



KUB

2015 Community Relations Report

KUB Blueprint



Our Vision:

KUB exists to serve its customers, improving their quality of life by providing utility services that are safe, reliable and affordable.

Shared Values:

- We value the safety and well-being of our customers and employees.
- We value fairness, and try always to make decisions that provide the greatest good for the most people.
- We are in a position of trust and hold ourselves to high ethical standards.
- We improve the value of our services through efficiency, innovation and communication.
- We value the commitment and hard work of our employees.
- We are environmentally responsible in our operations and support the sustainability of our communities' natural resources.
- We participate in the communities we serve.

Our Mission:

Our mission is to act as good stewards of our communities' resources: utility assets, customer dollars, and the environment. We work to safeguard those resources and enhance their value for the people of the communities we serve and generations to come.

We Measure Our Success by:

Customer Satisfaction	System Performance	Financial Performance	Safety Performance
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Keys to Success:

Managing Our Utility System Infrastructure			
Electric	Natural Gas	Water	Wastewater
Improving The Customer Experience	Managing Our Finances Effectively	Meeting Or Exceeding Regulatory Standards	
Investing In A Skilled, Diverse Work Force	Partnering For Economic Development	Being Environmentally Responsible	



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Community Relations



KUB exists to serve its customers, improving their quality of life by providing utility services that are safe, reliable, and affordable. Throughout our history serving the Knoxville community and surrounding areas, KUB employees have participated in the communities we serve.

KUB employees are committed to good stewardship and proud of our role in the communities where we work and live. That commitment goes beyond typical work duties – our employees can be seen educating students on utility safety at the 4-H Electric Camp, planting trees for Habitat for Humanity homes, ringing bells at the holidays for Salvation Army, and volunteering at Special Olympics events.

Our employees have jobs that add value to KUB's ability to serve our community. Whether it is in the field or in the call center or taking time to volunteer at a local charity, our employees go above and beyond to show the community how much they care. Employee programs like KUB Cares and the KUB Employees Association (KUBEA) organize programs throughout the year that showcase KUB's culture of service. Our employees have servant hearts and show a commitment to service that's powerful. Programs and volunteer efforts coordinated by our employees make a true difference, proving that you can do so much more together than as individuals.

Our customers are our families, friends, and neighbors. We are proud to participate in the communities we serve.

Mirtta Roach





Environmental Outreach

KUB and its employees are proud to be good stewards of the environment. We are environmentally responsible in our operations and support the sustainability of our communities' natural resources.

Employees help keep our community beautiful by volunteering hours to build outdoor playgrounds with Salvation Army, plant trees for Habitat for Humanity homeowners, and clean-up outdoor areas with Ijams Nature Center and Living Lands & Water.

The KUB Employee Association (KUBEA) coordinates events throughout the year, such as KUB Cleans Up and Adopt-a-Stream, to maintain the natural beauty of the areas surrounding our campuses. We are also active with River Rescue, an event that clears trash and debris from the banks of the Tennessee River.

Our employees teach customers the importance of conservation at events like EarthFest. Events like this provide an opportunity to share information about conserving water, being more energy efficient at home, and opportunities to support renewable Green Power in our region.

We maintain our environmental focus with children as well by participating in programs like WaterFest. Students learn about the vital role water plays in our lives – and the importance of protecting and conserving this natural resource.



Vol Time



Volunteering has been an important cornerstone of KUB since early in our history, and we are proud that tradition continues today. In 2015, following the success of the 75th Anniversary Week of Service in 2014, KUB introduced a new volunteer time policy to support employees' volunteer efforts. Vol Time allows KUB employees the opportunity to receive up to eight hours of paid time annually for approved volunteer events. The program had an enthusiastic response in its first year with 534 employees—more than 50 percent of KUB's workforce—volunteering more than 3,600 hours at multiple charities located in KUB's service territory [see list below].

Employees are encouraged to find volunteer opportunities that are meaningful to them. Whether it's providing meals to those in need, building playgrounds for community centers, or cleaning up nature trails, there are so many ways to give back. KUB is committed to good stewardship and our employees went above and beyond to participate in the communities we serve.



