



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

EXTERNAL AFFAIRS COMMITTEE

8th Floor, 21 West Church Street, Jacksonville, FL 32202

July 25, 2022 | 2:00 pm – 4:00 pm

WELCOME

Meeting Called to Order

Rick Morales, Chair

Adoption of Agenda ([Action](#))

Safety Briefing

Renee Manna, Manager, Government Relations

COMMENTS / PRESENTATIONS

Comments from the Public

FOR COMMITTEE CONSIDERATION

Committee Goals

Importance of Integrated External Affairs Strategy

Laura Schepis, Chief External Affairs Officer

Electric Integrated Resource Plan Update

Raynetta Curry Marshall, Chief Operating Officer

Economic Development / Real Estate Update

Paul Mitchell, Vice President, Economic Development

Surface Water Discharge Elimination and Outreach Update

Hai Vu, Vice President, Water/Wastewater Systems
Wayne Young, Vice President, Environmental Services

Supply Chain and Outreach Update

Alan McElroy, Vice President, Supply Chain & Operations Support
Kurt Wilson, Vice President, Government Relations

2022 YUtility Customer Messaging Campaign Review

Mark Stultz, Vice President, Communications

CLOSING CONSIDERATIONS

Other New Business/Open Discussion

Announcements – Next Committee Meeting December 16

Rick Morales, Chair

Adjournment

ADDITIONAL INFORMATION

Appendix A: FY22 Corporate Communications and Community Outreach



External Affairs Committee

July 25, 2022

To submit a public comment to be read during the meeting, please email Melissa Charleroy at charm2@jea.com. Public comments must be received no later than 9:10 am.

To provide public comment via WebEx, please refer to the Public Notice on jea.com for detailed instructions.

If you experience any technical difficulties during the meeting, contact Ontario Blackmon at (904) 665-4203 or JEA's WebEx Support Team at webexsupport@jea.com.



Safety Briefing

Renee Manna
Manager, Government Relations



Safety Briefing



In the event of an emergency, JEA Security will call 911 and coordinate any required evacuation

Emergency Evacuation Route (use stairwell)

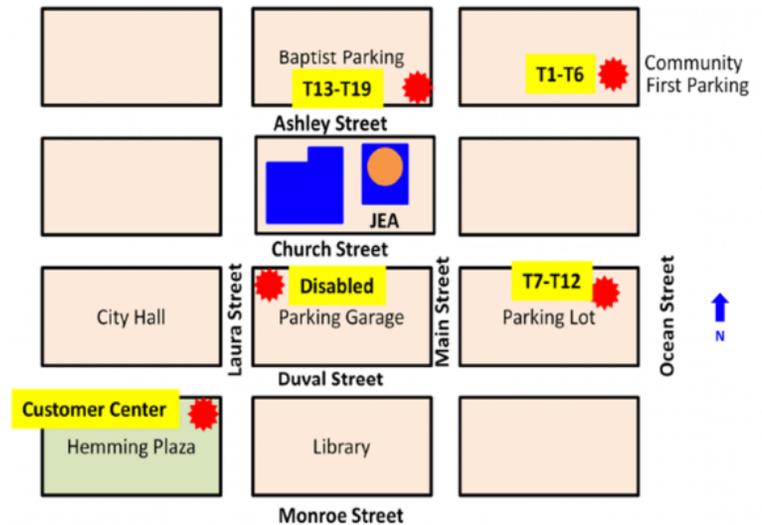
Assembly Location: Parking Lot (corner of Church & Ocean St.)

Safety or Medical Assistance: Notify JEA Security Officer

Hazard & Situational Awareness

Cell Phone & Computer Etiquette

EVACUATION ASSEMBLY CENTERS During normal business hours



Be Prepared for Emergencies



Committee Goals

Importance of Integrated External Affairs Strategy

Laura Schepis
Chief External Affairs Officer



JEA External Affairs Approach

Committee Goals



1

Develop common understanding of the issues that require cross-departmental collaboration and have consequences for external stakeholders

2

Advance notification to Board of emerging key issues

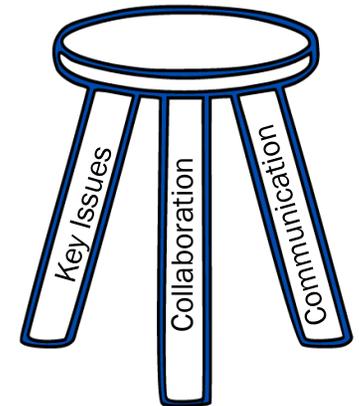
Build even stronger feedback loop to enhance JEA staff efforts

