

From: [Kevin Johnson](#)
To: [Glenn, Scott J](#)
Cc: [McCartney, Mike](#)
Subject: [EXTERNAL] Re: pls review ...
Date: Saturday, October 30, 2021 7:14:11 AM

copy. we'll adjust the first one accordingly. thanks for the feedback! being "out there" right now with our message is important.

thanks again

On Oct 29, 2021, at 11:18 AM, Glenn, Scott J <scott.glenn@hawaii.gov> wrote:

Aloha KJ, my apologies for the delay in getting back to you. I still have some reservations about this approach but understand why you guys see the importance of it to present your perspective in the public dialogue.

Some thoughts on the four spots,

- Trees: the line that stands out to me the most is the one comparing the project to solar and wind. I recognize we have some differing views on the role of battery storage and firm/dispatchable; I would just ask to not have our renewable sources downplaying each other in the public sphere, creating doubt overall on our RE transition. The third to last line about needing all kinds of clean energy technology is right and perhaps a better lead in to the point you want to make.
- Carbon: this looks solid and thank you for making the point about being carbon negative.
- Young People: this looks solid and good you're not focusing only on benefits to Hamakua.
- Economy: Again, it's good you're focusing on the whole island.

As noted, I still have some reservations about what the tag line "always-available" renewable energy implies, as I don't think that's the unique value proposition anymore of the facility, but I understand why you guys want to focus on that.

Regards,
Scott

From: Kevin Johnson [REDACTED]
Sent: Thursday, October 28, 2021 8:36 PM
To: Glenn, Scott J <scott.glenn@hawaii.gov>
Cc: McCartney, Mike <Mike.McCartney@hawaii.gov>
Subject: [EXTERNAL] Re: pls review ...

hey scott, hope u r well ... i have been holding folks up on this per our check in wirh
each other approach ... pls
let me know ur thoughts

On Oct 20, 2021, at 1:27 PM, Glenn, Scott J <scott.glenn@hawaii.gov>
wrote:

Aloha KJ, will look at it this evening, am on Maui tied up for the whole day

Regards,
Scott

From: Kevin Johnson [REDACTED]
Sent: Tuesday, October 19, 2021 10:59 PM
To: McCartney, Mike <Mike.McCartney@hawaii.gov>; Glenn, Scott J
<scott.glenn@hawaii.gov>
Subject: [EXTERNAL] pls review ...

mike and scott,

hope you are both well. i wanted to share with you some radio spots we'll
be running. as you can see, they are very positive and simply talk about
the benefits of hob. before we run them, i just wanted to make sure you
didn't see any issues with them. please let me know!

kevin

Radio 60: “Trees” (155)
(Growing trees for energy)

Renewable energy. It means having a resource for energy production that can be continuously replenished to generate power into the future.

At Honua Ola Bioenergy, the resource is just the beginning.

Honua Ola will use crops of locally grown eucalyptus trees — and invasive species — to generate clean, renewable energy for Hawaii Island homes and businesses.

We will grow more trees than we harvest, and with more trees to capture CO₂, we will have cleaner air. And troublesome invasive species, like albizia, will be reduced.

Unlike solar and wind farms, Honua Ola will generate power 24/7. This not only helps avoid blackouts but also means Hawaiian Electric can begin to retire its fossil fuel plants, further reducing greenhouse gas and air pollution.

To create an energy future that’s 100% renewable. Hawaii Island will need all kinds of clean energy technology.

Honua Ola has a key role in that future.

To keep the lights on, support always-available renewable energy

Radio 60: “Carbon” (150)
(Carbon negative)

More trees and forests. That’s what to look for when Honua Ola starts operating.

To produce renewable energy, Honua Ola will grow trees, many more than we harvest. We’ll also partner with non-profit organizations to plant native species at Volcano and other locations on our Islands.

More trees and forests mean, more habitat for native birds and other wildlife. More trees will also help Honua Ola offset CO₂ emissions and become carbon negative long before our 30-year agreement with Hawaiian Electric ends.

Growing fuel locally reduces our dependence on expensive imported oil, reduces harmful emissions and frees us from electric bills that are captive to the dramatic swings in oil pricing.

More trees and forests. Reduced CO₂ and lower energy costs. An improved quality of life for Hawaii Island. That’s what to look for when Honua Ola starts operating.

To keep the lights on, support always-available renewable energy

Radio 60: “Young People” (153)
(Supporting young people)

How long have we been talking about the need for better-paying jobs on Hawaii Island? Seems like forever.

How long have we lamented that our young people are forced to leave this beautiful island, in search of a brighter future elsewhere? It is hard to leave home and your family and friends behind, but without good jobs, what else can they do?

Honua Ola can change this story by creating more than 200 quality jobs. In renewable energy, Forestry. Agriculture. Transportation and Manufacturing.

Already, Honua Ola is partnering with Hawaii Community College to expand education and training in forestry. We’re working to create educational and vocational paths so our young people can acquire the skills that will prepare them for a brighter future here on the island they love.

To keep our keiki here with us, support always-available renewable energy

Radio 60: “Economy” (156)
(Economic resilience)

You’ve heard how the Honua Ola Bioenergy plant will help Hawaii Island meet its future energy needs. And that’s important.

But here’s something else important... It’s what Honua Ola means to the people of the Big Island who want to live in a place with a thriving economy.

Honua Ola will create more than 200 good-paying jobs that will pump millions of dollars into the Island’s economy. And that means local businesses will benefit from those dollars staying here, instead of being sent off-island.

Honua Ola will help build new sustainable diversified industries, creating jobs in forestry, agriculture, transportation and manufacturing.

And here’s something else amazing. By using renewable biomass from Honua Ola instead of oil at its current prices, Hawaiian Electric can reduce its oil imports by some 250,000 barrels a year, and we’ll keep an additional \$20 million circulating in the island’s economy.

Let’s build a better economy by supporting always-available renewable energy