

ENERGY SAVE NEW WEST:

Program Update

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Prepared for:

Environment and Climate Advisory Committee

January 19th, 2022

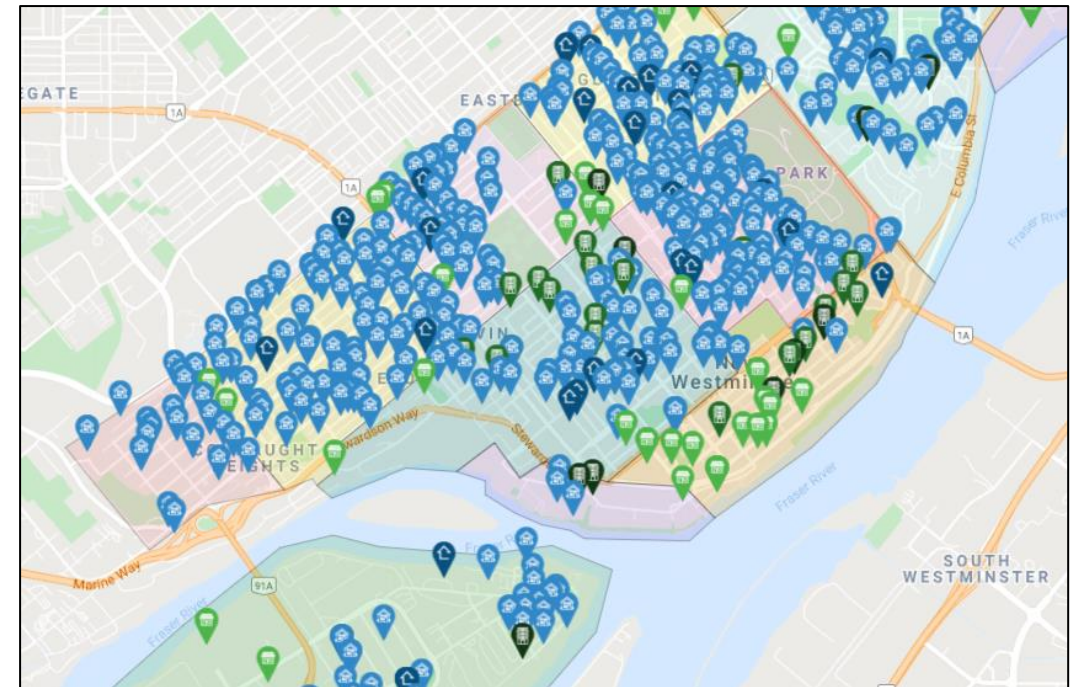
AGENDA

1. Energy Save New West

- 2021 Program Evolution & Enhancements
- ESNW Achievements and Analytics
- ESNW in 2022

2. Questions & Discussion

- | | |
|-------------------------------|--|
| Business | |
| Existing Homes | |
| Multi-Unit Residential | |
| Multi-Unit Residential Strata | |
| New Homes | |



2021 PROGRAM EVOLUTION & ENHANCEMENTS



EQUITY & INCLUSION

Program Augmentation & Enhanced Language Support

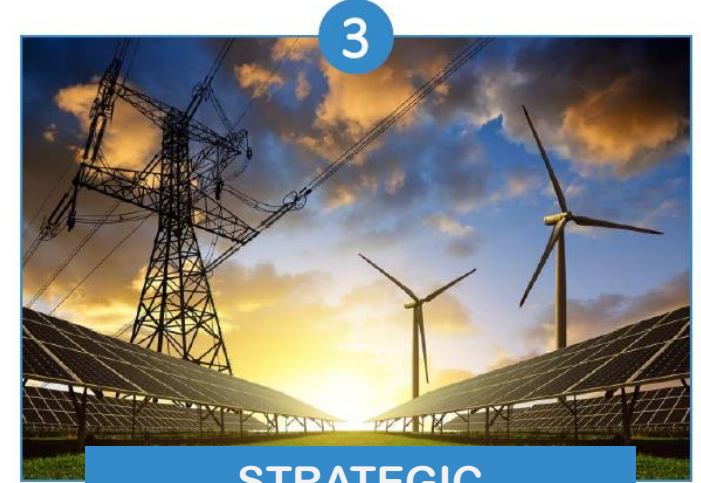
- ✓ Empower Me
- ✓ ESNW Website Multi-Language Support



