

The background image shows a modern building with a stone wall on the left and large glass windows on the right. A white air conditioning unit is mounted on the stone wall. The image is dimmed to allow text to be overlaid.

Home Energy Navigator

PROGRAM OVERVIEW



Introduction

The Home Energy Navigator Program provides retrofit navigation support for homeowners in the capital region from start to finish.

- Program launched November 2022 in the Capital Regional District and City of Vancouver
- Expanded into the Regional District of Nanaimo Sept 2023
- Expansion into the Comox Valley Regional District Jan 2024
- Modular and flexible, accommodating interest from Regional Districts and Municipalities to facilitate customized funding in those regions
- In total we've had more than 650 registrations across all regions

Participants receive support from getting started through celebrating upgrades.



Program Goals

1. The Home Energy Navigator Program seeks to empower residents to complete more, deeper energy efficient upgrades
2. Better understand what and why homeowners are completing upgrades
3. Reduce knowledge and acceptance barriers to adopting energy efficiency measures
4. Work with industry and municipalities to build responsive support that is beneficial to residents and contractors
5. Fill the 'project management' gap frequently identified by both homeowners and industry

Need help navigating complex upgrades?

Connect with a free Energy Concierge today!

[Sign-up now](#)



Home Energy Navigator: Retrofit Roadmap

The Home Energy Navigator program offers a five step process to support you through your home energy retrofit journey. Whether you are just starting, or halfway through, we are here to help.



Greater Victoria and City of Vancouver

The Home Energy Navigator Program is available to residents of the Greater Victoria Region and City of Vancouver. Participants are connected with an Energy Concierge, who will be available throughout their upgrade project to answer questions, provide support, and give local, expert advice and guidance to navigate the complex world of home energy upgrades.

Are you a resident of a different community?

Check out the [participating communities here](#).

New to the program? It all starts here!

1 Sign-up to connect with your Energy Concierge

We'll connect you with an Energy Concierge who will discuss your project in a free virtual consultation, advise on next steps, and provide support throughout your retrofit journey. Complete a program intake form to outline key energy efficiency concerns as well as upgrade goals for your home and we'll provide ongoing support.

[Sign-up now →](#)

What step of your home energy upgrades are you on?

2 I'm planning and choosing upgrades

Connect with your Energy Concierge for support in choosing contractors and quotes that fit your goals. We'll review your quotes, your intake form, and chat with you to provide a Contractor Selection Report and Quote Comparison Report to help you make informed choices for your home.

[Tell us about your plans →](#)

3 I'm getting the work done



WHO
WHAT
WHERE
WHY
WHEN

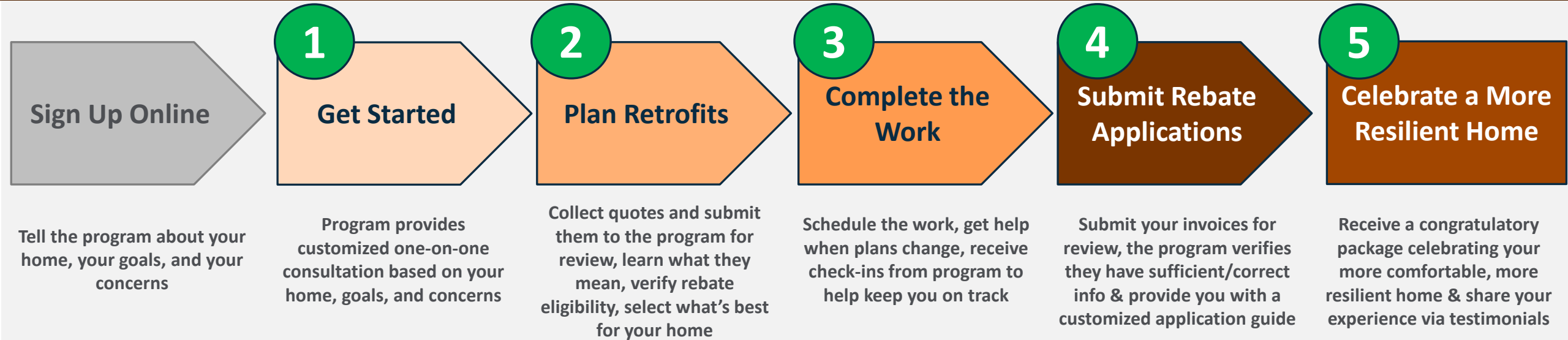
Overview



Program Supports

- Promote the program to increase Comox Valley Regional District (CVRD) residents' awareness of the Concierge Service
- Deliver start-to-finish retrofit support that:
 - Provides information, advice, and guidance without pressure to implement retrofits.
 - Reduces barriers to completing upgrades, especially converting from fossil fuel to electrical heat pump space heating
 - Work with residents who are facing barriers to completing upgrades to access resources, advice, and programs
 - Advises on renovation approach to incorporate House-as-a-system concepts
 - Provides objective advice throughout the retrofit process, including quote review and context for differences between quotes.
 - Provide guidance and confirmation that proposed upgrades are eligible for rebates, and assistance in completing rebate submissions as needed.

Retrofit Roadmap – Participant Journey



Start-to-Finish Concierge Services

Support available for those who need it	Free Virtual Energy Consult & Report	Understanding Quotes	Clarify Impacts of Changes on rebates	Documentation Review	Celebration Bundle
	One-on-One Consult with an Energy Expert	Selecting a Contractor	Get help as needed	Customized Rebate Application Guide	Provide Testimonials & Photos
	Expert Advice on Where to Get Started with a Retrofit	Understanding an EnerGuide Report	Concierge conducted regular check-ins to maintain momentum	Verification that Upgrade Meets Rebate Requirements	Dedicated, Personal Testimonial Page to Share
	Support for Hard of Hearing available	Understanding House-As-a-System		Proactively Catch & Address Issues	

Who We Work With



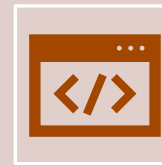
All staff working on this project have undertaken extensive training covering rebates and incentives, building science, home systems technologies, and client services.




Support staff were selected based on their extensive experience providing energy coaching, outreach and engagement support, program administration, financial management, program development, and training.