3

Opportunity for deeper dive on selected topics

4

Collaboration with other new Board Committees

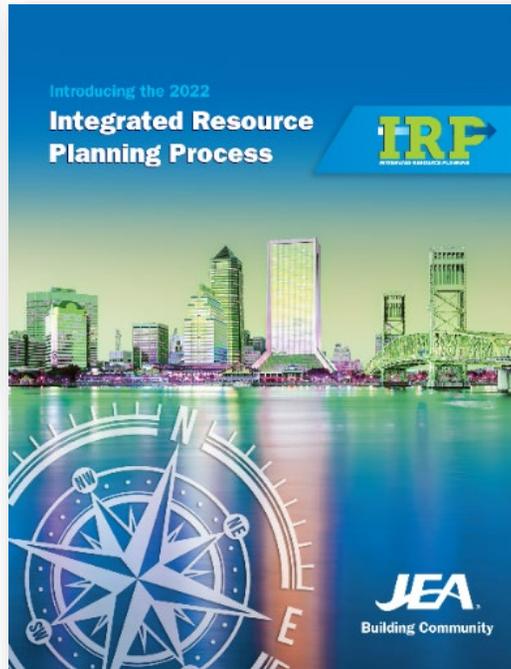


Complex issues, handled across JEA, communicated consistently

Current Examples



Federal / State Funding Initiatives



Integrated Resource Plan



Economic Development



Electric Integrated Resource Plan Update

Laura Schepis
Chief External Affairs Officer

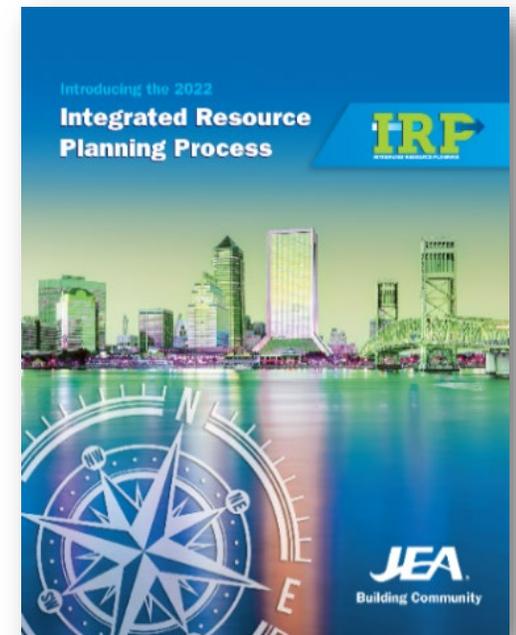
Raynetta Curry Marshall
Chief Operating Officer



