

TO: CHAIR AND MEMBERS
ENVIRONMENT COMMITTEE

DATE: 2017 January 6

FROM: DIRECTOR PLANNING AND BUILDING

FILE: 39000 01
Reference: Energy Conservation

SUBJECT: METRO VANCOUVER'S RATEOURHOME.CA CAMPAIGN

PURPOSE: To provide information about Metro Vancouver's RateOurHome.ca campaign, as requested by the Environment Committee.

RECOMMENDATION:

1. **THAT** the Environment Committee receive this report for information.

REPORT

At its meeting on 2016 November 8 the Environment Committee requested a report to summarize the Metro Vancouver RateOurHome.ca Campaign. This report responds to that request.

1.0 BACKGROUND

As noted in the Metro Vancouver Climate Action Committee report dated 2016 July 6, provided to the Environment Committee on the 2016 November 8 agenda, the RateOurHome.ca campaign began as a pilot project in 2015 to promote energy labeling as a means to help raise awareness of the energy performance of a building. Results of the pilot project were positive and were used to further focus and brand the campaign. The full RateOurHome.ca campaign was subsequently formally launched in October 2016, and Metro Vancouver has requested that member municipalities assist in promoting the campaign.

2.0 OVERVIEW OF THE RATEOURHOME.CA CAMPAIGN

The RateOurHome.ca campaign promotes home energy labeling, targeting three main groups: home owners, prospective home buyers and builders and developers. The campaign relies on the well-established Natural Resources Canada (NRCan) EnerGuide labeling system¹, which assigns an energy rating based upon an assessment by a certified energy advisor. The rating indicates a home's energy efficiency compared to a "typical" house of similar type/size, thus providing more information for a potential home buyer. Home owners who have an energy label for their

¹ See also: <http://www.nrcan.gc.ca/energy/efficiency/housing/new-homes/5035>

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home can opt to have their home included in the map-based inventory on the RateOurHome.ca website. A copy of the campaign's brochure is provided in **Attachment 1**, and the materials and map-based inventory can be viewed at www.RateOurHome.ca.

3.0 ALIGNMENT WITH BURNABY'S CEEP AND ESS

The RateOurHome.ca campaign is consistent with the goals and targets of Burnaby's Community Energy and Emissions Plan (CEEP), approved by Council on 2016 November 7, which aims to reduce energy use and greenhouse gas (GHG) emissions in the community. Specifically, the CEEP includes the following strategy under the Build goal of "Buildings and infrastructure that have a positive impact on the environment":

Build C3.3. Develop policies and programs to measure and communicate how much energy a building uses, for example using energy audits and EnerGuide labels and/or building benchmarking.

Furthermore, Burnaby's Environmental Sustainability Strategy (ESS), also approved by Council on 2016 November 7, includes broader supporting strategies under the Build and Breathe goals, to reduce GHG's from buildings.

3.1 Promotion of the RateOurHome.ca Campaign

The City of Burnaby web page provides resources and tips for how citizens can take action to support the ESS and CEEP, located at www.burnaby.ca/ess+you. A link to the RateOurHome.ca campaign has been included under the "Build" section of this page, under the "Conserve Energy at Home" drop-down menu. As part of the implementation of the ESS and CEEP, staff will further consider opportunities to co-promote the Metro Vancouver campaign.

4.0 CONCLUSION

In summary, the RateOurHome.ca campaign is a voluntary campaign aimed at promoting home energy labeling to encourage improved energy efficiency. The campaign supports both Metro Vancouver's and the City of Burnaby's policies and targets for reducing greenhouse gas emissions. The campaign is being promoted through the ESS webpage supporting citizen action, and further opportunities for promotion will be considered as they arise.


Lou Pelletier, Director
PLANNING AND BUILDING

LT:sa
Attachment

ATTACHMENT 1: RATEOURHOME.CA BROCHURE



Have an EnerGuide rated home you want to feature?

Are you a builder, seller or listing agent looking for more exposure for an EnerGuide rated home? We can help.

