

Civic and Local Government Marketing Toolkit

TOOLKIT VERSION 4.0

www.betterhomesbc.ca/community-coach

Phone: 1-844-881-9790

OVERVIEW

The Civic and Local Government Marketing Toolkit outlines the materials and resources that can be provided to civic organizations and municipal governments to promote the CleanBC and Home Renovation Rebate program to homeowners and residents.

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CLEANBC BETTER HOMES AND HOME ENERGY RETROFIT ACCELERATION MARKETING MATERIALS

Communicate effectively through visual resources and print materials

These resources incorporate messaging and imagery to communicate the availability of home renovation rebates.

CleanBC Better Homes Marketing Materials - General

- These resources provide overview of the rebate program in a concise and visual manner.
- Designs include: 1) summaries of rebate amounts for different renovation upgrades and 2) energy-waste messaging for consumers mindful of energy use and high greenhouse gas emissions.
- All resources provide direct links to the CleanBC website.

CleanBC Better Homes Marketing Materials - Local Governments with Rebate Top-ups

- These resources are used to promote heat pump rebates with local municipal top-ups included for specific locations.
- Designs include 1) Local Heat Pump ad, 2) Rebate Rack Card with heat pump benefits, and 3) Heat Pump top-up rebates poster with heat pump benefits.
- All resources are customizable with location or heat pump rebate value.
- Use of these materials requires completion of the [Application for Third Party Use of BC ID Form](#) to be submitted to BCGovLogos@gov.bc.ca



Heat Pump Promotional Material

- These resources are used to promote heat pump and the specific rebates that are available.
- Designs include 1) Heat pump local top-ups rebate chart to highlight which top-ups are available in your area.
- Additional promotional materials will be made available in the future. To inquiry about currently available resources, contact cec@betterhomesbc.ca for a current version of the Toolkit.

Consumer Guides




- These consumer guide resources explain what the products are, how they work, the home energy improvement benefits and connect to available rebates.
- Designs include 1) Guides for: central heat pump, ductless heat pump, and heat pump water heater
- Coming soon: air barrier & insulation, heat recovery ventilator, energy efficient windows, tankless water heaters, condensing storage water heater, high-efficiency gas boiler, high-efficiency gas furnace, electric fireplace, electric induction stove.

CLEANBC BETTER HOMES MARKETING MATERIALS - GENERAL

<table><tr><th>UPGRADE CATEGORY</th><th>UPGRADE TYPE</th><th>TECHNICAL DETAILS</th><th>SPONSOR</th><th>REBATE</th></tr><tr><td rowspan="5">SWITCH FROM NATURAL GAS, PROPANE OR OIL TO ELECTRICITY</td><td>MINI-SPLIT HEAT PUMP OR MULTI-SPLIT HEAT PUMP</td><td>HIGHEST EFFICIENCY VARIABLE SPEED HSFP-0.30, SEERs 16</td><td>cleanBC</td><td>\$1,000 & up to \$6,000*</td></tr><tr><td>CENTRAL DUCTED "TIER 2" HEAT PUMP</td><td>HIGHEST EFFICIENCY HSFP-0.30, SEERs 15</td><td>cleanBC</td><td>\$1,000 & up to \$6,000*</td></tr><tr><td>CENTRAL DUCTED "TIER 1" HEAT PUMP</td><td>HIGHEST EFFICIENCY HSFP-0.30, SEERs 15</td><td>cleanBC</td><td>\$1,200 & up to \$2,000*</td></tr><tr><td>AIR-TO-WATER HYDRONICS HEAT PUMP SYSTEM</td><td>FOR QUALIFIED PRODUCTS LIST SEE betterhomesbc.ca/qualifiedpartnership</td><td>cleanBC</td><td>\$1,000 & up to \$6,000*</td></tr><tr><td>COMBINED SPACE AND HOT WATER HEAT PUMP</td><td>UPGRADE TO 100, 200, OR 400 AMP SERVICE</td><td>cleanBC</td><td>\$500 & up to \$3,000*</td></tr><tr><td rowspan="7">UPGRADE YOUR ELECTRIC HEATING</td><td>MINI-SPLIT HEAT PUMP</td><td>HIGHEST EFFICIENCY VARIABLE SPEED HSFP-0.30, SEERs 16</td><td>BC Hydro Power Smart</td><td>\$1,000</td></tr><tr><td>MULTI-SPLIT HEAT PUMP</td><td>HIGHEST EFFICIENCY VARIABLE SPEED HSFP-0.30, SEERs 16</td><td>BC Hydro Power Smart</td><td>\$1,000</td></tr><tr><td>CENTRAL DUCTED "TIER 2" HEAT PUMP</td><td>HIGHEST EFFICIENCY HSFP-0.30, SEERs 16</td><td>BC Hydro Power Smart</td><td>\$2,000</td></tr><tr><td>MINI-SPLIT HEAT PUMP</td><td>HIGHEST EFFICIENCY VARIABLE SPEED HSFP-0.30, SEERs 16</td><td>FORTECO Energy Fund ELECTRIC SERVICE AREA</td><td>\$1,200</td></tr><tr><td>MULTI-SPLIT HEAT PUMP</td><td>HIGHEST EFFICIENCY VARIABLE SPEED HSFP-0.30, SEERs 16</td><td>FORTECO Energy Fund ELECTRIC SERVICE AREA</td><td>\$2,000</td></tr><tr><td>CENTRAL DUCTED "TIER 2" HEAT PUMP</td><td>HIGHEST EFFICIENCY HSFP-0.30, SEERs 16</td><td>FORTECO Energy Fund ELECTRIC SERVICE AREA</td><td>\$2,000</td></tr><tr><td>CENTRAL DUCTED "TIER 1" HEAT PUMP</td><td>HIGHEST EFFICIENCY HSFP-0.30, SEERs 15</td><td>FORTECO Energy Fund ELECTRIC SERVICE AREA</td><td>\$1,200</td></tr><tr><td rowspan="4">UPGRADE YOUR NATURAL GAS HEATING</td><td>NATURAL GAS FURNACE</td><td>HIGHEST EFFICIENCY ≥97% AFUE</td><td>cleanBC</td><td>\$1,000</td></tr><tr><td>NATURAL GAS FURNACE</td><td>HIGHEST EFFICIENCY 96-96.9% AFUE</td><td>FORTECO Energy Fund</td><td>\$800</td></tr><tr><td>NATURAL GAS BOILER</td><td>HIGHEST EFFICIENCY ≥96% AFUE</td><td>FORTECO Energy Fund</td><td>\$1,000</td></tr><tr><td>NATURAL GAS COMBINATION HEATING AND HOT WATER SYSTEM</td><td>ENERGY STAR or PPS Certified</td><td>FORTECO Energy Fund</td><td>\$1,300</td></tr></table>	UPGRADE CATEGORY	UPGRADE TYPE	TECHNICAL DETAILS	SPONSOR	REBATE	SWITCH FROM NATURAL GAS, PROPANE OR OIL TO ELECTRICITY	MINI-SPLIT HEAT PUMP OR MULTI-SPLIT HEAT PUMP	HIGHEST EFFICIENCY VARIABLE SPEED HSFP-0.30, SEERs 16	cleanBC	\$1,000 & up to \$6,000*	CENTRAL DUCTED "TIER 2" HEAT PUMP	HIGHEST EFFICIENCY HSFP-0.30, SEERs 15	cleanBC	\$1,000 & up to \$6,000*	CENTRAL DUCTED "TIER 1" HEAT PUMP	HIGHEST EFFICIENCY HSFP-0.30, SEERs 15	cleanBC	\$1,200 & up to \$2,000*	AIR-TO-WATER HYDRONICS HEAT PUMP SYSTEM	FOR QUALIFIED PRODUCTS LIST SEE betterhomesbc.ca/qualifiedpartnership	cleanBC	\$1,000 & up to \$6,000*	COMBINED SPACE AND HOT WATER HEAT PUMP	UPGRADE TO 100, 200, OR 400 AMP SERVICE	cleanBC	\$500 & up to \$3,000*	UPGRADE YOUR ELECTRIC HEATING	MINI-SPLIT HEAT PUMP	HIGHEST EFFICIENCY VARIABLE SPEED HSFP-0.30, SEERs 16	BC Hydro Power Smart	\$1,000	MULTI-SPLIT HEAT PUMP	HIGHEST EFFICIENCY VARIABLE SPEED HSFP-0.30, SEERs 16	BC Hydro Power Smart	\$1,000	CENTRAL DUCTED "TIER 2" HEAT PUMP	HIGHEST EFFICIENCY HSFP-0.30, SEERs 16	BC Hydro Power Smart	\$2,000	MINI-SPLIT HEAT PUMP	HIGHEST EFFICIENCY VARIABLE SPEED HSFP-0.30, SEERs 16	FORTECO Energy Fund ELECTRIC SERVICE AREA	\$1,200	MULTI-SPLIT HEAT PUMP	HIGHEST EFFICIENCY VARIABLE SPEED HSFP-0.30, SEERs 16	FORTECO Energy Fund ELECTRIC SERVICE AREA	\$2,000	CENTRAL DUCTED "TIER 2" HEAT PUMP	HIGHEST EFFICIENCY HSFP-0.30, SEERs 16	FORTECO Energy Fund ELECTRIC SERVICE AREA	\$2,000	CENTRAL DUCTED "TIER 1" HEAT PUMP	HIGHEST EFFICIENCY HSFP-0.30, SEERs 15	FORTECO Energy Fund ELECTRIC SERVICE AREA	\$1,200	UPGRADE YOUR NATURAL GAS HEATING	NATURAL GAS FURNACE	HIGHEST EFFICIENCY ≥97% AFUE	cleanBC	\$1,000	NATURAL GAS FURNACE	HIGHEST EFFICIENCY 96-96.9% AFUE	FORTECO Energy Fund	\$800	NATURAL GAS BOILER	HIGHEST EFFICIENCY ≥96% AFUE	FORTECO Energy Fund	\$1,000	NATURAL GAS COMBINATION HEATING AND HOT WATER SYSTEM	ENERGY STAR or PPS Certified	FORTECO Energy Fund	\$1,300		
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CleanBC - Full Rebate Chart	CleanBC - Rack Cards	CleanBC - Rebate Booklet																																																																								
Updated: April 2020	Updated: November 2019	Updated: April 2020																																																																								
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Includes: <ul style="list-style-type: none">Detailed description of upgrades and rebate amountBonus offers and EnerGuide evaluation rebates	Includes: <ul style="list-style-type: none">Contact informationProgram summaryHow to get started	Includes: <ul style="list-style-type: none">Program summaryRebate summaryFull Rebate ChartStep-by-step guide																																																																								



