

HERE TO HELP

2020 COMMUNITY RELATIONS REPORT





“2020 has been a year of uncharted territory for KUB and our customers. At KUB, we listened to our community members and looked for ways to serve them during unprecedented times. We were reminded that we all work better when we work together.”

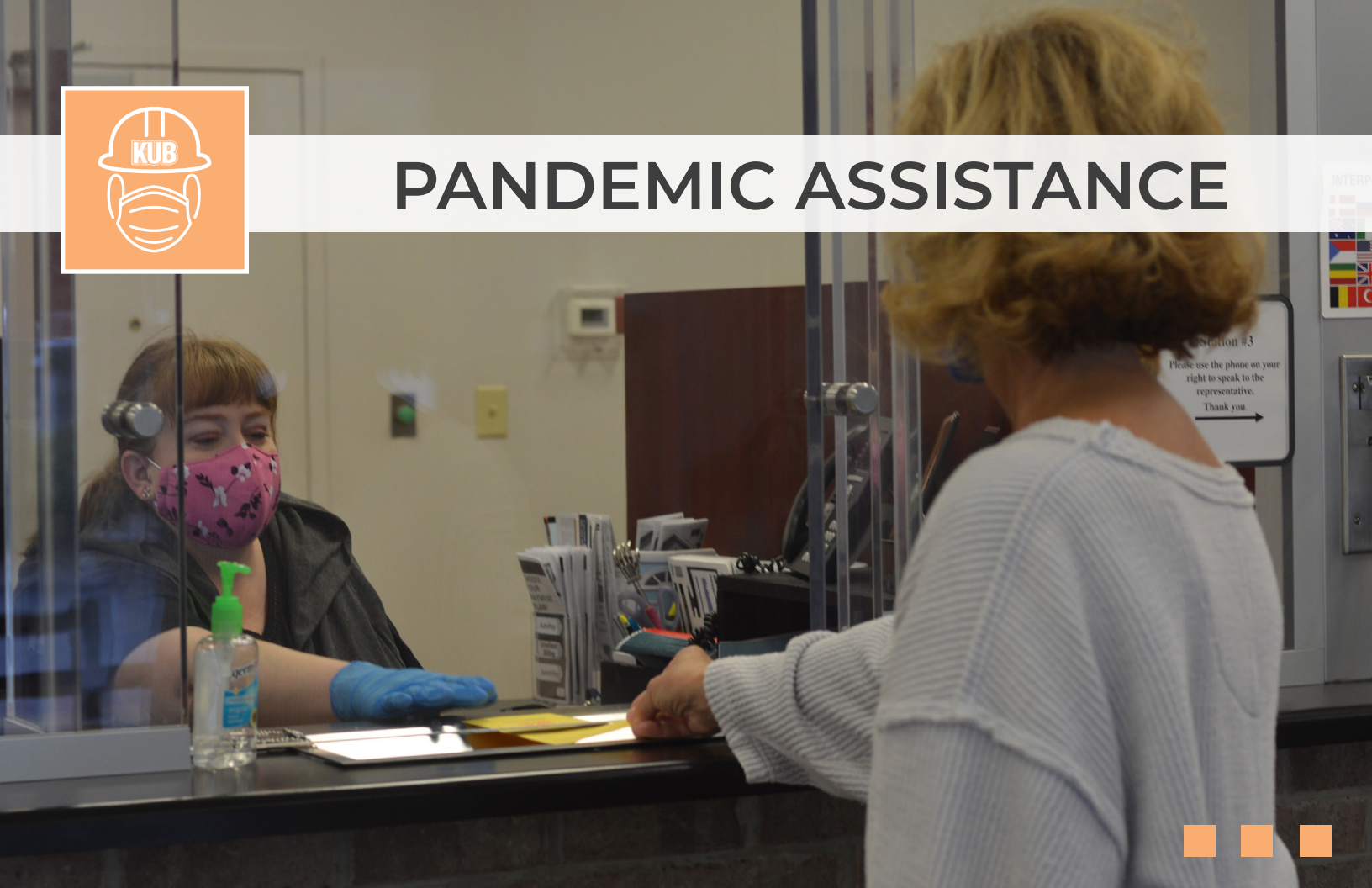
Gabe Bolas, KUB President and CEO

Pictured: Gabe Bolas speaks at a public event about bill payment assistance options available from various Knoxville organizations.