City Green also partners with Energy Experts who are Certified Energy Advisors, energy consultants, or energy modelers with extensive experience and training in building science, house-as-a-system, and residential energy retrofits, and are excellent communicators.





We engage Caorda Web Solutions for web development and marketing, SEO, and tool development. Caorda is an experienced website provider, and advisor on website tools, website analytics, and marketing.


 Expand the existing Home Energy Navigator Program into the Comox Valley Regional District to reduce development time and cost

 Leverage the existing and well-established Home Energy Navigator program to efficiently and effectively deliver marketing, support, materials, communication, and recruitment supports.

 Work with and engage knowledgeable industry professionals to provide reliable and objective third party advice

 Localize the program and take a client-first approach that meets participants where they are

 Emphasize equity in program design to reduce or eliminate as many barriers to entry as possible

 Compliment existing rebate and financing programs by providing service that identify and fill gaps rather than duplicate existing efforts

 Collect, analyze, and report on regionalized data for participating communities

Our Approach



Equitable Program Design

Key program design and delivery considerations include:

- Make it easy to participate, especially for underserved communities
- Listening and responding to community needs
- Eliminating or minimizing financial and energy burdens on participants
- Integrating community benefits where able
- Integrate and align with other services to increase program efficiency and reduce confusion
- Prioritize careful and thoughtful services that seek to avoid unintended consequences
- Collaborate with key stakeholders to support underserved communities
- Incorporate data collection and assessment that empower iterative and thoughtful design and track progress
- Collaborate with key stakeholders to support long-term commitments to communities



Participating Regions

At the January 03 2024 Launch the following communities will be supported:

- Electoral Area A (Baynes Sound – Denman/Hornby Islands)
- Electoral Area B (Lazo North)
- Electoral Area C (Puntledge Black Creek)
- K'ómoks First Nation

The following communities can be integrated into the supports as funding, interest, and priorities are identified:

- City of Courtenay
- Town of Comox
- Village of Cumberland



Delivery Schedule

Phase	Summary	Schedule Estimate
Kick-Off Meeting	<ul style="list-style-type: none"> Review work plan and schedule Identify key roles & contacts 	October 2023
Program Development	<ul style="list-style-type: none"> Regular reporting on development progress with key CVRD contacts Gather and assess baseline data to build target audience profiles Develop marketing & recruitment plan in collaboration with CVRD Localization of program 	October 2023 – December 2023
Website Development	<ul style="list-style-type: none"> Integrate CVRD region into website 	December 2023
Pre-Launch Review	<ul style="list-style-type: none"> Review program design and process with CVRD 	December 2023
Launch	<ul style="list-style-type: none"> Launch Program Begin marketing according to marketing & recruitment plan 	January 03 2024

ENERGY
CONCIERGE

Budgeting



Support for Each Home

Support is variable with an average of 5.5 hours of support available per home. The variable approach allows for invoicing only those hours that are used and extending the budget where homes use less than average time.

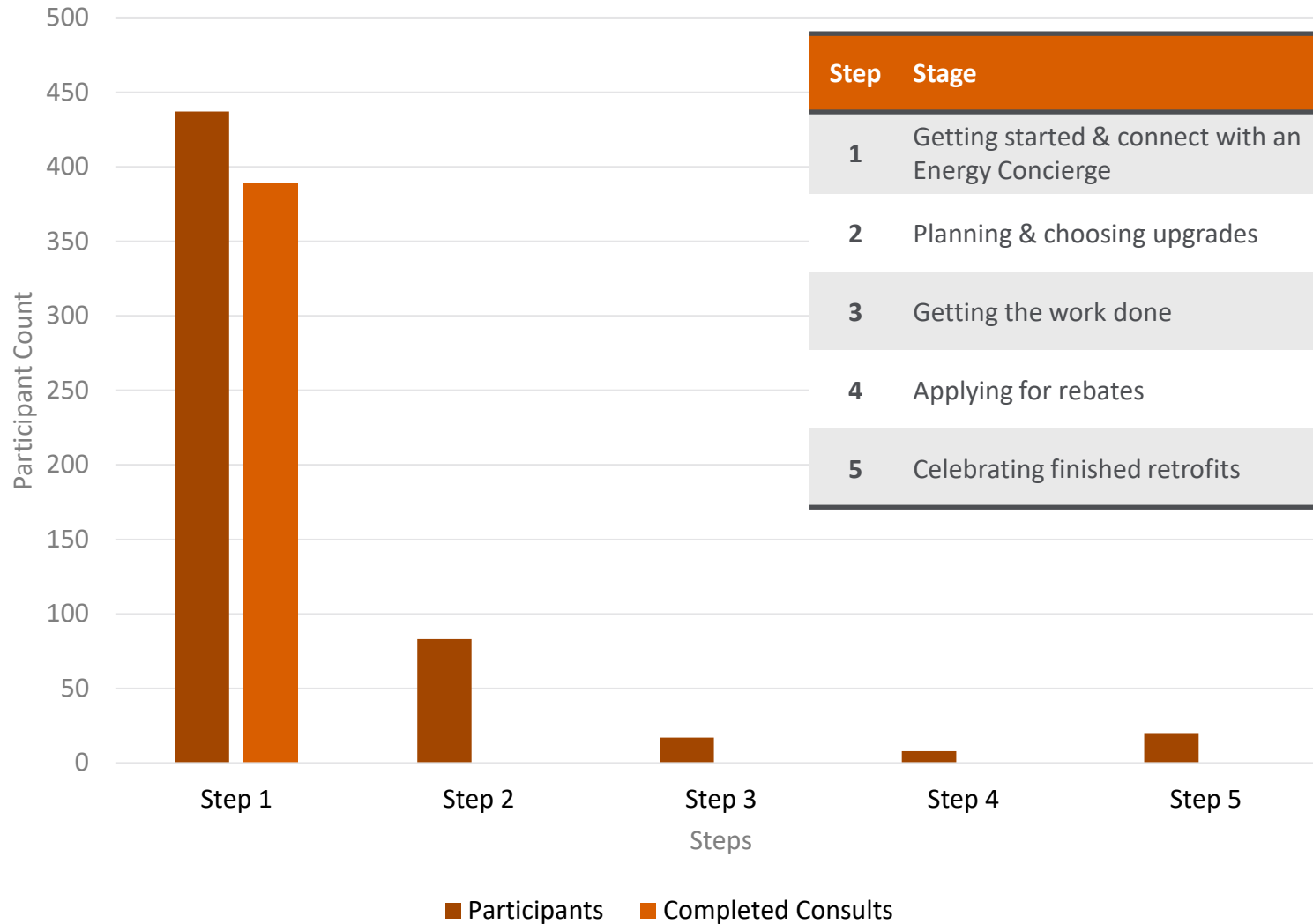
Municipalities can contribute to the Regional District as their budget allows.

