

REGIONAL DISTRICT OF NANAIMO
SUSTAINABILITY SELECT COMMITTEE
WEDNESDAY, APRIL 18, 2012
2:00 pm

(RDN Committee Room)

A G E N D A

PAGES

CALL TO ORDER

DELEGATIONS

MINUTES

- 3-6 Minutes of the Regular Meeting of the Drinking Water and Watershed Protection Technical Advisory Committee held February 14, 2012.
- 7-8 Minutes of the Sustainability Select Committee meeting held on Wednesday, February 15, 2012.

BUSINESS ARISING FROM THE MINUTES

COMMUNICATIONS/CORRESPONDENCE

UNFINISHED BUSINESS

REPORTS

- 9-18 Green Building Incentive Program 2012
- 19-20 Climate Smart Small Business Engagement Program

ADDENDUM

BUSINESS ARISING FROM DELEGATIONS OR COMMUNICATIONS

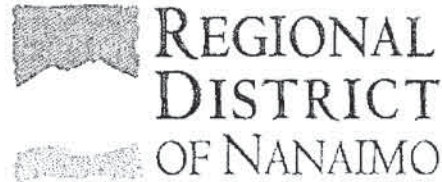
NEW BUSINESS

ADJOURNMENT

IN CAMERA

Distribution: J. Stanhope (Chair), A. McPherson, H. Houle, M. Young, B. Veenhof, B. Dempsey, J. Kipp, D. Brennan, M. Lefebvre, D. Willie, C. Mason, P. Thorkelsson, P. Thompson, C. Midgley, M. Donnelly, J. Finnie

For information only: G. Holme, J. Fell, J. Ruttan, B. Bestwick, D. Johnstone, T. Greves, G. Anderson, M. Brown, T. Graff, F. Manson, M. Pearse, L. Burgoyne, Matt O'Halloran



MINUTES OF THE REGULAR MEETING OF THE
DRINKING WATER AND WATERSHED PROTECTION
TECHNICAL ADVISORY COMMITTEE
HELD ON TUESDAY, FEBRUARY 14, 2012 AT 12:30 PM
IN THE RDN BOARDROOM

Present:

Mike Donnelly, Chair.....	Manager, Water Services, RDN
Bob Weir	Director of Engineering and Utilities, Town of QB
Mike Squire	City of Parksville / Program Manager, Arrowsmith Water Service
Bill Sims	Manager, Water Resources, City of Nanaimo
Chris Jackson	Islands Trust Representative
Gordon Buckingham	General Public Representative (North)
Gilles Wendling	General Public Representative (South)
Pat Lapcevic	Ministry of Forests, Lands & Natural Resource Operations
Bob Wylie.....	Ministry of Transportation and Infrastructure
Faye Smith.....	Environment Community Representative
Ken Epps.....	Forest Industry Representative
Domenico Iannidinardo	Forest Industry Representative
Shelley Bayne	Hydrogeology Representative
Oliver Brandes.....	Academic Community Representative
Alan Gilchrist.....	Academic Community Representative (VIU)
Al Magnan.....	Fisheries and Oceans Canada Representative
Leon Cake.....	Water Purveyors' Representative

Also in Attendance:

Darren David	Hydrogeologist, Waterline Resources
Ted White.....	Manager, Water Strategies & Conservation, MOE
John Finnie	GM, Regional and Community Utilities, RDN
Christina Metherall	DWWP Coordinator, RDN
Julie Pisani.....	Special Projects Assistant, RDN
Maury Scott.....	Special Projects Assistant, RDN
Bev Farkas	Recording Secretary, RDN

Regrets:

Lynn Magee.....	Vancouver Island Health Authority
John Deniseger.....	Registered Professional Biologist Representative

CALL TO ORDER

M. Donnelly called the meeting to order at 12:33 pm.

DELEGATIONS**MINUTES**

MOVED B. Sims, SECONDED A. Gilchrist, that the minutes from the regular meeting of the Drinking Water and Watershed Protection Advisory Committee held June 22, 2011 be adopted.

CARRIED

BUSINESS ARISING FROM THE MINUTES**COMMUNICATIONS/CORRESPONDENCE**

G. Buckingham, re Aquifer Storage and Recovery, Water Governance. Discussion on the correspondence was deferred Business Arising in the latter part of the agenda.

