

## NEER Stakeholder Advisory Group Meeting Notes

**Customer:** Town of Newmarket

**Project:** Home Efficiency Business Plan

**Date / Time:** January 17, 2019 – 18:30 to 21:00 EDT

**Topic:** Stakeholder Advisory Group Meeting #2

**Prepared for:** Meghan White – Town of Newmarket, Project Manager

**Copied to:** Stakeholder Advisory Group (SAG), Project Working Team, Public

### 1. Background

These Meeting Notes summarize the Stakeholder Advisory Group (SAG) held at the Newmarket Town Hall on 17<sup>th</sup> January 2019 between 6:30 and 9:00 pm.

The meeting agenda and participants are included in Annexes 1 and 2. These Notes were prepared by Karen Farbridge and Rob Kerr (PWT) and Adir Glikson and Justin Campsall (Town of Newmarket).

### 2. Agenda Review and introductions

Each SAG attendee introduced themselves. Karen Farbridge introduced herself as the Acting Chair for the first part of the meeting only until such time that a Chair was appointed. The meeting kicked off with a review of the agenda (see Annex 1). No changes.

### 3. Appointment of SAG Chair and SAG Membership

A motion was carried out by Acting Chair Karen Farbridge to appoint SAG member Joshua Campbell as Chair of the NEER SAG committee. The motion was approved with the SAG voting 13 for yes, 0 votes for no, and 0 abstentions.

A brief discussion took place about the membership of the SAG:

- Currently 13 members are confirmed however there are still vacant roles according to the Engagement Plan.
- Is the current number of SAG members sufficient enough to represent the Town or should further outreach be done?
- Several SAG members indicated that many of the 13 members cross into different categories of the focus groups. Therefore the 13 current members could sufficiently represent the Town.
- It was suggested that perhaps it would be beneficial to find members from the educational institutions sector.
- Staff were encouraged finding more contractors and local business owners.

- Several SAG members believed that bringing a representative from the not-for-profit and social housing sector would be beneficial as well.
- It was recommended finding energy advisors as possible members of the SAG.
- One SAG member may have a potential contact from BILD – Renovations to cover one of the membership spots. NOTE: BILD stands for Building Industry and Land Development Association.

In conclusion, another attempt to recruit a few vacant positions would be beneficial to the committee.

### Community Energy Plan (CEP) Recap (Residential Sector)

**2017 Residential Baseline**  
*Summary of key findings*

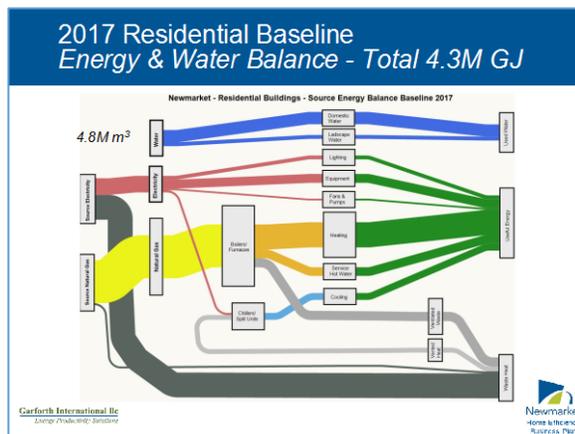
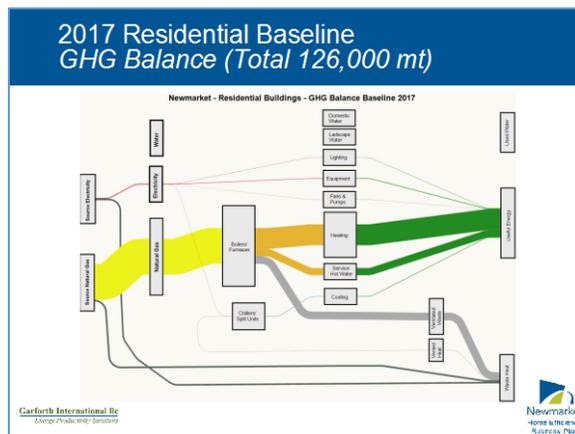
- The residential sector consumed 4.3 million GJ of energy emitting 126,000 tonnes of GHG in 2017
- 1.3 million GJ of that energy is consumed prior to reaching the consumer (conversion losses)
- Homeowners and tenants paid \$64 million for this energy (including their water utility)
- Water costs contributed significantly to the residential utility bills (27%)