PANDEMIC ASSISTANCE



Station #3
Please use the phone on your
right to speak to the
representative.
Thank you. →



HERE FOR YOU

KUB's Pandemic Response



7
months without
disconnections

KUB was quick to respond to the financial impact COVID-19 had on customers by suspending disconnections for nonpayment in March 2020, waiving late fees for those with bill payment concerns, and enrolling customers with past due balances in a payment plan once disconnections resumed in October.

\$13M

Throughout 2020, KUB worked with partner agencies to secure nearly \$13 million in funds for utility bill payment assistance.

0
rate increases

KUB updated its Fiscal Year 2021 budget to include no rate increases. The original plan for a rate increase in all four systems was updated in fall 2019 removing increases for electric and gas customers. Water and wastewater planned increases were removed as the financial impact of COVID-19 became clear.

PANDEMIC RESPONSE COMMUNICATIONS

KUB worked to increase customer awareness of its pandemic response, counselor availability, and utility bill assistance partner agencies' resources through new web pages, social media, local news messaging, a media event, mailings, and phone calls.





“I wanted to take the time to thank you for realizing families are struggling financially, emotionally, and every other way possible due to this pandemic. I truly appreciate your having suspended disconnection of power for nonpayment.”

Customer Beth B.

“And this is how your community steps up! I am happy and proud to be a part of this, thank you #KUB and everyone who works for KUB and keeps us with power. My hat is off to you. I salute you.”

Customer Starlette R.

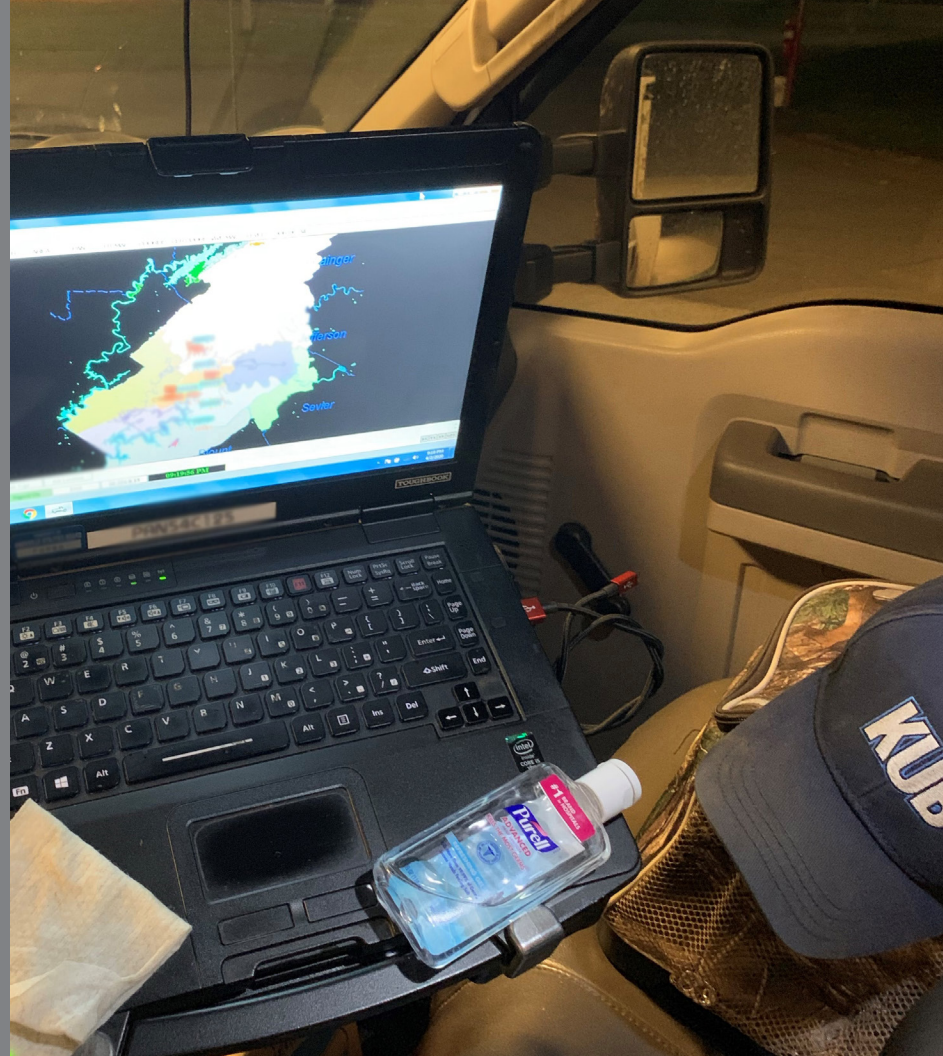
“I would like to thank everyone at KUB for helping our community during this terrible time and for being so understanding and polite.”

