

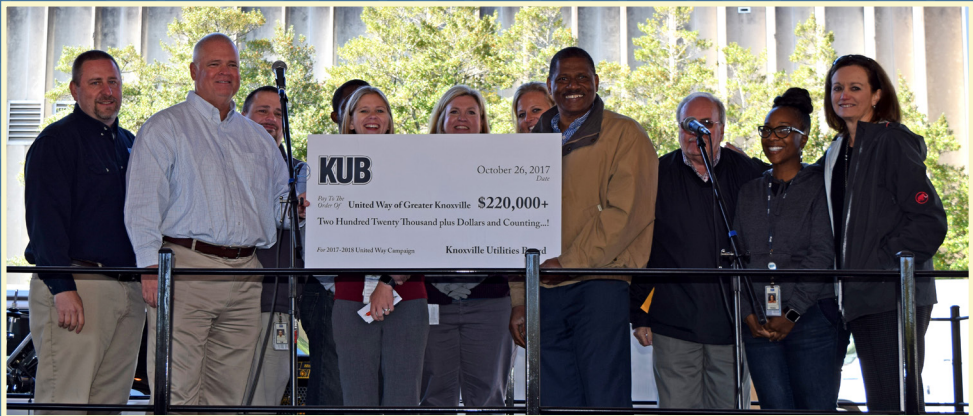


2016–2017 Community Relations Report

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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	

Community Relations



At its heart, KUB exists to serve our customers. And KUB employees truly show their hearts through all that they do both at work and in the community.

In our last customer survey, we received our highest-ever ratings from customers. I’m pleased with the ratings for our services—and our employees—and very proud of our high ratings for community involvement and environmental stewardship.

KUB wouldn’t have happy customers without happy employees. In 2017, KUB employees participated in a survey of local workplaces. Based on employee responses, the Knoxville News Sentinel recognized KUB as one of Knoxville’s Top Workplaces.

KUB employees have a service mentality that carries over from the work they do every day into volunteer efforts in our community and financial support for countless other charities. I am impressed every year by the turnout for our United Way events and KUB employees’ generosity that regularly helps us surpass our fundraising goals.

KUB employees care about our hometown—and we believe everyone can make a difference. This report shows some of the many things we do, from creek cleanups, to 4-H Electric Camp, to delivering Mobile Meals, living out our commitment to participate in the communities we serve.

Mirta Roach



Environmental Commitment

We’re proud to say that it’s an exciting time for environmental stewardship at KUB, both for our organization and for our community.

KUB operates in accordance with green business practices. An environmental stewardship team of employees from various departments works together to find opportunities to promote recycling, reduce paper use, and more.

Our employees also volunteer at environmentally focused agencies, like Ijams Nature Center and Zoo Knoxville. And they participate in Adopt-a-Highway, creek cleanups, and programs like River Rescue, EarthFest, and WaterFest, which helps educate area students about the importance of clean water.

In 2017, KUB opened the first public compressed natural gas (CNG) fueling station in Knoxville. The station replaces our aging facility and supports our goal to increase our CNG fleet to about 100 vehicles by 2020. It also supports growth in current and future CNG fleets in our area.

A new 50-kilowatt solar rooftop array for KUB’s Corporate Services Building reduces carbon dioxide equal to preventing emissions from 5,000 gallons of fuel consumed annually. It will also help KUB better support customers interested in installing their own systems.

Community Partnerships



KUB partners with other local agencies to help create positive change in our community. One long-standing partnership is with the Knoxville-Knox County Community Action Committee (CAC).

KUB and CAC partnered in 1983 to start Project Help, an emergency heating assistance program for low-income families. KUB customers can make one-time or monthly donations on their bills. KUB sends 100 percent of donations to CAC, which manages the program.

KUB also partners with CAC, Food City, Home Federal Bank, WVLT, WIVK, and the Knoxville News Sentinel for a four-week campaign to raise funds for Project Help. The 2017 campaign raised \$38,808, which will help fund assistance for struggling seniors or families.

Around the time Project Help began, KUB also added customer counselors to help direct customers who were having trouble paying their utility bills to resources available in the community. KUB was one of the first utilities in the country to employ licensed social workers. Today we have three counselors on staff.

KUB also worked with CAC, the City of Knoxville, and The Alliance to Save Energy to apply for a \$15 million TVA grant that funded the Knoxville Extreme Energy Makeover (KEEM). Keem weatherized about 1,300 homes from August 2015 to September 2017.