Homeowner Support Categories	Average Hours per Home	Avg \$ per Home
Client Services	0.50	\$ 25.00
Virtual Home Energy Check-Up	2.00	\$ 200.00
Retrofit Support (Review, Plan, Compare, Select)	2.00	\$ 150.00
Rebate, Financing, & Documentation Support	1.00	\$ 75.00
Average per Home	5.50	\$ 425.00

REGIONAL
REPORTS

Example Data & Reports

Program Status



Monthly Status Updates

Monthly status reports will provide a high-level overview of participant progress through the program similar to this example.

Participants move at their own pace and access services as needed.

Energy Concierges regularly check in with participants to ensure progress is being made and work with participants to address issues, clarify information, and guide them along the Retrofit Roadmap.



Annual Reports

Annual Reports provide more in-depth information on trends in the region.

Budgeting for the program has prioritized the provision of services for participants. More in-depth monthly reports can be arranged with revised budgeting.

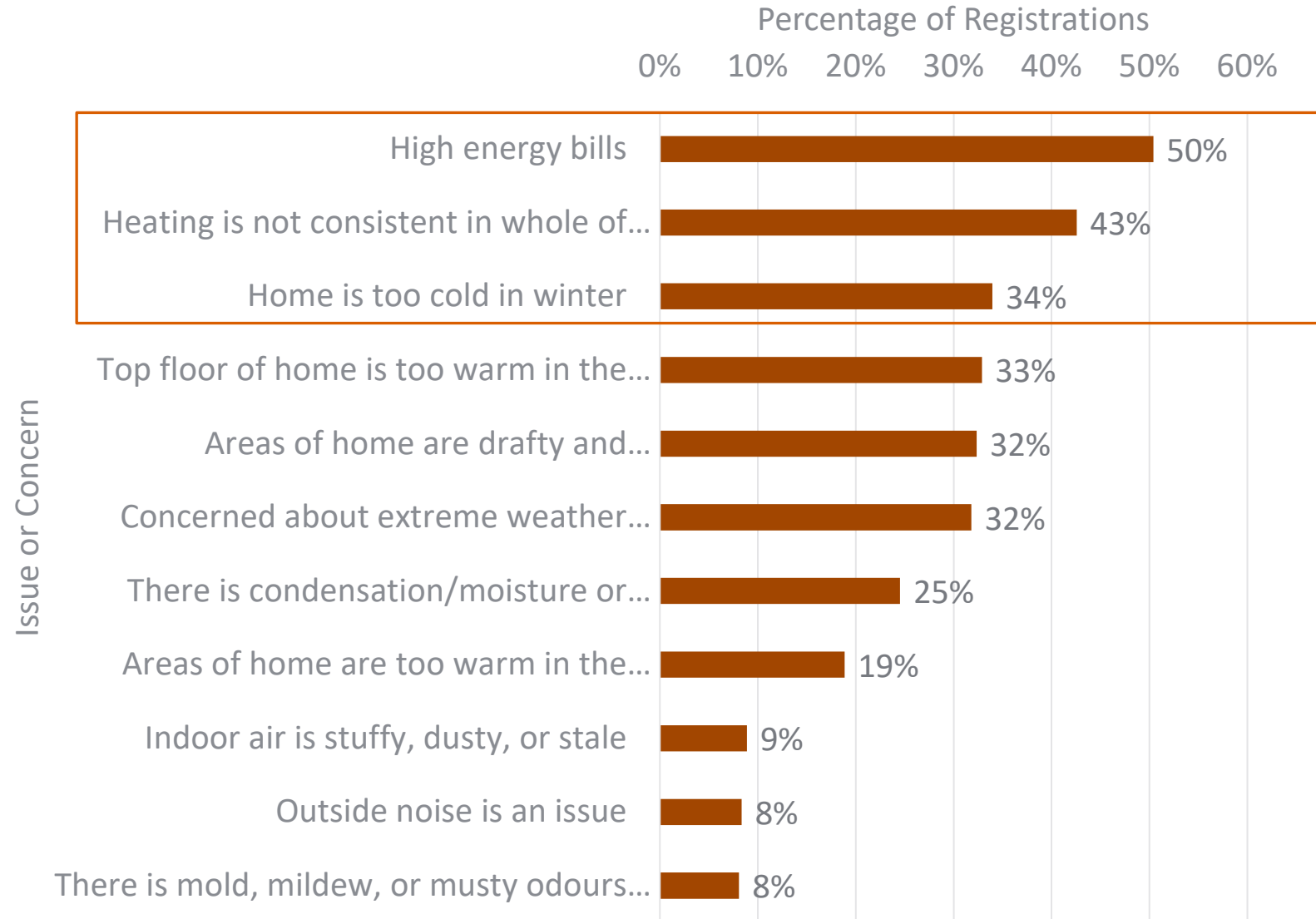
Examples of data outputs follow.

Issues & Concerns – Full Region

Issues and concerns are utilized to assess changes in homeowner priorities and general regional priorities.

This guides marketing, outreach, engagement, and support.

