

ENGAGING SUSTAINABLE COMMUNITIES

Driving the Future of Homeowner Engagement

THURSDAY June 26, 2014

AGENDA

8:30 am—9:30 am

Breakfast and manufacturers' displays



9:30 am —10 am

Opening Keynote

Ronn Stevenson, a Knowledge Map of Sustainable Communities



10 am—12 pm

Approaches to Sustainable Communities

What are groups currently doing and what can we learn from them? Case studies include CMHC's EQ housing; Project Neutral; TRCA; Project Future Proof

12 pm—1:30 pm

BBQ Lunch, Networking and manufacturers' displays

1:30 pm—2:30 pm

Emerging Trends in Sustainable Communities

Three speakers; three perspectives. Lenard Hart on the past and future of sustainability from both sides; Sonja Persram on LIC's; Dan McGillivray on the future of electricity distribution;

2:45 pm-4: 15 pm

Tools for Engaging Communities

SHF/Scotiabank Energy Calculator; CRESNET—energy rater certification; Eco-certified real estate; CMHC online resources; Toronto's HELP program

4:15 pm—5 pm

Closing Plenary and Q&A Panel

5 pm onward

Networking and cash bar



9:30 AM to 10 AM Welcome and Keynote Presentation

With so many interest groups and stakeholders involved in the sustainable housing field how can we possibly move forward until we learn to work together? Ronn Stevenson has been working on a "knowledge map" that helps to break down the silos between groups working on sustainability issues within a community or neighbourhood.

Ronn Stevenson is currently the Neighbourhood Manager for Project Neutral with a passion for understanding how communities work. A trained Architectural Technologist Ronn also brings an out-of-the-box way of thinking from his background in graphics, web design and cartooning.

10 AM to 12 PM Approaches to Sustainable Communities

This morning's session will explore what is currently being done in different communities to move homeowners towards more sustainable living. Featured projects include:

- CMHC's completed EQ housing program
- Project Neutral's work in two wards in Toronto to reduce their carbon footprint;
- Toronto Region Conservation Authority's work on leveraging municipal initiatives to change neighbourhoods;
- Project Future Proof's work in the beaches neighbourhood to move home owners forward with energy upgrades based on tangible, measurable benefits .

Each of these projects is deploying a different model to drive the future of homeowner engagement. **Arlene Etchen** from CMHC will facilitate a lively discussion to review and analyse the different approaches. Are there some common elements? How are learnings being shared? Is it getting easier or harder to engage communities?

Speakers:

Jamie Shipley is the Senior Advisor, Research & Technology Transfer at CMHC

Ronn Stevenson is the Neighbourhood Manager for Project Neutral

Sonya Meek is the Manager, Watershed Planning at Toronto Region Conservation Authority

John Bell is the President of the Sustainable Housing Foundation and a partner in Project Future Proof

There will be a morning coffee break at approximately 10:30 AM



12 PM to 1:30 PM Lunch BBQ in Upper Room and Terrace

You received a ticket with your badge for your choice of lunch entrée from the BBQ. Please bring this with you to the upstairs room. Lunch tables are open seating and discussion suggestions are provided.

Don't forget to leave time to browse the manufacturer's display tables.

1:30 PM to 2:30 PM Emerging Trends in Sustainable Communities

We start the afternoon with a look at the big picture of where we are, how we got here and where things are going in the sustainable community sector. We will hear from three different speakers who each have a unique perspective on emerging trends.

Lenard Hart is the Vice President of Sales & Marketing at Summerhill Group, a program management and energy conservation company. Over his career, Lenard has focused on energy efficiency, especially in consumer engagement around the new and already built environment. He has worked on both the non-profit and for-profit side of the industry and has a unique perspective on current trends.

Sonja Persram has been advocating for municipal involvement in sustainable development for years. As Project Manager of the David Suzuki Foundation's 2009-2011 campaign to promote using Local Improvement Charges (LICs) for energy upgrades in Ontario, she has developed a reputation as a tenacious advocate. Sonja will share her perspective on the trend towards LIC's, where the idea came from and what some of the benefits and pitfalls are.