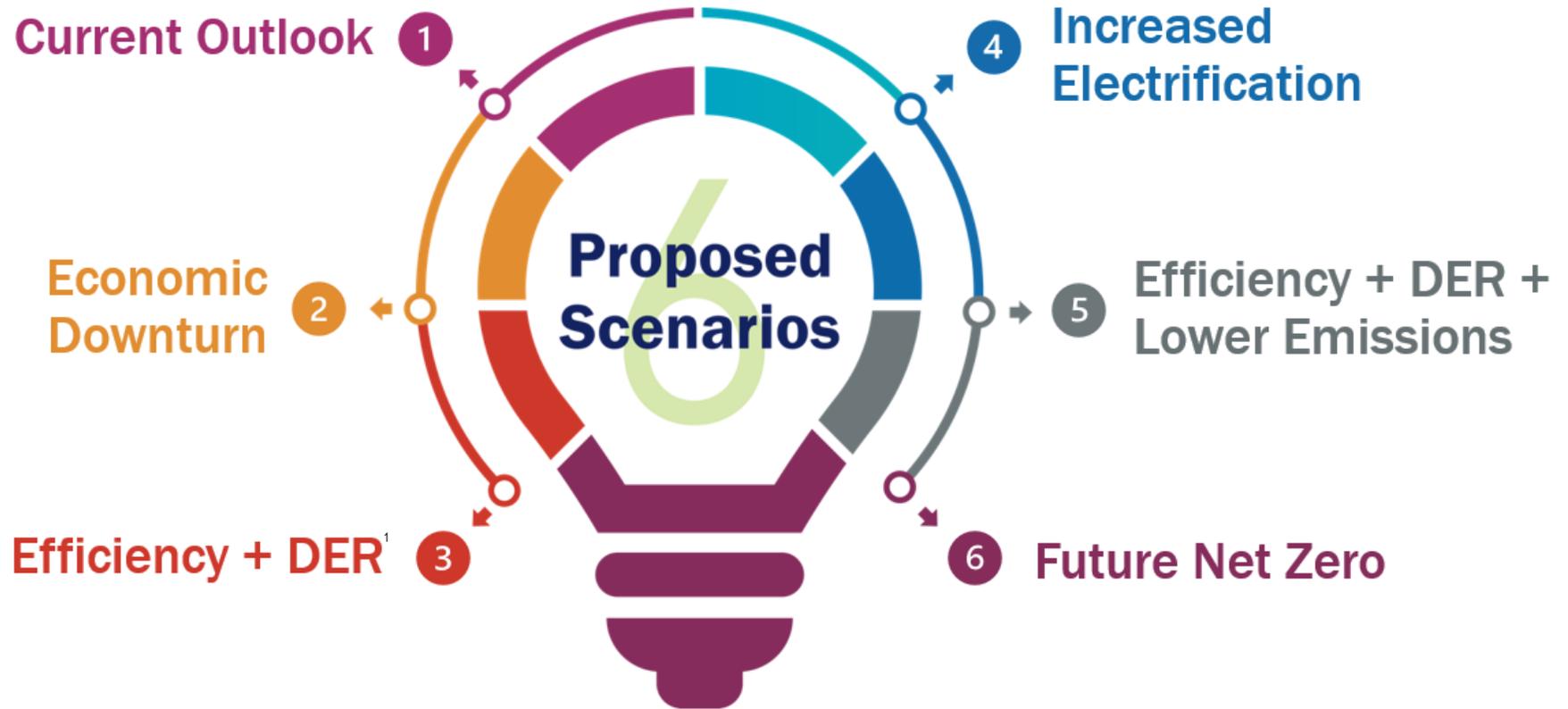
Electric Integrated Resource Plan

- 1 Stakeholder group has conducted four meetings; series continues through December 2022
- 2 September meeting will focus on initial results of scenario modeling
- 3 Results will illuminate impacts (cost, reliability, emissions) of different generation choices
- 4 Additional Board updates will be provided in Fall 2022 and Winter 2023

JEA



Proposed Integrated Resource Plan Scenarios



¹ Distributed Energy Resources



Economic Development / Real Estate Update

Paul Mitchell
*Vice President, Economic
Development*



Strategic Assets Update

Thoughtful Approach to Real Property Assets

Inventory JEA-owned properties to determine current and future utility needs

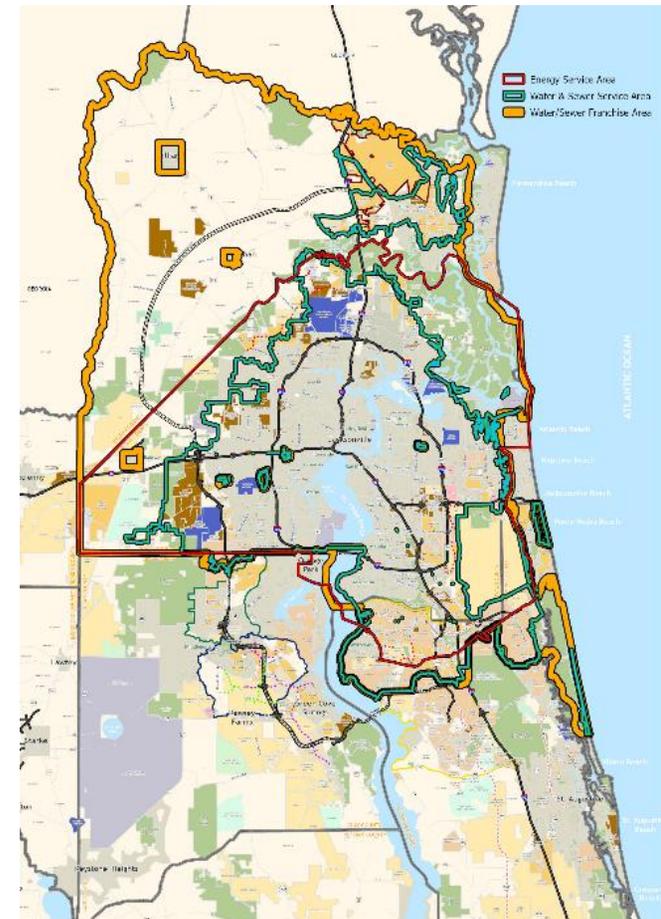
Identify properties with economic development potential

Develop real estate strategy to:

- Assess portfolio for existing assets or acquisition needs to support JEA's infrastructure expansion and business initiatives

- Create certainty for assets supporting economic development

- Dispose of properties that do not support economic development or utility needs



Driving economic development

St. Johns River Power Park

Site Assessment to Create Certainty



What is involved in creating certainty for assets supporting economic development?

- Assess site conditions
- Define and permit wetlands
- Determine future wetland impacts
- Identify title encumbrances
- Determine utility availability
- Assess land use and zoning opportunities
- Validate integrity of infrastructure
- Identify site access options
- Investment



Driving economic development

JEA Headquarters Building – 21 W. Church St



What will we do with the HQ campus after move?

