



IMPROVING LIVES. BUILDING COMMUNITY. to be the best utility in the country

EXTERNAL AFFAIRS COMMITTEE

WebEx Virtual Meeting

April 18, 2023 | 9:00 am – 11:00 am

Committee Members: Rick Morales, Chair; Tom VanOsdol, Vice Chair; John Baker – All Board Members are Welcome

WELCOME

Meeting Called to Order

Adoption of Agenda

Rick Morales, Chair

Approval of Minutes – Joint Meeting of the Finance and Operations
and External Affairs Committee – December 16, 2022

Values Moment

Lindsay Starner, Director, Corporate Strategy

COMMENTS / PRESENTATIONS

Comments from the Public

Public

FOR COMMITTEE CONSIDERATION

DEEPEN CUSTOMER & COMMUNITY ENGAGEMENT

Economic Development

Paul Mitchell, Vice President, Economic Development

Policy Developments Impacting JEA

Kurt Wilson, Vice President, Government Relations
Wayne Young, Vice President, Environmental Services

Spring/Summer Marketing, Branding, and
Customer Outreach

Tim Hunt, Vice President, Customer Experience
Insights & Digitization
Mark Stultz, Vice President, Communications

Grants and External Funding

Janie Smalley, Senior Advisor

PLAN FOR THE FUTURE

Electric Integrated Resource Plan Update

Laura Schepis, Chief External Affairs Officer
Pedro Melendez, Vice President,
Engineering & Construction

CLOSING CONSIDERATIONS

Other New Business/Open Discussion
Announcements – Next Committee Meeting
September 8, 2023

Rick Morales, Chair

Adjournment

ADDITIONAL INFORMATION

Appendix A: FY23 Corporate Communications and Community Outreach



EXTERNAL AFFAIRS COMMITTEE
April 18, 2023

VALUES MOMENT

Lindsay Starner, Director, Corporate Strategy



respect a fe

admiration for someone by
there qualities or achieve
ights of other people

We put the physical and emotional wellbeing of people first, both at and away from work.

Safety

Respect

We treat others with courtesy and respect, seeking diverse perspectives and helping to bring out the best in everyone.

Integrity

We place the highest standard on ethics and personal responsibility, worthy of the trust our customers and colleagues place in us.

Respect

Transparency to our customers

Truthful about our actions, direction, and intent

Honest about our intentions in our planning for the future

Economic Development

Paul Mitchell, Vice President
Economic Development

Deepen Customer & Community Engagement



Economic Development Strategy



Site Readiness



**Downtown
Revitalization**



Incentive Programs

Economic Development Programs

Current

Proposing to extend
Currently 18 customers in the program

Enhanced

Proposing an additional tier to the existing program

Six-year declining discount starting at 30%

Nine-year declining discount starting at 45%

Additional 5% discount in areas that have excess capacity or are located in the downtown area*

Additional 5% discount in areas that have excess capacity or are located in the downtown area

For new or expanding electric load of 300kW or more

For new or expanding electric load of 500kW or more

No restrictions on customer type

Customer must qualify as a target industry

Project commits to add at least 15 full-time employees

Project commits to add at least 50 full-time employees

*This is a new addition to the existing program

Staff seeks a recommendation for Board approval to call for a Public Hearing at the June 27, 2023 Board meeting to approve the enhancements for the Economic Development Program tariff

Policy Developments Impacting JEA

Kurt Wilson, Vice President, Government Relations

Wayne Young, Vice President, Environmental Services

Deepen Customer & Community Engagement

2023 Legislative Update



Municipal Utilities



Organizations
Representing Employees



Environmental Protection

Environmental Regulations



Polyfluoroalkyl Substance (PFAS)

What is PFAS?

