

2025 Equitable Climate Program Participation

Quantitative & Qualitative Research

December 2025

Prepared for:

The logo for the City of Edmonton, featuring a stylized 'E' and the word 'Edmonton' in white text on a dark blue square background.

Narrative Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. This research is supported by The City of Edmonton Corporate Research team, which is a corporate member of CRIC. This research was sponsored by The City of Edmonton's Planning and Environmental Services Branch. For information about data collection, please contact Corporate Research at research@edmonton.ca or Narrative Research at surveys@narrativeresearch.ca



NARRATIVE
RESEARCH

A lightbulb is centered in the upper half of the page. The background behind the lightbulb is a light blue gradient with a white wavy line at the bottom, suggesting a horizon or water. Above the lightbulb, there are several black curved lines of varying lengths, resembling a stylized sun or a lightbulb's rays.

Table of Contents

	Page
Introduction, Objectives and Methodology	2
Executive Summary and Considerations	6
Quantitative Findings	11
Awareness and Past/Current Participation	13
CEIP Assessment and Future Participation	22
Prevailing Energy Efficiency Opinions	29
Enhancing Program Awareness	32
Climate Segment Comparisons	36
Classification Questions	40
Qualitative Findings	42
Barriers to Program Participation	47
Increasing Program Participation	51



Introduction, Objectives and Methodology



Introduction and Research Context

As the City of Edmonton aims to achieve carbon neutrality by 2050, it requires widespread changes in household habits and home energy use. To support this transition, the City has invested in programs promoting energy efficiency and sustainability. However, participation varies, and some groups, particularly those experiencing energy poverty or those from ‘seldom-heard’ communities, face barriers to access. Current messaging and program design may not effectively reach all residents, including newcomers and marginalized groups, without targeted insights and improved outreach, participation could plateau, limiting progress towards climate goals.

To address these challenges, the City of Edmonton commissioned this three-phased study to better understand awareness, perceptions, and barriers related to climate programs. The findings will inform strategies to improve program accessibility, tailor messaging, and engage underrepresented groups, ensuring that Edmonton’s climate initiatives are inclusive and effective in driving collection action. Key objectives include:

- *Identify barriers and opportunities to participation and engagement with climate programs;*
- *Better understand the attitudes and perceptions of key audience segments, including those not participating in programs but who could benefit from them through the adoption of sustainable lifestyle habits and engaging in climate adaptation measures (e.g., adopting energy-efficient home upgrades, accessing City programs like CEIP, Neighbouring for Climate, etc.);*
- *Examine ways to grow engagement with untapped or seldom heard audiences to ensure long-term sustainability and impact of City initiatives; and*
- *Provide data-driven insights to refine and expand the City’s climate programs, ensuring they are understandable, inclusive, and engaging.*

The following report presents the results of both the quantitative and qualitative research phases for the **2025 Equitable Climate Program Participation Study** and includes an executive summary, key considerations, and a detailed analysis of findings for both the second and third phases of the research.

The first phase secondary research report is provided under separate cover.





Methodology

Phase Two –Quantitative Research: The second phase of the study included an online survey with members of The Edmonton Insight Community (EIC) and targeted members of the community promoted to the public via an open link. The survey was designed in consultation with the City. The City distributed a survey link to panelists. Data collection took place September 4th and October 24th, 2025, and a total of 3,878 surveys were completed across sampling modes.

Results were assessed across a variety of factors, including CEIP awareness, CEIP participation, homeowner status, etc.

Please note that for certain questions, results for specific audiences are based on small sample sizes and should be interpreted with caution. Where applicable, cautionary notes are included throughout the report.

For the quantitative analysis section of this report, results are presented as percentages, with reference to each specific question’s corresponding data table.

Phase 2: Online Survey with Edmonton Insight Community and General Public



- Online survey with Edmonton Insight Community members, 15+ years of age
- Open link survey promoted in targeted areas across the City
- All current residents of Edmonton were eligible to take part



Total # of Completed Surveys:

- 3,580 via EIC
- 298 via Open link



- **Data Collection:** September 4 – October 24th, 2025
- **Average survey length:** 10 minutes

Note:

As a non-probability online sample, a margin of error is not applied to the survey research results. Results are unweighted.



Methodology - Continued

Phase Three – Qualitative Research: The final phase of the study focused on qualitative research, specifically online focus groups, with Edmonton homeowners who fell into eight specific groups. The intention of these groups was to delve into awareness, and participation or lack thereof, in energy efficiency programs.

A total of eight (8) focus groups were conducted. Participants were recruited through the open link survey, will supplemental recruitment from the Edmonton Insight Community panel. Group breakdowns were decided in consultation with the City to match cohorts with lower levels of energy efficiency program awareness and participation. Groups included those who speak English as a second language, residents born outside of Canada/new immigrants, those who identify as 2SLGBTQIA+, persons living with a disability, racialized visible minorities, those who have ownership in one or more multi-unit residential buildings, and those with annual household incomes of less than \$60K.

In total, 52 residents took part in this qualitative research phase, and each participant was given a \$100 incentive for participation.



The primary benefits of qualitative discussions are that they allow for in-depth probing with qualifying participants on their opinions, perceptions and attitudes on a specific subject matter. Qualitative research allows for more complete understanding of the subject matter in that the thoughts or feelings are expressed in the participants’ “own language” and at their “own level of passion.” Qualitative techniques are used in marketing research as a means of developing insight and direction, rather than collecting quantitatively precise data or absolute measures. As such, results are directional only and cannot be projected to the overall population under study.

Phase 3: Online Focus Groups



8 online focus groups

- One (1) group with those who speak English as a second language
- One (1) group with individuals born outside Canada/new immigrants
- One (1) group with those who identify as 2SLGBTQIA+
- One (1) group with Indigenous persons
- One (1) group with people living with a disability
- One (1) group with racialized visible minorities
- One (1) group with those who have ownership in one or more multi-unit residential buildings
- One (1) group with individuals in lower income households



Total # of Attendees:

- 63 participants recruited
- 52 participants participated across 8 groups
- **Incentive:** Each participant was provided with \$100



- **Focus Group Dates:** December 1 – 4, 2025
- **Average Session length:** 1.5 hours



Executive Summary & Considerations



Executive Summary

Overall results from both the quantitative and qualitative phases of the **2025 Equitable Climate Program Participation Research Study** reveal that when it comes to energy efficiency programming, residents, particularly those from seldom-heard groups, tend to have low awareness and significant barriers to participation, despite strong interest in improving home energy efficiency. That said, clear communications and marketing of ‘cost solutions’ represent opportunities to drive program uptake.

Awareness & Participation:

Quantitative findings found that approximately one in four residents report being aware of such programs, and while some can name specific initiatives such as the Clean Energy Improvement Program (CEIP), overall recognition is low. When presented with a list of City and non-City environment programs, fewer than two in ten have heard of CEIP, with greater awareness of the Edmonton Solar Rebate Program and EnerGuide Home Energy Evaluation. Results from both phases suggest that residents have only limited familiarity with programs, lacking an in-depth understanding of program details.

Program Participation:

While quantitative findings found that two-thirds of Edmontonians are aware of at least one energy efficiency program (although program awareness was not always in relation to City-run programs), only a minority previously or currently participated in one or more, and low uptake of CEIP, specifically due to cost and a perceived lack of value. There are mixed levels of program satisfaction reported. Qualitative results highlighted that while participation is minimal, interest is high, especially if presented with clear program details. Current awareness largely stems from self-directed searches or word-of-mouth, with some exposure to City marketing, albeit to a limited degree.

Motivators:

Both phases of the research highlight the fact that residents are highly cost-driven. Easy access to rebates, low-interest financing, and predictable timelines would significantly increase participation. A centralized, user-friendly “one-stop shop” website, plain-language program design, and transparent communication supported by real savings examples are critical motivators. Indeed, quantitative findings found that once presented with a brief, easy to read description of the CEIP program, just under one-half of participants express interest in participating in the program.

Barriers:

The qualitative research confirmed that, across audiences, there is high interest in home energy efficiency, but several barriers consistently impede program participation, most notably affordability, process complexity, timing/fit, program awareness, and trust/market quality. These barriers are augmented by ownership realities (e.g., condos, older homes), life stage constraints (busy families), and perceived uncertainty around the return on investment (ROI) and technology.



Executive Summary – *Continued*

Trust and Communication:

Quantitative results found that confidence in the City’s ability to deliver energy efficiency programs is generally low, driven by general distrust and perceptions of having a poor track record, with views on government funding being mixed. Approximately one-half of survey respondents agree they would not consider upgrades without financial support, while a similar proportion believe such programs target middle- and high-income households more than lower-income households. Focus group participants rate the City poorly in terms of its performance in ensuring access to energy efficiency programming, primarily because of a general lack of awareness of program availability.

Despite this, qualitative results found that the City, and the public sector more broadly, is still a trusted information source when information is actively sought out; however, there is a clear opportunity to improve how information is provided. Across qualitative sessions, participants commonly described energy efficiency program websites as confusing and not user-friendly.

Professional, benefit-driven messaging and third-party endorsements can strengthen trust. Overall, residents tend to prefer passive channels like online searches, radio, and community networks. This underscores the need for a proactive mixed outreach approach, especially when considering that survey results found that while a majority report taking steps to improve home energy efficiency in the past year, only one in four recall seeing City climate-related ads.

Equity Considerations:

To increase program enrollment, participants believe the City should prioritize addressing financial barriers, simplifying processes, and centralizing resources, all while reinforcing trust through transparent communication and targeted outreach. Qualitative results suggest there is broad consensus that programs should be equitable and accessible to all. However, tailoring offerings by income level, housing type (e.g., older homes vs. multi-units), and ownership structure would make programs more effective and inclusive.

The following provides a one-page infographic summary of research highlights.

Awareness

Approx. **1 in 4** are aware there are **energy efficiency programs** available for Edmonton residents

However, few were able to recall any by name unaided

Few are aware that the City sponsors and provides specific energy efficiency programs

Program Participation

of respondents **AWARE** of available programming have **enrolled** in one or more of the specific **programs** examined

EIC

34%

Open Link

44%

Future Participation in CEIP

Findings suggest potential to boost homeowner participation in CEIP:

EIC: 37% Open Link: 45%

of homeowners who have never enrolled in CEIP express likelihood to participate once provided a high-level description of the program

Perceptions of Energy Efficiency Programs

EIC	Open Link	
48%	53%	State without government funding support they would not consider energy efficiency upgrades to their home
54%	53%	Believe government-funded energy efficiency programs help middle and upper income households more than lower income households
49%	52%	Believe energy efficiency programs are for someone like them
35%	38%	Believe the programs available to encourage households to reduce energy use are very helpful

Aided Awareness of Efficiency Related Programs

Key Mentions

	EIC	Open Link
Edmonton Solar Rebate Program	29%	30%
EnerGuide Home Energy Evaluation	28%	27%
Greener Homes Loan/Grant	16%	27%
Solar Alberta	17%	21%
EnerGuide for Homes Rebate Program	16%	19%
Clean Energy Improvement Program (CEIP)	12%	17%
Home Energy Retrofit Accelerator (HERA)	10%	13%

Taken Actions Over the past Year to Increase Home's Energy Efficiency

EIC

54%

Open Link

59%

Ad Recall

EIC	Open Link
19%	27%

of respondents recall having seen or heard about Climate Change Programs or ads from the City

Factors driving moderate-to-low ratings of the City's performance in ensuring equitable access to energy efficiency program:

- Lack of **program awareness**
- Lack of **program clarity/relevance**
- Perceived **unsustainability of program funds**

Barriers to Participation

- Affordability
- Program timing/fit
- Process complexity
- Trust/market quality
- Program awareness
- Communication
- ROI
- Technology limitations
- Ownership/physical constraints
- Limited financing options

Ways to Increase Program Participation

- Financial assistance (grants, tax deductions, low interest financing)
- Clear ROI/savings data
- Guaranteed rebates/timelines
- Easy to understand process
- Clarity in program targets
- One-stop shop
- Pre-approved emergency streams



Considerations

As the City considers how to increase enrollment in its energy efficiency programs, findings suggest the following actions should be considered:

1. Increase Awareness and Accessibility

Increased program awareness is imperative to enhance enrollment levels, although awareness alone will not drive participation. Consideration should be given to expand outreach through trusted channels, simplify messaging, and ensure programs are visible and easy to find on the City's webpage. Enhanced communications should adopt professional, transparent, and benefit-driven messaging in plain language. Avoid guilt-based or divisive climate messaging, and instead, focus on practical household benefits and community impact. To increase awareness, the City should use a multi-media strategy and trusted channels such as property tax notices, utility bills, and community venues. Consideration should be given to include QR codes or links in official mailings for easy access. In addition, provision of multilingual materials and accessible formats for newcomers and individuals living with disabilities could be considered for any online resource.

Of note, residents' confidence in the process has been eroded by concerns over misleading advertising or misinformation from a perceived influx of inexperienced contractors. The City is perceived to be a trusted source of information and residents called for City-endorsed contractor lists and mechanisms to verify price reasonableness. Such actions would help restore trust and reduce perceived risk associated with such programs.

2. Reduce Financial Barriers

Consider providing predictable, well-funded programs with upfront rebates, low-interest financing, and faster payment timelines. Ensure programs are accessible to all residents while tailoring offerings by income level, housing type, and ownership structure. Provide free or low-cost energy audits for lower-income households.

3. Simplify and Streamline Processes

Use plain language, minimize administrative complexity, and create clear, step-by-step participation pathways to streamline the process, reduce barriers and build confidence in the application process.

4. Centralize Access and Resources

Consider the development of a one-stop website or app that consolidates all programs (municipal, provincial and federal), offers ROI tools, and includes vetted contractor directories. In addition, consideration should be given to integrating an AI-powered tool to personalize program recommendations based on home details. Further, the City should provide residents with details on low or no cost actions in the household to improve energy efficiency.

5. Build Trust Through Transparency

Share realistic, factual numbers, case studies, and clear metrics; demonstrate leadership through visible energy-efficient practices in public infrastructure. Maintain consistent messaging and program stability to reduce uncertainty.



Quantitative Research

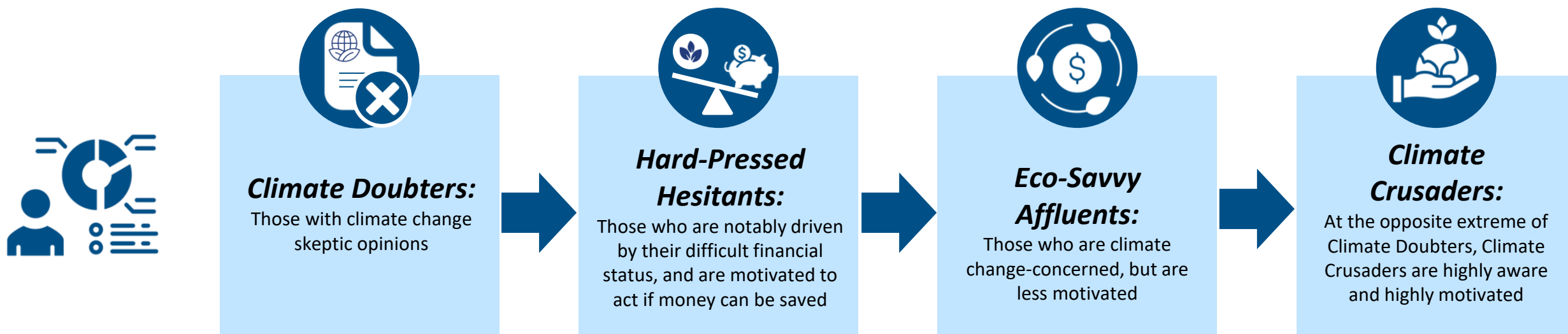
The following section of the report provides a detailed analysis of findings from the online survey. The online survey was distributed to the City's online panel, The Edmonton Insight Community (n=3,580) and to the general public via open link (n=298).