To access or request these marketing materials please visit www.betterhomesbc.ca/community-coach or email cec@betterhomesbc.ca

CLEANBC BETTER HOMES MARKETING MATERIALS – LOCAL GOVERNMENTS WITH REBATE TOP-UPS

		
CleanBC - Local Heat Pump Ad	CleanBC - Rebate Rack Card	CleanBC - Heat Pump Top-up Rebates Poster
Updated: December 2019	Updated: December 2019	Updated: December 2019
Size: digital or print (fillable)	Size: 4" x 9" (fillable)	Size: 8.5" x 11" (fillable)
Includes: <ul style="list-style-type: none"> Promote the CleanBC program Heat pump rebates with municipal top-ups included Where to use it: <ul style="list-style-type: none"> Social media campaigns 	Includes: <ul style="list-style-type: none"> Promote the CleanBC program Heat pump rebates with municipal top-ups Benefits of a heat pump Where to get started Where to use it: <ul style="list-style-type: none"> Display in rack holders Use as hand outs 	Includes: <ul style="list-style-type: none"> Promote the CleanBC program Heat pump rebates with municipal top-ups Benefits of a heat pump Where to get started Where to use it: <ul style="list-style-type: none"> Social media campaigns Community events and meetings Use as hand outs

To access or request these marketing materials please visit www.betterhomesbc.ca/community-coach or email cec@betterhomesbc.ca

HEAT PUMP PROMOTION

	
Heat Pump Retractable Banners	Heat Pump Demo Unit
Updated: November 2019	Updated: March 2020
Size: 79" x 33"	Size: Approximately 2.5' x 6'
Includes: <ul style="list-style-type: none"> • Showcase the benefits of heat pumps • Consumer-centric Where to use it: <ul style="list-style-type: none"> • Lobby of local government buildings. • Community centers and events • At heat pump and home energy retrofit community events and presentations 	Includes: <ul style="list-style-type: none"> • Mini-split demonstration unit with indoor and outdoor units Where to use it: <ul style="list-style-type: none"> • Local government building permit office • Community centers • At home energy retrofit community events and presentations

To access or request these marketing materials please visit www.betterhomesbc.ca/community-coach or email cec@betterhomesbc.ca

Heat Pump Rebates: Capital Region

Access up to \$6,950 in rebates when you upgrade to a Heat Pump!

Available Rebates and Offers	Heating System Before Upgrade	
	Electric	Fossil Fuel (Natural Gas, Oil, or Propane)
CleanBC Tier 1 Central Heat Pump Rebate	None	\$1,200
CleanBC Tier 2 Central Heat Pump Rebate	\$2,000	\$3,000
CleanBC Dual-Fuel Central Heat Pump Rebate	None	\$3,000
CleanBC Mini-Split or Multi-Split Heat Pump Rebate	\$1,000	\$3,000
CleanBC Air-to-Water Hydronic Heat Pump Rebate	None	Up to \$3,000
CleanBC Combined Space and Hot Water Heat Pump	None	Up to \$4,000
Capital Regional District Heat Pump Regional Top-Up	None	\$350
Victoria Heat Pump Municipal Top-Up	None	\$2,000
Saanich Heat Pump Municipal Top-Up	None	\$350
Central Saanich Heat Pump Municipal Top-Up	None	\$350
North Saanich Heat Pump Municipal Top-Up	None	\$350
Heat Pump Group Purchase Rebate	None	Up to \$500
CleanBC Electric Service Upgrade (ESU) Rebate	None	\$500
Victoria ESU Municipal Top-Up	None	\$500
Saanich ESU Municipal Top-Up	None	\$500
CleanBC Heat Pump Hot Water Heater Rebate	\$1,000	\$1,000
Saanich Heat Pump Hot Water Heater Municipal Top-Up	None	\$350

Chart updated April 2020. For current rebate details, visit www.betterhomesbc.ca or call 1-844-881-9790.

YEAR-ROUND COMFORT
BETTER INDOOR AIR QUALITY
CLIMATE FRIENDLY HEATING & COOLING
EXPERIENCE THE BENEFITS OF A HEAT PUMP

cleanBC **FCM**

Home Renovation Rebates: Capital Region

Available Rebates	Heating System Before Upgrade	
	Electric	Fossil Fuel (Natural Gas, Oil, or Propane)
Attic Insulation Rebate	Up to \$900	Up to \$900
Basement or Crawlspace Insulation Rebate	Up to \$1,200	Up to \$1,200
Exterior Wall Cavity Insulation Rebate	Up to \$1,200	Up to \$1,200
Exterior Wall Sheathing Insulation Rebate	Up to \$1,200	Up to \$1,200
Other Insulation Rebate (Unvented Hot Water Tank, Basement Header)	Up to \$1,000	Up to \$1,000
Tier 1 Window Rebate	\$50 per Window	\$50 per Window
Tier 2 Window and Door Rebate	\$100 per Window or Door	\$100 per Window or Door
Pre-Upgrade EnerGuide Evaluation Rebate	\$200	\$200
Post-Upgrade EnerGuide Evaluation Rebate	\$100	\$100
Saanich Pre-Upgrade EnerGuide Evaluation Municipal Top-Up	\$150	\$150
Two Upgrade Bonus	\$300	\$300
Home Energy Improvement Stimulus (Requires Pre- and Post-Upgrade EnerGuide Evaluations)	Up to \$2,000	Up to \$2,000

Chart updated April 2020. For current rebate details, visit www.betterhomesbc.ca or call 1-844-881-9790.


The Capital Region includes:

- District of Saanich
- District of Central Saanich
- District of North Saanich
- City of Victoria
- Township of Esquimalt
- District of Highlands
- Town of View Royal
- City of Colwood
- Town of Ladang
- District of Sooke
- District of Oak Bay
- City of Langford
- District of Metchosin
- Salt Spring Island
- Juan de Fuca Electoral Area
- Southern Gulf Islands

SAVE MONEY
CONSISTENT, QUIET COMFORT
CLIMATE FRIENDLY HOME
EXPERIENCE THE BENEFITS OF AN EFFICIENT HOME

cleanBC **FCM**

Central Heat Pumps



Heat pumps are the most energy-efficient and climate-friendly heating and cooling system available today.

Year-round Comfort
Easy energy-efficient heating in the winter and cooling in the summer.

Climate-friendly
Heat pumps are a clean energy alternative to natural gas, oil, or wood heating that can reduce your space heating carbon footprint by over 50%.

Maximum efficiency
Heat pumps are the most energy-efficient heating system currently available and are up to 3 to 4 times more efficient than a natural gas furnace, electric furnace, or baseboard heating.

Better indoor air quality
Heat pumps provide air filtration and humidity control that helps rid your home of indoor pollutants, dust, pollen, and other allergens.


Ease of use
Heat pumps are a clean energy alternative to natural gas, oil, or wood heating that can reduce your space heating carbon footprint by over 50%.

Learn more by visiting:
• www.betterhomesbc.ca
• www.bchydro.com/homerabates
• www.fortisbc.com/homerabates

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EXPERIENCE THE BENEFITS OF A HEAT PUMP.

Ductless Heat Pumps



Winter heating, summer cooling, filtering indoor air, and dehumidifying – an air-source heat pump can do it all.

Year-round Comfort
Easy energy-efficient heating in the winter and cooling in the summer.

Climate-friendly
Heat pumps are a clean energy alternative to natural gas, oil, or wood heating that can reduce your space heating carbon footprint by over 50%.

Maximum efficiency
Heat pumps are the most energy-efficient heating system currently available and are up to 3 to 4 times more efficient than a natural gas furnace, electric furnace, or baseboard heating.

Better indoor air quality
Heat pumps provide air filtration and humidity control that helps rid your home of indoor pollutants, dust, pollen, and other allergens.

Ease of use
Heat pumps are a clean energy alternative to natural gas, oil, or wood heating that can reduce your space heating carbon footprint by over 50%.

