



New Residential Homes

BUILT GREEN™ BC

Project Update

July 18, 2006

Purpose

The purpose of this outline is to provide information and update to CHBA BC for its quarterly report to the Ministry of Energy, Mines and Petroleum Resources (MEMPR). The report focuses on the CHBA BC Built Green™BC activities during the period April 1st 2006 to June 30th 2006. For the purpose of this report the MEMPR EnerGuide 80 initiative and the CHBA BC Built Green™BC program are used synonymously.

Overview

Over 150 builders ranging from southern BC, Vancouver Island and the Interior have received information on EnerGuide 80 through face-to-face contact, presentations, and site visits and through local CHBA BC information channels. There are 22 builders currently enrolled in EnerGuide and/or Built Green™BC – see Appendix 1.

EnerGuide 80 Pilot Phase

Nine builders committed to the pilot phase of this initiative completing the CHBA BC agreement to lead off the program and achieve the first 200 houses as Built Green™BC homes.

As mandated in the pilot phase, the builders must come from broad geographic regions, are building spec homes that are affordable within their market area. The nine pilots are located in Victoria, Greater Vancouver, The Fraser Valley, Kelowna and Kamloops. The houses are spec houses and affordable. Of the 200 homes, 162 are currently built or in near completion stages of construction. The remaining 38 of the pilot phase began construction in June.

EnerGuide 80 Main Phase

CHBA BC has another 33 builders strongly interested in Built Green™BC accounting for an additional 713 houses, 438 committed to the initiative, the balance are possibilities only. CHBA BC has accounted for over 30% of the overall EnerGuide 80 initiative of 2,200 houses .

Testing and Labeling

Forty-Three houses have been “blower door” tested and have received EnerGuide and Built Green™ BC labels.

Capacity Building

Training has involved 121 attendees since January 1st 2006 in the three core Built Green™BC courses, The Built Green™BC Builders workshop, The Plan Evaluation Course and the Energy Advisor Course

- Seven 2-day Built Green™BC Builder workshops have been completed with 75 attendees (Builders or Builder related)
- Two 3-day Plan Evaluation courses have been completed with 23 attendees
- Two 1–day Energy Advisor Training courses have been completed with 23 attendees

There is an increase from one certified Plan Evaluator and Energy Advisors in BC in 2005 to a total of three certified and an additional 35 who have received training and are

required to complete some assignments prior to certification. There is currently one certified NRCan trainer in BC and Built Green™BC objective is to have at least three certified trainers located in different areas of the province.

Energy Savings

CHBA BC target to March 2007 = 7,500 gigajoules of energy savings. To date CHBA BC has achieved 8,1000 gigajoules or 8% over the final target and reduced CO2 gas emissions by 405 tonnes.

Built Green™ BC Committee

The Built Green™BC Builders steering committee has met on five occasions since its inaugural meeting February 10th 2006. This committee has dealt with a variety of questions and provides advise, leadership and direction for the program.

Local Associations

Local Associations have been introduced to Built Green™ BC and asked to endorse the program and the Built Green™ BC targets as the official go forward policy on Energy Efficiency and Environmental friendliness at the community level.

The ten local CHBA BC associations have provided a key role in engaging builders from around the province. The 42 builders currently interested and committed to the program range from all areas in Southern BC, Vancouver Island North and South, Kelowna, the Okanagan, the Southern Okanagan and the Kootenays. The locals have arranged meetings on behalf of CHBA BC, and sent representation to meeting with Municipalities such as the City of Langford, Saanich and the Sustainable Municipalities Conference in Victoria. They have also been involved in the Grand Opening of all the “pilot” projects such as the Morningstar Homes at Yorkson Village in Langley.

Marketing Activity

The initiative has moved from an industry only initiative to a public marketing initiative in this quarter spurred on by a major Built Green™BC launch event. The public launch of Built Green™BC took place on June 23rd at Morningstar Homes - Grand Opening in Yorkson Village in Langley BC. This important launch involved all aspects of a strong promotion, keynote speakers such as the Mayor of the Township of Langley, the Federal MLA for the area, the CEO of the CHBA BC and the Principal of Morningstar Homes. The event involved a month of preparation starting in early May and involved a Morningstar presentation centre, Tented public area, displays, music and sound, catered food, giant balloons and a take away CFL “bulb in a bag” promotion. Approximately 200 people attended the event.

The focus of the launch was a media event and media advisories, press releases and information was sent to all media in the Lower Mainland. The response was positive giving exposure to the program in both local community papers and in larger regional papers. All newspapers reported and carried stories, the Vancouver Sun, The Real estate Weekly, Business in Vancouver, The Langley Times, and Langley Advance community papers. Paid advertising was an important component reinforcing the media exposure.

Awareness of the program has steadily increased due to the CHBA BC's public presence not only to builders but also to the public. Interest from the public is seen at presentations such as Speakers Series at SBC to more formal public consultations on projects arranged by Builders such as the Riley Park Community Public Consultation for Springbank Development, a proposed 30 Built Green™BC Townhome project behind Nat Bailey Stadium.

The HPO Build Smart course on Energy Efficiency and the HRAI "Buying Decisions" Sales and Marketing course for Realtors, Project Marketers, Builders and Contractors all added awareness for the campaign. The CAEE initiative where CHBA BC also plays a role increases awareness as staff of City Green, Homeworks and SBC meet leaders in the 18 Municipalities affiliated with the program.

Strong ongoing communication is necessary supported by paid advertising by the partners is required to take full advantage of the momentum initiated by CHBA BC. A marketing and communications plan from all the partners needs to be developed for full implementation in September after the Labour Day weekend. This will also coincide with the traditional Fall Housing Sales Cycle.



Appendix 1**Current Built Green™ BC program enrolments**

Category	CompanyName	Homes Enrolled	EGNH Enrollments
Supplier	Icynene Inc.		
Supplier	Mitsui Homes		
Service	1-800-GOT-JUNK		
Service Provider	One-On-One Strategies		
Influencer	Elcar Ventures Ltd.		
Influencer	BC Hydro		
Influencer	FortisBC		
Developers	Eidse Builders Partnership		
Developers	Springbank Developments		
Builder	656133 BC Ltd. (dba Trac Developments)		
Builder	BC Housing		
Builder	JBR Contracting Co. Ltd.		5
Builder	Darrencroft homes Ltd		
Builder	Palladian		
Builder	Citta Construction Ltd.		
Builder	Dockside Green		
Builder	Sandco Developments		
Builder	Adera Develoment		
Builder	Am-Pri Construction	59	
Builder	Artiscraft Developments		
Builder	BRKB Construction Ltd.		
Builder	Econ Group Construction and Development Ltd.		
Builder	Homescape Building & Design	3	
Builder	LIMONA Construction Ltd	28	
Builder	Morningstar Homes Ltd.	55	
Builder	Nexbuild Construction Corp.		
Builder	Ricketts Construction	3	
Builder	Sun Rivers Construction Ltd.		
Builder	Caporale Construction Ltd.	8	
Builder	Harris Challenge Projects Ltd.	4	
Builder	WISA Healthy Homes		
		160	5
		Built Green Houses Enrolled	EGNH Houses Enrolled