REPORTS**Living Water Smart and BC Water Act Modernization (T. White)**

T. White announced that the Ministry is focused on revitalizing "Living Water Smart" which was introduced in 2008 and they will be applying considerable effort into branding. T. White then updated the committee on the status of the Water Act Modernization, indicating that a third round of engagement is planned for this spring/summer and will be as close as possible to draft legislation. As the framework is still being developed, the Ministry will be requesting further feedback as the consultation process moves forward.

Changes to DWWPTAC Structure. (M. Donnelly)

M. Donnelly explained that the committee is now a Technical Advisory Committee and political representation now resides with the Sustainability Committee. With the recent inclusion of municipal partners in the DWWP program there will be representation from the Town of Qualicum Beach, the City of Parksville and the City of Nanaimo. M. Donnelly introduced the municipal representatives and invited the committee members to contact him at any time with questions or comments. Recommendations coming forward from this committee will be forwarded to the Board through the Sustainability Select Committee.

Overview of Municipal Projects. (B. Weir, B. Sims, M. Squire)

B. Weir stated that the Town of Qualicum Beach is working toward re-establishing flow monitoring on the Little Qualicum River and is working with Fisheries and Oceans Canada at Cameron Lake. Staff is involved with several grant projects with a focus to advance their interest in watersheds.

B. Sims noted that the City of Nanaimo is on target with their major project; a \$65 million water treatment plant mandated by VIHA for completion by March 2015. The City is beginning to look at augmented supply by 2020 and will focus on conservation, the possibility of a new dam, and the possibility of partnering with Nanaimo Forest Products on water supply.

M. Squire provided a powerpoint presentation to update the committee on the Englishman River Water Service joint venture. The presentation focused on Aquifer Storage Recovery (ASR) and on the status of the intake location and water treatment plant on the Englishman River. M. Squire noted that a meeting of the Englishman River Water Service Management Board will be held on February 22, 2012 at the Parksville Conference and Convention Centre and invited interested members to attend. (Presentation attached.)

Water Budget Project Update – Gabriola. (C. Metherall)

C. Metherall gave a brief overview of the water budget project. The goal is to understand regional water supply and demand. There are two separate projects, one for Vancouver Island and the other for Gabriola, Mudge and Decourcy Islands. The water budget project has four main objectives:

- To gain a 3-dimensional understanding of ground and surface water resources in the area.
- To obtain an estimate of how much water is going in and how much is going out.
- Identification and prioritization of data gaps.
- An assessment of level of stress on certain watersheds in the area.

A Request for Proposals (RFP) went out for the Vancouver Island portion of the project and the successful proponent was Waterline Resources. The RFP for the Gabriola project had been re-released and the successful proponent is SRK of Vancouver, a company with significant experience working with the Gulf Islands. (Presentation attached.)

Water Budget Project Update Vancouver Island. (D. David)

D. David, Principal Hydrogeologist of Waterline Resources, gave a powerpoint overview discussion of the Vancouver Island project of the Water Budget Program (presentation attached). M. Donnelly added that progress reports will be delivered to the committee and that members may be called upon to form sub-committees during the program.

Phase 2 Observation Wells Update. (C. Metherall)

C. Metherall gave an update on the observation well expansion program being undertaken with MOE. M. Donnelly noted that this program was funded by the Towns for Tomorrow program. In 2012, Phase 2 will see 6 new wells drilled in partnership with the Geological Survey of Canada to obtain good quality data through a coring project. In addition a private well monitoring program is being developed with initial sites located on Gabriola Island and Yellow Point. (Presentation attached.)

Community Watershed Monitoring Program. (C. Metherall)

Through a partnership with the RDN, MOE, local stewardship groups and Island Timberlands, water quality is being monitored at 25 sites on local rivers. The stewardship groups include the Nanaimo and Area Land Trust, Mid Vancouver Island Habitat Enhancement Society, Friends of French Creek, Qualicum Beach Streamkeepers, Parksville and Qualicum Fish and Game Club, and the Nile Creek Enhancement Society. The volunteers have provided very consistent, excellent quality data. Both C. Metherall and M. Donnelly expressed gratitude for the invaluable work provided by the volunteers and indicated that the monitoring program will be ongoing as long as volunteer services are available. (Presentation attached.)

