

From: [Microsoft Outlook](#) on behalf of [Banks Willis](#)
To: [April Green](#)
Cc: [Kyle, Gina A. - Manager Media Relations](#); [Maddie Milne](#); [Michael Munz](#)
Subject: APRIL ACTION ITEM: Op-ed for your review by 5:00pm today
Date: Wednesday, November 6, 2019 3:47:51 PM
Attachments: [APRIL ACTION ITEM Op-ed for your review by 500pm today.msg](#)

Sender: bwillis@daltonagency.com
Subject: APRIL ACTION ITEM: Op-ed for your review by 5:00pm today
Message-Id: <A150C190-A5B5-43D1-B33B-DA109DF2A1ED@daltonagency.com>
Recipient: kylega@jea.com

From: Banks Willis <bwillis@daltonagency.com>
Sent: Wednesday, November 6, 2019 3:47 PM
To: April Green
Cc: Kyle, Gina A. - Manager Media Relations; Maddie Milne; Michael Munz
Subject: APRIL ACTION ITEM: Op-ed for your review by 5:00pm today
Attachments: Positive level set_oped_April Green_DRAFT 11.6.19 v2.docx

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Hi April –

Thanks so much for taking a look at the attached draft op-ed for targeted placement in the Times-Union this Sunday. Let us know your feedback and/or edits by 5:00pm ET. I can call you if easier.

Thank you!

Banks

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DRAFT: Nov. 6, 2019

Op-ed, Times Union, Nov. 10, 2019

Let's put anger aside in favor of what's best for Jacksonville

By: April Green, chairman, JEA board of directors

As Benjamin Franklin said, "By failing to prepare, you are preparing to fail." Never in JEA's history has this quote been more relevant to consider than it is today – and this is exactly what JEA's board, its senior leadership team and its employees are doing.

As we prepare for the future, the friction that JEA's exploration of a variety of scenarios and alternatives to its current structure has created within our community is palpable. I would even go so far as to say that the tenor of the friction has shifted from less sporadic and productive to more persistent and emotional.

JEA's board of directors understands that this isn't an easy process, and at certain stages there are more questions than answers. Let's remember that JEA's scenario-based strategic planning process is unlike any of the planning processes that JEA has conducted in the past, and therefore, not something that the Jacksonville community has ever experienced. During anxious times, when the unknown overwhelms the known, it is sometimes tempting to follow the alarm call of the angriest voices. I'd like to issue a call to action that we try to resist that temptation. As JEA continues its strategic planning journey, it's important that we become more willing to listen, more inclined to speak honestly without indignation and more open to the facts.

We can all agree that JEA is experiencing what is one of the most critical moments in the history of the utilities industry. No one has said that JEA is going under tomorrow. However, the reality is, the utility continues to experience declining revenues, increased operating costs and the introduction of new disruptive technologies at a faster pace year after year. It is true that municipal-owned utilities across the country are experiencing the same industry-wide challenges. But what's not understood completely is that each will have to make the decision that works best for its specific circumstances. JEA, as a municipal-owned utility in Florida, is uniquely constrained, by the Florida Constitution, different state statutes and the City's charter, in its ability to grow within today's dynamic marketplace. And while "privatization" is a concept that includes a range of options, it arouses sharp political reactions – not only in Jacksonville, but also across the country. JEA's board is committed to making the best decision possible with priority on our community, our customers and our employees. And none of this ends with JEA's board. Depending on the board's recommendation, the Jacksonville city council as well as the voters of Duval County will have their say.

JEA's senior leadership team continues to listen and engage with more transparency and answers to common questions. For example, JEA introduced its What's Next Jax website and Just The Facts Jax Twitter handle not as propaganda, but as a hub for information and community engagement. The JEA board applauds city council's workshop-based approach to exploring the future of JEA. We encourage the community to participate – either in person or via live stream. The JEA board also respects and welcomes feedback from interested community organizations. We all have the same goal and that is what's best for Jacksonville.