KUB employees have given their time to a variety of charities in KUB's service territory. Below are just a few of the organizations:



- Salvation Army*
- Random Acts of Flowers*
- The Love Kitchen*
- Special Olympics*
- KARM*
- The Knoxville Zoo*
- Young Williams Animal Shelter*
- Helen Ross McNabb*
- Austin East High School*
- Emerald Youth Academy*
- Children's Hospital - Fantasy of Trees*
- Ijams Nature Center*
- Big Brother Big Sister*
- Mobile Meals*
- Family Promise*
- Habitat for Humanity*
- The Children's Center*
- Ronald McDonald House*
- East Tennessee*
- Technology Access Center*
- Knoxville Area Urban League*



Employee Outreach

United Way

Since 1922, United Way has helped to improve the lives of those in need within the greater Knoxville community. United Way is a trusted neighbor in our community, and KUB raises donations through annual employee campaigns to help United Way directly fund dozens of partner non-profit agencies that are helping people improve their lives in critical areas. Our customers are also our neighbors, friends, and family, and we are proud to partner with United Way each year.

KUB's 2015 United Way campaign was a great success! Our employees came out to support the fundraising events, setting a new record for event attendance, and even surpassed the fundraising goal. With events and payroll contributions, employees raised \$229,277, exceeding the goal of \$200,000!

But KUB doesn't just offer employees opportunities to give to United Way—employees also tour area United Way agencies to see first-hand the needs in the community and how the contributions will affect change. Employees often make connections during these agency tours, using their Vol Time to come back and help with service projects.

KUB Cares

The KUB Cares committee organizes volunteer efforts throughout the year to get employees involved in giving back to the community. The committee includes representatives from each department in the organization, helping aid in outreach initiatives to bring employees together for service projects and other community events throughout the year.

Much of the work done by KUB Cares is behind the scenes with employees organizing and implementing Medic blood drives, clothing drives, as well as coordinating participation with the Salvation Army's Red Kettle Campaign and Angel Tree Program. Each year, KUB employees volunteer more than 40 hours ringing bells and sponsor over 70 angels.



The United Way campaign allows employees to give back to the community, and come together for fellowship and fun.



Community Partnerships



KUB exists to serve its customers, primarily by delivering utility services, but we are much more than pipes and wires. We are committed to the communities we serve and have longstanding partnerships in the community to better assist our customers.

Project Help, a partnership between KUB and the Knoxville-Knox County Community Action Committee (CAC) that began in 1983, is an emergency energy assistance program for people who need help paying their utility bills. The program buys electricity, natural gas, propane, heating oil, wood, or coal for those in need to keep homes heated or cooled. Project Help clients may have an emergency need because of job loss, illness, injury, or disability, or they may be seniors struggling with the rising cost of living.

Every year, KUB partners with Food City, Home Federal Bank, WVLT, WIVK, the Knoxville News Sentinel, and CAC for a four-week campaign to raise funds for Project Help. The 2016 campaign raised nearly \$57,000, far exceeding the goal of \$26,000 and doubling the amount raised during the 2015 campaign. KUB customers can donate to the program by adding \$1 or more to their KUB bill each month or by making a one-time donation. CAC administers Project Help, with KUB collecting donations from customers and sending 100 percent of the funds to CAC.

Even before the launch of Project Help, KUB saw the need to provide customers a safety net in times of need. KUB established the position of staff customer counselor in the early 1980s, making it among the first in the country to employ licensed social workers to work as customer counselors.

Customer counselors work with customers when finding help is critical. KUB serves as a resource to aid the customer in finding community services necessary to assist those struggling to pay their bills and make ends meet. KUB currently has four customer counselors on staff, and these employees work with customers every day to find social services and other resources available in the community.



“These weatherization programs serve some of our community’s most vulnerable citizens – the elderly, physically disabled, mentally ill, and low-income families with small children,” CAC Executive Director Barbara Kelly.

KUB is proud to partner with the City of Knoxville and CAC on weatherization programs that benefit our customers.





Community Programs

KUB collaborates with the City of Knoxville and CAC on Round It Up and Knoxville Extreme Energy Makeover (KEEM) weatherization programs that benefit low-income residents. Round It Up grew from recommendations from the IBM Smarter Cities Challenge report for Knoxville. KEEM began after KUB and partners received a \$15 million TVA grant to begin makeovers for eligible homes.