Issues & Concerns - All Areas

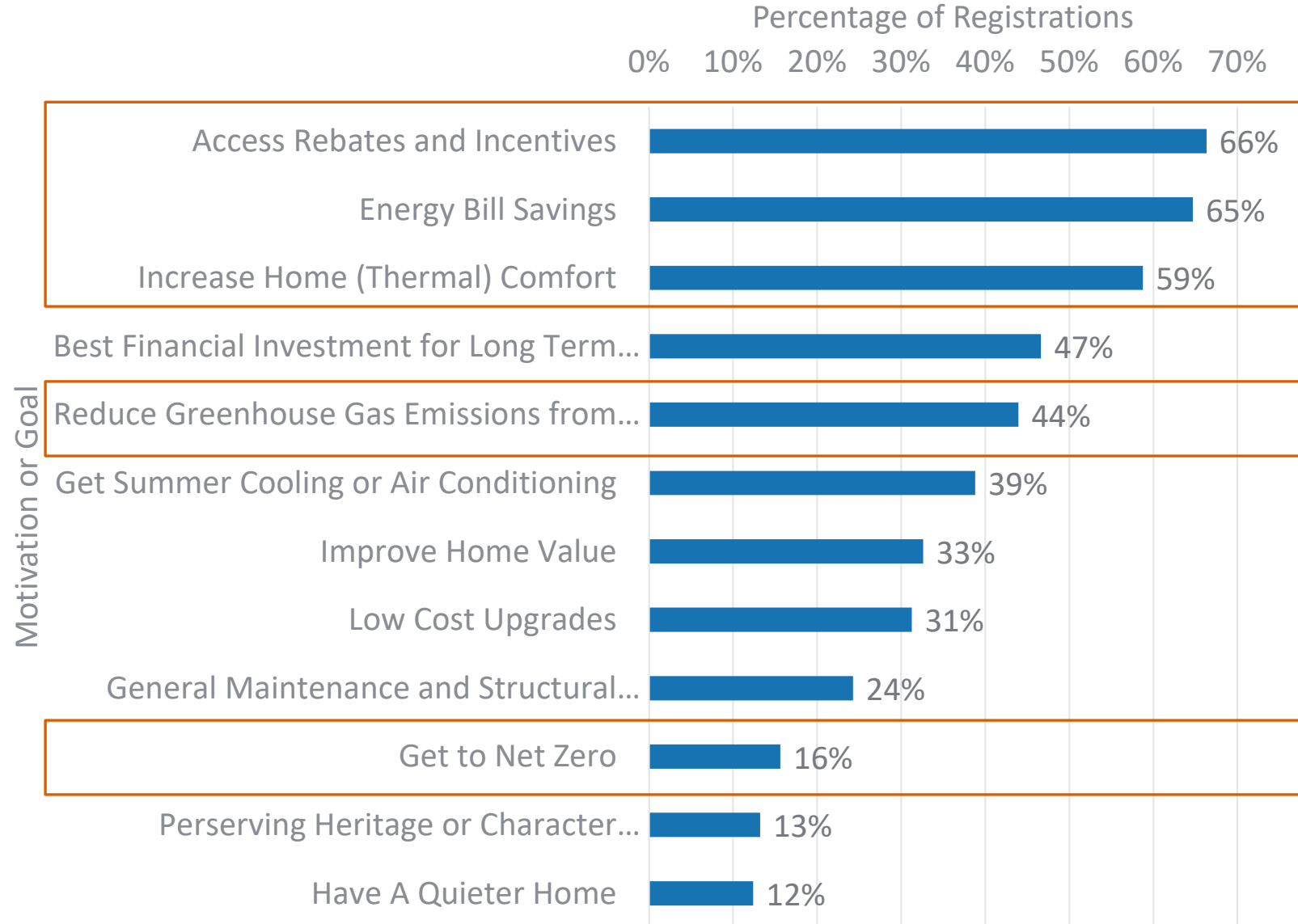


Motivations & Goals – Full Region

Motivations and goals are utilized to assess changes in homeowner priorities and general regional priorities.

This guides marketing, outreach, engagement, and support.