Stewardship Update. (J. Pisani)

J. Pisani gave an overview of the work planned for Team WaterSmart in 2012, including six different workshops to be held in eight areas, water irrigation audits and a change to the school education program which will see students participating in stream walks outside the classroom. In addition Team WaterSmart has planned a roundtable workshop with crews from municipalities and school districts. The workshop will be used to develop a list of Best Practices for school and municipal crews and will also be available to contractors. M. Donnelly added that a temporary full time staff position is in place for 2012, enabling the program to run through a full calendar year.

Discussion with Nanaimo Airport. (M. Donnelly)

M. Donnelly noted that there have been two meetings with Mike Hooper of Nanaimo Airport and that Airport management is very cooperative in providing water quality and quantity information to the DWWP program. They have indicated a willingness to contribute funds towards aquifer protection signage in the area.

ADDENDUM**BUSINESS ARISING FROM DELEGATIONS OR COMMUNICATIONS****G. Buckingham, re Aquifer Storage and Recovery, Water Governance.**

G. Buckingham pointed out that his letter was written in the fall of 2011, prior to information about ASR being available. He thanked M. Squire for his presentation on ASR as he felt that it is incumbent on this committee to be aware of such innovative technology. G. Buckingham stated the importance of having early discussions with forestry companies to be in the best position for looking after the watersheds in the future. D. Iannidinaro provided a chart of various agencies and legislation involved in watershed governance (copy attached).

NEW BUSINESS**OTHER**

O. Brandes advised the committee that he recently participated in a forum in Vancouver entitled "Water Gathering: Collaborative Watershed Governance in BC and Beyond - Solutions Forum". The forum was attended by over 100 provincial, national and international delegates. The conference release is being finalized and will be available from O. Brandes for anyone interested. The three priorities identified by the delegates are:

- Prioritize completion of preparation of new Water Sustainability Act
- Establish annual conference of watershed based groups from across BC
- Establish government forum (First Nations and province) re water rights and title in BC

ADJOURNMENT

The meeting was adjourned at 2:57 pm.

M. Donnelly, Chair

REGIONAL DISTRICT OF NANAIMO

MINUTES OF THE SUSTAINABILITY SELECT COMMITTEE
MEETING HELD ON WEDNESDAY, FEBRUARY 15, 2012
IN THE RDN COMMITTEE ROOM

Present:

Director J. Stanhope	Chairperson
Director A. McPherson	Electoral Area A
Director H. Houle	Electoral Area B
Director M. Young	Electoral Area C
Director B. Veenhof	Electoral Area H
Director B. Dempsey	District of Lantzville
Director M. Lefebvre	City of Parksville
Director D. Willie	Town of Qualicum Beach

Regrets:

Director J. Kipp	City of Nanaimo
Director D. Brennan	City of Nanaimo

Also in Attendance:

Carol Mason	Chief Administrative Officer
Paul Thorkelsson	General Manager, Development Services
Mike Donnelly	Manager, Water Services
Paul Thompson	Manager, Long Range Planning
Chris Midgley	Manager, Energy & Sustainability
Lisa Bhopalsingh	Senior Planner
Jennifer Frumento	Sustainability Coordinator
Karen Sanders	Recording Secretary

CALL TO ORDER

The meeting was called to order at 2:03 pm by the Chairperson.

BUSINESS ARISING FROM THE MINUTES

Director Lefebvre inquired about the status of the Raven Coal Project. Paul Thorkelsson stated that the final report is not yet available and the date it becomes available is unknown at this time.

DELEGATION

MINUTES

MOVED Director Veenhof, SECONDED Director Lefebvre, that the minutes of the Sustainability Select Committee meeting held on September 21, 2011, be adopted.

CARRIED

REPORTS

The following presentations were provided as an overview/update of the Sustainability Select Committee's accomplishments and the goals for 2012:

- Regional Growth Strategy – What's New and Implementation Actions for 2012-2013
- Energy and Sustainability Program Overview
- Drinking Water and Watershed Protection Program Overview

NEW BUSINESS

ADJOURNMENT

MOVED Director Veenhof, SECONDED Lefebvre, that this meeting be adjourned.