INTEGRATION & COLLABORATION

City Collaboration & Program Integration

- ✓ Heat Pump Pilot with CEA
- ✓ Proposed Step Code Adoption
- ✓ CleanBC Better Homes
- ✓ Canada Greener Homes Grant
- ✓ NRCan Video / Case Study



STRATEGIC ALIGNMENT

Maximizing Opportunity

- ✓ Proactive Marketing & Enhanced Communications
- ✓ Workshops / Knowledge-Sharing
- ✓ New Pilot Program - Properate
- ✓ Asset Development

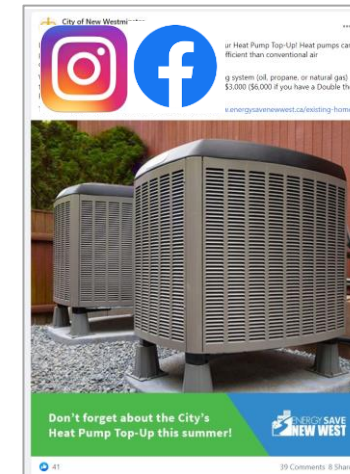
ENHANCED MARKETING & COMMUNICATIONS

✓ More Frequent and Easier Communications

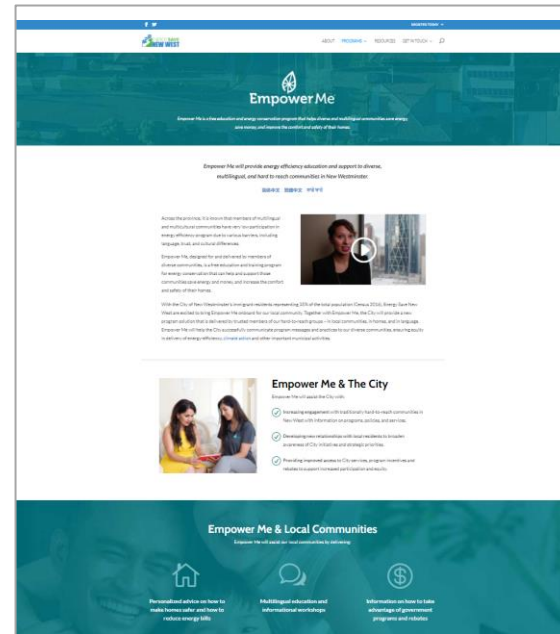
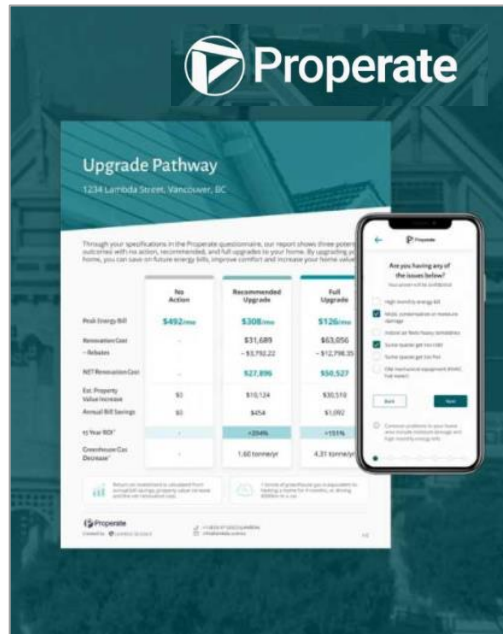
- City's Social Media Channels
- Multi-language Support
- E-News Updates (e.g. Survey /Webinar Reminders)
- Program Infosheet (Available in English, Mandarin, Cantonese, Punjabi)