Garforth International Inc. Energy Productivity Solutions  
Newmarket Home Efficiency Assessment Plan

**2017 Residential Baseline**  
*Summary of key community risks*

- Significant electricity and water price uncertainties in coming years
- Costs are expected to increase to \$139 million - \$238 million in 2042
- Most of the energy dollars leave the community

Garforth International Inc. Energy Productivity Solutions  
Newmarket Home Efficiency Assessment Plan



Peter Garforth, Strategic Lead in the NEER project led a recap of the residential component of the Town’s 2016 Community Energy Plan. Included was a series of Sankey diagram’s that showed the breakdown of energy and emissions in Newmarket’s residential sector.

Sankey diagrams are expected to be an important component of ongoing communications of the NEER project.

## Analytical Process – Retrofit Review: Retrofit Goals

**R-NEER Programme Goals**  
*Contribution to CEP Targets*

- R-NEER Performance should meet or exceed levels necessary for overall CEP Targets
- Target year and key performance indicators are IW selectable
- Initial PWT-Consultants recommendation:
- By 2042 existing homes in Newmarket will be:
  - 35% more source energy efficient
  - 60% less carbon intensive
  - 20% more water efficient

Garforth International Inc. Energy Productivity Solutions **For Discussion and SAG Alignment** Newmarket Home Efficiency Retrofit Plan

One SAG member commented that the natural gas sector consumes the most amount of energy and produces the greatest amount of GHG emission currently. Therefore, would electrifying our heating be the target of the retrofit?

NEER's Strategic Lead, Peter Garforth, replied that currently electricity production in Ontario produces less carbon compared to the natural gas sector. Therefore, by electrifying everything in the community, we would be placing a significant burden on the electricity grid which will force the province to seek other carbon intensive and non-renewable methods to meet those demands. Also, there is a significant cost differential between natural gas and electricity.

## Analytical Process – Retrofit Review: Retrofit Package

**R-NEER Retrofits**  
*Maximum Standardization*

- Standard package by home type and age
- Core Package includes:
  - Weatherization of envelope
  - Attic insulation
  - Other insulation wherever feasible including insulated ducts
  - HVAC upgrades of furnaces, boiler and A/C
  - Low-Flow faucets, showers and WC
  - Domestic hot water upgrades
  - Windows
  - Lighting
  - Comfort Controls
- Package Options within R-NEER Payment Structure
  - Solar PV/Thermal
  - Reroofing
  - Car charging port
  - Ground Source Heat Pumps...

