



Report to: General Committee

Date Report Authored: May 24, 2012

SUBJECT: Enbridge Community Retrofit Pilot
PREPARED BY: Graham Seaman, Ext. 7523

RECOMMENDATION:

- 1) That Markham partner with Enbridge Gas Distribution and others to develop and implement a natural gas conservation pilot community retrofit in postal area L3P;
- 2) And That up to \$25,000 of funding from account 230-10153999345 Green Print Community Sustainability Plan be allocated for marketing and promotion of this pilot to the Community;
- 3) And That, funding be contingent on Greenprint messaging and Markham branding appearing in all program marketing materials to the satisfaction of the Sustainability Office and Communications and Community Relations;

And that Staff be authorized and directed to do all things necessary to give effect to this resolution.

PURPOSE:

The purpose of this report is to gain Council's endorsement and support to participate and fund \$25,000 for an innovative natural gas conservation pilot program in partnership with Enbridge Gas Distribution, Scotia Bank, Direct Energy, Lowes and PowerStream.

BACKGROUND:

In order to achieve Enbridge's energy conservation and demand management targets that are required by the Ontario Energy Board, they have developed a suite of programs. One program is targeted community engagement and incentives for energy conservation retrofits that achieve real natural gas consumption reductions.

To pilot the community energy retrofit, Enbridge developed an evaluation criteria set to target a postal code area. The criteria used were; higher than average energy consumption, household income, age of housing stock, large number of single family dwellings and a large number of initial EcoEnergy audits completed but less than half of those participants completing the post retrofit audit.

Enbridge applied this criterion to their entire service territory and narrowed it down to postal codes in a couple of communities, but elected to select the L3P postal code area because of Markham's past willingness to partner on initiatives like solar thermal roof tops and community energy benchmarking.

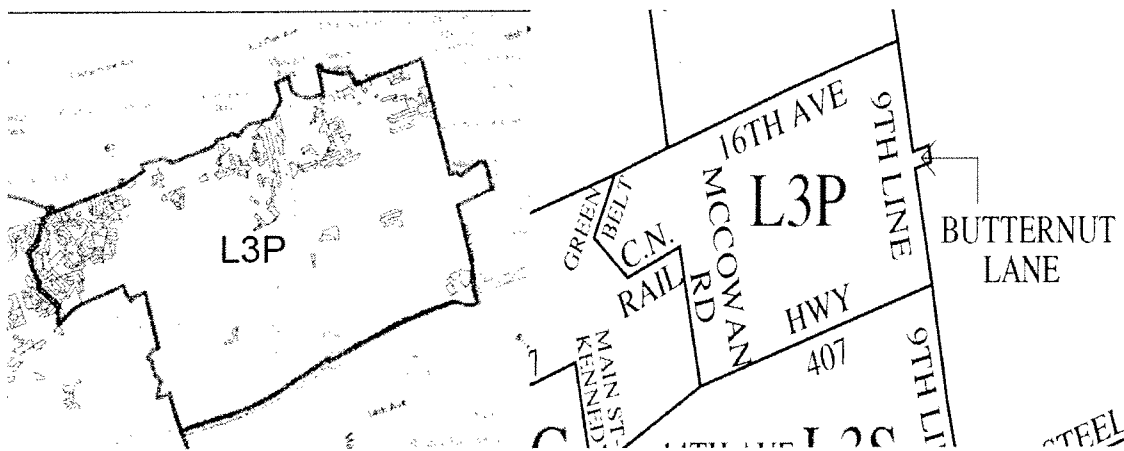


Figure 1: L3P Postal Code

Since the discontinuation of the EcoEnergy incentives from the Federal and Provincial government, incentives for energy conservation are left to utilities as part of their distribution licenses with the Ontario Energy Board. Therefore Enbridge is offering a performance incentive of \$2/m³ of natural gas, to a maximum of \$1,100 per household for retrofits completed. Additional incentives are available through PowerStream's saveONenergy program if electricity savings are achieved. Enbridge will offset the \$300 initial audit cost by 50% or \$150. In total, Enbridge has budgeted \$525,000 for incentive, project management and marketing for this program.