✓ Asset Development for Better Engagement

- Photos of Local Homes and Streets
- Redesign of Touchpoint Materials



ENHANCED MARKETING & COMMUNICATIONS

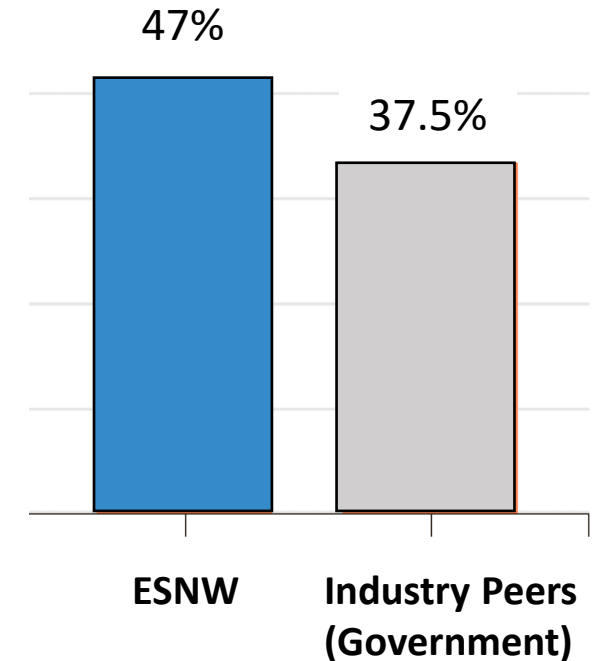


- ✓ ESNW Website Enhancement
 - New Program Webpage - Empower Me
 - Further Website Review/ Enhancement in Progress
- ✓ New Pilot Program – Properate
 - 19 Participants
- ✓ Heat Pump Webinar for Residents (Oct. 21)
 - Over 90 Registrants & 40+ Attendees

ESNW ANALYTICS - PARTICIPANTS

		2021 (Jan. 1 – Dec. 31)	2020 (Jan. 1 – Dec. 31)
Existing Homes Program Registrations		165	50
New High-Performance Home Construction		8 (Requirements changed in 2021)	10
e-News Subscribers	Existing Homes	852	754
	New Homes	245	211
Heat Pump Top-Ups		6 (4 in April – June)	2