Motivations & Goals - All Areas

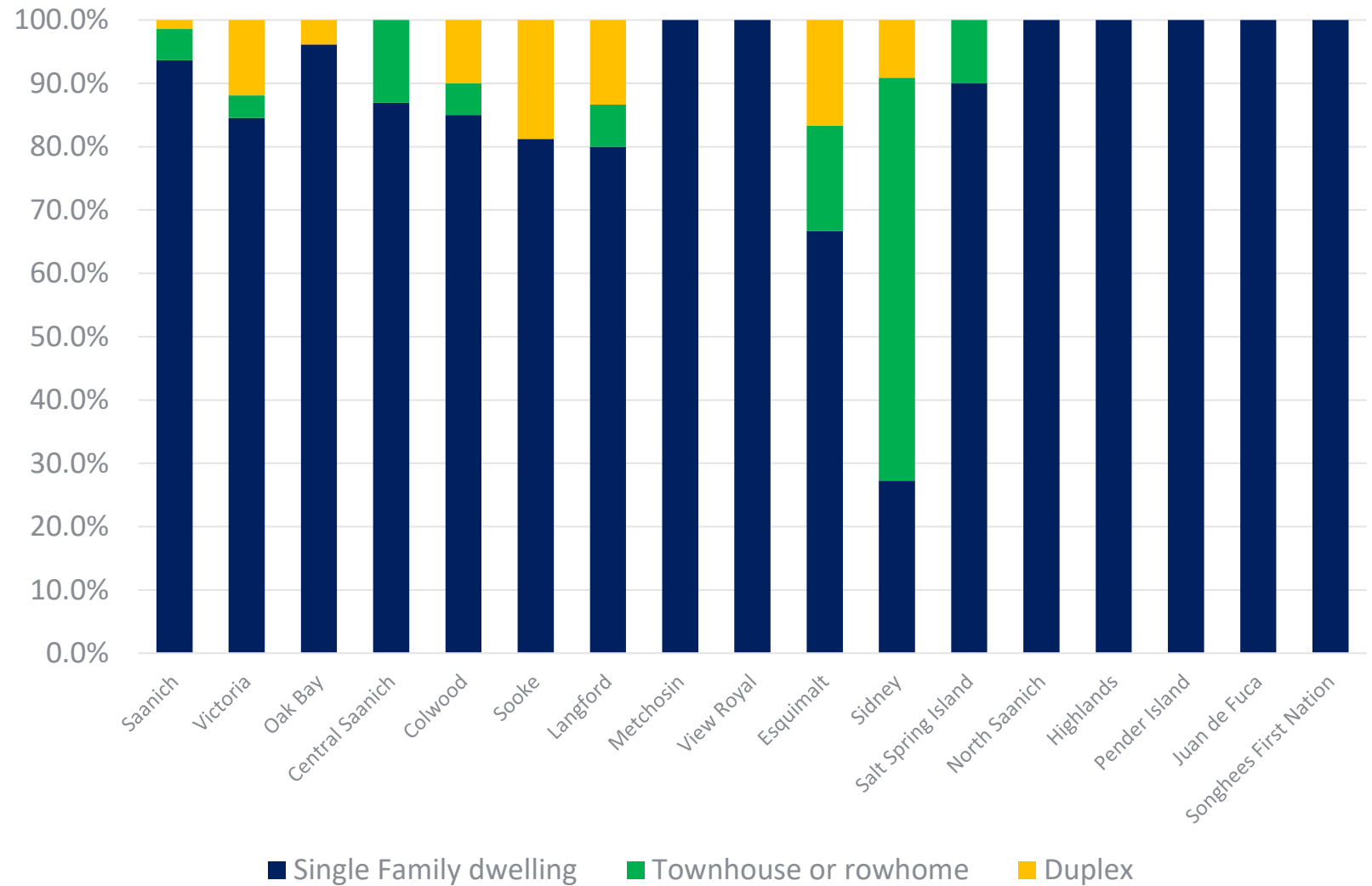


Building Types

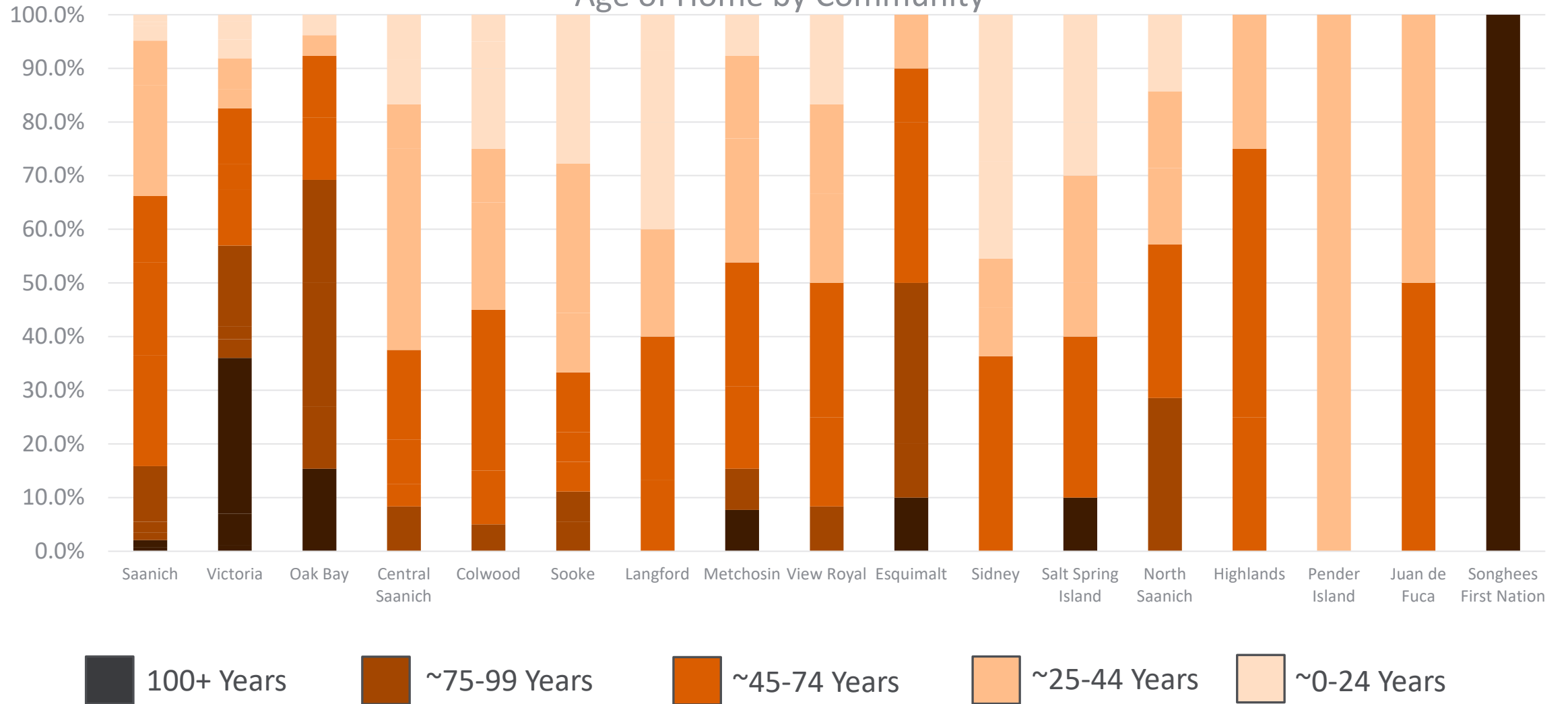
Trends regarding regional variation in Building Type, Age of Home, Heating System, Age of Heating System, Age of Water Heating System, etc are tracked and reported on.

This data helps us track regional variation, identify emerging trends, and respond accordingly.

