

DUKE ENERGY OHIO AND DUKE ENERGY KENTUCKY



COMMITTED TO OUR CUSTOMERS  
AND THE COMMUNITIES IN  
WHICH WE WORK AND LIVE



## Community Commitment

Helping our communities thrive and grow is important to Duke Energy. We have a long tradition of community support in Ohio and Kentucky and provide financial resources to a variety of worthwhile causes. In addition, our employees and retirees volunteer in virtually every community we serve.



**Charitable Giving:** During the past five years, Duke Energy Foundation's annual charitable giving in Ohio and Kentucky has averaged more than \$3.5 million. Grant requests are reviewed at a regional level and considered in the context of the needs of the community and in alignment with three focus areas: Community Vitality, Economic Development, and Energy Efficiency.



**Diversity:** Duke Energy realizes our communities are diverse and we seek to support local initiatives that reflect the customers we serve and the changing demographics of our region. Keeping diversity front and center helps us better understand and balance the needs of all of our stakeholders. It's also vital to ensuring employees of all backgrounds feel welcome and encouraged to contribute to our success.

**United Way and Fine Arts Fund:** Together with our employees, during the past 10 years, Duke Energy has been among the region's top 10 contributors to the United Way of Greater Cincinnati.

Our company also recognizes the value of a vibrant, diverse arts and culture community. We are proud that for the past 16 years Duke Energy has ranked among the top 10 Fine Arts Fund campaign contributors in support of arts and culture in the Greater Cincinnati area.

## Empowering Our Customers

Duke Energy understands that its customers are seeking affordable energy solutions. We are investing in technology that will drive energy conservation and programs that will help our customers manage their energy costs.

### Programs for Smart Energy Choices:

Duke Energy offers a variety of programs designed to help customers make smart energy choices. Our Smart Saver™ Incentive program makes energy efficient equipment more affordable. Convenient, easy-to-use Online Services tools help customers identify ways to save energy and money with information customized for their homes or businesses. Customers can view and pay bills online, or sign up for Budget Billing for greater assurance of monthly energy costs.

**Customer Care Programs:** In 2008, the Duke Energy HeatShare and WinterCare programs provided over \$378,000 in assistance to families in Ohio and Kentucky to help warm their homes without sacrificing necessities like food and medicine. Funded by Duke Energy customers, employees and shareholders, these programs help thousands of disadvantaged customers.

### Bringing Energy Savings to Schools:

Our company proudly supports energy education in schools. Duke Energy, in partnership with Scholastic, Inc. provides “Get Energy Smart” classroom materials for teachers, students and families. Through fun, interactive activities, we hope to instill energy efficient behaviors for a lifetime.



Since 1946, more than 9 million people have visited our lobby at Fourth and Main Streets to experience the wonder of the Duke Energy/CSX Holiday Train. Many adults who visited as children now bring their own children and grandchildren to the display, making this a true Cincinnati tradition for many families.



## Volunteers in Action

With more than 7,000 local employees and 2,500 retirees in Ohio and Kentucky, our employees and retirees have spent countless hours in virtually every community we serve giving back and serving those in need. In addition, Duke Energy has spent millions of dollars supporting causes and organizations that strengthen our communities.



**Global Service Events:** While volunteerism is a year-round commitment at Duke Energy, our annual Global Service Event showcases the power of our teamwork. During 2008, Duke Energy employees contributed to over 150 volunteer projects, assisting over 120 nonprofit organizations in 35 communities throughout the Greater Cincinnati region.



**Matching Gifts and Volunteer Grants:** The Duke Energy Foundation matches employee and retiree personal contributions to eligible charitable organizations. In addition, the Foundation provides monies for supplies and materials for our volunteers' "sweat equity" projects.



**In 2009, Duke Energy was recognized for our community involvement by various organizations from Su Casa to United Way. Each of our awards was accomplished through the hard work and dedication of our employees to our communities where we live, work and play.**

## Economic Development

Duke Energy's business is dependent upon the strength of the regions we serve. That is why we fully support the following three pillars to economic development.

**Business Recruitment:** Duke Energy has a century-long track record of helping the businesses we serve to thrive. We partner with state and local organizations to help existing businesses grow, while also attracting new businesses and industries to Ohio and Kentucky.


**Education:** We promote student achievement through partnerships with schools in both Ohio and Kentucky. Teachers can also order free materials and assessment tools to help their students learn about energy efficiency and to stay safe around electricity and natural gas.

**Urban Revitalization:** Duke Energy believes that a strong urban core is critical to the success of sustainable communities. We invest in several programs to make Cincinnati's urban region a "location of choice" for businesses, residents and entertainment.



**Duke Energy awards Community Investment Grants** to assist qualifying government and nonprofit organizations with projects that have a positive impact on economic development within our region.

## Energy Efficiency and the Environment



Providing the energy we need while protecting the environment is one of the most critical issues of our time. Duke Energy is committed to developing more-efficient electric generation, reducing emissions, and sourcing renewable energy alternatives.

**Energy Efficiency:** Duke Energy believes that energy efficiency is critical in serving the growing needs of our communities. We have implemented Smart Saver™ programs in both Ohio and Kentucky to help customers reduce their energy consumption. These programs help customers stretch their energy dollars while protecting the environment.

**Environmental Stewardship:** Every action counts. That's why Duke Energy is taking enormous steps to keep our environment healthy and doing its part to protect the planet. We are currently making investments that will allow us to meet our energy demands in greener ways by reducing coal plant emissions and exploring alternative energies such as wind and solar power.

Protecting our environment isn't just an idea for tomorrow. Today, we have several programs that enable customers to reduce their carbon emissions in affordable ways. We help customers reduce energy consumption and provide opportunities to purchase "green" energy. Customers are invited to visit [www.duke-energy.com](http://www.duke-energy.com) to complete an online home energy audit. The site also provides additional detail about how we all can reduce our carbon footprint.



**Jim Rogers**, Duke Energy CEO, is a founding member of the U.S. Climate Action Partnership, which advocates imposing mandatory limits on greenhouse gas emissions in all economic sectors.



**Julie Janson**, President Duke Energy Ohio and Kentucky

Duke Energy understands that our customers expect reliable, affordable energy. We're working continuously to build a smarter grid that will allow us to improve reliability, lower costs, and provide services that help us operate in environmentally friendly ways.

**Affordable Energy:** Duke Energy is a leader in the exploration and development of new technologies that provide smarter, faster and cost-efficient ways to conserve energy and money. Additionally, we have several programs to help customers manage their energy dollars such as Home Energy Audits, Budget Billing and Weatherization Programs. We also provide programs that help low-income families manage their energy costs.

**Service and Reliability:** Every day, Duke Energy delivers safe and affordable energy to more than 1.2 million customers in Ohio and Kentucky. We are continuously updating our infrastructure in order to provide consistent and reliable service. We also enjoy being part of a large, national company that can rely on additional resources if necessary during challenging operating conditions.



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