Architectural and engineering study for reuse and market conditions

Property assessment and valuation

Marketing and strategy for disposition



Driving economic development

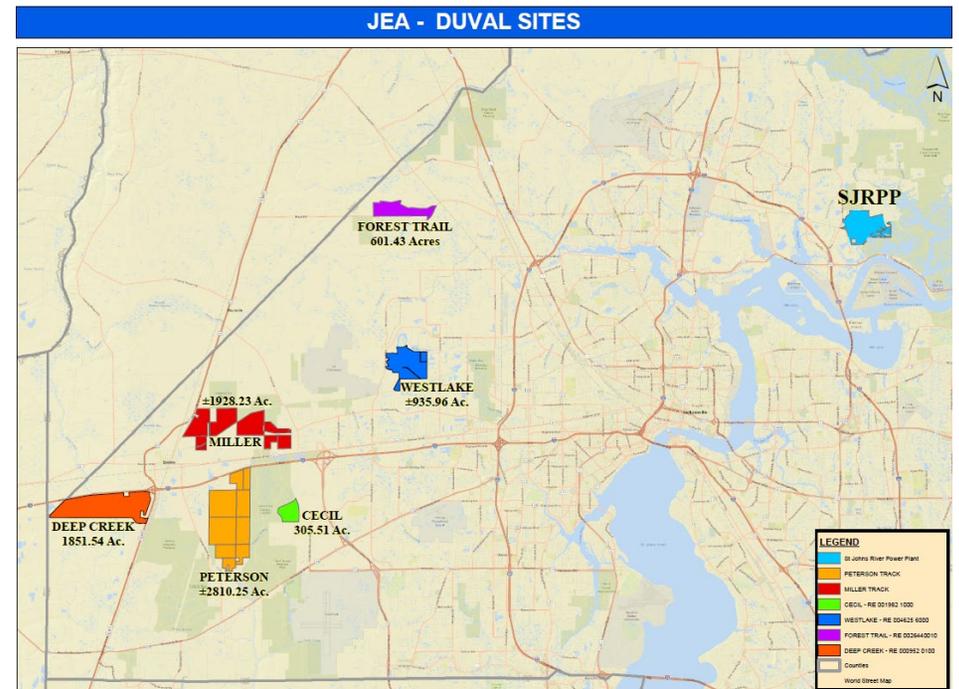
Supporting JEA and Community Growth

Business Initiatives and Economic Development



JEA Real Estate Team

- Continuous evaluation of business needs to support regional and system growth
- Site assessments, due diligence, and market studies for strategic uses or disposition
- Providing solutions to real property requirements
- Marketing Strategic Assets



Driving economic development



Surface Water Discharge Elimination & Outreach Update

Hai Vu
*Vice President, Water/Wastewater
Systems*

Wayne Young
Vice President, Environmental Services



Surface Water Discharge Elimination



 Traditional Reclaimed Water	 Purified Water	 Deep Well Injection
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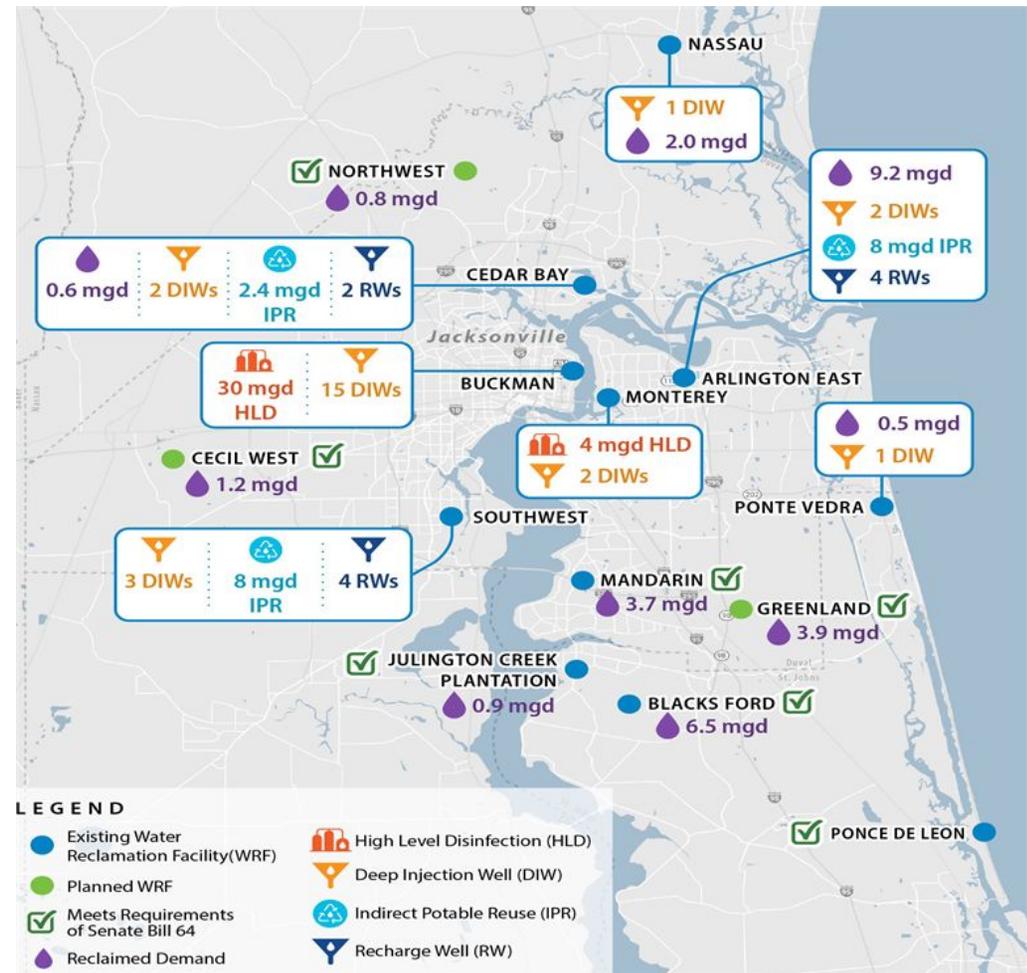
10 Facilities 30 MGD	3 Facilities 20 MGD	26 Wells 30 MGD
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Plan **approved** by Florida Department of Environmental Protection

