



Heartland Utilities for Energy Efficiency

2013 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.

2013 HUEE Board of Directors

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

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

HUEE's Activities and Accomplishments

In 2013, HUEE awarded \$17,000 in grants towards educating the public and utility customers on energy efficiency. This is a decrease from last year of \$7,080. The organization has plans to increase the grant awards for 2014. Some of our major accomplishments for 2013 are listed below:

Public Service Announcement School Challenge – This was HUEE's third year for this contest. Each year has shown more promise and has increased awareness in our area middle schools. We had eight 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

Schools receiving grants from the 2013 PSA School Challenge were as follows:

- Spring Hill Middle School, Spring Hill, KS
- Basehor-Linwood Middle School, KS
- Piper Middle School, KS
- Kearney Junior High School, Kearney, MO
- Arrowhead Middle School, Kansas City, KS
- Kearney Middle School, Kearney, MO
- Bluejacket Flint Elementary School, KS
- Oxford Middle School, KS

Public Awareness through Media: HUEE continues its Public Awareness program through a complete redesign of the HUEE website and advertisements in *Greenability Magazine*. We continually monitor and update the media sources to keep our viewers informed and interested. We also address any questions received through our website.

Concert for the Climate, a sponsored project of Heartland Renewable Energy:

The primary focus of the “Concert for the Climate” program (Program) is residential energy efficiency. A secondary element involves energy efficiency and alternative fuels in transportation. Renewable energy will be discussed as secondary to energy efficiency measures that ought to be implemented first. The primary focus of the Heartland Renewable Energy Society (HRES) organization as a whole is energy efficiency and renewable energy.

HUEE awarded HRES a grant for a free event hosted by local environmental and conservation groups. “Concert for the Climate” educated and informed families about the impact of global climate change and offered alternative ideas and practical home-based solutions. The event was geared towards stimulating demand for energy efficiency improvements throughout metropolitan Kansas City.

Metropolitan Energy Center: Habitat X Regional Conference - The Contractor as Educator

As a result of government stimulus funding and other public sector investments, the number and diversity of companies involved in residential energy efficiency has grown tremendously since 2008-09. Now, however, much of the government funding is going away and the industry must adapt to become more market-driven. Energy Auditors, HVAC and weatherization contractors must become effective in educating property owners on the long-term benefits of energy efficiency improvements, as opposed to selling them on the short-term benefits of available rebates and grants. The Habitat X Conference focused on helping small contractors to improve their communication skills and to strengthen their role - as the people who are in direct contact with homeowners - as teachers of energy efficiency.

The funding was utilized to provide five partial scholarships to small contractors in the HUEE utilities’ service areas, to attend the Habitat X Regional Conference that the Metropolitan Energy Center held on October 7-9, 2013.

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 2014 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.
- Engage homeowners/residential communities in energy efficiency education in utility service areas. We plan to host or sponsor events geared towards energy efficiency education and workshops.
- Increase membership of HUEE with utility and non-utility organizations. Although this last year we reached out to other non-utility organizations, after reviewing our by-laws, we agreed that our purpose will be best served if we continue to engage other utilities as members. We plan to contact other utilities in 2014 for membership opportunities.
- HUEE will continue outreach to the general public through public awareness by sponsoring educational energy efficiency programs.