E-Newsletter Open Rate

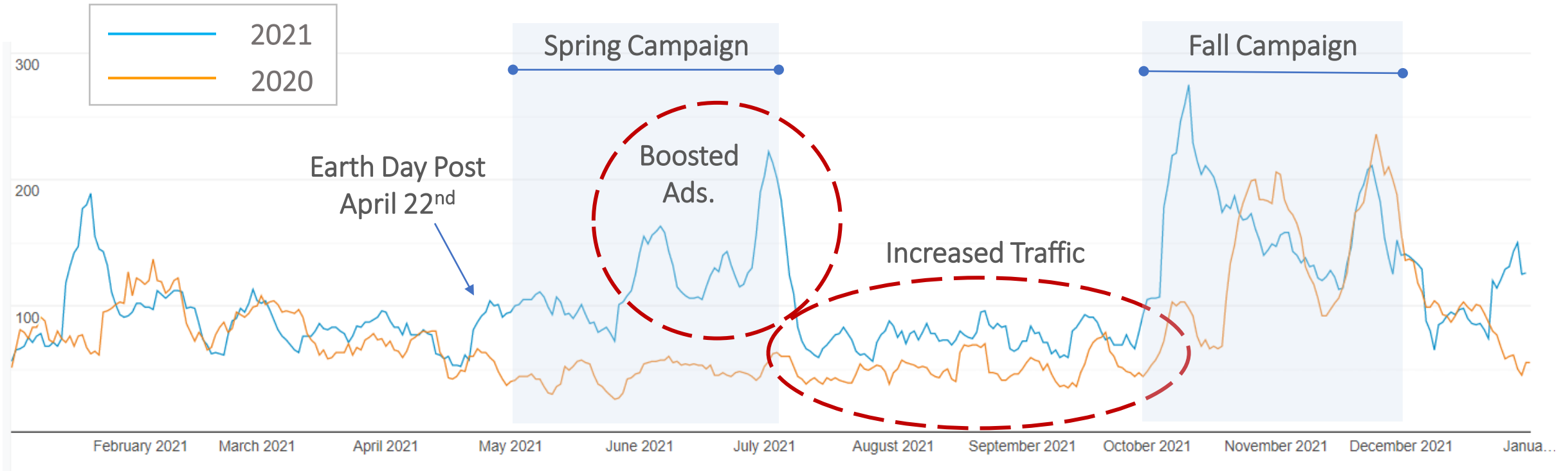


ESNW ANALYTICS - FACEBOOK/INSTAGRAM

Post Date	Post Topic	Boosted (No. of Days Boosted)	Reach	Engage-ment	Link Clicks
April 22, 2021	Earth Day	N	N/A	N/A	N/A
May 7, 2021	\$Free Pre-Retrofit Home Energy Assessment	N	N/A	N/A	N/A
May 15, 2021	General Rebates Up To \$15,000	N	875	1	N/A
May 22, 2021	Climate Emergency	Y (5)	3,938	248	23
May 29, 2021	Rebates – Multiple Measure Bonus	Y (5)	3,409	120	23
June 5, 2021	Empower Me	Y (5)	2,951	75	33
June 12, 2021	\$Free Pre-Retrofit Home Energy Assessment	Y (5)	2,430	62	37
June 19, 2021	New Pilot Program – Properate	Y (5)	2,134	74	20
June 26, 2021	Rebates – Heat Pump Top-Up	Y (5)	4,663	227	99
Aug. 16, 2021	Empower Me Workshop (Greener Homes)	Y (4)	7,111	96	85
Oct. 5, 2021	Fall Campaign	Y (12)	7,278	262	243
Oct. 18, 2021	Free Heat Pump Webinar	Y (8)	4,990	145	28
Oct. 30, 2021	Greener Homes / Solar Panel Rebate	Y (7)	6,059	165	31

ESNW ANALYTICS - WEBSITE

7-Day Active Users (2021 vs. 2020)



% Increase

Users

44.79%

4,018 vs 2,775

New Users

45.54%

3,985 vs 2,738

7-Day Active Users

129.09%

126 vs 55

Page Views

49.54%

10,822 vs 7,237

EXISTING HOMES

- Enhanced Marketing/Communications
- Introduction of Empower Me Program
- Integration of New Federal Greener Homes Grant Program
- New Pilot Program: Pushing Up Savings in Heating (PUSH)



EMPOWER ME ACTIVITIES

Workshops and Events

- 10 workshops - 100% target met
- 109 participants – 106% target met
- 125% target met for community partner communications

Program Awareness / Marketing

- Social Media - City Channels
- ESNW Media (e.g. blog, e-news)
- Local WeChat / Facebook

ESNW [Empower Me Webpage](#)

- Launched in June
- Available in Multi-Lingual Versions



New Westminster	Q1	Q2	Q3	Q4	Total	Annual Target	% Target	Definition
Participants	21	19	0	66	106	100	106%	Received 90 minutes of energy efficiency education including CNW education
Workshops	2	2	0	6	10	10	100%	90-minute online workshops
Community Partner Communications	3	0	5	2	10	8	125%	CNW messaging shared with community organizations

[Empower Me Activities]

'GREENER HOMES GRANT' PROGRAM INTEGRATION



Canada Greener Homes Grant

- Launched in late May
- ESNW supported through various marketing media. (e.g. blog post, e-news, City's social media channels)

SMART THERMOSTAT OFFER & PUMPING UP SAVINGS IN HEATING



Smart Thermostat Offer with Mysa

- 100%+ target met
- Subsidies issued for 375 thermostats for electric baseboards & in-floor heating.