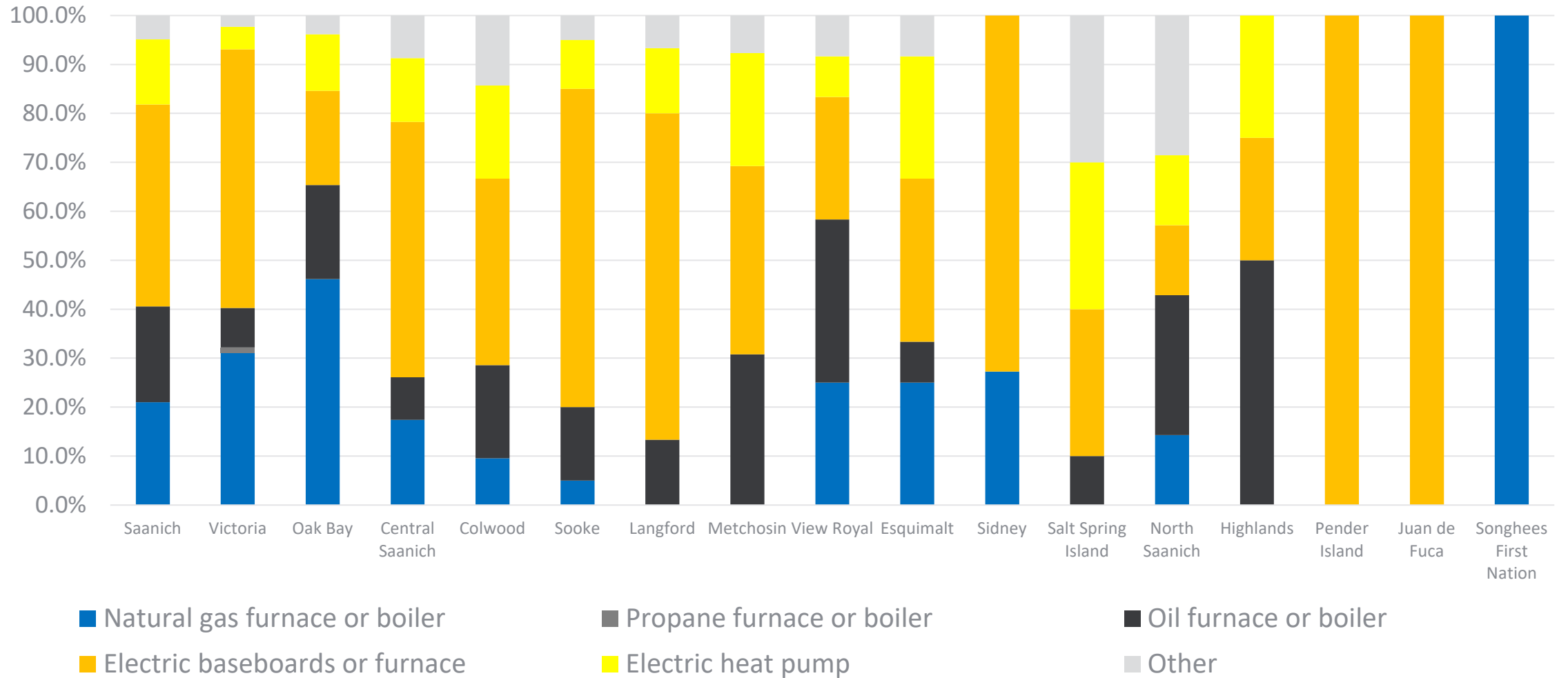
Building Type by Community



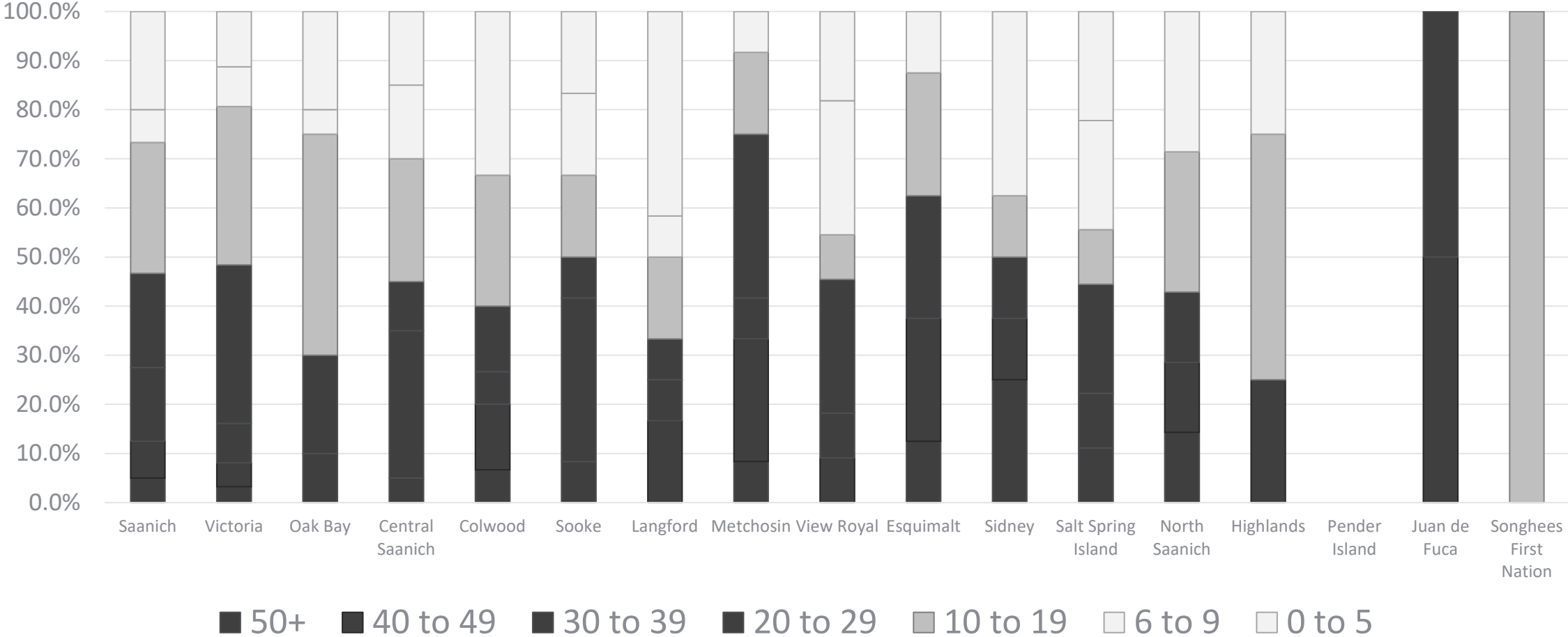
Age of Home by Community