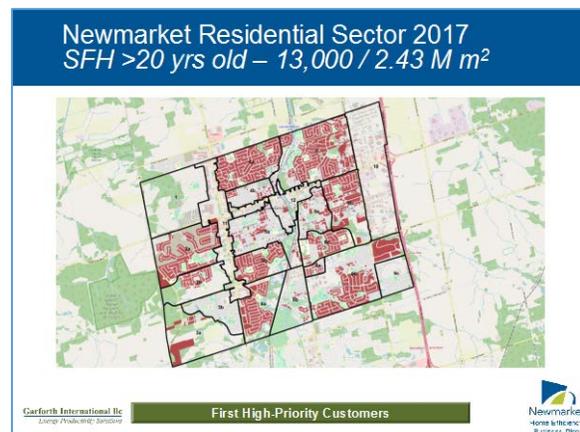
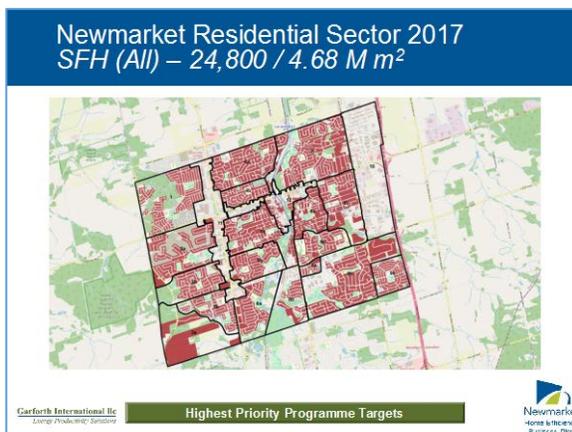
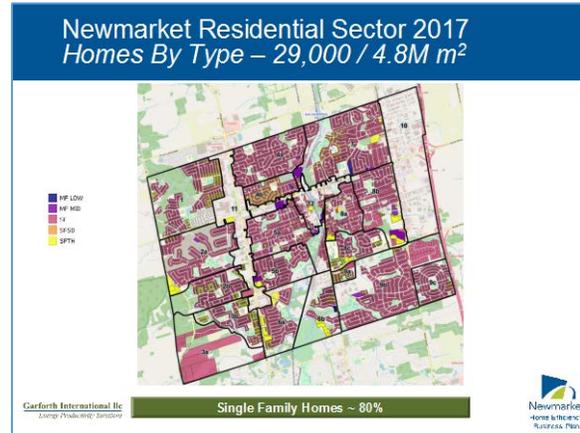
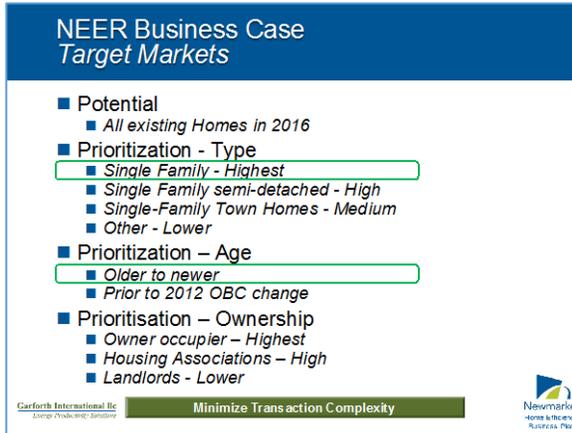
Garforth International Inc. Energy Productivity Solutions **Review Core Package** Newmarket Home Efficiency Retrofit Plan

Several SAG members asked the question: what if a customer already did a retrofit and only wants part of the package?

Members of the PWT responded that the NEER business case is not necessarily initially targeting those customers. The goal is to offer a standard package that minimizes the business's administrative costs. There may be ways to address customers who have

completed partial retrofits (when compared to the package). These will be addressed in the details of the business plan as will the approach to different market elements as they become better understood.