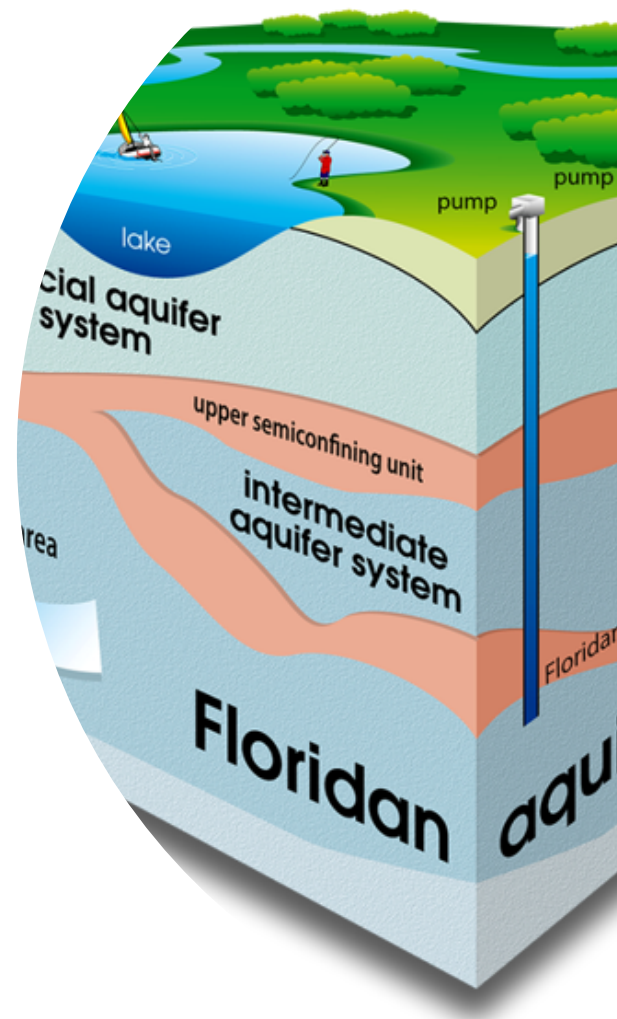
JEA's Position

Drinking Water Regulation

Wastewater Rules

Clean Air Act Rules

Concerns/Opportunities



Spring/Summer Marketing and Branding & Customer Outreach

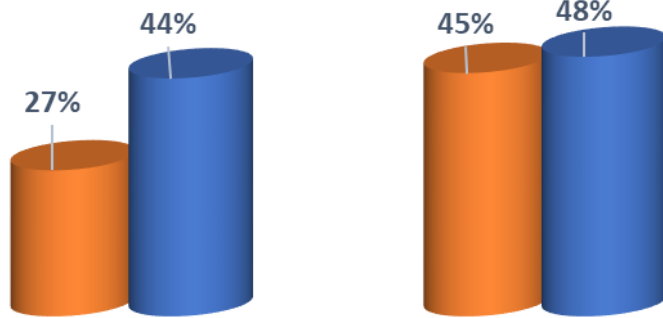
Tim Hunt, Vice President, Customer Experience Insights & Digitization
Mark Stultz, Vice President, Communications

Deepen Customer & Community Engagement

Communication Recall

Communication Recall

(Past 3 Months)

