

A Summary of...

Power Down Campbell River





Energy Challenge

Power Down Campbell River Home Energy Video Challenge



City of
Campbell
River

BC Hydro 
powersmart


Sustainable
CAMPBELL RIVER

Reports and Metrics

Power Smart Sustainable Communities Program Project Summary Report



Energy Challenge families

Power Down Campbell River City of Campbell River

September 25, 2013

Prepared by: Amy van den Hooven
Energy Challenge Coordinator

Prepared for: BC Hydro

Contents

Project Description..... 3

Project Impact 7

Electrical Savings / Reductions..... 7

Co-benefits..... 7

Innovation..... 8

Replicability 9

Lessons Learned, Recommendations and Conclusions 10

Supporting Documentation 11

Conservation Community of Practice Blog Post..... 11

Project Description

Please provide an overview of the project. It may be helpful to refer back to the application made to the Sustainable Communities Program, which describes the project and outlines the work plan. Consider the following: Why did your local government undertake the project? What did you hope to achieve (i.e. goals, objectives, targets, etc.)? When did the project start/finish? What were the key activities undertaken for the project? Who was involved and in what capacity (i.e. lead, partners, etc.)? Is the project considered complete? Did the local government achieve what it set out to through this project?

Power Down Campbell River was the City's home energy conservation program, designed to educate the community through an energy challenge and energy rebate program. The delivery of this program was made possible through a \$49,950 grant from BC Hydro. In the City's *Community Energy and Emissions Plan (CEEP)*, the opportunity to create awareness around energy conservation and encourage home retrofits to improve energy efficiency is identified as a priority, as approximately twenty three percent of all greenhouse gas emissions produced in Campbell River are from buildings. The goal of Power Down Campbell River was to create energy conservation awareness, provide incentives that will lead homeowners to make their homes more energy efficient, and inspire simple habit changes that will reduce energy consumption. The CEEP sets forth a target of having two per cent of existing buildings retrofitted annually to improve energy efficiency. The *Power Down Campbell River* program is the first step toward achieving these targets, using a unique public engagement model that incorporates energy conservation techniques, community involvement, creativity and competition.

Power Down Campbell River had three main components: a video-based Energy Challenge, an Energy Rebate Program, and launch of the Energy Conservation Assistance Program. The program ran from January to September 2013.

The Energy Challenge:

The Energy Challenge was a 30-day (April to May 2013) reality-tv style video competition involving five local families competing to reduce their family's energy use, teach the community tips and tricks on energy conservation, and capture their experience on film. The aim of the program was for the five families to share their 30-day journey to inspire others in the community to conserve more energy.

The Energy Challenge launched with a promotional campaign through local media outlets and face-to-face interaction at booths set up during events and activities at Campbell River community centers. The two-week promotional "blitz" was very successful in creating a "buzz" in the community about the Energy Challenge. Sixteen families were interviewed at City Hall and a panel of judges from local media and BC Hydro chose five energetic and enthusiastic families to compete. The five families were the Bellwood-Behan, Klein, Loeb, Millward, and Seldon families. Each family had a different energy conservation story; some had attempted to conserve energy before, while it was all-new to others.

To kick off the challenge the City of Campbell River held a launch party where the five families received their iPads and professional videographer training. It was also an opportunity for the families to meet everyone, ask questions about the challenge, and learn tips about energy conservation from Karla Lowers, Energy Challenge judge and BC Hydro Communications Advisor. After the launch party, an energy monitor was installed in each home, which was essential to follow the progress of each family throughout the challenge. The five families also received a home energy audit from City Green Solutions to give them ideas about how to make their homes more energy efficient.

Every week the five families received a "Shot List," which provided ideas and suggestions on what footage to capture. However, many of these families went above and beyond what was asked of them. A few of the projects that families completed during the challenge included a homemade solar oven, bike blender, and solar shower. Families also involved the community in the Energy Challenge by organizing a community walk and encouraging people to turn their lights off on Earth Day, interviewing energy heroes in Campbell River, and bringing a neighborhood together to sing about energy conservation. These

initiatives were part of the Creative and Community Challenge, which was incorporated into the Energy Challenge to help educate more people about energy conservation.

Throughout the challenge, the families competed by documenting their successes and challenges with an iPad in a reality-tv style format. Each week updates and videos from the challenge were posted on the Sustainable Campbell River Facebook and the City's Youtube Channel, making it easy for people to follow the challenge and learn about energy conservation. The amount of traffic to both of these social media outlets increased dramatically (Sustainable Campbell River Facebook likes increased by 84%, and daily total reach increased by 69% following the start of the Energy Challenge). The Energy Challenge was also followed by the local radio stations, newspapers, and Shaw TV.

A few weeks after the challenge ended, the panel of judges reviewed the footage and the grand prizewinner of \$1500 toward a home energy retrofit was announced at the "red carpet" themed wrap-up party at City Hall on May 30th. The judging was based on entertainment value, energy conservation story, and the amount of energy saved. The party featured highlights from the challenge and each family received an award to recognize their accomplishments (Best Rap Video- Bellwood-Behans, Best Educational Video- Kleins, Best Creative Director-Millwards, Best Actors and Actresses-Loebs, Best Original Song-Seldons). After each family was recognized, the grand prize was awarded to the Millward family!

Two professionally-produced films (one trailer and one long version) that follow each family's adventure are in the final stages of being produced and will provide a useful communication tool within Campbell River, as well as other communities. The footage is educational, entertaining, and sure to inspire others to start saving energy. An educational handbook has also been created to go along with the film and for use in schools, which will provide another useful educational tool to inspire young people to start their own energy conservation initiatives in their community. The handbook includes links to BC Hydro educational material for schools.

The five families that competed in the challenge have now become energy ambassadors for Campbell River and created a lot of conversation around the topic of energy conservation. All five families reduced their BC Hydro bill by at least \$100 during the 30-day challenge, and are excited to keep sharing their energy saving tips with the community. As an example of energy reduction, the Millward family, winners of the Energy Challenge, reduced their energy consumption by approximately 60% from week one to week four of the competition.

Using BC Hydro community engagement metrics (see attached), it is estimated that the project impressions totaled 2,174,316, and engagement hours totaled 7,800.

Energy Rebate Program

The Energy Rebate Program was launched alongside the Energy Challenge and has also proved to be extremely successful. This program was originally going to target providing rebates for energy audits for 75 homeowners, however the City increased the number to 115 homeowners because of the program's popularity. Program participants received a free home energy audit from a certified energy advisor, which gave them the opportunity to learn about how they can make their homes more energy efficient and cut down on electricity use. All 115 rebate numbers have already been given out and the waiting list continues to grow.

This program has been essential in trying to reach the City's target to decrease greenhouse gas emissions. From following up with program participants through phone calls, it was evident that this program led to energy conscious habit changes in every home and approximately 75% of the participants completed a retrofit, which ranged from small to large retrofits, in their home after the audit. This shows that offering the Energy Rebate Program was crucial in motivating people to make energy efficient changes in their home. Overall, the feedback from participants was extremely positive. Many said that they became much more aware after the audit. One participant said, "This program has opened our eyes up to ways that we can conserve energy in our home." Another learned that it is not just about the retrofits, "It's also about changing the way we think and act."

Each Energy Rebate Program participant also completed a Campbell River Energy Pledge, which outlined a habit change or retrofit that the participant could do to save energy. These pledges were then made into postcards and mailed back to each participant to remind them of their commitment. Approximately 90% of the participants filled out the pledge and each commitment was unique and well thought out. One participant pledged to reduce their energy consumption by, *“Installing new programmable thermostats and by teaching my children to turn off the lights when they leave a room.”* Another pledged to reduce by, *“Increasing attic insulation, installing a new heat pump, sealing our home, and putting a new fan in the bathroom.”* Along with receiving the energy audit, these pledges played a key role in motivating people to follow through with changes. After talking to participants on the phone, many said that they had already completed what they had pledged.

A \$100 Giveaway was also implemented in the Energy Rebate Program, with a goal to encourage more people to follow through with retrofits in their homes. This giveaway was awarded to 18 randomly selected Energy Rebate Program participants after they completed their audit. This program was extremely successful and the turnaround time from when the \$100 was offered to participants to when their retrofits were completed was very quick. Many of the participants used their \$100 towards LED light bulbs, programmable thermostats, insulation, and air sealing products. This program showed that providing a financial incentive greatly increased the likelihood that participants would complete a retrofit. All winners purchased and installed their new energy saving products, and had to submit pictures of the installed product for reimbursement. These are small and affordable changes that will help participants make their homes more energy efficient and save money on their monthly energy bills.

Block Parties

As part of the Energy Rebate Program, the City also offered Energy Block Party opportunities for citizens from different neighbourhoods in Campbell River. Four Campbell River families held a block party in their home to help spread the word about energy conservation beyond their household. Each household was encouraged to invited friends, family, and neighbors into their home to learn from the audit and go on an energy conservation tour. The energy auditor walked participants and approximately 20 guests through common things to look for in a house and provided valuable energy saving ideas and information that was applicable to anyone. These block parties were another fun initiative that helped create a “buzz” around energy conservation.

Energy Conservation Assistance Program

Following the success of the Energy Rebate Program, the City of Campbell River has also been working with BC Hydro and Jaime-Ann Lew from Carillion Canada to introduce the Energy Conservation Assistance Program (ECAP), which offers free energy evaluations and energy saving products to low income residents. When City recreation staff members screen for the Leisure Involvement for Everyone (LIFE) program, they will also determine whether an applicant meets the income qualification requirement for the ECAP program – and sign a voucher for qualified applicants to use to apply for ECAP. This makes applying to the ECAP much easier for Campbell River residents and it is a great incentive that will lead to environmental and financial benefits.

This program was launched on April 6 and will run until September 30, 2013 or beyond as long as BC Hydro offers the program. The ECAP has already sparked interest in Campbell River and is a very important element to add to the Power Down Campbell River initiatives, as it benefits low-income residents within the community.

Conclusion

The Power Down Campbell River initiatives, which include the Energy Challenge, Energy Rebate Program, and the Energy Conservation Assistance Program (ECAP), were very successful and have met our goal of creating awareness to help reduce the City’s greenhouse gas emissions. The unique model of launching the Energy Challenge alongside the Energy Rebate Program and the ECAP, is what helped lead to the success of these programs. The Energy Challenge created an energy conservation “buzz” in the community, which helped create more awareness and interest in the Energy Rebate Program and the ECAP.

The Energy Challenge has wrapped up, but talk around energy conservation continues to spread. The three main components that this challenge incorporated, such as creativity, community, and competition, are what helped make this program so successful. The five families and greater community were able to come together in creative ways to promote energy conservation in Campbell River. Most importantly, the competitive element is what helped spark conversation around the challenge and energy conservation within the community. Five families competing at the same time for 30-days with a common goal of reducing the most energy, is what ignited families to go above and beyond to spread the word about energy conservation.

The professionally produced Energy Challenge films (trailer and long version) are in the final stages of being produced. These films will be used to continue to educate people about energy conservation both in Campbell River and beyond.

The popularity of the Energy Rebate Program and the momentum that this program has created around energy conservation has made it evident that there is a continued need in Campbell River for a rebate program. When this program was launched in January 2013, it immediately became popular, as seventy-five audits were assigned within the first two weeks of the program. The rebate program has resulted in 115 home energy audits completed and the waiting list continues to grow as word spreads about this program. The City of Campbell River hopes to continue to partner with BC Hydro to continue the energy rebate program in the future.

Project Impact

BC Hydro encourages local governments to share the knowledge and lessons learned through these projects, in order to help others in their efforts to create more sustainable communities. Please describe the impact(s) that your project had in each of the four areas below. It may be helpful to refer back to the application made to the Sustainable Communities Program, which describes the anticipated impacts of the project.

Electrical Savings / Reductions

Did or will the project activities lead to electrical savings? Briefly describe any progress that has been made towards electrical savings (quantitatively, where possible) as a result of the project.

The Energy Challenge and Energy Rebate Program have both resulted in electrical savings. All of the families that competed in the 2013 Energy Challenge lowered their energy bill by at least \$100 during the month of the challenge (April 2013) compared to their bill in April of 2012. There were also large reductions in energy usage from week one to week four of the competition. For example, the Millward family, winners of the Energy Challenge, reduced their energy consumption by approximately 60% from week one to week four of the competition. The Energy Challenge also led to electrical savings across Campbell River, as these five families inspired other people to conserve electricity and created awareness around energy conservation opportunities in the home. Many friends, family members, and neighbours of the energy challenge families have said that the challenge has inspired them to become more energy conscious and helped them lower their monthly energy bills. These savings have mostly been created through affordable retrofits and behaviour change initiatives such as turning lights off, unplugging appliances, etc.

The Energy Rebate Program has also resulted in electrical savings. After making follow-up phone calls to all the participants in the program, it was evident that approximately 75% of participants had completed a retrofit. These energy-saving retrofits ranged from small to large and included measures such as weather stripping, caulking and other improvements for air tightness as well as larger upgrades such as lighting, insulation, heating systems and more. After receiving a free energy audit, all participants reported that they have made habit changes and become more aware of the amount of energy that they consume on a daily basis. These changes will likely lead to decreased energy bills for many of the program participants. Although self-reported by program participants, this information indicates that continuing a rebate program will help to encourage energy retrofits and conservation related behavior change in Campbell River, as the majority of participants indicated that the program led them to undertake energy conservation measures that they would not have otherwise done. In addition, 18 of energy rebate participants also received a \$100 energy retrofit credit to be used for an energy efficiency upgrade of their choice. To be eligible, participants had to submit receipts for the material or products they used for their energy efficiency retrofits, thus ensuring that they had at least taken the initial step toward the retrofit. The most common types of upgrades were installing LED light bulbs, programmable thermostats, and upgrading insulation.

The Energy Conservation Assistance Program has recently partnered with the Leisure Involvement for Everyone (LIFE) program and been introduced to Campbell River residents. Once this program gains interest, it is likely to lead to electrical savings amongst many low-income residents.

Co-benefits

Did or will the project activities provide any co-benefits to the local government and/or the community? Briefly describe any environmental, social, cultural and economic benefits that the project is thought to have provided to the local government and/or the community.

The Energy Challenge and Energy Rebate Program have led to many co-benefits in Campbell River.

Environmental Benefits:

These programs were successful in creating awareness throughout the whole community about energy conservation and ways to reduce electricity use. This awareness will play a key role in helping reach the City's target that by 2020 two percent of all buildings will be retrofitted on an annual basis to decrease greenhouse gas emissions and promote energy conservation, as outlined in the City's *Community Energy and Emissions Plan*. Implementing an Energy Rebate Program and Energy Challenge, provided energy conservation tips, hands on tests that helped make energy more "visible," and information about retrofits that has helped home owners make their homes more energy efficient.

Social and Cultural Benefits:

The Energy Challenge has also created many benefits beyond the environment. A Creative Community Challenge was incorporated into the Energy Challenge, with a goal to reach out to the community on a more social and cultural level. Many of the families incorporated the community aspect of the contest by organizing events and songs. For example, the Millward and Loeb families both organized a No Power Hour in Campbell River, with participants from their schools, friends, families, workplaces, and even a Zumba class. As well, the Seldon family brought their neighbourhood together to sing a song they wrote called the Human Energy Race. These are all initiatives that help build a stronger community and create energy conservation awareness at the same time. Power Down Campbell River helped to create a buzz in the community around energy conservation and through the involvement of local families and media celebrities as judges, it was a fun way to inspire community and collaboration around a common goal: reducing energy.

Organizing the Energy Challenge has also led to social benefits within City Hall. These projects have involved a team of people working together to implement these programs, which has helped build stronger working relationships. We have also connected with many other municipalities in BC to learn from their energy conservation initiatives and to discuss project ideas. Again, this is a great way to build connections and outside relationships.

Economic Benefits:

These projects have also contributed to local economic development by providing energy advising work for local contractors employed to deliver the local Certified Energy Advisors reported a substantial increase in the number of energy audits in Campbell River during the program. The purchase and upgrade with energy efficient appliances and supplies was encouraged through the program as well, benefitting local suppliers. This program will also help homeowners to save money that would otherwise be spent on their electrical bill. The Energy Challenge has also brought work to the local media businesses that are involved in making the professionally produced Energy Challenge film.

Innovation

Did the project activities demonstrate innovation beyond business-as-usual? Briefly describe how the project helped to advance new or unique concepts/approaches, engage hard-to-reach audiences, or otherwise fill a gap that needed to be addressed.

The Energy Challenge was designed to engage as many people in Campbell River as possible. This program moved beyond business as usual by providing education and information for our community around energy conservation opportunities through video messages. Incorporating video into the 30-day Energy Challenge was key in being able to spread the word about the Energy Challenge to a large audience and share energy conservation tips with the community. The video clips were shared on the City's Youtube Channel, the Sustainable Campbell River Facebook page, and Shaw TV. The challenge also consisted of families of different backgrounds and ages, which was important in making their messages applicable to a wider audience. The final videos will be shown at the City's Earth Week Film Festival, aired on Shaw TV, and provided as resource material to schools and other interested communities.

Another unique way this project engaged with a larger audience was through the Creative Community Challenge. Families were challenged to organize an event or project that was both creative and included

people from the outside community. Incorporating this element into the Energy Challenge resulted in more people becoming involved through the outreach initiatives that the families organized and therefore more people learned about energy conservation. As previously indicated, families developed solar ovens, bike powered blenders, wrote songs, organized No Power Hours, made a rap video, and much, much more. The Loeb Family even took their bike powered blender to one of the Bike to Work Week celebration stations and made fresh smoothies for cyclists.

The Energy Rebate Program and the local Energy Block Parties combined both information sharing on energy conservation and tips on behaviour changes that can help people reduce their energy consumption. The Energy Block Parties were a great way to get more people to watch and learn from the energy audits, and it showed that learning about energy conservation is something that can be fun. As well, the program illustrated that if people see that their friends are taking action to save energy, they can be influenced to become more energy conscious too! These programs also provided community members with the knowledge and tools to reduce their energy consumption, therefore removing one of the barriers to energy conservation in the home.

Lastly, all participants involved in the Energy Rebate Program were required to submit an energy pledge to receive reimbursement for their energy audit. These pledges were then made into post cards and sent back to each participant. This was an innovative way to remind participants of their promise and to encourage them to follow through with it if they hadn't already.

Replicability

Can the project, in whole or in part, be replicated by other local governments? Briefly describe any aspect(s) of the project that could be implemented by other local governments?