Population Segments

For purposes of analysis and communications, a statistical segmentation distilled the survey data into four distinct population groups.

Earlier in 2025 the City commissioned its annual *Climate Change and Energy Efficiency Study*. A segmentation of Edmontonians identified four population segments, as per below, that were used in the analysis of this report. These definitions are intended to provide context for the quantitative findings discussed in the remainder of this report, including within the Climate Segment Comparisons section which highlights attitudinal and behavioural similarities and differences across the four population. Note, details on the percentage breakdown of these segments across the population can be found in the Classification Questions section of this report.





Awareness and Past/Current Participation

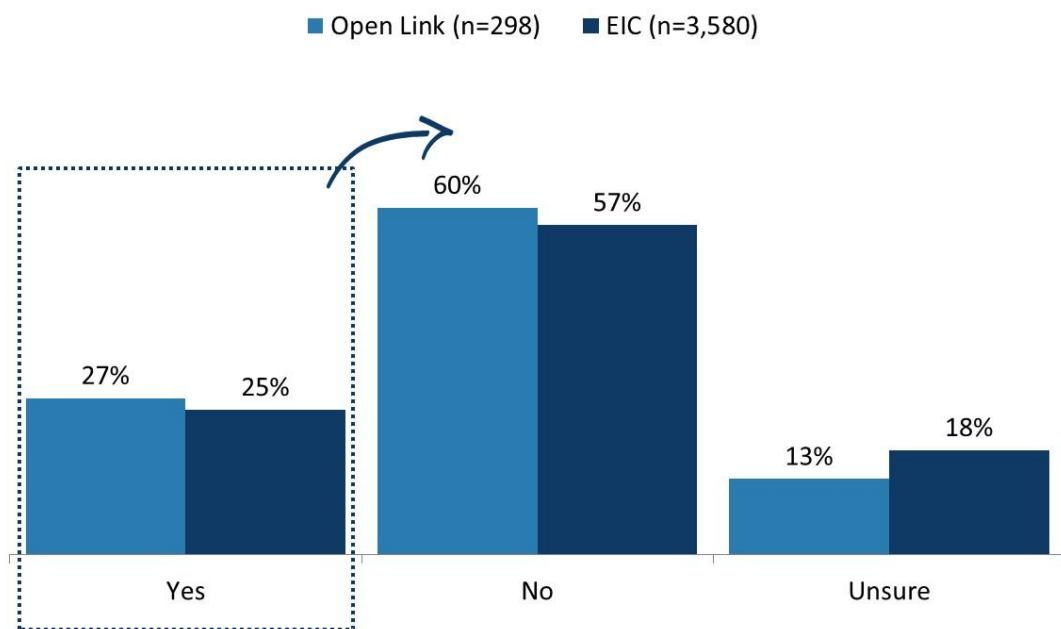


Unaided Awareness of Energy Efficiency Programs for Edmonton Residents

Only one in four survey respondents are currently aware of available energy efficiency programs, with unaided awareness of any given program being low.

One-quarter of survey respondents are presently aware of energy efficiency programs.. Unaided, those aware of a program were asked which ones specifically they could recall. When aided with program names, two in ten Open Link respondents have heard of the **Clean Energy Improvement Program (CEIP)** (19%), with recall being slightly lower among EIC respondents (14%). EIC homeowners are more likely than renters to mention CEIP top of mind.

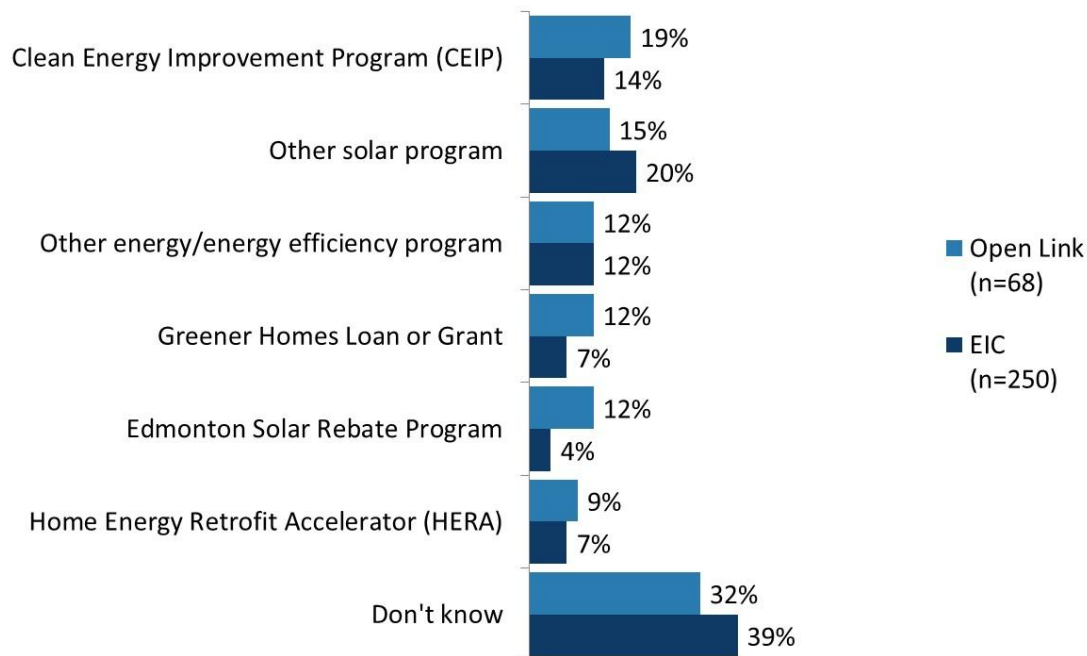
Aware of Energy Efficiency Programs for Edmonton Residents



Q.2a: To begin ... Are you aware of any programs offered to residents in Edmonton about energy efficiency and how residents can save energy in their place of residence?

Name of Energy Efficiency Programs

Key unaided mentions among those who are aware of programs for Edmonton residents



Q.3: [IF 'YES' IN Q.2A] As best as you can recall, what are the names of these programs? *This question was optional. For EIC, these results are based on a randomly coded 250 responses.*



Aided Awareness of Efficiency-Related Programs

When aided with a list, approximately two-thirds of survey respondents have heard of at least one energy efficiency program.

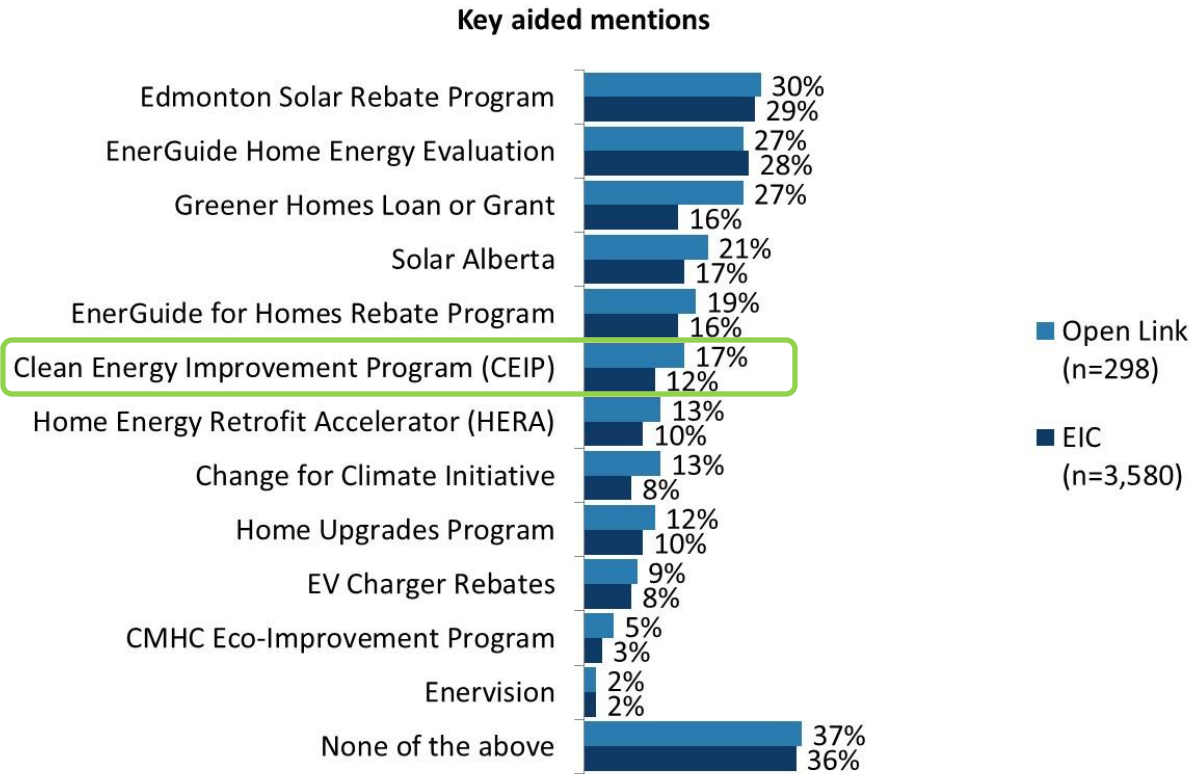
Presented with a list of energy efficiency programs available to Edmonton residents, approximately three in ten respondents indicate they are aware of the **Edmonton Solar Rebate Program** and/or aware of the **EnerGuide Home Energy Evaluation**. Other programs known to approximately one in five to one in four residents include the **Greener Homes Loan or Grant**, **Solar Alberta**, and the **EnerGuide for Homes Rebate Program**.

Just under two in ten Open Link respondents and just over one in ten EIC respondents state they were previously aware of the **Clean Energy Improvement Program** (17% and 12%, respectively). Of note, approximately one-third of respondents across sampling modes indicate they had not previously heard of any of the energy efficiency programs examined in the research.

The following differences are noted across samples:

- Those who have previously seen ads are more likely to cite each program (EIC and Open Link)
- Mentions of the Greener Homes Loan or Grant are greater among Open Link respondents than EIC
- Edmonton Solar Rebate Program and EnerGuide Home Energy Evaluation are more commonly mentioned by Climate Crusaders (EIC)
- CEIP is most noted by Climate Crusaders (Open Link)

Heard of Energy Efficiency-Related Programs



Q.4: Prior to today, which, if any, of the following energy efficiency-related programs available, now or in the recent past, to Edmonton residents had you heard of? Choose all that apply.



City of Edmonton Energy Efficiency Programs

Only small percentages of survey respondents are aware that the City expressly sponsors and provides specific energy efficiency programs.

To the best of their knowledge, fewer than half of respondents acknowledged awareness of the fact that specific energy efficiency related programs are sponsored and provided to residents by the City of Edmonton.

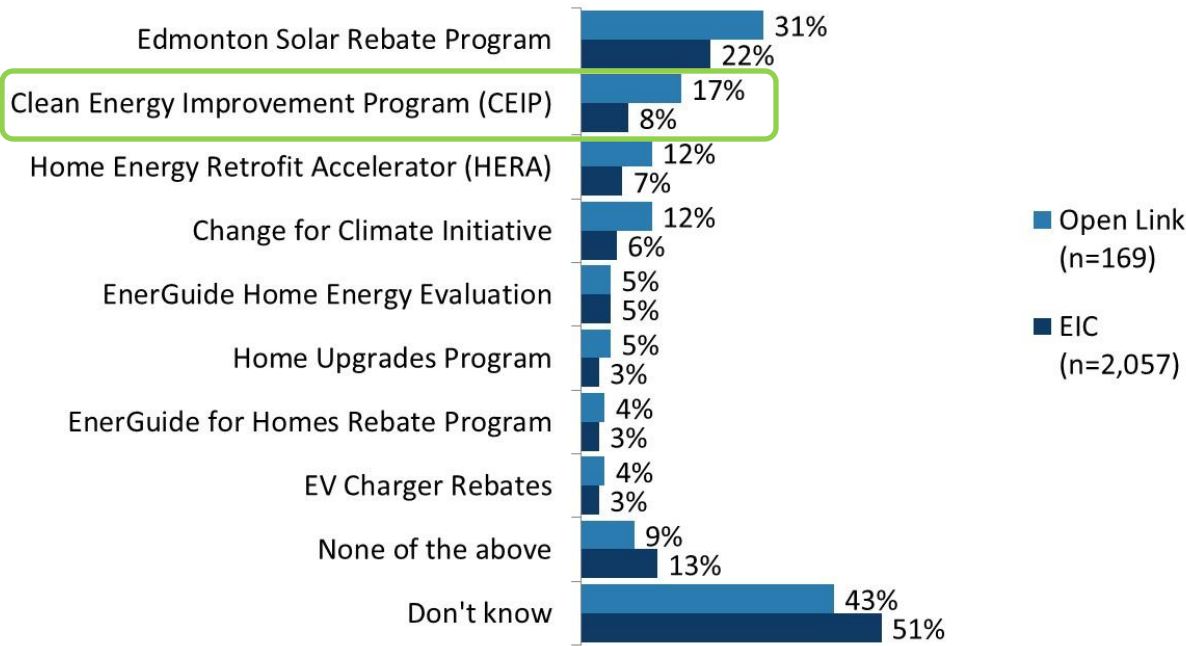
The **Edmonton Solar Rebate Program** garners the highest such attribution to the City among Edmontonians, across both sampling groups. **Clean Energy Improvement Program (CEIP)** is identified as a City-sponsored program by just under two in ten Open Link respondents, and by approximately one in ten EIC respondents. All other programs are acknowledged by fewer Edmontonians each.

CEIP is cited more often by the following segments:

- Those who have seen City of Edmonton ads (Open Link and EIC)
- Respondents with household incomes of \$150k+ (Open Link)
- Climate Crusaders (Open Link)
- Respondents 16-34 years old (Open Link)

Energy Efficiency-Related Programs Sponsored and Provided to Residents by the City of Edmonton

Key aided mentions among those aware of corresponding program(s)



Q.6: [IF AWARE OF CORRESPONDING PROGRAM(S) IN Q.4] And to the best of your knowledge, which, if any, of these energy efficiency-related programs is a program sponsored and provided to residents by the City of Edmonton? Choose all that apply. Note: These programs may not be currently active.



Awareness of Edmonton Energy Efficiency Program Offers

Among those unaware of all specific City energy efficiency programs, awareness is low that the City indeed provides programming in this domain.

Those unaware of all of the City's energy efficiency programs were asked at a general level if they were aware that the City has programming in this area. Only a small fraction, approximately one in six, indicate they were already aware that the City of Edmonton offers energy efficiency programs for residents.

