City of London

Green Incentives Program

Exploring the Potential for Municipal Incentives to Stimulate Green Development, Redevelopment and Retrofit in the City of London
Green Incentives Program

Who’s involved

• A Collaboration with OPA to assist in developing Sustainable Community Program
• OPA has awarded $40,000 towards project
• OPA is also partnering with Toronto, East Gwillimbury and Guelph
• The City of London has retained The Planning Partnership as our consultants in this project.
Green Incentives Program

The intent of the project is to explore the potential for municipal incentives to stimulate green development, redevelopment and retrofit projects in the City of London.

The project will add value to both the OPA and the City of London by:

- Engaging local partnerships, MSEC, LEDC, LHBA, LDI, London Hydro and Union Gas (representative from each to establish Steering Committee)
- Building the research and resources relating municipal green incentives.
- Identifying the needs of green project initiators and evaluating green incentives for their effectiveness in meeting these needs.
- Proposing what are evaluated to be the most positive municipal green incentives to encourage retrofit, redevelopment and new green development.
- Providing the information necessary for City of London Council Municipal Council to consider initiating three pilot projects in London which will test the proposed incentive tools for their effectiveness, based on a number of established metrics.
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Work Plan

Phase 1 – Background Research (Ongoing)

- This phase will focus on collecting background materials on best practices, options, barriers, costs, benefits, etc.
- Emphasis will be placed on identifying incentive programs that may be possible within the legal context of Ontario’s existing legislation.
- The use of a Community Improvement Plan to allow for the granting and bonusing of private sector entities will be a focus.
- Meeting with the Steering Committee and The Planning Partnership

Following this background research phase, a Phase 1 Report will be prepared which outlines:

- Best practices
- Lessons learned
- Important elements to be considered for each potential incentive
- A preliminary “short-list” of incentives that may be applied in London
- A preliminary evaluation of these incentives
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Work Plan

Phase 2 – Consultation
This phase will allow for consultation with the broader community, the development and home building industry, and potential financing partners. The preliminary short-list of potential incentives from Phase 1 will be utilized through this consultation process:

– Consultation Activity #1 – utilize an on-line survey and a focus group session to determine the likely take-up of various potential incentives for retrofit activities.
– Consultation Activity #2 – hold a charette with the development and home building industry to evaluate potential incentives identified in the Phase 1 report. Identify pros, cons and likely take-up from their perspective (dealing with retrofit, redevelopment and new development).
– Consultation Activity #3 – hold a series of meetings with local utility operators to evaluate their interest in participating in various incentive program options.
– Consultation Activity #4 – consult with various financial institutions to assess the potential for partnerships in administering a municipal green incentive program.
– Proposing a Two Day Consultation blitz
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Work Plan

Phase 3 – Analysis of Options
Phase 3 report, to explain result of the consultation and research completed during Phase 1 and Phase 2, including costs and benefits, and the “hurdles” that must be overcome to implement options identified.

Phase 4 – Selection of Pilot Project Areas and Analysis
Three green incentive pilot project areas for consideration:
- a subdivision development project within a Greenfield context;
- a new multi-unit residential development within an urban context;
- a retrofit project within an urban context
The pilot projects will be designed to test the implementation of the proposed incentive tools. For each of the identified pilot projects, the study will analyze and project, at a minimum:
  • Legal and logistical requirements
  • Human resource requirements to administer the incentives
  • Costs to municipality
  • Benefits to municipality
  • Demand from private sector
  • Impact on energy consumption and associated environmental benefits
  • Partnership opportunity/requirements
  • Measures of success
A Phase 4 report will be prepared accordingly.
Phase 5 – Final Report and Presentation to Municipal Council

The Phase 1, 3 and 4 report will be brought together in a final report which will be presented to Municipal Council. Municipal Staff will prepare a cover report with their own recommendations for moving forward, based on the study outcomes.
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- Projected Timelines

<table>
<thead>
<tr>
<th>Event</th>
<th>Target Date</th>
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<tbody>
<tr>
<td>Project Initiation</td>
<td>February 1, 2010</td>
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<tr>
<td>Phase 1 Report</td>
<td>April 1, 2010</td>
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<tr>
<td>Phase 2 Consultation Sessions Completed</td>
<td>June 1, 2010</td>
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<tr>
<td>Phase 3 Report Completed</td>
<td>August 1, 2010</td>
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<tr>
<td>Phase 4 Report Completed</td>
<td>November 1, 2010</td>
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<tr>
<td>Final Report &amp; Presentation to Council</td>
<td>December 1, 2010</td>
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