- 1) Providing an Energy Rebate Program for home energy audits for local residents and having each participant write a pledge to commit to reducing electricity in their home. These pledges can then be made into postcards and sent back to participants to encourage them to follow through with their commitment.
- 2) Offering a Home Energy Video Challenge – any community can organize an energy challenge and it can even be adapted to classrooms, friends, and even cities. Campbell River's Energy Challenge film also consists of an Energy Challenge Kit, which provides the basic tools for another community to hold an energy challenge.
- 3) Energy Block Parties are easy to replicate and can be a great way to educate more people about energy conservation in a fun way. These parties involve providing snacks and an information session at a person's house and a free home energy audit in exchange for them having their friends or neighbours over to learn about energy conservation.
- 4) Communication Information - Developing postcard reminders, website information, a project facebook page, media communications and a video about energy conservation to screen at local film festivals and in the schools. This communication material could be replicated by other local governments.

Lessons Learned, Recommendations and Conclusions

What are the lessons learned coming out of the project (consider the learning objectives identified in your project agreement with BC Hydro)? What recommendations would you share as a result of your project (consider any opportunities/challenges that were encountered during the project and how they were addressed/overcome; also consider the audiences that might benefit from these recommendations, such as other local governments, BC Hydro, project partners, etc.)? What conclusions (if any) were drawn as a result of the project? Have any next steps or future project phases been identified (if so, what are they)?

Challenges, Lessons Learned, and Recommendations:

The greatest challenge that occurred during the implementation of Campbell River's energy conservation initiatives was within the Energy Rebate Program. This program was extremely successful and a great need to continue this program has been identified in the community, however there were some challenges with managing the bookings of the audits. It was evident that issuing a Request for Proposals and working with one energy auditing business would have been more efficient, rather than providing contact information for various local energy auditing businesses. If the program is working with one company, it is easier to know the status of the bookings and participants are less likely to get overwhelmed with the booking process. It is also recommended that participants receive their rebate voucher number only after their booking has been confirmed by the energy auditing company. This will make sure that voucher numbers are only handed out once it is confirmed that the participant is going to follow through with the program.

The only other challenge that did occur was the amount of video footage that was received for the Energy Challenge. For future projects, it is recommended to set a limit on the amount of footage submitted from each family every week. This would decrease the amount of editing time and the families would only need to submit their best footage.

For future programs if possible, it is also recommended that they run for a longer duration of time. Ideally an energy rebate program would run for an entire year or include the fall season instead of the summer as this is a key time when people are thinking about energy use. The energy rebate program was so popular initially and the momentum could continue to build if the program is continued.

Opportunities and Important Ideas to Consider:

One of the primary lessons learned for this program was the importance in having a dedicated staff resource as a program coordinator. Having a COOP student as the Energy Challenge Coordinator was extremely important as the coordinator was available to answer phone calls and queries about the program on an ongoing basis.

One of the most important aspects of the Energy Challenge was the promotional phase. It was important to promote the challenge as much as possible and to get a large number of families signed up, in order to have a diverse range of families to choose from. To get the word out, the coordinator set up at community centers and local high schools with a large sign that said "Sign-Up Today" and promoted the Energy Challenge through face-to-face interaction. Approximately 75% of the people that signed up for the Energy Challenge learned about the challenge at these community booths. For example, Chas Seldon, one of the Energy Challenge participants, learned about the challenge when the coordinator had a promotional booth set up at his high school. Chas signed his family up, sent in a pitch to apply for the challenge, and was later chosen by the judges to compete in the challenge. This was also a great way to encourage people that did not sign up to still follow the challenge through local media and the City's Youtube channel. Another element of promotion that is of key importance is branding. Developing consistent messaging and a logo/look for the program is highly recommended. Power Down Campbell River used a light switch turning off as part of its logo. The program brand makes it identifiable to residents.

A key aspect of the Energy Challenge that helped make it successful was the opportunity to involve local media. Two of the judges were from the local radio stations and another was from Campbell River's Shaw TV channel. This helped to spread the word about the challenge, as these judges often talked about the Energy Challenge while on air or during filming. This is something that is highly recommended for other municipalities that are thinking about organizing an Energy Challenge.

Another really important aspect of the Energy Challenge was what to look for when choosing the five families. Every family that was chosen for Campbell River's challenge was extremely excited about it, eager to save energy, and was easy to communicate with. It was very important to have five families with these qualities because over the 30-days there was a lot of communication needed between the families and challenge coordinator. Therefore, it is important to have judges that will be looking for these aspects when they choose the five families.

Conclusion:

Overall, these programs have played a crucial role in helping the City work toward its overall community sustainability goals and GHG and energy conservation targets. Not only have these programs helped benefit the environment, they have contributed to building a stronger community through social, cultural and economic benefits. Power Down Campbell River is a unique model that creates awareness about energy conservation, while also providing financial incentives through the rebate program to help make homes more energy efficient. This model can easily be replicated in many communities, and is a great initiative that will show people that saving energy can be fun, good for our wallets, and the environment.

Next Steps:

- 1) The City of Campbell River will be promoting the Energy Challenge package, which includes the professionally produced film and a kit that includes information about challenge, the energy story, BC Hydro's FirstWave educational programs, and material on how to start your own Energy Challenge.
- 2) The City of Campbell River hopes to continue to work with BC Hydro to meet the demand and need for energy audit rebates, and further promotion of the Energy Challenge Kit and resources.

Supporting Documentation

Are there additional materials that support your project and that you would be willing to share with BC Hydro (e.g., consultant studies or reports, staff reports, Council minutes, policy or program materials, websites, social media, etc.)? If so, please list them below and send them (preferably in electronic format) to your Key Account Manager.

Please see project binder and Energy Challenge Kit, which will be sent separately.

Conservation Community of Practice Blog Post

Complete and posted in May 2013.



TO: Mayor and Council
FROM: General Manager of Operations
AUTHORED BY: Amy van den Hooven, Energy Challenge Coordinator and Amber Zirnhelt, Sustainability Manager
DATE: 6 August 2013
SUBJECT: **Update on Energy Challenge and Energy Rebate Program**

Recommendation:

That Council receive this report as an informational update from the General Manager of Operations on the success of Power Down Campbell River, the energy conservation program for Campbell River residents that ran between January and August 2013.

Purpose:

To update Council on the City's most recent energy conservation program Power Down Campbell River, which included a home energy video challenge, Energy Rebate Program, and BC Hydro's Energy Conservation Assistance Program (ECAP).

Background:

The City of Campbell River received \$49,950 in funding from BC Hydro in January 2013 to educate the community about energy conservation through an energy challenge and energy rebate program. In the *City's Community Energy and Emissions Plan (CEEP)*, the opportunity to create awareness around energy conservation and encourage home retrofits to improve energy efficiency is identified as a priority, as approximately twenty three percent of all greenhouse gas emissions produced in Campbell River come from buildings. The goal of the City's energy conservation program was to create energy conservation awareness, provide incentives that will lead homeowners to make their homes more energy efficient, and inspire simple habit changes that will reduce energy consumption. The CEEP sets forth a target of having two per cent of existing buildings retrofitted annually to improve energy efficiency. The *Power Down Campbell River* program is the first step toward achieving these targets, using a unique public engagement model that incorporates energy conservation techniques, community involvement, and creativity.

Discussion:

The Energy Challenge was a 30-day (April to May 2013) reality-tv style video competition involving five local families competing to reduce their family's energy use, teach the community tips and tricks on energy conservation, and capture their experience on film. The aim of the program was for the five families to share their 30-day journey to inspire others in the community to conserve more energy.

The Energy Challenge launched with a promotional campaign through local media outlets and face-to-face interaction at booths set up during events and activities at Campbell River community centers. The two-week promotional "blitz" was very successful in creating a "buzz" in the community about the Energy Challenge. Sixteen families were interviewed at City Hall and a panel of judges from local media and BC Hydro chose five energetic and enthusiastic families to

compete. The five families were the Bellwood-Behan, Klein, Loeb, Millward, and Seldon families. Each family had a different energy conservation story; some had attempted to conserve energy before, while it was all-new to others.

Throughout the challenge, the families competed by documenting their successes and challenges with an iPad in a reality-tv style format. Each week updates and videos from the challenge were posted on the Sustainable Campbell River Facebook and the City's Youtube Channel, making it easy for people to follow the challenge and learn about energy conservation. The amount of traffic to both of these social media outlets increased dramatically (Facebook likes increased by 84%, and daily total reach increased by 69% following the start of the Energy Challenge). The Energy Challenge was also followed by the local radio stations, newspapers, and Shaw TV.

Two professionally-produced films (one trailer and one long version) that follow each family's adventure are in the final stages of being produced and will provide a useful communication tool within Campbell River, as well as other communities. The footage is educational, entertaining, and sure to inspire others to start saving energy. An educational handbook has also been created to go along with the film and for use in schools, which will provide another useful educational tool to inspire young people to start their own energy conservation initiatives in their community.

The five families that competed in the challenge have now become energy ambassadors for Campbell River and created a lot of conversation around the topic of energy conservation. All five families reduced their BC Hydro bill by at least \$100 during the 30-day challenge, and are excited to keep sharing their energy saving tips with the community. As an example of energy reduction, the Millward family, winners of the Energy Challenge, reduced their energy consumption by approximately 60% from week one to week four of the competition.

The Energy Rebate Program was launched alongside the Energy Challenge and has also proved to be extremely successful. This program was originally going to target providing rebates for energy audits for 75 homeowners, however the City increased the number to 100 homeowners because of the program's popularity. Program participants received a free home energy audit from a certified energy advisor, which gave them the opportunity to learn about how they can make their homes more energy efficient and cut down on electricity use. All 100 rebate numbers have already been given out and the waiting list continues to grow.

Following the success of the Energy Rebate Program, the City of Campbell River has also been working with BC Hydro to introduce the Energy Conservation Assistance Program (ECAP), which offers free energy evaluations and energy saving products to low income residents. When City recreation staff members screen for the Leisure Involvement for Everyone (LIFE) program, they will also determine whether an applicant meets the income qualification requirement for the ECAP program – and sign a voucher for qualified applicants to use to apply for ECAP. This makes applying to the ECAP much easier for Campbell River residents and it is a great incentive that will lead to environmental and financial benefits.

Financial/Operational Considerations:

This program was funded through a \$49,950 grant from BC Hydro that covered 95% of program costs. The funding provided rebates, advertising, video production and supported the work of the Energy Challenge Coordinator who worked with the City as a COOP student from February to August 2013. Public feedback during these programs reinforced that there is an interest and high demand for energy conservation education and rebate programs that offer free home

energy audits. City staff will continue to look for future opportunities to extend the Energy Rebate Program, including applying for additional funding from BC Hydro. As well, staff plan to promote the Energy Challenge video once complete and provide continued tips and public education on energy conservation as feasible.

Options:

- 1) Council could receive this report as an informational update from the General Manager of Operations on the success of the City's recent energy conservation initiatives.
- 2) Council could request additional information on the program or other energy conservation initiatives from staff.
- 3) Council could provide staff with additional direction on future action for energy conservation initiatives.

Staff are recommending Option 1 as this report is intended for information purposes and new program opportunities will be brought forward to Council for future consideration.

Communications:

Staff will continue to promote energy conservation initiatives and rebate programs where opportunities emerge. Staff anticipate further promoting the Energy Challenge films once they are completed in the fall, and plan to work with BC Hydro to promote the videos and educate local students about energy conservation.

Conclusion:

The Energy Challenge, Energy Rebate Program, and ECAP provide residents with a financial incentive and educational opportunity to learn about simple habit changes and home retrofits that they can complete to conserve energy. These programs have resulted in many saved kilowatt hours, decreasing the amount of greenhouse gas emissions produced within Campbell River, and helping residents save money on their power bills. With two videos produced from the programs, the City of Campbell River has a useful communication tool to showcase the City's energy conservation and education initiatives both locally and regionally.

Respectfully submitted,

Report reviewed by,



Amy van den Hooven (UBC Co-op)
Energy Challenge Coordinator

Ronald G. Neufeld, P.Eng
General Manager of Operations



Amber Zirnhelt, M.Sc., MCIP, RPP
Sustainability Manager

The City of Campbell River received \$49,950 in funding from BC Hydro in January 2013 to educate the community about energy conservation through an Energy Challenge and Energy Rebate Program. The goal of these programs is to show the community that conserving energy can be fun, good for our wallets and the environment. One of the key targets outlined in *Campbell River's Community Energy and Emissions Plan* is to have two per cent of existing buildings retrofitted annually to improve energy efficiency. This unique public engagement model that incorporates sustainability, community, and creativity will help the City of Campbell River reach this target and has already proven to be successful in our city of just over 31,000 people.

Energy Challenge:

The Energy Challenge was a 30-day reality-TV style video competition involving five local families competing to reduce their family's energy use, teach the community tips and tricks on energy conservation, and capture their experience on film.

The Energy Challenge launched with a promotional campaign through local media outlets and face-to-face interaction at booths set up during events and activities at Campbell River community centers. The two-week promotional "blitz" was very successful in creating a "buzz" in the community about the Energy Challenge. Sixteen families were interviewed at City Hall and a panel of judges from local media and BC Hydro chose five energetic and enthusiastic families to compete. The five families are the Bellwood-Behan, Klein, Loeb, Millward, and Seldon families.

To kick off the challenge the City of Campbell River held a launch party where the five families received their iPads and professional videographer training. It was also an opportunity for the families to meet everyone, ask questions about the challenge, and learn tips about energy conservation from Karla Lowers, Energy Challenge judge and BC Hydro Communications Advisor. After the launch party, an energy monitor was installed in each home, which was essential to follow the progress of each family throughout the challenge. The five families also received a home energy audit from City Green Solutions to give them ideas about how to make their homes more energy efficient.

Every week the five families received a "Shot List," which provided ideas and suggestions on what footage to capture. However, many of these families went above and beyond what was asked of them. A few of the projects that families completed during the challenge included a homemade solar oven, bike blender, and solar shower. Families also involved the community in the Energy Challenge by organizing a community walk and encouraging people to turn their lights off on Earth Day, interviewing energy heroes in Campbell River, and bringing a neighborhood together to sing about energy conservation. These initiatives were part of the Creative and Community Challenge, which was incorporated into the Energy Challenge to help educate more people about energy conservation.

Each week updates and videos from the challenge were posted on the Sustainable Campbell River Facebook and the City's Youtube Channel, making it easy for people to follow the challenge and learn about energy conservation. The amount of traffic to both of these social media outlets increased dramatically. Using these social media platforms has been essential in creating

awareness about the challenge and educating people about energy conservation. The Energy Challenge was also followed in the local radio and newspapers.

During the last week of the challenge, the coordinator, videographer, and energy auditor visited each family. These visits with the families provided valuable video footage for the films, as well as a final check in to discuss their energy conservation journey.

A few weeks after the challenge ended, the panel of judges reviewed the footage and the grand prizewinner of \$1500 toward a home energy retrofit was announced at the “red carpet” themed wrap-up party at City Hall on May 30th. The judging was based on entertainment value, energy conservation story, and the amount of energy saved. The party featured highlights from the challenge and each family received an award to recognize their accomplishments (Best Rap Video- Bellwood-Behans, Best Educational Video- Kleins, Best Creative Director-Millwards, Best Actors and Actresses-Loebs, Best Original Song-Seldons). After each family was recognized, the grand prize was awarded to the Millward family!

The five families that competed in the challenge have now become energy ambassadors for Campbell River and created a lot of conversation around the topic of energy conservation. All five families reduced their BC Hydro bill by at least \$100 during the 30-day challenge, and they are very excited to keep sharing the energy tips with the community that helped them reduce their energy consumption!

The excellent footage captured during the competition is now being made into two short films to be posted on youtube and used in the schools and at the Earth Week Film Festival in 2014.

Energy Rebate Program:

This program was originally going to target 75 homeowners, however the program was so popular that the City of Campbell River increased the number to 100 homeowners. All 100 rebate numbers have already been given out and the waiting list continues to grow.

Each program participant will receive a free home energy audit, which will help them learn about energy conservation and how they can make their homes more energy efficient, and cut down on electricity use. Each participant will also fill out an energy pledge, which will outline a habit change or retrofit that they can make to conserve energy, and electricity use. To date, forty participants have sent in their forms and have been reimbursed for their audits.

Summary of Successes

- 1) Social media outreach: Facebook likes increased by 84% and daily total reach increased by 69% since the Energy Challenge started.
- 2) Community outreach: through social media, the newspapers, radio, word of mouth, and the community initiatives that the families organized, many people in Campbell River and beyond are becoming more aware about energy conservation.
- 3) All 100 Energy rebates numbers have been given out.

Summary of Challenges:

Overall, this project has been very successful. The only challenge that did arise was the amount of video footage that was received for the Energy Challenge. For future projects it would be good to

set a limit on the amount of footage submitted from each family every week. This would decrease the amount of editing time and the families would only need to submit their best footage.

Next Steps:

- 1) Over the next few months the project coordinator and videographer will make the professionally produced Energy Challenge films.
- 2) Twenty-five homeowners who signed up for the rebate program will be randomly chosen to receive an additional energy improvement (focused on electrical savings) worth up to \$100.
- 3) Five families that were interviewed for the Energy Challenge, but were not selected and other energy rebate program participants will host an Energy Block Party.
- 4) Low Income Programs will be promoted at local community centers and through local media.
- 5) Basic curriculum will be developed to teach energy conservation in schools alongside the video promotion.

