

Resilient Roofing Rebate Program Monitoring Report

RECOMMENDATION(S):

That the Executive Committee recommend that Council approve the completion of the Resilient Roofing Rebate Program when the existing funding is depleted.

HIGHLIGHTS

- In response to Notice of Motion PFC2020-0828 *Disaster Relief and Mitigation*, Administration launched the Resilient Roofing Rebate Program on 2021 June 1 to educate Calgarians on the benefits of resilient roofing materials and support them in building a more resilient city. Administration recommends completing the program because:
 - The program met its goal and exceeded its success measures.
 - Redirecting funding to proactive carbon reduction programs over recovery-based programs will yield more value for the investment.
 - Disaster-type funding is more appropriately funded by other levels of government.
- What does this mean to Calgarians? Citizens may seek support from other programs or partners (such as their insurers) to assist in the cost of enhancing the resilience of their home.
- Why does this matter? Since the Resilient Roofing Rebate Program has successfully educated Calgarians on the importance of resilient roofing, it is now time to focus on more impactful carbon reduction programs.
- Council approved the Resilient Roofing Rebate Program at the 2021 May 10 Combined Meeting of Council and directed Administration to return to the Priorities and Finance Committee 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.
- Strategic Alignment to Council's Citizen Priorities: A city of safe and inspiring neighbourhoods
- Background and Previous Council Direction is included as Attachment 1.

DISCUSSION

The purpose of the Resilient Roofing Rebate Program was to educate homeowners and contractors on the value of impact-resistant materials and mitigate the need to replace materials due to damage after severe weather events. Calgary led the country as the first municipality in Canada to offer a rebate program to homeowners for the installation of impact-resistant roofs. The program provided a \$3,000 rebate for homeowners who installed Class 4 impact-resistant roofing. Year one of the program began on 2021 June 01 for Group A eligible homeowners who were impacted by hail damage in 2020. On 2022 January 01, the program expanded to Group B to include all eligible homeowners who replaced their roof after 2021 June 01 with a Class 4 impact-resistant product, or who plan to replace their roof with a Class 4 material.

Rebate program success

The program was received with overwhelming enthusiasm by citizens and the roofing industry, surpassing expectations and the program's success measures as illustrated in Table 1 below. Year one of the program received \$5.25 million in funding from Council for the rebate plus \$175,000 for the educational campaigns and to administer the program. To date, the program has helped 562 homes impacted by a hail event in 2020 plus an additional 511 homes impacted by 2021 hail events or upgrading their roof, totaling \$3.35 million in rebates awarded to 1,073 homes across Calgary. Another \$1.0 million is currently held for 308 pre-approved applications for their roof replacements.

Resilient Roofing Rebate Program Monitoring Report

Please see Attachment 2 for more details on the program's budget spend. Please also see Attachment 3 for a map of how the program has been impactful in all 14 wards of the city.

Table 1: Program Success Measures

Measure	Program Year 1
1. Building awareness At least 200 participants at each of the resilient roofing webinars.	Average 154 attendees
2. Increased public interest Average of 100 website visits per week on resilient roofing	1,530
3. Usage Rebate awarded to 500 homes by the end of year one of the program	1,073

Lessons learned

Administration had several lessons learned from year one of the program, which have been categorized into themes:

- Rebate administration
 - Underestimated the program uptake; therefore, the process was under designed.
 - Need more data collection mechanisms in the process.
 - Need ability to share data for the purpose of testing resilient building materials.
- Program equitability
 - The program is not equitable because only homeowners who can afford to replace their roof can use this program.
 - The program is restricted to lower density developments – inconsistent with some of the other programs/policies promoting densification.
- Education
 - Further education is required to create full understanding of the benefits of resilient building materials.
 - COVID-19 restrictions made it difficult to provide in-person information sessions for citizens.

