

# EETILITY COMPANY

## 2019 Benefit Corporation Report



Fiscal Year: 1JAN19-31DEC19

# Introduction

## Our Company

Founded in 2014 as a Benefit Corporation, we are an energy efficiency program operator specializing in the service delivery of the Pay As You Save® tariff on-bill financing system. We are passionate about our vision of **efficient and affordable energy for all** and we've set our minds on accomplishing this vision by working with forward thinking utilities to bring affordable and inclusive energy efficiency opportunities to every one of their customers. Our passion doesn't end with utilities. We recognize there are others who share similar ideas-- they are advocates, grass-roots organizations, non-profits, and more. We seek to partner with all like-minded thinkers in hopes to scale the PAYS® model on a national level. EEtility's service delivery of PAYS® provides utilities the business case confidence they need to realize that making cost effective energy efficiency investments on the customers side of the meter really can be a win-win for all!

## Our Team

EEtility is a team of innovators always looking for proactive solutions to the problems facing our communities. We come from all walks of life, united in the belief that energy and water saving devices, measures and equipment should be available and affordable for all. We envision a future where all the communities we live in are resilient and thriving and where our neighbor's quality of lives are not hindered by the high utility bills they pay. Instead their lives are improved due to the upfront investments in energy efficiency upgrades that forward-thinking utilities are making on their customers behalf.

## Our CEO



Right now, all utility types are coming to realize that making strategic and secure investments in energy efficiency on the customers side of the meter is the least cost and most environmentally and customer friendly resource that they already have. Whether you are a forward-thinking utility, a socially just advocate, a champion for the environment or somewhere in between, we want to hear from you. 2019 was an amazing year but we are just getting started!

-Tammy Agard

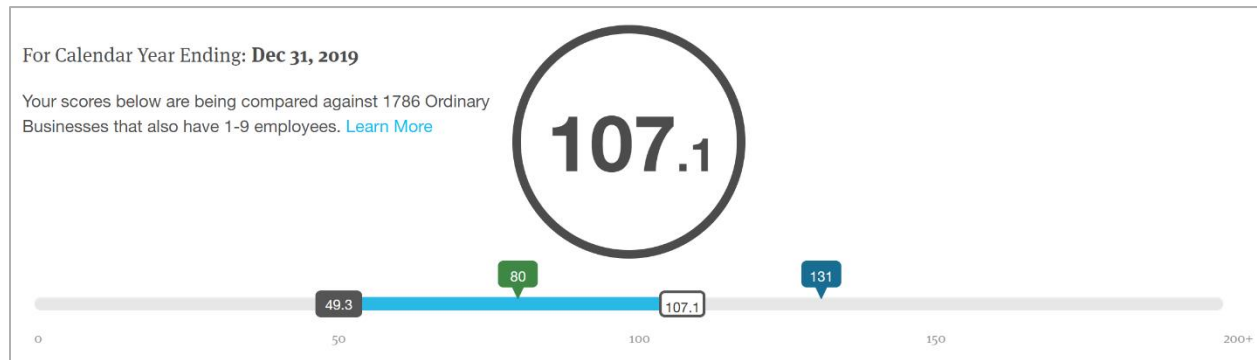
# B Impact Assessment

(Third-Party Assessment)