Round It Up partners KUB with the City of Knoxville and CAC to raise funds through KUB bills to help weatherize the homes of low-income homeowners and renters in our community. Customers contribute by having their utility bills rounded up to the next whole dollar and donating the extra change. KUB sends 100 percent of donations to CAC to aid the efforts of the CAC Weatherization Assistance Program, a program recognized by both state and federal agencies for meeting or exceeding all technical and fiduciary requirements.

Weatherization provides a root-cause solution to an ongoing problem – low-income residents in energy-inefficient homes that are costly to heat and cool. It helps our environment and reduces the need for recurring bill payment assistance.

KEEM is a project designed to find cost-effective, comprehensive energy efficient retrofits in older homes located in low-income communities. In August 2015, the KEEM team, consisting of City of Knoxville, CAC, The Alliance to Save Energy, and KUB, received a \$15 million TVA grant to begin makeovers for eligible homes. The upgrades will retrofit 1,200 homes, resulting in a 25 percent reduction in each home's electric energy use through whole-home energy retrofits. The program will also benefit rental housing, as eligible landlords can use funds to weatherize rental properties so they are more energy-efficient for tenants. KEEM is slated to conclude in late 2017.



Following are excerpts from thank-you notes sent by individuals who benefited from these weatherization programs.

"I want to thank everyone involved in my receiving a heat and air unit in my home – this is an answer to a prayer... I had a good, warm night's sleep last night," —Delores

"I just want to say a big, big thank you and say I really appreciate your help! The new heat pump is wonderful!"—Marilyn

"I would like to thank all involved with helping me this fall with the insulating of my home...To everyone that helped me have warm holidays and a cool summer —I thank you all," -Billie

THANK YOU!

FOR GIVING TO PROJECT HELP

We want to thank the community for supporting the Project Help campaign. The campaign was a huge success, it raised \$56,981. Hundreds of Knoxville families will be kept safe and warm thanks to your donation.



\$56,981

Educational Outreach



KUB takes great pride in supporting children as they learn and grow into the leaders of tomorrow.

In 2015, KUB's TeenWork program celebrated its 20th year. TeenWork, a partnership program between KUB and Austin East Magnet High School, helps high school juniors learn skills to enter the workforce. Students that complete the program earn the opportunity to interview for a summer job at KUB or other participating business partners, like the Knoxville Chamber.

Since TeenWork began in 1995, 349 students have participated in the program. Several participants came back as college student workers, and 10 currently serve as full-time KUB employees.

The program began as an idea from the late Clifford H. Ross, a KUB commissioner and well-known basketball coach at Austin-East and Knoxville College. Mr. Ross's idea helped start a program to expose more teens in the minority community to the job opportunities at KUB.

To be eligible for the 13-week job skills program, students must be nominated by a teacher or principal, complete an interest survey, and earn a 2.5 or higher GPA. The goals of the program are to teach employer expectations, how to work as a team, money management, interview techniques, and on-the-job skills. Students also participate in team-building exercises and carry out a community service project. The teens chosen for summer employment shadow KUB mentors who encourage them and challenge them to pursue their career interests.



Educational outreach programs expose students of all ages to KUB and the different facets of work done by our employees.





Our employees enjoy interacting with students both inside and outside the classroom. Through programs like Junior Achievement's Job Shadow Day, students tour KUB facilities and shadow employees as they work. This not only helps students realize the many jobs at KUB that may interest them, but also demonstrates how skills learned in the classroom are used everyday in the workforce. Students from schools like the L&N STEM Academy interact with employees from a variety of departments, such as engineering, regulatory compliance, and construction, to better understand the many options available to young adults embarking on a professional journey.

KUB also attends the annual Knox County Schools Career Day. Representatives from various departments are on-hand to display equipment used on the job and discuss the skills needed to succeed in the utility industry.

KUB values the safety and well-being of our customers and employees, and we recognize the importance of teaching utility safety in the community. At 4-H Electric Camp, for example, we help children learn about electrical safety. KUB has been a part of the 4-H program for more than 20 years and, in 2015, KUB employees volunteered at the camp—helping more than 300 sixth- and seventh-grade students explore the world of energy, energy conservation, energy safety, and other basic sciences in fun hands-on learning activities.





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