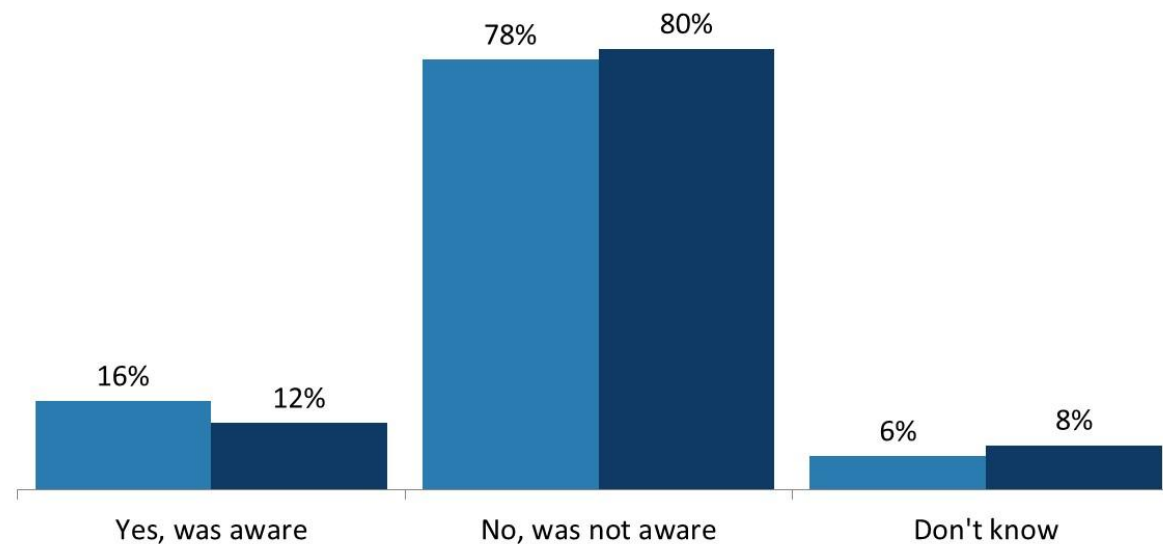
Awareness is greater among the following sub-group:

- Perhaps not surprisingly, those who have seen City of Edmonton ads are more likely to be aware of such programs (Open Link)

Aware the City of Edmonton Offers Energy Efficiency Programs to Residents

Among those not aware of CEIP, HERA, or Edmonton Solar Rebate Program

■ Open Link (n=184) ■ EIC (n=2,276)



Q.9: [IF NOT AWARE OF AT LEAST ONE CITY OF EDMONTON PROGRAMS (CEIP, HERA, OR EDMONTON SOLAR REBATE PROGRAM) IN Q.4] Prior to today, were you aware that the City of Edmonton offers energy efficiency programs to residents of the City?



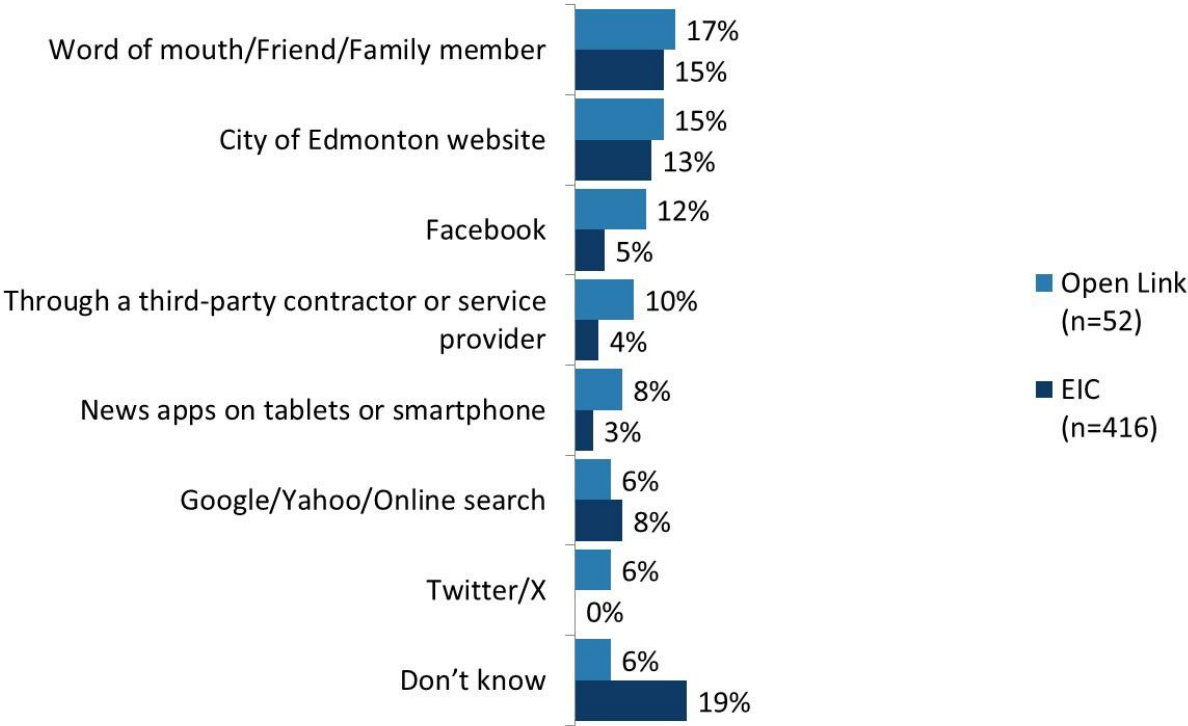
Initial CEIP Awareness

Awareness of CEIP derives primarily from word of mouth and City channels.

Among those aware of CEIP, common sources across both sampling modes included **word of mouth**, the **City of Edmonton website**, **Facebook**, and **contractor/service provider**, as well as others.

First Became Aware of CEIP

Key aided mentions among those aware of CEIP



Q.8: [IF AWARE OF CEIP IN Q.4] How did you first become aware of the City of Edmonton’s Clean Energy Improvement Program?



Previous Enrollment in Energy Efficiency Programs

A minority say they have enrolled in one or more of the energy efficiency programs examined in this research, with a large opportunity for CEIP to expand its penetration.

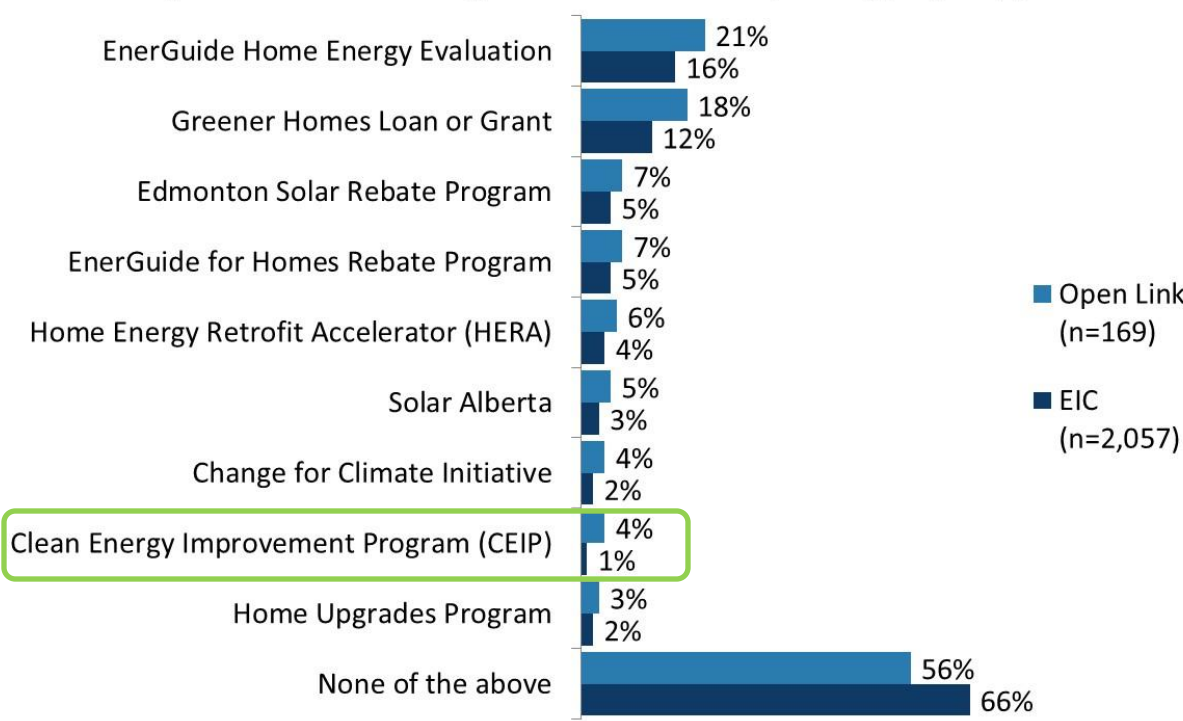
Those aware of energy efficiency programs were asked if their household had ever participated in any. Two in ten Open Link respondents have participated in the **EnerGuide Home Energy Evaluation** and a similar percentage have participated in the **Greener Homes Loan or Grant**. Slightly fewer EIC respondents report participation in these programs.

Just four percent of Open Link respondents and one percent of EIC respondents report previous participation in **Clean Energy Improvement Program (CEIP)**. Two-thirds of EIC respondents and nearly six in ten Open Link respondents report they have never enrolled in any of the examined programs.

The few who stated that they have been enrolled in CEIP were asked if they currently enrolled, or whether they were enrolled in the past. The sample sizes are small, but it appears that previous enrollment outpaces current enrollment.

Ever Enrolled in Energy Efficiency-Related Programs

Key aided mentions among those aware of corresponding program(s)



Q.5: [IF AWARE OF CORRESPONDING PROGRAM(S) IN Q.4] Prior to today, which, if any, of the following energy efficiency-related programs has your household ever been enrolled in? Choose all that apply. Note: These programs may not be currently active.



Familiarity with CEIP

Most non-participant homeowners who are aware of CEIP, say they have only limited familiarity with the details of the program (particularly in the EIC group).

Homeowners aware of CEIP but who have never enrolled were asked about their familiarity with the program. Approximately four in ten Open Link respondents and one in ten EIC respondents report being familiar with CEIP (offering a score of 4 or 5, on a 5-point scale).

A majority of EIC respondents (63%) and a minority of Open Link respondents (41%) state they are not familiar with the CEIP (perhaps for some meaning they have name awareness but no awareness of program details).

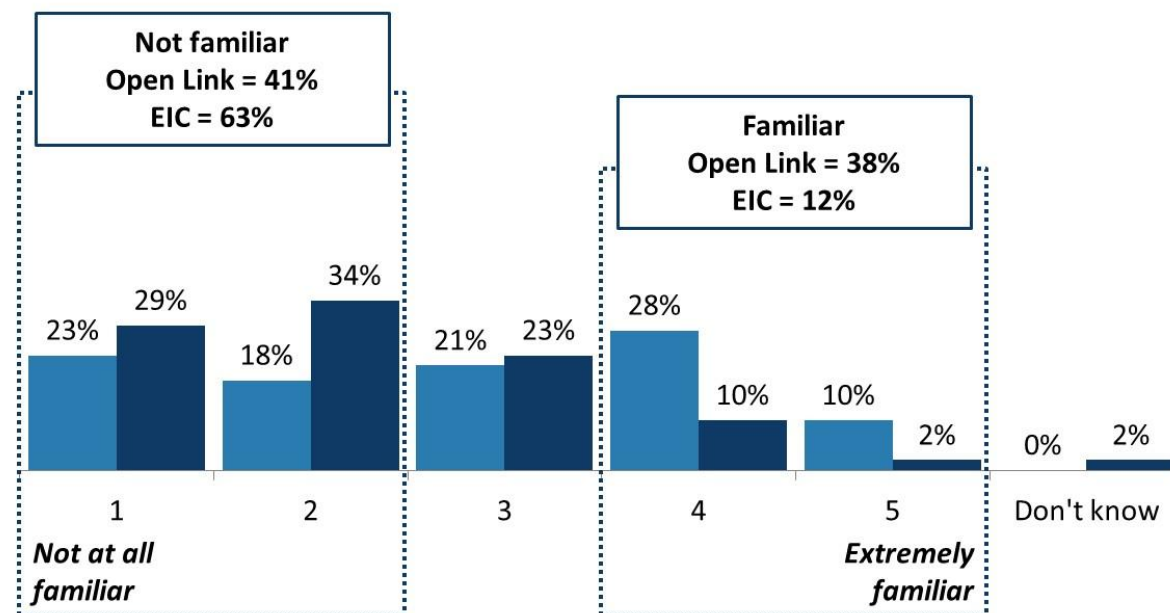
CEIP familiarity is greater among the following:

- Those who have taken energy efficient actions on their home (Open Link)
- Respondents who have seen City of Edmonton ads (Open Link)
- Those with household incomes of \$150k+, as compared to those with household incomes of less than \$60k (EIC)

Familiarity with CEIP

Among homeowners who are aware of CEIP but never enrolled

■ Open Link (n=39)* ■ EIC (n=339)



Q.11: [IF HOMEOWNER IN Q.1 AND AWARE OF CEIP IN Q.4 BUT NOT ENROLLED IN CEIP IN Q.5] How familiar would you say you are with the City of Edmonton's Clean Energy Improvement Program (CEIP)? *Caution: Small sample size.



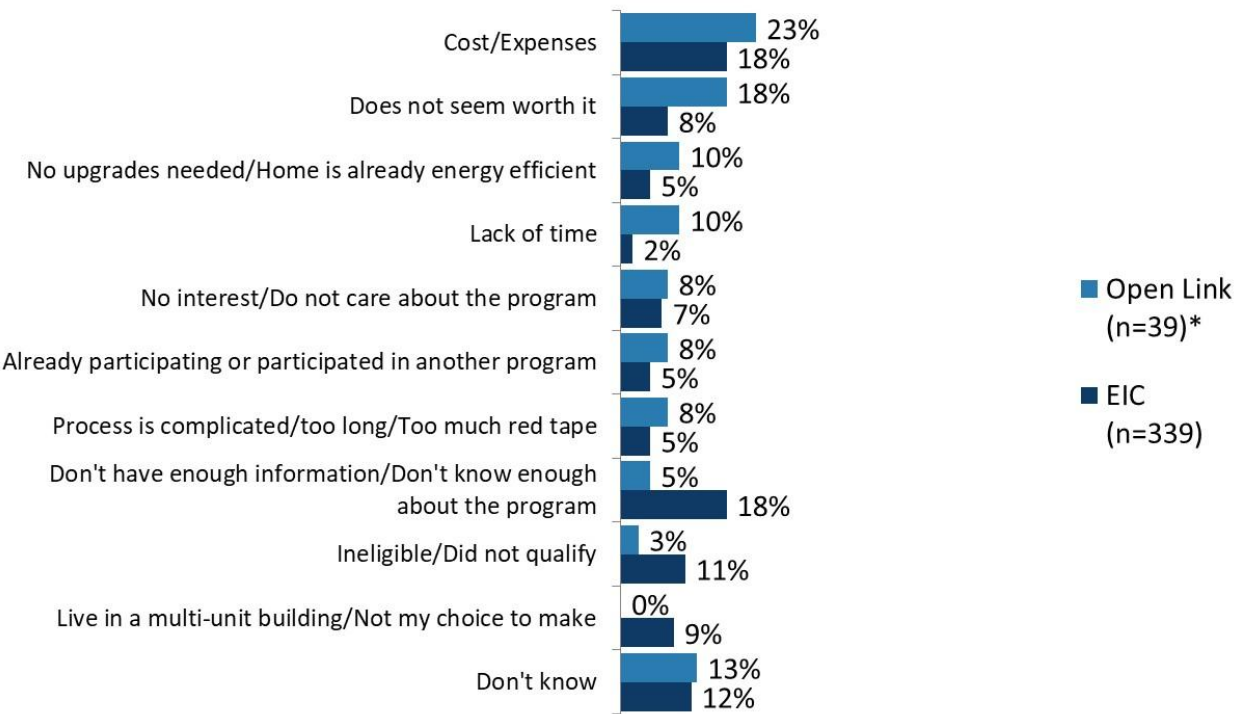
Reasons for Not Enrolling in CEIP

Cost concerns, along with perceptions that upgrades are unnecessary or lack value, are the main reasons homeowners cite for not enrolling in CEIP.

When asked why they have not enrolled in CEIP, those aware of the program cited **cost**, **perceived lack of value**, and **no need for home upgrades** as the primary reasons. **Lack of information** or being **ineligible** are also commonly noted among EIC homeowners.

Lack of time, interest, information, or choice are also noted, along with current participation in other programs, perceived complicated processes, and ineligibility. Approximately one in ten from each sample stream are unable to specify why they have not enrolled in CEIP.

Reasons Household Never Enrolled in CEIP
Key unaided mentions among homeowners who are aware of CEIP but never enrolled



Q.12: [IF HOMEOWNER IN Q.1 AND AWARE OF CEIP IN Q.4 BUT NOT ENROLLED IN CEIP IN Q.5] You mentioned that you have previously heard of the Clean Energy Improvement Program. What are the reasons why your household has not enrolled in this energy efficiency program? *Caution: Small sample size.