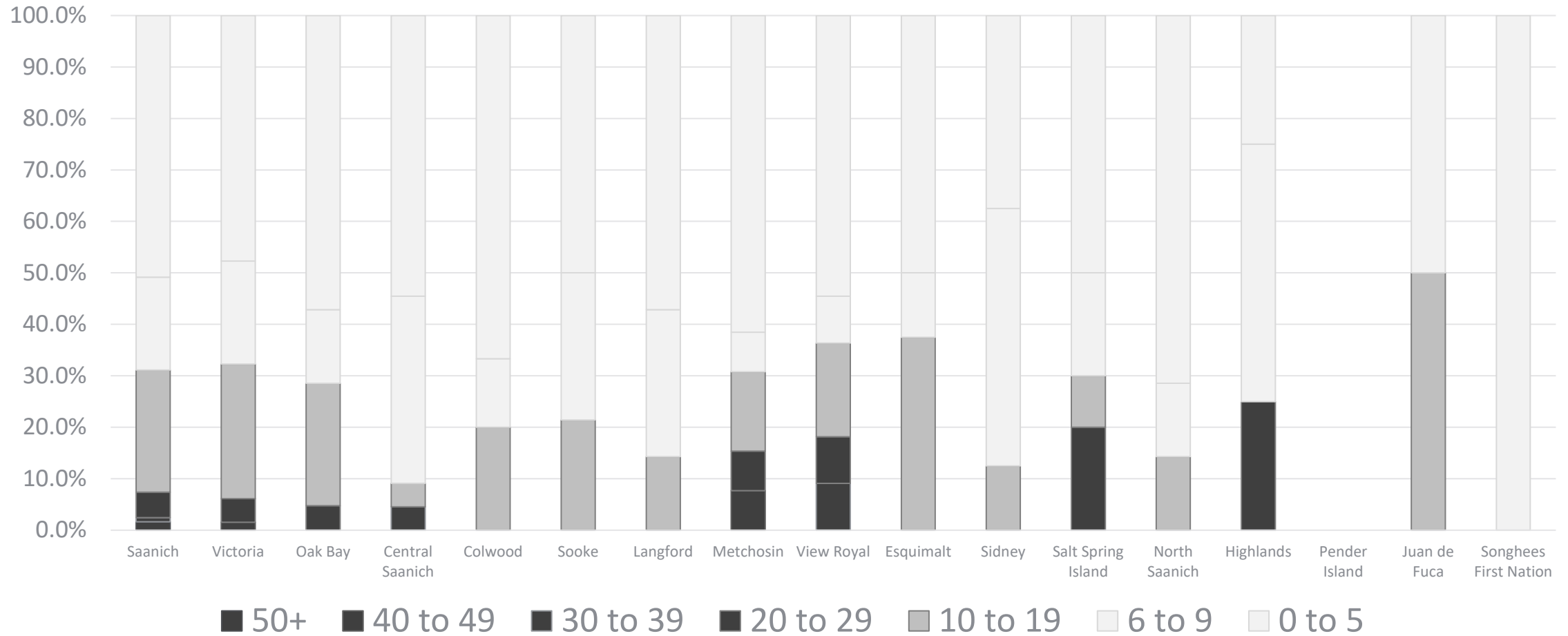
Heating Systems by Community



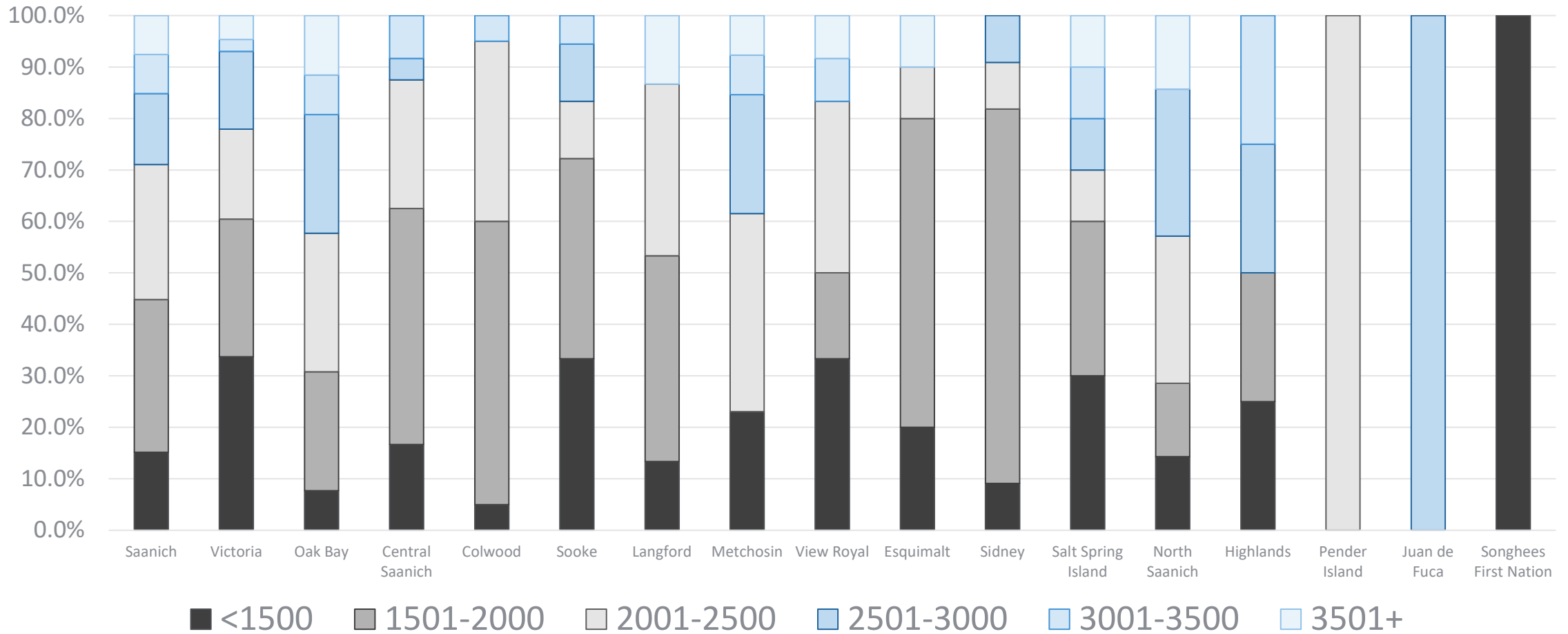
Age of Heating System at Registration by Community