OPTIONS/ DISCUSSION:

Enbridge is proposing that Markham participate in the program through in-kind staff time and a cash contribution of \$25,000. Staff in-kind contribution will include participation in the pilot project management team, community event support and marketing and promotion support. The cash contribution will go toward marketing and promotion program design & management and materials. In return staff have requested that Greenprint information and Markham branding appear on all materials.

Promotion and marketing material to be developed by Enbridge in partnership with Kreative Rehab will include; direct mail, bill inserts, dedicated web site, newspaper ads, neighbourhood messaging, focused education and engagement through schools, neighbourhood events and other outreach initiatives.

Council endorsement and support of this program will significantly enhance this program. It would be ideal if members of Council that reside in this postal code area were to become early adopters and/or champions of this pilot.

Additional partners that have committed include; Scotia Bank, Direct Energy, Lowes and PowerStream. Their contribution and offering details are being worked out.

The proposed voluntary program will utilize the EcoEnergy audit process of an initial audit that includes an inventory of the current heating, ventilation and air conditioning

(HVAC) equipment, blower door test, calculated EnerGuide rating and recommended retrofits. The home owner will then make the retrofits that best fit their budget and interest. Once the retrofits are complete the closing audit requires bills for work completed and photos to illustrate any insulation installed, another blower door test and a recalculation of the EnerGuide rating. This information will be used to calculate the incentive.

It is recommended that Markham join this partnership to deliver focused energy retrofits to one of our neighbourhoods. The partners that Enbridge have lined up are very excited and will be offering unique products to support this retrofit program. It is expected that the level of effort to deliver this program will be much less than if Markham were to develop and deliver on its own. This retrofit pilot fulfills a variety of Greenprint goals, within the Energy and Climate priority, Innovation and Leadership and General recommendation sections.

FINANCIAL CONSIDERATIONS AND TEMPLATE: (external link)

Account Name	Account #	Budget Amount	Spent to Date	Committed	Budget Available	Amount to Allocate to this project	Budget Remaining
Green Print Community Sustainability Plan	230-10153999345	284,222	79,095	23,002	182,125	25,000	157,125
Total		284,222	79,095	23,002	182,125	25,000	157,125

HUMAN RESOURCES CONSIDERATIONS

n/a – no additional resources required

ALIGNMENT WITH STRATEGIC PRIORITIES:

This program aligns with the following Greenprint recommendations:

94. Seek opportunities to reduce air, water and land pollution from transportation, buildings and industry.

149. Coordinate regeneration efforts focused on infrastructure modernization, public engagement, and socio-cultural aspects of neighbourhoods to respond to issues related to climate change and increasing energy costs.

223. Continue to build and facilitate partnerships among governments, agencies, non-governmental organizations, institutions, and the business community to align common goals and objectives and to avoid duplication of services.

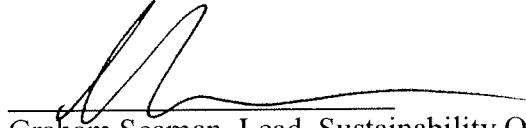
224. Continue to seek out funding opportunities for implementing the strategies and build funding partnerships between departments, other levels of government, businesses and the community.

225. Continue to build capacity and provide strong leadership within and beyond local government to achieve sustainability and to share learning and experiences.

BUSINESS UNITS CONSULTED AND AFFECTED:

Communications and Community Relations

RECOMMENDED BY:

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Graham Seaman, Lead, Sustainability Office

A handwritten signature in black ink, appearing to read 'A. Taylor', written over a horizontal line.

Andy Taylor, Chief Administrative Officer

ATTACHMENTS:

n/a