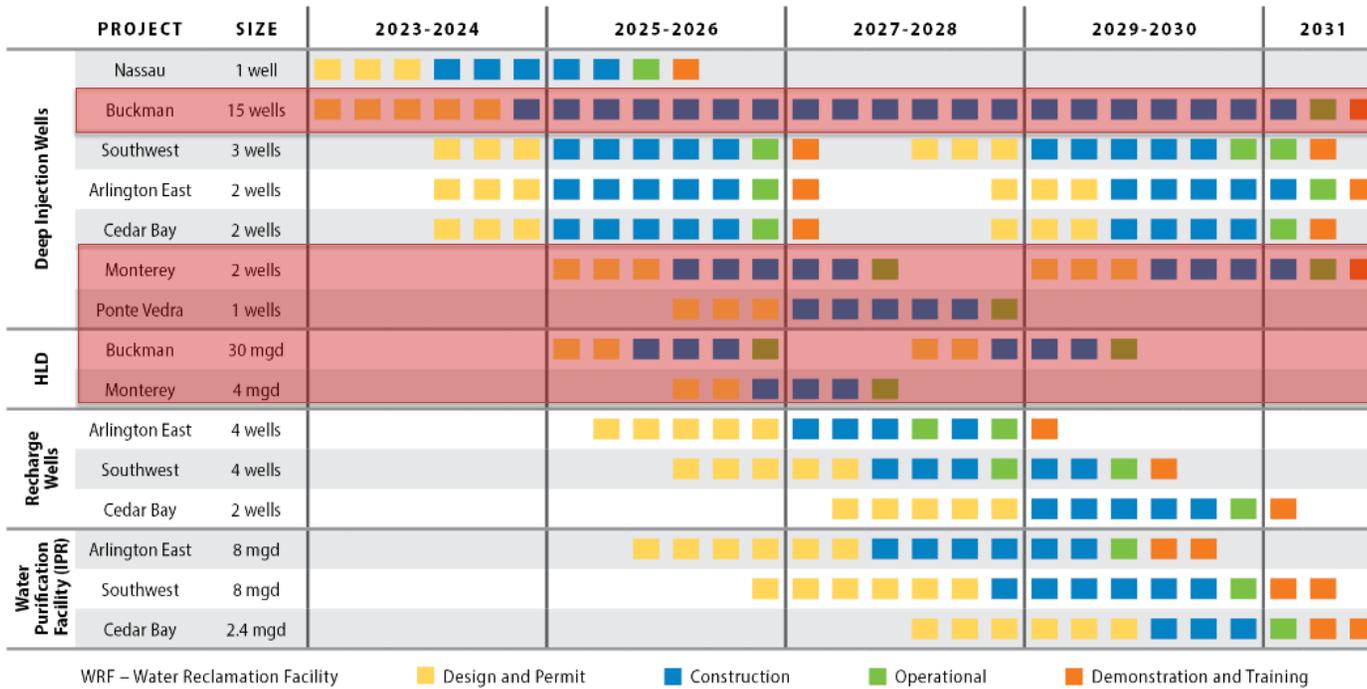
Reclaimed Water program has been active since 2007 and JEA is committed to growing the system from 20 to 30 MGD

20 MGD planned for Indirect Potable Reuse
 Demonstration facility is currently under design and full-scale implementation are planned for three facilities

A deep well injection exploratory well is currently in permitting to confirm viability in Northeast Florida



Surface Water Discharge Elimination



Projects being implemented:

- Indirect Potable Reuse Demonstration Facility
- Arlington East WRF
- Cedar Bay WRF
- Southwest WRF
- Deep Well Disposal
- Nassau Regional WRF

Projects needing further review:

- Buckman WRF
- Monterey WRF
- Ponte Vedra WRF

CHALLENGES

- Uncertain costs
- Rules and regulations not yet in place
- No deep well injections have been constructed in NE FL

- Available resources (engineering, permitting, construction)
- Duration of permitting and testing
- Staffing

Initial cost estimate of capital improvements is \$1.855 Billion

Outreach Update



Florida Department of Environmental Protection



St. Johns River
Water Management District

St. Johns River Water Management District



City of Jacksonville Environmental Quality Division



ST. JOHNS
RIVERKEEPER®

St. Johns Riverkeeper



Florida Sector American Water Works Association



Florida Water Environment Association



Florida Sector WateReuse Association



Florida Industrial Pretreatment Association



Supply Chain & Outreach Update

Alan McElroy

*Vice President Supply Chain &
Operations Support*

Kurt Wilson

Vice President, Government Relations



Supply Chain Update



Current State



Alternative Solutions



Project/Materials Model



On-Going Efforts

Supply Chain Update

Electric Services Asset Use Guidelines

Maintain customers in-service with emergency restoration and storm response

Support economic development

Pause Overhead-to-Underground projects



Outreach Update



Northeast Florida Builders Association (NEFBA)
Coordination

Developer Town Hall Meetings

Individual Developer and Contractor Outreach

A photograph of a sign on a stand. The sign is white with a grey border and contains the text 'Town Hall Meeting' in a large, black, sans-serif font. The background of the photograph is blurred, showing people in a meeting room.