Affordable
Heat pumps are the most energy-efficient heating system currently available and are up to 3 to 4 times more efficient than a natural gas furnace, electric furnace, or baseboard heating.

Learn more by visiting:
• www.betterhomesbc.ca
• www.bchydro.com/homerabates
• www.fortisbc.com/homerabates

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EXPERIENCE THE BENEFITS OF A HEAT PUMP.

Regional Heat Pump and Home Renovation Rebate Charts

Updated: April 2020

Size: 8.5" x 11"

Includes:

- Print-friendly community-tailored heat pump rebate chart
- Print-friendly community-tailored renovation rebate chart

Where to use it:

- As print hand out to
- As website content
- As poster

Heat Pump Posters – Central and Mini-Splits

Updated: December 2019

Size: 36" x 48"

Includes:

- What are the benefits
- Where to find rebate information

Where to use it:


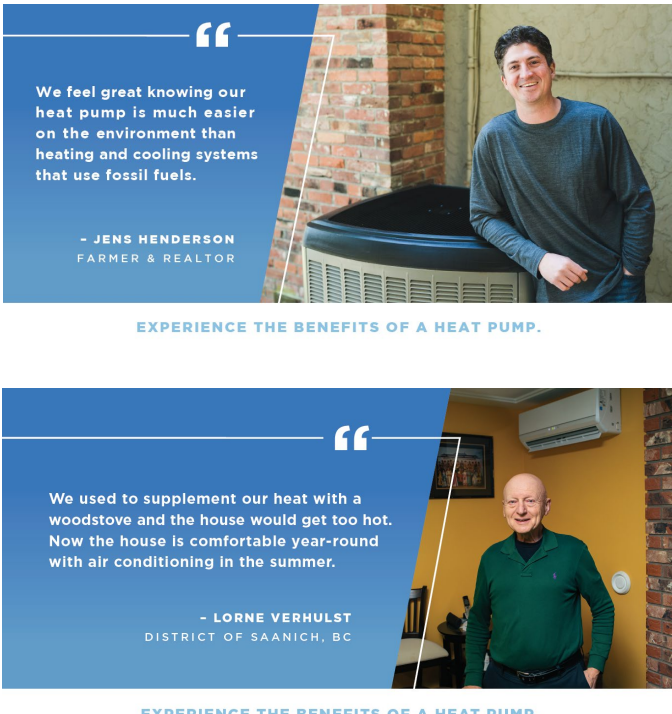
- Lobby of local government buildings.
- Community centers and events
- At heat pump and home energy retrofit community events and presentations

To access or request these marketing materials please visit www.betterhomesbc.ca/community-coach or email cec@betterhomesbc.ca

<div data-bbox="163 131 625 609"> <h3>Central Heat Pump Tips</h3> <p>Set the Thermostat & Forget It:</p> <ul style="list-style-type: none"> Set your heat pump thermostat to a comfortable temperature then let it be so it can run most efficiently. <p>Use the Heat & Cool Mode, Avoid the Auto:</p> <ul style="list-style-type: none"> Use the thermostat 'Heat' or 'Cool' mode rather than 'Auto' temperature setting to avoid unnecessary switch overs. <p>Only Use the Backup When Required:</p> <ul style="list-style-type: none"> Set all backup system thermostats 5°C below your heat pump thermostat setting to ensure your heat pump is the primary heating source and only use the back up when needed. <p>Keep Indoor & Outdoor Units Clean & Clear:</p> <ul style="list-style-type: none"> Ensure good air flow and reduce equipment wear and tear by keeping outdoor unit clean and clear of debris. </div> <div data-bbox="636 131 1098 609"> <h3>Mini-Split Heat Pump Tips</h3> <p>Set the Thermostat & Forget It:</p> <ul style="list-style-type: none"> Set your heat pump thermostat to a comfortable temperature then let it be so it can run most efficiently. <p>Use the Heat & Cool Mode, Avoid the Auto:</p> <ul style="list-style-type: none"> Use the thermostat 'Heat' or 'Cool' mode rather than 'Auto' temperature setting to avoid unnecessary switch overs. <p>Keep Air Vanes and Vents Open and Directed:</p> <ul style="list-style-type: none"> Keep air vanes open to allow air to flow freely and direct vanes according to the operation manual for optimal comfort. <p>Only Use the Backup When Required:</p> <ul style="list-style-type: none"> Set all backup system thermostats 5°C below your heat pump thermostat setting to ensure your heat pump is the primary heating source and only use the back up when needed. </div> <div data-bbox="184 618 602 803"> <p>Maintain & Sustain Your Heat Pump's Performance By:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Now: Check batteries in the remote control and replace if necessary. <input type="checkbox"/> Regularly: Clean or replace the indoor filters as directed by the operation manual. <input type="checkbox"/> Seasonally: Clear the outdoor unit of any debris, snow, dirt and weeds. <input type="checkbox"/> Annually: Schedule an appointment to have your heat pump serviced. </div> <div data-bbox="657 618 1075 803"> <p>Maintain & Sustain Your Heat Pump's Performance By:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Now: Check batteries in the remote control and replace if necessary. <input type="checkbox"/> Regularly: Clean or replace the indoor filters as directed by the operation manual. <input type="checkbox"/> Seasonally: Clear the outdoor unit of any debris, snow, dirt and weeds. <input type="checkbox"/> Annually: Schedule an appointment to have your heat pump serviced. </div>	<div data-bbox="1329 131 1845 808"> <h3>Central Heat Pump Tips</h3> <p>Set the Thermostat & Forget It:</p> <ul style="list-style-type: none"> Set your heat pump thermostat to a comfortable temperature then let it be so it can run most efficiently. <p>Use the Heat & Cool Mode, Avoid the Auto:</p> <ul style="list-style-type: none"> Use the thermostat 'Heat' or 'Cool' mode rather than 'Auto' temperature setting to avoid unnecessary switch overs. <p>Only Use the Backup When Required:</p> <ul style="list-style-type: none"> Set all backup system thermostats 5°C below your heat pump thermostat setting to ensure your heat pump is the primary heating source and only use the back up when needed. <p>Keep Indoor & Outdoor Units Clean & Clear:</p> <ul style="list-style-type: none"> Ensure good air flow and reduce equipment wear and tear by keeping outdoor unit grates and coils clean and clear of debris. <p>Regularly Clean Indoor Filters:</p> <ul style="list-style-type: none"> Clean or replace the system's indoor filters as directed by the instruction manual, when the indicator light turns on, or when they become visibly dirty. <p>Maintain & sustain your heat pump's performance by:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Now: Check the batteries in the remote control and replace if necessary <input type="checkbox"/> Regularly: Clean the indoor filters of dust and pollen <ul style="list-style-type: none"> Power off the indoor unit before cleaning Open the cover and remove the filter from the central unit Clean as directed by system manual Replace fully dry filters and turn unit back on <input type="checkbox"/> Seasonally: Clear the outdoor unit of any debris, snow, and dirt <ul style="list-style-type: none"> Power off the outdoor unit before cleaning Brush or hose off the outdoor coils, body & grates of grass, leaves, dirt, bugs, dryer lint, snow, etc. Allow to fully air dry and turn unit back on <p>Important note: Do not pressure or power wash the outdoor unit as it may cause damage or blockage within the coils</p> <input type="checkbox"/> Annually: Schedule an appointment to have your heat pump serviced <ul style="list-style-type: none"> Have your heat pump serviced by a professional technician to check the system's components and function, including the motor, compressor, refrigerant lines, reversing valve, ducting, and electrical. </div>
<h3>Heat Pump Operation Guide – Small</h3> <p>Updated: April 2020</p> <p>Size: 10cm x 15cm (Fridge Magnet)</p> <p>Includes:</p> <ul style="list-style-type: none"> PDF of quick reference for Heat Pump operation Sized to be a fridge magnet <p>Where to use it:</p> <ul style="list-style-type: none"> Any high-traffic spot a magnet could be placed for reference Affixed to any prominent, easily accessible space 	<h3>Heat Pump Operation Guide – Large</h3> <p>Updated: April 2020</p> <p>Size: 15cm x 20cm (Air Handler Sticker)</p> <p>Includes:</p> <ul style="list-style-type: none"> PDF of quick reference for Heat Pump operation Sized to be a stick affixed to the indoor air handler of central heat pumps <p>Where to use it:</p> <ul style="list-style-type: none"> Indoor air handler of central heat pump Affixed to a reference board or other prominent, easily accessible space



To access or request these marketing materials please visit www.betterhomesbc.ca/community-coach or email cec@betterhomesbc.ca