Working with the City and CAC, KUB implemented Round It Up (RIU) in 2015. The voluntary program rounds customers' monthly bills to the next dollar. KUB sends 100 percent of that money to CAC's Weatherization Assistance Program to help improve the energy efficiency of homes for low-income homeowners and renters.

Since May 2015, KUB customers have donated more than \$2.2 million through RIU. About 180 energy inefficient homes for low-income families have already been weatherized in our area, and many more homes are on the waiting list.



The way this community donates to Project Help shows just how much people care about and truly want to help their neighbors.

— Anna Freshour, Customer Counselor

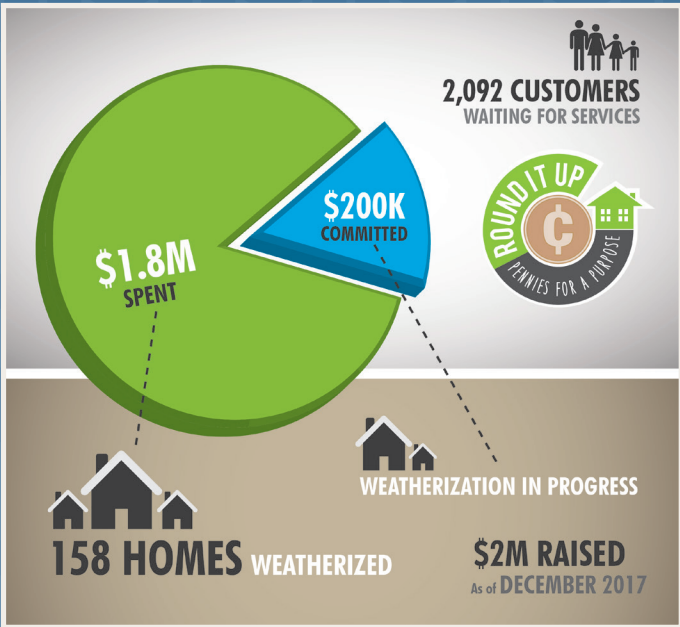
SHARE THE WARMTH

GIVE TO PROJECT HELP

Last year, hundreds of Knoxville families were kept safe and warm thanks to more than \$100,000 of your donations to Project Help. This year, the need will be even greater. Many who need your help are children and the elderly. Please do something heartwarming this winter and give.

FOUR WAYS TO WARM A HEART THIS WINTER.

1. Purchase a donation coupon at Food City.
2. Make a donation at any Home Federal Bank location.
3. Send a check to: Project Help, P.O. Box 59017, Knoxville, TN 37950.
4. Check the donation box on your next KUB bill.



Educational Outreach



The students of today are the workforce of tomorrow, and KUB wants to help them grow into their future roles.

KUB partners with Austin-East Magnet High School on the TeenWork Program to help students learn on-the-job skills and prepare for future jobs. To participate, A-E students must be nominated by a teacher or principal, must have a GPA of 2.5 or higher, and must complete a 13-week job skills program, which includes sessions on employer expectations, money management, and interviewing techniques.

Students who complete the program earn the opportunity to interview for a summer job at KUB or other participating business partners. The teens chosen for summer employment shadow KUB mentors who encourage them and challenge them to pursue their career interests.


Since TeenWork began in 1995, 392 Austin-East students have participated in the program. Some students also came back as college student workers or became full-time KUB employees.

Other education-related employee efforts include attending the annual Knoxville Schools Career Day, job fairs, and truck days at local schools. Representatives from different areas highlight various KUB departments, display equipment used on the job, and discuss the skills needed to succeed in our industry.

Sometimes KUB goes to the students, but sometimes we bring students inhouse. Through programs like Junior Achievement's Job Shadow Day, KUB offers students the opportunity to shadow employees and learn first-hand about the many jobs at KUB that might interest them.

Education is important to KUB, but safety always comes first. KUB employees volunteer each year to help more than 300 sixth- and seventh- graders explore the world of energy, electricity, and science at 4-H Electric Camp. 4-Hers learn about electricity, energy conservation, electrical safety, and more through fun-filled, "hands-on" activities, like wiring and building an extension cord.

In 2017, KUB stepped up its efforts to promote safety around electric lines. KUB Overhead Construction employees designed and built a high-voltage display trailer, which they took to the camp to demonstrate what happens when things like a branch or a balloon touch live electric lines.



KUB employees know the value of community service, and we want to help instill that value in TeenWorkers. We help each class plan and complete a community service project.

