

C2-31

 1 **5.5 Initiative Strategy**

Market Barriers	The program seeks to address the market barriers that are holding back the adoption of more energy efficient products, particularly affordability issues.
Delivery	Since 2010, BC Hydro has partnered with FortisBC Energy Inc. to reduce costs and improve the effectiveness of providing this program to low income customers across the province. FortisBC Inc. is running a similar program modelled after the BC Hydro Low Income program. BC Hydro is also coordinating with Pacific Northern Gas in their service territory on delivery of the Low Income program
Energy Savings Kits	The Energy Savings Kit is a package of basic energy saving measures provided at no charge that can be installed by most homeowners or tenants with limited or basic tools. Energy Savings Kits contain lighting-related products, water saving products (e.g., faucet aerators and a low flow showerhead), heat-loss products (e.g., water heater pipe wrap, draft proofing material, and window film) and general energy savings tips and brochures. As of December 2015, 90,000 low-income houses have received energy savings kits from BC Hydro since the Energy Savings Kit launched in April 2008.
Energy Conservation Assistance Program	The Energy Conservation Assistance Program provides eligible BC Hydro low income Residential customers at no charge with a home evaluation, installation of energy saving products and education on what customers can do around their homes to save energy. Some of the energy saving products that may be installed include energy saving light bulbs, low-flow showerheads and faucet aerators, pipe wrap, draft proofing (e.g., door sweeps), an Energy Star refrigerator, a high-efficiency gas furnace (in conjunction with FortisBC Energy Inc.), and insulation for attics, walls and crawlspaces.

 2 **5.6 Activity Highlights**

3 One of the biggest challenges facing the program has been finding participants. To
4 address this, BC Hydro is coordinating with agencies and non-profit organizations
5 already working within the Low Income community in order to identify qualifying
6 low-income customers.

7 A targeted offer for First Nations is also being designed, which will include energy
8 conservation education for community members, band staff and businesses and will
9 extend free energy savings assessments and installation of measures to
10 commercial and community building(s).