## Analytical Process – Retrofit Review: Target Customers and Market Penetration

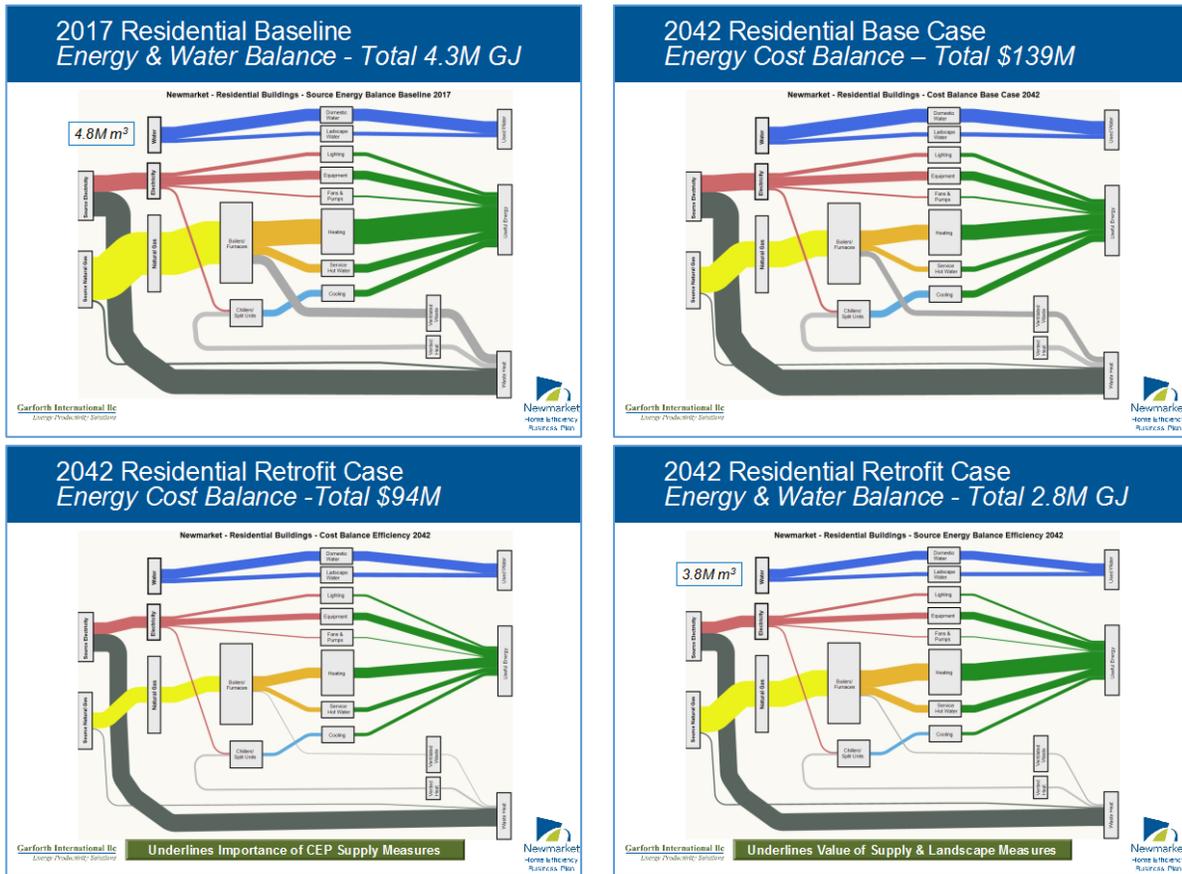


Peter Garforth, representing the PWT, presented a summary of Newmarket’s residential market, the NEER target penetration of that market (80% by 2042) and the initial priority market segments anticipated to by the initial targets for the program.

A SAG Member a commented; an 80% retrofit is a huge number and if we limit customers then how are we going to meet our goals?

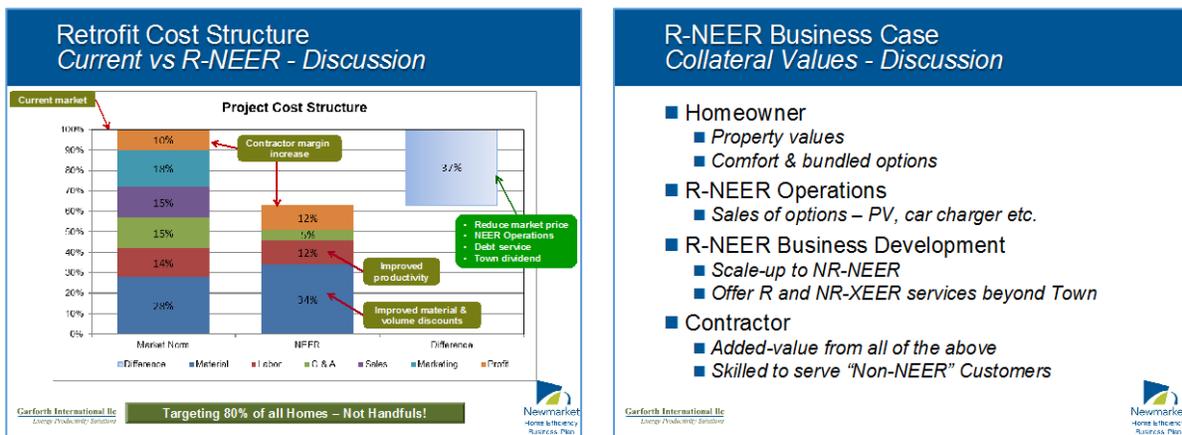
Members of the PWT explained that yes the goal is aggressive, however it is important to have ambitious targets in order to support our commitments to the Paris agreement. Further, to achieve the scale need to achieve these goals it is important to pursue a sector of the market that has the highest potential to deliver on energy savings while helping to grow develop the NEER business.