—Trina Gallman, TeenWork Coordinator



Vol Time

KUB has a proud tradition of stewardship and participation in the communities we serve. Our Vol Time program helps employees continue that tradition by offering up to eight hours of paid time annually for approved volunteer efforts in KUB's service territory. Employees displayed their volunteer spirit in 2017 with 464 employees volunteering 3,270 hours.

KUB encourages employees to use Vol Time hours in ways that are meaningful to them. About 80 employees from KUB Underground Construction and Overhead Construction departments, for example, teamed up to build a Habitat house. Others showed their community and holiday spirit by helping out at the Helen Ross McNabb Dear Santa Workshop and the Children's Hospital Fantasy of Trees.

KUB employees also frequently work with the Salvation Army, providing bell ringers and sponsoring Angel Tree children. In 2017, the Salvation Army presented its Helping Hands Award to KUB to recognize those employees for their hard work on behalf of the Salvation Army over many years.



In 2017, the Salvation Army presented its Helping Hands Award to KUB to recognize the many hours employees volunteered to help the Salvation Army over many years.



Below are some of the organizations KUB employees have supported through Vol Time:

<i>Alzheimer's Association</i>	<i>Emerald Youth Academy</i>
<i>Boys & Girls Club</i>	<i>Ijams Nature Center</i>
<i>SEED</i>	<i>Children's Hospital - Fantasy of Trees</i>
<i>Special Spaces</i>	<i>Big Brother Big Sister</i>
<i>Salvation Army</i>	<i>Mobile Meals</i>
<i>Random Acts of Flowers</i>	<i>Family Promise</i>
<i>The Love Kitchen</i>	<i>Habitat for Humanity</i>
<i>Special Olympics</i>	<i>The Children's Center</i>
<i>KARM</i>	<i>Ronald McDonald House</i>
<i>The Knoxville Zoo</i>	<i>Knoxville Area Urban League</i>
<i>Young Williams Animal Shelter</i>	<i>YWCA</i>
<i>Helen Ross McNabb</i>	
<i>Austin East High School</i>	

Habitat is a great way to give back. The families are very humble and thankful.

—Roy Wilson, OHC Lineworker

It was great to see everyone come together. Loved having a chance to make a difference.

—Philip Dyer, Underground Construction



United Way/KUB Cares

KUB Cares

KUB employees are able to do so much good for our community in part because of a dedicated group of employees who volunteer inside KUB. Our KUB Cares committee brings together employees from all over KUB who identify and promote volunteer and service projects throughout the year.

The committee periodically hosts Volunteer Fairs to help educate employees about needs in our community and ways to volunteer. They also help plan and implement KUB's annual United Way campaign and facilitate distributing about 70 angels from the Salvation Army Angel Tree gift drive.

KUB Cares representatives also help raise awareness for issues like domestic violence, breast cancer, and Alzheimer's. They promote volunteer opportunities, like fundraising walks and clothing drives, and help coordinate bell ringing volunteers for the Salvation Army Red Kettle campaign each Christmas season.

Here are a few examples of KUB Cares efforts from 2017:

- Book Fair to benefit Project Help
- Salvation Army Angel Tree and Red Kettle campaigns
- Medic blood drives
- Walks, including the Subway Race Against Cancer
- Clothing drives that benefit agencies like the Salvation Army and YWCA

United Way

Since 2007, KUB employees have contributed \$2.2 million to United Way, all from individuals who voluntarily donated a few dollars each pay check and participated in fundraisers.

Our past success shows that when we come together for a common cause, we can make big things happen. That held true in 2017, when employees once again exceeded the campaign goal of \$210,000 by raising more than \$226,000.

We put the "fun" in fundraisers by starting off with a KickOff Tailgate Party. Midway through the campaign, employees got together for Ducks, Dogs, and Dessert, a duck race/hot dog lunch sponsored by the KUB Employees Association.

The featured event at our closing campaign lunch was a CANstruction competition, where departments purchased cans to build structures of their own design. [Cans were donated to those in need.]

Our annual campaigns raise money, but they also raise awareness. Employees who learn about United Way agencies and see the need first-hand through tours, often use their Vol Time hours to go back and volunteer at those agencies.



I've participated in many events, including Angel Tree, Salvation Army Bell Ringing, Walk-A-Thons, and Special Olympics. They are all special in their own way. If one person benefits from you caring about them, that's a life changing moment.

—Reno Hall, KUB Cares member since 1998





www.kub.org