Energy Challenge Metrics:

Impressions:

Marketing Benefit	# of People	Potential Reach / Impression (# of benefit x # of people)
ONSITE		
Energy Challenge display:		
- Main Lobby to introduce challenge (logo) (2 weeks in April)	60	840
- Main Lobby to conclude challenge (logo and mention) (1 day in May)	150	300
Posters:		
- 3 posters on the first and second floors of City Hall (logo) (March)	100	600
Council Bulletin:		
- Introduction of Energy Challenge (mention) (March)	8	8
- Conclusion of the Energy Challenge (mention) (May)	8	8
City's online Employee and Community News:		
- Introduction of Energy Challenge (mention) (March)	150	2,100
- Conclusion of the Energy Challenge (mention) (May)	150	2,100
<i>Subtotal - onsite impressions</i>		5956
OFFSITE		
Posters and banners:		
- 50 posters in various businesses and community centers in Campbell River (logo) (March)	100	70,000
- Banners set up at booths at various events in the community (Community center events, launch party, Earth Week film)	1,000	1,000

festival, wind-up party, 2013 Home Show, Carihi High school, and wind-up party) (logo) (March-June)		
Newspaper ads: <ul style="list-style-type: none"> - 2 “Looking for participants” ads in both the Mirror and Island Courier (logo and mention) (March) 	16,000	32,000
“Sign-up Today” radio ads: <ul style="list-style-type: none"> - 40 ads on 97.3 the Eagle (March) - 45 ads on 99.7 the River (March) 	22,000 15,000	880,000 675,000
Media releases printed in city newspapers (Mirror and Island Courier) and posted on the City’s website and Facebook page (logo and mentions): <ol style="list-style-type: none"> 1) Energy Challenge Looking for Participants (March) 2) Energy Challenge Begins (April) 3) City’s, BC Hydro’s Energy Challenge is Heating Up Among Local Families (April) 4) Story about the challenge and energy saving tips in the Mirror’s annual Green Guide (April) 5) Tough Decision for Energy Challenge Judges (May) 6) And the Winner is... (June) 	16,000 16,000 16,000 16,000 16,000 16,000	161,600
Youtube and Shaw TV: <ul style="list-style-type: none"> - Energy Challenge Trailer (logo and mention) (March) - Interview about the Energy Challenge by Shaw TV (mention) (April) - Weekly footage from Energy Challenge participants (mention) (April-June) 	1,500 1,500 500	42,000 21,000 10,000
Facebook: <ul style="list-style-type: none"> - Banner on the Sustainable Campbell River Facebook page (March-June) - Video and pictures posted about the challenge (logo and mention) 	100 100	3,000 3,000

(May-June)		
City of Campbell River website: <ul style="list-style-type: none"> - Page dedicated to the Energy Challenge (logo and mention) (May-June) 	500	5,000
School District 72: <ul style="list-style-type: none"> - 1 E-blast (logo and mention) to SD 72 teachers (March) - Posters at SD 71 elementary and high schools (March) - Announcements at Timberline and Carihi secondary schools (March) 	250 3000 800	500 3000 2,400
Vancouver Island Health Authority: <ul style="list-style-type: none"> - 1 E-blast (logo and mention) to all Campbell River Hospital managers (March) - Interview for article with Community Relations Officer in Victoria (June) - Highlights shared at the annual Campbell River doctors meeting (June) 	30 200 20	60 200 40
Radio interviews (March-June): <ul style="list-style-type: none"> - 3 interviews with 99.7 the Eagle - 6 interviews with 99.3 the River 	22,000 15,000	66,000 90,000
Write-ups on websites: <ul style="list-style-type: none"> - Terratek Energy Solutions (mention) (April) - City Green Solutions (mention) (April) - Municipal News (mention) (April) 	100 100 2000	100 100 2000
Write-ups in newsletters: <ul style="list-style-type: none"> - Write-up in CCOP Newsletter (April) - Write-up in Powersmart Newsletter (April) 	100 20,000	200 100,000
Write-ups on blogs: <ul style="list-style-type: none"> - LiveSmart BC Climate Leaders Community Blog (April post) - Sustain-ability CCOP blog (Two posts in May) 	100 60	100 60

<i>Subtotal - offsite impressions</i>		2,153,360
GRAND TOTAL		2,174,316

Engagement Hours:

Speaking Opportunity	# of People	Engagement Hours (<# of speaking mins x # of people> / 60)
Energy Challenge Booths:		
- Community Center, Sportsplex, Strathcona Gardens, and local high schools to recruit people to sign-up (March)	600	1,500
- Earth Week Film Festival (April)	160	320
- Annual Home Show (May)	300	900
- Canada Day Festival (July)	1000	5000
Energy Challenge Parties:		
- Energy Challenge launch party at the Community Center (April)	40	40
- Energy Challenge wind-up party at City Hall (May)	40	40
<i>Subtotal – engagement hours</i>		7800
GRAND TOTAL		7800

Energy Rebate Program Metrics:

Impressions:

Marketing Benefit	# of People	Potential Reach / Impression (# of benefit x # of people)
ONSITE		
City's online Employee and Community News:		
- Introduction of Energy Rebate Program (February)	150	2,100
<i>Subtotal - onsite impressions</i>		<i>2,100</i>
OFFSITE		
Media releases printed in city newspapers (Mirror and Island Courier) and posted on the City's website and Facebook page (logo and mentions):		
1) Home Energy Rebate Program (January)	16,000	32,000
2) 10 audits available-while they last! (July)	16,000	32,000
Radio Interview:		
- 1 interview with 99.3 the River	15,000	90,000
Energy Rebate Program Package:		
1) Packages sent to all residents that signed up for the program (logo and mention) (February-April)	100	300
\$100 Giveaway for energy retrofits:		
- Giveaway packages sent to 25 people that participated in the Energy Rebate Program (logo and mention)	25	50

Pledge Postcard: - Pledges that each participant made to save energy were made into postcards and sent back as reminders (logo)	90	180
Energy Display: - Displayed at Energy Block Parties (logo)	20	20
<i>Subtotal - offsite impressions</i>		154,570
GRAND TOTAL		154,570

Engagement Hours:

Speaking Opportunity	# of People	Engagement Hours (<# of speaking mins x # of people> / 60)
Phone calls with Campbell River residents interested in the program (February- June)	150	750
Energy Block Parties! - Four households received a free energy audit and learned about energy conservation tips (Aug)	20	160
<i>Subtotal – engagement hours</i>		910
GRAND TOTAL		910

Energy Conservation Assistance Program:

Impressions:

Marketing Benefit	# of People	Potential Reach / Impression (# of benefit x # of people)
OFFSITE		
Media releases printed in city newspapers (Mirror and Island Courier) and posted on the City’s website and		

Facebook page (logo and mentions): - Free energy evaluations available for low-income residents (Aug)	16,000	32,000
Radio Interview: - 1 interview with 99.3 the River	15,000	90,000
Posters and letters to potential applicants: - 2 posters and 25 letters for Community Center and Sportsplex (logo and mention)	1,000	3,000
<i>Subtotal - offsite impressions</i>		157,570
GRAND TOTAL		157,570

Engagement Hours:

Speaking Opportunity	# of People	Engagement Hours (<# of speaking mins x # of people> / 60)
Implementation of the ECAP program at Campbell River community centers:		
- Phone call meetings with Jaime Ann Lew from Carillion and staff from the community centers	3	3
- Training staff on how the ECAP program works	10	17
<i>Subtotal – engagement hours</i>		20
GRAND TOTAL		20

Media Releases

February 26, 2013

Power Down Campbell River 30-day home energy video challenge looking for participants

Do you have energy-consuming culprits in your family? Do you want to lower your monthly energy bill? The City of Campbell River and BC Hydro's *Power Down* challenge, may be just what your family needs to save energy.

Running from Apr. 1 to 30, the *Power Down* challenge is an opportunity to save energy and star in a film that will share your energy conservation journey with the community. At the end of the challenge, the winning family will receive \$1,500 toward home energy-conservation retrofits of their choice.

Five Campbell River families will be selected to compete in a video project that will take place over 30 days. Each family will film their attempts to conserve energy in their homes and all the fun, creative, and crazy moments that go along with their experience.

Participating families will receive an iPad to keep, professional videographer training, and a free home energy audit.

The clips that each family captures through the challenge will be made into a professionally-produced film. The final film will be featured on Shaw TV, Youtube, in Campbell River schools and at 2013 film festivals.

Families and households of all ages, sizes and backgrounds are invited to participate.

"The Energy Challenge is a great opportunity for families who have struggled with conserving energy in their homes and are eager to make changes," says Amy van den Hooven, project coordinator.

To enter the contest, each family will have one minute to "pitch" their story in a video interview. The videos will be shown to a panel of judges from local media and BC Hydro, who will select the top five. Judges will be looking for humour and creativity to understand each family's energy conservation fears and mishaps.

Buildings emit 23 per cent of greenhouse gases produced in Campbell River, and one of the key targets outlined in Campbell River's *Community Energy and Emissions Plan* is to have two per cent of existing buildings retrofitted annually to improve energy efficiency.

"The Power Down home energy challenge offers a great opportunity for Campbell River residents to learn more about home energy conservation and reduce our energy consumption," says Councillor Larry Samson.

Sign up to participate by March 10 by contacting amy.vandehooven@campbellriver.ca or [250-286-5721](tel:250-286-5721).

For more information visit: www.campbellriver.ca/residents/greencity.

-30-

Contact: Amy van den Hooven, City of Campbell River 250-286-5721

April 9, 2013

Campbell River's Energy Challenge begins!

Competition is brewing among five Campbell River families vying to reduce their power bill and get a chance to win a \$1,500 home energy retrofit.

The 30 day reality-TV style video contest began Apr. 6 and has families competing to knock back energy consumption in their home, share tips with the community, and keep us all entertained with their video footage.

Contestants in the City of Campbell River and BC Hydro's Power Down home energy challenge include the Bellwood-Behan, Klein, Loeb, Millward, and Seldon families. The families were selected by a panel of judges from BC Hydro and local media including Shaw TV, 97.3 the Eagle, and 99.7 the River.

"We watched many great interviews with Campbell River families, and it was a tough decision. We've selected five families that are eager to lower their monthly energy bills and inspire others to save energy by sharing their journeys, and will likely keep us entertained along the way," says Breana Morgan, one of the Energy Challenge judges. *"I'm really excited to watch the progress of each family over the 30-day period."*

Each family will film their tips, tricks and attempts to conserve energy over a 30-day period ending on May 4. Some participants have tried to save energy before, while for others, learning to turn off lights and turn down the thermostat is a whole new way of life!

"I think that it is important for my kids to learn about energy conservation at a young age, and this challenge is the perfect opportunity to teach them," says Alana Millward, one of the Energy Challenge participants. *"Who knows? Maybe they'll become better at turning the lights off than mom and dad."*

Family contestants will be scored based on creativity, entertainment value, and their energy use over the challenge period. Video footage that each family captures will be used to make a professionally-produced film to be featured on Shaw TV, Youtube, in Campbell River schools, and at 2014 community film festivals, including the Earth Week Film Festival.

"The goal of the challenge is for people to see that saving energy can be fun, and good for the environment and our wallets," says Amy van den Hooven, the City's Energy Challenge Coordinator. *"Approximately 23 per cent of green house gas emissions produced in Campbell River come from buildings. This initiative will help educate people about ways that they can reduce energy consumption in their homes."*

To watch the five families tell Campbell River their energy conservation stories and learn how you can reduce your monthly energy bill by visiting the Sustainable Campbell River Facebook page. People can also monitor the 30-day journey on the City's website (www.campbellriver.ca). Go to City Hall / Departments / Sustainability / Green City

XXX

Contact: Amy van den Hooven, City of Campbell River

250-286-5721

April 23, 2013

Home Energy Challenge heating up!

The first two weeks of the City of Campbell River and BC Hydro's home energy challenge have been full of moments captured on video that are sure to keep you entertained.

The Power Down Campbell River home energy video challenge began on April 6, and has five families fighting to lower their energy bills and capture the funniest video footage during their energy conservation journey. Only one family will win the grand prize of \$1,500 towards a home energy retrofit at the end of the 30-day challenge.

"I've been so impressed by the creative footage that the families have captured so far," says Amy van den Hooven, the City's Energy Challenge Coordinator. "It's a close race between the families, and the judges are really looking forward to seeing what they're going to come up with during the last two weeks of the competition."

"We've had a blast filming our energy conservation tricks," says Jennifer Loeb, one of the Energy Challenge participants. "One of the projects that my family completed in the first two weeks was a homemade solar oven made of an old cardboard box and aluminum foil. We've cooked vegetables, noodles and cookies in it. I've even been able to boil water in the solar oven!"

During the first week of the competition, an energy monitor was installed in each home. The monitor measures how much energy each home is using and how much it costs. The five families also received a home energy audit from City Green Solutions to give them ideas about how they can make their homes more energy efficient.

"I really enjoyed visiting the homes of all the energy challenge families," says Zak, an energy auditor from City Green Solutions. "They are all eager to lower their environmental impact and learn about how they can make their homes more energy efficient."

"This challenge has been great because we recently bought an old drafty home and had no idea how to make it more energy efficient," says Britney Bellwood, another Energy Challenge participant. "We've learned about so many changes that we can make to save money and hopefully win this competition – like insulating our attic, switching to energy-efficient lighting and sealing cracks around our windows and door frames."

The footage that each family captures during the energy challenge will be made into a professionally-produced film about home energy conservation. This film will be shared in local schools, on Shaw TV and Facebook, and premiered at Campbell River's 2014 Earth Week film festival.

To watch the five families tell Campbell River their energy conservation stories and to learn how you can reduce your monthly energy bill, visit the Sustainable Campbell River Facebook page. People can also monitor the 30-day journey on the City's Facebook page and website (www.campbellriver.ca). Go to City Hall / Departments / Sustainability / Green City

XXX

Contact: Amy van den Hooven, City of Campbell River

250-286-5721

May 8, 2013

Tough decision ahead for Energy Challenge judges

After 30 days of conserving energy and sharing their journey with the rest of the community, five Campbell River families have finished BC's first home energy video challenge. And now comes the tough part as judges decide which family will win the \$1,500 grand prize for a home energy retrofit.

The Power Down Campbell River home energy video challenge began on April 6 and wrapped up on May 4. The Bellwood-Behan, Klein, Loeb, Millward, and Seldon families fought to lower their energy bills and capture the funniest video footage during their 30-day energy conservation journey.

Over the next three weeks, judges from BC Hydro, Shaw TV, 97.3 the Eagle, 99.7 the River and City Green Solutions will review the video footage. They will judge each family's efforts based on the entertainment value of their video footage and the amount of energy saved. Only one family will win the grand prize of \$1,500 towards a home energy retrofit of their choice.

"It's going to be a very tough decision for the judges to pick one winner," says Amy van den Hooven, the City's Energy Challenge Coordinator. "Every family has gone above and beyond our expectations. They all drastically lowered their energy consumption and captured very entertaining video footage."

Some project highlights that families completed during the challenge included a homemade solar oven, a bike blender and a solar shower. Families also got the community involved in the Energy Challenge by organizing a community walk and encouraging people to turn their lights off on Earth Day, interviewing Campbell River energy heroes and bringing a neighbourhood together to sing about energy conservation.

Each family also lowered their energy consumption by making simple habit changes, like turning lights off, hanging clothes to dry, taking shorter showers and unplugging electric devices not in use. Some participants also completed affordable retrofits to make their homes more energy efficient such as insulating windows and attics and blocking air leaks.

"This challenge showed us that we can live comfortably and still save energy," says Paul Klein, one of the energy challenge participants. "I think that if our family can make changes to save energy, any family can."

"During the 30-day challenge my kids learned so much, and they really took the initiative to help us save energy," said Lorna Seldon, another Energy Challenge participant. "One of the highlights was bringing our friends, family and neighbours together to sing a song we wrote called the Human Energy Race."

"It is initiatives like the Energy Challenge that will lead to positive change in Campbell River because we tell our friends about it and then they tell their friends and soon enough the whole community is making changes to conserve more energy," says Roger Seldon, another Energy Challenge participant.

The footage that each family captured during the energy challenge will be made into a professionally produced film to inspire other people to conserve energy. This film will be shared in local schools, on Shaw TV and Facebook, and premiered at Campbell River's 2014 Earth Week film festival.

To help the judges decide who should win the grand prize, visit the Sustainable Campbell River Facebook page and leave a comment. Learn about the 30-day Energy Challenge and ways you can save energy on the City's Facebook page and website (www.campbellriver.ca). Go to City Hall / Departments / Sustainability / Green City.

XXX

Contact: Amy van den Hooven, City of Campbell River

250-286-5721

June 4, 2013

And the winner of the 2013 Energy Challenge is...

The red carpet was rolled out and cameras were flashing as the five 2013 Energy Challenge families arrived at City Hall for the May 30 wind-up party – to learn who would take home the grand prize of \$1500 toward a home energy retrofit of their choice.

From April 6 to May 4, the Bellwood-Behan, Klein, Loeb, Millward and Seldon families competed in the City of Campbell River and BC Hydro's first Home Energy Video Challenge. Every family lowered their hydro bill by at least \$100 and went above and beyond what was asked of them, making it a difficult decision for the judges.

The families got creative with a homemade solar oven, a bike blender and a solar shower. Families also involved the community in the Energy Challenge by organizing a community walk and encouraging people to turn off their lights on Earth Day, interviewing Campbell River energy heroes, making a rap video about powering down, and bringing a neighbourhood together to sing about energy conservation.

"Every family did such a great job and brought something unique to the challenge, so we wanted to recognize each family for their achievements at the wind-up party," says Amy van den Hooven, Energy Challenge Coordinator.

The Bellwood-Behans won Best Rap Video, the Kleins won Best Educational Video, the Loeb's won Best Actors and Actresses, the Millwards won Best Creative Director, and the Seldons won Best Original Song.

Judges from local media, BC Hydro, and City Green Solutions reviewed the video footage submitted by each family looking for three main things: the amount of energy reduced, entertainment value of the video footage, and each family's ability to inspire others to conserve energy.

By drastically lowering their energy bill, organizing a community walk and a No Power Hour, that even their Zumba class participated in, and by creating games to teach their two young kids about energy conservation, the Millward family became the grand prize winners of the 2013 Energy Challenge. The family has not yet determined how to spend their \$1,500 prize to further reduce home energy consumption.

"It was so fun to watch all of the video footage," says Breana Morgan, midday host from 97.3 the Eagle and Energy Challenge judge. *"I was most impressed by not only the entertainment value of the Millward family's video footage, but I also loved that they were very up front about the challenges that they were facing with a cold house, sick kids, and washing the dishes during nap time. These are the moments that other people will see and feel like 'Well, they can do it, I can too'."*

To learn more about energy conservation and watch the highlights from the challenge, check out the Sustainable Campbell River Facebook page and the City of Campbell River's Youtube Channel. The final film, which incorporates the families' video footage, will be premiered at the Earth Week Film Festival in 2014.

XXX

Contact: Amy van den Hooven, City of Campbell River

250-286-5721

Newspaper Articles

MEDIA

LIFESTYLES

FRIDAY, APRIL 12, 2013 | CAMPBELL RIVER MIRROR | A17

Campbell River's Energy Challenge begins

Competition is brewing among five Campbell River families vying to reduce their power bill and get a chance to win a \$1,500 home energy retrofit.