HEAT PUMP TESTIMONIALS

 <p>YEAR-ROUND COMFORT. BETTER INDOOR AIR QUALITY. CLIMATE FRIENDLY HEATING & COOLING. EXPERIENCE THE BENEFITS OF A HEAT PUMP.</p> <p>FCM <small>FEDERATION OF CANADIAN MUNICIPALITIES</small> <small>The Transition 2000 Residential/Retrofits Acceleration Project is supported through the Municipalities for Climate Innovation Program, delivered by the Federation of Canadian Municipalities and funded by the Government of Canada.</small></p>	 <p>EXPERIENCE THE BENEFITS OF A HEAT PUMP.</p> <p>EXPERIENCE THE BENEFITS OF A HEAT PUMP.</p>
Heat Pump Testimonials – 1-Pagers	Heat Pump Testimonials – Social Media Banners
Updated: February 2020	Updated: February 2020
Size: 8.5" x 11"	Size: Print – 16.7" x 8.7"; Digital promotion
Includes: <ul style="list-style-type: none"> • Showcase the benefits of heat pumps • Real-life testimonials from local residents Where to use it: <ul style="list-style-type: none"> • Social media campaign ads • As posters • In presentations • Integrated into websites 	Includes: <ul style="list-style-type: none"> • Showcase the benefits of heat pumps • Real-life testimonials from local residents Where to use it: <ul style="list-style-type: none"> • Social media campaign ads • As posters • In presentations • Integrated into websites

To access or request these marketing materials please visit www.betterhomesbc.ca/community-coach or email cec@betterhomesbc.ca

PLANNING A RENOVATION

 <p>PLANNING A HOME RENOVATION?</p> <p>It's the perfect time to boost your home's energy efficiency (and shrink your carbon footprint too!)</p> <p>FCM <small>FINANCIAL CLIMATE MOVEMENT</small> <small>RENEWABLE ENERGY FEDERATION OF CANADA</small></p> <p><small>The Transition 2020 Residential Retrofit Acceleration Project is supported through the Transition to a Clean Economy Program, delivered by the Government of Canada.</small></p>	 <p>PLANNING A HOME RENOVATION?</p> <p>It's the perfect time to boost your home's energy efficiency (and shrink your carbon footprint too!)</p> <p>FCM <small>FINANCIAL CLIMATE MOVEMENT</small> <small>RENEWABLE ENERGY FEDERATION OF CANADA</small></p> <p><small>The Transition 2020 Residential Retrofit Acceleration Project is supported through the Transition to a Clean Economy Program, delivered by the Government of Canada.</small></p> <div data-bbox="1037 186 1304 302"> <p>DID YOU KNOW?</p> <p>You can access thousands of dollars in rebates for improving your home's insulation, windows and doors, air tightness and space and hot water heating system.</p> </div> <div data-bbox="1037 321 1304 732"> <p>5 RENOVATION TIPS FOR BETTER HOME EFFICIENCY</p> <ol style="list-style-type: none"> 1. Consider working with an Energy Advisor. Consider getting an EnerGuide home evaluation for a prioritized list of energy upgrades customized to meet your goals, needs, and budget. 2. Find the right contractor. Ask lots of questions, check references and credentials, provide clear information on the scope and budget of your project, and obtain written quotes. 3. Learn more. Find out about energy upgrade products and services before you renovate. 4. Access rebates. Visit www.betterhomesbc.ca to search for rebates by product, heating system type and location. Bonus Offers and additional rebates are available for homes that do two or more eligible upgrades or have an energy evaluation and complete multiple upgrades. 5. Talk to a Better HomesBC Energy Coach. Free support is available to answer your questions about improving the efficiency of your home, rebates available and finding contractors. <p>MORE INFO</p> <p>Learn about rebates available, how to find an energy advisor or contractor or to speak with an Energy Coach: Call 1-844-881-9790 Email ask@betterhomesbc.ca Visit www.betterhomesbc.ca</p> <p>cleanBC <small>BETTER HOMES</small> FCM <small>FINANCIAL CLIMATE MOVEMENT</small> <small>RENEWABLE ENERGY FEDERATION OF CANADA</small></p> </div>	 <p>PLANNING A HOME RENOVATION?</p> <p>It's the perfect time to boost your home's energy efficiency (and shrink your carbon footprint too!)</p> <p>FCM <small>FINANCIAL CLIMATE MOVEMENT</small> <small>RENEWABLE ENERGY FEDERATION OF CANADA</small></p> <p><small>The Transition 2020 Residential Retrofit Acceleration Project is supported through the Transition to a Clean Economy Program, delivered by the Government of Canada.</small></p>
<p>Planning a Renovation Flyer <i>Young Couple, older couple also available</i></p>	<p>Planning a Renovation Rack Card <i>Young Couple, older couple also available</i></p>	<p>Planning a Renovation Retractable Banner <i>Older Couple, young couple also available</i></p>
<p>Updated: February 2020</p>	<p>Updated: February 2020</p>	<p>Updated: February 2020</p>
<p>Size: 8.5" x 11"</p>	<p>Size: 4" x 9"</p>	<p>Size: 79" x 33"</p>
<p>Includes:</p> <ul style="list-style-type: none"> • Print-friendly size flyer • Should be accompanied with the planning a renovation rack card and CleanBC rebate chart. <p>Where to use it:</p> <ul style="list-style-type: none"> • Local government building permit office • Community centers • At home energy retrofit community events and presentations 	<p>Includes:</p> <ul style="list-style-type: none"> • 5 tips for including home energy retrofits with renovations • CleanBC contact information • How to access rebates <p>Where to use it:</p> <ul style="list-style-type: none"> • Local government building permit office • Display in rack holders • Use as hand outs 	<p>Includes:</p> <ul style="list-style-type: none"> • Retractable banner to catch attention. • Should be accompanied with the planning a renovation rack card and CleanBC rebate chart. <p>Where to use it:</p> <ul style="list-style-type: none"> • Local government building permit office • Community centers • At home energy retrofit community events and presentations

To access or request these marketing materials please visit www.betterhomesbc.ca/community-coach or email cec@betterhomesbc.ca



Planning a Renovation Social Media

Updated: February 2020

Size: Print – 16.7" x 8.7"; Digital promotion

Includes:

- Social media graphic or printable poster promoting renovations

Where to use it:

- Social media campaign ads
- As posters
- In presentations

Integrated into websites


To access or request these marketing materials please visit www.betterhomesbc.ca/community-coach or email cec@betterhomesbc.ca

CONSUMER GUIDES – HEAT PUMPS AND HEAT PUMP WATER HEATER

Come Home to Year-Round Comfort

Consider a central heat pump in your home.

Winter heating, summer cooling, filtering indoor air and dehumidifying – an air-source heat pump can do it all. Heat pumps are the most energy-efficient and climate-friendly heating and cooling system available today.



Rebates Available

An air-source heat pump is one of the many components that work together to make your home a better home. Ask a qualified contractor how a heat pump can transform your home!

Central Heat Pump

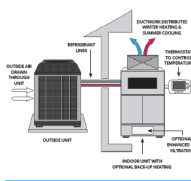
Space heating is the largest use of energy in our homes and a significant contributor to greenhouse gas emissions. An air-source central heat pump is a highly efficient, climate-friendly and modern alternative to a natural gas, oil or electric furnace.

What are the benefits?

- Year-round comfort:** Enjoy energy-efficient heating in the winter and cooling in the summer.
- Climate-friendly:** Heat pumps are a clean energy alternative to natural gas, oil or wood heating that can reduce your space heating carbon footprint by over 90%.
- Maximum efficiency:** Heat pumps are the most energy-efficient heating system currently available and are up to 3 to 4 times more efficient than electric furnace or baseboard heating.
- Better indoor air quality:** Heat pumps provide air filtration and humidity control that helps rid your home of indoor pollutants, dust, pollen and other allergens.
- Ease of use:** Safe, quiet, convenient operation and simple to maintain.

How does it work?

A heat pump extracts heat from the outside air and transfers this heat to the inside by compressing and expanding refrigerant when heating. If cooling, the heat pump works in the opposite direction. A central heat pump uses ductwork connected to vents in your home to circulate warmed or cooled air. Central heat pumps provide whole-home heating.



What are the costs?

Costs for purchasing and installing a central heat pump system can vary significantly based on the size and floor plan of your home, the type, make and model of system, as well as design and insulation considerations. The average cost for installing a high-efficiency central heat pump in an existing home ranges from \$6,000 to \$12,000.

The right system for your home





Optimal performance from a new high-efficiency heat pump depends on many factors:

- Use an accredited installer:** Work with an accredited TCCA (Thermal Environmental Comfort Association of BC), AHTS (Association of Applied Science Technologists and Technicians), HRAI (Heating, Refrigeration and Air Conditioning Institute of Canada), or manufacturer approved/recommended installer.
- Buy wisely:** Be sure to get multiple quotes to compare costs, efficiency ratings. Installation approaches and product warranties. The lowest cost system may not be the best option for your home.
- Ensure optimal performance:** To allow your heat pump to operate at maximum efficiency, avoid frequently adjusting your thermostat. Set your thermostat to your preferred temperature and forget it.
- Maintain your equipment:** Arrange for professional servicing of your heat pump at the manufacturer's recommended interval. Consult the owner's manual for more details.
- Consider additional retrofits:** All heating systems work more effectively in homes that are more energy-efficient. Consider upgrading your insulation, windows and improving the air tightness of your home. Rebates are available!

Rebates are Available

- CleanBC Better Homes www.betterhomesbc.ca
- BC Hydro Home Renovation Rebates www.bchydro.com/rebates
- Municipal Top-Ups www.betterhomesbc.ca/municipal-offers


The funding for this handbook is provided by the Government of British Columbia and the Government of Canada.

CityGreen    FCM 

Come Home to Year-Round Comfort

A ductless heat pump could be a wonderful addition to your home.