Recommendation to complete the program

Once the funds are depleted, Administration will not be seeking additional funding to continue the rebate program, because:

- The program has accomplished its goal of educating Calgarians on the benefits of resilient roofing materials and supporting them in building a more resilient city against environmental risks.
- Redirecting funding to proactive carbon reduction programs over recovery-based programs will yield more value for the investment.
- This is disaster-type funding more appropriately funded by provincial and federal governments.
 - At the direction of Council, following the approval of PFC2021-0194 *Mitigating the Impacts of Severe Weather Events in Calgary*, the Mayor wrote a letter to the Premier, requesting that the provincial government match The City's financial commitment to the Resilient Roofing Rebate program. The provincial government declined support for the program.

Resilient Roofing Rebate Program Monitoring Report

Program consideration

- It is estimated that approximately 1,574 applications will not be reviewed due to depletion of funding.
 - It would cost up to \$5 million to award rebates for these applications who are eligible.

Ongoing actions and engagement

- Administration will continue to leverage the existing partnership with stakeholders and support their work for further benefit to citizens and the roofing industry.
- The drafting of advisory comments on the use of resilient roofing for applicable development permit applications is underway with stakeholders.
- Administration continues to work with the provincial government on building code changes to support the use of impact-resistant materials in new construction. This change is anticipated to occur in 2026 with the next code cycle.

STAKEHOLDER ENGAGEMENT AND COMMUNICATION (EXTERNAL)

- ☐ Public Engagement was undertaken
- ☐ Public Communication or Engagement was not required
- ☒ Public/Stakeholders were informed
- ☒ Stakeholder dialogue/relations were undertaken

The rebate program is one of a group of climate mitigation actions that support the three pillars (education, incentives, and regulations) from Notice of Motion PFC2021-0194 *Mitigating the Impact of Severe Weather Events in Calgary*. There is no direction to report back to Council further on this work, but Administration will continue to engage with stakeholders to develop and action this work, which includes:

- Researching and investigating industry leading resiliency practices to address the Notice of Motion action items while ensuring that City of Calgary bylaws, provincial and national codes are met.
- Educating and promoting good resilience and construction practices as they impact citizens, customers, and stakeholders.
- Partnering with stakeholders to coordinate the prioritization and implementation of resiliency and mitigation programs, while being considerate of customer impacts.
- Campaigning and promoting to regulatory bodies to accept sound resiliency and construction practices and to include them in codes and standard operating procedures.

IMPLICATIONS

Social

Repairing buildings after severe weather events resulting in damage is a source of considerable stress for citizens. The time to assess and action repairs, manage financial costs, and the potential disruption of daily schedules all negatively impact communities' long-term social well-being.

Environmental

Reducing the need for repairs after severe weather events has several positive environmental benefits, including reducing the release of embodied Greenhouse Gas (GHG) in construction

Resilient Roofing Rebate Program Monitoring Report

materials and operational GHG reductions in shipping, material handling, and installation as identified in the Climate Resiliency Strategy. Avoided repairs also reduce landfill waste generation.

Economic

The effort to replace roofs in Calgary with resilient materials will support employment in Calgary among roofing professionals and help to support local business.

Service and Financial Implications

Self-supported funding

\$150,000.00

Any unused funds by the end of the rebate program will be transferred back to the Fiscal Stability Reserve.

Calgary Building Services will dedicate \$150,000.00 per year from its self-funded operating budget, which includes 1.0 full-time equivalent and all associated costs, to coordinate and implement climate-related work in relation to our core business and customers.

RISK

Risks of not continuing the program:

- Negative public reaction from citizens who would have qualified for the rebate but did not receive it or apply in time.
- Fewer citizens will choose resilient roofing materials for repairs or maintenance, slowing down the transition to a more resilient city.

Risks of continuing to add additional funding to the program:

- Negative public reaction to the rebate program and funding source.
- Focus on the program will distract from larger more impactful carbon reduction programs
- Only those homeowners who can afford to replace their roof can use this program.

ATTACHMENT(S)

1. Previous Council Direction and Background
2. Resilient Roofing Rebate Program Budget Spend
3. Resilient Roofing Rebate Program Map

Department Circulation

General Manager/Director	Department	Approve/Consult/Inform
Stuart Dalglish	Planning & Development	Approve