Pumping Up Savings in Heating (PUSH)

- One-stop solution for heat pump installation: To better support existing homeowners in fuel-switching by providing a more accessible and affordable pathway to electrification.
- Proposed Implementation – Spring 2022 (TBD)

ESNW IN 2022

More Enhancements Proposed:

- Rental Apartment Efficiency Program
- BCIT High Performance Program Subsidies
- Strata Energy Advisor w/ Metro Vancouver
- Homeowner Education/Workshops
- Smart Thermostats for Heat Pumps
- MyHEAT - Further Discussions in Progress
- Website Further Enhancements



MAKE YOUR HOME A MORE COMFORTABLE PLACE TO LIVE.

Energy Save New West is our community energy program designed to reduce greenhouse gas emissions and make it easier for you to improve the comfort and energy performance of your home.

We provide local residents access to energy evaluations, as well as assistance with home upgrades and utility and government rebates that help you save energy and money. Our focus is to deliver a better home renovation experience that will make your house a more comfortable place to live.

PROGRAM FUNDING AND REBATES PROVIDED BY:

NEW WESTMINSTER, cleanBC, FORTIS BC Energy at work, BC Hydro Power smart

UP TO \$15,000
IN REBATES FOR HOME ENERGY UPGRADES

FREE*
RECEIVE A PRE-UPGRADE ENERGY EVALUATION

UP TO \$2,000
IN BONUS REBATES FOR MULTIPLE HOME ENERGY UPGRADES

NEW \$350
NEW WEST HEAT PUMP TOP-UP

GET STARTED TODAY!
ENERGYSAVENEWEST.CA
404.515.3818

SEE MORE FOR DETAILS
STARTING A RENOVATION? UP TO \$15,000 IN REBATES AVAILABLE

EARN HOW TO RECEIVE A FREE* PRE-UPGRADE ENERGY EVALUATION

HOW TO REGISTER

- GET STARTED**
Sign up online at 404.515.3818 to take the first step and gain access to exclusive upgrades and rebates. (FREE) value added Energy Coaching services for help with planning and managing energy goals.
- PRE-UPGRADE ENERGY EVALUATION Receive a FREE Evaluation***
Working with an Energy Advisor, you'll gain further understanding of your home's energy use with a custom report and Energy Guide rating that helps you make more informed decisions that fit your needs.
- HOME IMPROVEMENTS**
From air sealing and attic insulation to new windows and energy saving lighting systems, there are a number of opportunities to improve home comfort and reduce energy costs.
- REBATES FOR YOUR HOME**
Take advantage of up to \$15,000 in utility and government rebates with the Home Renovation Rebates Program from BC Hydro and FortisBC, along with incentives from the CleanBC Better Homes program.

GET STARTED TODAY!
ENERGYSAVENEWEST.CA
404.515.3818

HOUSE REPAIRS UP TO \$1,000
PAINTING UP TO \$1,000
BUILDING CONCRETE UP TO \$1,500
HEAT PUMP UP TO \$3,350

ENERGY EFFICIENCY UP TO \$300
WINDOWS & DOORS UP TO \$100

*Home Renovation Rebates Program and CleanBC Better Homes program available for BC Hydro and FortisBC customers including 10% of New Westminster residents living in single detached, duplex or townhouse only. Incentive details at www.betterhomes.ca. The \$350 and rebates 200% of your cost in rebates.

Home improvements can be a complicated and stressful process but Energy Save New West's In-Home Energy Coach was able to provide us with objective advice and helped us prioritize our home upgrades so we could gain access to the latest grants and incentives.

- SCOTT MORRIS, NEW WESTMINSTER RESIDENT



ESNW 2021 Year End Infographic

- Highlights notable achievements from 2021 and new initiatives for 2022.
- Shared through emails, e-news, blog post and social media post.





QUESTIONS?

Thank You!

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