Customer Mary M.

Providing Essential Services

While customers have faced uncertainty, KUB crews ensured that the community would continue to receive essential utility service.

Crews remained vigilant and ready to respond to any potential outages throughout the year. Because of their efforts, customers experienced an average of **less than 2 electric service interruptions** throughout 2020.





“Please accept my appreciation to all of the workers in KUB that are keeping the electricity, water, natural gas, and sewers flowing. This social distancing, telecommuting, etc., would not work without these services.”

Terry Ledford
Director, Energy Management
University of Tennessee





EMPLOYEE EFFORTS



Pictured: KUB employees deliver donations for the Salvation Army's Angel Tree Program.



KUB Cares

KUB Cares coordinates employee volunteer service. Employees can use up to eight hours of paid volunteer time each year to serve the Knoxville-area community through non-profit organizations.

KUB Cares also organizes giving opportunities throughout the year. In 2020, KUB Cares donated to the Zaeveion Dobson Memorial Foundation, Project Grad, and “I Am The Voice of the Voiceless.”

Pictured: KUB Employees use volunteer time to volunteer at Zoo Knoxville.



VOLUNTEER TIME

683
hours

KUB employees spent 683 hours giving back to the Knoxville-area community through the Volunteer Time program in 2020. This year, in response to the COVID-19 pandemic, Volunteer Time was only offered on a limited basis for 6 months.

more than
18K
hours

Volunteer Time was first offered to KUB employees in 2014. Since then, more than 18,000 volunteer hours have been used.



Pictured: KUB employees participated in an Adopt-A-Stream river cleanup in January 2020.



UNITED WAY EMPLOYEE FUNDRAISING

KUB employees individually support an annual United Way fundraising campaign by enrolling in paycheck contributions and through fundraising events.

This year, instead of traditional celebrations, KUB employees organized a virtual fundraising auction. KUB employees donated **more than 350 items** for the auction, which raised **nearly \$12,000** alone.

WE'RE IN THIS
TOGETHER



FOR UNITED WAY





UNITED WAY SUPPORT

\$209K

This year's United Way KUB employee campaign raised nearly \$209,000 for the United Way of Greater Knoxville.

\$3.9M

Since 2004, KUB employees have raised more than \$3.9 million to support United Way.



“The KUB giving toward the United Way campaign in an incredibly challenging year just represents the way they see our community - with a spirit of service and a heart of generosity. It is clear that philanthropy, charity, and ‘giving back’ runs in the DNA of everyone at KUB through their everyday work, but maybe even more so, through all the things they do that go BEYOND their jobs.”