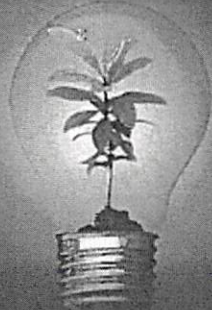
RateOurHome.ca would like to help you profile your property on our searchable map for FREE.

It only takes 5 minutes to sign up. Make sure you have your EnerGuide report in hand.

Once posted online, anyone can view your property's EnerGuide Rating on a searchable map.

Features include:

- Link to the property listing page of your choice
- Link to builder website
- Display of other home energy related certifications (e.g., ENERGY STAR®)
- EnerGuide data displayed, including rated energy use, greenhouse gases, and on-site renewables
- Ability to search by house type, EnerGuide rating, builder, and more
- RateOurHome.ca will be promoted in the Metro Vancouver region starting in the Fall of 2016




Rate OUR HOME
Spotting an energy efficient home just got easier.

For more information about RateOurHome.ca, please contact RateOurHome@metrovancover.org

ENERGUIDE

For more information about the new EnerGuide Rating System and ENERGY STAR® for New Homes, please visit www.nrcan.gc.ca/myenerguide, or contact NRCan General Inquiries at 1-343-292-6096

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Rate OUR HOME.ca

IN PARTNERSHIP WITH **ENERGUIDE**

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Why home energy labelling?

Our home is likely the biggest purchase we will ever make, and yet there are some things we can't see when deciding which home to buy, like energy use and costs. Home energy labels tell us how energy efficient a home is, how efficient it could become, and how it compares to other similar homes.

What is EnerGuide?

EnerGuide is a rating system developed by the Canadian government to rate the energy use of various products. You've probably seen it on your new car or appliance. It's also available for houses.

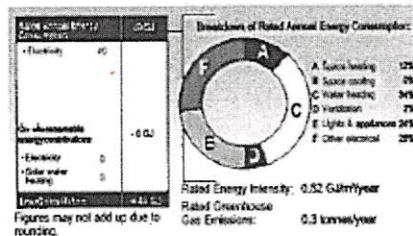
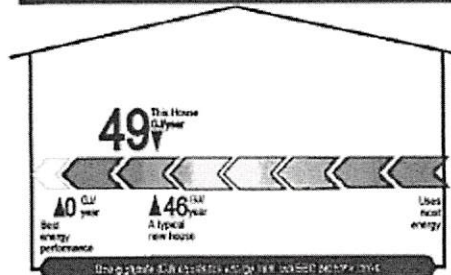
A home EnerGuide label tells you:

- How much energy the home is rated to use
- How much energy the home would use if built to meet the energy requirements of Canada's National Building Code
- How much energy the home is rated to use for heating, hot water, etc.
- How much greenhouse gas emissions come from the home's energy use

You can get an EnerGuide rating for most single family home, duplex, triplex, quadplex or ground-oriented townhome (less than 4 stories tall).

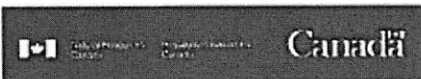
To book an EnerGuide home evaluation now, visit RateOurHome.ca

ENERGUIDE



The energy consumption indicated on your utility bills may be higher or lower than your EnerGuide rating.

Visit nrcan.gc.ca/myenerguide



Why care about home energy?

Energy efficient homes:

- Are healthier with better indoor air quality
- Have fewer moisture and humidity issues, such as mould and mildew
- Are more comfortable with fewer drafts and cold spots
- Deliver lower, more predictable energy bills and less energy waste
- Are quieter and better insulated from outside noise
- Have a smaller environmental footprint

What is RateOurHome.ca?

This website provides information on the EnerGuide Rating System, including:

- General information on EnerGuide for homes
- Information for home buyers on why EnerGuide matters and how it compares to a home inspection
- Information for home sellers on how EnerGuide can help you sell your home
- Information for builders on how to leverage EnerGuide for better marketability
- Searchable map to view and compare EnerGuide rated homes