

Final Report to Climate Change Action Fund Public Education and Outreach

Project Name: House Calls 2000
Project Number: (P-365)
Start Date: June 2000
Completion date: June 2001
Partners: CCAF, Yukon Development Corporation,
Yukon Energy Corporation, Yukon
Electrical Company Ltd, Yukon
Conservation Society

Financial Summary

a) Budget Summary

Project Costs	Total Costs		Funding Sources					
			Climate Change Action Fund		Other sources: Cash		Other sources In kind	
	Forecast	Actual	Forecast	Actual	Forecast	Actual	Forecast	Actual
Salaries	131,600	121536.3	81,600	81,600	50,000	39936.3		
Materials, Supplies and Equipment	102,000	83,882	52,000	52,000	50,000	31,882		
Travel	37,325	30,317.6	12,325	12,325	25,000	17992.6		
Administration / Overhead	28,192	28,192	28,192	28,192	0	0		
Production of Materials	1000	7988.15	1,000	1,000	0	99.15	0	6889
Promotion	10,000	11619.6	3,000	3,000	0	1619.6	7000	7000
Other								
Total	310,117	283,535.65	178,117	178,117	125,000	91,529.65	7000	13889

b) Please explain any difference between the forecast actual budget

Due to time constraints we didn't reach as many homes as were identified in the ambitious project goals (1457/2000), thus didn't spend as much money on technician time or travel. We also managed to get materials at a better price using bulk discounts. We did increase public profile and outreach with more media advertising, by giving school classroom presentations and attending trade fairs, career fairs and any other possible public venues. This effort resulted in higher costs for presentation materials and more costs for increased promotion such as newspaper and radio ads. Matched funding can be spent until Aug 30, 2001 therefore House Calls will continue until then.

Program Objectives – meeting CCAF PEO Goals

The House Calls 2000 project met both goals of the CCAF PEO. We increased public understanding of climate change by going directly into people's homes and presenting a simple explanation of climate change making the direct links to energy use. We also attended trade fairs, school classrooms and other public venues to provide the general public with information. To promote action and actually reduce energy use, technicians also installed additional insulation on domestic hot water tanks, changed shower heads to low flow where applicable and installed demonstration compact fluorescent light bulbs in high use locations.

Funder Recognition

The Yukon Conservation Society delivered this project, for this project we had special letterhead made up. The logos of all the original partners appeared on the letterhead to give all partners recognition. All print media had everyone's logos included, as did all radio media.

Results Summary Framework

What were the projects main activities	Who was reached with this activity?	What was the result?
One on one home visits to up to 2000 Yukon households to increase climate change knowledge and install energy saving devices	1453 householders in the Yukon	We wrapped hot water tanks, changed light bulbs, changed showerheads, and educated about climate change and home energy efficiency.
Seniors Initiative House Calls	Seniors otherwise not eligible for the program received home visits	An often much needed social visit to a senior plus benefits listed above.
General public outreach Trade Fairs, Career fairs, Skills fair, school visits	General Public, school children	Demonstrations of renewable energy and energy efficiency, exposure to new technology, education about climate change.
Householder mail out of home maintenance and energy efficiency poster to all Whitehorse residents	All Whitehorse residents total 8000 house holds	Practical do it yourself home maintenance tips to make your home more healthy, comfortable and energy efficient.
Training local people	Local people needing additional skills were trained about energy efficiency and climate change and given experience with public speaking	20 community people were trained and given some experience in the fields of energy efficiency and climate change.

- With respect to additional project (Penguin Project) referenced in proposal, we installed 50 timers on people's domestic hot water tanks to defer peak load. We are keeping in contact with the participants to determine user satisfaction. The department of statistics in a Yukon wide energy survey is compiling additional information regarding domestic hot water use.

Comments and Recommendations

This project laid the foundation for more community based projects which we are presently working towards, possibilities include wood smoke education pilot project, increased community energy management. The methodology of this project worked relatively well and could be repeated in other small jurisdictions where there is an incentive to reduce energy use. It is of utmost importance to hire community people, for simplicity the project would be best managed close to where the physical work is being completed.

Project Description

House Calls 2000 was a cooperative project among the Yukon Conservation Society, Yukon Development Corporation, Government of Canada Climate Change Action Fund, Yukon Energy Corporation and the Yukon Electrical Company Ltd. House Calls started as a pilot project funded by Yukon Development Corporation in 1999. Upon successful completion of the pilot project, the large-scale project was implemented between June 2000 and June 2001.

The House Calls 2000 Project was intended to help people reduce their home energy consumption in order to reduce greenhouse gas emissions, which contribute to climate change. The goal of the project was for trained local technicians to visit up to two thousand homes most of which were in communities using fossil fuels (diesel) to create electricity. (The communities include Pelly Crossing, Dawson City, Watson Lake, Lower Post, Upper Liard, Old Crow, Burwash Landing, Destruction Bay, and Beaver Creek). Technicians also visited a number of homes in areas services primarily by hydropower.

We scheduled a free home visit that included installing an insulating blanket on the electric hot water tank and a high quality compact fluorescent light bulb in a suitable location. High quality, low flow showerheads, sink aerators, sample receptacle gaskets and plastic window film were also installed where required.

Participants also received a demonstration of locally available appropriate energy saving products such as programmable thermostats, dimmer switches, compact fluorescent lights, fan timers, dehumidistats, low energy night-lights and vehicle block heater timers. Householders also received a home maintenance poster and other literature related to home energy use. The technicians explained the links between energy efficiency and climate change and talked about how we can all make a difference by reducing greenhouse gas emissions.

House Calls empowered Yukoners to take action on the big picture of climate change by making small changes towards energy efficiency.