Time: 4:13 pm

CARRIED

CHAIRPERSON



RDN REPORT	
CAO APPROVAL	
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BOARD	

MEMORANDUM

TO: Chris Midgley
 Manager, Energy and Sustainability

DATE: April 11, 2012

FROM: Jennifer Frumento
 Sustainability Coordinator

FILE: 6780-50

SUBJECT: Green Building Incentive Program 2012

PURPOSE

The purpose of this report is to propose a Green Building Incentive program for 2012.

BACKGROUND

In 2011 the RDN Board established a \$30,000 green building incentive pilot program for residents in the Electoral Areas and the District of Lantzville. The program intended to strengthen the usefulness of a revised Sustainable Development checklist and assist residents invest in renewable household energy systems. The program was launched April 1, 2011, with half of the incentive funds allocated to the Sustainable Development Checklist, and the remaining \$15,000 allocated to Action Specific Incentives.

Of the four Action Specific Incentive types, two were extremely popular with residents (the Home Energy Assessment and Woodstove Exchange rebates), while the remaining two received minimal interest. Table 1 summarizes how incentives were distributed in 2011. A more detailed overview of the 2011 Program is presented in Appendix 1.

Table 1: 2011 Green Building Incentive Program Summary – Checklist Incentives

Incentive Type	Total Available	Incentives Allocated	Incentives Disbursed	Amount Disbursed	Total Remaining
Sustainable Development Checklist	\$15,000	15-30	0	\$0	\$15,000
TOTAL (Sustainable Development Checklist)	\$15,000	15-30	0	\$0	\$15,000

Table 1 (con't): 2011 Green Building Incentive Program Summary – Action Specific Incentives

Incentive Type	Total Available	Incentives Allocated	Incentives Disbursed	Amount Disbursed	Total Remaining
Woodstove Exchange	\$11,500	46	46	\$11,500	\$0
Graded Site-Cut Timber Incentive	\$1,000	4	0	\$0	\$1,000
Solar Hot Water System Installation	\$1,000	4	0	\$0	\$1,000
Home Energy Assessment	\$1,500	25	34	\$2,040	-\$540*
TOTAL (Action Specific Incentives)	\$15,000	79	80	\$13,540	\$1,460

*The Home Energy Assessment Rebate was more popular than anticipated, and more rebates were provided than initially allocated. Funding for these additional rebates was shifted from rebates for solar hot water system installations, which had no uptake in 2011.

It is proposed that the 2012 incentive program continue to support the Checklist as well as Action Specific incentives. The unused \$15,000 allocated for the Sustainable Development Checklist will be carried over to 2012; with \$20,000 allocated for Action Specific measures. The proposed 2012 Green Building Incentive Program will consist of:

- Continued incentives for residents to upgrade old wood stoves (\$250), install domestic solar hot water systems(\$250), use graded site-cut timber in construction (up to \$250), and conduct initial home energy assessments (\$60);
- New incentives are available for residents who conduct follow-up home energy assessments (\$10 per additional EnerGuide point, up to \$200) or install a residential electric vehicle charging station (up to \$250);
- A new incentive for residents who review the Sustainable Development Checklist with the Sustainability Coordinator, and submit their completed checklist with their Building or Development Permit application (\$50);
- Revised requirements for the solar hot water system incentive to better align with provincial incentive requirements, and;
- Adjusted scoring on the Sustainable Development Checklist to make the first level of incentives (\$500) easier to reach. The scoring levels to achieve the next two levels of incentives (\$750 and \$1000) will remain the same.

A complete summary of proposed changes for the 2012 Program is presented in Appendix 2.

If approved, the Green Building Incentive Program will be activated May 1, 2012.

Increased advertising and other forms of promotion, such as the use of social media and directed promotion towards retailers and other key stakeholders are recommended for all of the incentives. Appendix 4 summarizes the proposed communication plan for the incentive program.

ALTERNATIVES

1. That the proposed 2012 Green Building Incentive Program be approved.
2. That the proposed 2012 Green Building Incentive Program not be approved, and alternate direction be given to staff.