Heating, cooling, air filtering and dehumidifying – a ductless heat pump can do it all. Quiet, stylish, and compact, a ductless heat pump is the most energy-efficient and most climate-friendly form of home heating and cooling currently available.




Rebates Available

An air-source heat pump is one of the many components that work together to make your home a better home. Ask a qualified contractor how a heat pump can transform your home!

Come Home to Hot Savings

Consider a heat pump water heater.

Get the same reliable hot water you're used to with a heat pump water heater while using up to 50% less energy. Soak in the savings for years to come with this smart, climate-friendly investment.



Rebates Available

A heat pump water heater is one of the many components that work together to make your home a better home. Ask a qualified contractor how a heat pump water heater can transform your home!

Consumer Guides:

Central Heat Pumps, Ductless Heat Pumps, Heat Pump Water Heaters

Updated: November 2019

Size: 8.5" x 11"

Includes:

- What are the benefits, costs
- How does it work
- The right system for your home
- Rebate information

Where to use it:

- Use as print handouts in local government offices and community centres
- Link to online versions

To access or request these marketing materials please visit www.betterhomesbc.ca/community-coach or email cec@betterhomesbc.ca

HOME RETROFIT PROMOTIONAL MESSAGING FOR WEBSITES, NEWSLETTERS AND COMMUNICATIONS

WEBSITE TEXT

Description: These template website text examples are provided for civic organizations and local governments to put on their websites to inform members or residents of available home renovation rebates through the CleanBC and Home Renovation Rebate Program.

<p>Home Energy Rebates and Free Home Energy Coach Support</p> <p>CleanBC Better Homes is BC's online hub for homeowners and contractors to access information, rebates and support to reduce energy use and greenhouse gas emissions in new and existing homes.</p> <p>Try the Rebate Search Tool to check out the variety of available rebates, including:</p> <ul style="list-style-type: none">• Home heating• Water heating• Building envelope (insulation, windows and doors)• Bonus offers for two or more upgrades• Municipal Top Ups <p>For more information see www.betterhomesbc.ca or contact the free Energy Coach Service at ask@betterhomesbc.ca or 1-844-881-9790</p> <p>Optional Text to include in website text:</p> <p>*CleanBC Better Homes is funded by the Province of British Columbia and the Government of Canada under the Low Carbon Economy Leadership Fund. CleanBC Better Homes rebates are administered by BC Hydro, FortisBC and BC Housing.</p>	<p>Home energy efficiency retrofits reduce your energy bills and provide a more comfortable home year round.</p> <p>Try the CleanBC Better Homes Rebate Search Tool to check out the variety of available rebates, including home heating, water heating, building envelope (insulation, windows and doors), bonus offers for two or more upgrades, and municipal top ups.</p> <p>Visit the CleanBC Better Homes for more details. There is also a free Energy Coach Service available through email or phone if you have questions about specific rebate programs, home energy upgrade options, EnerGuide home evaluations, or if you just don't know where to start. Contact the free Energy Coach Service at ask@betterhomesbc.ca or 1-844-881-9790.</p> <p>Consider hiring a professional energy advisor to undertake a detailed energy assessment for your home. The energy assessment will rate the efficiency of your home and provide recommendations for retrofits based on their effectiveness for improving your home energy efficiency, reducing your home greenhouse gas footprint and enhancing your home comfort. Use the Energy Advisor Search Tool to locate a local energy advisor or service organization that provides services in your community.</p> <p>Optional Text to include in website text:</p> <p>*CleanBC Better Homes is funded by the Province of British Columbia and the Government of Canada under the Low Carbon Economy Leadership Fund. CleanBC Better Homes rebates are administered by BC Hydro, FortisBC and BC Housing.</p>
Updated: February 2020	Updated: February 2020

NEWSLETTER TEXT

Description: Short form newsletters can be used to briefly introduce readers to the different rebates currently available and the CleanBC Better Homes website as a means of driving traffic to those resources and/or to introduce the benefits of heat pumps.

SHORT FORM TEXT

Promoting Rebates	Promoting Heat Pumps
<p>Access Rebates for Home Energy Retrofits and Free Home Energy Coach Support</p> <p>Planning home energy upgrades? Have questions about what to do or what rebates are available? CleanBC Better Homes is BC's online hub for homeowners to access information, incentives and support to reduce energy use and greenhouse gas emissions in new and existing homes. There are tens of thousands of dollars of rebates available across a wide variety of retrofits. Access the Rebate Search Tool and get started!</p> <p>If you have questions about specific rebate programs, home energy upgrade options, EnerGuide home evaluations, or if you just don't know where to get started you can contact the free Energy Coach Service. Contact an Energy Coach at ask@betterhomesbc.ca or 1-844-881-9790.</p>	<p>Did you know that switching to a heat pump is good for your wallet and the planet?</p> <p>Switching to an electric heat pump provides year-round comfort, better indoor air quality, and produces 97% less greenhouse gas emissions¹ than natural gas or oil heating systems. Homeowners could save 40-75% of their annual heating bills² if converting from oil heating to a heat pump.</p> <p>A heat pump is two systems in one! A heat pump takes the place of both an air conditioner and a heating system, keeping you warm in the winter and cool in the summer.</p> <ul style="list-style-type: none">You can access up to \$3,000 in rebates plus municipal top-ups and electrical service upgrade rebates when converting from a fossil fuel (oil, gas, propane) heating system to an electric heat pump.Upgrading from electric baseboards or furnace? No problem! You can still access up to \$2,000 for installing a heat pump. <p>For more information visit CleanBC Better Homes and check out the Rebate Search Tool to get started. If you have questions about specific rebate programs, home energy retrofit options, EnerGuide home evaluations, or if you just don't know where to get started you can contact the free Energy Coach Service. Contact an Energy Coach at ask@betterhomesbc.ca or 1-844-881-9790.</p> <p>1. Capital Regional District Heat Pump Rebate Poster Methodology 2. Capital Regional District Heat Pump Rebate Poster Methodology</p>
Updated: February 2020	Updated: February 2020

SHORT FORM TEXT

Promoting General	Promoting Rebates
<p>Access Rebates for Home Energy Retrofits and Free Home Energy Coach Support</p> <p>CleanBC Better Homes is BC's online hub for homeowners to access information, incentives and support to reduce energy use and greenhouse gas emissions in new and existing homes. There are tens of thousands of dollars of rebates available across a wide variety of retrofits. Access the Rebate Search Tool and get started!</p> <p>If you have questions about specific rebate programs, home energy upgrade options, EnerGuide home evaluations, or if you just don't know where to get started you can contact the free Energy Coach Service. Contact an Energy Coach at ask@betterhomesbc.ca or 1-844-881-9790.</p>	<p>What energy efficient improvements are best for you?</p> <p>Learn about home energy retrofits that will make your home more comfortable and energy efficient. This could include space heating systems, water heating systems, insulation windows, doors, draftproofing and ventilation. Find out how these retrofits complement each other by learning about the House-as-a-System approach.</p> <p>For more information visit CleanBC Better Homes and check out the Rebate Search Tool to get started. If you have questions about specific rebate programs, home energy retrofit options, EnerGuide home evaluations, or if you just don't know where to get started you can contact the free Energy Coach Service. Contact an Energy Coach at ask@betterhomesbc.ca or 1-844-881-9790.</p>
Updated: February 2020	Updated: February 2020

LONG FORM TEXT

Description: Long form newsletters can be used as a stand-alone article to introduce readers to the different rebates currently available, the CleanBC Better Homes website, the benefits of completing upgrades and the important of multiple complimentary upgrades.

Complete retrofits to maximize your home's efficiency and your rebates!

An efficient home is more comfortable year round and costs less to operate. Your home's insulation, heating and cooling system, windows, doors, ventilation, and exterior walls, foundation and siding all interact and retrofits to one component of your home can impact the efficiency of other components of your home. This is known as the [house-as-a-system](#) concept. Planning your retrofits with the house-as-a-system concept in mind will allow you to create a long-term home energy improvement plan to maximize your home's efficiency.

To help you achieve a more efficient home, there are tens of thousands of dollars of rebates available across a wide variety of retrofits. Visit [CleanBC Better Homes](#) to access upgrade information, [Rebate Search Tool](#), and support to reduce energy use and greenhouse gas emissions in new and existing homes.

Well-installed insulation keeps the heat in your home, can reduce air leakage and drafts, stops your heating or cooling system from working overtime and can provide year round comfort with less costly energy bills.

- Receive up to \$5,500 in [insulation rebates](#) for insulating your attic, exterior walls, basement or crawlspace and other regions of your home.

A well-installed high efficiency heating and cooling system can reduce dollars spent on utility bills, shrink your environmental footprint, keep fresh clean air circulating through your home while maintaining an even, comfortable temperature.

- You can access [up to \\$3,000](#) in rebates plus [municipal top-ups](#) and [electrical service upgrade](#) rebates when converting from a fossil fuel (oil, gas, propane) heating system to an electric heat pump.
- Upgrading from electric heating? No problem! You can [access up to \\$2,000](#) when upgrading from electric space heating to an electric heat pump.
- You can access \$1,000 in rebates when upgrading to a new [electric heat pump hot water heater](#) system.

Well-constructed and installed high efficiency windows can provide year-round savings and comfort by reducing heat loss and eliminating drafts through window openings.

- Receive up to \$100 per [window or door](#) when replacing your current windows or exterior doors with program qualified products.

