



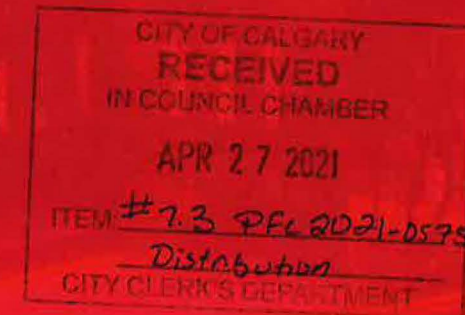
Resilient Roofing Rebate Program – PFC2021-0575

Response to Mitigating the Impacts of Severe Weather Events in Calgary – PFC2021-0194

Priorities and Finance Committee

Date: March 16, 2021

ISC: Unrestricted





Introduction

The hailstorms in 2020 impacted approximately 32,000 Calgary homes and caused severe damage in multiple quadrants.

To mitigate this type of damage from future storms and create a more resilient city, we have created the proposed Resilient Roofing Rebate Program.





Recommendations

That the Priorities and Finance Committee (PFC) recommend that Council:

1. Approve \$2.175 million from the Fiscal Stability Reserve investment income for one time operating budget to fund year one of the Resilient Roofing Rebate Program.
2. Approve the Resilient Roofing Rebate Program as identified in Attachment 2, and direct Calgary Building Services to return to PFC no later than Q2 2022 with a monitoring report on the program's progress, lessons learned, and approach for the subsequent years of the program.



Program Benefits

This program will make Calgary a more resilient city by:

- Educating homeowners and industry on the value of resilient materials.
- Encouraging the installation of resilient roofing materials to limit the damage to property.
- Creating a sample group of resilient properties to inform and support additional insurance incentives.
- Influencing the growth in demand for higher standards of materials and practices to potentially drive down material costs.



Program

A three-year rebate program that will provide eligible homeowners with a \$3,000 fixed rebate for installing resilient roofing.

Year	Time frame	Eligibility
Year 1	Group A (June 1, 2021 – May 31, 2022)	Eligible homeowners impacted by the 2020 hailstorms
	Group B (Jan 1, 2022 – May 31, 2022)	All eligible existing homes
Year 2	Proposed start June 2022	Eligible Group A and B homes
Year 3	Proposed start June 2023	Eligible Groups A, B, and new homes



Program Risks

- Success will be largely driven by our ability to influence the Insurance Industry.
- Rebate amount may not fully fund an upgrade to resilient material.
- Negative public reaction to the rebate program during these economic times.
- Demand exceeds the allotted funds in year one.



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