

December 10th, 2012

The Honourable Rich Coleman, Minister of Energy, Mines and Natural Gas
PO Box 9060, Stn Prov Govt
Victoria, BC V8W 9E2
Via email emh.minister@gov.bc.ca

Re: Renewal of funding for LiveSmart BC Efficiency Incentive Program

Minister Coleman:

The current cycle of funding for the LiveSmart BC Efficiency Incentive Program ends in March 2013. As the 2013 budget is being considered, we urge you to continue your support for this important program.

The LiveSmart BC Efficiency Incentive Program, alongside ecoENERGY, has played a catalytic role in building demand for home energy retrofits in B.C. and is still needed today to maintain this momentum. By providing financial incentives and an easy point of access, LiveSmart has helped spur over 40,000 British Columbia households to invest in the energy efficiency of their homes, generating between \$468 million and \$520 million in economic activity and 4,600 to 7,800 jobs.¹

This investment has given local governments, utilities, local non-profit organizations and private companies the confidence to create the outreach programs, retrofit services and energy assessment services needed to support a nascent retrofit industry. Other policies and programs, such as PAYS-BC and home energy labelling, could help grow the demand for retrofits in B.C.² These are not replacements for LiveSmart incentives, however; they are complementary programs addressing different barriers to retrofits. To be successful, they will require energy advisors, contractors, and local outreach capacity. Continuation of LiveSmart BC incentives is necessary to ensure continued availability of these services.

The LiveSmart BC Efficiency Incentive Program provides much needed support for British Columbia families to invest in their homes and in their communities. To build on these successes and protect the contractor and energy advisor capacity needed to implement other transformative policies such as PAYS-BC and home energy labelling, we encourage you to continue your support for this foundational program.

Best regards,



Josha MacNab
Director, Sustainable Communities Group
Pembina Institute

*cc: The Honourable Terry Lake, Minister of Environment; terry.lake.mla@leg.bc.ca
James Mack, Head, Climate Action Secretariat, james.mack@gov.bc.ca
Les MacLaren, Assistant Deputy Minister, EAE Division, MEM; les.maclaren@gov.bc.ca*

¹ Globe Advisors, *British Columbia's Green Building & Energy Efficiency Sector Market Report* (2012), 84.

² For more information on the Pembina Institute's perspectives on PAYS-BC, please see our submission to the government: http://69.89.31.205/~refbcom/userfiles/Pembina_PAYS-BC_submission_%C2%ADFINAL.pdf

For more information on the benefits of home energy labeling, please see our fact sheet: <http://www.pembina.org/pub/2389>