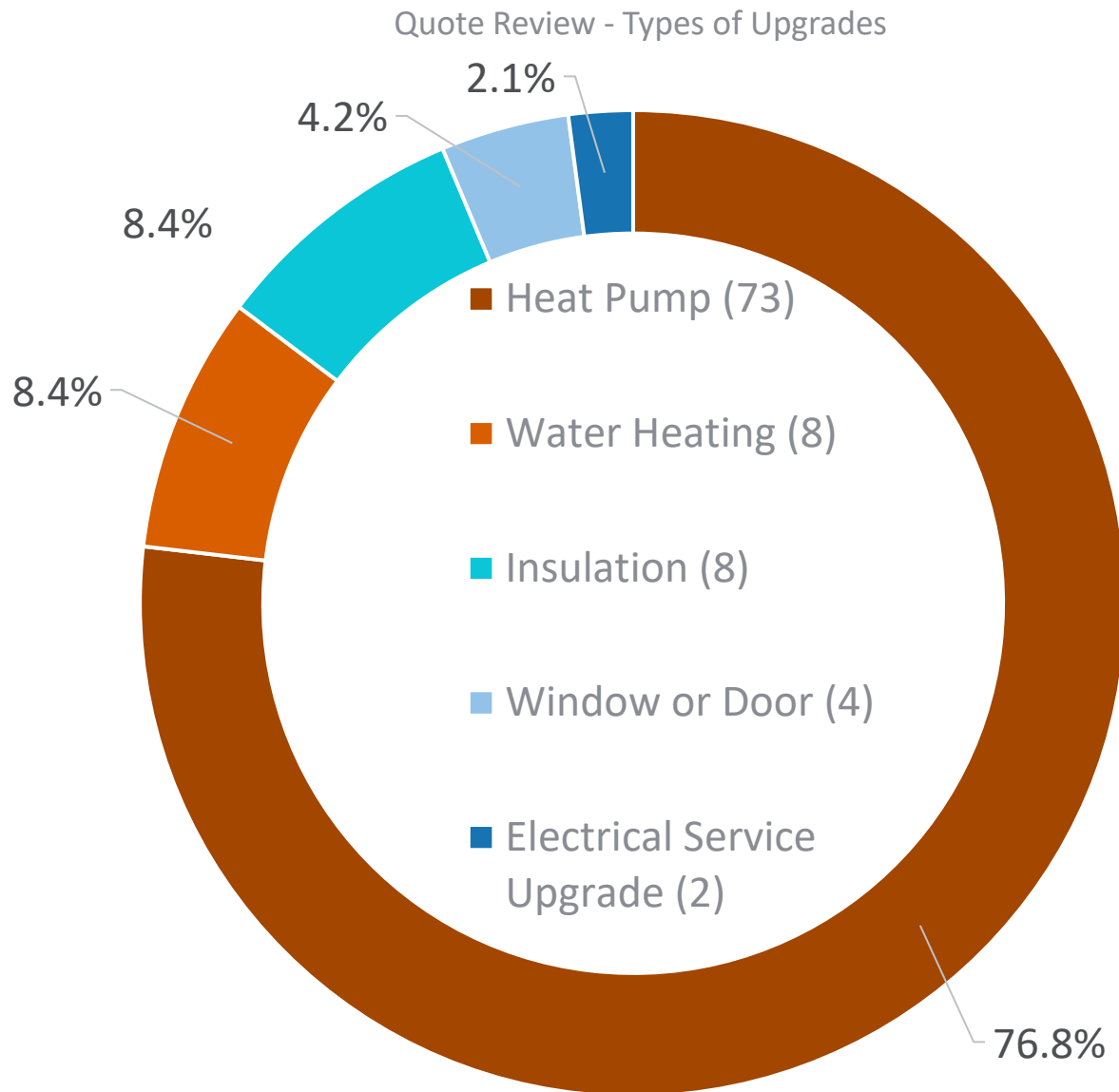


Age of Water Heating System at Registration by Community



House Size by Community

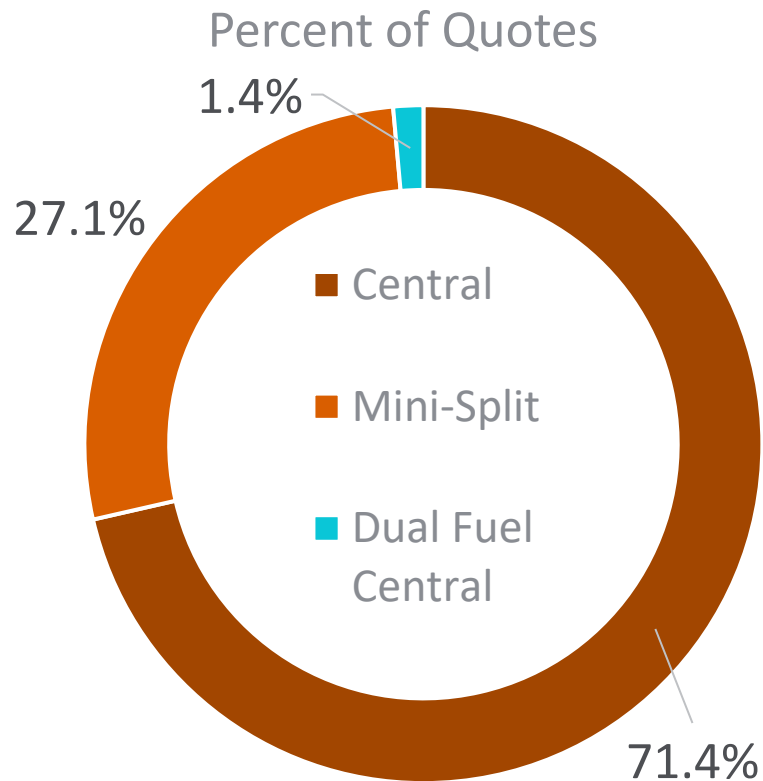




Quote Data

- Quote data is collected, collated, and reported on to support understanding in industry trends
- The program is building a localized upgrade costing library and, over a couple years, will be able to provide regional comparisons for all participating communities

Quote Reviews – Example Data - CRD



- Central heat pumps represent 71% of the heat pump quotes being reviewed
- Prices vary considerably and often relate to what system and how many systems are being installed:
 - Central - \$14,000 - \$50,000
 - Mini-Split - \$6,000 - \$22,000
 - Dual Fuel - \$14,000
- When AHRI are provided nearly all quotes are rebate-eligible
- SEER ranges 16.00 - 22.00
- HSPF ranges from 10.00 – 12.20
- Noise ratings range from 49-57 dB

A dimly lit living room with a sofa, coffee table, and armchairs. The text "Thank you" is overlaid in the center.

Thank you