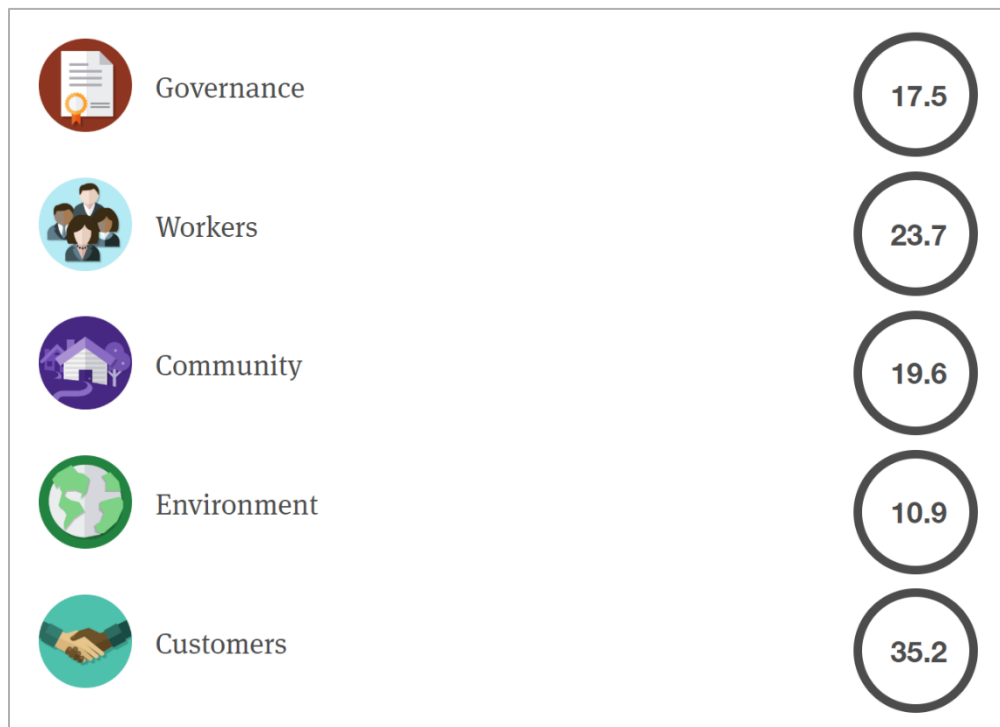
Per Arkansas Code 4-36-401 EETility conducted our third-party assessment through B Lab utilizing the *B Impact Assessment*. This assessment is used by over 11,000 benefit corporations, to include certified B Corps and supports those and many more companies through their continuous assessment of impact.

EETility’s impact score total and per category scores are below:

## Overall B Impact Score



## Impact Area Scores



## Impact Summary

### Governance

EEtility is owner governed and maintains continuity of governing through our mission statement and primary characteristics within that statement; **affordability, inclusivity, energy and water efficiency**. We consistently incorporate social and environmental considerations and our impact in our decision-making, employee training, and public education. We work with stakeholders and like-minded thinkers in formal and informal ways to gather analyze and share information to the public and to our employees at every level. We measure the success of our program through data collection and analysis and track these metrics per active program, per year, and for the entire life cycle of the program. We provide transparency of these metrics on our website, in our Benefit Report, to all Utility partners, and stakeholders.

We ensure our team operates efficiently through internal governance which is communicated to employees through an organizational chart, defined roles and responsibilities, and assigned managers. Managers hold team meetings weekly in order to synchronize on operations and strategy. We incorporate financial controls through internal two-person weekly review and third-party review annually. We apply internal transparency through informal sharing of financial performance and social and environmental performance to owners and employees.

We see needed areas for improvement as we work towards 2020. Two areas for improvement in particular are a) our formal internal processes related to reporting need better defining so that we can continue to ensure the utmost transparency while we also maintain utility confidentiality and b) we are in need of defining a more formal processes for how and what type of information we can share with industry stakeholders so we can give them the information they need to help us scale our efforts while we again, maintain our required utility confidentiality.

### Workers

EEtility is an employee-owned company with over 60% of current employees having ownership. We offer company consistency through hours, wage, salary, and benefits. All employees are full-time, receive all company benefits offered, and are paid at least the equivalent of a living wage for an individual and for a family. Over 80% of EEtility's employees are salaried. Company benefits offered to EEtility employees are: 80% cost-share of health insurance premium, holiday leave, paid time off, and a progressive parental leave policy.

Future improvement goals to support our workers is to offer retirement plans with company matching. We also aim to provide more opportunities for employees' continuing education and career development, internally and externally.

## Community

We at EEtility have a commitment to local economic stimulation and diversity, equity, and inclusion (DEI). Not only through the characteristics of our mission but also through the actions of our internal operations. We are a rapidly growing company that strives to participate in economic practices that support the local economy, local job growth, and community engagement. We are majority locally owned and operated in Little Rock, AR and majority woman and LGBT owned and led. We provide local economic stimulation through our hiring process at all program locations. In addition to good local economic practices through hiring, we also implement hiring practices that support DEI through analysis of job description language and requirements. As well as, ensure our internal employee handbook documents are inclusive. Our benefits offered support DEI and we adjust them as need through the simple understanding that not all people celebrate the same holidays, not all families are comprised of the same familial structure, and not all people are the same. We embrace and celebrate the differences that exist in this world.

