**Energy Efficiency Board**
**Marketing Committee Meeting**
September 4, 2013, 2:30-4:00 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/ok413nsbuuw56vgfyj7o
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. Continued discussion on metrics on performance of marketing activities
    - Analysis of contractor success in driving deeper savings
    - Utility program administrator development and presentation of proposed metrics in response to marketing metric concepts presented at last meeting
4. Other business