

REPORT

Climate Action, Planning and Development Electrical Operations

To: Mayor Johnstone and Members of Council
Date: June 26, 2023

From: Jackie Teed
Acting Director of Climate Action,
Planning and Development
File: 09.1742.02

Roderick Carle, General Manager
Electrical Operations
Item #: 2023-445

Subject: Energy Save New West 2022 Impact Report and 2023 Initiatives

RECOMMENDATION

THAT Council receive this report for information.

PURPOSE

The purpose of this report is to provide Council with an update on Energy Save New West program impacts in 2022, and to describe the 2023 initiatives that support Bold Step 3: Carbon Free Homes and Buildings, Bold Step 4: Pollution Free Vehicles and Bold Step 5: Carbon Free Energy.

EXECUTIVE SUMMARY

Energy Save New West (ESNW) launched in July 2013. It's one of the longest running and most comprehensive community energy efficiency and greenhouse gas emission (GHG) reduction programs in Canada. In 2022, the program spent almost \$100,000 on energy and carbon pollution reducing incentives and rebates directly to the resident and builder communities in New Westminster, funded through Electric Utility and CAPD budgets. The program continues to focus on a customer-centric approach which delivers personalized informational and technical support to navigate the complex, and interconnected, federal, provincial, utility partner and City programs. As the City continues to decarbonize our building and transportation sectors, the ongoing focus on

community energy efficiency and conservation continues to support resiliency in the City's electrical infrastructure. In 2023, ESNW will continue to deliver customer support and incentives and rebates, while identifying opportunities for additional data collection to support development of targeted program designs to improve program access and equity.

BACKGROUND

Energy Save New West (ESNW) launched in July 2013. It's one of the longest running and most comprehensive community energy efficiency and greenhouse gas emission (GHG) reduction programs in Canada. Led by the City of New Westminster, ESNW provides an on-the-ground and personal dimension to the carbon pollution reduction and energy efficiency objectives reflected in New Westminster's Official Community Plan, Community Energy & Emissions Plan 2050 (CEEP 2050), eMobility Strategy and Climate Emergency Declaration.

The program is designed and mobilized by City of New Westminster staff and a collaborative network of program partners and supporters including BC Hydro, FortisBC, Metro Vancouver and the Province of BC.

The focus of the program is to deliver a more personal and supportive experience that makes it easier for community participants to engage in energy efficient, low-carbon solutions and access incentives and rebates. The program solutions are designed to support a variety of community members which includes homeowners, long term residents and newcomers, strata councils and landlords, business owners, and builders and developers. The programs are continually working to identify opportunities to broaden the reach within the community. To date, ESNW has recruited over a thousand participants into five (5) program streams, which include programs for Existing Homes, New Homes, Multi-Unit Residential Buildings, Small Business and our Urban Solar Gardens.

Key program elements include:

1. High-impact, visible and locally-focused outreach, incentives and industry training initiatives targeting energy conservation, energy efficiency improvements and carbon pollution reductions in new and existing homes, multi-unit residential buildings and local businesses.
2. A comprehensive multi-year approach that provides a recognizable program brand for the community, bridging the inevitable shifts and changes in provincial and national energy efficiency incentives and rebates.
3. A full continuum of program supports and guidance to local homeowners and businesses for a straightforward and enjoyable customer journey from initial energy assessment through to energy upgrade implementation.

DISCUSSION

Although the ESNW program precedes the Climate Emergency Declaration of March 2019, it is an essential delivery agent that supports our community in its advancement of Bold Step 3: Carbon Free Homes and Buildings, Bold Step 4: Pollution Free Vehicles and Bold Step 5: Carbon Free Energy.

The following sections describe the programs that are supported through ESNW and the climate impacts achieved in 2022, what we have learned as it relates to our programs and participants, and a description of new initiatives we intend to pursue in 2023.

Energy Save New West Impact Summary

Milestones Reached in 2022 (since program launch in 2013):

- ESNW celebrated the 1000th registration in Existing Homes program
- Delivered the 100th e-newsletter issue

A table in Attachment 1 summarizes the impacts realized by the ESNW program either in 2022, or for the life of the program offer, where indicated in the comments column. Additional impact metrics available in the detailed Energy Save New West Program Report 2022 (Attachment 2).

Since launching in July 2013, ESNW has demonstrated the benefits of building partnerships and the foresight of taking a multi-year approach to program development, execution, and outreach to the local community. From a local government benefit perspective, ESNW demonstrates that small or mid-size municipalities can create and scale up their own community-based energy efficiency and GHG reduction programs to help realize their OCP targets and policy objectives.