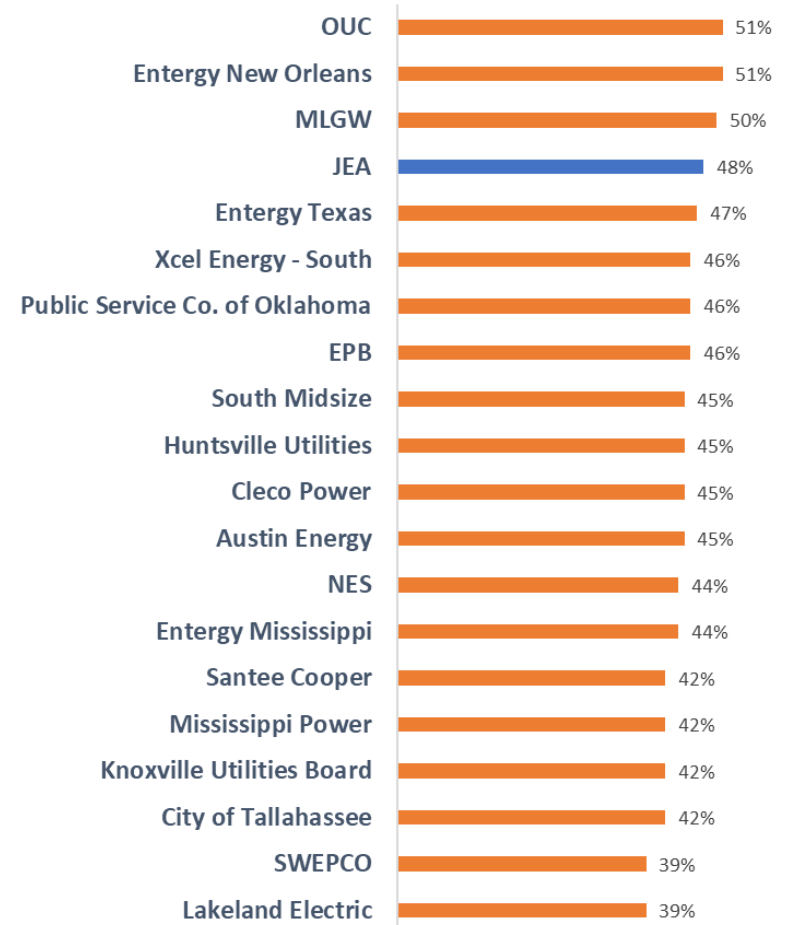


Recall Media News Stories
About the Utility

Recall Utility
Communications

■ South Midsize ■ JEA

Recall Utility Communication





Outage Alerts tell you when...

Power is coming

We'll give you an estimate of when your power should be back on

We're on the way

We'll let you know when our service crew is dispatched

We know more details

We'll tell you what caused the outage and how many were impacted

Power is back

We'll confirm when power is restored



Sources of Feedback

**J.D. Power Survey
Reports & Analysis**

**Industry Best-Practice
Sharing**

**Other Customer Surveys
and Focus Groups**

**Social Media and
Customer Call Center
Feedback Loops**

Online Surveys

**Employee and
Stakeholder Feedback**

Initial Benchmark Analysis



71% were generally favorable towards JEA and generally trusted JEA to do what's right

Emergency response is seen to have improved



1 in 4 Residential and **2 in 5** Business customers express some frustration

Those under **45** were more likely to be critical of JEA - in line with their lower favorability towards other companies



Opportunities



When prompted, respondents perceive that value for money has declined

African American customers were more likely to say JEA offers poor value



Campaign Lessons Learned



**Define & Reinforce
What it Means to
be Community-
Owned**



**Provide
Examples of
How JEA
Provides Value**



**Allow JEA
Team
Members to
Share the
Story**



**Increase
Frequency &
Breadth of TV,
Radio & Digital
Buys**

COMMUNITY-OWNED SINCE 1895.



Grants & External Funding

Janie Smalley, Senior Advisor

Deepen Customer & Community Engagement



Federal Grants & Funding

Rebuilt JEA's capabilities to pursue federal funds

Eight active applications
Two in progress

Multiple areas of the business engaged

Produced partnerships with the City of Jacksonville, Research Institutions, and Private Sector



Electric Integrated Resource Plan

Laura Schepis

Chief External Affairs Officer

Pedro Melendez

Vice President, Planning, Engineering & Construction



IRP Final Stakeholders Meeting

May 25, 2023 | 5:30 - 7:00 pm | WJCT Studios, 100 Festival Park Ave

Panel Discussion featuring four stakeholders

Q&A Time

Final Stakeholder Report released one week prior



JEA Recommended Goals by 2030



35% CLEAN ENERGY

RETIRE LESS EFFICIENT GENERATION

80% CO₂ REDUCTION (FROM 2005)

**100% CLEAN ENERGY TO SERVE
JEA FACILITIES**

**OFFSET ELECTRIFICATION DEMAND
WITH ENERGY EFFICIENCY PROGRAMS**

JOINT MEETING OF THE FINANCE & OPERATIONS AND EXTERNAL AFFAIRS COMMITTEE
MINUTES
December 16, 2022

The Joint Meeting of the Finance & Operations and External Affairs Committee of JEA met at 9:00 am on Friday, December 16, 2022 on the 8th Floor, 21 W. Church Street, Jacksonville, Florida. The meeting was properly noticed, and the public was invited to attend this meeting in-person at the physical location and virtually via WebEx.