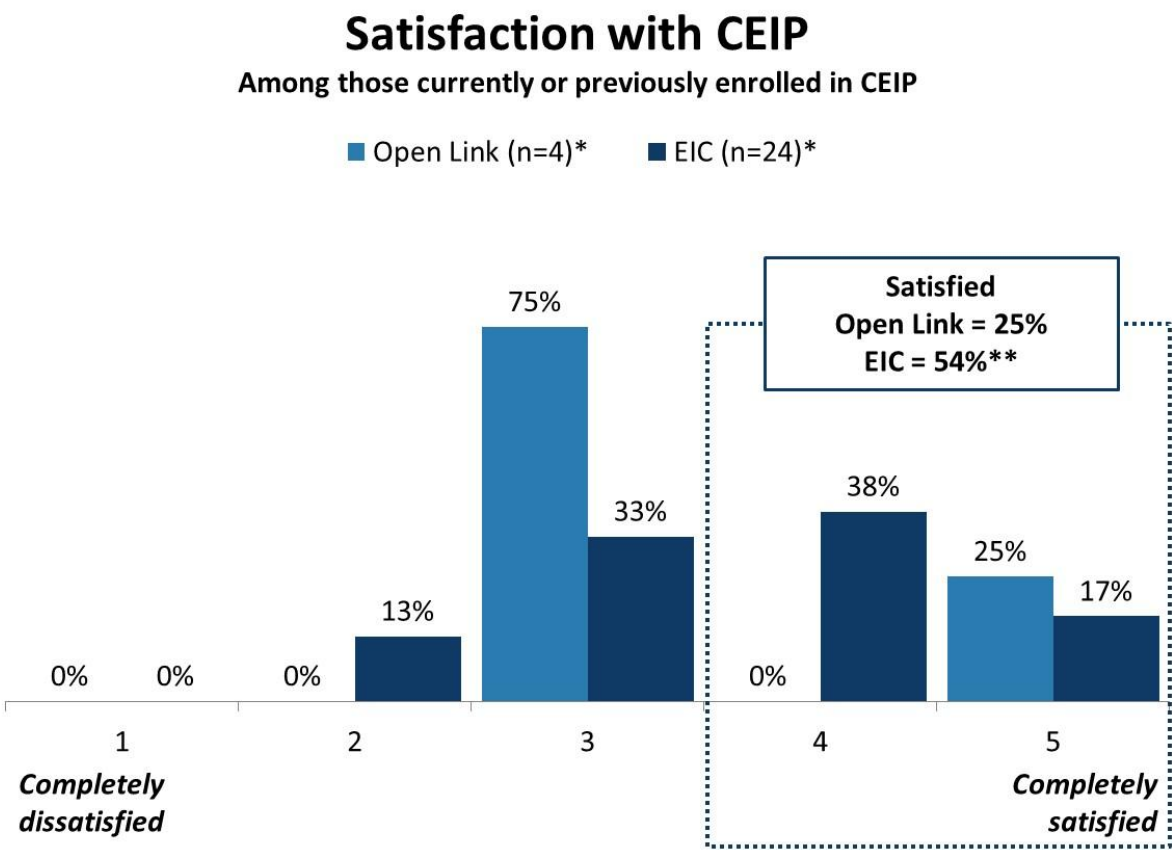
CEIP Assessment and Future Participation



Satisfaction with CEIP

Among the very few with direct CEIP experience, respondents report mixed levels of satisfaction with the program.

Among the very limited number of survey respondents who are currently or have been previously enrolled in CEIP (EIC n=24; Open Link n=4), reported levels of satisfaction are mixed.



Q.13: [IF CURRENTLY OR PREVIOUSLY ENROLLED IN CEIP IN Q.7] Overall, how satisfied are you with the Clean Energy Improvement Program? *Caution: Small sample size. **Due to rounding.

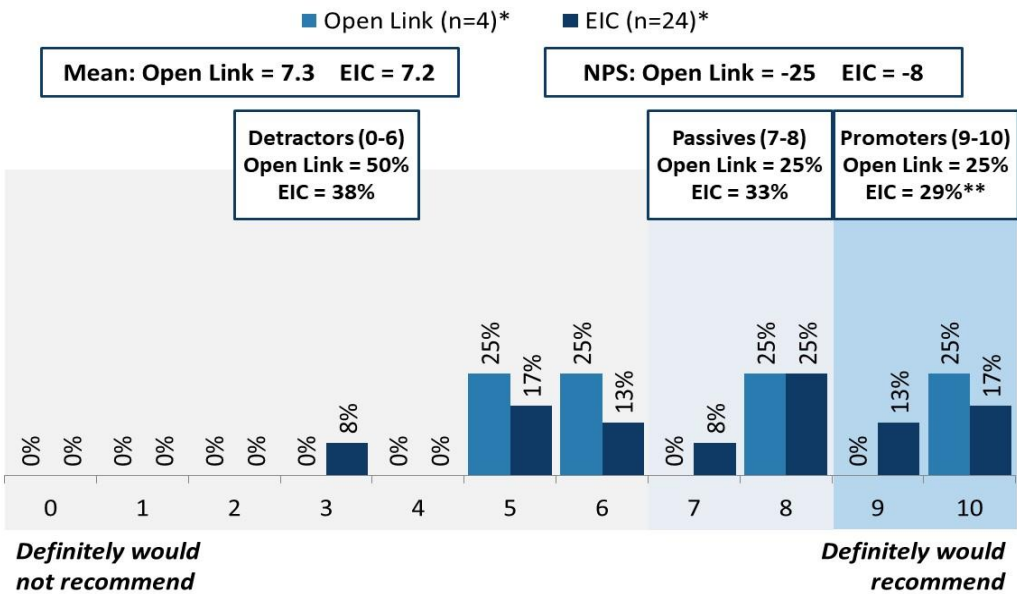


Likelihood of Recommending CEIP and Reasons for Participating

While results must be interpreted with considerable caution given the small number of respondents with CEIP experience, many participants would recommend the program. They participated in CEIP primarily for savings, financing options, and environmental benefits.

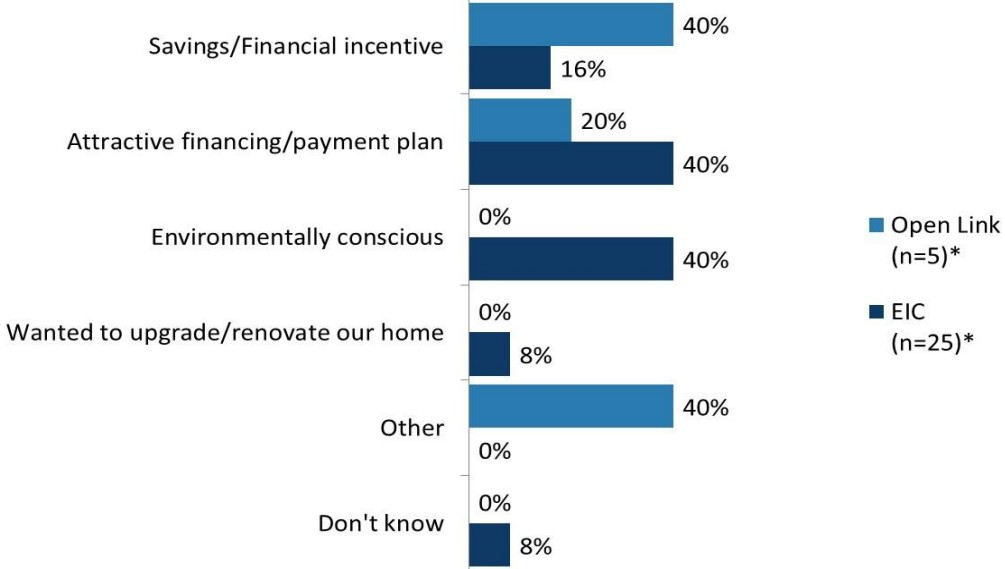
Among the very few respondents who are currently or have previously enrolled in CEIP (EIC n=24; Open Link n=4), approximately one-quarter or so are deemed to be Promoters, as per the widely-used Net Promoter Score (NPS) measure calculations. Overall NPS results are in the negative range, as there are more Detractors (i.e., those who offered a score of 0 through 6 in terms of likelihood to recommend CEIP to others) than there are Promoters (i.e., those who gave a score of 9 or 10). When asked to specify the most important reason why they participate(d) in CEIP, mentions include **savings, attractive financing**, wanting to be **environmentally conscious**, or **wanting to upgrade**.

Net Promoter Score for CEIP
Among those currently or previously enrolled in CEIP



Q.14: [IF CURRENTLY OR PREVIOUSLY ENROLLED IN CEIP IN Q.7] Based on your experiences with the Clean Energy Improvement Program, how likely are you to recommend it to others? *Caution: Small sample size. **Due to rounding.

Most Important Reason Participated in CEIP
Total unaided mentions among homeowners who enrolled in CEIP



Q.16: [IF HOMEOWNER IN Q.1 AND ENROLLED IN CEIP IN Q.5] What was the single most important reason why you participated in the Clean Energy Improvement Program? *Caution: Small sample size.



Likelihood of Participating in CEIP – *Never Enrolled*

There is some potential to improve homeowner participation in CEIP.

Homeowners who have never enrolled in CEIP were provided a high-level description of the program and asked regarding the likelihood that they would participate.

Overall, likelihood is mixed among both Open Link and EIC respondents. Nearly one-half of Open Link respondents indicate they may be likely to participate in the program, while just under four in ten EIC respondents report the same. For each sample group, approximately three in ten state they would not be likely to participate.

The likelihood of participating is somewhat more elevated among the following subgroups:

- 2SLGBTQIA+ respondents (EIC)
- Those born outside of Canada (EIC)
- Climate Crusaders and Hard-pressed Hesitants (EIC)
- Climate Crusaders (Open Link)
- Respondents 16-54 years old (EIC and Open Link)

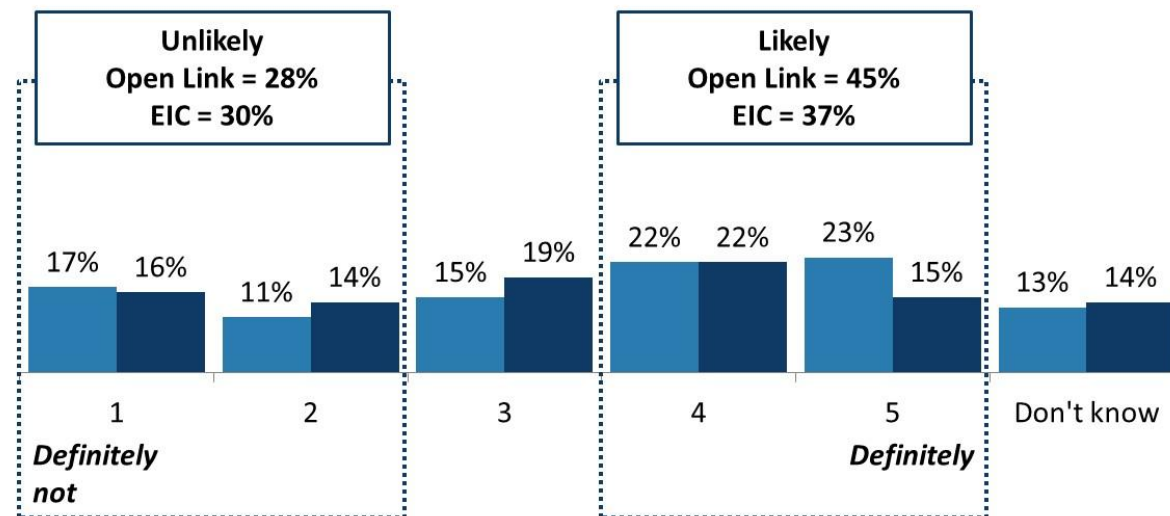


The City of Edmonton's Clean Energy Improvement Program is a financing program that allows residential property owners to fund energy efficiency and renewable energy upgrades through their property taxes. CEIP is directed towards property owners, assisting them to make energy efficiency improvements like installing solar panels or upgrading insulation.

Likelihood of Participating in CEIP

Among homeowners who never enrolled in CEIP

■ Open Link (n=246) ■ EIC (n=3,105)



Q.17: [IF HOMEOWNER IN Q.1 AND NEVER ENROLLED IN Q.5] If given the opportunity, how likely is it that your household would participate in the Clean Energy Improvement Program?



Participation Barriers to CEIP

To reduce barriers for future participants, efforts should focus upon lowering costs, improving communication, providing sufficient information, and offering alternative financial support.

Homeowners were asked what participation barriers could be removed to increase participation in CEIP.

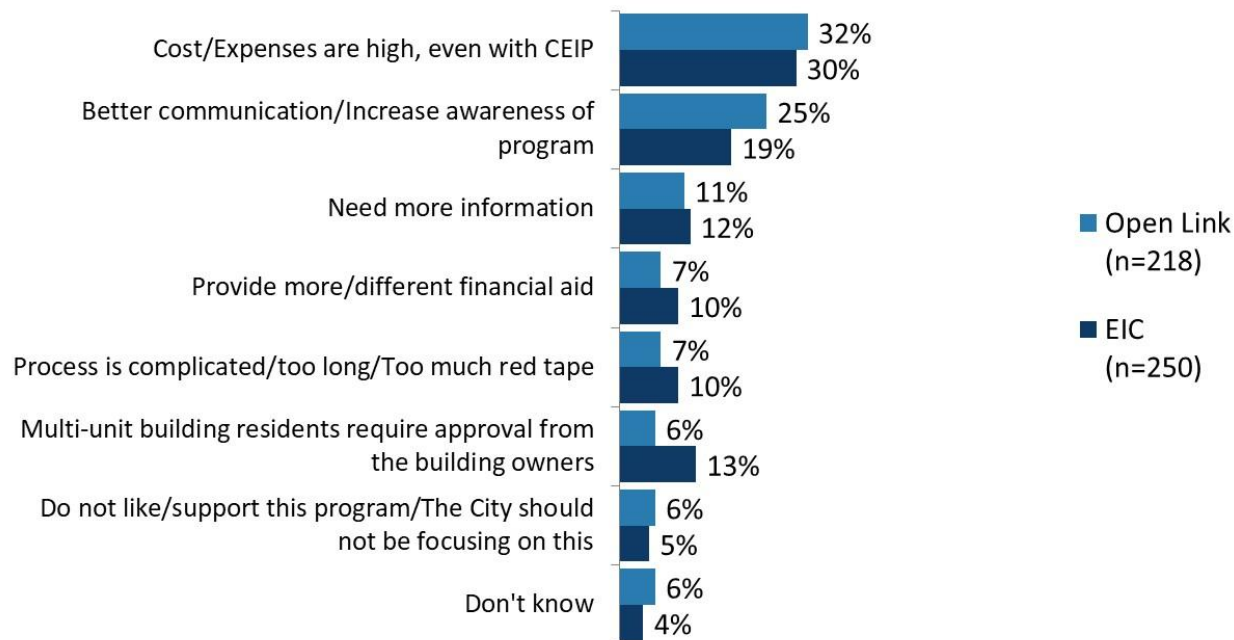
Unaided (i.e., no list was provided to respondents), respondents mention barriers related to **cost** and **communication**, along with a need for additional information or for different financial aid options. Others cite the process as being long, a lack of decision-making capabilities, or general discontent with the program.

The following differences are noted across sub-groups and samples:

- Cost is mentioned more so by those in the Northeast quadrant of the city and Eco-Savvy Affluents (EIC)
- Women are more likely to cite cost (Open Link)
- Mentions of better communication are elevated among those 16-34 years old (EIC)
- The need for more information is greater among those with household incomes of less than \$60k (Open Link)

Participation Barriers To Be Removed to Raise Participation in CEIP

Key unaided mentions among homeowners



Q.19: [IF HOMEOWNER IN Q.1] What participation barriers could be removed to raise participation in the Clean Energy Improvement Program? What could be done to increase participation? *This question was optional. For EIC, these results are based on a randomly coded 250 responses.*



Trust and Confidence in the City's Programs for Residents

Currently, many Edmontonians have limited trust in the City's ability to deliver energy efficiency programs for residents.

