



BETTER HOMES HAMILTON

Co-designing a home energy retrofit program with the City of Hamilton.

Partner

City of Hamilton

Project duration

12 months

Funding sources

Federation of Canadian Municipalities and the City of Hamilton

The challenge

Residential buildings account for 13% of Canada's greenhouse gas emissions. Approximately 78% of building emissions result from space and water heating.

Municipalities across Ontario are creating home energy retrofit programs to incentivize homeowners to renovate their homes to both reduce energy demand and household reliance on fossil fuels. The City of Hamilton estimates that all existing Hamilton homes will need to be retrofitted to reach net zero by 2050.

The City of Hamilton wanted to develop a program that holistically assists residents in undertaking energy retrofits while removing barriers.

CASE STUDY



CENTRE FOR
**CLIMATE CHANGE
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AT MOHAWK COLLEGE

In partnership with City staff, the CCCM developed the Better Homes Hamilton program. The program provides attractive financial incentives as well as a customer service model with coaching services to demystify the retrofit process, including helping residents take advantage of federal, provincial, and utility-based rebates and incentives.

The objectives

- Recognizing the need and opportunity to support home energy retrofits, the City commissioned the CCCM to co-develop the Better Homes Hamilton program. The objectives of the project were to:
- Design a program which supports the greatest number of homeowners across Hamilton in undertaking upgrades which substantially reduce greenhouse gas emissions while improving home energy efficiency;
- Provide financing which assists homeowners in overcoming the high capital cost of retrofits, while gaining access to coaching services;
- Assist homeowners in future-readying their homes, while improving household comfort,
- Support the objectives laid out in Low Carbon Transformation 2: Transforming our Buildings within the Community Energy & Emissions Plan (CEEP) as part of Hamilton's Climate Action Strategy (HCAS)

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Services provided by the CCCM:

- Project management
- Market research
- Business case development
- Stakeholder consultation and management
- Brand and marketing campaign development
- Community engagement
- Implementation planning

Impacts:

- Over 60 stakeholders consulted in the design of the program.
- Over 300 residents surveyed.
- Marketing and awareness campaign reached over 300,000 residents.
- In May 2023, Hamilton City Council approved funding to support a pilot program to support 50 home retrofit projects. The program is set to launch at the end of January 2023.