WELCOME

Meeting Called to Order – Committee Chair General Joseph DiSalvo called the meeting to order at 9:00 am. Finance & Operations Committee members Marty Lanahan and Rick Morales, being present for the meeting constituted a quorum. External Affairs Committee member Tom VanOsdol attended virtually. A quorum of the committee was not physically present for the meeting. Board member John Baker also attended virtually.

Others in attendance in-person were Jay Stowe, Managing Director/CEO; Jody Brooks, Chief Administrative Officer; Ted Phillips, Chief Financial Officer; Raynetta Curry Marshall, Chief Operating Officer; Laura Schepis, Chief External Affairs Officer; Joe Orfano, Vice President, Financial Services; Paul Mitchell, Vice President, Economic Development; Brad Krol, Chief Information Officer; Mark Stultz, Vice President, Communications; Kurtis Wilson, Vice President, Government Relations; Alan McElroy, Vice President, Supply Chain and Operations Support; and Regina Ross, Chief Legal Officer, Office of General Counsel.

Laura Dutton, Chief Strategy Officer; Jordan Pope, Vice President, Corporate Strategy; Ricky Erixton, Vice President, Electric Systems; and Hai Vu, Vice President, Water/Wastewater Systems attended virtually.

Adoption of the Agenda – On *motion* by Marty Lanahan and seconded by Rick Morales, the agenda was approved.

Approval of Finance & Operations Committee Minutes – On *motion* by Marty Lanahan and seconded by Rick Morales, the September 9, 2022 Finance and Operations Committee meeting minutes were approved.

Approval of External Affairs Committee Minutes – July 25, 2022 – Due to the lack of quorum, this item was deferred to the Board for approval at the January 24, 2023 meeting.

Safety Briefing and Moment – John Sgambettera, Director, Water/Wastewater and Reuse Treatment, noted the safety protocol is outlined in the materials and provided a Values Moment on Respecting Coworkers During the Holiday Season.

Comments from the Public – Logan Cross, representing the Sierra Club of Northeast Florida and member of the Electric Integrated Resource Plan (IRP) Stakeholder Advisory Committee, spoke on renewable energy sources.

There were no virtual or emailed public comments.

FOR COMMITTEE CONSIDERATION

FY21-22 Financial Review – Russell Caffey, Controller, provided an update on JEA’s Electric & Water Performance Metrics, Fuel and Purchased Power, Electric & Water Sales, and the Electric & Water O&M. General DiSalvo expressed appreciation for the review and noted it will be provided quarterly. General DiSalvo confirmed the amended budget resolution will go to City Council in January 2023. This presentation was received for information.

Electric Cost of Service & Rates Study Results – Victor Blackshear, Director, Financial Planning & Rates, presented the electric cost of service process and FY23 electric cost of service results. Mr. Blackshear stated an overall FY23 rate revenue adjustment of 0.5% is needed to maintain current operations. Mr. Blackshear highlighted the electric rate study goals, immediate rate strategy for FY23, FY23 residential rate recommendations, FY23 electric tariff documentation revisions, electric residential bill presentment and FY23 commercial and industrial rate recommendations. Board members held discussions.

On *motion* by Rick Morales and seconded by Marty Lanahan, the Finance and Operations Committee unanimously approved recommending the proposed revisions to the Board for approval.

Bond Refunding Delegations Calendar Years 2023 - 2025 – Randall Barnes, Treasurer, presented an overview of the Senior Subordinated Electric and Senior Subordinated Water & Sewer, the St. Johns River Power Park and District Energy Systems. Mr. Barnes noted staff are requesting authorization for total refunding delegations over a three-year period for \$515 million of callable fixed rate bonds and \$732 million of variable rate debt. Board members held discussions.

On *motion* by Marty Lanahan and seconded by Rick Morales, the Finance and Operations Committee unanimously approved recommending the Board approve the delegation process by authorizing the Managing Director/CEO to price and execute future fixed rate bond refunding transactions.

