

# Update: Building a Home Energy Retrofit (HERO) Program for the City of Burlington

Environment, Infrastructure, and Community Services Committee  
Thursday June 10, 2021  
Presented by Emily Vis, Centre for Climate Change Management



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# Agenda

1. Background
2. CCCM Responsibilities
3. Stakeholder Engagement
4. Advisory Support
5. Timelines and Next Steps
6. Questions

# Home Energy Retrofit (HERO) Programs

Residential buildings contribute **26% of greenhouse gas emissions** in Burlington

A HERO program can **help homeowners access low cost loans, incentives and supports** to undertake energy efficiency upgrades in residential buildings to reduce their emissions

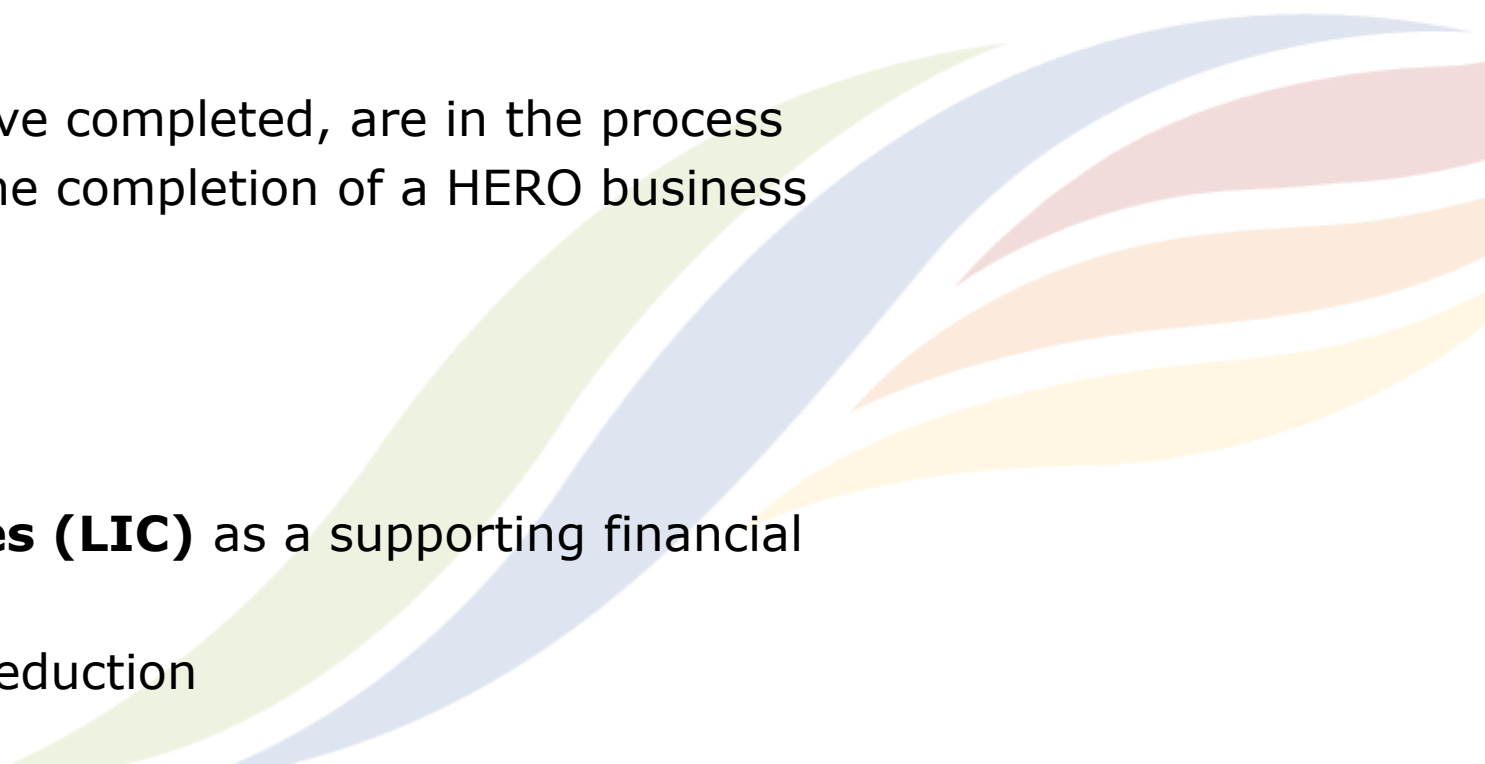


# North American HERO Programs

Toronto has operated their Home Energy Loan Program (HELP) since 2014

Approx. 12 Ontario municipalities have completed, are in the process of completing, or have planned for the completion of a HERO business case

Typically, HERO programs:

- Provide **holistic solutions**
  - Use **Local Improvement Charges (LIC)** as a supporting financial mechanism
  - Target a **25% greenhouse gas** reduction
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# CCCM's Responsibility

