



Heartland Utilities for Energy Efficiency

2016 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
Missouri Gas Energy, a division of Laclede Gas

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.

2016 HUEE Board of Directors

David Allen – KCBPU (Board Chair)
Shaylyn Dean – MGE (Board Vice-Chair)
Bruce Palmer – Atmos Energy (Secretary)
Gary Milligan – Atmos Energy (Alternate)
Herb Webb-IP&L (Board member)

Patrice Townsend – KCBPU (Alternate & Past Chair)
Rae Lewis – MGE (Alternate)
Mary Kay Alitz – IP&L (Alternate)
Linda Richardson-PCEC (Past Chair)
Margaret Steele – KGS (Past Chair)

HUEE's Activities and Accomplishments

In 2016, HUEE awarded \$17,000.00 in grants towards educating the public and utility customers on energy efficiency. This is an increase of \$5000.00 from last year of \$12,000. The H.U.E.E. board members plan to increase the grant awards for 2017. Some of our major accomplishments for 2016 are listed below:

Public Service Announcement (PSA) School Challenge – This was HUEE's sixth year for this contest. Each year has shown more promise and has increased awareness in our area middle schools. We had an all-time high of eight entries this year that received first through third place for Kansas and MO school 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. Upon board approval during the previous administration a revised voting system was in place and implemented for the first time in the 2016 PSA contest. The system was based upon each voting board member anonymously giving each category and individual score and tallying the individual categories for overall scores, leading to our 1st 2nd and 3rd place winners. It was also decided to reward the schools that did not win with a small cash consolation prize at the board's discretion, depending on the number of entries. All Board members agreed that this was a better and improved voting system.

Schools receiving grants from the 2016 PSA School Challenge were as follows:

- Spring Hill Middle School, Spring Hill, KS (\$3,000)
- John Paul II Catholic School, Overland Park, KS (\$2,000)
- Piper Middle School, Kansas City, KS (\$1,000)
- Kearney Middle School, Kearney, MO (\$3,000)
- Grandview Middle School, Grandview, MO (\$2,000)
- Plaza Middle School, Kansas City, MO (\$1,000)

Community Organization Grant Award: This year HUEE was able to award a grant to the Truman Heritage Habitat for Humanity (THHFH) for \$5,000.00. Funding was utilized to 1) develop the module, 2) Habitat staffs time to deliver the module to clients and 3) purchase energy conservation kits provided to financial literacy clients. The energy information module was developed in a format that provided the basic, most important energy savings opportunities for all families (focusing on awareness and behavior) and homeowners in particular (focusing on weatherization improvements to the residence). In addition, clients were provided with information regarding utility (ie, IPL, MGE) programs and services as well as available utility financial assistance (eg, CSL, USCAA).

Public Awareness through Media: HUEE's Public Awareness program through the HUEE website. The board voted to no longer advertise in the *Greenability Magazine* due to lack of exposure. We continually monitor and update the media sources to keep our viewers informed and interested. We also address any questions received through our website.

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 2017 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 continues 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 2017 for membership opportunities.
- HUEE is exploring other opportunities do more in the community with discussion on Sponsorship from area companies interested in energy efficiency and supporting an organization like H.U.E.E.
- HUEE is looking at ways to become more visible utilizing social media as HUEE but not related to our member utilities.
- HUEE will continue outreach to the general public through public awareness by sponsoring educational energy efficiency programs.