The 30-day reality-TV style video contest began April 6 and has families competing to knock back energy consumption in their home, share tips with the community, and keep us all entertained with their video footage.

Contestants in the City of Campbell River and BC Hydro's Power Down Home energy challenge include the Bellwood-Behan, Klein, Loeb, Millward, and Seldan families. The families were selected by a panel of judges from BC Hydro and local media.

"We watched many great interviews with Campbell River families, and it was a tough decision. We've selected five families that are eager to lower their monthly energy bills and inspire others."

ers to save energy by sharing their journeys, and will likely keep us entertained along the way," says Breauna Morgan, one of the Energy Challenge judges. "I'm really excited to watch the progress of each family over the 30-day period."

Each family will film their tips, tricks and attempts to conserve energy over a 30-day period ending on May 4. Some participants have tried to save energy before, while for others, learning to turn off lights and thermostat is a whole new way of life.

"I think that it is important for it to be fun, and good for the environment and our wallets," says Amy van den Hooven, the City's Energy Challenge Coordinator. "Approximately 25 per cent of green house gas emissions produced in Campbell River come from buildings. This initiative will help educate people about ways that they can reduce energy consumption in their homes."

To watch the five families tell Campbell River their energy conservation stories



The Seldan family is one of five vying to reduce their power bill and win a \$1,500 home energy retrofit.

CR JUDO CLUB Presents: A Flippin' Good Time

Come and join us to raise money for the CR JUDO CLUB. There will be live entertainment, a cash bar, prizes to be won and of course...good times to be had!

The proceeds raised will go towards the travel expenses for the Judo to attend a National Tournament.

Saturday, April 13, 2013
Doors open at 7:00pm
Thunderbird Hall
1420 Weiwaiuk Rd.

- Demonstrations from some of our local Judo
- Sam Pe
- Pizizwiel
- Johnny Hoopkins
- Lala
- Dance & Live music starting at 9pm with ELECTRIC LIMBAH!

Friday, April 26, 2013

NEWS/www.courierislander.com

City's, BC Hydro's Energy Challenge heating up among local families

The first two weeks of the City of Campbell River and BC Hydro's home energy challenge have been full of moments captured on video that are sure to keep you entertained.

The Power Down Campbell River home energy video challenge began April 6, and has five families fighting to lower their energy bills and capture the funniest video footage during their energy conservation journey. Only one family will win the grand prize of \$1,500 towards a home energy retrofit at the end of the 30-day challenge.

"I've been so impressed by the creative footage that the families have captured so far," says Amy van den Hooven, the City's Energy Challenge Coordinator. "It's a close race between the families, and the judges are really looking forward to seeing what they're going to come up with during the last two weeks of the competition."

"We've had a blast filming our energy conservation tricks," says Jennifer Loeb, one of the Energy Challenge participants. "One of the projects that my family completed in the first two weeks was a homemade solar oven made of an old metal bucket and aluminum foil. We've cooked vegetables, sandwiches and omelets. I've even been able to boil water in the solar oven!"



The action is heating up in the Home Energy Challenge and five local families try to win the top prize.

During the first week of the competition, energy monitors were installed in each home. The monitors measure how much energy each home is using and how much it costs. The five families have received a home energy audit from City Green Solutions to give them

Coins, Jewelry, Gold, Silver, etc. (Free Quotes) Buy & Sell

Jim Bourgeois
JEWELRY & SILVER
250-951-4846

Notice of Annual General Meeting

Of the Campbell River Head Injury Support Society

As prescribed under By-Law 15

May 21st, 2013
6:00 PM

At the Head Injury Office 501-90 Ave., Campbell River, BC

Doors open at 5:30 PM

Wednesday, April 10, 2013

NEWS/www.courierislander.com

Five families fighting it out

Competition is brewing among five Campbell River families vying to reduce their power bill and get a chance to win a \$1,500 home energy retrofit.

The 30-day reality-TV style video contest began April 6 and has families competing to knock back energy consumption in their home, share tips with the community, and keep us all entertained with their video footage.

Contestants in the City of Campbell River and BC Hydro's Power Down Home energy challenge include the Bellwood-Behan, Klein, Loeb, Millward and Seldan families. The families were selected by a panel of judges from BC Hydro and local media.

"We watched many great interviews with Campbell River families, and it was a tough decision. We've selected five families that are eager to lower their monthly energy bills and inspire others to save energy by sharing their journeys, and will likely keep us entertained along the way," says Breauna Morgan, one of the Energy Challenge judges. "I'm really excited to watch the progress of each family over the 30-day period."

Each family will film their tips, tricks and attempts to conserve energy over a 30-day period ending on May 4. Some participants have tried to save energy before, while for others, learning to turn off lights and turn down the thermostat is a whole new way of life.

"I think that it is important for my kids to learn about energy conservation at a young age, and this challenge is the perfect opportunity to teach them," says Alina Millward, one of the Energy Challenge participants. "Who knows? Maybe they'll become better at turning the lights off than mom and dad."

Family contestants will be scored based on creativity, entertainment value, and their energy use over the challenge period. Video footage that each family captures will be used to make a professionally-produced film to be featured on Shaw TV, YouTube, in Campbell River schools, and at 2014 community film festivals, including the Earth Week Film Festival.

"The goal of the challenge is for people to see that saving energy can be fun, and good for the environment and our wallets," says Amy van den Hooven, the City's Energy Challenge Coordinator. "Approximately 25 per cent of green house gas emissions produced in Campbell River come from buildings. This initiative will help educate people about ways that they can reduce energy consumption in their homes."

To watch the five families tell Campbell River their energy conservation stories and learn how you can reduce your monthly energy bill by visiting the Sustainable Campbell River Facebook page. People can also monitor the 30-day journey on the City's website



Power Down Campbell River - Meet the Families

Meet the Loeb, Bellwood-Behan, Klein, Millward and Seldan families of Campbell River. Five average families who have a common goal and challenge - reducing energy, and keeping you entertained with their tips and tricks.

These families have been chosen to compete for 30 days in the City of Campbell River and BC Hydro's home energy video challenge. While some families have tried to save energy before, for others, learning to turn off lights and turn down the thermostat is a whole new way of life!

Tips to help you power down

- Wash Your Clothes in Cold Water Savings: \$27/Yr. Water heating accounts for 90 per cent of the energy consumption of washing machines and washing machines are capable of cleaning with great results in cooler water temperature.
- Also, when it's time to buy a new clothes washer, choose an ENERGY STAR labelled model.
- Turn off Video Game Consoles When Not Playing Savings: \$21/Yr. This is an easy one if no one is using the video game console, turn it off.
- Turn off Your Computer When Not In Use Savings: \$12/Yr. One of the most important actions that you can do to conserve energy is turn off your computer.

Wednesday, April 17, 2013

Live Green

Power Down Campbell River Home Energy Video Challenge



Friday, May 10, 2013



Families in the competition are left to right, top to bottom, Millward, Bellwood-Behan, Klein, Loeb, and Seldan.

Tough decision ahead for Energy Challenge judges

After 30 days of conserving energy and sharing their journey with the rest of the community, five Campbell River families have finished BC's first home energy video challenge. And now comes the tough part as judges decide which family will win the \$1,500 grand prize for a home energy retrofit.

The Power Down Campbell River home energy video challenge began on April 6 and wrapped up on May 4. The Bellwood-Behan, Klein, Loeb, Millward, and Seldan families fought to lower their energy bills and capture the funniest video footage during their 30-day energy conservation journey.

Over the next three weeks, judges from BC Hydro, Shaw TV, 97.3 The Eagle, 99.7 The River and City Green Solutions will review the video footage. They will judge each family's efforts based on the entertainment value of their video footage and the amount of energy saved. Only one family will win the grand prize of \$1,500 towards a home energy retrofit of their choice.

"It's going to be a very tough decision for the judges to pick one winner," says Amy van den Hooven, the City's Energy Challenge Coordinator.

"Every family has gone above and beyond our expectations. They all drastically lowered their energy consumption and captured very entertaining video footage."

To help the judges decide who should win the grand prize, visit the Sustainable Campbell River Facebook page and leave a comment. Learn about the 30-day Energy Challenge and ways you can save energy on the City's Facebook page and website <http://www.campbellriver.ca>

Have You Heard?

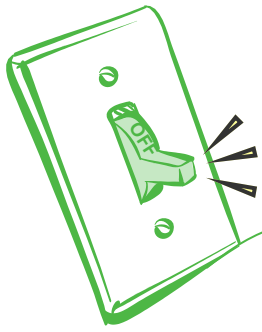
NATURAL GAS FIREPLACES

VERMONT ENERGY EFFICIENT

PHONE: 250-336-9718

Just Gas Ltd.

Posters



Power Down Campbell River Home Energy Video Challenge

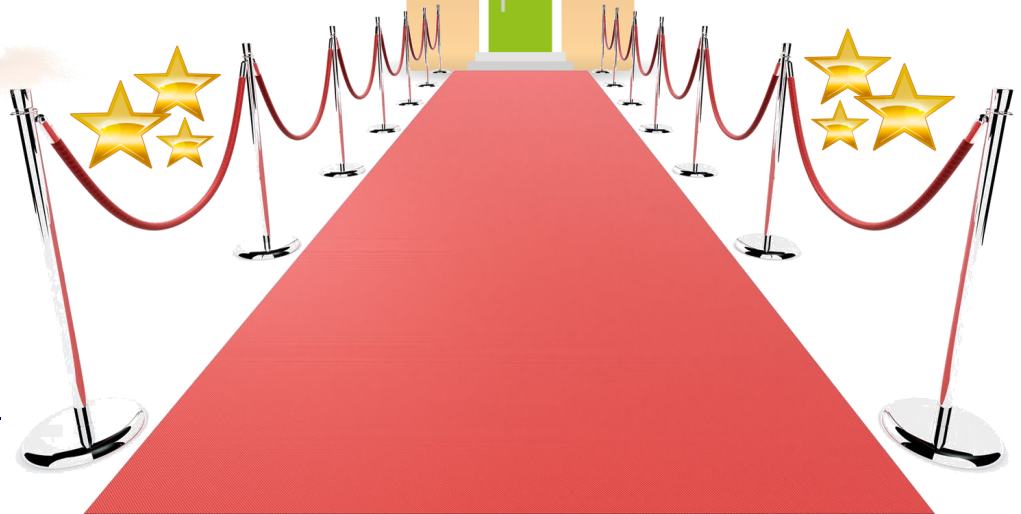
Your family could be energy-saving film stars!

Five Campbell River households will be chosen to compete. In April, each family will film their attempts to conserve energy and all the fun, creative, and crazy moments that go along with their experience.

Selected families will receive an iPad, professional videographer training, and a free home energy audit.

GRAND PRIZE: \$1500
towards a home energy retrofit of your choice.

Sign Up Today!



To Register

Contact Amy van den Hooven

250-286-5721

amy.vandehooven@campbellriver.ca

Register by March 10, 2013



Power Down Campbell River

Home Energy Video Challenge

Five Campbell River households will be chosen to compete in a 30-day **"Home Energy Video Challenge."** In April, each family will film their attempts to conserve energy in their homes and all the fun, creative, and crazy moments that go along with their experience.

Selected families will receive an iPad to keep, professional videographer training, and a free home energy audit

GRAND PRIZE:
\$1500
towards a home energy retrofit of your choice.

To register:

Contact Amy van den Hooven
At 250-286-5721

amy.vandehooven@campbellriver.ca

Register by March 10, 2013



Power Down Campbell River

Home Energy Video Challenge

Five families will be chosen to compete in a 30-day **"Home Energy Video Challenge."** In April, each family will film their attempts to conserve energy in their homes and all the fun, creative, and crazy moments that go along with their experience.

Selected families will receive an iPad to keep, professional videographer training, and a free home energy audit

GRAND PRIZE:
\$1500
towards a home energy retrofit of your choice.

To register:

Contact Amy van den Hooven
At 250-286-5721

amy.vandehooven@campbellriver.ca

Register by March 10, 2013



Who?

The five Campbell River families that competed in the 2013 energy challenge are the **Bellwood-Behan, Klein, Loeb, Millward,** and **Seldon** families.



What?

The Energy Challenge was a 30 day reality-TV style contest that had five families competing to knock back energy consumption in their home, share tips with the community, and keep us entertained with their video footage. One family will win a \$1,500 home energy retrofit.



Where?

To watch the five families tell Campbell River their energy conservation stories and to learn how you can reduce your monthly energy bill, visit the Sustainable Campbell River Facebook page, City of Campbell River YouTube channel or the City of Campbell River website.



When?

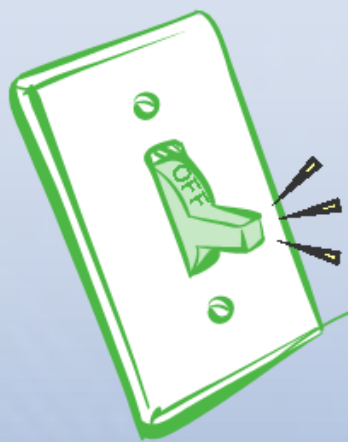
The 30-day challenge began April 6 and ended May 4. Video footage that each family captured will be made into a professionally produced film to inspire others to conserve energy. This film will be shared in Campbell River schools, the Earth Week Film Festival, YouTube, and Shaw TV.



Why?

Buildings emit 23% of greenhouse gas emissions in Campbell River. This initiative will help us educate people about ways that they can reduce energy consumption in their homes and reduce their greenhouse gas emissions.





Power Down Campbell River Home Energy Video Challenge

Wind-Up Party! BBQ & Potluck

WHEN: May 30, 4:45pm - 6:00pm

WHERE: City Hall Green Roof



Come meet Campbell River's Energy Stars! Watch the top 10 staff video picks, and enjoy some food as we announce the winner of the 2013 Home Energy Video Challenge.

We'll supply burgers and cake! Admission is \$5.00 OR bring a side dish to share.

Email amy.vandenhooven@campbellriver.ca and let her know what you're bringing.



Social Media

Energy Challenge highlights shared on the Sustainable Campbell River Facebook page!

 **Sustainable Campbell River** shared a link.
May 1

With the Energy Challenge heating up the Bellwood-Behans go to their hamster for more advice. Who knew that hamsters were so power smart!



ENERGY CHALLENGE–The Bellwood-Behans go to Chekers for more energy advice!
www.youtube.com

The 30-day City of Campbell River and BC Hydro's Home Energy Video

Like · Comment · Share  2

123 people saw this post Boost Post ▾

 **Sustainable Campbell River** shared a link.
May 1

Revenge, revenge, revenge! The Klein family snuck over to the Loeb's to spread some Christmas cheer and increase their energy consumption. They wanted to get revenge after the Loeb's tried to sabotage them last week!



ENERGY CHALLENGE–The Kleins get revenge on the Loeb's!
www.youtube.com

The 30-day City of Campbell River and BC Hydro's Home Energy Video Challenge began Apr. 6 and has five

Like · Comment · Share

93 people saw this post Boost Post ▾

 **Sustainable Campbell River** shared a link.
May 14

The Millward family sings a bunch of nursery rhymes for the challenge. Check it out because they made some changes to the lyrics! :)



ENERGY CHALLENGE–The Millward family sings a few energy songs about the other families!
www.youtube.com

The 30-day City of Campbell River and BC Hydro's Home Energy Video

Like · Comment · Share  5  1

77 people saw this post Boost Post ▾

 **Sustainable Campbell River** shared a link.
May 14

Dishwashers can often be big energy culprits, so during the last week of the competition the Loeb's used their dishwasher for something better.... It involved some "clean reading!"



ENERGY CHALLENGE–The Loeb family finds a better use for their dishwasher!
www.youtube.com

The 30-day City of Campbell River and BC Hydro's Home Energy Video

Like · Comment · Share

71 people saw this post Boost Post ▾

 **Sustainable Campbell River** shared a link.
May 14

Do you leave your fridge door open while loading your groceries? Home Energy magazine says door openings account for 7% of fridge energy use! The Seldon's decided to challenge themselves to quickly load their groceries into the fridge to save energy! Check it out :)



ENERGY CHALLENGE–The Seldon's challenge themselves to reduce the amount of energy their fridge uses!
www.youtube.com

The 30-day City of Campbell River and BC Hydro's Home Energy Video

Like · Comment · Share  1

48 people saw this post Boost Post ▾

 **Sustainable Campbell River** shared a link.
May 14

Using your dishwasher and washing with hot water can use up quite a bit of energy. Frances Klein shows us how we can use less dishes and save energy at the same time :)



ENERGY CHALLENGE–Frances Klein shows us a good way to save energy!
www.youtube.com

The 30-day City of Campbell River and BC Hydro's Home Energy Video

Like · Comment · Share

54 people saw this post Boost Post ▾

Sustainable Campbell River shared a link.
June 6

Check out the awards that went to each family at the Energy Challenge wind-up party (Best Original Song—the Seldons, Best Educational Video—the Kleins, Best Actors and Actresses—the Loebes, Best Creative Director—the Millwards, and Best Rap Video—the Bellwood–Behans)!!

We're still blown away with how great their footage was. Great work everyone! :)



ENERGY CHALLENGE-Best Original Song goes to the Seldons
www.youtube.com

Sustainable Campbell River shared a link.
May 7

During the Energy Challenge, the Millward family organized a community walk and No Power Hour on Earth Day!



ENERGY CHALLENGE-The Millward family organizes an Earth Day walk!
www.youtube.com

The 30-day City of Campbell River and BC Hydro's Home Energy Video

Like · Comment · Share

2 1

127 people saw this post

Boost Post

More Highlights!



Sustainable Campbell River
June 4

And the winner of the 2013 Energy Challenge is...

The red carpet was rolled out and cameras were flashing as the five 2013 Energy Challenge families arrived at City Hall for the May 30 wind-up party - to learn who would take home the grand prize of \$1500 toward a home energy retrofit of their choice.

By drastically lowering their energy bill, organizing a community walk and a No Power Hour, that e... See More

Tag Photo Add Location Edit

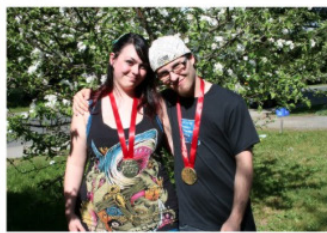
Unlike · Comment · Share · Edit

Sustainable Campbell River, Hazen Duff, Heather Hamm, Jeremy Ward and 18 others like this.