FINANCIAL IMPLICATIONS

If approved, the Green Building Incentive Program will be funded with \$20,000 in revenues generated through the Building Inspection service and \$16,460 carried over from the program in 2011, for a total of \$36,460. The \$16,460 carried over from 2011 includes the entire \$15,000 originally allocated for Checklist incentives, which remains reserved for that purpose.

In order to increase interest and uptake of the Green Building Incentive Program, the proposed Communication Strategy in Appendix 4 will require an additional \$3,200 for advertising and print materials. This money will be from the Energy and Sustainability budget, and will remain separate from the budget allocated for incentives.

For staff resources, the Sustainability Coordinator will continue to dedicate the time necessary to administer and promote the program. Presently, administering the Green Building Incentive program occupies approximately 20% of the Sustainability Coordinator's time. This is expected to increase to 30% as the Sustainability Coordinator books time with residents to review the Sustainable Development Checklist. A summary of the proposed 2012 Green Building Incentive budget is presented in Appendix 3.

SUSTAINABILITY IMPLICATIONS

Incentives are an effective tool that the Regional District can use to encourage the uptake of more efficient and sustainable household purchases, providing multiple benefits both to the resident as well as to the community as a whole. The Green Building Incentive Program advances each of the Strategic Priorities described in the Board Strategic Plan 2010-2012: *Integrated Solutions for a Sustainable Future*.

Climate and Energy: The program supports energy efficiency measures that reduce consumption as well as emissions in the community at large, and represents regional investment in clean and renewable energy supplies throughout the region.

Watershed Health: By rewarding sustainable site design and project location in the checklist, the incentive program establishes a coordinated approach between land-use planning and development and the health of the region's ecosystems and watersheds.

Economic Resilience: By assisting home owners invest in high performance homes, renewable energy systems and other green building features, the RDN is supporting the development of local expertise in green building and renewable energy technologies, materials and processes.

Monitoring and Adaptation: By administering a Green Building Incentive Program that includes a diversity of incentive types, the RDN will be able to gauge the level of public interest in different approaches to reducing emissions and improving home energy efficiency. This will enable an increasingly targeted approach as similar programs are considered in the future. In addition, the RDN will be able to monitor approximate emission reductions that are taking place as a result of the program.

DEVELOPMENT IMPLICATIONS

Financial incentives are instrumental in encouraging home owners to include green building features and technologies in development projects. This has been borne out in provincial and federal incentive programs, as well as green building programs in local government jurisdictions. Continuing to dedicate resources to encourage high performance homes, renewable home energy systems, the use of site-cut timber, and home energy assessments will result in more green building, local materials, and renewable energy in homes built in the RDN, and greater awareness of green building among the public.

SUMMARY/ CONCLUSIONS

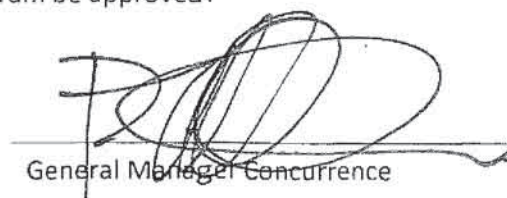
The Green Building Incentive Program comes highly recommended through various research projects into green building and emissions reductions that the RDN has undertaken in recent years, and has also proved popular with residents interested in pursuing actions that will result in more sustainable and efficient buildings in the region. Continuing to implement the program follows through on recommendations made in these research projects and reports, while providing multiple benefits to individual residents and the community at large.

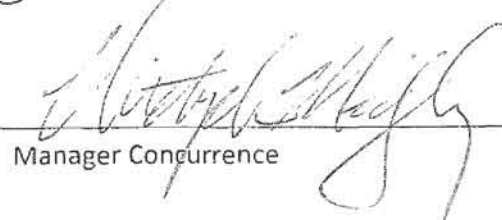
The incentive program will continue to support two distinct types of incentives: the \$15,000 allocated to the Sustainable Development Checklist in 2011 will carry over to 2012; and \$21,460 is budgeted for Action Specific measures including upgrading old wood stoves, installing domestic solar hot water systems, grading site-cut timber for use in construction, conducting home energy assessments, and installing a residential electric vehicle charging station. Proposed changes are intended to increase residents' awareness and uptake of existing incentives. A new incentive for residential electric vehicle charging station is proposed for 2012, with refinements made to several of the existing incentives to increase interest and uptake. The program will continue to be administered by the Sustainability Coordinator. Residents will be notified when the program is fully subscribed.

