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**From:** Armstrong, Caitlin M. - Digital Communications Specialist <armscm@jea.com>  
**Sent:** Monday, February 26, 2018 2:41 PM  
**To:** Goldberg, David M. - Director Customer & Community Engagement  
**Cc:** Logue, Jennifer M. - Mgr Customer and Corporate Comm  
**Subject:** RE: The Value of JEA

Ok, I've made changes in QA. I realized there is also a message to bondholders on the Financial Reports page, so probably best to leave it on both pages for ease of use for everyone.

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**From:** Goldberg, David M. - Director Customer & Community Engagement  
**Sent:** Monday, February 26, 2018 2:03 PM  
**To:** Armstrong, Caitlin M. - Digital Communications Specialist <armscm@jea.com>  
**Cc:** Logue, Jennifer M. - Mgr Customer and Corporate Comm <logujm@jea.com>  
**Subject:** Re: The Value of JEA

Thank you both. Your idea regarding the navigation is fine, Caitlin. Jennifer, we'll leave the name for right now and see how it goes.

David Goldberg  
Director Customer and Community Engagement

On Feb 26, 2018, at 1:29 PM, Armstrong, Caitlin M. - Digital Communications Specialist <[armscm@jea.com](mailto:armscm@jea.com)> wrote:

Please see my responses below. Also wanted to bring up navigation. Instead of navigating people from this page to the Financial Reports page, maybe we place the report link on this page and link the Financial Reports page to here. That way, everyone will see the FAQ and the report together. Please let me know your thoughts.

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**From:** Logue, Jennifer M. - Mgr Customer and Corporate Comm  
**Sent:** Monday, February 26, 2018 12:49 PM  
**To:** Armstrong, Caitlin M. - Digital Communications Specialist <[armscm@jea.com](mailto:armscm@jea.com)>  
**Cc:** Goldberg, David M. - Director Customer & Community Engagement <[golddm@jea.com](mailto:golddm@jea.com)>  
**Subject:** RE: The Value of JEA

Thanks, Caitlin.

Here are a few minor edits/suggestions:

- 1) The decision was made to call the PFM report an Evaluation Report instead of a Valuation Report. So, in addition to changing this link on the Financial Reports page, we should change the link to the report that appears with the answer to the "If JEA were sold..." question. **- Done, and will soon be done on PROD.**
- 2) Please add a link to the report to the answer to question 3 (What did the report recommend?). **- Done**
- 3) Where does JEA's leadership stand: Please capitalize "Board of Directors" within the answer. **- Done**

About the home page: Is there any way to call this out more prominently? I didn't see "The Value of JEA" the first time the page loaded (I think I was expecting it to be in the banner up top). Could we make the type bigger or change the link to something more specific, such as "Privatization FAQs." – We cannot change the style, but I agree that it does not stand out as much on desktop as it does on mobile. Maybe we keep the name "The Value of JEA" on the page itself, but word it differently on the home page.

I'm concerned that on its own, "The Value of JEA" may be a bit too broad for the home page. – I'll defer to David about this one.

Thanks,  
Jennifer

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**From:** Armstrong, Caitlin M. - Digital Communications Specialist  
**Sent:** Monday, February 26, 2018 12:39 PM  
**To:** Logue, Jennifer M. - Mgr Customer and Corporate Comm <[logujm@jea.com](mailto:logujm@jea.com)>  
**Cc:** Goldberg, David M. - Director Customer & Community Engagement <[golddm@jea.com](mailto:golddm@jea.com)>  
**Subject:** RE: The Value of JEA

Jennifer,

I am happy to make changes for you whenever, but in case I am not around for whatever reason and you need to set something up in QA for say the SLT to look at, you can use your same log in credentials as for the regular CMS. The link is [cmsqa.corp.jea.com/login.aspx](https://cmsqa.corp.jea.com/login.aspx). This page is in the "jea.com" folder. Just wanted you to have this in your email in just in case you need it. (P.S. I am out of town Friday and Monday!)

<image001.png>

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**From:** Goldberg, David M. - Director Customer & Community Engagement  
**Sent:** Monday, February 26, 2018 12:32 PM  
**To:** Armstrong, Caitlin M. - Digital Communications Specialist <[armscm@jea.com](mailto:armscm@jea.com)>  
**Cc:** Logue, Jennifer M. - Mgr Customer and Corporate Comm <[logujm@jea.com](mailto:logujm@jea.com)>  
**Subject:** RE: The Value of JEA

Caitlin, here is an intro paragraph for the page. Jennifer, thanks for providing. (I edited it slightly, fyi.) Also, please click on the link Caitlin provided below and go to the FAQs and make sure everything looks accurate. Thank you both.

### **The Value of JEA**

*As city officials and the JEA Board of Directors work through the process of considering the sale of JEA, we recognize our customers may have questions regarding this process and their utility services. In the interest of transparency, we've put together these frequently asked questions and will update them as developments occur.*

*These FAQs underscore our belief that the true value of JEA lies not in the \$10 billion of utility assets under our management, but in the thousands of JEA employees and contractors who are dedicated to providing the best possible service to our community.*

**David Goldberg**

Director, Customer and Community Engagement

Direct: (904) 665-4080

Mobile: (904) 657-8048

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**From:** Armstrong, Caitlin M. - Digital Communications Specialist

**Sent:** Monday, February 26, 2018 12:13 PM

**To:** Goldberg, David M. - Director Customer & Community Engagement <[golddm@jea.com](mailto:golddm@jea.com)>

**Subject:** The Value of JEA

Page can be seen on <https://jeaqa.jea.com/>. The banner has been changed and links to the new page.

**Caitlin Armstrong**

Digital Communications Specialist  
Customer & Community Engagement

E: [armscm@jea.com](mailto:armscm@jea.com)

O: (904) 665-8501

C: (904) 535-4168

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