



Home Energy Loan Program

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What is HELP?

- Low interest, long-term loans for homeowners to make their homes more energy efficient.
- Repaid over time to the City over time via installments on property tax bill (up to 15 year terms).
- Uses the provincial local improvement charge regulations to allow residents to borrow \$ from the City to make their homes more energy efficient.

Pilot Overview

	Key Features	Additional Details
Term	3 year pilot	
Resource Conservation	Target 25% reduction in overall energy use	Natural gas, electricity and water efficiency and conservation
Participation Targets	Approximately 1,000 single family homes	Completing energy assessments, installing energy efficiency measures, and accessing the City financing
Funding Envelope	\$10 million worth of retrofits	Funding to be sourced from City working capital reserve. No net financial impact to the City or taxpayers
Incentives & Rebates	Up to \$2,650 in utility company incentives may be available	Collaborating and co-promoting available offers from utility companies
Maximum Funding Amount	5% of Current Value Assessment (CVA)	Average single-family home about \$25,000 in maximum funding
Retrofit Measures Supported	Building envelope improvements, mechanical systems and water efficiency upgrades	<u>Examples include:</u> Furnace/boiler, insulation, windows and low-flow toilets

HELP – Key Benefits

1. Equal access to financing regardless of income level
2. Low, fixed interest rates - starting at 2.5%
3. Longer repayment terms - up to 15 years
4. Loan is attached to the property, not the owner
5. 'One window' service covering natural gas, electricity and water conservation

Goals and Challenges for Phase I

How to create awareness and action in pilot neighbourhoods without driving negative feelings in non-pilot neighbourhoods?

The program model is new to Toronto and the process can be complicated to understand. How to clearly communicate the benefits and application process steps?

Communications Approach

Community-based approach, working with partner organizations.

- ✓ Flexible, **customer-focused** approach
- ✓ **Grassroots**: Door-to-door, community events
- ✓ **Multi-channel** – engage people where they go for information: website, social media, newspaper ads, community events, direct mail, media stories
- ✓ **City** channels – libraries, community centers, city newsletters, 311, building permits offices
- ✓ **City Councillors** – very helpful in reaching their constituents
- ✓ **Website** – contains all program details, Homeowner guide, all forms downloadable and AODA compliant

For more information and
details on how to apply, visit:

Livegreentoronto.ca