RECOMMENDATION

That the proposed 2012 Green Building Incentive Program be approved.


Report Writer


General Manager Concurrence


Manager Concurrence


CAO Concurrence

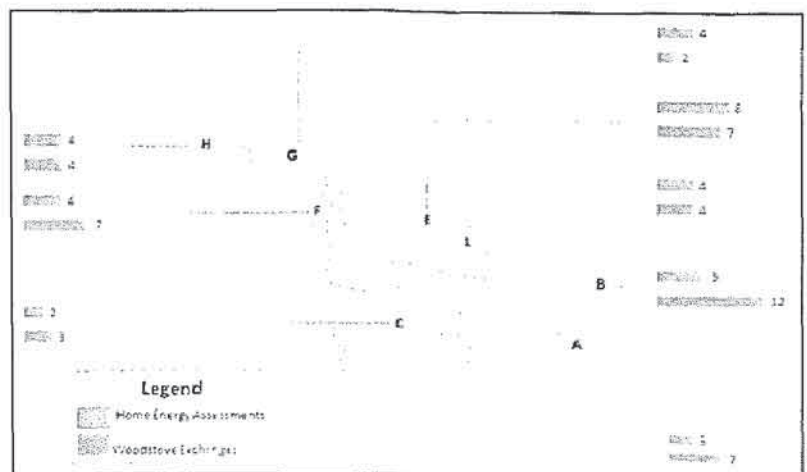
**Appendix 1:
 2011 Green Building Incentive Program Results**

Incentive	Uptake	Impact
Sustainable Development Checklist	3 consultations. No incentives disbursed	N/A
Woodstove Exchange	All 46 rebates disbursed	Reduction of approximately 1848 kg/year of particulate matter (pm _{2.5})
Graded Site-Cut Timber Incentive	Several inquiries received. No incentives disbursed	N/A
Solar Hot Water System Installation	One inquiry. No incentives disbursed	N/A
Home Energy Assessment	34 rebates disbursed, nine more than the amount originally allocated. The cost for these rebates was covered by transferring funds from the solar hot water program.	Assessments identified the potential for a reduction in annual residential energy usage of 168,210 kWh of electricity and 913 GJ of natural gas.

Figure 1 highlights where in the Regional District of Nanaimo incentives were accessed.

In order to increase interest and uptake of less popular incentives, a strategy focussed on engaging key stakeholders, increasing promotion, and closer alignment with provincial and federal incentive programs is planned for 2012. Details on this strategy are presented in Appendix 4.

Figure 1: 2011 Green Building Incentive Program by Electoral Area



Appendix 2:
 Summary of Proposed Changes to the 2012 Green Building Incentive Program¹

Incentive	Incentive Amount		Number of Incentives		Eligibility
	2011	2012	2011	2012	
Checklist	\$500 - \$1000	\$500 - \$1000	15-30	10-20	<p>2011 Residents who complete the checklist are eligible to receive financial incentives depending on their score. Disbursement occurs once the claims made in the checklist are verified through a review of the site plan, provision of photos, receipts and/or other supporting materials as necessary.</p> <p>2012 Proposed: Adjust scoring for the first level of incentive (\$500) downwards by five points to be easier to reach; make clarifications to the Checklist based on feedback from residents; increase advertising and promotion</p>
Checklist (meeting with Sustainability Coordinator)	N/A	\$50	N/A	100	<p>Proposed: Allocate funding for residents who meet with the Sustainability Coordinator to review the Sustainability Checklist and submit a completed checklist with Development or Building Permit application.</p>

¹ The actual number established at the outset of the program is subject to change in order to accommodate popularity of different incentives. The total amount of incentives to be dispersed will remain below \$21,460.

