

**Natural Resources Canada  
Office of Energy Efficiency  
Existing Housing Sector Programs  
1997- today**

**October 28, 2009**



# Timelines:

- Pre – 1996 – CHIP, COSP
- 1997-August 2003
  - EnerGuide Assessment
    - Voluntary advice program – cost to homeowner equivalent to a diagnostic
- August 2003 – March 2007
  - EnerGuide for Houses Retrofit Incentive
    - performance based incentive
- April 1, 2007 – March 2011
  - ecoENERGY Retrofit – Homes Initiative
    - Measures based



# Process



- Pre-retrofit assessment
- Energy assessment of home
- Homeowner report and Implementation of measures –  
Grant table
  - My house is different
  - Living document
  - House as a system
  - Sizing of space heating equipment
- 18 months
- Post-retrofit assessment
- Application
- Grant payable within 90 days of assessment
- **EnerGuide**: grant based on points improvement
- **ecoENERGY**: grant based on implementing specific best-in-class measures



# Participation Rates



## Energuide for Houses

- 272,169 pre-retrofits
- 118,327 post-retrofits
- Conversion rate: 43.5%
- Targets pre-1985 houses
- Price fixed
- Free Post-retrofits

## ecoENERGY Retrofit – Homes

- 469,556 pre-retrofits
- 342,776 projected post retrofits
- Conversion rate: 73% currently
- Target: any home considered existing after 6 months of change of ownership
- Price: market forces
- Home Renovation Tax Credit influence

# Network Relationships



## Energuide for Houses

- Contracts with Service Organizations – price to homeowners fix.
- No relationship with Energy Advisors – responsibility of the service organization.
- 735 energy advisors
- Travel expenses managed by NRCan

## ecoENERGY Retrofit - Homes

- Licensing of Service Organizations – market pricing – gifts to the crown
- Energy Advisors certified by NRCan
- 1600+ energy advisors



# Partnerships



## EnerGuide for Houses

- No Provincial/Territorial partners – go it alone
- Little buy-in from goods suppliers
- Annual marketing effort

## ecoENERGY Retrofit – Homes

- 11 of 13 jurisdictions offering programs built on the NRCan developed protocol – Banks, municipalities
- Mass promotions from manufacturers, wholesalers and installers
- Impact of Home Renovation Tax Credit ads

Fuel neutral



Government  
of Canada

Gouvernement  
du Canada

Canada

# Partnerships

- BC:
    - MEMPR
    - BC Hydro
    - Terasen
    - Solar BC
    - Fortis BC
      - Link to billing
  - Québec
    - AEÉ
    - Fonds en EÉ
    - Hydro Québec
    - Gasifère
    - Gaz métropolitain
- Low income and able to pay programs
- Patriot Act



# Results

- EnerGuide for Houses
  - Average rating improvement: 12 points
  - Average GJ savings: 65Gj
  - Average GHG reductions: 3.67 tonnes per house per year
  - % potential captured: 67%
- ecoENERGY Retrofit – Homes
  - 10 points
  - 49 Gj
  - 3.26 tonnes per house per year
  - 71%



# Free Ridership



- EnerGuide for Houses
  - Only aware of one study
  - 65%
  - Homeowners did only what they intended to do
  - Installers talked homeowners out of best in class decisions to get sale
  - Opinion leaders
- ecoENERGY Retrofit
  - Study currently underway
  - Preliminary results (rough calculations) 15%
  - Best in class targets beyond NBC
  - ‘negative advice – neutralized’



# Lesson learnt?

- Learning is not complete
- 700,000 observations
  - Software
  - Protocols
  - Partnerships
  - Influencers
  - Manufacturers
  - Sister programs
  - Target Populations
  - Types of Buildings
  - Rating schemes
  - Labels
  - Homeowner reports
  - Goals



# Conclusions

- Glory enough for all
- Be prepared to put water in your wine
- One stop shopping for homeowner
- Measurement re results
- Mandatory labelling : awareness not savings
- Tool kit of programs ways and means