## Analytical Process – Retrofit Review: Simulated Results



Peter Garforth, representing the PWT, provided a summary of the anticipated energy use in the residential sector as a result of the NEER program 2042. The illustrations above demonstrate both high and low future energy cost projections.

## Analytical Process – Retrofit Review: Retrofit Costs



Also presented was some very basic information as a preview to the next stage of the project which is defining the business case for scaling up retrofits. A substantial

increase in retrofit activity is predicted, based on research, to have an impact on the overall costs of retrofits (see graphic above) as well as other collateral benefits. This will be a major topic for the next SAG Meeting.

## 4. Engagement Process

### Overview of Engagement Process

Engagement Plan <i>Goal and Objectives</i>	R-NEER Engagement Plan <i>Engagement Channels</i>
<ul style="list-style-type: none"> <li>■ Goal               <ul style="list-style-type: none"> <li>■ <i>To engage the public and stakeholders in the development of a residential energy efficiency retrofit program to successfully implement Strategy 1A in the Newmarket CEP.</i></li> </ul> </li> <li>■ Objectives               <ul style="list-style-type: none"> <li>■ <i>Buy-in (including Council approval of the Home Efficiency Business Plan)</i></li> <li>■ <i>Capacity building of municipality and stakeholders to collaborate and implement the Plan</i></li> <li>■ <i>Empower the community to act</i></li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>■ Mayor &amp; Council</li> <li>■ Stakeholder Advisory Group (SAG)</li> <li>■ Municipal Departments</li> <li>■ Public</li> <li>■ Major Stakeholder Groups               <ul style="list-style-type: none"> <li>■ <i>Customer (Homeowner)</i></li> <li>■ <i>Contractor</i></li> <li>■ <i>Investors</i></li> </ul> </li> </ul>

Karen Farbridge (PWT) provided a review of the Engagement Plan and process as well as strategies to engage each of the channels.

- Newmarket PWT Members will lead necessary briefings of the Mayor & Council with material provided to the Stakeholder Advisory Group
- The Strategic Advisory Group will have a total of five meetings concluding on August 13, 2019.
- Two formal engagements with Municipal Departments are planned. The first will be a workshop hosted (tentatively March 29, 2019) by the City of Vaughan, and supported by the Federation of Canadian Municipalities, that will include a number of municipalities from York Region. The workshop will focus on the use of Local Improvement Charges (LIC) as a potential vehicle to mobilize investments in the residential housing sector. Newmarket intends to send a number of representatives.
- The public will be informed about the R-NEER Engagement process and the outputs of the Analytical process through a Communication Plan to be developed and implemented by the Town of Newmarket with support from the Project Working Team (PWT).
  - Visualizations developed by Sheridan College will support the Communication Plan.
  - SAG meetings will be open to members of the public to attend as observers.

A discussion took place among the SAG members as to potential opportunities to engage the public through existing activities or tools.

- Hey Newmarket, the Town’s public engagement website
- Save on Energy events facilitated by local electricity and natural gas utilities
- The Town of Newmarket’s Home Show
- Earth Hour – March 30 and related community events

## Understanding the Retrofit Market and Customer

**2017 Residential Baseline**  
*Summary of key community opportunities*

- Single Family Homes (SFH) account for 80% of cost, emissions and use
- Homes over 20 years old account for 70% of cost, emissions and use
- Older homes are 2 to 3 time less efficient than global best practices

Carforth International Inc. Energy Performance Solutions Newmarket Home Efficiency Business Plan

**Newmarket Residential Sector 2017**  
*Homes By Type – 29,000 / 4.8M m<sup>2</sup>*

Carforth International Inc. Energy Performance Solutions **Single Family Homes ~ 80%** Newmarket Home Efficiency Business Plan

**Newmarket Residential Sector 2017**  
*Single Family Only – 24,800 homes & 4.58M m<sup>2</sup>*

Carforth International Inc. Energy Performance Solutions **Single Family Homes – 80%** Newmarket Home Efficiency Business Plan

**Newmarket Residential Sector 2017**  
*SF Homes 1961 to 1997 - 13,000 homes & 2.43M m<sup>2</sup>*

Carforth International Inc. Energy Performance Solutions **Older Homes - Highest Efficiency Opportunity** Newmarket Home Efficiency Business Plan

Karen Farbridge walked the SAG through a series of slides that showed how the housing sector broke down by various statistics and showed, through maps, where these various residential types are located in the Town.

