

April 16, 2014

**City of London
Civic Works Standing Committee Chair - H.L. Usher and Members
300 Dufferin Avenue, P.O. Box 5035, London, Ontario N6A 4L9**

RE: Council Resolution for Green Energy London Co-operative Inc. (GEL) goal to conduct a Neighbourhood Energy Reduction Action Plan Field Test in the City of London

GEL is a for profit co-operative (2012) established through the Co-operative Corporations Act with the goal of small scale pooling of member resources specific to small renewable energy projects - often called community power projects. GEL is currently establishing a non-profit agency in addition to the co-operative to reach a larger audience through specific conservation strategies. This arm of GEL will not benefit the owners of the GEL co-operative and will provide new outreach and intervention opportunities within the community as a stand-alone agency.

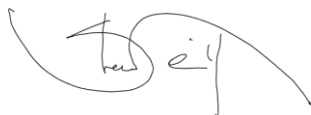
A GEL subcommittee is currently compiling the first project of the non-profit, a field test pilot within a neighbourhood. The Federation of Canadian Municipalities (FCM) has recently expressed interest to review an application for this pilot through their Green Municipal Fund program (up to 50% of eligible costs up to a maximum of \$175,000). For GEL to proceed with the application, a Council Resolution is required to demonstrate involvement in its delivery. We ask the City for an inkind contribution of City staff consultation and the City's neighbourhood energy maps. Our project will align with the City's inhouse 'Culture of Conservation' program to create a primary energy performance target to maintain energy costs in 2014 with a 0% increase based on consumption data as a baseline. Inkind of City communication materials (ie posters, fact sheets, exhibits, videos, presentations with key messages) for the above will also greatly support the leveraged support of our application by reducing design of messaging costs.

This field test pilot is meant to be driven by a specific neighbourhood that selects from a survey what conservation steps it wishes to take with GEL then acting as a resource throughout the pilot facilitation. GEL will engage a project manager with behaviour change program experience through energy reduction initiatives to move the pilot forward. The FCM submission will expect to include: sustainability goals, targets, budget and an implementation and monitoring strategy.

The timing of this field test pilot is very good in that experiences of a number of past initiatives can be drawn upon to build on as far back as Global Action Plan London and London Green Horizon's approaches to energy reduction in the 90's, existing projects ie the Strengthening Neighbourhood Strategy and the Task Force on Community Engagement outcomes as well as upcoming projects that align with the City's Community Energy Action Plan, and compliance with the Green Energy Act and the Ontario Regulation 397/11 to report on the energy consumption and greenhouse gas emissions annually as of 2013, as well as, the City's goal to develop and implement further energy conservation and demand management plans starting in 2014.

We look forward to your support and the opportunity to achieve a significant environmental impact with this project study and the potential for replication in other communities.

Sincerely



Shane O'Neill, President

Diane Szoller

Diane Szoller, Treasurer

PROJECT TITLE: Pilot – London Neighbourhood Energy Reduction Field Test

INTRODUCTION:

The delivery of Green Energy London's (GEL) programming is small scale with slow sustainable growth. GEL has potential to build social fabric through support of an extensive membership. Affordable energy and who controls it has enormous bearing on social acceptance of clean, reliable, local renewable energy. GEL is currently reorganizing its approach on renewables as well as spearheading a non-profit to initiate energy reduction and conservation strategies outside the scope of OPA. This arm will not benefit the owners of the GEL co-operative and will provide new outreach and intervention opportunities within London as a stand-alone agency.

GEL looks to support the City of London's community energy action plan strategy with a community engagement pilot to reduce energy use and conserve in a measurable way. This field test pilot is meant to be driven by a specific neighbourhood that selects what conservation steps it wishes to take with GEL acting as a resource and mentor throughout the facilitation.