Regardless of energy efficiency program awareness, all respondents were asked regarding the level of trust and confidence they have in the City to implement such programs for residents.

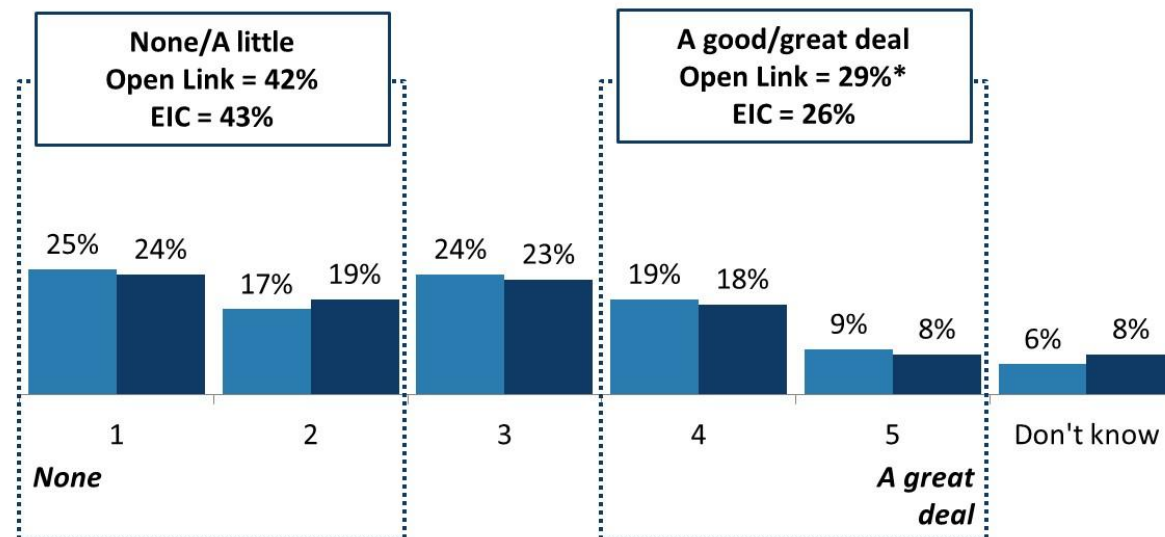
Trust and confidence is consistent across sampling methods, but more respondents report low trust than high trust. Only one in ten within each sample indicate a **great deal** of trust, while one-quarter have **no trust**.

Differences are evident amongst the following sub-groups:

- Despite small sample sizes, current or former CEIP participants are more likely to indicate a good/great deal of trust (Open Link and EIC)
- Those who have previously taken energy efficiency actions in their home have more trust (Open Link)
- Residents under 55 years old have greater trust (Open Link)
- Despite small sample sizes, trust is elevated among respondents 2SLGBTQIA+ and those who are Indigenous (Open Link)
- Trust increases with household income (Open Link)
- There is little to no trust among Climate Doubters and Eco-Savvy Affluents (Open Link and EIC)

Trust and Confidence in the City to Implement Energy Efficiency Programs for Residents

■ Open Link (n=298) ■ EIC (n=3,580)



Q.20: How much trust and confidence do you have in the City of Edmonton to implement energy efficiency programs for residents of the city? *Due to rounding.



Reasons for Lack of Trust and Confidence

General distrust of the City is the main factor behind respondents' lack of confidence in its ability to implement energy programs.

When asked why they lack full trust and confidence in the City to implement energy efficiency programs for residents, the most common reason is a general distrust of the City overall. Other reasons offered include a lack of communication, financial burdens, inefficient programs, lack of funding and complication processes, among many others.

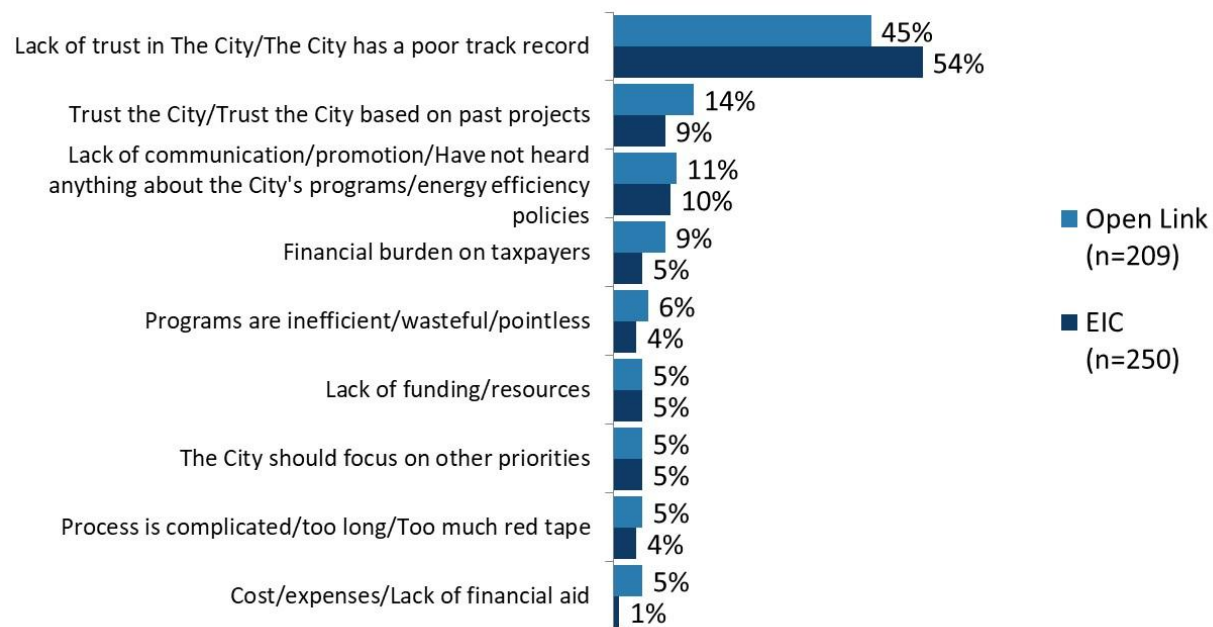
A few respondents noted that they trust the City, suggesting that this trust may not be absolute, as per their previous rating, or may be nuanced (e.g., context specific).

The following examples illustrate key differences across subgroups:

- Homeowners more commonly cite a lack of trust, while renters more so mention that they trust the City (Open Link and EIC)
- Respondents who have not seen City of Edmonton ads more often mention a lack of trust in the City (Open Link)
- Mentions of lack of trust increase with age, and decrease as household income increases (Open Link)

Reasons for Less Than Complete Trust and Confidence in City to Implement Energy Efficiency Programs

Key unaided mentions among those who rated trust and confidence as 1 to 4



Q.21: [IF RATED TRUST AND CONFIDENCE AS 1-4 IN Q.20] Why do you say you have [1-4] level of trust and confidence in the City of Edmonton to implement energy efficiency programs for residents of the city? For EIC, these results are based on a randomly coded 250 responses.



Prevailing Energy Efficiency Opinions

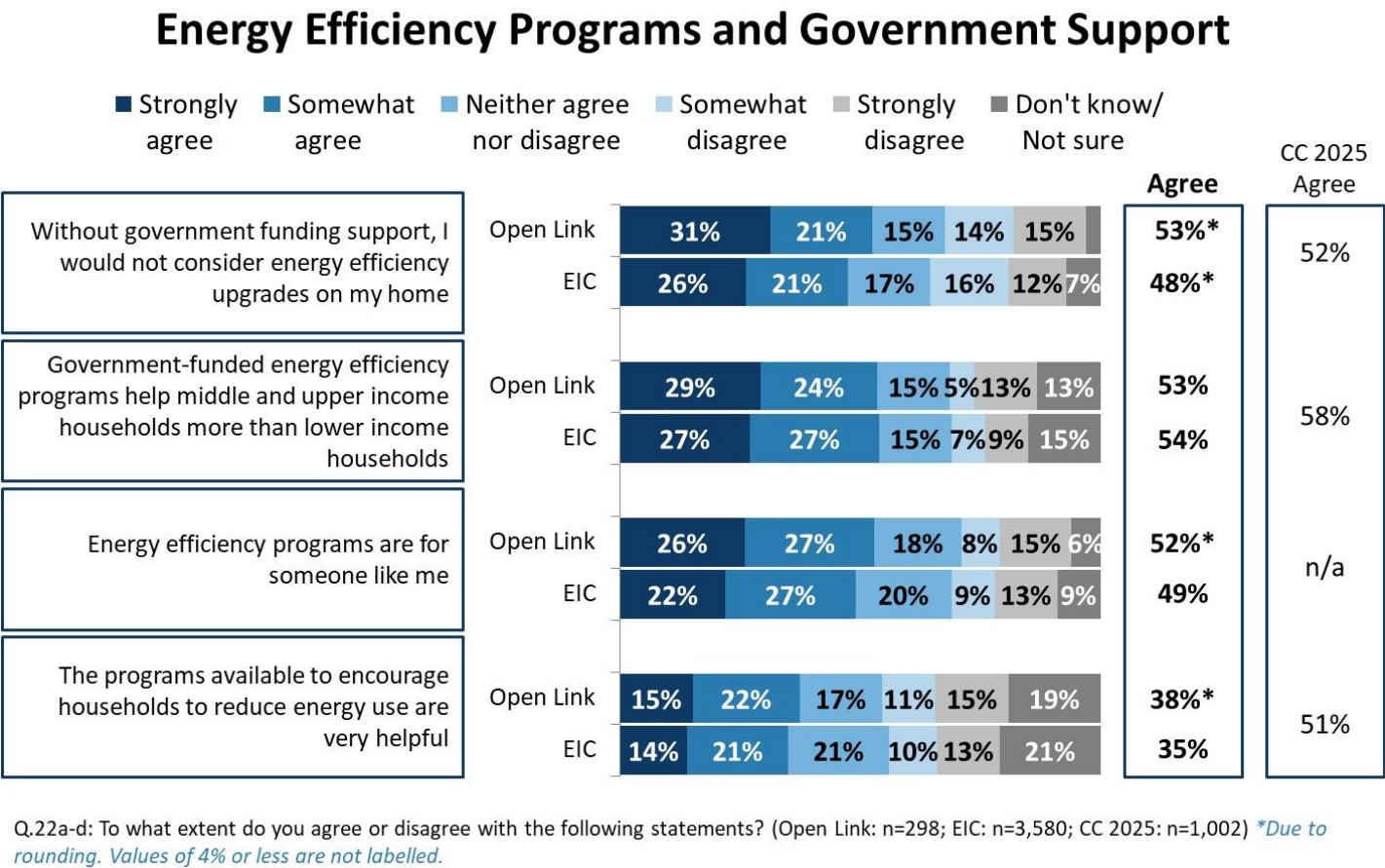
Government support is essential for energy efficiency adoption, as nearly half of households would not upgrade without it.

Respondents were presented with a series of statements and asked to indicate their level of agreement regarding energy efficiency programs and government support. Three of the four are comparable to the findings of the *City of Edmonton Climate Change Report 2025 (CC)*.

Overall, agreement is moderate across statements. Approximately half at least somewhat agree that **without government funding support, I would not consider energy efficiency upgrades on my home**, that **government-funded energy efficiency programs help middle- and upper-income households more than lower**, and **energy efficiency programs are for someone like me**.

In contrast, only between one-third and four in ten agree **the programs available to encourage households to reduce energy use are very helpful**.

As expected, homeowners are more likely than renters to agree they would not consider upgrades without government funding support, and that these programs are for someone like them (Open Link). ESL respondents are more likely than others to agree that without government funding support they would not consider upgrades (Open Link). Further, mid-and-high income households are more likely to agree that these programs are for someone like them (Open Link).





Recent Actions to Increase Household Efficiency

There has been considerable energy efficiency activity undertaken in the past year within the city.

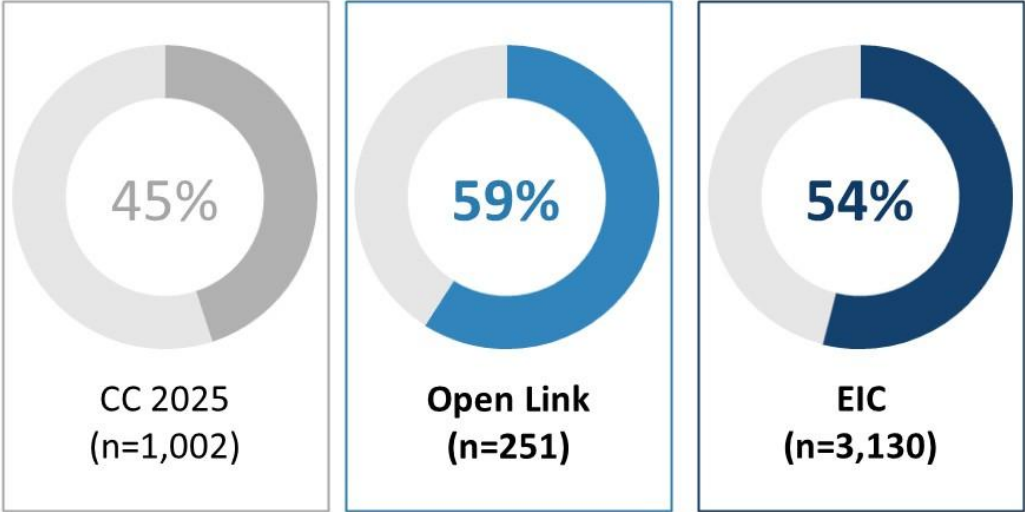
A slight majority of Open Link and EIC homeowners indicate they have taken actions to increase their home’s energy efficiency in the past year, slightly elevated as compared to the *Edmonton Climate Change 2025* report findings.

The following highlight differences between and among sub-groups:

- Those who were previously aware of City of Edmonton energy efficiency programs are more likely to have taken their own actions in the past year (Open Link and EIC)
- Across quadrants, those in the Northeast are least likely to have taken any energy efficiency actions (Open Link)
- Actions taken is heightened among respondents 35+ years old, and those with a household income of at least \$60k (Open Link)
- Across climate change segments, Climate Crusaders are most likely to have taken recent actions (Open Link and EIC)

Taken Actions to Increase Home’s Energy Efficiency in Past Year

Among homeowners*
% Saying ‘Yes, have taken actions’



Q.23: [IF HOMEOWNER IN Q.1]* Have you taken any actions to increase the energy efficiency of your home in the past year? *Asked to all respondents in the CC 2025 study.



Enhancing Program Awareness



Key Sources of Information

Online search and word of mouth are the top sources for information, while traditional media such as radio and cable TV remain influential.

When asked about preferred and other used sources of information and news, approximately four in ten indicate they favour **Google/Yahoo/Online search, word of mouth, or radio**. Approximately one-third state they use **news apps on tablets or smartphones, cable television, or daily online newspapers**. All other sources are noted by approximately one-quarter or fewer respondents each.

Source preferences/usage are generally consistent across sub-groups.

