Budget:** \$ xxxx**Description:** This requires using a “Winter Ready” or other platform, to include components of weatherization, heating upgrades/tune-ups, etc and other winter-related events and activities.

<u>Elements</u>	<u>Cost</u>
Radio	\$ xxxx
Print	\$ xxxx
Website	\$ xxxx
Bill Insert (Electric Only)	\$ xxxx
Creative/Production	<u>\$ xxxx</u>
Total	\$ xxxx

Forums and Meetings

Target Market: All sectors except residential and small business

Timeframe: Two-year period; 2008-2009

Budget: \$ xxxx - \$ xxxx (per year)

Description: This aspect of the Campaign will deliver information directly to the governmental, institutional, agricultural, and large commercial and industrial sectors.

<u>Elements</u>	<u>Cost</u>
Develop and deliver	<u>\$ xxxx</u>
Total	<u>\$ xxxx</u>

* Two year budget

Business Customer Media Campaigns

Target Market: Commercial, Industrial, Governmental, Institutional and Agricultural

Timeframe: 2Q2008 and 3Q2008

Budget: \$ xxxx

Description: This entails business related ads focusing on the benefits of energy efficiency in a business environment. Ads will be limited to business publications, including chambers of commerce and association postal and electronic mailings. Any Electric Utility programs being promoted in these campaigns will need to be monitor for program performance.

<u>Elements</u>	<u>Cost</u>
Print and electronic	<u>\$ xxxx</u>
Creative/Production	<u>\$ xxxx</u>
Total	<u>\$ xxxx</u>

Events**Target Market:** Residential and Commercial and Industrial Customers**Timeframe:** 2008**Budget:** \$ xxxx**Description:** This entails residential and commercial and industrial tradeshow, including but not limited to, home shows, association trade shows, chamber of commerce meetings, and other events that fit market needs. All events TBD.

<u>Elements</u>	<u>Cost</u>
Residential	\$ xxxx
Commercial & Industrial	<u>\$ xxxx</u>
Total	\$ xxxx

Real-time Energy Reports and Notification**Target Market:** All sectors**Timeframe:** 2008**Budget:** \$ xxxx**Description:** This requires a process to notify CT residents through various media forms such as TV, Web and press announcements of state capacity deficiency situations. Reports will be posted through ctenergyinfo.com website.

<u>Elements</u>	<u>Cost</u>
Phone System	\$ xxxx
Public Relations	<u>\$ xxxx</u>
Total	\$ xxxx

Program and Campaign Promotions

Target Market: Residential and Commercial and Industrial Consumers

Timeframe: 2008

Budget: \$ xxxx

Project Description: This is related to promotions associated with various campaigns within the communications plan in order to incite or increase action on behalf of CT energy users.

<u>Element</u>	<u>Cost</u>
Promotions	\$ xxxx
Total	\$ xxxx

Collateral Materials

Target Market: Residential and Commercial & Industrial Consumers

Budget: \$ xxxx

Description: This requires the development of one residential and one commercial & industrial energy efficiency brochure to include: Benefits of energy efficiency, programs available, affinity groups/associations, informational resources and ways to be energy efficient; possible cut-sheets for residential and commercial customers to include seasonal tips. Collaterals will also include any printed copies of the two versions of Campaign's quarterly Newsletter.

<u>Element</u>	<u>Cost</u>
Brochures	\$ xxxx
Total	\$ xxxx

Overall Program Measurement & Verification

Target Market: Residential and Commercial and Industrial Consumers

Timeframe: 2008

Budget: \$ xxxx

Project Description: This includes pre and post marketing research to determine awareness levels on energy efficiency benefits and the number of consumers reporting actions taken due to this awareness. Research will be done for both residential and commercial markets.

<u>Element</u>	<u>Cost</u>
Measurement & Verification	\$ xxxx
Total	\$ xxxx

Website

Target Market: All Sectors

Timeframe: 2008-2009

Budget: \$ xxxx - \$ xxxx (per year)

Project Description: This requires maintenance and upgrades to the website, which includes developing on-line registration for the newsletter and alert systems, and changing the site as necessary to support the Campaign.

<u>Element</u>	<u>Cost</u>
Maintenance and Upgrades*	\$ xxxx
Total	\$ xxxx

* Two year budget

Videos**Target Market:** Residential and Commercial & Industrial Consumers**Timeframe:** 2008**Budget:** \$ xxxx

Project Description: This entails the production of videos for viewing through the Connecticut Energy Information website. These will be short (one to three minutes) to provide residential and small business consumers with visual information regarding energy efficiency techniques available under the CEEF programs. The videos will be available for viewing through the website, produced for general distribution and presented during outreach efforts.

<u>Element</u>	<u>Cost</u>
Produce	\$ xxxx
Total	\$ xxxx

Contingency**Target Market:** Residential and Commercial & Industrial Consumers**Timeframe:** 2008**Budget:** \$ xxxx

Project Description: This marketing and communication plan may be lacking in specific areas not yet identified or that could be altered based on research results, a specific amount of budget dollars have been allocated to address this issue.

<u>Element</u>	<u>Cost</u>
Contingency	\$ xxxx
	\$ xxxx

MARKETING PLAN BUDGET

<u>Campaign Element</u>	<u>Budget</u>
Determine Your Own Energy Future	\$ xxxx
Spring Campaign	\$ xxxx
Summer Campaign	\$ xxxx
Fall Campaign	\$ xxxx
Winter Campaign	\$ xxxx
Forums and Meetings*	\$ xxxx
Business Customer Media Campaign	\$ xxxx
Events	\$ xxxx
Real-time Energy Reports and Notification	\$ xxxx
Program and Campaign Promotions	\$ xxxx
Collateral Materials	\$ xxxx
Program Measurement & Verification	\$ xxxx
Website*	\$ xxxx
Videos	\$ xxxx
Contingency	<u>\$ xxxx</u>
Total Budget	\$ x,xxx,xxx