The data shows that Single Family Homes account for approximately 80% of the residential sector’s energy use, energy costs and GHG emissions. Further, houses within this category that are over 20 years old account for 70% of energy use, energy costs and GHG emissions.

Karen Farbridge walked the SAG through an exercise of reviewing seven different “personas” that define the attributes that define different kinds of energy retrofit “buyers”. The personas are fictionalized characters created through third-party research, surveys and interviews of a typical target audience.

The reason for this exercise was to begin the process of developing a better understanding of prospective customers which allows for the targeting different segments of the Town's residential audience.

The "persona" exercise was a very high-level introduction to the concept of market-knowledge that will be further developed through the overall NEER project engagement process.

### **Major Stakeholder Groups**

The NEER Engagement Plan defines a specific channel called Major Stakeholder Groups with three streams – Residents, Contractors and Investors. Each stream will be engaged directly. Initial Engagements are expected to take place after the March 19, 2019 meeting of the SAG for Residents and Contractors. The Investment stakeholder group will be engaged after the June 25, 2019 meeting of the SAG and the presentation of the draft NEER business plan.

A number of SAG members, with expertise and/or experience from within the Major Stakeholder Groups have volunteered to help advise and direct the development of future engagements.

SAG members discussed and made several suggestions for engaging Residents:

- Developing questions (survey) is a good way to engage a test group of 10 to 15 people from within the residential
- Retrofit packages be presented to homeowners and ask them how willing are they to purchase the package under a NEER program.

### **5. Communications**

SAG members agreed to issue a communiqué, with supporting graphics, after every meeting. Each communiqué will capture the main themes of each SAG meeting and reflect the milestones of the overall project. SAG members made some suggestions as to the content of future communiqués.

- A cost analysis of a typical home's current energy costs versus anticipated future costs after a NEER program retrofit
- Consider editing the existing, post SAG #1, infographic to include \$\$'s
- Demonstrate an infographic for GHG emission, cost, electricity consumption and its relationship with home comfort

### **6. Take – Away**

Several SAG members expressed interest in further understanding the total investment requirements and the range of expected energy savings as result of meeting the overall goals of the NEER project. This will be further addressed at upcoming SAG meetings.

### **7. Meeting Schedule and Next Meetings**

Next meeting will be held March 19<sup>th</sup>, 2019 from 6:30pm – 9:00pm in room Cane A & B.

## **8. Follow – up Activities**

1. Distribute document package in advance of next SAG meeting.
2. Issue a communiqué describing the second SAG meeting and its purpose.

# Annex 1 Agenda

## Newmarket Energy Efficiency Retrofit (NEER)

### Home Efficiency Business Plan

### Stakeholder Advisory Group (SAG) Meeting #2

January 17, 2018

6:30 pm – 9:00 pm

395 Mulock Drive (Town Hall) Room Cane A&B

#### AGENDA

Time	Agenda Topic	Reporting	Action
6:30 pm	<b>1. Welcome and Opening Remarks</b>	Meghan White	Receive
6:35 pm	<b>2. Introductions</b>		
	a) Acting Chair	Karen Farbridge	Receive
	b) Project Working Team	All PWT present	
c) SAG members			
6:50 pm	<b>3. Agenda Review</b>	Acting Chair	Approve
6:55 pm	<b>4. SAG Business</b>		
	a) Election of Chair	Acting Chair	Approve
	b) Minutes	Chair	Approve
	c) Final Composition	Megan White	Receive
7:05 pm	<b>5. Analytical Process</b>		
	a) Review (CEP Baseline, CEP Framing Goals for NEER Home Efficiency Business Plan, Residential Base Case)	Peter Garforth	Receive
	b) Retrofit Review	Peter Garforth	Confirm
7:40 pm	<b>BREAK</b>		
7:50 pm	<b>6. Engagement Process</b>		
	a) Overview of Engagement Process	Karen Farbridge	Receive
	b) Understanding the retrofit market and customer	Karen Farbridge	Engage
	c) Major Stakeholder Groups	Karen Farbridge	Discuss
8:45 pm	<b>7. Communications</b>		
	a) Community Communique	Karen Farbridge	Approve
8:55 pm	<b>8. Next Meeting</b>	Chair	Receive
9:00 pm	<b>9. Adjourn</b>		