3 shares

Sophie Gardner Great work guys!!!!

Write a comment...
Press Enter to post.



Sustainable Campbell River
May 7

Congratulations to the Bellwood–Behan, Klein, Loeb, Millward, and Seldon families!! The Energy Challenge came to an end this past Saturday, and every family went above and beyond our expectations! After the judges look over the video footage, the grand prize will be awarded to one family at the end of May.

Keep your eyes open because I'll still be posting video footage from the challenge over the next few weeks. 😊

Tag Photo Add Location Edit

Like · Comment · Share · Edit

Christine Goyer-Swift, Lorna Seldon Burd, Lisa Rasmussen and 10 others like this.

1 share

Erin Lamb Good luck Alana Hamm Millward and family!! You have our vote! We sure did learn a lot from our little energy super-heros about saving energy, and have been applying the tips and tricks in our daily lives too!! Awesome challenge! Should be an annual thing!
May 7 at 11:25am · Unlike · 2

Sammy Fisher Good luck Briter
May 7 at 11:32am via mobile · Unlike · 1

Write a comment...
Press Enter to post.

Timeline Photos 4 of 12

Tag Photo Options

Boost Post Share Like

**City of Campbell River Youtube Channel:
Energy Challenge Video Clips
(most recent to oldest)**

ENERGY CHALLENGE HIGHLIGHTS

<http://www.youtube.com/watch?v=kDfwazglnYw>

ENERGY CHALLENGE-Best Original Song goes to the Seldons

<http://www.youtube.com/watch?v=0UH6PLTgGzQ>

ENERGY CHALLENGE-Best Educational Video goes to the Kleins

http://www.youtube.com/watch?v=1ialRryX_GY

ENERGY CHALLENGE-Best Actors and Actresses goes to the
Loebs

<http://www.youtube.com/watch?v=ekQe63AwVKA>

ENERGY CHALLENGE-Best Creative Director goes to the Millwards

<http://www.youtube.com/watch?v=TXGRCm3ofvg>

ENERGY CHALLENGE-Best Rap Video goes to the Bellwood-
Behans

<http://www.youtube.com/watch?v=mi4nlihEUdU>

Local doctors compete in the 2013 Energy Challenge

<http://www.youtube.com/watch?v=dLh3bYNqmnY>

ENERGY CHALLENGE-Frances Klein shows us a good way to save
energy!

<http://www.youtube.com/watch?v=yVxCvfj6NDE>

ENERGY CHALLENGE-The Millward family sings a few energy
songs about the other families!

<http://www.youtube.com/watch?v=TVAOxDhPJ-g>

ENERGY CHALLENGE-The Seldon's challenge themselves to reduce the amount of energy their fridge uses!

<http://www.youtube.com/watch?v=Sk7JV1cRsZE>

ENERGY CHALLENGE-The Loeb family finds a better use for their dishwasher!

<http://www.youtube.com/watch?v=Z8sJUngz7Tw>

ENERGY CHALLENGE-The Bellwood-Behans introduce a professional wrestler named Kill-A-Watt!

http://www.youtube.com/watch?v=TNgj8Px6X_I

ENERGY CHALLENGE-The Bellwood-Behans go to Chekers for more energy advice!

<http://www.youtube.com/watch?v=l9wywrVrHYo>

ENERGY CHALLENGE-Darth Vader tries to persuade the Loeb Ewoks to use more electricity!

<http://www.youtube.com/watch?v=hSDcSvV5VV4>

ENERGY CHALLENGE-The Kleins get revenge on the Loeb's!

http://www.youtube.com/watch?v=mcLvb_kyRFk

ENERGY CHALLENGE-Cashlin Millward sings a nursery rhyme made just for the challenge!

<http://www.youtube.com/watch?v=Lg4IBPrhTh4>

ENERGY CHALLENGE-The Millward family organizes an Earth Day walk!

<http://www.youtube.com/watch?v=BrimpBZSwuw>

ENERGY CHALLENGE-The Seldon family brings their neighbourhood together!

<http://www.youtube.com/watch?v=hFcFtPRtox4>

ENERGY CHALLENGE-The Seldon family has entered the "igloo zone" in their house!

<http://www.youtube.com/watch?v=yYsjRTr5Xuw>

ENERGY CHALLENGE-An attempt to sabotage the Kleins will not stop them!

<http://www.youtube.com/watch?v=4g0zXqTjZyQ>

ENERGY CHALLENGE-The Bellwood-Behans get competitive!

<http://www.youtube.com/watch?v=3FEXUrEvJv0>

ENERGY CHALLENGE-The Millward family catches power pirates!

<http://www.youtube.com/watch?v=fvi4ficdh1s>

ENERGY CHALLENGE-The Loeb family makes a solar oven!

<http://www.youtube.com/watch?v=4uUCNXzKWZI>

ENERGY CHALLENGE- The Klein family gets their energy monitor to .023kW!

http://www.youtube.com/watch?v=Sa_aaCw_S6U

ENERGY CHALLENGE-The Seldon family have caught an energy culprit!

<http://www.youtube.com/watch?v=gBR9RR-pAxc>

ENERGY CHALLENGE-The Millward family hunts for power pirates!

http://www.youtube.com/watch?v=PCS_kS-mmYc

ENERGY CHALLENGE-The Bellwood-Behan family talk energy with their....hamster!

<http://www.youtube.com/watch?v=EKI7qwTeuUc>

ENERGY CHALLENGE-No more sock washing for the Loeb family!

http://www.youtube.com/watch?v=gdjv_lz7rDA

Follow the Energy Challenge

<http://www.youtube.com/watch?v=fT5b9nfSPzs>

Meet the Energy Challenge Families!

<http://www.youtube.com/watch?v=sOYUc0taNkA>

Power Down Campbell River Trailer

<http://www.youtube.com/watch?v=jpzAKRVixCU>

“The Buzz”



'Junior on Miracle Beach' - Photo John Hillis, EHO, Campbell River

A newsletter for staff, physicians, volunteers and affiliates of the Vancouver Island Health Authority

Campbell River docs share their top 10 energy saving tips

Dr. Roger Seldon, ER physician at Campbell River Hospital and community physician Dr. Jennifer Kask led their families in the City of Campbell River's 2013 Energy Challenge.*

A total of five families participated in the challenge over 30 days, culminating in a final tally of each family's energy savings from week one to week four. Judges reported the race was neck and neck the entire way, but in the end, it was the Millward family who came out on top, reducing their energy consumption by over 50% from start to finish.

While they didn't beat out the Millwards for the grand prize, reducing their electricity and fuel consumption made both families feel victorious.

Find out what they did to power down and see if you can adopt these practices at home or at work.

The Seldons' top 5 energy saving tips:

1. Did you know temperatures in igloos run anywhere between -7° and 16° Celsius? Next winter, shut off your heater and imagine you're in one. Don layer upon layer of thermal underwear under your ski clothes until you feel comfortable.
2. When unpacking your groceries, organize your refrigerated items on the counter before quickly stuffing them into your fridge. This will help keep the cold air inside and require less electricity to reset the thermostat.
3. Cut down on shower time. Have someone time the showers and bang on the door when time's up.
4. Hang dry your clothes outside. Don't have a clothesline? Try using the trampoline that the kids have outgrown.
5. Gather up your musical neighbours, write a song about electricity savings and form a band dedicated to spreading the word through song.




Dr. Roger Seldon and his family

The Loeb's top 5 tips for saving electricity:

1. Switch to black socks; they show less dirt, tricking you into believing they don't need to go into the washing machine.
2. Having a medical journaling session with other GPs? Who needs overhead lights and heat? Jacket up and have everyone BYOL (bring your own lantern).
3. Rig up the blender to a bicycle and squeeze in some exercise while whizzing up that morning smoothie.
4. Go lights-out in the office when you don't need them. On Earth Day, Dr. Kask only used lights when necessary during examinations.
5. Create a solar powered oven and make one giant, delicious cookie in it. Yum!



The Loeb's: Dr. Jennifer Kask and her family

* For more information on the City of Campbell River 2013 Energy Challenge sponsored by BC Hydro, visit their [website](#). To learn about our green efforts visit [Green VIHA](#) on our intranet. 

A note of thanks to Amy van den Hooven, Energy Challenge Coordinator (COOP), City of Campbell River.

Campbell River's Energy Challenge begins

By Contributed - Campbell River Mirror

Published: April 11, 2013 2:00 PM

Updated: April 11, 2013 2:28 PM



The Seldon family is one of five vying to reduce their power bill and win a \$1,500

News

Home > News > News Update: Campbell River Family Energy Challenge

15 May

News Update: Campbell River Family Energy Challenge

Posted by: Emily / Tags:

Tough Decision Ahead for Energy Challenge Judges

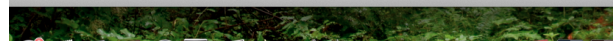
(Originally published on Campbell River Website)

Watch the Energy Challenge videos on YouTube

After 30 days of conserving energy and sharing their journey with the rest of the community, five Campbell River families have finished BC's first home energy video challenge. And now comes the tough part as judges decide which family will win the \$1,500 grand prize for a home energy retrofit.

The Power Down Campbell River home energy video challenge began on April 6 and wrapped up on May 4. The Bellwood-Behan, Klein, Loeb, Millward, and Seldon families fought to lower their energy bills and capture the funniest video footage during their 30-day energy conservation journey.

Over the next three weeks, judges from BC Hydro, Shaw TV, 97.3 the Eagle, 99.7 the River and City Green Solutions will review the video footage. They will judge each family's efforts based on the entertainment value of their video footage and the amount of energy saved. Only one family will win the grand prize of \$1,500 towards a



Home > News, Events & Media > Unplug this Blog! > 2013 archive

NEWS

Mar 28, 2013

Campbell River challenges residents to Power Down



Lowering operating costs & increasing

City's, BC Hydro's Energy Challenge heating up among local families

Source: **Courier-Islander**
Posted: April 26, 2013

The first two weeks of the City of Campbell River and BC Hydro's home energy challenge have been full of moments captured on video that are sure to keep you entertained. The Power Down Campbell River home energy video challenge began on April 6, and has five families fighting to lower their energy bills and capture the funniest video footage during their energy conservation journey. Only one family will win the grand prize of \$1,500 towards a home energy retrofit at the end of the 30-day challenge.

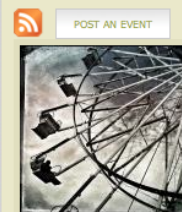
"I've been so impressed by the creative footage that the families have captured so far," says Amy van den Hooven, the City's Energy Challenge Coordinator. "It's a close race between the families, and the judges are really looking forward to seeing what they're going to come up with during the last two weeks of the competition."

"This challenge has been great because we recently bought an old drafty home and had no idea how to make it more energy efficient," says Britney Bellwood.



Events

News



Workshop focuses on using iPad and iPhone as camera
AUGUST 17 AT

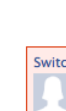


Comox Valley Kidney Walk



604 485 2242

Winner in Campbell River home energy challenge

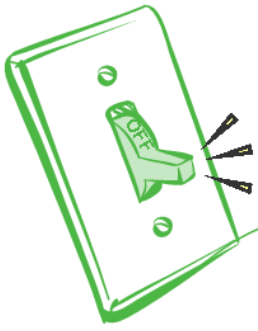


Thursday, May 30, 2013 - 6:56
By Nanette van Doorn
Campbell River

The Millward family has won the \$1,500 Campbell River hor

Welcome Package

for Energy Challenge Families



Power Down Campbell River Home Energy Video Challenge

Challenge Details:

- The Challenge will run from **April 6 - May 4, 2013**.
- Each family will film their tips, tricks and attempts to conserve energy.
- Each week you will receive a shot list, which will have video footage topics that we would like you to capture. You are welcome to capture more footage!
- Please keep each recording to no longer than 1 minute to limit editing.
- **Mandatory shot:** Film your energy monitor every Saturday, so that we can see how much energy you consumed over the past week.
- There will be 2 challenges within the challenge:
 - 1) **Creative Challenge** (e.g record a song or skit about energy conservation)
 - 2) **Community Challenge** (e.g interview an energy hero in our community, start an energy conservation initiative at school or work, invite friends over to learn about energy conservation)
- **Bonus points:** One Hour No Power!

Challenge Goal:

- To conserve energy!
- To encourage the community to conserve energy.
- To film all the fun, crazy and creative moments during your energy conservation journey.

Judging

- Judges will be looking for creativity, motivation to win, entertainment, and families that inspire others to conserve energy!
- **Grand Prize:** \$1500 towards a home energy retrofit of your choice.

Share Footage:

- Each family will make a Dropbox account with Amy before or after their family photo shoot.
- Please upload all footage into the Dropbox folder on Sunday each week.
- Footage will be shared on the City of Campbell River Facebook page, website and in a professionally produced film.

To-Do List:

- Have your energy monitor connected.
- Come to City Hall for your family photo shoot.
- Get an energy audit between April 8-13, 2013.
- Sign papers: iPad agreement and media consent form.
- Sign up for: Team Power Smart, My Hydro, and Dropbox.

Home Energy Video Challenge Frequently Asked Questions



1. What is the contest?

The Energy Challenge is for families who have struggled with energy conservation in their homes and are eager to make changes to reduce energy use and save money.

Five families will be chosen to compete. Each family will film attempts to conserve energy at home and all the fun, creative, and crazy moments that go along with their experience.

The clips that each family captures will be made into a professionally-produced film. The final film will be featured on Shaw TV, YouTube, in Campbell River schools and film festivals. The program goal is to encourage and inspire Campbell River residents to conserve energy.

Participating families will start the challenge on April 1 and finish on April 30, 2013.

2. What are the prizes?

Five families will win:

- An iPad
- Professional videographer training
- Home energy audit (value \$150)
- Participation in a professionally-produced film featured on Youtube, Shaw TV, in Campbell River schools and at 2013 film festivals

Grand Prize:

- \$1500 towards a home energy retrofit will be awarded to the winning family at the end of the Energy Challenge

3. Who is eligible?

City of Campbell River residents are eligible. We are looking for families/households of all ages, sizes and backgrounds to participate.

4. How do I register to participate?

Contact amy.vandehooven@campbellriver.ca or call Amy at 250-286-5721 by March 10, 2013 to register and arrange a fun interview.

Each family will have one minute to tell their story about why they should be selected to participate. Amy will film your pitch and it will be reviewed by a panel of judges. Families



also have the option to film their own pitch and email it to Amy. Please register before filming your own pitch.

5. When will I find out if my family is selected?

Families will be notified by March 25, 2013.

6. If I already conserve energy can I participate?

You will have to convince our panel of judges from local media and BC Hydro that your family is struggling with energy conservation. We welcome creativity!

7. How can I learn more about energy conservation?

Visit BC Hydro's Power Smart webpage at <http://www.bchydro.com/powersmart>.

8. Additional Program Info:

**City of Campbell River
Amy van den Hooven
Energy Challenge Coordinator
301 St Ann's Road
Campbell River, BC V9W 4C7**

Tel: 250-286-5721



HOME ENERGY VIDEO CHALLENGE

– Video Guide –

Thank you for participating and congratulations for your new iPad! It will help you to document your energy conservation efforts. Your task is to feature your family's/group's experience with mastering the energy conservation routine.

This includes struggles, successes, reflections on the why and how to save energy and of course the fun of it. Your material will help us to craft a documentary about the ENERGY CHALLENGE. The idea is to motivate other folks to follow your example and join in! Yes, you can be funny- feel free!!!

A few things to keep in mind to produce useful footage and audio:

VIDEO

The iPad's tiny camera sensor needs quite a bit of light for good imagery.

Keep it steady while filming.

Hold in horizontal (landscape format).

Keep sequences short (5-15 seconds), statements can be longer, however no endless scenes, please.

Be where the action is and be creative!

AUDIO

Audio pick-up depends on distance. Please stay close to the person talking to obtain good audio. Close-ups of faces work pretty good and natural.

Record in a reasonably quiet environment (no loud music, traffic, screaming).

If important statements get cut off or messed up, just repeat them, if you can.

IDEAS/MOTIFS

Try to tell YOUR energy conservation story. Start out with the reservations and challenges and follow the progress of your group. These can be featured in short comments. Highlight smart ideas, reflections, challenges and solutions.

What do family members think of it? What do your kids say? Do they join/boycott?

How does your routine develop?

Portray the problems and comment

What do you find most useful, what do you recommend to fellow energy savers?

THANKS & HAVE FUN!

(contact me, if you should encounter any problems)

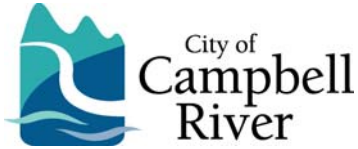
How to download Dropbox?

- 1) Accept your invite that you receive in your email.
- 2) Create an Account.
- 3) Download for iPad.

How to download movies to Dropbox?

- 1) Open the Dropbox app on your iPad
- 2) On the top left corner click on the “+” sign
- 3) Before you upload make sure you choose an upload destination. When you do this for the first time create a folder called “Week 1” and then click “**Create.**” Every week you will make a new folder and label it by week 1, 2, 3 or 4.
- 4) Click on the “**Camera Roll**” option and choose all the video that you want to upload. Remember the more you choose, the longer it takes.
- 5) Then click the blue “**Upload**” button on the top right corner
- 6) The files will then load to your Dropbox!

Every Week I will copy and paste your footage out of the Dropbox and then I will delete it from the Dropbox. This is because your Dropbox only has a small amount of storage and we don't want to run out of space.



Model Release Form

I hereby grant permission to the City of Campbell River, its agents or employees, to use representations taken of me (photographs, audio or video recordings) on the date and at the location listed below for use in City of Campbell River publications/productions, both print and electronic.

I hereby waive any right to royalties or other compensation arising from or related to the use of this material.

I hereby waive any right to inspect or approve the finished product or the copy that may be used in connection therewith.

I hereby agree to release, defend, and hold harmless the City of Campbell River its agents or employees, including any firm contracted by the City of Campbell River, publishing and/or distributing the finished product in whole or in part, whether on paper or via electronic media, from and against any claims, damages or liability arising from or related to the use of the representational media, including but not limited to any misuse, distortion, blurring, alteration, optical illusion or use in composite form, either intentionally or otherwise, that may occur or be produced in taking, processing, reduction or production of the finished product, its publication or distribution. It is also understood that any such materials (video, audio, film, slides, or any other media) will be used with the intent to communicate responsibly and ethically. It is at the discretion of the City of Campbell River to decide whether or not to use the image.