Incentive	Incentive Amount		Number of Incentives		Eligibility	
	2011	2012	2011	2012	2011	2012
Woodstove Exchange	\$250	\$250	46	84 <i>(includes 48 Provincially funded rebates already disbursed in 2012)</i>	Residents replace an existing wood burning appliance that does not conform to CSA standards with an EPA certified wood burning-, pellet- or gas stove or insert. Participants must show proof of disposal of the original appliance, as well as proof of purchase of a qualifying appliance.	Proposed: 36 rebates for EAs and the District of Lantzville residents. (This is additional to the 48 provincially funded rebates for EAs and the District of Lantzville already disbursed in 2012.)
Graded Site-Cut Timber Incentive	Up to \$250	Up to \$250	4	5	To encourage site-cut timber for structural use in renovations and new construction, this rebate will be provided to homeowners upon provision of a letter written by an accredited grader or grading agency confirming the suitability of site-cut timber for structural use.	Completed: Link to list of accredited graders added to RDN website Proposed: Add one additional rebate; increase advertising and promotion
Solar Hot Water System Installation	\$250	\$250	4	5	To assist with the purchase of domestic solar hot water systems, the RDN will provide a rebate upon system inspection or sign-off by an appropriately qualified professional.	Proposed: Add one additional rebate; Align rebate more closely with Provincial LiveSmart program. Increase number of rebates; increase advertising and promotion
Home Energy Assessment (initial)	\$60	\$60 for first assessment	34	60	A homeowner will receive \$60 for completing a home energy assessment, regardless of EnerGuide rating. A home energy assessment report completed by a certified energy advisor, along with a receipt for the assessment is required.	Proposed: Increase the number of incentives available for initial Home Energy Assessments

Incentive	Incentive Amount		Number of Incentives		Eligibility	
	2011	2012	2011	2012	2011	2012
Home Energy Assessment (follow-up)	N/A	\$10 for each point increase (up to \$200max/residence)	N/A	25-50	N/A	Proposed: Provide additional rebate based on each EnerGuide point increase from the original EnerGuide rating; increase advertising and promotion
NEW: Level 2 Electric car charging station for residents	N/A	Up to \$250	N/A	5	N/A	Proposed: New incentive. Charging Station must be on the list of eligible Residential Level 2 charging stations for the Provincial LiveSmart incentive

Appendix 3:
 Proposed Budget for the 2012 Green Building Incentive Program

Incentive Type	Rebate Value	Incentives Allocated	Total Available
Sustainable Development Checklist	\$500-\$1000	10 to 20	\$10,000
Sustainable Development Checklist (Review meeting with Sustainability Coordinator)	\$50	100	\$5,000
TOTAL (Sustainable Development Checklist)		110-120	\$15,000

Woodstove Exchange	\$250	36 (+ 48 Provincially funded rebates)	\$9,000
Graded Site-Cut Timber Incentive	\$250	5	\$1,250
Solar Hot Water System Installation	\$250	5	\$1,250
Home Energy Assessment (initial)	\$60 for first assessment	60	\$3,600
Home Energy Assessment (follow-up)	\$10 for each point increase (up to \$200 max per residence)	25-50	\$5,000
NEW Incentive: Electric car charging station for residents	\$250	5	\$1,250
TOTAL (Action Specific Incentives)		131 (179 including Provincially funded wood stove rebates)	\$21,350

**Appendix 4:
Proposed Communication Plan for the 2012 Green Building Incentive Program²**

Type of Communication	Description	Estimated Financial Implications
Website	Update 'Green Building and Incentives' webpage	- Web administrator's time \$200 - Sustainability Coordinator's time
News Release or Notice	Launch the revised program;	- Sustainability Dept's time and Communication Dept's time to write the release and provide follow-up to newspapers and residents
Print Materials	Rack cards to summarize all available incentives	- Printing costs for rack cards est. \$500
Email Information Package to key stakeholders	Target home energy assessment companies, solar hot water system installers, etc. Include electronic version of rack card, with link to RDN website for more info	- Sustainability Coordinator's time
Social Media	Use the RDN Facebook page and Twitter feed to promote the incentives	- Sustainability Coordinator's time
Paid Advertising in local newspapers	Advertise when the program is launched, and throughout the program advertise specific incentives if uptake is low	- 10 ad placements in local newspapers \$2,500
TOTAL		\$3,200; plus staff time

² Money for advertising and print materials will be from the Energy and Sustainability budget, and not taken from the budget allocated for incentives



RDN REPORT	
CAO APPROVAL <i>[Signature]</i>	
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BOARD	

MEMORANDUM

TO: Chris Midgley
Manager, Energy and Sustainability

DATE: April 11, 2012

FROM: Jennifer Frumento
Sustainability Coordinator

FILE: 6780-50

SUBJECT: Climate Smart Small Business Engagement Program

PURPOSE

To propose that the RDN become a host community for Climate Smart’s Small Business Engagement Program.