Dan McGillivray is the Toronto Hydro Distinguished Fellow and Executive Director, Centre for Urban Energy at Ryerson University. He spends his life thinking about electricity- how it is generated; how it's transported- how it's stored and what it's going to be like in the future. He puts a reality check on why we need to build more sustainable communities now.

2:30 PM to 2:45 PM COFFEE BREAK

sponsored by:



2:45 PM to 4:15 PM Tools for Engaging Communities

A focus on some of the tools and trends available to help engage sustainable communities.

- SHF-Scotiabank Energy Calculator is a simple to use online tool that allows homeowners to clearly see the benefits of specific energy upgrades and their payback.
- CRESNET is working to professionalize the energy rating industry to provide a government-program-independent energy rating scale to measure success of energy upgrades in communities.
- CMHC has an array of helpful resources
- A look at the City of Toronto's HELP (Home Energy Loan Program) program
- Eco-certified realtors

Speakers:

John Bell is the President of the Sustainable Housing Foundation

John Godden is President of CRESNET (the Canadian Residential Energy Services Network)

Jamie Shipley is the Senior Advisor, Research & Technology Transfer at **CMHC**

Rosalynd Rupert leads the marketing and communications for the City of Toronto's Home Energy Loan Program

Chris Chopik is the Canadian trainer for the National Association of Realtors(r) green designation, an experienced industry spokesperson, trusted writer and expert on green real estate in Canada.

4:15 PM to 5 PM **Closing Plenary and Q&A** A review of the days learning with an emphasis on Q&A from the audience directed at the panel of experts heard from throughout the day.

There will be a cash bar and opportunity to network and continue the discussions from 5 PM onwards.

SPEAKER BIOS



John Bell

President, Sustainable Housing Foundation

John is V.P. Business Development and co-Founder of Greytter Water Systems. John has been actively involved in the water conservation and greywater recycling industry since 2009. As a sustainable renovator and energy evaluator, Bell has worked in the construction industry for nearly a decade, project managing renovations and new builds, including his own LEED Silver home. A former sports broadcaster, John has over a decade of television experience, which included hosting World's Greenest Homes, which featured some of the most sustainable builds around the world. John Bell is President of the Sustainable Housing Foundation.



Chris Chopik

Sales Rep and Chief Agent of Change, Sage Real Estate Ltd., Brokerage

Chris' deep passion for the quality of life for present and future generations is always present in his work as a trusted writer, speaker and Realtor. His Real estate blog GreenTO.com is a vehicle for his tireless advocacy for consumer protection relating to home ratings. Beyond his pioneering work in the green real estate marketplace, Chris demonstrates a deep understanding of the confluence of challenges relating to infrastructure, energy, water and ecology that underpin the global economy and the quality of life of people. He is the Canadian trainer for the NAR Green designation, and is a valued speaker for conferences such as the Appraisal Institute of Canada national conference where he shares his knowledge about how to value green real estate. Chris is also the president of the board of LEAF, and is an active volunteer advisor to the Ontario Sustainable Energy Association.



Arlene Etchen

Arlene Etchen is a Senior Research Consultant for Canada Mortgage and Housing Corporation (CMHC) responsible for the promotion of sustainable communities through workshops, presentations and community outreach. In her current role, she works with a wide range of stakeholder groups to advance the development of sustainable, affordable and accessible housing. Arlene has been working in the urban planning and energy sectors for more than 15 years in a communications and stakeholder relations capacity, with a specialty in sustainability initiatives. She completed her undergraduate degree and post-graduate studies at Ryerson University and has her LEED Green Associate accreditation. Arlene has also been involved in volunteer work for Habitat for Humanity, the Track 3 Ski Association and Earth Day Canada.



