



# Heartland Utilities for Energy Efficiency

## 2014 Annual Report

*“Promoting energy efficiency in the Greater Kansas City Marketplace through energy education, resources and actions to help assure a secure energy future for area residents”*

### MEMBER UTILITIES:

Atmos Energy  
Independence Power and Light  
Platte-Clay Electric Cooperative

Kansas Gas Service  
Kansas City Board of Public Utilities

HUEE is a community service project of the member utilities and is a fund of the Greater Kansas City Community Foundation

## **BACKGROUND**

Organized in 2002, Heartland Utilities for Energy Efficiency (HUEE) is a vehicle for leading electric and gas utilities to advance a mission for the public good: "Promote progressive energy efficiency in the Regional Kansas City marketplace through energy education, resources and actions to help assure a secure energy future for area residents." As such, it may be the only dues-paying collaborative of natural gas, propane and electric utilities in the nation working together on residential energy efficiency issues. In furtherance of this mission, member utilities contribute staff time to HUEE and charitable dollars to the Energy Efficiency Education Fund established at the Greater Kansas City Community Foundation.

The Greater Kansas City Community Foundation is a public charity under Internal Revenue Code Section 501(c) (3). Its mission is to improve the quality of life in Greater Kansas City by increasing charitable giving, connecting donors to community needs they care about, and providing leadership on critical community issues.

HUEE currently works within the Mid-America Regional Council's (MARC) "*Tier One Region*" which includes eight counties: Cass, Clay, Platte and Ray in Missouri, and Johnson, Leavenworth and Wyandotte in Kansas. The organization devotes its efforts to activities that promote and support the overall goal of improved energy efficiency without endorsing particular products, equipment or energy sources.

On an annual basis, HUEE makes grants to nonprofit organizations to implement specific education projects. It's Board of Directors, whose members are drawn from the participating utilities that provide service in the above counties, makes funding decisions and provides overall governance.

### **2014 HUEE Board of Directors**

Patrice Townsend – KCBPU  
Linda Richardson – PCEC (Board Chair)  
Margaret Steele – KGS (Board Vice Chair)

Mary Kay Alitz – IP&L (Board Secretary)  
Gary Milligan – Atmos Energy  
David Allen – KCBPU (Alternate)

### **HUEE's Activities and Accomplishments**

In 2014, HUEE awarded \$13,350 in grants towards educating the public and utility customers on energy efficiency. This is a decrease from last year of \$3,650. The organization has plans to increase the grant awards for 2015. Some of our major accomplishments for 2014 are listed below:

**Public Service Announcement (PSA) School Challenge** – This was HUEE's fourth year for this contest. Each year has shown more promise and has increased awareness in our area middle schools. We had five entries this year that received first through third place or honorable mention. We developed this public service announcement (PSA) contest to create public awareness about energy wasting habits and how to correct those habits in the home and/or school. The contest is an exciting opportunity to engage middle school students to be creative and learn more about energy efficiency and sustainability. All winning videos are posted on the HUEE website at [www.huee.org](http://www.huee.org)

Schools receiving grants from the 2014 PSA School Challenge were as follows:

- Spring Hill Middle School, Spring Hill, KS

- Piper Middle School, Kansas City, KS
- Northwest Middle School, Kansas City, KS
- Arrowhead Middle School, Kansas City, KS
- Kearney Middle School, Kearney, MO

**Public Awareness through Media:** HUEE continues its Public Awareness program through a complete redesign of the HUEE website and advertisements in *Greenability Magazine*. HUEE also advertised at the National Energy and Utility Affordability Coalition conference (neuac) which was hosted in Kansas City in June, 2014. We continually monitor and update the media sources to keep our viewers informed and interested. We also address any questions received through our website.

**Leatherwood Matters:** HUEE awarded “Leatherwood Matters” a grant to host five Energy Focus workshops that were to be located throughout the HUEE territory. The goal of the “Leatherwood Matters” program is to sponsor Energy Focus workshops to change the energy conversation among residents and the way they understand and use energy. Workshop presenters included certified energy auditors, weatherization contractors and other energy professionals who provided an effective down-to-earth approach to residential energy efficiency awareness. The dialog between residents and energy professionals left residents with an enhanced awareness of their energy consumption habits, measures they could take for improvement and any resources and/or incentives available to assist them.

The board worked diligently to increase membership of HUEE by contacting other utilities to join the organization. By the end of 2014, Missouri Gas Energy (MGE) made the decision to join HUEE which greatly increases our ability to reach a broader audience. MGE’s involvement will add at least thirty (30) additional schools to be eligible to participate in the annual PSA contest.

## Looking Forward

It has been another exciting year for HUEE as the board worked diligently accomplishing many of the goals set forth in the previous year. Although much was accomplished and we increased awareness in more diverse arenas we will continue to work aggressively until we find our organization well positioned to take advantage of the renewed emphasis and importance of energy efficiency within the communities our utility companies serve. HUEE stands committed to helping our communities in this renewed era of energy efficiency by offering energy saving information that helps reduce energy consumption while providing better value and comfort for customers’ homes.

- HUEE has committed in 2015 to increase energy efficiency education among youth in utility service areas by diligently contacting area middle schools to participate in the PSA contest. We will encourage more aggressive and creative thinking for the PSA’s.
- HUEE plans to research and develop other youth energy efficiency education programs which will reach out to additional age groups.
- We will continue to focus on increasing membership of HUEE by contacting other utilities in 2015 for membership opportunities.
- HUEE will continue outreach to the general public through public awareness by sponsoring educational energy efficiency programs.