




COMMUNICATION UPDATE

TO:	Mayor and Members City Council
DATE:	June 9, 2023
SUBJECT:	Better Homes Hamilton Education/Awareness Campaign Strategy (City Wide)
WARD(S) AFFECTED:	City Wide
SUBMITTED BY:	Lynda Lukasik Director, Office of Climate Change Initiatives Planning and Economic Development Department
SIGNATURE:	

The purpose of the Communications Update is to advise Council that the Office of Climate Change Initiatives is proceeding with education/awareness campaigns in the short-term (June-July 2023) and mid-term (September-December 2023) for the Better Homes Hamilton – Home Energy Retrofit Program. Council directed staff to proceed with the ‘Incubation Stage’ of the program through approval of PED23106 on May 3, 2023.

Short-Term Purpose and Call to Action:

The purpose of this campaign throughout the remainder of June and into July will be to raise community awareness of the Better Homes Hamilton program, including eligibility criteria and financial terms. It is also meant to help the City gauge city-wide interest in this program by allowing interested homeowners to sign-up for the “Pre-Launch List”. This list does not guarantee participation in the program but will be used to keep homeowners informed about program developments and notified when the program officially launches. Any member of the public can visit the Better Homes Hamilton Engage Page and sign-up here: <https://engage.hamilton.ca/betterhomeshamilton>

OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

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We encourage you to help spread the message about the Better Homes Hamilton Program on your own social media platforms. You can do this by resharing content you see from @cityofhamilton and @BayArea_Climate on Twitter and Facebook or by adapting some of the messages we have provided for you below.

City Staff are also planning to complete another round of city-wide campaigns and engagement activities prior to and during program launch through September and into December 2023. We will notify Council prior to the start of these campaigns

Any questions about the Better Homes Hamilton program can be directed to our new central email for this program at betterhomes@hamilton.ca, or by contacting Trevor Imhoff, Senior Project Manager at (905) 546-2424 ext. 1308 or by email at Trevor.Imhoff@hamilton.ca.

APPENDICES AND SCHEDULES ATTACHED

Appendix "A" – Social Media Key Messages and Content for Better Homes Hamilton Education/Awareness Campaign

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Social Media Key Messages:

@cityofhamilton! #HamOnt's first residential energy retrofit program has been approved by City Council! This pilot program will help homeowners make their homes more comfortable, efficient, and environmentally friendly. #BetterHomesHamilton 🏠🔧 Sign-up for the Pre-Launch list for more information here: URL ONCE AVAILABLE

Have you heard about the #BetterHomesHamilton pilot program that @cityofhamilton Council approved? Sign-up for the Pre-Launch list here:

<https://engage.hamilton.ca/betterhomeshamilton>. This program can help homeowners take #climateaction and the City will support you by providing:

- 💰 A Low interest loan of up to \$20,000 to finance energy-efficiency upgrades
- 🏠 Loans are repaid via your property tax bill
- 🛠️ Access to energy coaching and project management guidance

The #BetterHomes Hamilton pilot program approved by @cityofhamilton Council is expected to launch by the end of 2023. This program helps homeowners take #climateaction to reduce GHG emissions and live more comfortably in their homes. To register for Pre-Launch list visit:

<https://engage.hamilton.ca/betterhomeshamilton>

Graphics





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