

GEOCITY 2 — MIDSIZETOWN



MUNICIPALITY OVERVIEW

- * Population: 125 000
- * Currently facing a residential and commercial construction boom.
- * Recent adoption of GHG emissions reduction target.
- * Five CGC qualified companies are located in the community.

CHALLENGES

- * City officials wish to encourage energy efficiency as a means to reduce GHG emissions. However, geothermal energy remains relatively unknown from the vast majority of citizens who would benefit from more accessible information about this renewable energy technology. Also, budget constraints limit the capacity to provide incentives and hire more staff to ensure quality of the work performed and calculate savings.

SOLUTIONS

- * The City is offering the CGC's *Buyer's Guides for Residential Ground Source Heat Pump Systems* at no cost to its citizen at City Hall.
- * The City has adopted a by-law to offer a tax break of \$250 per year for 5 years for buyers of a new home equipped with a ground source heat pump certified by the CGC.
- * The City has also adopted a by-law to offer a tax break equivalent to 1% of the cost of a commercial ground source heat pump system registered with the CGC for 5 years.

RESULTS

- * Awareness of ground source heat pump technology within homeowners in the municipality has increased significantly.
- * The municipality is reducing the GHG emissions in homes and buildings while contributing significantly to job creation in the community.
- * The municipality can account for GHG emissions reduction at a neutral cost for the first five years.
- * The building stock increases in value, which allows the Council to limit the tax rate increase while increasing revenues for the years to come.