Matt Ryerson, President & CEO
United Way of Greater Knoxville

In addition to KUB's work with United Way, KUB employees serve with **21 local charitable organizations.**





CUSTOMER OUTREACH

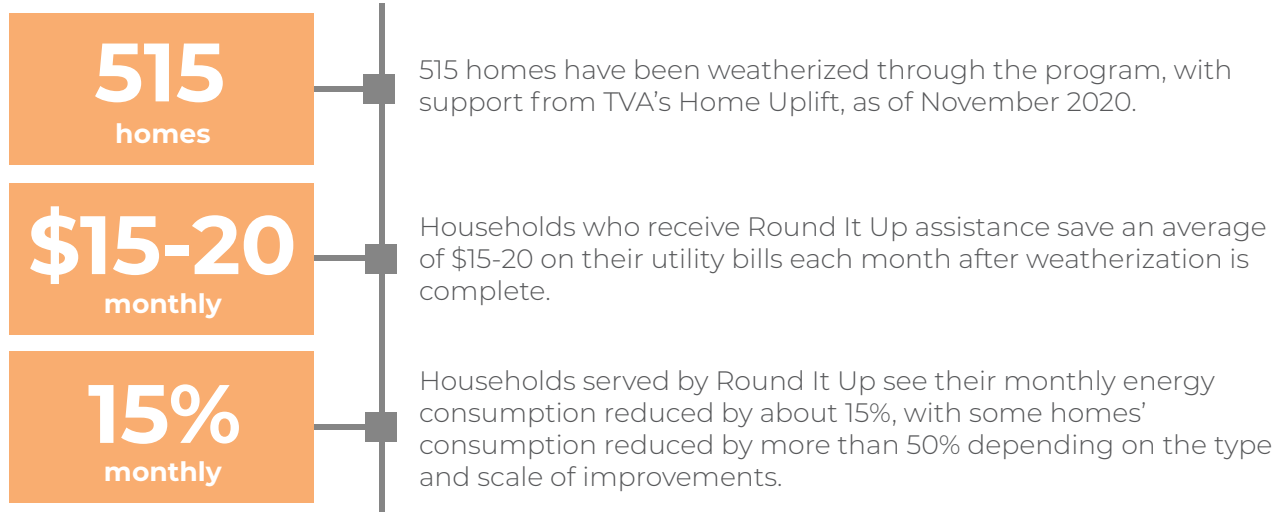
How - might we help our low-income
Customers lower their utility bills



Pictured: This question written in a KUB Energy Efficiency Strategic Initiative Team meeting guided the discussion to identify new ways to assist low-income customers.

Low-Income Weatherization

Through KUB's Round It Up program, customers may round their bills up to the next dollar, sending their change to help those in need of weatherization, providing a root cause solution for those with higher energy consumption. TVA's Home Uplift provides matching funds, and in 2020, KUB announced a new annual commitment of \$1 million for weatherization.





WATER EFFICIENCY ASSISTANCE

KUB launched in 2020 a new toilet replacement program to assist low-income customers on the Round It Up/ Home Uplift waiting list. The program provides direct installation of more efficient toilets, and in partnership with TVA EnergyRight® additional water and energy saving items, such as LED light bulbs, faucet aerators, and low-flow shower heads.

The program is expected to serve **500–800 homes per year**, with utility bill savings of up to **\$300 annually per household**.

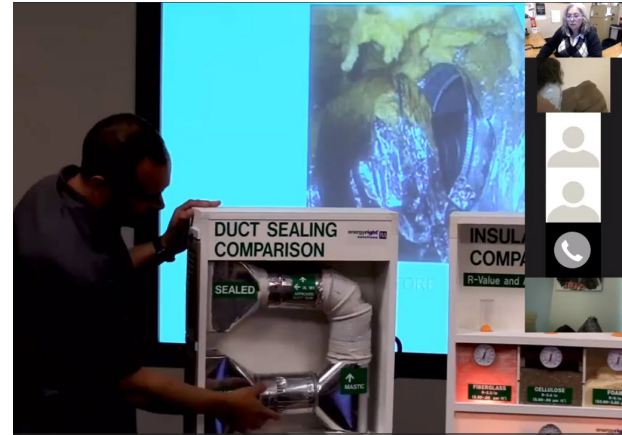
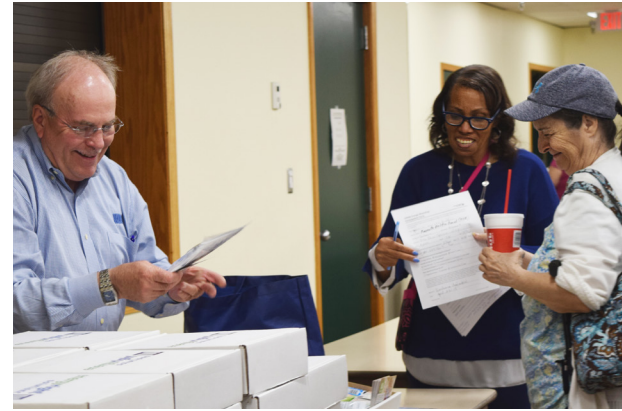
Pictured: KUB's Energy Efficiency Strategic Initiative Team met throughout 2020 to identify new ways to assist low-income customers.