Sources of Information

Key aided mentions

	CC 2025 (n=1,002)	Open Link (n=298)		EIC (n=3,580)	
		Preferred	Total	Preferred	Total
Google/Yahoo/Online search	43%	10%	43%	11%	42%
Word of mouth	38%	2%	42%	3%	43%
Radio	32%	5%	38%	6%	38%
News apps on tablets or smartphones	27%	14%	35%	11%	34%
Cable television	46%	11%	35%	13%	34%
Daily online newspapers	11%	6%	29%	7%	26%
Facebook	32%	4%	25%	2%	22%
Instagram	28%	1%	19%	2%	16%
Community print newspapers/Weekly print newspapers	8%	1%	18%	1%	14%
Reddit	1%	4%	17%	3%	14%
CBC	n/a	7%	16%	8%	17%
Twitter/X	12%	5%	14%	3%	9%
Daily print newspapers	11%	3%	13%	4%	14%
Billboard/Bus signage	11%	1%	12%	0%	13%

Q.38: Which one of the following information sources is your most preferred for information and news, and so forth? That is, where do you first go for information? And what other sources of information do you use? *The Climate Change 2025 study asked: “In general, what sources do you use for information on a regular basis?”*



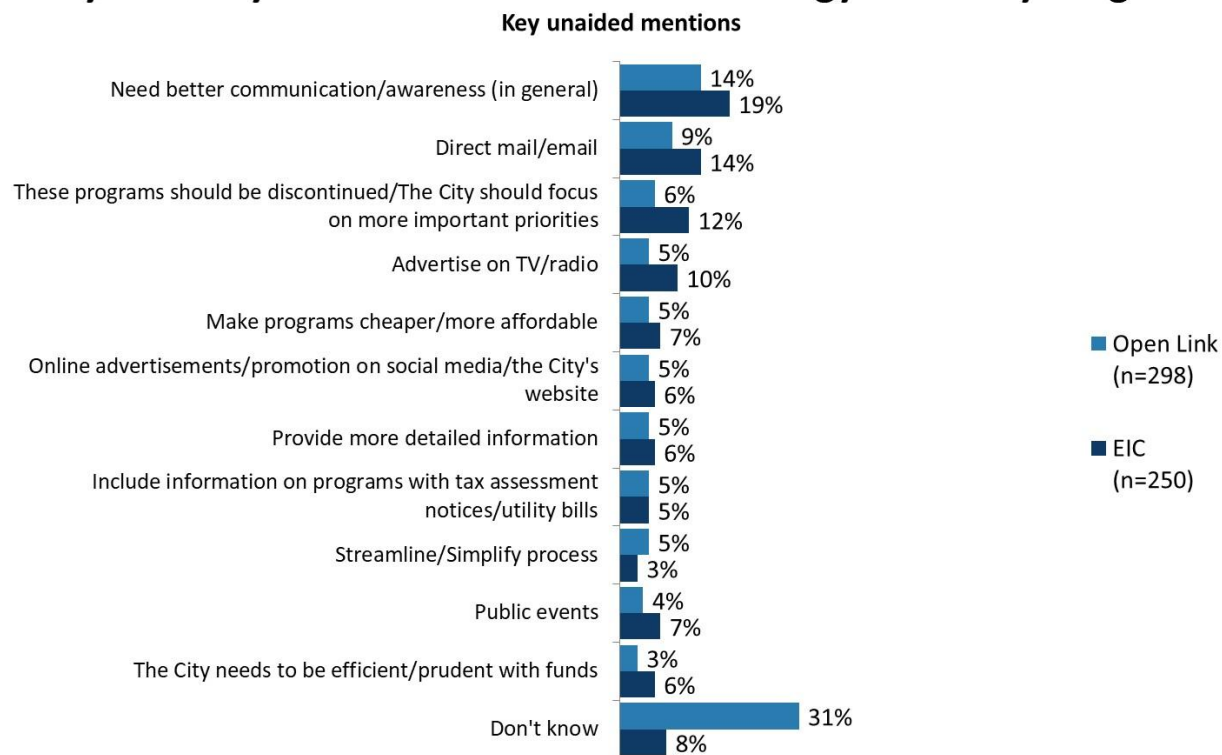
Ways for the City to Better Promote Efficiency Programs

Survey respondents offer a range of suggestions for better promotion of energy programs, however, a small percentage feel these programs should not exist at all.

In an open-ended question, respondents were asked ways the City could better promote its energy efficiency programs. Overall, the most frequently mentioned suggestion is for the City to improve its **communication/awareness** in general. Other suggestions for promotion include **direct mail/email**, **TV/radio advertisements**, **increased affordability**, **online advertisements**, and **providing more detailed information**.

Of note, approximately one in ten EIC respondents and slightly fewer Open Link respondents mention **these programs should be discontinued**.

Ways the City Could Better Promote Its Energy Efficiency Programs



Q.39: The City of Edmonton's energy efficiency programs are designed to be widely used by residents, regardless of where they live in the city, their household income, ethnicity, and so forth. What could the City do to better promote its energy efficiency programs? *For EIC, these results are based on a randomly coded 250 responses.*



Recall of Climate Change Programs or Ads From the City

There is opportunity to increase visibility of City programs, as recall of ads is limited.

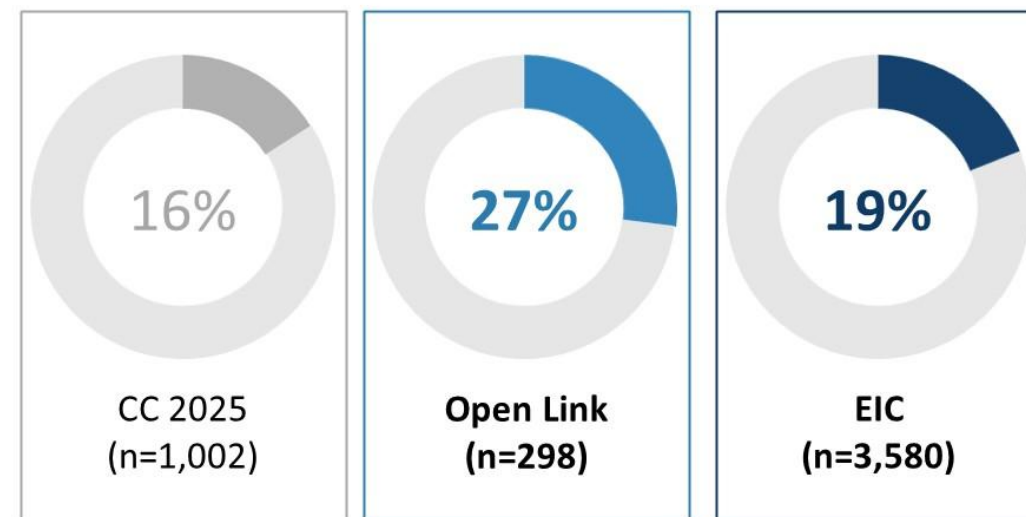
A minority of Open Link and EIC respondents recall recently seeing or hearing about climate change programs or ads from the City of Edmonton. Both samples display greater recall compared to the *City of Edmonton Climate Change Report*.

The following depicts differences across sub-groups:

- Those who report awareness of energy efficiency programs are more likely to recall ads. (Open Link and EIC)
- Recall of recent City of Edmonton ads is greater among respondents under 55. (Open Link)
- Across segments, Hard-Pressed Hesitants are least likely to have recently seen ads. (Open Link)

Recall Seeing or Hearing About Climate Change Programs or Advertisements from the City of Edmonton

% Saying 'Yes, do recall'



Q.24: Do you recall seeing or hearing about any climate change programs or advertisements from the City of Edmonton in the past year?



Climate Segment Comparisons

This section of the report identifies attitudinal and behavioural similarities and differences across the four population segments, using data from selected survey questions.



Segment Comparisons

The following displays key climate segment comparisons across key questions and samples. Statistically significant differences between segments are highlighted with a green border.

Open Link Responses				
Factor Evaluated (Question #s)	Climate Doubters	Climate Crusaders	Eco-Savvy Affluents	Hard-Pressed Hesitants
Primary residence in Edmonton – Own (1)	82% (n=78)	84% (n=135)	88% (n=24)	85% (n=46)
Aware of energy efficiency programs (Yes) (2a)	23% (n=78)	37% (n=135)	8% (n=24)	17% (n=46)
Which are you aware of – CEIP (4)	13% (n=78)	25% (n=135)	13% (n=24)	11% (n=46)
Which are you aware of – None (4)	42% (n=78)	21% (n=135)	42% (n=24)	54% (n=46)
Which have you participated in – CEIP (5)	0% (n=39)	4% (n=96)	0% (n=11)	10% (n=20)
Which have you participated in - None (5)	74% (n=39)	44% (n=96)	100% (n=11)	55% (n=20)
Previous awareness of programs offered by the City - Yes (9)	14% (n=49)	26% (n=70)	6% (n=17)	6% (n=35)
Likelihood to participate in CEIP – Definitely/Probably (17)	22% (n=64)	58% (n=110)	43% (n=21)	43% (n=37)
Trust and Confidence in the City – A great/good deal (20)	4% (n=78)	47% (n=135)	8% (n=24)	35% (n=46)

EIC Responses				
Factor Evaluated	Climate Doubters	Climate Crusaders	Eco-Savvy Affluents	Hard-Pressed Hesitants
Primary residence in Edmonton – Own (1)	90% (n=919)	86% (n=1511)	90% (n=327)	88% (n=622)
Aware of energy efficiency programs (Yes) (2a)	23% (n=919)	32% (n=1511)	15% (n=327)	21% (n=622)
Which are you aware of – CEIP (4)	8% (n=919)	16% (n=1511)	6% (n=327)	10% (n=622)
Which are you aware of – None (4)	43% (n=919)	27% (n=1511)	42% (n=327)	38% (n=622)
Which have you participated in – CEIP (5)	0% (n=455)	2% (n=1027)	0% (n=159)	1% (n=343)
Which have you participated in - None (5)	76% (n=455)	57% (n=1027)	87% (n=159)	70% (n=343)
Previous awareness of programs offered by the City - Yes (9)	12% (n=654)	14% (n=821)	10% (n=237)	12% (n=404)
Likelihood to participate in CEIP – Definitely/Probably (17)	18% (n=824)	50% (n=1272)	34% (n=293)	42% (544)
Trust and Confidence in the City – A great/good deal (20)	5% (n=919)	39% (n=1511)	22% (n=327)	32% (n=622)



Segment Comparisons

Open Link Responses

Factor Evaluated (Question #s)	Climate Doubters	Climate Crusaders	Eco-Savvy Affluents	Hard-Pressed Hesitants
Without government funding support, I would not consider future energy efficiency upgrades on my home – Strongly/somewhat agree (22a)	40% (n=78)	50% (n=135)	58% (n=24)	74% (n=46)
Government-funded energy efficiency programs help middle-income and upper-income households more than lower-income households – Strongly/somewhat agree (22b)	33% (n=78)	64% (n=135)	63% (n=24)	50% (n=46)
Energy efficiency programs are for someone like me – Strongly/somewhat agree (22c)	15% (n=78)	70% (n=135)	46% (n=24)	65% (n=46)
The programs available to encourage households to reduce energy use are very helpful (22d)	8% (n=78)	54% (n=135)	42% (n=24)	43% (n=46)
Have taken recent actions to increase home's energy efficiency in the past year – Yes (23)	55% (n=64)	70% (n=113)	43% (n=21)	54% (n=39)
Recall of recent climate change program ads from the City – Yes (24)	29% (n=78)	33% (n=135)	25% (n=24)	15% (n=46)

EIC Responses

Factor Evaluated	Climate Doubters	Climate Crusaders	Eco-Savvy Affluents	Hard-Pressed Hesitants
Without government funding support, I would not consider future energy efficiency upgrades on my home – Strongly/somewhat agree (22a)	35% (n=919)	48% (n=1511)	62% (n=327)	59% (n=622)
Government-funded energy efficiency programs help middle-income and upper-income households more than lower-income households – Strongly/somewhat agree (22b)	41% (n=919)	64% (n=1511)	56% (n=327)	55% (n=622)
Energy efficiency programs are for someone like me – Strongly/somewhat agree (22c)	20% (n=919)	68% (n=1511)	38% (n=327)	59% (n=622)
The programs available to encourage households to reduce energy use are very helpful (22d)	12% (n=919)	50% (n=1511)	29% (n=327)	39% (n=622)
Have taken recent actions to increase home's energy efficiency in the past year – Yes (23)	54% (n=826)	63% (n=1292)	35% (n=293)	52% (n=547)
Recall of recent climate change program ads from the City – Yes (24)	21% (n=919)	23% (n=1511)	12% (n=327)	13% (n=622)



Segment Comparisons

Open Link Responses				
Factor Evaluated (Question #s)	Climate Doubters	Climate Crusaders	Eco-Savvy Affluents	Hard-Pressed Hesitants
Primary place of residence – Single-unit home (28)	67% (n=78)	74% (n=135)	50% (n=24)	74% (n=46)
Identifies as none of the Identity Groups (0 out of 6)	74% (n=78)	67% (n=135)	42% (n=24)	63% (n=46)
Identifies as any of the Identity Groups (1+ out of 6)	26% (n=78)	33% (n=135)	58% (n=24)	37% (n=46)

EIC Responses				
Factor Evaluated	Climate Doubters	Climate Crusaders	Eco-Savvy Affluents	Hard-Pressed Hesitants
Primary place of residence – Single-unit home (28)	74% (n=919)	68% (n=1511)	68% (n=327)	69% (n=622)
Identifies as none of the Identity Groups (0 out of 6)	73% (n=919)	66% (n=1511)	59% (n=327)	69% (n=622)
Identifies as any of the Identity Groups (1+ out of 6)	27% (n=919)	34% (n=1511)	41% (n=327)	31% (n=622)



Classification Questions



Classification Questions

The accompanying table summarizes the demographic profile of survey respondents.

	Open Link (n=298)	EIC (n=3,580)
Gender		
Man	47%	49%
Woman	42%	48%
Non-binary	2%	2%
Transgender	1%	1%
Two-Spirit	0%	1%
Another gender	<1%	1%
Prefer not to answer	8%	2%
Age		
Under 18	1%	<1%
18-24	3%	1%
25-34	9%	7%
35-44	19%	17%
45-54	15%	17%
55-64	21%	21%
65 or older	25%	37%
Prefer not to answer	7%	<1%
Understood Languages (Key Mentions)		
English – mother tongue	85%	91%
French	10%	11%
English as a second language	10%	8%
Cantonese	3%	1%
German	2%	2%
Spanish	2%	2%
Hindi	2%	1%
Mandarin	2%	1%
Ukrainian	1%	2%
Understanding English as a Second Language		
	(n=30)*	(n=274)
I am able to understand the English that I read or hear	100%	99%
I require translations to be able to understand the English that I read or hear	0%	1%

	Open Link (n=298)	EIC (n=3,580)
Household Income in 2024 (Before Taxes)		
Under \$30,000	5%	5%
\$30,000 to \$59,999	10%	13%
\$60,000 to \$99,999	21%	23%
\$100,000 to \$149,999	21%	22%
\$150,000 and over	20%	26%
Prefer not to answer	23%	11%
Highest Level of Education Completed		
No certificate, diploma, or degree	3%	1%
High school diploma/equivalency	11%	11%
Postsecondary certificate or diploma below bachelor level/ Apprenticeship or trades certificate	26%	29%
Bachelor's degree	24%	27%
University certificate or diploma above bachelor level	8%	8%
Degree in medicine, dentistry, veterinary medicine, or optometry	<1%	2%
Master's degree	15%	16%
Earned doctorate	3%	4%
Other	2%	1%
Prefer not to answer	8%	1%
Identify as...		
Persons with disabilities	11%	12%
Racialized/visible minority	9%	9%
Born outside of Canada	9%	8%
2SLGBQIA+	7%	8%
Indigenous	3%	3%
New to Canada (less than 5 years)	1%	1%
Other	3%	6%
None of the above	49%	59%
Prefer not to answer	15%	3%

	Open Link (n=298)	EIC (n=3,130 -3,580)
Primary Place of Residence in Edmonton		
Own	84%	87%
Rent	13%	11%
Other living arrangement	3%	2%
Do not live in Edmonton	0%	<1%
Dwelling Type		
Single-unit house	70%	70%
Condo	10%	11%
Duplex/Semi-detached	7%	5%
Row house/Townhouse	4%	6%
Apartment	4%	5%
Mobile home	1%	<1%
Don't know	3%	2%
Approximate Age of Home		
Less than 5 years old	2%	3%
5 to 10 years old	6%	6%
11 to 20 years old	11%	11%
21 to 50 years old	33%	35%
51 to 75 years old	40%	38%
76 years old or more	8%	7%
Don't know/Not sure	<1%	1%
Ownership of Other Buildings		
Yes, have ownership in one or more multi-unit residential buildings	13%	17%
Yes, have ownership in one or more other commercial buildings	3%	1%
No, have ownership of neither	84%	82%
Segments		
Climate Crusaders	48%	45%
Eco-Savvy Affluents	8%	10%
Hard-Pressed Hesitants	16%	18%
Climate Doubters	28%	27%



Qualitative Research

The following section of the report provides a detailed analysis of findings from the online focus groups including key participant quotes. Eight groups were conducted and differentiated as follows: English as a second language; residents born outside of Canada/new immigrant; 2SLGBTQIA+; Indigenous; persons living with a disability; racialized visible minorities; ownership in multi-res; lower HHI.