Stack rebates and bonus offers for even more rebates!

- Did you know that you could receive an additional \$300 rebate for installing two eligible upgrades with the [Two-Upgrade Bonus](#)?
- Receive a \$300 rebate for completing both a pre- and post-retrofit EnerGuide home evaluation with the [EnerGuide Home Evaluation Rebate](#).
- Install three individual upgrades and receive \$20 per percentage reduction in your EnerGuide rating (GJ/year), between your pre- and post-retrofit energy evaluation, to a maximum of \$2,000. The [Home Energy Improvement Bonus](#) can be accessed in addition to rebates for individual upgrades.

For more information visit [CleanBC Better Homes](#) and check out the [Rebate Search Tool](#) to get started. If you have questions about specific rebate programs, home energy upgrade options, EnerGuide home evaluations, or if you just don't know where to get started you can contact the free Energy Coach Service. Contact an Energy Coach at ask@betterhomesbc.ca or 1-844-881-9790.

Updated: February 2020

EMAIL TEMPLATES

Description: This email template is intended to be used when homeowners or stakeholders inquire with civic organizations or municipal governments about various rebate programs offered through the province of BC. This email template can be used to redirect rebate related questions to the CleanBC website and the Energy Coach Hotline.

Audience – Homeowners/Public
<p>To HOMEOWNER/STAKEHOLDER,</p> <p>CleanBC Better Homes* is BC's online hub for homeowners to access information, rebates and support to reduce energy use and greenhouse gas emissions in new and existing homes. Try the rebate search tool to check out all of the rebates available in your area, including heat pumps, water heating systems, insulation, windows and doors, as well as bonus offers and municipal top ups.</p> <p>CleanBC Better Homes has a free Energy Coach Service available through email or phone if you have questions about specific rebate programs, home energy upgrade options, EnerGuide home evaluations, or if you just don't know where to start. Contact the free Energy Coach Service at ask@betterhomesbc.ca or 1-844-881-9790</p> <p>*CleanBC Better Homes is funded by the Province of British Columbia and the Government of Canada under the Low Carbon Economy Leadership Fund. CleanBC Better Homes rebates are administered by BC Hydro, FortisBC and BC Housing.</p> <p>SIGNATURE</p> <p>Updated: February 2020</p>

SOCIAL MEDIA TEMPLATES

Description: This social media content is intended to catch the eye of a homeowner or stakeholder to interest and motivate them to click the associated link and learn more about rebates and programs available. The following templates can be used to draw social media browsers to your website or the CleanBC program.

- These text templates can be used on any social media platform. Character counts are included to assist in selecting templates for platforms with limited character counts such as Twitter.

Character Count: 415	Character Count: 621
<p>Planning home upgrades? Have questions about what to do or what rebates are available? BetterHomesBC.ca is BC's online hub for homeowners to access information, incentives and support to reduce energy use and greenhouse gas emissions in new and existing homes. There are tens of thousands of dollars of rebates available across a wide variety of retrofits. Visit BetterHomesBC.ca/Rebate-Search-Tool and get started!</p>	<p>Did you know that switching to a heat pump is good for your wallet and the planet? Switching to an electric heat pump provides year-round comfort, better indoor air quality, and produces 97% less greenhouse gas emissions than natural gas or oil heating systems and you could save 40-75% on your annual heating bill if converting from oil to an electric heat pump. Access up to \$3,000 in rebates plus municipal top-ups and electrical service upgrade rebates when you make the switch from a fossil fuel (oil, gas, propane) heating system to an electric heat pump! Visit BetterHomesBC.ca/Rebate-Search-Tool and get started!</p>
Updated: February 2020	Updated: February 2020

Character Count: 545
<p>Complete retrofits to maximize your home's efficiency and your rebates! Your home's systems like insulation, windows and doors, and heating and cooling system all interact with each other, impacting the efficiency of your home. Upgrading these components achieves a more efficient, more comfortable home year round that costs less to operate. To help you maximize the efficiency of your home, there are tens of thousands of dollars of rebates available across a wide variety of retrofits. Visit BetterHomesBC.ca/Rebate-Search-Tool to get started!</p>
Updated: February 2020

Character Count: 271	Character Count: 146	Character Count: 198	Character Count: 215
<p>Planning home upgrades? BetterHomesBC.ca is BC's online hub for upgrade & rebate information. Access support to reduce energy use & greenhouse gas emissions. Learn about the thousands of dollars of rebates & offers available. Visit BetterHomesBC.ca/Rebate to get started!</p>	<p>Upgrading to efficient windows is a clear win for your home comfort. Get up to \$2000 in rebates when installing eligible models! Learn more below.</p>	<p>Planning upgrades? Wondering what rebates are available for your home? Check out the CleanBC online search tool to find rebates that fit you! Visit BetterHomesBC.ca/Rebate-Search-Tool to learn more!</p>	<p>A \$1000 rebate AND up to 50% energy savings? It's possible when you switch your home to a heat pump water heater! Soak in the savings for years to come with this smart, climate-friendly investment. Learn more below.</p>
Updated: February 2020	Updated: February 2020	Updated: February 2020	Updated: February 2020

Character Count: 208	Character Count: 232	Character Count: 173	Character Count: 215
<p>Planning a whole home renovation? The Home Energy Improvement Bonus offer provides up to \$2000 when you work with a certified energy advisor and install three eligible upgrades in your home! Learn more below.</p>	<p>Heating, cooling, air filtration, dehumidification, and big energy savings... You can have it all in one system when you upgrade your home to a heat pump! Get up to \$3000 plus municipal top-ups with eligible systems! Learn more below.</p>	<p>Ready to kick the fossil fuel habit? Get up to \$3000 plus municipal top-ups when switching your home heating system to an electric heat pump! Learn more at BetterHomesBC.ca.</p>	<p>Insulation and air sealing is a great first step to improving your energy efficiency and comfort in an existing home. Get up to \$5,500 in rebates for upgrading your home's insulation! Learn more at BetterHomesBC.ca.</p>
Updated: February 2020	Updated: February 2020	Updated: February 2020	Updated: February 2020

GROUP PURCHASE REBATE

WEBSITE TEXT – PROGRAM OUTLINE

Description: This consumer narrative is intended to explain how the Group Heat Pump Purchase Rebate (GPR) works, how to get started, and where to find more information on the rebates. This narrative can be featured on a Civic organization or Municipal Government’s website to promote the combined rebates from the GPR, CleanBC, as well as municipal top ups.

Summary

The Heat Pump Group Purchase Rebate (GPR) is an optional extra rebate offer that rewards groups of homeowners working together to reduce household greenhouse gas emissions by switching from an oil or natural gas heating system to an air source heat pump. Participants are encouraged to spread the word about their heat pump purchase group, and the larger each group becomes, the larger the rebate. The group rebate ranges from \$200 per home, for a group of 2 homes, and up to a maximum of \$500 for a group of 20 to 30 homes. The group rebate is additional to the up to \$3,000 available from CleanBC and any local government top-ups that maybe available. To learn more about the Group Purchase Rebate Program, visit www.betterhomesbc.ca/rebates/GRP

How Does It Work?

- The program is only available for homes that have oil, natural gas, or propane as their primary heating system.
- Participants need to install a CleanBC Better Homes and Home Renovation Program Eligible Heat Pump.
- Participants can either join a group by accessing a GPR code, or start their own group with a new GPR code, by registering at www.betterhomesbc.ca/GRP.
- A group is assigned a single GPR Code that each member of the group uses when they submit their heat pump application.
- Upon registration will receive a welcome message with a confirmation of their GPR code, easy to follow instructions about GPR eligibility and ideas and messages they can use to spread the word about their heat pump purchase group.
- Participants can use their heat pump contractor of choice, but are recommended to use a Program Registered Heat Pump Contractor <https://betterhomesbc.ca/prc/>
- The GPR code is valid for 90 days after the code is issued – the code will include an expiry date for ease of understanding. If your code expires before you’re able to submit an application, you can join another group by registering with a different number or starting your own group.
- Participants will only need to submit one program application. If they install a CleanBC eligible heat pump will receive two cheques, one for their CleanBC (and if applicable local government rebate top-up) and one for their GPR. The GPR rebate will come separately after the GPR code has expired and the rebate program has determined how many people participating in the group.
- For more information contact a community coach at cec@betterhomesbc.ca or visit www.betterhomesbc.ca/community-coach

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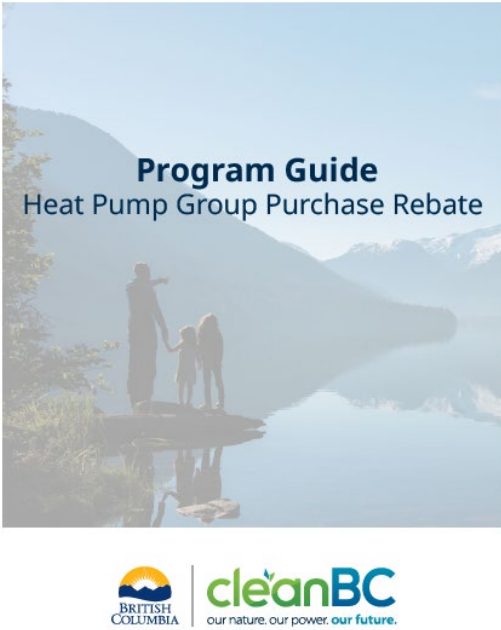
GROUP PURCHASE REBATE MARKETING MATERIALS

These resources incorporate messaging and imagery to communicate the availability of the Group Purchase Rebate.