Supply Chain Challenges - Transformers – Kenny Pearson, Procurement Category Manager, provided an update on the supply chain issues JEA and the country has experienced since 2020. Mr. Pearson gave an overview of the steps he and his team have taken to leverage the strength of numerous suppliers to provide not only quality, but also competitive pricing and a consistent supply of transformers to include international suppliers. This presentation was received for information.

System Solar Firm Energy Transaction Confirmation – Garry Baker, Senior Director, Electric Operations, presented information on the transaction confirmation with The Energy Authority, currently in negotiations with JEA. The price for the energy is \$45/mwh plus associated Florida Power & Light transmission and ancillary service costs which are \$2733.54/mw-month with a potential reduction of 20% pending Federal Energy Regulatory Commission approval. Mr. Baker informed the committee that JEA would need additional credit for the Power Purchase Agreement. Board members held discussions.

On *motion* by Marty Lanahan and seconded by Rick Morales, the Finance and Operations Committee unanimously approved recommending the Board approve the System Solar Firm Energy Transaction Confirmation between The Energy Authority and JEA with a value of approximately \$106.6M.

Electric Resiliency Assessment – Pedro Melendez, Vice President, Planning, Engineering, & Construction, provided an update on JEA’s Electric System Resilience assessment that seeks to identify risks and opportunities to respond and plan for severe weather and other natural threats that may impact reliable services. Mr. Melendez provided a review of the Design Standards Review, Overhead to Underground Conversion Methodology for Resilience Improvement, Adaptation and Hazard

Mitigation, and Prepare an Electric System Resilience Plan. This presentation was received for information.

Electric Integrated Resource Plan (IRP) Scenarios – Laura Schepis, Chief External Affairs Officer; Raynetta Curry Marshall, Chief Operating Officer; and Pedro Melendez, Vice President, Planning, Engineering, & Construction, provided an overview on the Electric IRP function and process, initial scenarios, current scenarios with the projected demand, current scenarios and key variables, common resource additions, net energy by resource, CO₂ emissions, cumulative system costs, and the implementation plan. Ms. Marshall informed the Committee the horizon for the IRP is 30 years keeping in mind JEA’s responsibility to ensure reliable services, to act responsibly toward a sustainable environment and to maintain affordability of electricity now and in the future. Ms. Marshall highlighted the process would include identifying future needs based on demand projections JEA has going forward and the IRP would be updated every three to four years due to changes in new technologies that aren’t commercially viable at this time. In collaboration with stakeholders, the IRP team finalized the inputs and key variables, common resource additions, and provided a layout of the implementation plan. Board Members held discussions. This presentation was received for information.

ADDITIONAL INFORMATION (Provided for Information Only)

- Appendix A: Electric Cost of Service/Rate Study**
- Appendix B: Bond Refunding Delegation**
- Appendix C: Solar Energy Power Purchase Agreement**
- Appendix D: FY22 JEA Procurement Annual Report**
- Appendix E: Jacksonville Small and Emerging Business Quarterly Report**
- Appendix F: Natural Gas Advance Agreement with The Energy**
- Appendix G: Electric System and Water & Sewer System Reserve Fund**
- Appendix H: JEA Energy Markey Risk Management Policy Report**
- Appendix I: FY23 Corporate Communications and Community Outreach**

CLOSING CONSIDERATIONS

Announcements – Next Finance & Operations Committee Meeting March 10, 2023, External Affairs Committee Meeting April 18, 2023.

Adjournment – With no further business coming before the Committee, General DiSalvo declared the meeting adjourned at 10:55 am.

