



# **Heartland Utilities for Energy Efficiency**

## **2007-2008 Annual Report**

**November 2008**

*“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	Kansas Gas Service
Independence Power and Light	Missouri Gas Energy
Kansas City Board of Public Utilities	Platte-Clay Electric Cooperative
Kansas City Power & Light	

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

## **Introduction:**

After years of planning for the dynamic growth in the Kansas City metropolitan area, many people were caught off guard by the slowing of our region's economy. We now understand the reasons and causes of what we face today, however no one could predict how the cost and demand for energy would affect our communities. HUEE's mission has never been more important than it is today in promoting energy efficiency.

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 leading on critical community issues.

## **2007-2008 HUEE Membership:**

Aquila*	Kansas City Power and Light
Atmos Energy	Kansas Gas Service
Independence Power and Light	Missouri Gas Energy
Kansas City Board of Public Utilities	Platte-Clay Electric Cooperative

HUEE currently works within the Mid-America Regional Council's (MARC) "*Tier One Region*" which includes eight counties: Cass, Clay, Jackson, 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.

\*Note: Great Plains Energy, the holding company for Kansas City Power & Light, completed the acquisition of Aquila, Inc. on July 14, 2008. Aquila's former Missouri electric utility business and service areas are now part of KCP&L.

## 2007 – 2008 HUEE Board of Directors

Matt Daunis – Aquila \*\*  
Gary Milligan – Atmos Energy  
Robert Buell – IP&L  
George Powell – KC-BPU

Dave Wagner (Vice Chair) - KCP&L  
Margaret Steele – KGS  
Jason Fulp – MGE  
David Deihl (Chairman) – PCEC

\*\* Resigned in July 2008 due to KCP&L's acquisition of Aquila

## HUEE's Activities and Accomplishments

In 2007-2008, HUEE awarded \$121,311 in grants towards educating the public and utility customers on energy efficiency. The major accomplishments are listed below.

**Planning for Energy Efficiency Today and Tomorrow (PEETT) Workshops** - The Community Service League conducted 200 workshops targeting, but not limited to, low-income and fixed income individuals seeking assistance for emergency services. The PEETT workshops consisted of education on energy efficiency, weatherization, energy safety tips and energy conservation.

**Save Energy Save Money Neighborhood Workshops** – HUEE contracted with the Metropolitan Energy Center's (MEC) to deliver 24 energy efficiency workshops in the HUEE service area. The workshops are designed to give audiences an hour lecture on the science of energy use in their homes along with an hour of tips and instructions on what they can do to manage energy. MEC's staff presented the workshops at various venues and locations. These included:

- 07/10/07 Udall Foundation Scholars Bus Tour – Lawrence, KS
- 08/18/07 City of Independence – Fairmont Center
- 11/10/07 Platte-Clay Electric Cooperative Offices
- 11/15/07 City of Riverside – City Hall
- 11/29/07 E-Fair at Crowder College – 2 sessions
- 12/04/07 Hanover Neighborhood – Overland Park
- 01/06/08 All Souls Unitarian Green Fair – 2 sessions
- 01/16/08 City of Independence – Fairmont Center
- 02/01/08 Della Salle High School
- 02/08-10/08 K.C. Remodeling Show – 3 sessions
- 03/15/08 Platte County Sustainable Living Fair
- 03/20/08 Housing Authority Conference, Sedalia
- 03/29/08 Board of Public Utilities / El Centro
- 04/05/08 City of Overland Park Renovation Fair
- 04/12/08 Prairie Village Earth Fair
- 04/17/08 Main Street Corridor Community Breakfast
- 04/26/08 Board of Public Utilities / El Centro
- 05/17/08 Greenbrier Homes Association
- 05/21/08 City of Independence – Truman Memorial Bldg.
- 06/30/08 Youth Conservation Corp. – Discovery Center

**Unified Government Homeowner Workshops** – HUEE and MEC contracted with Hathmore Technologies to provide workshops to homeowners in the KC-BPU’s service area for participants in the Unified Government’s ENERGY STAR homes program. These workshops, which were started in May 2007, continued through March, April, and May of 2008.

**Home Energy Information Telephone Line** - MEC continues to staff and manage the operation of the HUEE Home Energy Information Line (816) 835-7593. MEC publicizes the phone number in all of its public awareness activities, including the Home Performance with ENERGY STAR marketing. The Info Line is also available at the HUEE member utilities websites. In 2008, MEC welcomed additional staff and volunteer experts to answer a growing number of questions that originated from the Info Line.