I am 18 years of age or older and I am competent to contract in my own name. I have read this release before signing below, and I fully understand the contents, meaning and impact of this release. I understand that I am free to address any specific questions regarding this release by submitting those questions in writing prior to signing, and I agree that my failure to do so will be interpreted as a free and knowledgeable acceptance of the terms of this release.

Event and Location of Photo/Audio Recording/Video Recording:

Date:

Name (please print):

Signature:

Signature of guardian [if under 18 years of age]



Home Energy Video Challenge iPad Agreement

The following terms and conditions will govern the transfer of ownership of the iPad from the City of Campbell River to the 30 Day Home Energy Video Challenge Participant.

Contest Term is April 6 to May 4, 2013.

By participating, each entrant unconditionally agrees to and accepts the Official Rules and decisions of the Challenge Judges and the City of Campbell River, which are final and binding in all matters related to the Challenge.

Participants agree to provide the City of Campbell River with a video recording using the iPad for online and print marketing and promotion purposes. By signing this document and accepting the iPad, participants give The City of Campbell River permission to use their name and video recordings in all forms of media for advertising, online marketing, and any other lawful purposes. iPads that are lost, stolen or damaged during the contest term must be replaced by the participant. The Apple iPad is valued at approximately \$500.00 (CDN) before taxes.

Should a participant fail to complete the Home Energy Video Challenge, the iPad must be returned to the City of Campbell River in proper working order.

Dated at The City of Campbell River this ____ day of _____, 2013.

Signature on behalf of City of Campbell River

Challenge Participant Signature

City of Campbell River Name (Please Print)

Challenge Participant Name (Please Print)

Shot Lists



Week 1: Home Energy Video Challenge

Shot List:

Please aim for as many video footage topics for Week 1 as possible. There is also one mandatory shot noted below.

Please keep each recording to **less than 1 minute** as to limit editing time.

Energy Monitor (Mandatory Shot): Film your energy monitor on XXXX and have someone read to the camera how much energy you used over the first week of the competition. Be sure to zoom in on the monitor, so that we can read your energy usage. Also, record your usage and email the number to your Energy Challenge Coordinator.



- 1** Discuss how your family feels about being one of the six families in the Home Energy Video Challenge.
- 2** Discuss what your family hopes to achieve by being in the Home Energy Video Challenge.
- 3** Introduce your new energy monitor to a friend or neighbour.
- 4** Talk about issues you are not looking forward to during your energy conservation journey (e.g lack of time, family cooperation, using less electronic devices, etc...).

- 5** Try and catch an energy culprit in your family using too much energy (e.g leaving lights on, long showers, etc...).
- 6** Capture a moment that occurred because you are participating in the energy challenge (e.g eating your dinner using candle light, your family playing a board game instead of watching TV, etc...).
- 7** After getting your energy audit in your home tell us how it went, what you learned, and some changes that you would like to make in your home.
- 8** Film a discussion about how your family plans to make your energy conservation.
- 9** This one is up to you! See what creative and fun footage you can capture about your energy conservation journey – Remember, judges will be looking for the funniest and creative videos!

You are welcome to film more footage if you would like. We welcome creativity!

Good luck and have fun!



Week 2: Home Energy Video Challenge

Shot List:

Please aim for as many video footage topics for Week 2 as possible. There are also two mandatory shots noted below.

Please keep each recording to **less than 1 minute** as to limit editing time.

Energy Monitor (Mandatory Shot): Film your energy monitor on XXXX and have someone read to the camera how much energy you used over the second week of the competition. Be sure to zoom in on the monitor, so that we can read your energy usage. Also, record your usage and email the number to your Energy Challenge Coordinator.

Top Tip (Mandatory Shot): Here's another chance to show your creativity. We want to see what your top energy saving tip is so far!



- 1** Do a brief overview of how Week One of the challenge went. Make sure to get each family member's opinion!
- 2** Identify one challenge that has come up so far with saving energy. Show what the challenge is and discuss possibilities around the challenge.
- 3** Has the change in weather over the past week (change from warm to rainy) affected your energy saving habits?

4

Was there a change in the way that you perform your daily tasks from before the challenge started to at the beginning of Week 2? Show us a few things that you are doing differently.

5

Find another family or neighbour you know that is rooting for your family in the Energy Challenge. Interview them and ask them why they think you should win. Feel free to ask more than just one person.

You are welcome to film more footage if you would like. We welcome creativity!

Good luck and have fun!



Week 3: Home Energy Video Challenge

Shot List:

Please aim for as many video footage topics for Week 3 as possible. There is also one mandatory shot noted below.

Please keep each recording to **less than 1 minute** as to limit editing time.

Energy Monitor (Mandatory Shot): Film your energy monitor on XXXX and have someone read to the camera how much energy you used over the third week of the competition. Be sure to zoom in on the monitor, so that we can read your energy usage. Also, record your usage and email the number to your Energy Challenge Coordinator.



- 1** Tell us how you feel about the other competition in the challenge (Is there one family in particular that you are keeping your eye on? What do you think it's going to take to win?).
- 2** Take a shot of some supporters cheering your family on (It could be a group from work, school, or some family and friends).
- 3** Ask everyone in your family to say one word that describes how they feel about the challenge (fun, crazy, etc...).
- 4** Give us a 30 second pitch on why your family should win!!

- 5 How has this challenge impacted your family? (Has it brought your family closer together? Has it added stress? Has it made you think more about energy everywhere you go?).
- 6 Tell us about some funny moments that happened over the first 2 weeks (Did someone catch you using too much energy? Did something not go as planned?)
- 7 What routine have you established to make saving energy easier?
- 8 Show us what you've learned in a creative way. (sing a song, write a poem, rap, art work, act out a skit, or any other way you can think of). If you haven't done it already, this could be your creative challenge. Get some other people involved and maybe it could be you creative and community challenge all-in-one!

You are welcome to film more footage if you would like. We welcome creativity!

Good luck and have fun!



Week 4: Home Energy Video Challenge

Shot List:

Please aim for as many video footage topics for Week 4 as possible. There is also one mandatory shot noted below.

Please keep each recording to **less than 1 minute** as to limit editing time.

Energy Monitor (Mandatory Shot): Film your energy monitor on XXXX and have someone read to the camera how much energy you used over the fourth week of the competition. Also, tell us the total amount and average amount of energy that your family consumed over the whole month.

If you haven't already, remember to complete your Creative Challenge and Community Challenge before the end of the 30-days. It can be small or big, but try to get other people involved!



1

Are you relieved that it is the final week and ready to be done with energy conservation? Or, are you determined, inspired, and even motivated to make energy conservation a normal routine in your family?

2

What was your family's BIGGEST challenge throughout the four weeks? What advice do you have for other families for them to break through their own challenges?

- 3** How much has your energy consumption gone down since you started the challenge? Were you surprised by the amount of energy you saved? You don't have to talk about exact numbers, just give us an idea!
- 4** What is the biggest accomplishment your family achieved from doing the energy challenge?
- 5** Who made the most drastic changes in your family in order to cut back their energy consumption? Or, did everyone make big changes?
- 6** Are you proud of your family for being a part of the Energy Challenge and for showing others that it is possible to conserve energy?
- 7** Do a tally of all the devices that you used regularly before the challenge began, and show us which 3 you could live without after doing this challenge.
- 8** Do something to celebrate your accomplishments on the last day of the competition and capture it on film!

Congratulations for completing the challenge!!

Scorecards

Home Energy Video Challenge



FAMILY SCORECARD

FAMILY	The Millward Family
FAMILY MEMBERS	Mom (Alana) and dad
	2 young boys
ENERGY CONSERVATION HISTORY - Does this family already take action to conserve energy?	Energy conservation has been a struggle for their family
BARRIERS TO CONSERVING ENERGY	Young children.
	Not knowing a lot about energy conservation.

TOTAL SCORE: _____/50

***Please keep in mind that we are looking for diversity in all categories below, as well as in family structure. The “ideas to consider” are only suggestions to help you in scoring. Scores from all judges will be tallied and the families with the top four scores will be competing in the challenge.**

SCORING CATEGORIES	IDEAS TO CONSIDER	SCORE
ENTERTAINMENT VALUE	Was their story interesting or compelling?	/20
	Did you enjoy watching them?	
	Were they funny, loveable,	
	quirky, amusing, unique or	
	anything else you liked?	
ENTHUSIASM FOR ENERGY CONSERVATION	Are they excited to try this?	/10
	Are they motivated to learn?	
	Do they want to make a	
	difference?	
BARRIERS TO CONSERVING ENERGY	Do they have challenges to	/10
	overcome?	
	Are they worried about	
	anything?	
ENERGY CONSERVATION KNOWLEDGE	Looking for families with little	/10
	or no experience – or families	
	that are eager to learn more	
	and share their ideas.	

Please tally the score on the front page.

Power Down Campbell River: Home Energy Video Challenge

MILLWARD FAMILY SCORECARD

SCORING CATEGORIES	CRITERIA		RATING	SCORE
ENERGY STORY	<p>Alana and Justin Millward are motivated to teach their two young boys about the importance of conserving energy at a young age. As a stay at home mom, Alana is excited to capture moments on camera during the 30-days and has brainstormed many creative ideas that will help teach her boys about energy. With two young children it is hard to get them to understand the concept of energy, but these parents are ready to take on the challenge. If electricity could be produced from kid power, I'm sure that they would have no problem winning this challenge!</p>		N/A	N/A
ENERGY REDUCTION	<p>Week 1: 72 kWh Week 2: 49 kWh Week 3: 42 kWh Week 4: 39 kWh Challenge Average:</p>	<p style="text-align: center;">Reduction= (reduced their bill by approx 60% from last year's bill)</p>	<p>1 = ≤ 20% 2 = ≤ 40% 3 = ≤ 60% 4 = ≤ 80% 5 = ≤ 100%</p>	3/5

SCORING CATEGORIES	CRITERIA	RATING 1 = strongly disagree, 3 = somewhat agree, 5 = strongly agree	SCORE
ENERGY CONSERVATION STORY	1. The family overcame barriers. 2. The family was determined to win. 3. The family provided energy saving tips and tricks. 4. The family learned how to conserve energy. 5. Their energy conservation story will inspire others to begin saving energy.	1 2 3 4 5 1 2 3 4 5 1 2 3 4 5 1 2 3 4 5 1 2 3 4 5	23/25
ENTERTAINMENT VALUE	1. The family was entertaining. 2. The family used humour. 3. The family displayed creativity. 4. The family used variety in their videos. 5. Their energy conservation story was interesting.	1 2 3 4 5 1 2 3 4 5 1 2 3 4 5 1 2 3 4 5 1 2 3 4 5	25/25

Final Score: 51/55

Contact Info

Energy Challenge 2013 - Contact Information

Family	Names	Phone	Email
The Bellwood-Behans	Britney and TJ	250-204-2891 or cell 250-204-5306	britneybellwood@gmail.com
The Kleins	Paul, Edin, Sofie, and Frances	250 923 3505	paulklein@gmail.com
The Loebbs	Jerry, Jennifer, Gideon, Hannah, and Daniel	250-286-1725 or cell 250-830-8450	loebj@telus.net
The Millwards	Alana, Justin, Everett, and Cashlin	250-286-6657	taurustwosome@gmail.com
The Seldons	Grany Jill, Roger, Lorna, Chas and Cleo	250-830-1199	seldonrl@telus.net

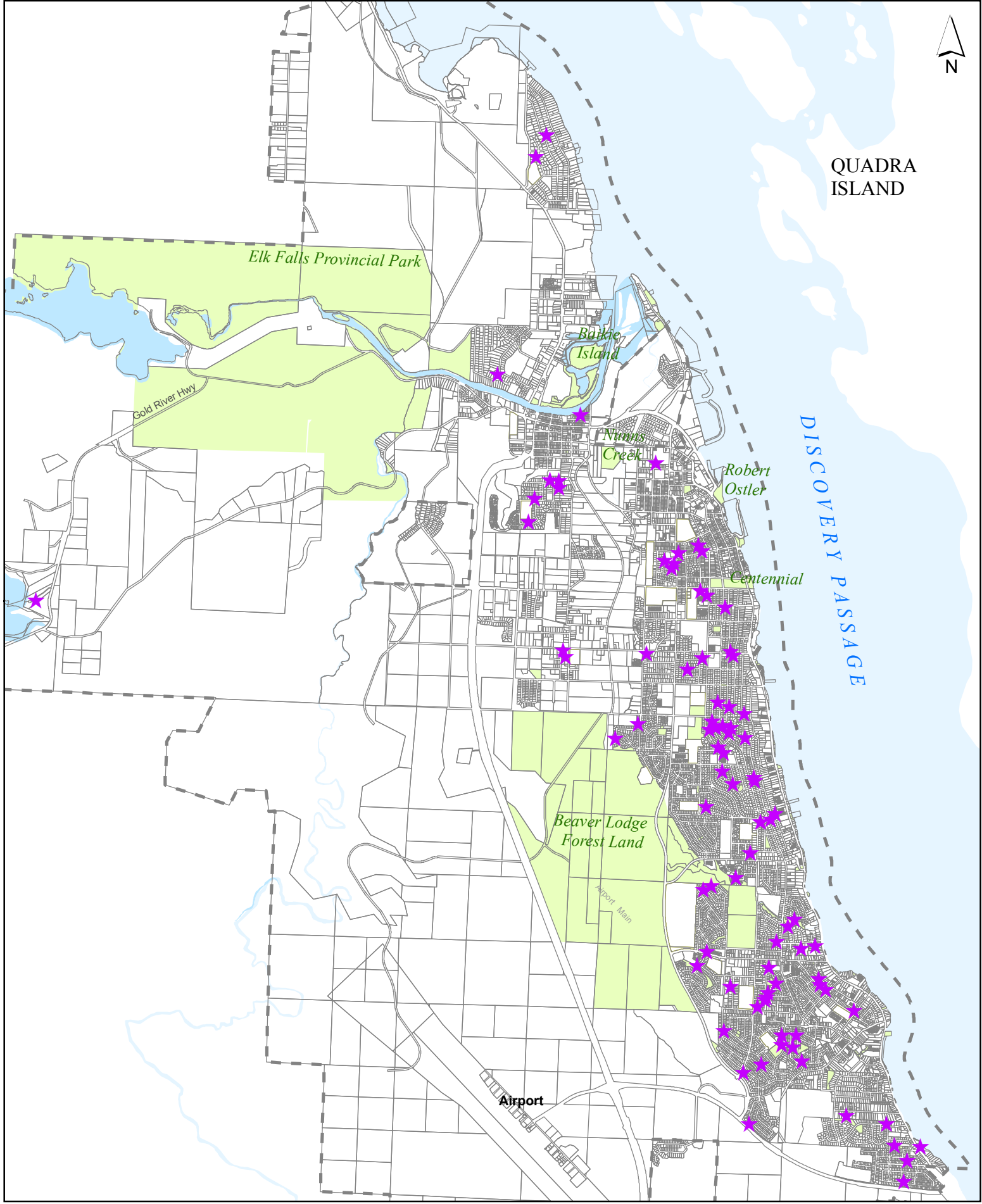
Energy Challenge 2012 Interviewees - Contact Information

Names	Phone	Email
Bob Hourston	923-2789	bohour@shaw.ca
Kevin Stirling	923-3305	woodsmer@shaw.ca
Angela Macauley	778-418-2232	nothernang@gmail.com
Wayne Clark	926-9045	wclark50@telus.net
Isabel Vesnarer	830-0140	
Sudesh kumar	923-3364	
Jack Jackovich	923-5525	leannajackovich@gmail.com
Leanne Mcintee	250-923-1168, 250-202-4951	mcintee@me.com
Jerry and Jen Loeb	250-286-1725, 250-830-8450	loebj@telus.net
Paul Klein	250 923 3505	paulklein@gmail.com
Alana Millward	250-286-6657	taurustwosome@gmail.com
Chas Seldon	250-830-1199	9916624@gmail.com seldonrl@telus.net

Energy Rebate Program



QUADRA ISLAND



ENERGY REBATE DISTRIBUTION

- ★ Energy Rebate
- Parks
- School Property

1:60,000



NBAKSH AUG 2013
 O:\GIS\Engineering\Confidential\mapdocuments\environmental\Energy_Rebate.mxd

Media Releases

January 23, 2013

Free home energy audits available – while they last!

Does your winter home energy bill give you the shivers? Sign up for a home energy audit and learn how to save energy and save money.

Seventy-five home energy audit rebates are available on a first-come, first-served basis for Campbell River residents. The rebates are valued at \$150 plus tax and cover the cost of an energy assessment conducted by a certified energy advisor.

“By participating in this program, home owners will learn ways to reduce energy use, add value to their home, and help lower greenhouse gas emissions in Campbell River,” says Councillor Larry Samson. *“What we do locally can help reduce carbon emissions on a more global scale, and this is another way we can do our part.”*

The Energy Rebate Program is a key step in implementing the City’s Community Energy and Emissions Plan. Buildings represent approximately 51 per cent of energy use and 23 per cent of Campbell River’s greenhouse gas emissions.

Residents interested in participating in the rebate program can access a rebate number and voucher form from the City of Campbell River.

“We expect the home energy audit rebates to be very popular and go quickly. We recommend that residents contact the City for a voucher number prior to booking their home energy audit to be sure that rebates are still available,” says Amber Zirnhelt, sustainability manager.

The rebate program is in effect for energy audits starting Jan. 1, 2013, while quantities last. The program is sponsored by BC Hydro in support of its mandate to conserve energy to help meet BC’s growing demand for electricity.

The program compliments the Live Smart BC Energy Efficiency Incentive Program, which offers more than \$12,000 in incentives for home energy-saving upgrades ranging from insulation, windows and solar hot water to heat pumps and more. The Live Smart BC program runs until Mar. 31, 2013 and requires energy audits before and after retrofits. Learn more at: www.livesmartbc.ca/incentives/efficiency-home/index.html.

Campbell River home owners are eligible for one rebate per household – even if they’re not participating in the Live Smart BC program.

To participate in the program, home owners will be required to make an *“Energy Pledge”* committing to an energy reduction in their home. Energy pledges could include building retrofits or upgrades to insulation, weather stripping, caulking and appliances or changing habits such as committing to unplug household appliances when not in use, turning out the lights or other energy-saving initiatives.

