



Energy Efficiency Board

Marketing Committee Meeting

Wednesday, July 3, 2013, 2:30 – 4:00 pm

Department of Energy and Environmental Protection – Public Utilities Regulatory Authority

10 Franklin Square, New Britain, CT

Meeting Materials Available in Box.net Folder <https://www.box.com/s/tgv4el9ax7ev0qwo9qfm>

Call-in number: (800) 655-1109 / Passcode: 875-8697

Agenda

1. Introduction and agenda review
2. Feedback on marketing topics presented at the EEB Retreat
3. Update on the Energize CT joint marketing / website project
 - Transition to new website management contractor
 - Summary of highest priority website enhancements
 - Timing of follow-up customer survey
4. Current and future metrics on the performance of marketing activities
 - Metrics development update, including current metrics, potential future metrics, and increased focus on the effects on customer actions and achieving deeper savings
 - Clean Energy Communities analysis and other community efforts
5. Other business