 <p>Experience Year-Round Comfort with the Heat Pump Group Purchase Rebate</p> <p>HEAT PUMP Group Purchase Rebate GPR Code: <input type="text" value="Enter GPR Code Here"/></p> <p>Access up to an additional \$500 Join my group*</p> <p>Find out more and register at www.betterhomesbc.ca/rebates/gpr</p> <p>Combine a CleanBC Heat Pump Rebate, the Group Purchase Rebate, and Municipal Top-Ups for maximum savings!</p> <p><small>*Registration is required to participate, conditions apply. See website for details. Questions? Email cec@betterhomesbc.ca</small></p>	 <p>Experience Year-Round Comfort with the Heat Pump Group Purchase Rebate</p> <p>HEAT PUMP Group Purchase Rebate</p> <p>Access up to \$500 Find out more and register at www.betterhomesbc.ca/rebates/gpr</p> <p>Combine a CleanBC Heat Pump Rebate, the Group Purchase Rebate, and Municipal Top-Ups for maximum savings!</p> <p><small>Registration is required to participate, conditions apply. See website for details. Questions? Email cec@betterhomesbc.ca</small></p>	 <p>Experience Year-Round Comfort with CleanBC Heat Pump Rebates</p> <p>CleanBC Heat Pump Rebates</p> <p>In Victoria access up to \$6,850 Find out more at www.betterhomesbc.ca/rebate</p> <p>Combine a CleanBC Heat Pump Rebate, the Group Purchase Rebate, and Victoria Municipal Top-Ups for maximum savings!</p> <p><small>Conditions apply. See website for details. Questions? Email ask@betterhomesbc.ca or call 1-844-881-9790.</small></p>
<p>Blank/Fillable GPR Poster</p>	<p>GPR-Specific Promotional Poster</p>	<p>Community-Specific Poster</p>
<p>Updated: April 2020</p>	<p>Updated: April 2020</p>	<p>Updated: April 2020</p>
<p>Size: 8.5" x 11" (print-friendly)</p>	<p>Size: 8.5" x 11" (print-friendly)</p>	<p>Size: 8.5" x 11" (print-friendly)</p>
<p>Includes:</p> <ul style="list-style-type: none"> Promote the GPR Program Form-fillable to include unique code Links to find out more and register <p>Where to use it:</p> <ul style="list-style-type: none"> To be used by individuals with a GPR code Use as hand outs Community gatherings or events 	<p>Includes:</p> <ul style="list-style-type: none"> Promote the GPR Program Links to find out more and register <p>Where to use it:</p> <ul style="list-style-type: none"> To be used by anyone Use as hand outs Community gatherings or events 	<p>Includes:</p> <ul style="list-style-type: none"> Promote the GPR Program in addition to other heat pump rebates Customized to the region Provides link to find out more and register <p>Where to use it:</p> <ul style="list-style-type: none"> To be used by anyone Use as hand outs Community gatherings or events

To access or request these marketing materials please visit www.betterhomesbc.ca/community-coach or email cec@betterhomesbc.ca

These resources incorporate messaging and imagery to communicate the availability of the Group Purchase Rebate.

 <p>The graphic features two side-by-side images of a technician installing a heat pump. Overlaid on the images is a green box with the text 'Heat Pump Group Purchase Rebate'. Below the images, there is a call to action: 'Join my group and access up to \$X,XXX in rebates when you replace your fossil fuel heating system with a heat pump. Register using code Enter GPR Code Here'. At the bottom, a button says 'Find out more at www.betterhomesbc.ca/rebates/gpr'.</p>	 <p>The graphic shows a family (two adults and a child) standing on a wooden platform overlooking a calm lake with mountains in the background. The text 'Program Guide Heat Pump Group Purchase Rebate' is centered at the top. At the bottom, the logos for 'BRITISH COLUMBIA' and 'cleanBC' are displayed, with the tagline 'our nature. our power. our future.' below them.</p>
<p>GPR Promotional - Customizable Social Media Templates</p> <p>Updated: April 2020</p> <p>Size: 8.5" x 11" (print-friendly)</p> <p>Includes:</p> <ul style="list-style-type: none"> • Promote the GPR Program • Form-fillable to include unique code • Links to find out more and register <p>Where to use it:</p> <ul style="list-style-type: none"> • To be used by individuals with a GPR code • Use as hand outs • Community gatherings or events 	<p>GPR Program Participation Guide</p> <p>Updated: April 2020</p> <p>Size: 8.5" x 11" (print-friendly)</p> <p>Includes:</p> <ul style="list-style-type: none"> • Promote the GPR Program • Guidance on growing groups, FAQs, and more <p>Where to use it:</p> <ul style="list-style-type: none"> • To be used by contractors, organizations, or municipalities seeking additional program information and support

To access or request these marketing materials please visit www.betterhomesbc.ca/community-coach or email cec@betterhomesbc.ca

GPR PROMOTIONAL MESSAGING FOR WEBSITES, NEWSLETTERS AND COMMUNICATIONS

NEWSLETTER TEXT

Description: These newsletter templates are designed to provide examples of e-newsletter content on the Group Purchase Rebate and CleanBC rebates.

NEWSLETTER TEXT – Promoting the GPR

Newsletter Audience - General	Newsletter Audience - General
<p>The Heat Pump Group Purchase Rebate (GPR) rewards groups of homeowners working together to reduce greenhouse gas emissions by switching from an oil, natural gas, or propane heating system to an air source heat pump.</p> <p>The group rebate ranges from \$200 per home, for a group of 2 homes, and up to a maximum of \$500 for a group of 20 to 30 homes. Participants are encouraged to spread the word about their heat pump purchase group, the larger each group becomes, the larger the rebate. The Group rebate is additional to the up to \$3,000 available from CleanBC, the Electrical Service Upgrade Rebate, and any local government top-ups that maybe available.</p> <p>Participants can either join a group by accessing a GPR code, or start their own group with a new GPR code, by registering at www.betterhomesbc.ca/GPR. The GPR code is valid for 90 days after the code is issued –the code will include an expiry date for ease of understanding. If your code expires before you’re able to submit an application, you can join another group by registering with a different number or starting your own group.</p> <p>Contact an Energy Coach for more information on the Group Purchase Rebate or to get started with accelerating retrofits in your community at ask@betterhomesbc.ca</p>	<p>New CleanBC Heat Pump Rebate Option Available for Homeowners Switching from Natural Gas or Oil Heating</p> <p>The Heat Pump Group Purchase Rebate (GPR) rewards groups of homeowners working together to reduce greenhouse gas emissions by switching from an oil, natural gas, or propane heating system to an air source heat pump. The Group Heat Pump Purchase Rebate is additional to the up to \$3,000 available from CleanBC, the Electrical Service Upgrade Rebate, and any local government top-ups that may be available.</p> <p>The Group Heat Pump Purchase Rebate ranges from \$200 per home, for a group of 2 homes, and up to a maximum of \$500 for a group of 20 to 30 homes. Participants are encouraged to spread the word about their heat pump purchase group. The larger each group becomes, the larger the rebate.</p> <p>To learn more about the Group Purchase Rebate and all available rebate programs, visit www.betterhomesbc.ca/GPR.</p>
Updated: February 2020	Updated: February 2020

Newsletter Audience - Contractors	Newsletter Audience - Residents
<p>New CleanBC Heat Pump Rebate Option Available for Homeowners Switching from Natural Gas or Oil Heating</p> <p>The Heat Pump Group Purchase Rebate (GPR) rewards groups of homeowners working together to reduce greenhouse gas emissions by switching from an oil, natural gas, or propane heating system to an air source heat pump. The Group Heat Pump Purchase Rebate is additional to the up to \$3,000 available from CleanBC, the Electrical Service Upgrade Rebate, and any local government top-ups that may be available.</p> <p>The Group Heat Pump Purchase Rebate ranges from \$200 per home, for a group of 2 homes, and up to a maximum of \$500 for a group of 20 to 30 homes. Participants are encouraged to spread the word about their heat pump purchase group. The larger each group becomes, the larger the rebate.</p> <p>Contractors can advise their clients to either join an existing group with a Group Purchase Rebate (GPR) code, or start their own group by requesting a new GPR code, by registering at www.betterhomesbc.ca/GPR. The GPR code is valid for 90 days after the code is issued – the code will include an expiry date for ease of understanding. If your code expires before you’re able to submit an application, you can join another group by registering with a different number or starting your own group.</p> <p>To learn more about the Group Purchase Rebate and all available rebate programs, visit www.betterhomesbc.ca.</p>	<p>Better Together with the Group Heat Pump Purchase Rebate Program</p> <p>The Heat Pump Group Purchase Rebate (GPR) rewards groups of homeowners working together to reduce greenhouse gas emissions by switching from an oil, natural gas, or propane heating system to an air source heat pump. The Group Purchase Rebate is additional to the up to \$3,000 available from CleanBC, the Electrical Service Upgrade Rebate, and any local government top-ups that may be available.</p> <p>The Group Purchase Rebate ranges from \$200 per home, for a group of 2 homes, and up to a maximum of \$500 for a group of 20 to 30 homes. Participants are encouraged to spread the word about their heat pump purchase group. The larger each group becomes, the larger the rebate.</p> <p>Participants can either join an existing group with a Group Purchase Rebate (GPR) code, or start their own group by requesting a new GPR code, by registering at www.betterhomesbc.ca/GPR. The GPR code is valid for 90 days after the code is issued – the code will include an expiry date for ease of understanding. If your code expires before you’re able to submit an application, you can join another group by registering with a different number or starting your own group.</p> <p>To learn more about the Group Purchase Rebate and all available rebate programs, visit www.betterhomesbc.ca.</p>
Updated: February 2020	Updated: February 2020

EMAIL TEMPLATES

Description: This email template is intended to be used when homeowners or community groups inquire with civic organizations or municipal governments about the Group Purchase Rebate or how to accelerate retrofits in their community. This email template can be used to redirect rebate related questions to the Group Purchase Rebate, CleanBC rebates, and the Community Energy Coach hotline.