General Perceptions on Energy Efficiency

Energy efficiency and cost are intrinsically linked, and the cost of heating or cooling is top of mind when considering energy use.

Regardless of audience, the cost of heating or cooling is top of mind when considering energy use. Energy efficiency is something that Edmontonians think of often, particularly how they can reduce their energy usage to lower the cost of energy. Consideration of energy usage is most widespread during winter and summer seasons, when extreme temperatures impact energy bills.

While energy efficiency is widely recognized as important, its consideration ranges from daily vigilance, particularly among low-income households and more environmentally conscious participants, to occasional awareness among others. Those who think of energy efficiency less often, tend to think about it in a reactionary way, often triggered by receiving a high energy bill or when purchasing a large appliance.

Energy efficiency and cost are intrinsically linked and Edmontonians consider energy efficiency through specific actions that will positively impact cost. Across audiences, cost sensitivity remains the universal motivator and barrier to energy efficiency actions. While environmental responsibility is a key consideration to many, with few exceptions, it is a secondary concern.

Perhaps unsurprisingly, among low-income households, concerns over affordability is a more centralized issue as participants often feel energy efficiency upgrades are out of reach. Immediate priorities (e.g., paying bills, staying warm) overshadow long-term efficiency investments, and cost variability in monthly bills adds stress and unpredictability. As such, energy efficiency is generally perceived as a luxury rather than an attainable goal.

Notable Quotes

"I'm the type of person who needs to switch off the lights if I'm not in the room. I'm teaching the kids as well."

"I monitor my usage; I look at my bills. It's all about cost... I cycle to work."

"I look actively [at my bills] during the periods where usage is higher. We have some money set aside to help cover that. Otherwise, I spend months at a time not thinking about it."

"It's top of mind whenever you're acquiring something new. I look at the EnerGuide report for a new appliance."

"I think about energy efficiency all the time - turn thermostats down, use less of everything. I love when I see [on my bill] that I'm more efficient than the average home."

"Being low income, I've become super conscious. I budget my pennies just simply to get through."

"Tracking electrical usage, so being aware of what it is that's using what and how much."

"I think about heating in the winter and keeping cool in the summer."

Energy Efficiency Actions & Future Aspirations

A wide range of actions have been undertaken to improve home energy efficiency and there is keen interest in additional actions.

Across audiences, participants have implemented a wide range of actions to enhance their home's energy efficiency. Initiatives ranged from lower cost actions such as turning lights off, unplugging appliances when not in use, adjusting the time when laundry is done, LED lighting, thermal drapes, programmable thermostats and smart control technology, to more moderate investments such as energy efficient water heaters, low flow toilets, insulation upgrades, or energy audits. Higher-cost actions included installing energy efficient furnaces, heat pumps, or solar panels.

Regardless of audience, interest in improving home energy efficiency is strong, wherever possible. For most, action is closely aligned to affordability, with future changes planned either when necessary or when economical. Having a home energy audit undertaken was considered an important action for most, but those in lower income households felt the cost of an audit was a deterrent. Perceptions related to several specific actions warrant mention:

- **Solar** as a renewable energy generation source holds appeal to most, although adding solar panels is recognized as an action that requires significant financial investment and one that is unattainable to many. Some have investigated solar panels for their home but have opted not to pursue it because of the high cost, because perceived utility restrictions, and/or structural housing limitations make solar impractical. For others, there was general confusion regarding the process of installing solar and a lack of trust in available providers. Those living in a condo considered solar very desirable but unattainable given the lack of control that they have in making changes to the total building.
- **Heat pumps** were also another common interest, however perceived barriers included high upfront costs, lack of government incentives and logistical restrictions (e.g., owning a condo, with a condo board restricting install options). Several participants also noted that they would only consider such an investment if their existing furnace reached the end of its product life, reflecting practical cost considerations.
- **Windows and insulation upgrades** were frequently mentioned as a future action across groups. For those in older homes, the challenge was structural inefficiency and poor return on investment, while condo owners faced approval barriers.

Notable Quotes

"I've had an energy audit, [then] changed the windows, added rigid insulation to the exterior and changed the furnace."

"We put in solar panels about three years ago and took advantage of the City of Edmonton and federal government grants. Now we drive two cars that we plug in off the roof."

"Installed a bunch of solar panels with the federal and City programs... we do a lot of the laundry while it's sunny."

"Home inspection report says insulation needs to be fixed. That's what we plan to do for next year."

"We were looking into a ground source heat pump and solar, as well as windows, and an audit."

"I'm waiting until my furnace needs replacement. I might be looking at a heat pump, but I have to do that cost benefit analysis. The technology's improving."

"Would love to replace my high-efficiency furnaces with heat pumps but they still have 15–20 years left."

"There's a quality of ease that comes from solar. A stability. We're not so worried about volatility of prices and there's less guilt."

"When I built my house, I put triple pane windows in... that made an enormous difference in my heating and cooling costs."

"It's quite expensive and time-consuming to make the upgrades... That's one of the things you have to do when you buy an older home... improve things as you go along."



Program Awareness

Despite a strong interest in improving home energy efficiency, many are unsure whether energy efficiency programming is available.

Participants were told that the City of Edmonton offers a range of programs aimed at promoting and supporting energy efficiency and sustainability among residents. These programs are supplemented by others offered by the federal and provincial governments.

When asked how participants would rate the City's overall performance in ensuring all residents can participate in such programming, perceptions were moderate to low across audiences, with most rating the City fair or poor in this regard. Lower ratings were primarily attributed to three key factors, namely a **lack of awareness of the programs**, a **lack of program clarity / relevance**, and a **perceived unsustainability of program funds**. These are discussed below and on subsequent pages.

- 1. Lack of Awareness of Programs:** Across audiences, most participants are unfamiliar with the range of available energy efficiency programming. While some have taken part in programs in the past, there is generally low awareness of what programs are available.
- 2. Lack of Program Clarity / Relevance:** Regardless of audience, there was a common perception that programs lack clarity in terms of who can apply, what the process and timeline would be, and if it would be applicable to their home. It was felt that the programs do not clearly outline relevant audiences, and some expressed concern that they are dependent on using contractors who are unknown or un reputable. Further, the names of program are often considered ambiguous and confusing for residents. Across sessions, participants learn about energy efficiency programs though a mix of informal and formal sources.
- 3. Lack of Sustainability in Program Funding:** There is a prevailing view that funding for various initiatives is limited in both dollars and timing. Multiple participants cited examples where they had applied for or sought out information only to find that funds were no longer available. Others had heard in the media that certain programs (e.g., electric bike grants) were introduced and then capped at a limited number of participants. Hearing that grants are no longer available due to budget cuts also resulted in participants being leery of considering such applications. Indeed, one participant mentioned that he had undertaken home improvements at considerable expense on the assumption of a grant, only to find that the program was no longer available.

Notable Quotes

"If the City has so many programs to offer... it seems most people do not know it. I'd like to know the statistics. How many people use those programs?"

"I'm aware of no programs, but if they were shoved in my face, I would love to learn about them."

"The City doesn't do a great job promoting these types of initiatives."

"I've seen so many different programs. It's a jungle. I'd rather do it myself, it's cheaper."

"I get the Change for Climate newsletters. There are lots of programs, but it's not very concise. It's hard to follow."

"Clean Energy Improvement Program... province does things as well... federal too."

"I'm aware of some rebates, especially for people that are lower income."

"Sometimes when I try to look for it, I just give up. Too much information, too much process."

"I find the marketing job around this topic is awful... you see ads everywhere... 'You qualify for free solar panels.' They're not free."

"I'm aware of the energy assessments, but since some of the grants went away, I've stopped paying attention."



Program Awareness / Participation

There is limited awareness of available energy efficiency programs, and awareness is primarily driven by self-directed searches and word-of-mouth.

When asked what energy efficiency programs they are aware of, a limited number of programs were mentioned by name across audiences. Program awareness most often aligned with past experience, either through participation, following an initial application that did not proceed, or through a specific promotion or referral. Across audiences, no one was currently actively involved in any program. While unable to recall details, across sessions, participants also mentioned hearing about programs related to insulation, windows and/or hot water tanks. Programs mentioned by name by a limited number of participants included:

- Solar related programs (City of Edmonton Solar Rebate, federal Greener Homes Loan/Grant)
- Clean Energy Improvement Program (CEIP)
- Energy Audits / EnerGuide Evaluations
- Home Energy Retrofit Accelerator
- EV Charger Rebate
- E-Bike Incentive

Participation in energy efficiency programs was concentrated in a few key areas, with several participants having enrolled in the Greener Homes Loan and Grant, citing the appeal of zero-interest financing and significant cost savings for solar installations. Municipal programs such as the Clean Energy Improvement Program (CEIP) and Home Energy Retrofit Accelerator (HERA) were also used less frequently, and often alongside federal programs. Some had EnerGuide home energy evaluations and received rebates for windows, insulation, and hot water tanks. Those who had taken part in a program in the past consistently felt that changes resulted in energy efficiencies in their home, although notable frustration was shared relating to a lack of consistency with contractors and a lack of responsiveness with contractors. Most noted finding out about programs via self-directed research (i.e., primarily Google searches). Other common channels included online resources, word-of-mouth from personal connections or community networks, social media, or online ads/newsletters. Across groups, few participants noted learning about programs via the City of Edmonton's website; however, many consider the site difficult to navigate.

Those living in condos and/or older homes, noted that structural limitations and strict timelines hindered participation despite clear interest. In addition, those with lower annual household incomes were most likely to report having no previous program participation.

While financial incentives were considered key factors in program participation, administrative complexity, short application windows and high upfront costs were commonly cited as key reasons for not previously enrolling in energy efficiency programs.

Notable Quotes

"I did have the energy audit, and I replaced the window I did not follow that up because of the timing and the cost."

"Participated in both the Greener Homes Loan and Greener Homes Grant and the Edmonton Solar Rebate Program."

"I enrolled in the Greener Homes loan... I chose [it] rather than the one the City was offering, because it was a 0% interest loan."

"We did the Greener Homes grant, the federal loan program.... HERA... installation upgrades, a tankless water heater, and the solar panels."

"I used the loan program... grants... City of Edmonton grant and federal grant... if I wouldn't have access to those programs, I wouldn't participate."

"Participating in these programs cut the solar install bill by about 50%... ROI instead of 12 years was now after 6 years."

"We don't regret any of it. Living in this really tight, efficient home, close to net zero is absolutely worth it."



Barriers to Program Participation

Barriers to Program Participation

Affordability, timing / fit, lack of awareness, and process complexity are primary barriers to program participation.

Across audiences, there is high interest in home energy efficiency, but several barriers consistently impede program participation, most notably *affordability, process complexity, timing/fit, program awareness, and trust/market quality*. These barriers are augmented by ownership realities (condos, older homes), life stage constraints (busy families), and perceived uncertainty around ROI and technology. Programs that close quickly, require multiple audits and portals, or restrict financing options further weaken participation.

- 1. **Affordability / financial considerations** are the most significant barriers to participation. High upfront costs for upgrades such as solar panels, heat pumps, and improved windows or insulation are a key obstacle, even when rebates are available. Many households do not have the initial cash outlay required, and perceive payback periods as too long or unclear, which dampens motivation to invest. There is also a common belief that grants and rebates cover only a small fraction of the total cost. The limited availability of program spots also creates a sense of risk that participants might “miss out” after investing time. In addition, utility bills are increasingly seen as dominated by delivery and surcharges, reducing the perceived savings from lower energy consumption. This creates a mismatch between the financial risk households take and the potential savings they expect. Furthermore, many residents are reluctant to take on new debt and prefer financing options that are tied to property taxes or utility bills, allowing the obligation to transfer with the property.
- 2. **Timing and program fit** often create additional barriers to participation in energy efficiency initiatives. Short application windows combined with slow approval processes fail to align with urgent household needs, such as unexpected furnace failures, where residents cannot afford to wait for program mechanics before replacing equipment. The rapid appearance and disappearance of programs also generates uncertainty, discouraging long-term planning. For multi-unit buildings, delays introduced by condo board approvals and internal processes further complicate participation, and some programs explicitly exclude these properties altogether, leaving a significant segment of residents without viable options.

Barriers to Participation

- Affordability
- Program timing/fit
- Process complexity
- Trust/market quality
- Program awareness
- Communication
- ROI
- Technology limitations
- Ownership/physical constraints
- Limited financing options

Notable Quotes

Affordability/financial considerations

“Installing solar panels on the roof. I find the cost is too high, and the payback time is not worth it.”

“The rebate didn’t actually make a huge difference, because the City imposed additional requirements, which actually increased the cost significantly.”

Timing and program fit

“Sometimes it doesn’t make sense to replace appliances that still have a long life left... even if they’re not the most efficient.”

“The grant program only supported limited number of banks. I had to open a chequing account in another bank just to receive a grant.”

Barriers to Program Participation - *Continued*

3. Process complexity and administrative burdens present significant challenges for residents considering energy efficiency programs. These programs are often fragmented across municipal, provincial, and federal levels, with no single, centralized resource to guide participants. Confusing, jargon-heavy program names, complex eligibility pathways, and multiple online portals requiring redundant documentation add layers of frustration. Audit requirements, both pre- and post-upgrade introduce additional costs, time commitments, and inconvenience, while quality concerns such as errors or frequent assessor turnover undermine trust in the process itself. One participant reported having planned significant energy efficient upgrades to their home before learning that the Greener Homes grant and loans program was no longer available.

Moreover, incidental or “soft” costs, including permits, locating qualified installers, and coordinating ancillary labor, are rarely discounted, leaving homeowners to act as their own general contractors, which further discourages participation.

4. Trust and market quality concerns are also a notable barrier to participation in energy efficiency programs. Many residents worry about misleading advertising, such as “free solar” claims, along with aggressive door-to-door pitches, opaque program conditions, and highly variable quotes. The influx of inexperienced firms during past incentive surges has further eroded confidence. Homeowners also express concerns about poor workmanship, service gaps after installation, and recurring obligations like annual inspections for certain high-efficiency systems. To address these issues, residents consistently call for City-endorsed contractor lists and mechanisms to verify price reasonableness, which would help restore trust and reduce perceived risk.

Notable Quotes

Process complexity and administrative burdens

“You have to invest a lot of time. There’s no one website. You fill the form of 70 questions... I don’t have time.”

“Companies from Calgary are 30% almost 40% cheaper compared to companies in Edmonton I was stuck with from the City.”

“We fell through the cracks... either ineligible or the program didn’t suit our circumstances.”

“Program names need to make sense... I’m not going to think to type in ‘Home Energy Retrofit Accelerator’... The language is too technical.”

“Two years of paperwork... programs didn’t talk to each other.”

“Programs like CEIP had friction... short timelines, and getting lender approval was extremely difficult.”