Milestone		Description
1	<b>Background Research</b>	<ul style="list-style-type: none"> <li>▪ Review Burlington residential data and best practices</li> <li>▪ Background research summary report               <ul style="list-style-type: none"> <li>▪ <i>Findings report for reference in package</i></li> </ul> </li> </ul>
2	<b>Market Research and Stakeholder Engagement</b>	<ul style="list-style-type: none"> <li>▪ Stakeholder discussions and engagement within HERO supply chain</li> <li>▪ Burlington homeowner survey</li> </ul>
3	<b>Branding and Marketing</b>	<ul style="list-style-type: none"> <li>▪ Branding (To be completed by local business)</li> <li>▪ Marketing and communications strategy</li> </ul>
4	<b>Program Design</b>	<ul style="list-style-type: none"> <li>▪ Identify eligibility of homes, individuals, and home upgrades</li> <li>▪ Develop plan for program expansion</li> </ul>
5	<b>Program Business Plan: Delivery Centre</b>	<ul style="list-style-type: none"> <li>▪ Recommend core services for delivery centre</li> <li>▪ Complete business plan with financing model</li> </ul>
6	<b>Implementation Plan</b>	<ul style="list-style-type: none"> <li>▪ Develop fundraising and partnership strategy</li> <li>▪ Implementation timelines and program scaling</li> </ul>
7	<b>Community Outreach and Education</b>	<ul style="list-style-type: none"> <li>▪ Online webinars for community engagement on retrofit opportunities</li> </ul>

# Stakeholder Engagement

Advocacy/Education

Architect

Bank

Bylaw and Permitting

College/Trainer

Conservation Authority

Contractor

Developer/Renovator

Development Consultant

Energy Auditing

Equipment Specialist

Financial Institution

Government

HERO Program Knowledge

Home Inspector

Home Owner

Incentive Provider

Landlords

Lawyers

Local Associations

Low Income Homeowners

Mortgage Broker

Realtor

Researcher

Retailers (big box)

Skilled Trades

Utility

Wholesaler



# Stakeholder Findings Report

## Goal of the Findings Report:

Provide a concise summary of stakeholder outreach

## Contents of report include:

Project background

Methodology

Stakeholder findings, with elaboration

Key take-aways on program and pilot

Next steps

### Stakeholder Findings Report: Home Energy Retrofit (HERO) Program

Prepared by:  
The Centre for Climate Change Management at Mohawk College



Report Published and Submitted to Burlington City Council  
May 2021



# Findings Report | Key Takeaways

- A local municipal HERO program is feasible and desirable
- A municipal program should support a **“phased” approach** to retrofits
- Education and outreach to **homeowners and contractors** is needed
- Complementing **already available programs** is ideal
- A **“retrofit delivery centre”** will drive participation and positive outcomes for homeowners and contractors.
- Long-term goal should be a **regional approach**

**Outreach to be used extensively for program design and delivery recommendations.**



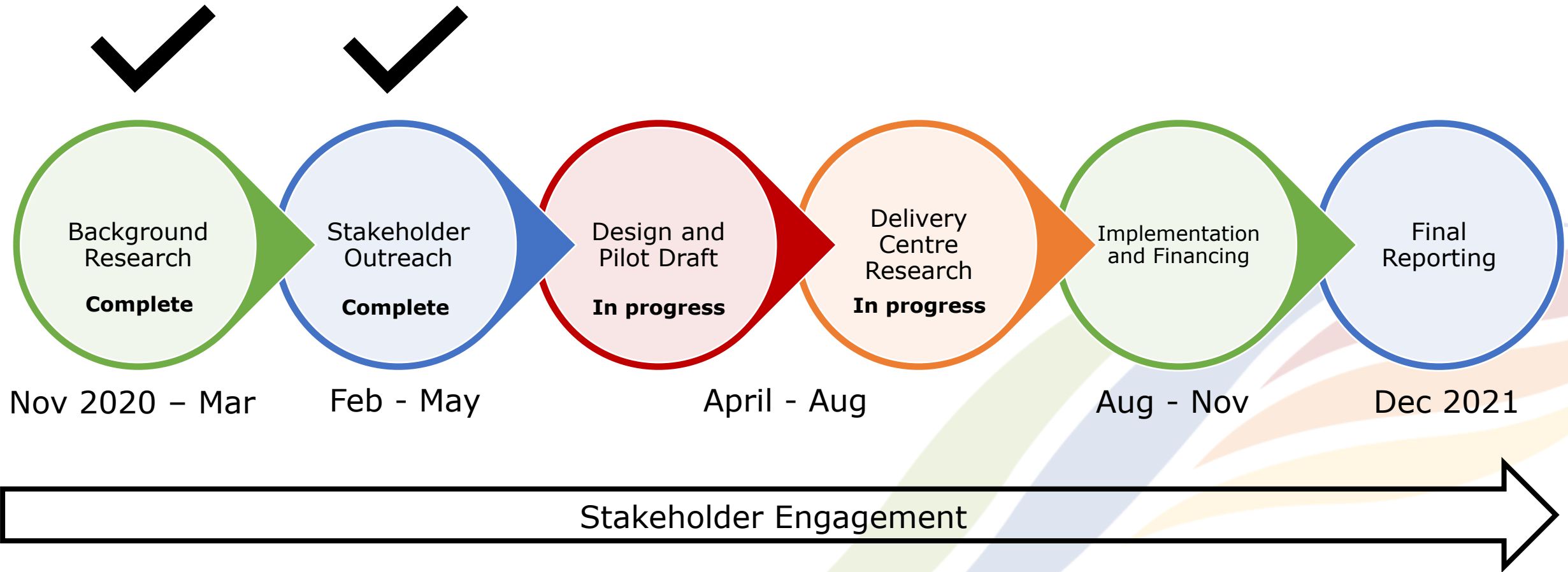


# Ongoing Advisory Support

1. Burlington Climate Action Plan Stakeholder Committee
2. Bay Area Climate Change Council – Building Implementation Team (BACCIT)



# Project Timeline





# Next Steps

1. Survey completion and delivery to Burlington citizens
2. Choose branding provider
3. Program design and delivery – finalize draft and complete stakeholder feedback

**Thank you!**  
**Questions?**



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