2022 Learnings

- Significant increase in residential Heat Pump installations demonstrates that homeowner support, webinars and newsletters have increased market awareness.
- Energy Savings Kits containing easy to install energy saving products have not generated strong interest in the community if it requires in person pick up. Delivery options were preferred, which is already available through existing utility programs.
- There has been a significant increase in requests for information and support with at home EV Charging (observed through the ESNW program email, Climate Action email and EmpowerMe workshops)
- Limited data availability, both community based data and provincial and utility partner program participation data, limit the City's ability to develop targeted needs-based programs.

Next Steps – 2023 Initiatives

As a response to these learnings, the City is adjusting some aspects of our existing programs, conducting additional research into community needs as it relates to technical support services and guidance, identifying data needs, and advocating for data access.

The following describes the areas of focus being delivered on or developed in 2023:

Empower Me

- Empower Me will deliver a new curriculum component that is focused on electric vehicles (EV) and EV charging rebate programs due to increasing demand for this content.

Efficient Electrification

- Builder and designer trainings on the BC Building Code Energy Step Code, the new Zero Carbon Step Code, industry best practices and technology solutions.

Advancing New Construction Policy Planning

- Through ESNW, the City will engage with builders, designers, and developers of Part 3 and Part 9 buildings on the development of the Energy Step Code and Zero Carbon Step Code adoption schedule to identify program offerings to support capacity building and compliance.

Understanding our Community

- Ongoing technical and tactical support on all topics related to Federal, Provincial, Utility partner and City programs related to energy and emissions in residential, commercial and institutional buildings. This support is designed as a personalized and low barrier service.
- The City is scoping the potential for collaborating with neighbouring municipalities to engage with a company providing data collection services to local governments, to complete a thermal mapping exercise of the City. It was previously determined that it would be cost prohibitive for the City to take on this data collection without partnerships. This information can be used to target weatherization solutions for buildings and enhance community engagement in energy-efficiency and conservation.
- Ongoing advocacy to the Province and Utility partners, delivering energy efficiency and emissions reduction programs, to increase access to local participation and impact data.

INTERDEPARTMENTAL LIAISON

The Climate Action Division has consulted with the Electrical Utility in the preparation for this report.

FINANCIAL IMPLICATIONS

In 2022, the approved budget for the program was \$250,000. The actual program spend was \$206,000.

The program budget has been allocated in both capital and operating budgets. The capital component of the budget funds incentives and rebates, while the operating component funds program management, marketing, research and data acquisition. For 2023, the ESNW program budget is \$300,000. This budget reflects the need to maintain planned incentive and rebate funds to ensure programs continue to not become oversubscribed and to support meeting our energy and emission reduction targets. An incremental increase has been incorporated to accommodate additional community outreach to increase program uptake, data acquisition and identifying opportunities to expand program offerings.

The following table presents the breakdown of the program designed budget allocation for delivering services and incentives to the community.

COMPONENT	DESCRIPTION	PERCENT OF BUDGET
Managed Services	<ul style="list-style-type: none"> • Program Design / Mobilization / Management • Financial Planning & Budgets • Administration & Customer Handling • Management Systems & Processes • City Department Integration / Coordination • Multiple Partner & Stakeholder Engagement • Strategic Marketing • Managing Contractor Networks • Training & Education • Reporting & Professional Presentations • Website Development / Maintenance 	42%
Incentives / Rebates	<ul style="list-style-type: none"> • EnerGuide for Existing Homes (Rebate) • EnerGuide for New Homes (Rebate) • Heat Pump Top-Up (Rebate) • Passive House Demonstration Project (Rebate) • Smart Thermostat Program (Rebate) • Strata & Rental MURB Program (Incentive) • Equity Program for Multi-Cultural/Multi-Lingual Communities (Incentive) • Energy Saving Kits (Incentive) • Builder & Designer Breakfast (Incentive) • BCIT High-Performance Building Courses (Incentive) • Homeowner Workshops (Incentive) 	52%
Marketing & Communications	<ul style="list-style-type: none"> • Brochure Printing • Social Media Ads • Asset Development (Photography / Videos) • Display Advertisements / Digital Ads 	6%

OPTIONS

The following options are presented for Council's consideration:

1. That Council receive this report for information.
2. That Council provide staff with alternative direction.

Staff recommends options 1.

ATTACHMENTS

Attachment 1 – Energy Save New West Summary of Impacts 2022

Attachment 2 – Energy Save New West Program Report 2022

APPROVALS

This report was prepared by:

Leya Behra, P. Eng., Manager, Climate Action

This report was reviewed by:

Steven Faltas, Acting Senior Manager, Electrical Operations

Indeep Johal, Manager, Financial Services

Jacqueline Dairon, Acting Director of Finance

This report was approved by:

Jackie Teed, Acting Director of Climate Action Planning and Development

Rod Carle, General Manager, Electrical Operations

Lisa Spitale, Chief Administrative Officer