Energy & Water Saving Workshops

KUB, in partnership with TVA EnergyRight®, provides Energy and Water Saving Workshops free to community groups and organizations that include interactive displays to illustrate how small changes can lower energy and water use. Participants also receive free conservation kits to start making simple changes in their homes.

In 2020, KUB introduced virtual workshops in the midst of the COVID-19 pandemic for participants to watch remotely in partnership with area organizations, including the Knoxville Area Urban League, Keep Knoxville Beautiful, and Socially Equal Energy Efficient Development (SEED).



Pictured top: Workshop attendees receive conservation kits in early 2020. Bottom: A workshop is presented virtually.

ENERGY & WATER SAVING WORKSHOPS

15
workshops

Throughout 2020, KUB presented 15 in-person and virtual workshops in the Knoxville-area community.

209
attendees

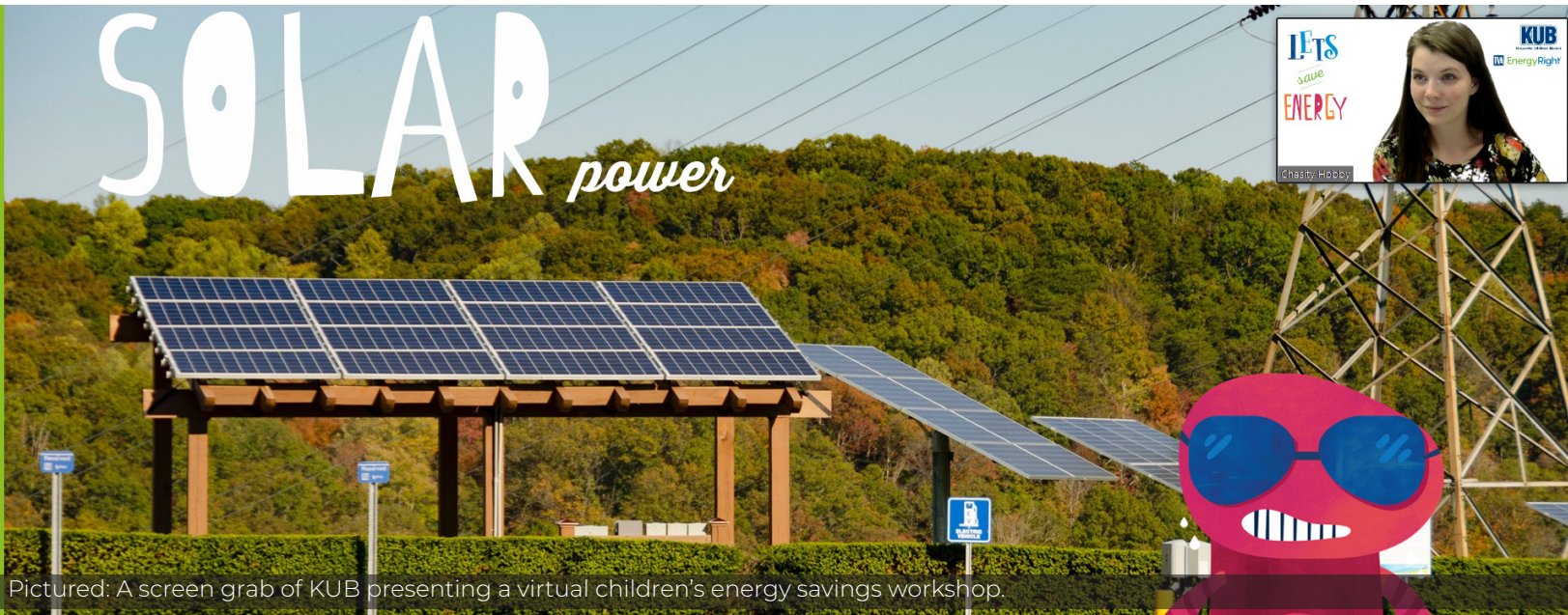
In 2020, 209 community members benefitted from a workshop, bringing the total number of workshop attendees to 846.