APPROVED BY:

Joseph DiSalvo, Committee Chair

Date: _____

Submitted by:

Allison S Hickok
Allison S Hickok
Office Support Associate



BOARD RESOLUTION: 2023-22

April 25, 2023

A RESOLUTION BY THE BOARD SCHEDULING A PUBLIC HEARING AT THE JUNE 27, 2023 JEA BOARD OF DIRECTORS MEETING TO UPDATE THE ECONOMIC DEVELOPMENT PROGRAM RIDER IN JEA'S ELECTRIC TARIFF; DIRECTING THE MANAGING DIRECTOR, OR HIS DESIGNEE, TO GIVE NOTICE OF THE PUBLIC HEARING IN THE MANNER PROVIDED IN THE JEA CHARTER; PROVIDING FOR CORRECTION OF ERRORS; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, in accordance with Section 21.04 of the JEA Charter, when establishing or altering rates, assessments, fees or charges for retail service, JEA shall first give notice of and hold a public hearing in the City of Jacksonville; and

WHEREAS, a presentation regarding the JEA's Economic Development Program was presented to JEA's External Affairs Committee at its April 18, 2023 meeting and to the JEA Board of Directors at its April 25, 2023 meeting; and

WHEREAS, the JEA Board of Directors has reviewed the recommendation of the External Affairs Committee and has determined that it is in the best interests of JEA to hold a public hearing to adopt the updates to the Economic Development Program Rider in JEA's Electric Tariff,

NOW THEREFORE, BE IT RESOLVED by the JEA Board of Directors:

1. The recitals stated above are hereby incorporated into and made part of this Resolution, and such recitals shall serve as findings of fact.
2. A public hearing on the updates to the Economic Development Program Rider in JEA's Electric Tariff is hereby scheduled to be heard at the JEA Board of Directors meeting scheduled for June 27, 2023. The Board hereby directs the Managing Director, or his designee, to give notice of the public hearing in the manner prescribed in Section 21.04(f) of the JEA Charter.
3. If there are any typographical, administrative, or scrivener's errors contained herein that do not change the tone, tenor, or purpose of this Resolution, such errors may be corrected with no further action by the Board.
4. This Resolution shall be effective upon approval by the Board.

Dated this 25th day of April 2023.

JEA Board Chair

JEA Board Secretary

Form Approved by

Office of General Counsel

VOTE	
In Favor	
Opposed	
Abstained	

CORPORATE COMMUNICATIONS & COMMUNITY OUTREACH

▶ December 2022 – February 2023



The Communications Team works across a wide range of channels to educate our customers and community. We make it our priority to highlight JEA services and programs to help save money and time and provide peace of mind.

ADVERTISING & SOCIAL MEDIA CAMPAIGNS • CUSTOMER COMMUNICATIONS • DIGITAL COMMUNICATIONS • VIDEOGRAPHY • COMMUNITY OUTREACH

▶ YOUR COMMUNITY. YOUR YOUTILITY.

Digital Billboards



Digital Media



COMMUNITY-OWNED SINCE 1895.

▶ YOUR COMMUNITY. YOUR YOUTILITY.

JEA recently launched a major customer education campaign that shows what it means to be a community-owned utility and the value we bring to our customers, community, and stakeholders. Some of our own team members are featured in the campaign, delivering the messages and representing different areas of our organization. The messaging focuses on the benefits of being community-owned, educating customers about JEA initiatives, programs, and offerings, and showing how we care for and support our community.

The multichannel campaign shares content through various elements, including customized landing pages on jea.com, TV commercials and digital videos, radio spots and digital billboards. In addition, we will deliver messaging through online and social media ads and customer bill inserts. There are three phases of the campaign, which will run through July.

Commercials & Digital Videos

- ▶ What Does it Mean to Be a Community-owned Utility?
- ▶ How Does JEA Help Our Customers?
- ▶ How Does JEA Invest in Our Community?
- ▶ How Does JEA Provide Safe, Reliable Energy and Water?
- ▶ How Does JEA Work to Keep Costs Down?

Radio Commercials



Community-owned:30
(Adam)



Community-owned:30
(Jazzmyn)

VIDEO SPOTLIGHT

Our multimedia team recently created an exciting New Employee Orientation video featuring Jay Stowe. This video highlights the things new JEA team members should know from our electric and water processes to our commitment to community outreach to the priority we place on employee learning. Reinforcing the importance of courtesy and respect, this video is not only a warm welcome to who that are new to the JEA family, but also a good reminder for us all.