Public Profile *(copies of media coverage sent in with quarterly reports)*

In addition to 1457 individual home visits, the House Calls Project received a lot of public profile. We attended many events to showcase the project, varying the theme slightly to fit into a wide range of public venues; we included the subject areas of renewable energy and career information where necessary to fit the occasion.

The House Calls project was mentioned in the Yukon Territorial Government's Budget Speech and highlighted at the Energy Solutions Centre official opening by NRCan Minister Goodale. We had booths at the Northern Climate Change Summit and Exposition, Yukon Lions Trade Show, Yukon Skills Canada Competition, Marsville School Project and Champagne Aishihik Career Fair.

A press release was issued about the project resulting in newspaper coverage, we also ran a series of newspaper advertisements to increase public profile and thank participants who agreed to allow us to use their names in the newspaper. By naming individuals by community we not only attracted peoples attention to the ads for longer, but also by community based social marketing tactics, also secured more interest in the project by those people whose names actually appeared. There were 2 articles and photos in the Yukon Conservation Societies' 'Walk Softly' quarterly newsletter. The House Calls project was also featured on all the Yukon radio stations. We appeared on the local CBC mid day show in November and again in February with an interview with the coordinator and a community participant from Watson Lake, we were also interviewed on CHON FM and CKRW. CBC radio also aired public service announcements to get the word out about the project and CKRW ran several paid advertisements for us.

In an effort to increase documentation of the project, we hired a professional photographer to take photos of the project. The nature of the photos and their professional quality resulted in widespread use of them.

Schoolteachers also recognized the House Calls Project as a resource. Several individual class presentations were made both in community schools and in Whitehorse schools.

Partnerships

In addition to the original partnerships, we also partnered with:

1. Yukon Housing to produce a home maintenance poster,
2. City of Whitehorse to provide water conservation devices
3. Band housing managers to service band owned housing stock
4. Health and Social Services and Yukon Housing to deliver the seniors initiative

Focus on seniors

In an additional initiative, the Seniors Initiative, we made additional partnerships with Yukon Housing Corporation and Yukon Health and Social Services to offer the House Calls program to seniors throughout the territory. We visited all Yukon communities' willing senior/elders' residences and we also helped deliver a home maintenance energy efficiency workshop for seniors in Whitehorse.

Project Staff

The project had one part time coordinator and several contract technicians. In September, eight contract technicians were trained for the project. Technicians were only paid for actual work they did in the communities, they essentially worked in isolation of each other with the exception of a two-day session in January where technicians were brought together to share ideas about project delivery. Due to tight project timelines and some people leaving for other work more people were brought on during the project, by the time the project finished a total of 20 local people were trained and employed to some extent in the field of energy efficiency.

Feedback

We conducted several 50 random evaluations with House Calls participants to assess project technicians, individual householder satisfaction and overall impact of the project. A professional interviewer documented testimonials from eight satisfied clients. Based on the results of these contacts, most people were very happy with their House Call and with the project in general.

The only negative feedback on the project is detailed in the following points.

1. A resident from Destruction Bay assumed that her recent House Call was responsible for a lack of domestic hot water. In fact, the water pipes had coincidentally frozen immediately following the House Call due to a change in the weather. This issue was quickly cleared up over the telephone, following which the resident had many good things to say about the project.
2. Two complaints from Watson Lake related to technicians not getting back to people to set up appointments. These complaints were addressed when the technician in question left the project shortly after it began.
3. There were three complaints in Dawson City;
 - One technician arrived late for a House Call appointment.
 - One resident simply didn't see the value in conserving energy.
 - One resident complained that a double hung window, which was covered with plastic during the House Call, was open. (There was some doubt as to whether the window had been open when the unit was sealed, couldn't be closed or perhaps worked its way open through the spring thaw.)

While all of these concerns were taken seriously and addressed immediately by House Calls personnel, these complaints are relatively minor in nature. All other signs indicate that most program participants are very happy with the program.

Energy Savings and GHG Reductions

The original project target of two thousand House Calls turned out to be overly ambitious. Due to a number of realities, including winter weather (and road conditions), shortage of available community technicians and scheduling difficulties, it was not possible to conduct the full number within the time frame of the project. We will however continue to do house calls until August 30 when other funding runs out.

While the project fell short of its original target, the overall energy savings per House Call was greater than originally anticipated by installing more than a hot water tank wrap and a compact fluorescent light bulb.

Over the course of the project, House Calls were conducted in a total of 1457 Yukon homes. In most cases, we wrapped hot water tanks, exchanged light bulbs and installed faucet aerators and low flow (2.5 gpm) showerheads.

Based on the amount of positive feedback received, we believe that the project also inspired some behavioural changes and inspired many residents to tackle more major building repairs. Since it is hard to actual predict savings from behaviour changes, only the physical changes are quantified below.

Region	low flow Showers	savings/yr (kWh)	blankets installed	savings/yr (kWh)	bulb savings (kilowatts)	savings/yr (kWh)
Dawson City	269	892557.5	353	154614	25	18463.89
Pelly Crossing	60	143949.8	112	49056	5	3744.98
Old Crow	38	126086.2	75	32850	3	2628
Burwash/Beaver Creek	24	103869.6	49	21462	3	2208.25
Watson Lk, and area	150	649185.2	169	74022	9	7184.66
Mayo/Stewart	19	82230.12	52	22776	2	1741.05
WAF	328	354888	406	177828	22	16470
Totals (mWh)		2352		533		524
Total of all activities (mWh)		2938				
GHG reductions (tonnes CO₂)		2203				

Signatures

Project proponents

Christine Cleghorn _____
Yukon Conservation Society _____ date

Duncan Sinclair _____
Yukon Development Corporation _____ date

Craig Olsen _____
Project Coordinator _____ date