**Energy Reregulation Ballot Initiative**

**Email/Memo Template #2 to Employees**

**NOTE: Following is a simple email you can use to communicate to your employees about the latest developments in the reregulation initiative. If you would like similar information in a different format for the purpose of communicating to your employees, email** **amanda@redhillsstrategies.com** **with specifics. We are happy to provide more versions of this document to meet your needs.**

Dear [INSERT NAME],

Recently, the Florida Supreme Court heard oral arguments from proponents and opponents on the proposed Constitutional amendment to reregulate Florida’s energy industry. It is the Supreme Court’s responsibility to determine if the amendment meets the legal requirements to appear on the 2020 ballot for Florida voters to consider.

The Florida Electric Cooperatives Association (FECA), on behalf of [insert co-op name], 14 other electric distribution cooperatives and two generation and transmission cooperatives, is one of many opponents to this initiative that argued before the Supreme Court justices.

FECA’s arguments are detailed in a brief that was filed on April 18 with the Florida Supreme Court. In it, FECA expressed concerns about how this proposed amendment will affect cooperatives’ consumer-members. FECA’s brief demonstrates that the ballot summary of the proposed amendment misleads voters. The proposed ballot summary states that cooperatives and their consumer-members will not be affected unless they “opt-in” to the market. In fact, if passed in 2020, the amendment would have immediate and far-reaching impacts on cooperatives and their consumer-members.

After hearing the oral arguments from proponents and opponents on August 28, the Florida Supreme Court convenes behind closed doors to make its decision. Their opinion will be released in the weeks ahead. If approved by the Florida Supreme Court, the measure will appear on the ballot in November 2020.

We are proud of the safe, reliable and affordable service we provide to our consumer-members. At [insert co-op name], we put their interests above all else. That’s why we chose to participate in this case before the Florida Supreme Court – to ensure that our consumer-members are informed of potential consequences if the amendment passes.

We will keep you updated on this effort. If you have any questions, please contact [NAME] at [PHONE] or [NUMBER].

Sincerely,

[NAME]
[CO-OP]