Town Hall
Meeting



2022 **YOU**tility Customer Messaging Campaign Review

Mark Stultz
Vice President, Communications



Campaign Scope and Goals

Included paid media buys across numerous outlets and platforms from March 14 – May 29

Continue to change beliefs and attitudes about JEA



Show the value of being a community-owned utility

Improve brand reputation



Earn customer loyalty

Improve positive communications recall



Increase J.D. Power scores

Reach audiences how and where they consume information



Ensure stakeholders hear our story



Campaign Results

CAMPAIGN TOTALS	BROADCAST/OOH	DIGITAL	
Key measures and Spend	Awareness Goal	Engagement	Awareness
48,485,305 Impressions	23,761,075 Impressions	13,877,907 Impressions	10,846,323 Impressions
64,681 Clicks		52,528 Clicks	90% Video/Audio Completion Rate
\$253,883 (45%) Digital Spend		0.38% Click-through Rate	12,153 Clicks
\$313,335 (55%) Traditional media spend		20,615 JEA.com landing page visits	
<i>JEA Benchmarks (cumulative FY22): CTR¹: 0.39% V/ACR²: 92%</i>	<i>TV, Radio, Digital Out-of-home billboards</i>	<i>Paid Social (display & video), Native (display and video), Digital Display, jea.com</i>	<i>Connected TV, Hulu, Pre-roll³, YouTube, Digital Audio</i>

¹ Click Through Rate

² Video Automatic Content Recognition (Target Messaging)

³ 15-second videos shown prior to another video (YouTube, Instagram, etc.)

Messaging Strategy



Survey and Focus Group Tested for Maximum Impact



Awareness Channels
share overarching messages



Action Channels
Promotion of specific services/programs

- Broadcast TV
- Connected TV
- Radio
- Digital Billboards
- Digital Display Advertising
- Digital Video and Audio
- Social Media
- Earned Media
- Web, Email

Leveraging Our Digital Channels

Customer Solutions Pillar Example

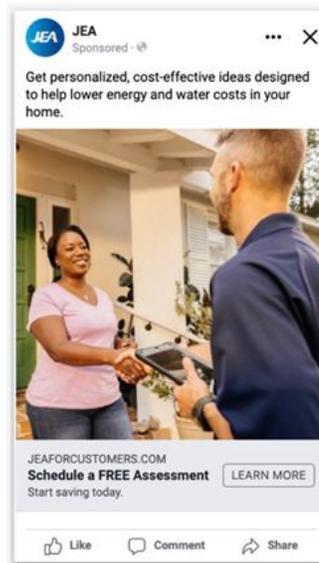
Digital Advertising Banners



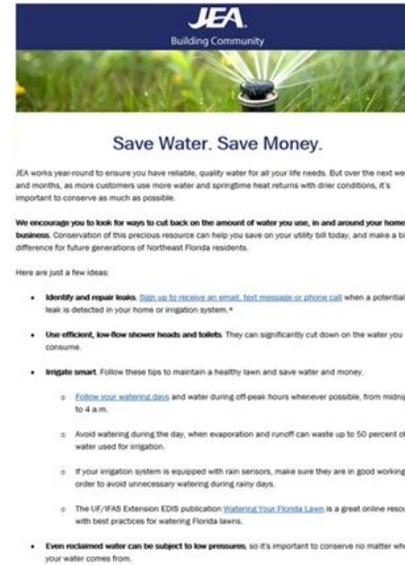
Paid Social



Organic Social Media



All-Customer Emails



Driving Customers to Take Action at jea.com





2022 **YOU**tility Customer Messaging Campaign Review

Supplemental Information



Telling Our Story



Television/Streaming

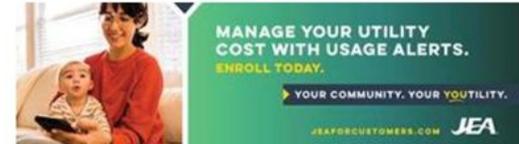
Testimonial Videos/Radio

Digital Billboards

Small Business/Jobs



Customer Solutions



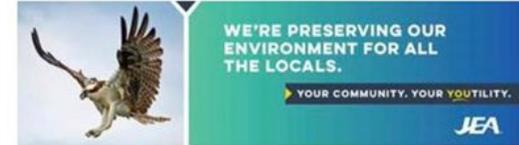
Reliability



Community Engagement



Environmental



Post-Campaign Focus Group Feedback

Brand Reputation and Campaign Recall Measurement

Highly Engaged Residents

"I think that through this, I realized all the community improvement stuff. I don't have kids or anything, so to me I'm just paying my bill and that's it. But it seems like they do actually have a lot of good stuff going on." – Male, 19-24 YO, White