Trust and market quality concerns

“You do have to be careful [choosing contractors]. It doesn’t seem that it’s really regulated.”



Barriers to Program Participation - *Continued*

- 5. Awareness and communication gaps** significantly limit participation in energy efficiency programs. Many residents have limited knowledge of available options and sometimes hear more about programs in neighboring municipalities than those in their own area. There is a strong desire for clear, centralized guidance that is organized by practical themes, such as water conservation, electricity savings, and renewable energy, and delivered through trusted, accessible channels. Preferred communications modes include and effective online presence, hard-copy mail, community libraries and recreation centers, and staffed phone lines, which provide a sense of reliability and personal support that digital portals alone often fail to offer.
- 6. Technology and return-on-investment (ROI)** concerns often deter residents from participating in energy efficiency programs. Many are skeptical about the financial payback and the maturity of certain technologies, particularly solar or heat pumps, given local weather conditions. Fears of obsolescence and hesitation to adopt products without proven reliability further compound this reluctance. While homeowners tend to prefer envelope improvements such as upgraded windows, insulation, and attic enhancements, these still face significant cost and contractor availability hurdles. In addition, some more environmentally-focused participants believe that passive cooling strategies like tree canopy expansion and naturalized landscaping remain under-promoted compared to air conditioning, missing opportunities to reduce demand and improve resilience.
- 7. Ownership-type and physical constraints** create significant barriers to energy efficiency adoption for some. Condo restrictions, including board approvals and shared ownership structures, often limit residents' ability to pursue upgrades. Low-income households face systemic challenges due to high upfront costs associated with program designs. Physical limitations, such as roof orientation, buried utility lines, and aging infrastructure, further complicate the installation of technologies like solar panels or electric vehicle charging stations, making participation impractical for many households.

Notable Quotes

Awareness and communication gaps

"You see ads everywhere... 'you qualify for free solar panels.' They're not free... that gives the City a bad rap."

"Unless you're really looking on the City of Edmonton website, it's not something that is put in front of you. They don't advertise heavily. I found out about the e-bike incentive when all the incentives were gone."

"Programs shy on detail... calculators are superficial, expectations unclear."

Technology and return-on-investment (ROI)

"Most people don't have \$30,000 lying around to improve their house."

"About 95% of my bill is user fees... even if I cut usage, my bill is still \$150."

Ownership-type and physical constraints

"Couldn't get condo board approval in time... even as president, they just kicked the ball down the road."



Increasing Program Participation

Ways to Increase Program Participation

Participants are cost-motivated to make change. Having easy access to a ‘one-stop shop’ offering guaranteed rebates and timelines, plain language program design, and clear examples of ROI impact, would increase program participation.

When participants were asked what drives their energy efficiency actions, cost savings was consistently heralded as the greatest driver of behavioural change. That said, for many, environmental concerns also influence behaviours, although those are typically secondary to cost considerations.

Across groups, the predominant motivator to participate in energy efficiency programs action is **financial assistance**, specifically the ability to avoid large upfront outlays and to see a credible, near-term **return on investment** (ROI). Large upfront costs and long payback periods make big ticket items like solar and heat pumps hard to justify for most without meaningful grants and simple financing (e.g., on bill/property tax recovery). Participants stressed that trusted contractors, standardized pricing, and bundled installation would help to reduce friction and fear of scams.

Participants across audiences generally voiced similar priorities: clear ROI examples, **guaranteed rebates/timelines**, and **plain language program design** (“make your house save you money” vs. jargon like retrofit accelerator). Participants pressed for consistent incentives (grants, tax deductions, low interest financing) and **a one-stop shop** (portal/app) that matches planned upgrades to available programs.

Across audiences, cost and ROI were equally central, but structural and regulatory hurdles (e.g., solar permitting/engineering requirements) added perceived risk. Participants want details on **specific savings data**, not just broad claims, such as “replace one window = X kWh saved.” They also sought program stability (avoid “race to apply”) and pre-approval streams for emergency replacements (e.g., furnaces). The landlord/multi unit owners echoed this, but also want quantifiable results, project management support for condos, accurate calculators, and case studies.

Ways to Increase Program Participation

- Financial assistance (grants, tax deductions, low interest financing)
- Clear ROI / savings data
- Guaranteed rebates / timelines
- Easy to understand process
- Clarity in program targets
- One-stop shop
- Pre-approved emergency streams

Notable Quotes

“[The Federal Greener Homes Grant and Loan Program] is probably the best government run program I’ve ever interacted with... a decent amount of money through both a direct grant and an interest free loan. Compare that to the CEIP – which was a hassle because it’s attached to your property tax bill, so you need a rider on your mortgage, and you sign a dozen documents, and it takes forever to process, and it was really restrictive for terms. That’s a huge barrier to throw up.”

“It’s not only to save money, but also save the world... the environment.”

“Automation... if your power’s off when you’re not there... everything can be set up and done on its own... way much easier.”

“I wanted to install solar panels because I think it’s the future... it was like science fiction when I was growing up.”

“My house is really old and drafty. We plug in electric blankets. It would be nice if we didn’t have to.”

Ways to Increase Program Participation – Continued

Low-income homeowners emphasized **affordability** and monthly cash flow neutrality more than any other group. They requested **low/zero interest loans, DIY friendly solutions** (e.g., rugs, curtains, draft stopping). They want to make positive change and welcome guidance on small actions that cost little but can make a difference. Several suggested that access to a home energy audit at no cost would be welcomed.

Timing also matters. Across groups, upgrades tend to happen at moments of equipment failure or renovation, not only when programs are available. Some highlighted the mismatch of grant windows and project schedules, while others pointed to the barrier of emergency timing. As mentioned, having pre-approval streams that provide grants for emergency replacements was attractive.

Visible City leadership and mandates also emerged as a motivator for some. Participants emphasized the importance of municipal exemplars, such as seeing the installation of solar panels on public lots and recreation centers, to normalize adoption. Others highlighted the need for **community impact messaging** and sustainable grant programs, noting that frequent program changes undermine confidence and motivation.

Notable Quotes

Affordability, Low/zero interest loads, DIY friendly solutions

“Even if there is a rebate, that doesn’t help when you can’t afford it to begin with.”

“It would cost \$30,000 for windows and I might be saving \$500 a year. that doesn’t make sense.”

“I do love tax deductions.”

Timing

“If my furnace dies, I need a furnace now. I’m not going to be able to get the CEIP approval and wait... unless it happens in the summer.”

“By the time you get organized, the program is gone.”

“Timing matters... we did upgrades during the pandemic because we couldn’t travel [so had extra cash].”

Visible City leadership and mandate / Community impact messaging

“If you help people understand how an improvement can improve things not just for you, but for others, that would make me want to do something.”

“When I put solar panels up I had a ton of people just stop and talk... ask if it’s worth it. There’s a real community interest.”

“City leading by example in its own buildings and ETS, and publicizing those actions.”

“Cover all the [public parking] lots - put solar on the lots.”

Outreach and Communication

Participants are passive collectors of energy efficiency information unless they have an identified need. Governments are generally considered trustworthy information sources when actively seeking information, although public sites are often deemed confusing and unclear.

Across audiences, participants typically consider themselves to be *passive collectors of information* on energy efficiency, waiting for information to come to them. The exception to this rule is when they have an identified or potentially urgent need (e.g., furnace needs replacing, windows need replacing) or if they are considering a home improvement project (e.g., adding heat pump, insulation, or solar panels). At that time, they become *active information seekers*.

Passive collection of information is generally achieved through advertising (across a wide range of traditional media and social media platforms), bill / tax notification inserts, direct mail, and collected from local municipal facilities (e.g., library, recreation centres).

By contrast, when actively seeking information about energy efficiency, key sources include online searches (typically beginning with a google search), followed by visitation to various government websites. For most, government departments or agencies are considered trustworthy information sources primarily because they are deemed to validate site content and not be subject to misinformation to the same extent as more general online searches or AI. That said, participants consistently expressed frustration with the level of complexity and lack of clarity of government sites pertaining to energy efficiency.

Notable Quotes

"One website with all the information. Hold a session in the City Hall, libraries, fairs. Have people with name badges so you know it's the City of Edmonton."

"If the City's sending us a letter, include a list of valid contractors. Or have the City send a contractor that does the inspection and gives no obligation quotes. I would believe that."

"Use tax assessment mail outs. 'This year we have these programs... start/end/application time'. Everybody receives their tax form."

"Partnership with trusted partners, not numbered companies. If the city partnered with Costco, that increases trust."

"Simplifying the information in one place. Include checklists, step-by-step guides. That is doable [for the resident]."

"Does the City of Edmonton attend home renovation shows?... people are already there... a great way to get people the information or here's how you start."

"You can't just rely on ads. I use an ad blocker. But physical mail from the City - I pay attention to that."

"Mail-outs work. I will save a good thing that came in the mail, put it on my fridge. But I also appreciate when I see it online and can click and save. [Any campaign] must be multi-mode."

"Campaigns in transit areas and supermarkets... put the information where people go."

Professional, transparent, and benefit-driven messaging, delivered in plain language and supported by real numbers, strengthens trust and positions energy efficiency programs as practical, credible solutions.

Tone. Across all feedback, participants expressed a strong preference for pragmatic, respectful, and factual communication that emphasizes household benefits, such as comfort, control, and savings, while also clearly linking actions to environmental and community gains. Several called for professional, science-based messaging. Others cautioned against the use of guilt or condescension in any messaging, noting the financial realities they face. Regardless of audience, plain language and the avoidance of jargon were seen as essential, along with transparent eligibility criteria and timelines to reduce anxiety.

Content. Participants consistently asked for content that builds trust through transparency and realistic, factual numbers. They want clear information on upfront cost ranges, rebate amounts, payback periods, maintenance expectations, and accurate calculators. One participant urged the City to publish “transparent numbers” and set realistic expectations backed by case studies, while another requested “clear metrics on energy savings and emissions reductions.” Others emphasized the importance of tangible results and simplified steps, along with trusted contractor lists and step-by-step guidance to make the process easier. Several participants suggested pairing individual ROI details with community-level impact stories to reflect collective values and strengthen engagement. In addition, participants want reassurance that program funding is sustainable. They need assurance that programs will not be cancelled within a short timeframe and/or that enough funding is available, so applicants are not pressured to apply before funds are exhausted.

Several participants across groups commented that the topic of climate change as being divisive for many Albertans. With that in mind, it was suggested that communications should avoid climate change messaging and speak more to action items that hold relevance to all residents.

Should Programs be Tailored for Certain Groups?

When asked if energy efficiency programs should be tailored for certain groups in the population, there was general consensus that program offerings should be equitable and available to all. That said, it was generally felt that tailoring programs by income level, housing type, and ownership structure would make energy efficiency programs more equitable and effective. It was felt special consideration should be given to developing specific programs for low-income households, condo owners, and landlords, while maintaining universal access for those who want to participate. This approach could help overcome structural and financial barriers, increase enrollment, and deliver greater environmental impact.

Notable Quotes

Tone

“Be positive, tell me the facts. I don’t need humor.”

“It kind of puts pressure on you [to make change] but there’s no money to do those things. It feels like they’re villainizing you for being poor.”

Content

“Info sessions, or short videos, or the opportunity to chat... wall of text on a website... very difficult... interactive explanation would be really nice.”

“Educational... informative, neutral... not patronizing.”

“Stay away from climate change messaging – it’s divisive in Alberta.”

“An automated application... it searches what programs I qualify for... step by step... a custom AI agent that does all the hand holding.”

“Highlight success stories of Edmontonians. Make it entertaining.”



Outreach and Communication - *Continued*

A centralized, user-friendly website supported by trusted communication channels is key to building confidence, reducing complexity, and driving participation in energy efficiency programs.

Across all audiences, several common communication strategies and outreach channels emerged.

Communication strategies. Participants consistently emphasized the need for clear, centralized information through a one-stop portal or website that includes step-by-step guides, transparent cost ranges, rebate amounts, ROI examples, and trusted contractor lists. Plain, accessible language was universally important, with multilingual materials for newcomers and ESL speakers and accessible formats for people living with disabilities. Trust-building content, such as case studies, accurate calculators, and community-level impact stories, was also a recurring theme, along with program stability and consistent incentives to reduce uncertainty.

In several groups, participants suggested that a one-stop website would ideally include information from municipal, provincial and federal programs, offering residents the full array of options available. It was recommended that use of a custom AI agent be considered to provide residents with an easy-to-use process, whereby they could put in home details and be provided information on what programs are best suited for their needs.

Information Channels. Participants identified several trusted and effective channels for communication on energy efficiency programs, highlighting that information needs to ‘meet people where they are’. The most universally trusted touchpoints were property tax notices and utility bills, with strong support for embedding QR codes or links in those mailings. Others favoured community venues such as Home & Garden Shows, recreation centers and libraries, as well as webinars featuring program concierges and vetted contractors to streamline and build trust and confidence in the process. Local influencers, including podcasts, were also used for targeted outreach.

For non-digital audiences, participants highlighted traditional media such as radio advertising or billboards. Finally, several participants recommended mandatory information for new homeowners delivered through realtors or lawyers, creating a critical touchpoint at the moment people are most receptive to learning about home energy.

Notable Quotes

Communication strategies

“Tone should be welcoming and community-focused, with a balance of urgency... ‘Winter is coming!’ as a friendly sense of urgency.”

“Programs should be filtered by home type—condos vs single-family homes—and even by size and lifestyle.”

“Keep language simple... put it in the English of a fifth grader... don’t use technical engineering terms.”

“Programs should allow planning—set timeframes instead of racing before funds run out.”

Communication channels

“Put information in places homeowners go—Home Depot, Canadian Tire, even the library.”

“QR code on utility bills... link to programs and upcoming community energy fairs.”

“School programming... get kids to influence parents.”

To increase program enrollment, participants believe the City should prioritize addressing financial barriers, simplifying processes, and centralizing resources, all while reinforcing trust through transparent communication and targeted outreach.

When asked what one action the City could take that would have the greatest impact on encouraging increased enrollment in energy efficiency programs, a wide range of actions were offered, including:

1. Address Financial Barriers

- Offer predictable, consistent, well-funded programs.
- Provide upfront rebates and low-interest loans.
- Ensure faster payment timelines.

2. Simplify Processes

- Streamline application and participation steps.
- Use plain language in all communications (including program names).

3. Centralize Resources

- Create a one-stop platform or app for all energy efficiency programs.
- Provide free/low-cost audits and a vetted contractor directory

4. Show Tangible Benefits

- Share real numbers and case studies demonstrating cost savings and ROI.

5. Build Trust

- Lead by example with visible energy-efficient practices in public infrastructure.
- Maintain consistent messaging, while using trusted communication channels.

6. Targeted Outreach

- Targeted outreach to condo boards / multi-unit buildings
- Host a condo board webinar with a ready-made ROI template.

7. Enhance Outreach and Motivation

- Reinforce “what’s in it for me” messaging.
- Ensure outreach is persistent, strategic, and inclusive.

Notable Quotes

“Stop throwing things against the wall and seeing what sticks. I would use the words, don’t have a hodgepodge. Come back with a clear-cut strategy.”

“Tell us what sort of expectations they have, like that every year they’ll have another 500 or 1,000 [slots].”

“As much as possible, the City can simplify, simplify, simplify. Help us navigate things easily, I think that will go a long way.”

“Better awareness of the programs, simple, clear process. And also, the City should do the bulk of the research. Feed us with what’s the clear path and the safe path to follow.”

“No matter what it is - mail, rec centers, whatever- it should be a trusted channel, so that we are sure that it’s not a scam.”

“Be a travel agent for your energy journey.”

“A simpler application process. Maybe an automated process, like an AI agent that does all the hand-holding.”

“The City issued [electric bike rebate] for a very, very short period, and then discontinued it. They have to be consistent and clear - otherwise there’s no dependability.”



NARRATIVE
RESEARCH

Every insight tells a story.