

GUIDE FOR LOCAL GOVERNMENTS

BRINGING ENERGY SAVING KITS (ESK) AND
ENERGY CONSERVATION ASSISTANCE (ECAP)
TO YOUR COMMUNITY

PROMOTING ENERGY SAVING KITS AND ENERGY CONSERVATION ASSISTANCE PROGRAMS

A step by step guide for local governments to leverage their current financial assistance programs to promote and offer Energy Savings Kits (ESK) and Energy Conservation Assistance (ECAP) to low income households in their communities.

GETTING STARTED

1. Identify current low or fixed income assistance programs offered by the municipality for local residents, such as Leisure Involvement for Everyone (LIFE), Recreation Credit/Family Assistance programs, and senior's subsidies.

Qualified customers must meet the following criteria:

- a. Household must have a current BC Hydro account
- b. Household must meet Statistics Canada Low Income Cut-off (LICO) threshold

2. Raise awareness of the programs through municipal communication channels such as:

- a. Municipal Website - Include short description, photo and link to ESK and ECAP programs on pages that promote local low income assistance programs or in the sustainability section.
- b. Application Forms – Add BC Hydro bill as proof of address on application form(s).
- c. Display Materials - ESK products in a plexiglass case, tent cards, posters and coupons in high traffic areas, such as libraries or recreation centres or city hall.
- d. Print Ad – in Leisure guide and local newspaper.
- e. Handouts - ESK coupons at the front desk/counter for applicants.
- f. Direct Mail - Insert ESK coupons in participant renewal/confirmation letters. **Note:** Include message “if you have a BC Hydro account, you may qualify to receive this free kit when using the coupon provided”.

3. On-site Kit Pickup (optional) – Arrange a one/two day local registration and pickup of ESK at the library, city hall or community centre. This may work well if residents come in person to renew their passes or to complete paperwork for the assistance programs.

- a. One month prior promote the kit event to income qualified residents through outgoing communication and display materials.
- b. Remind applicants to bring their current BC Hydro account/bill as proof of residence – this will make it easy to register people on-site for a kit.

Note: Municipality may receive nominal compensation for administration.



ENERGY SAVING KITS

Save up to \$100 per year with \$75 worth of easy to install energy efficiency products that will help residents save energy, water and money. The kits are free to eligible low income households. Residents can register online at bchydro.com/freekit or by phone toll free at 1 877 431 9463 and the kit is mailed to their home.

ENERGY CONSERVATION ASSISTANCE PROGRAM

An energy evaluator assesses how the home uses energy, provides 30 minutes of personalized energy efficiency advice, and installs basic energy efficiency products. The evaluator also determines eligibility for additional energy efficiency measures such as a new ENERGY STAR® fridge and ceiling/crawl space insulation. All products are free of charge to eligible participants.

bchydro.com/ecap

For help to get started and to receive promotional materials, please contact Corrina Cameron at 604 453 6312.