"I think when I came in here, I must have read an article about the misbehaviors about former executives, so that was fresh in my mind when you talked about JEA. And then we saw the commercials, it reminded me like, oh yeah, you know about all this stuff that goes on out in the community. And so, that made me increase [my score]." Female, 35-39 YO, African American

Small Business Owners

"The information that was provided I didn't know before. The educational programs for children, the paid internship for the adults, the incentive, the rebates. Those are things that I didn't know that JEA offered." – Female, 45-49 YO, Asian

"I already like JEA, but it went up, mostly, because if you're going to invest this kind of money in commercials and community, and you value what we think, not just what we pay you, it makes me feel better about giving you my money." – Female, 55-59 YO



Addendum – 2022 Messaging Map

Month	March			April				May				June				July				August				September						
	2/28	3/7	3/14	3/21	3/28	4/4	4/11	4/18	4/25	5/2	5/9	5/16	5/23	5/30	6/6	6/13	6/20	6/27	7/4	7/11	7/18	7/25	8/1	8/8	8/15	8/22	8/29	9/5	9/12	9/19
JDP Fielding																														
Broadcast TV				Economic Dev			Community Engagement				Reliability							:30 Foreman				:30 Major Storm					:30 Foreman			
				Environment			Customer Solutions				Best performer											:30 Storm					:30 Major Storm			
CTV, Pre-Roll, YouTube				Economic Dev			Community Engagement				Reliability							:30 Foreman								:30 Major Storm				
				Environment			Customer Solutions				Best performer											:15 Contact Info								
Broadcast				Economic Dev			Community Engagement				Reliability							:30 Contact Info					:30 Contact Info				:30 Contact Info			
				Environment			Customer Solutions				Best performer							:30 Restoration					:30 Restoration				:30 Restoration			
Audio				Economic Dev			Community Engagement				Reliability																			
				Environment			Customer Solutions				Best performer																			
Digital				Economic Dev			Community Engagement				Reliability																			
				Environment			Customer Solutions				Best performer																			
Native Video				Economic Dev			Community Engagement				Reliability																			
				Environment			Customer Solutions				Best performer																			
Video				Economic Dev			Community Engagement				Reliability																			
				Environment			Customer Solutions				Best performer																			
Social				Economic Dev			Community Engagement				Reliability																			
				Environment			Customer Solutions				Best performer																			
Image/GIF				Economic Dev			Community Engagement				Reliability																			
				Environment			Customer Solutions				Best performer																			
Social Giveaway																														
DOOH & Display				Economic Dev			Community Engagement				Reliability																			
				Environment			Customer Solutions				Best performer																			
Key	Gap Campaign			Economic Development			Environmental			Community Engagement			Customer Solutions			Reliability			Storm			TBD								

Post-Campaign Focus Group Testing

Brand Reputation and Campaign Recall Measurement

Four follow-up focus groups on June 28 - 29

- Small/local business customers
- Residential customers
- Low-income residential customers
- Residential customers with high level of community involvement

Provided qualitative feedback on:

- Campaign awareness, breakthrough and effectiveness
- Before and after perceptions of JEA
- Communications, brand and technology opportunities



August 2022

CORPORATE COMMUNICATIONS & COMMUNITY OUTREACH



The Customer & Community Engagement Team develops engaging communications across a range of channels to educate our customers and community on JEA services and programs in order to help them save money and time and provide peace of mind.

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

JEA Campaigns Educate Customers on Storm Restoration and Encourage Them to Drive Electric

RESTORATION 1-2-3

We are always mindful of the importance of customer education. Our focus over the past few months has been making those in our service area aware of the measures we take on their behalf before, during, and after a storm through promotion of our Restoration 1-2-3 process. The campaign reinforces our commitment to restore power as quickly as possible by highlighting the three phases of the restoration process: public safety, individual customers, and final repairs. Through television spots, radio, social media, and bill inserts, we showcase our ongoing commitment to place our customers' safety and quality of life at the forefront of all we do.

RESTORATION 1.2.3



DRIVE ELECTRIC
We recently partnered with JEA's Electrification team and Sagewell, the implementation contractor for our EV program,

on a campaign to promote JEA's Drive Electric program. We targeted specific audiences including engaged EV drivers, high propensity groups and rebate customers. The campaign emphasized the benefits of electric vehicles and how JEA makes it easy to research, buy and love an EV with JEA Drive Electric. The program offers helpful EV experts, information on EV models and local deals available, and assistance with charger installation.

RESTORATION 1.2.3

TV Commercials and Digital Videos

Foreman



Major Storm



August Bill Insert

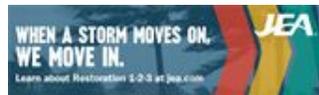


Radio Commercials

- Contact Info
- Restoration Process

Digital Out-of-Home Advertising

Storm Moves In

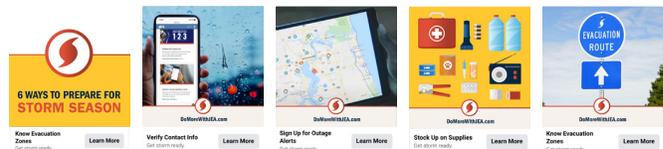


We're Ready. Are you?