Children's Workshops

In 2020, KUB partnered with TVA EnergyRight® to introduce energy workshops especially for children. These interactive, virtual workshops feature the “Energy Monsters,” which teach kids about energy and educate participants on ways they and their families can save energy at home.



Pictured: A screen grab of KUB presenting a virtual children's energy savings workshop.

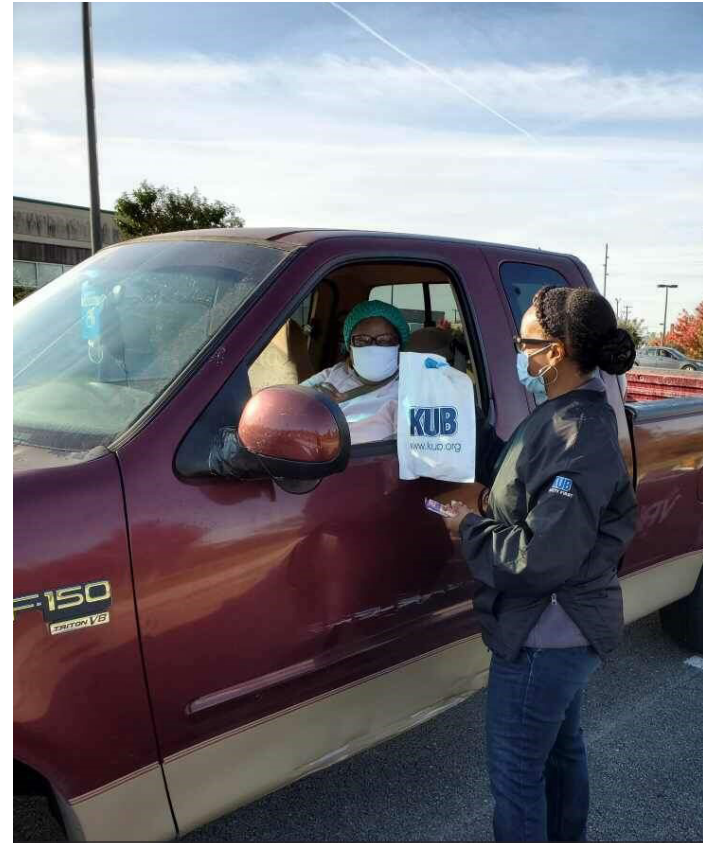


EDUCATIONAL APPEARANCES

KUB offers various educational opportunities in the Knoxville area, including safety demonstrations, classroom presentations, and more.

Despite the limitations of reduced or eliminated in-person events for the majority of the year, KUB found new ways to reach those who could benefit from this meaningful information.

This year, KUB conducted **45 educational appearances.**



Pictured: KUB participated in CAC's "Aging: A Family Affair" drive-through event, providing efficiency items and information to seniors.

“Thank you all so much for coming out yesterday morning for our first college and career fair. The children, teachers, and staff were so excited to see you there and to spend time with you. I want to thank you for speaking to about 240 kids in the span of two hours!”