BACKGROUND

Climate Smart, a Vancouver-based provider of carbon management training and tools, is currently coordinating a Small Business Engagement Fund in communities across BC to partially cover the cost of hosting a greenhouse gas (GHG) training program for local businesses. Participating small and medium sized businesses learn about measuring and reducing greenhouse gas emissions while improving operational efficiencies during the three-day training workshop.

To cover the costs of the program, \$8,000 is available from the Climate Smart Small Business Engagement Fund, with the host local government contributing an additional \$5,000. Participating businesses pay between \$250 and \$1,000, depending on the size of their organization. Each three-day workshop has space for up to 12 participating businesses.

To recruit local business participants, Climate Smart leverages their existing relationships with industry associations and past Climate Smart participants, as well as developing new relationships with local organizations, such as Chambers of Commerce, where Climate Smart would be a value-add to their members.

Acting as a Climate Smart host community provides outreach that was identified as a key action to achieve the Energy and Sustainability department’s performance objectives in the 2012 Business Plan. By assisting the business community access information and tools to support emissions reductions, the Climate Smart Business Engagement Program helps satisfy this objective, ensuring the public continues to be engaged in initiatives to support a resilient region in the face of climate change.

ALTERNATIVES

1. That the RDN become a host community for the Climate Smart Business Engagement Program.
2. That the RDN not become a host community for the Climate Smart Business Engagement Program.

FINANCIAL IMPLICATIONS

If Alternative 1 is approved, as a host community sponsor the RDN will contribute \$5,000 for one three-day regional training workshop. Funding to support this Program is available in the 2012 Energy and Sustainability Departmental Budget, which includes resources to undertake community outreach, engagement and action on climate change and adaptation. Depending on the success of the initial workshop, an opportunity to host a second workshop series will be considered.

The delivery of this program through Climate Smart allows the RDN's \$5,000 financial contribution to leverage an additional \$8,000 from the Small Business Engagement Fund, for a total of \$13,000, with a further \$250 to \$1,000 provided by each participating business. As well, because Climate Smart coordinates and delivers the training series, RDN staff time required is expected to be minimal.

SUSTAINABILITY IMPLICATIONS

The commercial business sector represents 8% of the total emissions in the RDN and member municipalities, with an estimated 73,619 tonnes of GHG emissions released annually¹. By engaging the business community through Climate Smart, the RDN will be encouraging a reduction in regional GHGs, encouraging resilience in local businesses by linking economic development to emissions reductions, boosting innovation in the local green economy, supporting the development of green skills in the region, helping to develop new partnerships for ongoing collaboration between local government and the private sector, and demonstrating the RDN's leadership and commitment to reducing community emissions.

SUMMARY/ CONCLUSIONS

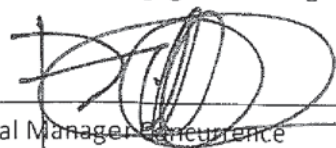
The Climate Smart Business Engagement Program is expected to provide multiple benefits to local businesses, the RDN, as well as the community at large by engaging and strengthening local businesses while reducing community-wide emissions. Contributing \$5,000 toward the program will leverage \$8,000 from Climate Smart's Small Business Engagement Fund significantly increasing the value of the contribution to the local business community.

RECOMMENDATION

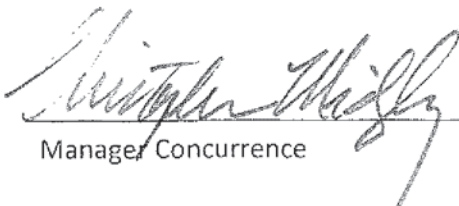
That the RDN become a host community for the Climate Smart Business Engagement Program.




Report Writer



General Manager



Manager



CAO

¹ Ministry of Environment. Nanaimo Regional District's Updated 2007 Community Energy and Emissions Inventory. June 30, 2010