



**Energy Efficiency Board
Marketing Committee Meeting**

November 19, 2013, 2:00-4:30 p.m.

Department of Energy and Environmental Protection – Public Utilities Regulatory Authority
Adjudication Conference Room, 10 Franklin Square, New Britain, CT
Meeting Materials Available in Box.net Folder: <https://app.box.com/s/mdx9ysun5b6yvwid7zxe>
Call-in number: (800) 655-1109 / Passcode: 875 8697 #

Agenda

1. Introduction and agenda review
2. Update on the Energize Connecticut joint marketing/website project
3. Update on the Residential Financing Coordination Meeting and proposed revisions to the website for marketing of financing products
4. Continued discussion on metrics for planning/assessing performance of marketing efforts
 - EEB Consultant Recommendations on Website and Social Media Reporting
 - Website and Social Media Committee Recommendations in Response to EEB Consultant Memos
 - Key Areas Highlighted for Discussion by EEB Consultants
5. Companies (CL&P and UI): utility marketing capabilities, resources, and staffing
 - Follow up on the brief discussion at the Nov. 13 EEB meeting and on the Companies' filed comments on the DEEP Draft Decision, regarding the Companies' capabilities, resources, and staffing for marketing tasks
6. Customer Engagement – updates on the Companies' proposals and timing
7. Marketing Plan for 2014-2015: development by the EEB Marketing Committee
 - Marketing strategies, priorities, and segmentation (see DEEP Final Decision)
 - Roles and responsibilities of the Companies vs. outside marketing firm(s)
 - Development of the Marketing Plan and RFP for Marketing Contractor
8. Other business