John Godden

CEO & Founder, Clearsphere

John Godden has over 25 years of experience as a home and heating system designer and hands-on builder with projects that include the "Clearsphere" a CHBC EnviroHome. A graduate of the Bachelor of Environmental Studies at the University of Waterloo, John is a leading rater and consultant for the R-2000, ENERGY STAR, EnerGuide and LEED for Homes programs. John co-designed ENERGY STAR workshops for builders and advisors in Ontario and regularly delivers seminars on air-tightness, better building practices, and green sales and marketing. He is President of CRESNET and Founding Director of the Sustainable Housing Foundation.



Lenard Hart

V.P., Sales & Marketing, Sommerville Group

Lenard Hart is the Vice President of Sales & Marketing at Summerhill Group, a program management and energy conservation company working within markets to achieve environmental gains and energy conservation. Formerly, he was the Director of Marketing and Business Development at a not-for-profit environmental organization specializing in low-income conservation programs.



Dan McGillivray

Executive Director, Centre for Urban Energy, Ryerson University

Dr. Dan McGillivray brings more than 30 years of experience to Ryerson's Centre for Urban Energy having worked as managing director of two centres at the Ontario Centres of Excellence - the Centre for Energy and the Centre for Earth and Environmental Technologies. He has also worked as an environmental consultant, university professor, physical oceanographer and president and CEO of Environmental Software Consultants Inc. At the Centre for Urban Energy, Dan is focusing on energy innovation, entrepreneurship and education. He is teaching a course on Energy Innovation and Entrepreneurship as part of CUE's Certificate in Energy Management and Innovation



Sonya Meek

Manager Watershed Planning, Toronto Region Conservation Authority

Sonya Meek is Manager of the Watershed Planning Group at the Toronto and Region Conservation Authority. She and her colleagues have been working with watershed partners to update management plans for the region's major watersheds over the past five years. She is now applying integrated planning techniques to guide sustainable retrofit designs at a neighbourhood catchment scale. Sonya is also the National President of the Canadian Water Resources Association.



Sonja Persram

President, Sustainable Alternatives Consulting Inc.

Sonja Persram, BSc, MBA, LEED® Accredited Professional and President of Sustainable Alternatives Consulting Inc., combines her commitment to the environment and community, her education in business and psychology, and her business management acumen to provide strategic policy and market research alternatives for her clients. She has been a leading researcher and consultant on Property Assessed Payments for Energy Retrofits (PAPER) program. PAPER is the name given to the financing concept using modified Local Improvement Charges (LICs) for home energy improvements that was the subject of three reports she wrote for the David Suzuki Foundation.



Rosalynd Rupert

Home Energy Loan Program, City of Toronto

Rosalynd Rupert leads the marketing and communications for the City of Toronto's Home Energy Loan Program. She is an experienced communications professional with more than 10 years of experience. Prior to joining the City, Rosalynd worked as a consultant for a wide range of clients in both the private and public sectors, providing strategic counsel, issues management, thought leadership platforms, corporate communications, media relations, writing, event planning, community and stakeholder relations, public education campaigns, corporate social responsibility and regional communications.



Jamie Shipley

Senior Advisor, Research & Technology Transfer, Canada Mortgage and Housing Corp.

Jamie Shipley is a Senior Advisor, Research and Technology Transfer with Canada Mortgage and Housing Corporation's Ontario Business Centre. Jamie has over (25) years of experience in the residential construction industry including 20 years with CMHC He is a Graduate Technologist member of the Ontario Association of Certified Engineering Technicians and Technologists. Jamie has also developed and facilitated technical courses and presentations to the Ontario Real Estate Association and he provides guidance and assistance to the CMHC Ontario Business Centre on construction practices and industry trends.



Ronn Stevenson

Neighbourhood Manager, Project Neutral

Ronn Stevenson is an Architectural Technologist focused on high efficiency buildings with renewable energy and innovative cradle to cradle building practices. As a Sustainability Catalyst he is involved in various community sustainability projects in the city of Toronto. Working with businesses, groups and individuals on the triple bottom line of sustainable practices. Mr. Stevenson is a founding Vice-president of Passive Buildings Canada (Passive House Standard) and is currently completing the postgraduate Sustainability Program at Ryerson University.