## ANNEX 2 – PARTICIPANTS

Representative Organization	Representative Individual	Title	Present
Ameresco	Scott Vokey	Municipal Government and Energy Professional	Regrets
Newmarket - Building	Dave Potter	Chief Building Official	YES
York Region - Planning	Teresa Cline	Senior Planner, Long Range Planning	YES
Newmarket - Planning	Adrian Cammaert	Senior Planner, Policy	Regrets
Enbridge	Erika Lontoc	DSM Partnerships Manager	YES
Newmarket Hydro	Ken Gray	Conservation Program Coordinator	Regrets
Newmarket Chamber of Commerce	Tracy Walter	President & CEO	Regrets
Coldwell Banker The Real Estate Centre	Joshua Campbell	Chair	YES
Newmarket Environmental Advisory Committee	John Birchall	Advisory Committee Chair	YES
Clean Air Partnership	Gabriella Kalapos	Executive Director	YES – By Phone
Windfall Ecology Centre	Brent Kopperson	Executive Director	Regrets
Town of Newmarket	Jane Tinney	Councillor – Ward 3	YES
<b>Consulting Team and Staff</b>			
<b>Organization</b>	<b>Individual</b>	<b>Title</b>	<b>Present</b>
Town of Newmarket	Meghan White	Project Manager	YES
Town of Newmarket	Adir Glikson	Intern - Community Energy Plan	YES
Town of Newmarket	Justin Campsall	Town Staff	YES
Garforth International	Peter Garforth	Project Consulting Team	YES
Karen Farbridge and Associates	Karen Farbridge	Project Consulting Team	YES
Robert J. Kerr + Associates	Rob Kerr	Project Consulting Team	YES
Baumann Consulting	Ajit Naik	Project Consulting Team	YES – By Phone
Sheridan College	Dave Clark	Project Consulting Team	YES

## ANNEX 3 – COMMUNITY COMMUNICATION



### ***Newmarket Energy Efficiency Retrofit (NEER)***

#### **Home Efficiency Business Plan**

#### **Stakeholder Advisory Group Meeting #2**

#### **Community Communiqué**

Homeowners and tenants paid about \$64 million for the energy and water they needed in 2017. In the next two decades, these energy and water costs are expected to more than double or triple.

A Home Efficiency Business Plan is being developed to help residents lower their energy and water bills and reduce the impact of rising energy costs while making a significant contribution to fighting climate change.

The Home Efficiency Business Plan is being designed to make Newmarket's residential sector 35 percent more energy efficient and 20 percent more water efficient while reducing greenhouse gas emissions by 60 percent over the next 25 years.

By targeting 80 percent of Newmarket homes over 25 years, a retrofit program can be designed that is more attractive to contractors, delivers greater energy and water savings to residents and covers program operating costs.

The Business Plan will focus on older, single-family homes in its initial years, where potential energy savings are highest, and will be extended to 80 percent of Newmarket homes over the following 25 years. It will be based on a core retrofit package that includes: weather-stripping, insulation, furnaces and air conditioner upgrades, low-flow water faucets, showers and toilets, windows, lighting upgrades and smart thermostats.

By 2042, the potential cumulative cost savings for Newmarket residents ranges from \$470 million to \$740 million, depending on how fast electricity, gas and water costs increase.

The Home Efficiency Business Plan is one of several initiatives being considered to ensure a healthy, affordable, resilient and prosperous Newmarket through localized, integrated and efficient energy systems.