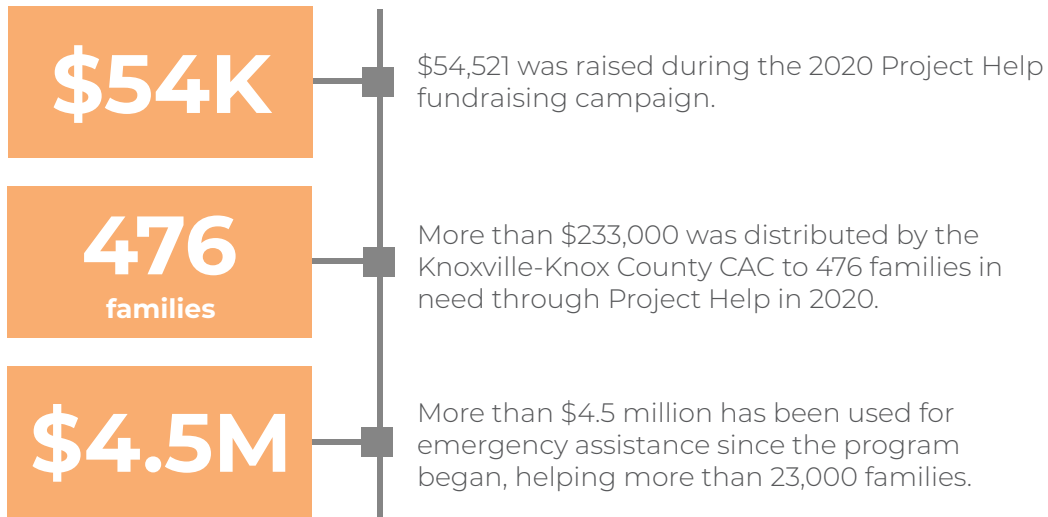
Lindsey Gilbert

Program Assistant, Great Schools Partnership
Belle Morris Elementary Community School
February 27, 2020