New Employee Orientation

[CLICK HERE TO WATCH](#)



Action News with Sheila Pressley

Media Highlights

JEA received significant coverage highlighting pending state legislation, volunteer and community engagement and news about our new headquarters opening. Recently, local and state coverage has focused on HB1331 and SB1381 and their potential impacts on JEA. See a [coverage report](#) as well as a [First Coast Connect with Melissa Ross radio segment](#). Several local media outlets covered [news that our new headquarters](#) will open to customers on April 10.

In terms of employee volunteerism: Action News Jax covered our team members' work to beautify the entrance and school grounds of [Windy Hill Elementary School](#) with landscaping and a flower box and benches made from reclaimed electric poles. We also received coverage of our [35 JEA volunteers](#) who served water to runners at the annual [Gate River Run](#). In March, two media outlets reported on our JEA-sponsored high school robotics team, Team Resistance, [winning the Orlando Regional Industrial Design Award](#) at the annual FIRST Orlando Regional Robotics Competition, [an award](#) for their "elegant and functional" robot design.

JEA also received news coverage when it hosted the [Low-Income Energy Issues Forum](#), which brought together utilities and consumer advocates to discuss affordability solutions in February. An innovative project received coverage from several news outlets, highlighting the [Salvation Army's collaboration with JEA](#) to bring an indoor food production facility, or hydroponic container farm, to downtown Jacksonville.

Team Resistance wins the Orlando Regional Industrial Design Award



CBS47 News with A.J. Smith

JEA Employees volunteer at the Gate River Run



DIGITAL COMMUNICATIONS HIGHLIGHTS

- ▶ Launch of [Supply Chain Resource Hub](#) on [jea.com](#), offering weekly developer updates and other important information about how JEA is meeting ongoing national supply chain challenges with creative solutions
- ▶ Launch of [Business in a Minute](#) video series to help small and midsize business customers with ongoing needs to help them do business with JEA (the series video links are posted on [JEA's Small Business Hub](#))
- ▶ Launch of social engagement strategy to engage community organizations and influencers/creators to help tell JEA's stories to new audiences through social media
- ▶ Social media topics including:

Winter efficiency/ways to save

Cold weather preparation tips

Fuel rate explainer

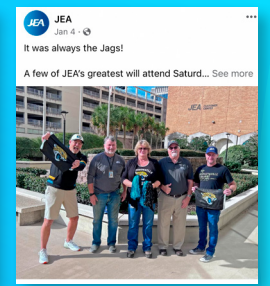
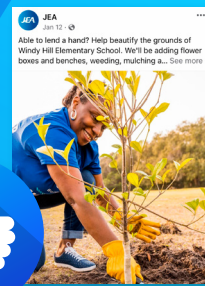
Proper disposal of fats, oil and grease

JEA volunteers in action for community holiday events

Residential rebates

Payment assistance programs

Hometown pride in our Jaguars



Monthly Paid Media Impressions

MEDIA	IMPRESSIONS		
	December	January	February
Out-of-Home	3,372,687	5,275,293	3,651,611
Paid Social	---	---	957,588
Online Paid Social	86,032	106,629	86,259
Print	---	6,000	6,000
TOTAL	3,458,719	5,387,922	4,701,458

* These channels were not used during the months that reflect no numeric content.

Customer Education

Over the past few months, we have focused on reaching our customers with educational content that will help them understand fuel charges, save money on their utility bills, and improve their quality of life.



Community Outreach

Our Community Engagement team continues to impact our community in a positive way through in-person and virtual activities.

JEA celebrated Black History Month throughout February, hosting a variety of events and activities. Other prominent events from the past few months include:

Spring Home & Patio Show

2023 Black Expo

Windy Hill Elementary Beautification Project

St. Johns River Cleanup

Jacksonville Science Festival

STEM Expo

Eden Gardens Eco-Farms

Gate River Run

2023 World of Nations

Catty Shack Ranch & Wildlife Sanctuary



Science Festival



Gate River Run



Black History Month



World of Nations



Eden Gardens Eco-Farms



STEM at River City Science Academy