**K.C. Housing Authority Workshops** – In HUEE’s behalf, MEC also developed and delivered a series of seven workshops for the clients of the Kansas City Housing Authority and their partner organizations as part of the “Money Smart” client education program. This project was extremely successful, reaching 144 households. KCHA’s client base consists of 10,000 families in 23 cities across the metropolitan K.C. region. The HUEE Board has asked MEC to propose another series of workshops that would draw an even greater audience to this program.

**Tax Credit Workshops** – Sponsored by HUEE, MEC and H&R Block partnered to provide five energy tax credit workshops. This was a continuation to the successful workshops conducted in 2006. The workshop dates and locations in 2007 included: 9/15/07 at H&R Block in Lee’s Summit, 9/22/07 at H&R Block in Gladstone, 9/29/07 at H&R Block in Shawnee, 10/6/07 at H&R Block in “The Shops” on Blue Parkway and 11/3/07 at H&R Block in Kansas City, Kansas.

**HUEE Identity** – Coleridge Design was retained to develop a new identity for HUEE that would better relate the Heartland Utilities for Energy Efficiency mission and message to the public. Coleridge’s work included redesigning the HUEE logo and production of a new display and graphics for community events, shows and exhibits.

**Website** – Coleridge Design redesigned the HUEE website ([www.huee.org](http://www.huee.org)) to be consistent with the new HUEE identity. The Metropolitan Energy Center continues to maintain the content of the website with technical help from subcontracting webmaster, Intuitive Design.

**Shows and Exhibits** - HUEE was present at a number of shows and exhibits during the year including: Kansas City Remodeling Show at the American Royal Center, February 8 - 10, 2008; Greater Kansas City HOME SHOW and Flower, Lawn & Garden Show on Mar 27-30, 2008; Federal Energy Expo at GSA Bannister Facility, April 2, 2008; City of Overland Park Renovation Fair, April 5, 2008; Build Green Conference, Jack Reardon Center, April 10, 2008; Prairie Village Earth Fair, April 12, 2008; Sprint Earth Day, April 18, 2008; Earth Day Earth Fest at Shawnee Mission Park, April 19, 2008; Hallmark Earth Fair, April 22, 2008; KC Green Summit, Bartle Hall, April 25, 2008; & City of Overland Park Safety Event, June 23, 2008.

**Public Awareness through Media** – HUEE implemented its Public Awareness program through the HUEE website, *Greenability Magazine* advertisements and television media. HUEE sponsored the “Energy Detective” informational spot on KCPT TV and Time Warner Cable. MEC, with the help of Jason Fulp of MGE, worked with KCPT-TV 19 to write and produce the 30 second spot. The spot began airing in July of 2008.

**Project Living Proof Education Design Support Grant** – HUEE provided a design grant for MEC’s Project Living Proof in 2006. The grant helped to facilitate by BNIM Architects and Henderson Engineers design work for an energy efficient and green demonstration renovation. Final construction drawings were completed in April 2008. The design supported fundraising during 2008, with the expectation of breaking ground in 2009.

**Tri-State Home Performance Project** – HUEE sponsored MEC efforts with the U.S. Department of Energy Tri-State Residential Energy Efficiency Project administered by the Missouri Department of Natural Resources Energy Center. The Project supports the KC Home Performance with ENERGY STAR (HPwES) program. In 2008, MEC trained and certified over 20 Building Performance Institute (BPI) certified contractors to participate in the program and provide energy assessments and services using a whole-house approach for home improvements. The BPI certified contractors trained by MEC also provides direct support and a pool of contractor resources for KCP&L’s HPwES rebate program.

## Looking Forward

It has been an exciting year for HUEE as the board worked diligently accomplishing many of the goals set forth in the previous year. However our work is not done as 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 is 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 customer’s homes.

- HUEE has committed in 2009 -2010 to continue working with non-profit organizations that provide exceptional value to our communities by educating our public in many facets of energy efficiency.
- HUEE also plans to continue to discuss ways to educate builders and consumers by partnering with the Kansas City Home Builders Association in programs that will educate consumers and builders in building greener, more energy efficient and comfortable homes.
- HUEE will continue outreach to the general public through public awareness by sponsoring educational energy efficiency announcements that will air on KCPT and the Time Warner cable television system.
- HUEE will continue providing the metropolitan area with a 24-hour Home Energy Information line and website [www.huee.org](http://www.huee.org).
- Efforts are also underway to target new membership and broaden the HUEE region in 2009.