Social Media

Storm Season Preparation



Verify Contact Info



Outage Alerts



Monthly Paid Media Impressions

MEDIA	IMPRESSIONS	
	MAY	JUNE
Television/Cable	2,054,000	32,000
Radio	1,871,000	66,000
Out-of-Home	6,921,368	5,553,880
Online Display/Video	8,679,705	1,096,262
Paid Social	1,662,602	132,437
Online Paid Search	111,883	96,913
Print	3,000	0
TOTAL	21,303,558	6,977,492



SOCIAL MEDIA INSIGHTS

Over the May-June period, JEA's sentiment breakdown of social conversations involving JEA was 66 percent neutral, **22 percent positive** and only 12 percent unfavorable.

Key conversation starters included scam alert messages, JEA featured projects during Infrastructure Week, our partnership with JTA for its Zero-Emissions Industry Forum, and promotions around Florida's Disaster Preparedness Sales Tax Holiday.

Positive mentions came from media stories about JEA lineworkers saving a woodpecker nest in Atlantic Beach, congratulations about Tim Hunt's promotion, and JEA's involvement with scholarships awarded to seven future JFRD firefighters.

Digital Communications Update

JEA Small Business Webinar Series – Customer & Community Engagement partnered with Commercial Services to host a free three-part webinar series May 4-18 as part of our efforts to support our small- and midsize-business customers and deepen relationships with them. The series focused on best practices for small business marketing and promotions, featuring local online marketing and media experts.

Ways to Save/Chill Your Bill – At the start of a traditionally high seasonal consumption period, we prepared messaging focused on steps customers could take to reduce their consumption and avoid the shock of a high monthly bill. These messages included a blend of behavior change – adjusting your thermostat to 78 during the day and JEA programs such as MyBudget leveled billing and free consumption alerts. We shared these messages via jea.com, all-customer emails, social media and traditional media, garnering stories from First Coast News and News4Jax.



Utility Tracker Upgrade – Digital Communications is working with the Customer Experience Insights group to begin the process of identifying a replacement solution for JEA's online utility consumption tracker. The teams are vetting requirements with internal stakeholders and scheduling vendor demonstrations in preparation to publish an RFP in the next few months.



Video Highlight

JEA's Technology Services department is integral to what we do every day of our business. Not only does it protect employees, customers, the city and the greater electric grid from cyber-attack, it also increases worker productivity and connectivity with our software applications.

Media Highlights

JEA received notable positive news coverage in the last several months, with local media highlighting various aspects of how JEA improves lives and builds community. Coverage included stories on our volunteers **cleaning up Jax Beach**, energy auditors helping customers conserve energy and save money via **FirstCoastNews** and **News4Jax** and our preparations for Hurricane Season from **FirstCoastNews**, **News4Jax** and the **Florida Times-Union**. Several outlets featured stories on our new headquarters after JEA & Ryan hosted a media tour of the new HQ: **News4Jax** and **Jacksonville Business Journal**.



Our Media Relations team collaborated with Communications team members and a local wildlife photographer to share the story of how JEA lineworkers rescued a pileated woodpecker family when replacing a pole in Atlantic Beach: **FirstCoastNews**.

IN ALL, PUBLICITY VALUE TOALED MORE THAN \$58,000

Community Outreach



Employee Giving

Our Community Engagement team continues to impact our community in a positive way through in-person and virtual activities. Some of the highlights from past months include:

Power Pals presentations

Duval Charter School Summer Camp, Communities in School Summer Program and RV Daniels Elementary School.

Junior Achievement Day of the Girl
JEA partnered with the Girl Scouts at this educational event held at UNF.



Junior Achievement

YMCA Thingamajig

Ambassadors made STEM-related presentations for children.



Fireworks Cleanup

Fireworks Cleanup

More than 30 JEA volunteers cleaned up Jax Beach after the Independence Day celebration.

Food Drive for Hungry Kids

JEA collected over 1,100 items to fill 221 snack packs that were also decorated by JEA volunteers. This event was in honor of Public Power Month of Giving.



Snack Packs

In addition, JEA's Community Engagement team concluded a three-month Creating Healthier Communities employee giving campaign. This campaign, which included a charity softball tournament, is just another example of how JEA employees put action to their words by supporting the local health organizations in the community we service.

AMBASSADORS AND VOLUNTEERS OF THE MONTH

MAY 2022

AOM



Zasha Del Orbe
Manager
WW Treatment and Reuse
- South Grid

VOM



Kyle Padgett
Manager
Field Services

JUNE 2022

AOM



Jamilya Akrayi
Manager
Project Management

VOM



Lori Maxwell
Manager
Natural Gas
Commercial Services

JULY 2022

AOM



Randy Ellis
Manager
WW Treatment and Reuse
- St. Johns Grid

VOM



Genie Neiberger
Process Chemical Technician
Northside Generating
Station