To access a rebate number, voucher and learn more about the program, contact Amber Zirnhelt via email amber.zirnhelt@campbellriver.ca or telephone 250-286-5742. More information is available online at www.campbellriver.ca/residents/greencity.

– 30 –

Contact: Amber Zirnhelt, Sustainability Manager City of Campbell River

250-286-5742

Energy Rebate Package



2013 Home Energy Audit Rebate Program

— Beginning Jan 1, while supplies last! —

\$150 Value Voucher (plus HST)



FIRST NAME: _____

LAST NAME: _____

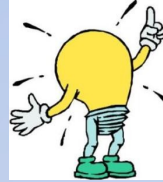
CAMPBELL RIVER STREET ADDRESS:

POSTAL CODE: _____

TELEPHONE: _____

DATE: _____

ENERGUIDE RATING: _____



REBATE CHECKLIST:

1. Obtain **VOUCHER NUMBER**
2. Complete this form.
3. Attach your original energy audit **receipt** to this form.
4. E-mail OR attach your energy pledge with the action your household will take to reduce energy and a photo to illustrate your pledge or retrofit (creativity is welcome.)
5. Completed rebate forms must be dropped off OR mailed to City Hall c/o **Amy van den Hooven** by **July 31st 2013**.

Please check this box if you would allow the City of Campbell River to use your **photo** in future advertisements for this rebate program.

**PRIZES available for fun, creative energy conservation photos!*

VOUCHER

#

NUMBER*

*Contact **Amy van den Hooven** to obtain #



City of
Campbell
River

BChydro 
powersmart

Questions?

Amy van den Hooven at City of Campbell River:
Phone: 250-286-5721
E-mail: amy.vandehooven@campbellriver.ca

City of Campbell River
Home Energy Audit Rebate Program
301 St. Ann's Road
Campbell River, BC V9W 4C7

www.campbellriver.ca

Campbell River Energy Pledge



I pledge to reduce my home energy use by:

Use this space to describe how you plan to reduce energy use in your home (see examples below)

By (date):

Your energy pledge is a written commitment to make one change in your home to reduce energy use. Energy pledges could include energy retrofits such as insulation upgrades, weather stripping and caulking, appliance upgrades or changing habits such as committing to unplug household appliances when not in use, turning out the lights or other energy saving initiatives. At least one initiative must reduce electricity use in your home.

My Energy Pledge photo is attached.

My Energy Pledge photo has been submitted by email



Signature

Date



Print Name

Home Energy Rebate Program FAQs



1. What is the purpose of the home energy rebate program?

Home energy rebates are available to cover the cost of one home energy audit performed by a certified energy advisor. The program is designed to help owners conserve energy, save money, and improve the comfort of their home, while also reducing community-wide greenhouse gas emissions.

2. What will I gain from the home energy audit?

A certified energy advisor will provide you with a report that shows the best ways to reduce home energy use. The report will provide you with an EnerGuide rating for your home that indicates how your home's energy efficiency compares to other homes of similar age and size. You can use this information to help decide which energy upgrades would most improve energy efficiency in your home – and within your budget.

3. Who is eligible?

City of Campbell River residents who own a single-family or duplex property.

4. When is the rebate program?

Jan. 1 to Jul. 1, 2013, while quantities last.

5. How many rebates are available?

75 energy rebates are available on a first-come, first-served basis. The rebates are limited to one per household.

6. What is the value of the home energy rebates?

The rebates are valued at \$150 plus tax and cover the cost of one energy audit by a certified energy advisor.

7. Are commercial properties eligible for the energy rebate program?

No. The program is for residential property owners.

8. I'm a renter. Am I eligible?

No. The program is open to property owners only, but landlords may wish to participate.

9. Where do I find a certified energy advisor?

A list of certified energy advisors is available online at

<http://www.livesmartbc.ca/incentives/efficiency-home/index.html#steps>

10. What is the LiveSmart BC Energy Efficiency Incentive Program?

LiveSmart BC is a program offered by the provincial government to provide incentives for home energy upgrades. LiveSmart BC offers up to \$7,000 in incentives for energy upgrades ranging from insulation, windows and solar hot water to heat pumps and more. The program runs until Mar. 31, 2013 and requires energy audits before and after upgrades to qualify for the incentives. For more information visit www.livesmartbc.ca/incentives/efficiency-home/index.html

11. Do I have to participate in the LiveSmart BC Program to access a home energy rebate?

No. Participation in the Home Energy Rebate Program requires home owners to make an energy pledge committing to one action that reduces home energy use. The LiveSmart BC Program is optional and provides additional incentives for energy upgrades completed by Mar. 31, 2013.

12. What type of energy pledge do I have to make?

Your energy pledge is a written commitment to make one change in your home to reduce energy use. Energy pledges could include energy retrofits such as insulation upgrades, weather stripping and caulking, appliance upgrades or changing habits such as committing to unplug household appliances when not in use, turning out the lights or other energy saving initiatives. At least one initiative must reduce electricity use in your home.

13. How do I access the rebate?

Contact Amy van den Hooven by email (amy.vandehooven@campbellriver.ca) or phone 250-286-5721 to receive a numbered voucher. Submit a copy of your home energy audit report (including your EnerGuide Rating), the completed rebate form and your energy pledge to the City of Campbell River, Attention: Sustainability Department.

14. Additional Program Info:

www.campbellriver.ca/residents/greencity

**City of Campbell River
Home Energy Rebate Program
Sustainability Department
301 St Ann's Road
Campbell River, BC V9W 4C7**

Tel: 250-286-5721



\$100 Giveaway

June 20, 2013

Dear Energy Rebate Program participants,

RE: Energy Rebate Program \$100 giveaway

Congratulations! As part of BC Hydro and the City of Campbell River's Power Down Energy Program, you have been randomly selected to receive \$100 towards a home energy retrofit of your choice. Please contact Amy van den Hooven, the program coordinator, by **June 27, 2013** to accept or decline this rebate offer.

What steps do I take after I accept the offer?

- 1) Decide what energy improvement you would like to use the \$100 towards (eg. wrapping your hot water tank, installing a programmable thermostat(s), caulking for air leaks, insulation improvements, or putting the money towards an Energy Star appliance).
- 2) Email or call Amy by July 3, 2013, so that your choice can be approved.
- 3) Purchase the item/items and complete the retrofit. Be sure to take a picture of it (eg. if you bought an Energy Star appliance take a picture of it installed). Include someone in your photo and make it fun!
- 4) Please drop off or mail the **original receipt** along with a **picture of the completed retrofit** to City Hall c/o Amy van den Hooven by July 24, 2013. If you would like to keep the original receipt, please send in a photocopied version.
- 5) After your documents are processed, you will receive a cheque for \$100 in the mail from the City of Campbell River.

Important Notes:

- 1) You will not be reimbursed if you do not complete the above steps.
- 2) This reimbursement can't be used for purchases that were made prior to being chosen for this program.
- 3) You can purchase something over \$100, but we will only refund you for \$100 of your purchase.

Sincerely,

Amy van den Hooven
Energy Challenge Coordinator

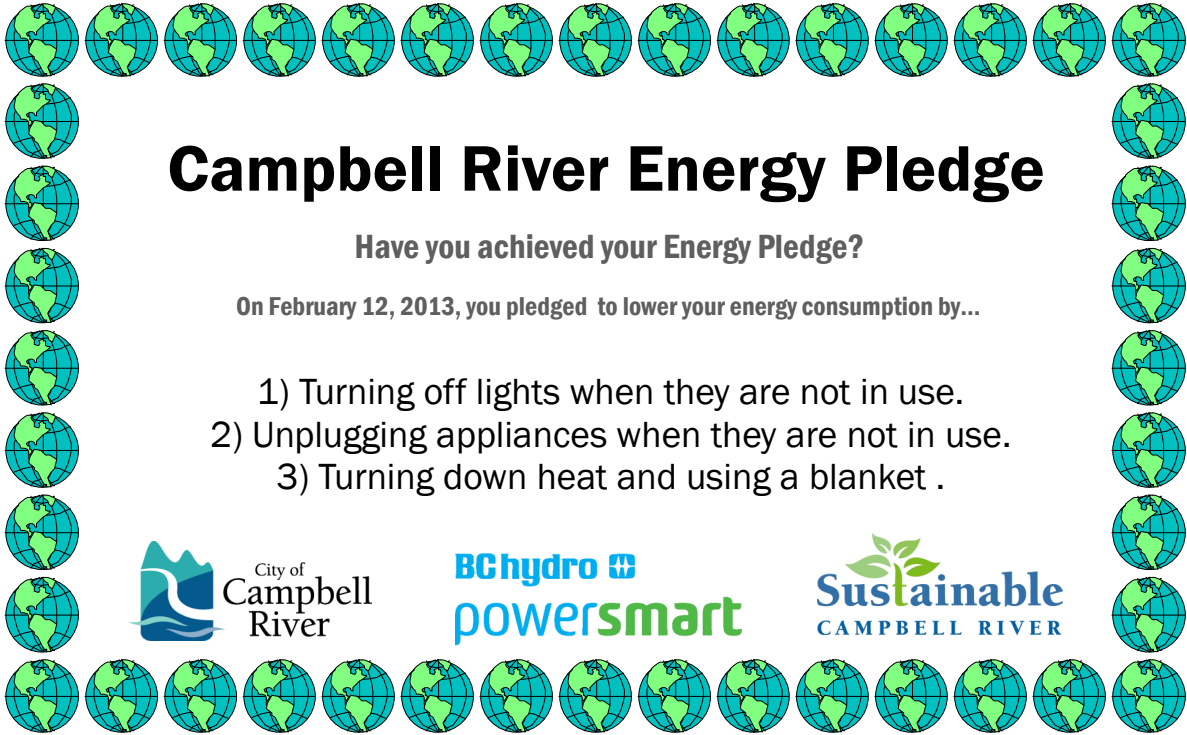


Sustainability Department

301 St. Ann's Road, Campbell River, B.C. V9W 4C7
Telephone: 250.286.5761; Fax: 250.286.5721
Email: amy.vandenhooven@campbellriver.ca

www.campbellriver.ca

Pledges






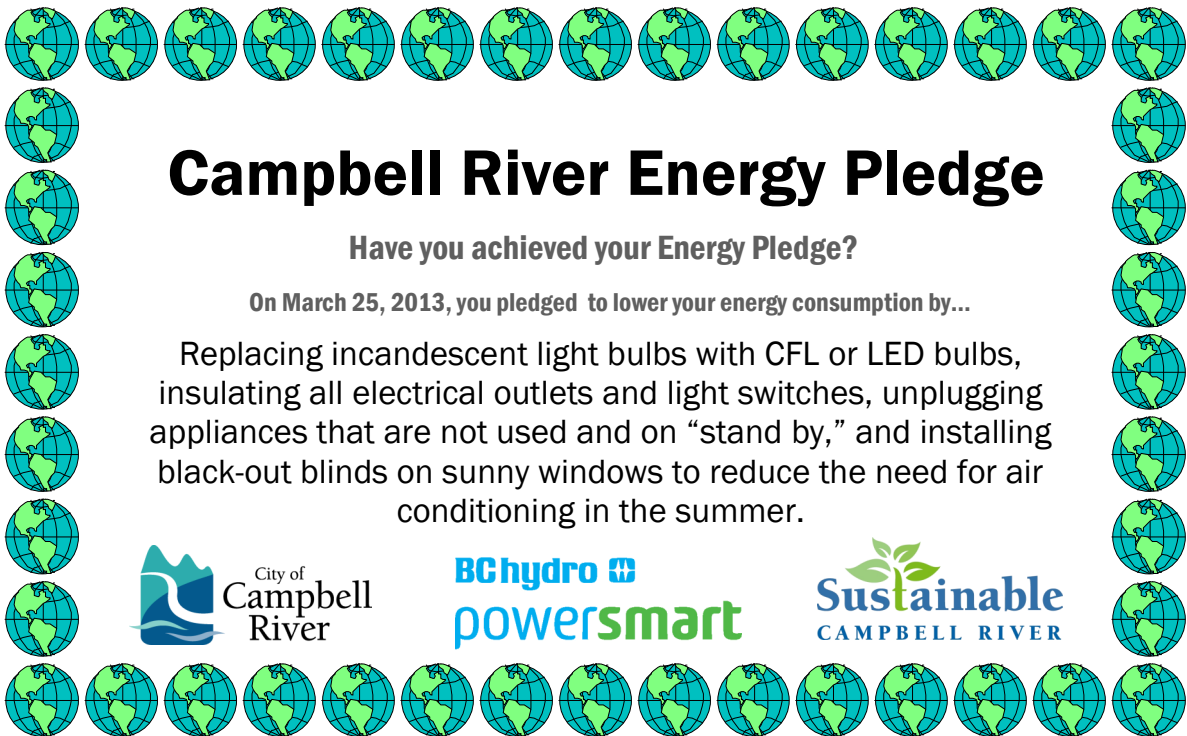
Campbell River Energy Pledge

Have you achieved your Energy Pledge?

On February 12, 2013, you pledged to lower your energy consumption by...

- 1) Turning off lights when they are not in use.
- 2) Unplugging appliances when they are not in use.
- 3) Turning down heat and using a blanket .






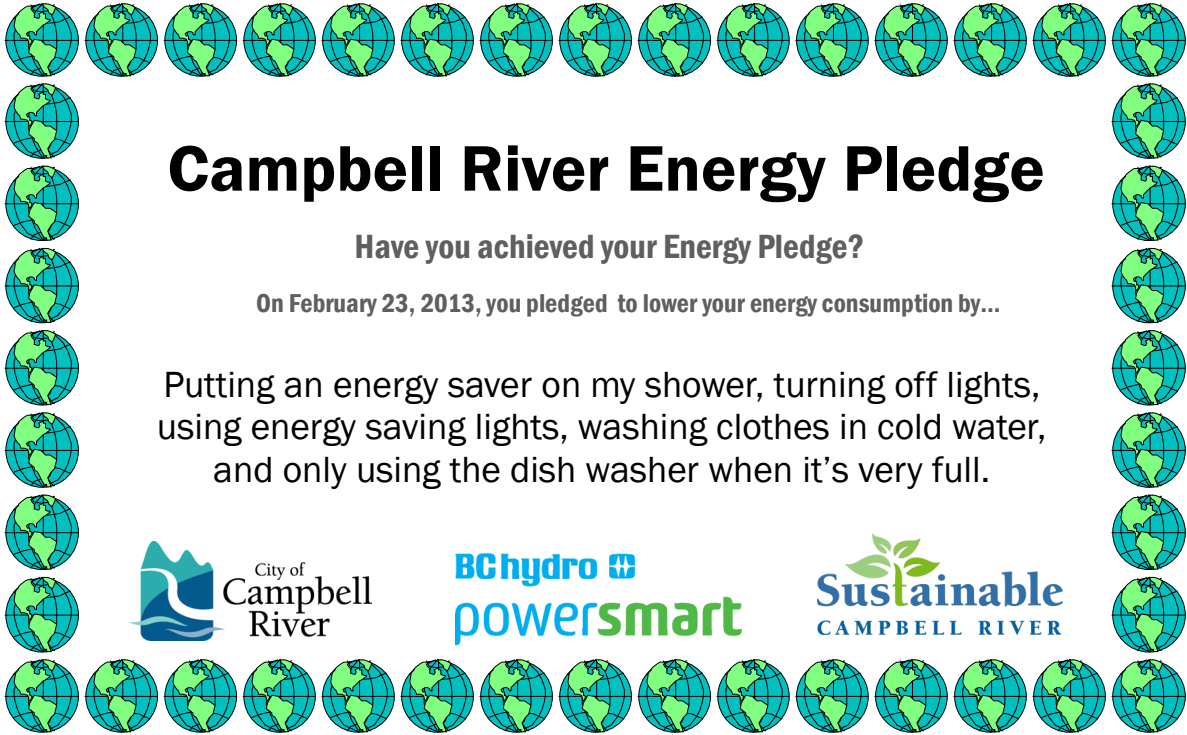
Campbell River Energy Pledge

Have you achieved your Energy Pledge?

On March 25, 2013, you pledged to lower your energy consumption by...

Replacing incandescent light bulbs with CFL or LED bulbs, insulating all electrical outlets and light switches, unplugging appliances that are not used and on “stand by,” and installing black-out blinds on sunny windows to reduce the need for air conditioning in the summer.

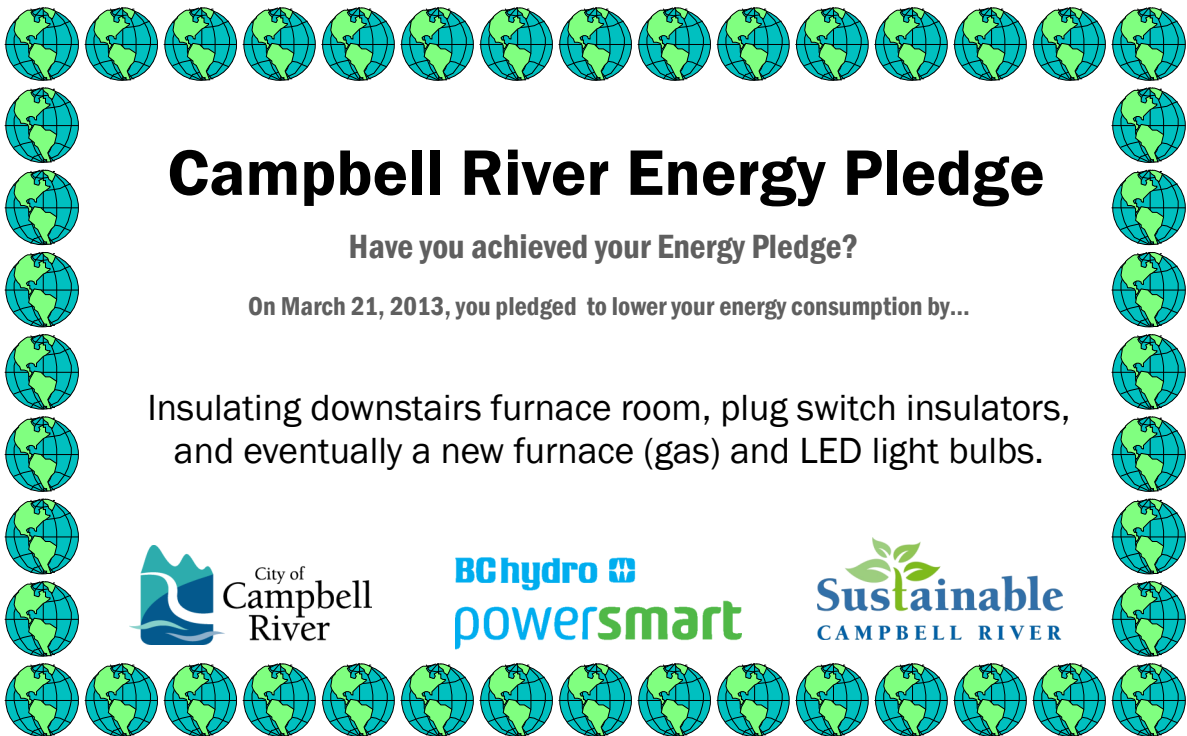





Campbell River Energy Pledge

Have you achieved your Energy Pledge?