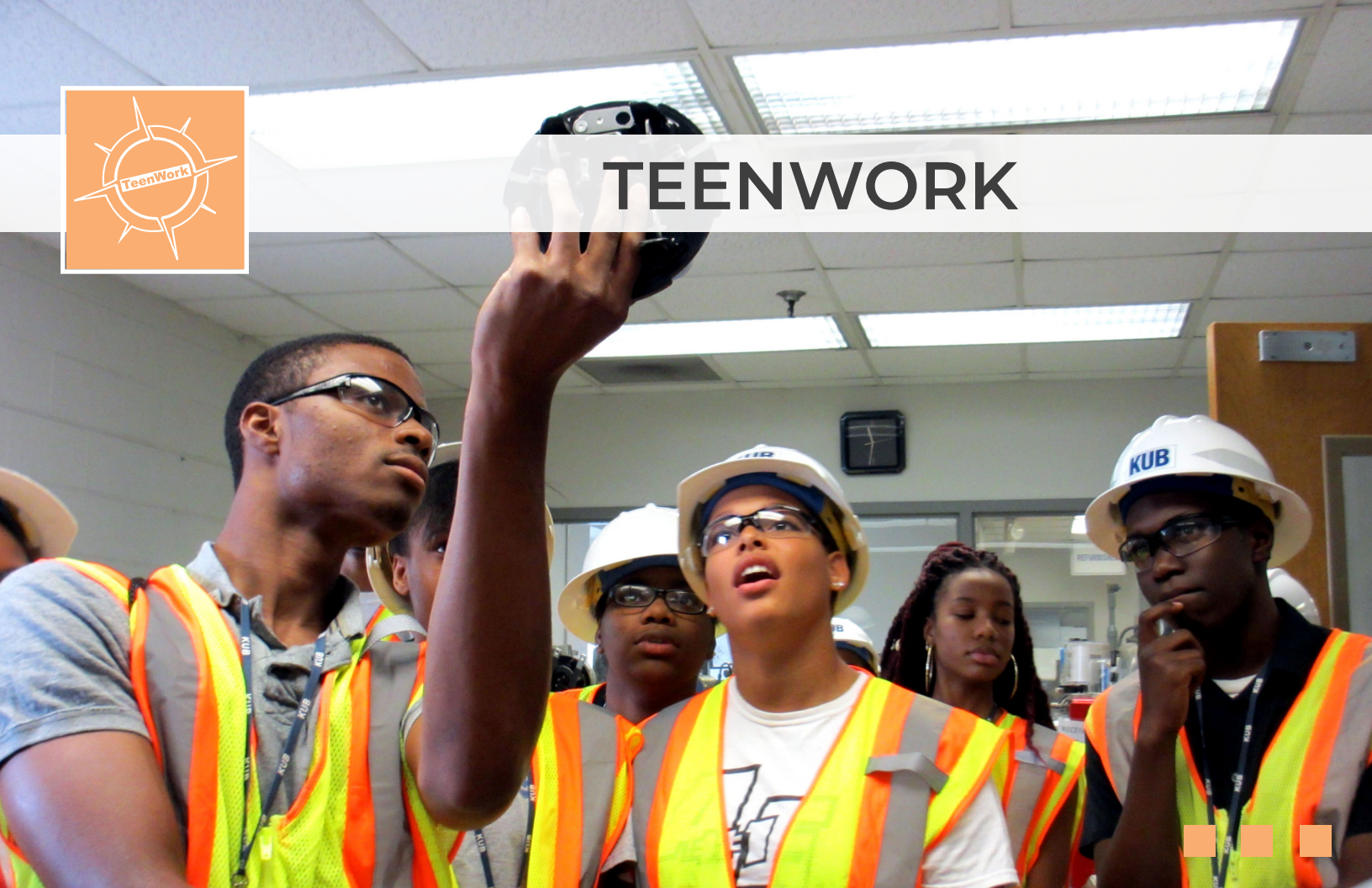
PROJECT HELP

KUB collects donations from customers throughout the year to support Project Help, which provides emergency heating assistance for those in need. During the COVID-19 pandemic, Project Help relaxed its income requirements in 2020 and secured more funds to help relieve the economic impact of the pandemic.





TEENWORK



25 Years of TeenWork

KUB has partnered with Austin-East Magnet High School for 25 years to offer students the chance to participate in the TeenWork career readiness program.

TeenWork students learn various skills, including resume building and interview etiquette. Students also learn the importance of teamwork and community involvement through team building exercises and volunteering.

KUB also interviews and hires TeenWork students for a summer-long position where they gain real world work experience.



TEENWORK

433
graduates

433 students have successfully completed the TeenWork program.

9
employees

9 TeenWork students are still employed at KUB full time.





“As a program alumni and mentor, I am honored to give back and help inspire the next generation of students to achieve success through the TeenWork program.”

- Jermon Bishop, former TeenWork student and current KUB employee



Pictured: Jermon Bishop, former TeenWork student and current KUB employee, interviews an Austin-East Magnet High School student for entry into the 2021 TeenWork class.



PERFORMANCE RECOGNITION



SUE KELLY COMMUNITY SERVICE AWARD

AMERICAN PUBLIC POWER ASSOCIATION (APPA)

KUB received the Sue Kelly Community Service Award from the American Public Power Association for its commitment to community service. The award was presented at the APPA's Public Power Connect: Virtual Summit & Business Meeting, recognizing efforts like KUB's low-income weatherization programs, educational outreach initiatives, the TeenWork program, and the Vol Time program.





“This award recognizes ‘good neighbor’ activities that demonstrate the commitment of the utility and its employees to the community. KUB participates in the communities it serves through programs and initiatives that directly connect with customers and cater to their unique needs. KUB has developed and facilitated programs that reach customers across a spectrum of those needs.”

Decosta Jenkins

Past Board Chair, APPA

President & CEO, Nashville Electric Service

Speaking during KUB's August 2020 Board of Commissioners meeting



PUBLIC POWER COMMUNICATIONS AWARDS

AMERICAN PUBLIC POWER ASSOCIATION (APPA)

The APPA awarded KUB two Excellence in Public Power Communication awards at its Customer Connections Virtual Conference in October 2020.

KUB received an Award of Excellence in the Web & Social Media category for pandemic response communications, which consistently provided updates on actions KUB was taking; business, operational, and procedural changes; and the reassurance that KUB's main goal, throughout an uncertain year and at all times, is to help customers.

KUB also received an Award of Merit in the Print & Digital category for its 2019 Community Relations Report. [Click here](#) to view the 2019 report.