PROCESS:

A GEL subcommittee is working on an outline for a neighbourhood action plan to align with the City's upcoming inhouse program to create a primary energy performance target to maintain energy costs in 2014 with a 0% increase based on consumption data as a baseline. GEL is currently looking at local success strategies in London and will also research a selection of best practices across Canada that show a neighbourhood's interest to support a sustainable future. This field test pilot is meant to be driven by a specific neighbourhood that selects from a survey what conservation steps it wishes to take with GEL then acting as a resource during the pilot.

This pilot will involve: 1) facilitating a baseline survey to define a neighbourhood's priorities, volunteers and their preferred approaches, 2) promoting a neighbourhood action plan by addressing options and any barriers noted in the survey, 3) building on strengths 4) defining support services for the neighbourhood's chosen energy action plan with: a) providing training and support for internal neighbourhood leadership with the neighbourhood's chosen approach.

Our non-profit will make application for a few small grants along with a priority application to the Federation of Canadian Municipalities Green Municipal Fund program for a pilot to run until December 2015. Ideally, the survey should take place this summer so that decisions can be made in the fall. A request to FCM of approximately \$120,000 is expected leveraged with inkind. This project will look to become sustainable as a social enterprise once it is working well.

OUTCOMES:

A number of studies show gaining behaviour change involves: 1) uncovering barriers to behaviours people perceive in engaging in an activity and then, with this information, selecting which behaviours to promote; 2) designing a program to overcome barriers to the selected behaviours, 3) piloting the program; and 4) evaluation. This will be our approach.

Our goal is to develop and deliver this field test study as an evaluation of a small-scale delivery of a potential broader program under the conditions that it would operate neighbourhood by neighbourhood. A neighbourhood of approximately up to 5,000 homes or 3% of London's population will be invited to complete a door-to-door survey and take on home and/or workplace energy improvements. We will monitor and evaluate technical/financial feasibility, environmental, social and economic impacts of the pilot to determine implications of full-scale implementation.

Green Municipality Funding (GMF) Process

1. Self-screening and pre-evaluation: Applicants complete an Eligibility Questionnaire to along with a Project Scorecard to assess the potential score of their application.
2. Application review: GMF staff members review applications and work with applicants to gather any missing information within established timelines.
3. Independent peer review scores applications using the Project Scorecard.
4. Funding recommendation: Each month, the GMF Council reviews and compares applications that have been peer reviewed and have undergone an initial credit assessment. The GMF Council recommends one or two funding applications to FCM's Executive Committee. Applications that are not recommended or denied for funding can be deferred for consideration at a future meeting, for up to six months.
5. Approval and notification: FCM's Executive Committee approves funding applications on the recommendation of the GMF Council, conditional on satisfactory due diligence conducted by FCM and on contract signature. GMF Staff then notify successful applicants of outcomes.

Field Test:

A field test is an evaluation of the small-scale installation of a potential municipal environmental project under the conditions it will operate that responds to a municipal need and contributes to cleaner air, water, or soil, or that reduces greenhouse gas emissions. A field test evaluates the technical and financial feasibility, as well as the environmental, social, and economic impacts of a new system or technology, using verifiable evaluation processes, to determine the implications of full-scale implementation. It is not a demonstration project. FCM funds the very best examples of leadership and innovation in municipal sustainable development.

The GMF Application Form includes five parts:

Part 1 — Introduction: You will be asked to present information about your organization and initiative and be made aware of documents required to assess your eligibility.

Part 2 — Purpose and Sustainability Impacts: You will be asked to provide information on the reasons your organization is undertaking this initiative, your proposed approach to carrying it out, and the environmental, economic and social benefits you are aiming to achieve.

Part 3 — Innovation and Knowledge Sharing: You will have the opportunity to highlight innovative aspects of your initiative, describe how it will go beyond business-as-usual, and outline how your initiative and its outcomes can be valuable to other communities.

Part 4 — Project Management: You will be requested to describe your project team, workplan, budget, and sources of funding.

Part 5 — Declaration: You will be asked to acknowledge and agree to a declaration attesting to the accuracy of the information you provided before submitting your Application Form.