We believe in the importance of diversity, equity, and inclusion and recognize that is an ever-evolving topic that we can constantly be educating ourselves on. Beyond continuous and constant improvement through company-wide education we can also improve on how we communicate to **all** our commitment to diversity, equity, and inclusion through more formal processes, as well as setting formal diversity improvement goals. We also will look at implementing paid time off for employees to participate in community service to give back even more to the local communities we serve.

## Environment

Our process and services offered are structured to conserve resources. In partnership with public and investor owned utilities, and municipalities, we operate the most inclusive resource efficient upgrade program through the on-bill tariff model PAYS®. PAYS® allows the utility to invest in resource efficiency upgrades for the customers and recover its investment over time using the forward savings. The totality of this process conserves whichever resource we apply it to-- electric, gas, and water. While removing the upfront costs to the individual participant that are normally associated with energy efficiency upgrades, we enable people to live in more energy efficient, comfortable, and healthier homes. Through this process we not only conserve resources but we also educate at every level from the homeowners to the utilities.

A long-term goal for EEtility regarding improvement on impact to the environment is to own our building and have it meet the requirements of an accredited green building. Other internal improvements can come from better tracking and monitoring

of our own resource consumption, understanding our own carbon offset, and seeking out alternative and renewable energy means for our operations.

## Customers

The common theme throughout this report is that our service provides benefits to the environment and the customer. Specifically, for customers or participants of energy efficient upgrades we provide economic support. Our business model hinges on providing cost-effective offers to customers. This means that after an assessment is complete and the energy analysts conducts data crunching through our modeled savings database, we can see if the proposed energy efficient upgrades will save the person money on their bill, whilst also paying the utility back through the tariff charge. This ensures each home that goes through energy efficient upgrades comes away cash-flow positive. The PAYS® on-bill tariff model supports inclusivity and often our cost-effective offers benefit low-income and economically disadvantaged populations the greatest.

EEtility is extremely proud of the way our mission and business model support the participants of our programs. Constantly monitoring and tracking if we are producing cost-effective offers is a necessity and we are ever improving the process.

## EEtility's Benefit Purpose

Through the incorporation, development, and growth of EEtility Company we recognize there are many secondary and tertiary benefits our work provides the public and environment. In efforts to quantify our benefits to the public we currently track kWh, CCF, and dollars saved for the participants and peak demand reduction and utility dollars invested into the local economy. These measurements are tracked per project and totaled annually.

### 2019 Participant's Total Savings

- 1,140,923 kWh
- 21,514 CCF
- \$181,540.22

### In Other Words...



#### Giving Power Back

Across our programs we saved participants a total of 1,140,923 kWh!



#### Total Savings

Across our programs we reduced our Utility partners peak demand by an average of 1.5 kW.



#### Giving Money Back

On average our programs saved participants \$822.51 a year on their utility bill!



#### Total Investments In Local Economies

Together our partner Utilities invested \$1,236,534.53 into their local communities.

## Conclusion

As we continue to grow and improve our internal and external operations, we keep our mission and the fact that we are a Benefit Corporation at the forefront of our decisions. We recognize and constantly try to educate ourselves in the ways we can improve through the analysis of operations, through the understanding of our Impact Assessment, and through stakeholders and like-minded thinkers that support us in our efforts. It is our goal to become a certified B Corp and to demonstrate our commitment to that goal we offer transparency and welcome feedback from all who visit our website or read this report. If you desire to know more about EEtility or want to provide comment or feedback please do so on our website or by emailing [info@eetility.com](mailto:info@eetility.com) .

Thank you for your time and interest in EEtility Company and our desire to provide *efficient and affordable energy for all!*

**EEtility Company**  
**2220 South Arch Street**  
**Little Rock, AR 72206**

### Owner's Contact Information

Tammy Agard  
CEO / Co-Founder  
[tammy.agard@eetility.com](mailto:tammy.agard@eetility.com)

Johnnie LaCaze  
CTO / Co-Founder  
[johnnie.laczaze@eetility.com](mailto:johnnie.laczaze@eetility.com)

Mikiel Butler  
COO  
[mikiel.butler@eetility.com](mailto:mikiel.butler@eetility.com)

Alisha Butler  
CDO  
[alisha.butler@eetility.com](mailto:alisha.butler@eetility.com)

Seth Baldy  
Sr. Energy Analyst  
[seth.baldy@eetility.com](mailto:seth.baldy@eetility.com)