On February 23, 2013, you pledged to lower your energy consumption by...

Putting an energy saver on my shower, turning off lights, using energy saving lights, washing clothes in cold water, and only using the dish washer when it's very full.






Campbell River Energy Pledge

Have you achieved your Energy Pledge?

On March 21, 2013, you pledged to lower your energy consumption by...

Insulating downstairs furnace room, plug switch insulators, and eventually a new furnace (gas) and LED light bulbs.



Energy Conservation Assistance Program (ECAP)

August 1, 2013

Free energy evaluations available for low-income residents

Over the last five months, Campbell River residents have lowered their monthly energy bills thanks to free home energy evaluations. Now, it's even easier for low-income residents to participate.

Starting this month, applicants to the City's Leisure Involvement for Everyone (LIFE) program will also have an opportunity to apply for the Energy Conservation Assistance Program (ECAP), which provides qualified lower-income BC Hydro residential account holders with free home energy evaluations and energy-saving products.

When City staff members screen for the LIFE program, they will also determine whether an applicant meets the income qualification requirement for the ECAP program – and sign a voucher for qualified applicants to use to apply for ECAP. People who currently hold a LIFE pass, or will soon be registering for one, should visit the Community Centre or Sportsplex and ask about the ECAP program to determine whether they may be eligible for a free energy evaluation and home energy-saving products.

“By working with the LIFE program, it will make it a lot easier for Campbell River residents to take advantage of this great program,” says Amy van den Hooven, Energy Challenge Coordinator. “Qualified households on limited income will receive valuable information and free energy-saving products, like energy saving light bulbs, faucet aerators for the kitchen and bathroom, water-saving showerheads and many more products to help reduce monthly energy bills.”

The program for low-income residents follows the success of the City of Campbell River and BC Hydro's first Energy Rebate Program, which offered free home energy audits to Campbell River residents between January 1 and July 31, 2013.

“To date, more than 75 Campbell River residents have made a home energy reduction pledge and been awarded free home energy audits that gave them ways to reduce energy use, add value to their home, and help lower greenhouse gas emissions in Campbell River,” says van den Hooven. “One family expects a five per cent home energy reduction after pledging to install new programmable thermostats and teach their children to turn off the lights when they leave a room. Another family pledged to replace incandescent light bulbs with CFL or LED bulbs, insulate all electrical outlets and light switches, unplug appliances that are not used and on stand-by, and install black-out blinds on sunny windows to reduce the need for air conditioning in the summer.”

“This program has been very eye opening,” says Alicia DeHart, Energy Rebate Program participant. “We are excited to lower our energy consumption by replacing our single pane window, insulating the crawlspace, and upgrading to Energy Star rated doors and fans in the bathroom.”

These programs are a partnership between the City of Campbell River, BC Hydro Power Smart and FortisBC – and a key step in implementing the City's Community Energy and Emissions Plan. Buildings represent approximately 51 per cent of energy use and 23 per cent of Campbell River's greenhouse gas emissions. Visit www.bchydro.com/ecap or call 1-877-806-3242 to learn more about ECAP, the eligibility requirements and how to apply.

###

Contact: Amy van den Hooven, City of Campbell River 250-286-5721



Approved Contractor



July 22, 2013

Dear L.I.F.E Program Screening Team,

Re: **L.I.F.E Program and the Energy Conservation Assistance Program**

Thank you for helping us to promote the Energy Conservation Assistance Program (ECAP) to potential applicants through your L.I.F.E Program application screening services.

What is ECAP?

In partnership with BC Hydro Power Smart and FortisBC, ECAP provides qualified low-income BC Hydro residential account holders with a **free** home energy evaluation and installation of energy saving products that may include*:

- energy saving light bulbs
- faucet aerators for the kitchen and bathroom
- water-saving showerhead
- water heater pipe wrap and water heater blanket
- products to stop drafts, such as weatherstripping, caulking and outlet gaskets.

Some homes may even be eligible* for an ENERGY STAR® refrigerator and / or insulation upgrades. An ECAP contractor performs the home energy evaluation and determines which energy efficiency upgrades a participating home is eligible for.

More details about ECAP are available on bchydro.com/ecap and in the enclosed brochure.

As a screener for the City of Campbell River's L.I.F.E Program, what is my role for ECAP?

One of the most common barriers preventing ECAP participants from accessing the program's benefits is getting proper documentation to verify that they meet the program's income requirements. Typically it involves finding, copying, and submitting their latest Notice of Assessment (NOA), which can be difficult for some applicants. Other customers are unaware that this beneficial program exists.

As a staff member for the City of Campbell River who screens L.I.F.E Program applicants, you can help simplify this process for applicants. If you determine that an applicant meets the ECAP income qualification requirement, the typical proof of income requirement will be waived. This will make it easier for applicants to apply to the ECAP program, which can provide qualified applicants with free energy-saving solutions that can positively impact their daily lives.

To meet the income qualification requirements for the program, applicants must have a combined household income (for every member of the household who is 18 years or older) that



Approved Contractor



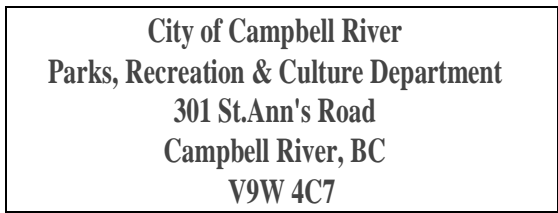
ENERGY CONSERVATION ASSISTANCE PROGRAM

is below the Low-Income Cut-Off as published by Statistics Canada (see Appendix A “Household Income Requirements to Qualify for ECAP”). **This requirement is aligned with the City’s L.I.F.E Program income requirement – if an applicant meets the L.I.F.E Program’s income requirement, he/she would also meet ECAP’s income requirement.**

After I have determined that an applicant meets the income requirements for ECAP, what are my next steps?

It’s simple. In addition to a set of ECAP applications packages, you would have received a set of income voucher certificates. We ask that you include the following information on the certificate (see Appendix B for an example):

1. Please include the following information on the income voucher certificate:
 - a. name of applicant
 - b. name of your organization (“The City of Campbell River”)
 - c. organization stamp (the City of Campbell River’s Parks, Recreation & Culture Department stamp)



2. Insert the certificate into an ECAP application package and give the package to the L.I.F.E Program applicant. **This certificate must be submitted to BC Hydro with the applicant’s ECAP application in order for the proof of income (NOA) requirement to be waived.**

Note: The certificate itself will provide detailed instructions for the ECAP applicant to submit it with their ECAP application form (in order to waive the NOA requirement).

What happens after the applicant submits the ECAP application form?

BC Hydro will evaluate the application to confirm that the applicant has a BC Hydro residential account and meets the energy consumption requirements**.

Depending on the evaluation outcome, BC Hydro will notify the applicant about the status of his / her application. An approved ECAP contractor will phone approved applicants to schedule an appointment.



Approved Contractor



ENERGY CONSERVATION ASSISTANCE PROGRAM

If my client has any questions about ECAP or needs help with the application, who should they contact?

Applicants can call an Energy Conservation Assistance Program representative at:

Vancouver Island/Coast, Southern Interior areas

Carillion Canada, Energy Services
1-877-806-3242

OR

BC Hydro's Customer Service Representative

1-877-431-9463 (toll free) or 604-431-9463

Thank you very much for your effort to help us promote the Energy Conservation Assistance Program to the City of Campbell River's L.I.F.E Program applicants! The City of Campbell River, BC Hydro, FortisBC and Carillion Canada appreciate your assistance in helping low-income households, and in creating a more energy efficient British Columbia.

Please feel free to contact me directly if you have any questions!

Sincerely,

Jaime-Ann Lew

Jaime-Ann Lew
Marketing / Outreach Coordinator, Energy Services
Carillion Canada

4320 Viking Way, Suite 210
Richmond, B.C., V6V 2L4
Toll-free: 1-877-806-3242 ext. 1
Email: jlew@carillion.ca

*An ECAP contractor will determine which energy efficiency upgrades a participating home is eligible for. Service in rural and remote areas is limited depending on the accessibility and minimum participation levels of the area.

** Applicants must have a BC Hydro residential account and must meet the income requirements outlined by Statistics Canada's Low Income cut offs. To qualify, a home must use a minimum of 8,000 kWh of electricity a year or a minimum of 60 GJ of FortisBC natural gas a year (this is approximately equivalent to spending \$750 per year on gas or electricity).



Approved Contractor



ENERGY CONSERVATION ASSISTANCE PROGRAM

Appendix A – Household Income Requirements to Qualify for ECAP

To qualify for ECAP, applicants must have a combined household income (for every member of the household who is 18 years or older) that is below the Low-Income Cut-Off thresholds as published by Statistics Canada (outlined in the following table). Income cut-offs vary by where the applicant lives (population size) and by the number of people in his / her household.

For applicants living in Campbell River, BC, please use the thresholds listed in the middle column under “**CA 30,000-499,999**”.

Community Size (Population)			
Household Size (Economic Family)	Rural <30,000	CA 30,000-499,999	CMA >500,000
1 person	\$18,246	\$20,065	\$23,298
2 persons	\$22,714	\$24,978	\$29,004
3 persons	\$27,924	\$30,707	\$35,657
4 persons	\$33,905	\$37,283	\$43,292
5 persons	\$38,454	\$42,285	\$49,102
6 persons	\$43,370	\$47,692	\$55,378
7 or more persons	\$48,285	\$53,097	\$61,656

2011 LICO Scale (before tax household income). Source: Statistics Canada



Approved Contractor



ENERGY CONSERVATION ASSISTANCE PROGRAM

Appendix B – Example of Completed Income Voucher Certificate



INCOME VOUCHER CERTIFICATE
EXAMPLE

Your household qualifies for the income requirement for the FREE Energy Conservation Assistance Program (ECAP)*. You could receive free energy efficiency upgrades to your home.

Include this certificate with your completed ECAP application and you will not need to submit your Notice of Assessment.

If you have questions about ECAP or need help with the application, please call the ECAP contractor for your area at 1 877 806 3242. For more information about the ECAP program, please visit bchydro.com/ecap

The ECAP program is offered in partnership with BC Hydro Power Smart and FortisBC.

(front)

INCOME VOUCHER CERTIFICATE
EXAMPLE

City of Campbell River
Parks, Recreation & Culture Department
301 St. Ann's Road
Campbell River, BC
V9W 4C7

Applicant's name: JAMES BROWN

Organization: CITY OF CAMPBELL RIVER

Date: AUG 5, 2013

Certificate expires 3 months from date of issue.

* Income qualification is based on Statistics Canada's Low Income cut offs. To qualify for the ECAP Program, a home must use a minimum of 8,000 kilowatt-hours of electricity a year or a minimum of 60 Gigajoules of natural gas a year, which is equivalent to approximately \$750 a year on electricity or natural gas. Products installed depend on the individual characteristics of a home. In rural and remote areas, minimum participation levels are required. Applicants must have a BC Hydro residential account.

(back)

A13-036

Dear L.I.F.E Program Applicant,

With some easy, free help, you could start saving money every month and make your home more comfortable.

The City of Campbell River has identified that your household may qualify for a free program that can help you save energy and money. The Energy Conservation Assistance Program (ECAP) helps B.C. households with limited budgets* improve their home's energy efficiency.

The City of Campbell River is working with BC Hydro Power Smart and FortisBC to help ensure local eligible households are aware of this program.

Energy Conservation Assistance Program: easy and free!

Here are the details:

Your application package is enclosed. Apply by September 30, 2013, include the voucher and you will not need to submit proof of income.

If you meet the program energy consumption requirements **, you may qualify for free installation of energy saving products such as:

- energy-saving light bulbs
- faucet aerators
- water-saving showerheads
- weather-stripping

Some homes are even eligible for insulation upgrades and / or an ENERGY STAR fridge replacement. More than 500 customers received fridges last year.

Start saving energy and money. Send in the enclosed application along with the voucher today.

Find out more at bchydro.com/ecap, or call **1 877 806 3242**.

Sincerely,
City of Campbell River

* Based on Statistics Canada Low Income cut-off.

** To qualify, a home must use a minimum of 8,000 kilowatt-hours of electricity a year or a minimum of 60 Gigajoules of natural gas a year, which is equivalent to approximately \$750 a year on electricity or natural gas. Products installed depend on the individual characteristics of a home. In rural and remote areas, minimum participation levels are required.

Recent customers have said...

"I was excited to find such a program and it surpassed my expectations."

"It was very helpful and the people involved were friendly, courteous and knowledgeable. Thank you!"

We're working together to help BC save energy.



Power Smart's Energy Conservation Assistance Program: Application Distribution and Collection Agreement for Organizations providing Programs to Low Income Clients

This agreement is required for organizations providing Recreation Access Programs to their low income clients to participate in BC Hydro's Power Smart's Energy Conservation Assistance Program.

Date: **July 2, 2013**

Organization Name: **The City of Campbell River**
 Primary Contact Person: **Amy van den Hooven, Energy Challenge Coordinator**
 Contact: (250) 286-5721
Amy.Vandehooven@campbellriver.ca
 Address: 301 St. Ann's Road
 Campbell River, BC
 V9W 4C7

Secondary Contact Person: **Sheryl Walker, Administrative Assistant II**
 Contact: (250) 923-7911
Sheryl.Walker@campbellriver.ca

BC Hydro is pleased that The City of Campbell River has agreed to play an important role in supporting BC Hydro Energy Conservation Assistance Program (the "Program"), which is aimed at providing eligible low income residential customers with free energy saving products for their homes.

This letter will outline the responsibilities of BC Hydro and The City of Campbell River with respect to the Program. In exchange for BC Hydro providing a free program for eligible low income households, delivered by BC Hydro's Program Delivery Agent, The City of Campbell River agrees to the following:

- The City of Campbell River agrees to only include completed certificates with Program application packages for their clients that are part of a low-income household as defined by BC Hydro. BC Hydro defines households as low-income according to the criteria in the following Low Income Cut-Off table from Statistics Canada:

Community Size (Population)			
Household Size (Economic Family)	Rural <30,000	CA 30,000-499,999	CMA >500,000
1 person	\$18,246	\$20,065	\$23,298
2 persons	\$22,714	\$24,978	\$29,004

3 persons	\$27,924	\$30,707	\$35,657
4 persons	\$33,905	\$37,283	\$43,292
5 persons	\$38,454	\$42,285	\$49,102
6 persons	\$43,370	\$47,692	\$55,378
7 or more persons	\$48,285	\$53,097	\$61,656

2011 LICO Scale (before tax household income). Source: Statistics Canada

Combined income from all household members over the age of 18 years must be below the values in the Low Income Cut-Off table to qualify for the Program.

- The City of Campbell River recognizes that the programs offered by BC Hydro Power Smart for Low Income Households is optional and an individual can refuse to participate.
- The City of Campbell River will complete the certificate and insert the completed certificate into the application package.
- A completed certificate must include the name of the applicant and the organization name, "City of Campbell River". The certificate also requires a unique identifier (*City of Campbell River Parks, Rec & Culture Department stamp*) for The City of Campbell River so BC Hydro can use this information for reporting purposes.
- Privacy and confidentiality are extremely important to this program and therefore completed or partially completed applications must be securely stored in a locked compartment when unattended by authorized personnel.
- The City of Campbell River acknowledges that it will have access to personal information in carrying out its responsibilities under the Program. As such, the Service Provider: (i) will comply with the attached Privacy Protection Schedule, (ii) will inform all of its personnel having access to any personal information in relation to the Program of the confidential nature of the personal information, and (iii) will ensure that its personnel maintain the confidentiality of the personal information in accordance with the Privacy Protection Schedule.
- BC Hydro will maintain a count of the number of completed applications, with a certificate completed by The City of Campbell River attached, submitted to BC Hydro and FortisBC ECAP Operations.
- BC Hydro will provide The City of Campbell River with \$10 to cover the administration costs for each completed ECAP application returned to the office.
- BC Hydro reserves the right to refuse payment for any incomplete applications.
- Approximately every two months, a report outlining the number of completed ECAP applications received with a certificate completed by The City of Campbell River, with a cheque, will be sent to The City of Campbell River.
- Each party agrees to bear its own costs in relation to its responsibilities above, and each party agrees to provide such additional in-kind support or assistance as may be required in order to ensure the success of the Program.

- Either party may terminate this letter of agreement for any reason by giving notice to the other party.

Please sign and return a copy of this letter agreement to confirm your agreement with the above. Thank you for your participation. Should you have any questions, please contact Jaime-Ann Lew, Carillion Canada (Program Delivery Agent) at 1-877-806-3242 ext. 1 or Lisa Whitney, BC Hydro Power Smart Residential Operations, at 604-453-6313.

Sincerely,
Lisa Whitney

British Columbia Hydro and Power Authority

The City of Campbell River

Per:

Authorized Signatory

Date: July 2, 2013



Per:

Authorized Signatory

Date: July 4, 2013



Attachment: Privacy Protection Schedule

HUMAN energy RACE
There will come a time
Much sooner than we think
Suddenly we'll blink
And cry if we can

In this time there'll be nothing left to see
Except dust and trash, all the stuff in the sea
And if we don't cry
It's because we can't breathe

But if we could all agree
Use less Electricity
Take a stand against the waste
Change our ways, ways that waste our dimes
Not to mention kilowatt-hours
Flying out into the sky
Right now

Come on, turn it down. Wooo-oo-ooo-oo
Come on, switch it off. Aaa-aa-aa-aa
Come on, plug that leak
In your house
RIGHT NOW!!!!

REPEAT CHORUS

then end with
RIGHT NOW!!! X3