Email Audience – Homeowner or Community Group
<p>To HOMEOWNER/COMMUNITY GROUP,</p> <p>The Heat Pump Group Purchase Rebate (GPR) rewards groups of homeowners working together to reduce greenhouse gas emissions by switching from an oil, natural gas, or propane heating system to an air source heat pump.</p> <p>The group rebate ranges from \$200 per home, for a group of 2 homes, and up to a maximum of \$500 for a group of 20 to 30 homes. Participants are encouraged to spread the word about their heat pump purchase group, the larger each group becomes, the larger the rebate. The Group rebate is additional to the up to \$3,000 available from CleanBC, the Electrical Service Upgrade Rebate, and any local government top-ups that maybe available.</p> <p>Participants can either join a group by accessing a GPR code, or start their own group with a new GPR code, by registering at www.betterhomesbc.ca/GPR. The GPR code is valid for 90 days after the code is issued –the code will include an expiry date for ease of understanding. If your code expires before you’re able to submit an application, you can join another group by registering with a different number or starting your own group.</p> <p>Contact an Energy Coach for more information on the Group Purchase Rebate or to get started with accelerating retrofits in your community at ask@betterhomesbc.ca</p> <p>SIGNATURE</p>
Updated: February 2020

SOCIAL MEDIA TEMPLATES – MUNICIPALITIES OR COMMUNITY ORGANIZATIONS

Context: The CleanBC Heat Pump Group Purchase Rebate focuses on community engagement and social communication to drive participation. Below are a set of proposed example sentences that municipalities and/or civic organizations who want to promote the program can use for social media posts and emails.

- These text templates can be used on any social media platform. Character counts are included to assist in selecting templates for platforms with limited character counts such as Twitter.

Character Count: 275
Considering a heat pump? The Heat Pump Group Purchase Rebate provides up to \$500 on top of the \$3000 available from CleanBC when you replace fossil fuel heating with a heat pump! You can even combine it with available municipal top-ups. Learn more at www.betterhomesbc.ca/gpr
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Character Count: 275	Character Count: 273	Character Count: 256	Character Count: 279
Considering a heat pump? The Heat Pump Group Purchase Rebate provides up to \$500, on top of the up to \$3000 available from CleanBC when you replace fossil fuel heating with a heat pump! You can even combine it with available municipal top-ups. Learn more at www.betterhomesbc.ca/rebates/gpr	Join a group in the Heat Pump Group Purchase Rebate to access additional rebates for replacing oil, natural gas, or propane heating with a heat pump. The bigger the group, the greater the rebate becomes – up to \$500! To learn more, visit www.betterhomesbc.ca/rebates/gpr	Join the Group Purchase Rebate! Start your own group to access more rebates for replacing your fossil fuel heating with a heat pump. Combined with the CleanBC Heat Pump rebates, that's up to \$3,500 for a heat pump! Visit www.betterhomesbc.ca/rebates/gpr	Join a group and use the code to grow your rebate! The Heat Pump Group Purchase Rebate provides additional rebates for replacing fossil fuel heating with a heat pump and can stack with the CleanBC Heat Pump rebates and Municipal Top-Ups. Visit www.betterhomesbc.ca/rebates/gpr
Updated: February 2020	Updated: February 2020	Updated: February 2020	Updated: February 2020

Character Count: 251	Character Count: 277
Tired of oil? Want to heat your home with clean energy? Join a group in the Group Purchase Rebate to score up to an additional \$500, on top of the up to \$3000 available from CleanBC! Use a group code and register at www.betterhomesbc.ca/rebates/gpr	Comfort. Better for the environment. Heating and cooling. Choose a heat pump – join the Group Purchase Rebate by registering with a group code for up to an additional \$500 when upgrading from fossil fuel heating to a heat pump! Learn more at www.betterhomesbc.ca/rebates/gpr
Updated: February 2020	Updated: February 2020

SOCIAL MEDIA TEMPLATES – GPR PARTICIPANTS

Description: The CleanBC Heat Pump Group Purchase Rebate focuses on community engagement and social communication to drive participation. Below are a set of proposed example sentences that participants who want to spread their code can use for social media posts and emails.

- These text templates can be used on any social media platform. Character counts are included to assist in selecting templates for platforms with limited character counts such as Twitter.

Character Count: 440 I'm part of the Group Heat Pump Purchase Rebate Program! Register using my code GPRXXXX-EXPDD/MM/YYYY to access more rebates for replacing your oil or natural gas heating system with an air source heat pump. Combined with the Electrical Service Upgrade Rebate and municipal top-ups where available, upgrading to a heat pump can result in you accessing over \$4,000 in rebates! Learn more and join my group at www.betterhomesbc.ca/rebates/gpr	Character Count: 318 Join me in the Heat Pump Group Purchase Rebate to access additional rebates for replacing oil, natural gas, or propane heating with a heat pump. The bigger the group, the greater the rebate becomes – up to \$500! Use my code GPRXXXX-EXPDD/MM/YYYY when you register! To learn more, visit www.betterhomesbc.ca/rebates/gpr
Updated: February 2020	Updated: February 2020

Character Count: 350 Tired of oil? Want to heat your home with clean energy? The Heat Pump Group Purchase Rebate provides additional rebates for replacing fossil fuel heating with a heat pump and can stack with the CleanBC Heat Pump rebates and Municipal Top-Ups. Join me to grow our rebate! Register with my code GPRXXXX-EXPDD/MM/YYYY at www.betterhomesbc.ca/rebates/gpr	Character Count: 314 Comfort. Better for the environment. Heating and cooling. That's why I'm installing a heat pump – join me by registering with this code for up to an additional \$500 when upgrading from oil, natural gas, or propane to a heat pump! Use my code GPRXXXX-EXPDD/MM/YYYY and learn more at www.betterhomesbc.ca/rebates/gpr
Updated: February 2020	Updated: February 2020

Character Count: 276	Character Count: 273	Character Count: 280	Character Count: 280
<p>Considering a heat pump? The Heat Pump GPR provides up to an additional \$500, on top of the up to \$3000 available from CleanBC, when you replace fossil fuel heating with a heat pump. Register with my code GPRXXX-EXPDD/MM/YYYY and learn more at www.betterhomesbc.ca/rebates/gpr</p>	<p>I'm part of the Group Purchase Rebate! Register using my code GPRXXX-EXPDD/MM/YYYY to get up to \$500 when replacing your fossil fuel heating with a heat pump. Stack with the CleanBC rebates to maximize your savings! Learn more and join my group at www.betterhomesbc.ca/gpr</p>	<p>Join me in the Heat Pump Group Purchase Rebate to access additional rebates for replacing fossil fuel heating with a heat pump. The bigger the group, the greater the rebate becomes – up to \$500! Use code GPRXXX-EXPDD/MM/YYYY. To learn more, visit www.betterhomesbc.ca/rebates/gpr</p>	<p>Register using my code now to grow our rebate! The Heat Pump Group Purchase Rebate provides rebates for replacing fossil fuel heating with a heat pump & can stack with the CleanBC Heat Pump rebates & Municipal Top-Ups. Visit www.betterhomesbc.ca/GPR Use code GPRXXX-EXPDD/MM/YYYY</p>
Updated: February 2020	Updated: February 2020	Updated: February 2020	Updated: February 2020

Character Count: 276	Character Count: 273	Character Count: 280
<p>Tired of oil? Want to heat your home with clean energy? Join my group in the Group Purchase Rebate to score up to an additional \$500, on top of the up to \$3000 available from CleanBC! Use my code GPRXXX-EXPDD/MM/YYY when you register at www.betterhomesbc.ca/rebates/gpr</p>	<p>Comfort. Better for the environment. Heating & cooling. That's why I'm installing a heat pump – join me by registering with this code GPRXXX-EXPDD/MM/YYYY for up to an additional \$500 when upgrading from fossil fuel heating to a heat pump! Learn more at www.betterhomesbc.ca/GPR</p>	<p>Did you know you can access up to \$3,500 by joining my group and replacing fossil fuel heating with a heat pump? Use my code GPRXXX-EXPDD/MM/YYYY and learn more about the Group Purchase Rebate at www.betterhomesbc.ca/rebates/gpr</p>
Updated: February 2020	Updated: February 2020	Updated: February 2020