

# **TOWN OF DRAYTON VALLEY**

## **Local Energy Stewardship Plan Online Survey**

### **WHAT WE HEARD REPORT**

JUNE 2020



## OVERVIEW

Drayton Valley completed its first energy and emissions inventory in January 2020. The inventory is part of the Town of Drayton Valley's commitment to the Partners for Climate Protection (PCP) Program. The PCP Program intends to help municipalities reduce emissions while creating opportunities to save money, build a diverse economy, generate lasting jobs, and protect the natural environment.



*The Energy and Emissions Inventory Report is now available at  
<https://www.draytonvalley.ca/wp-content/uploads/2020/03/DV-EE-Inventory-Report-2015-2018-2.pdf>*

The next step in the PCP Program is to develop a Local Energy Stewardship Plan. The Plan aims to optimize Drayton Valley's local array of energy production and conservation opportunities while respecting its unique priorities.

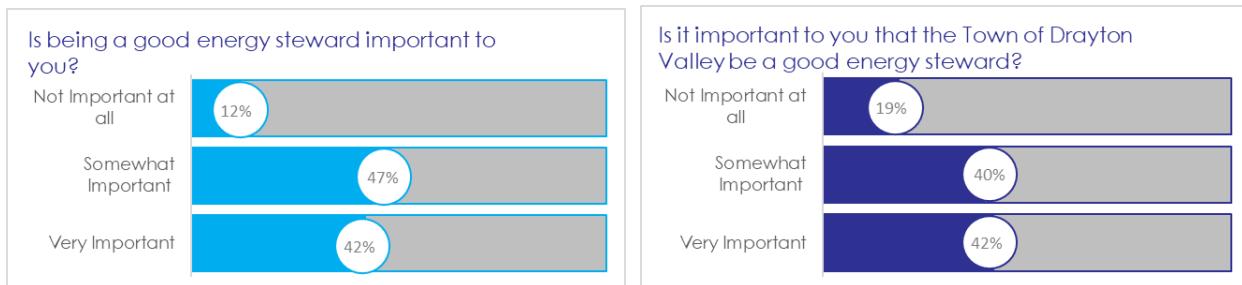
An online survey was conducted from April 20<sup>th</sup> to May 18<sup>th</sup>, 2020. The objective is to gather feedback from residents on their priorities for energy stewardship and energy programming in Drayton Valley. The online survey was to be complemented with a host of engagement activities at local events, with educational institutions, with the Chamber of Commerce, senior center, and other local stakeholders. Unfortunately, the COVID-19 pandemic resulted in the online survey becoming the sole engagement instrument applied at this time.

The online survey was built on Google Forms and heavily advertised through the Town's social media platforms, the local newspapers, and with physical posters at bulletin boards throughout the Town (including grocery stores, medical centers, schools, and others). The Town offered a \$50 Chamber Cash prize draw to encourage participation. Unfortunately, the survey garnered only 43 respondents, which makes the results statistically invalid (<1%). However, the feedback provided useful insight into the different opinions of the respondents. In this "What We Heard" report, we will share some of the key findings which will inform the Town's efforts in developing the Local Energy Stewardship Plan.

## BECOMING A GOOD ENERGY STEWARD

*Good energy stewards value the energy resources available to them and the convenience derived from energy use. They are aware of issues related to energy. They are willing to continuously improve how they manage and use energy to transition into a safe, productive, and sustainable energy future.*

Most respondents agree that being a good energy steward is somewhat important, and this is true in both cases where it applies to the Town and to the individual.



*How important is it for the respondent and the Town to be good energy stewards?*

Respondents are given a list of motivations for becoming a good energy steward and asked to identify up to three motivations that most resonate with them. The top three motivations are cost savings; preserving natural resources and ecosystem; and growing the local economy. There were additional comments centered around green incentives and becoming energy efficient as motivators as well.

**What would motivate YOU to become a better energy steward?**



*Motivations for becoming good energy stewards*

Another finding from this survey is that more than half of the respondents believe in taking "Baby Steps" in pursuing the energy and climate action goal. As the next step under the PCP Milestone is all about setting goals, this indicates that it may be prudent for the Town to set modest, straightforward, and easy-win goals.

**What level of Energy Stewardship do you think Drayton Valley should strive for?**

Drayton Valley will be a leader in energy stewardship. Buildings will be low-carbon and resilient. Programs to reduce vehicle fuel use will be explored such as small-scale public transit, car-sharing and increased electric vehicle charging stations. Intensive waste reduction and diversion programs will be implemented.

**19%**  
**BIG STRIDES**

**65%**  
**BABY STEPS**

Some energy stewardship programs will be initiated. Support for energy efficiency and/or renewable energy will be increased to reduce electricity and natural gas use in buildings. Smart driving will be encouraged to reduce fuel cost and emissions. Targeted waste diversion programs will be introduced.

No extra effort will be put into energy stewardship. Electricity and natural gas use will probably stay on the same trajectory, there will be more cars on the road and town development sprawls. This will likely lead to increased energy spending and infrastructure costs.

**16%**  
**STATUS QUO**

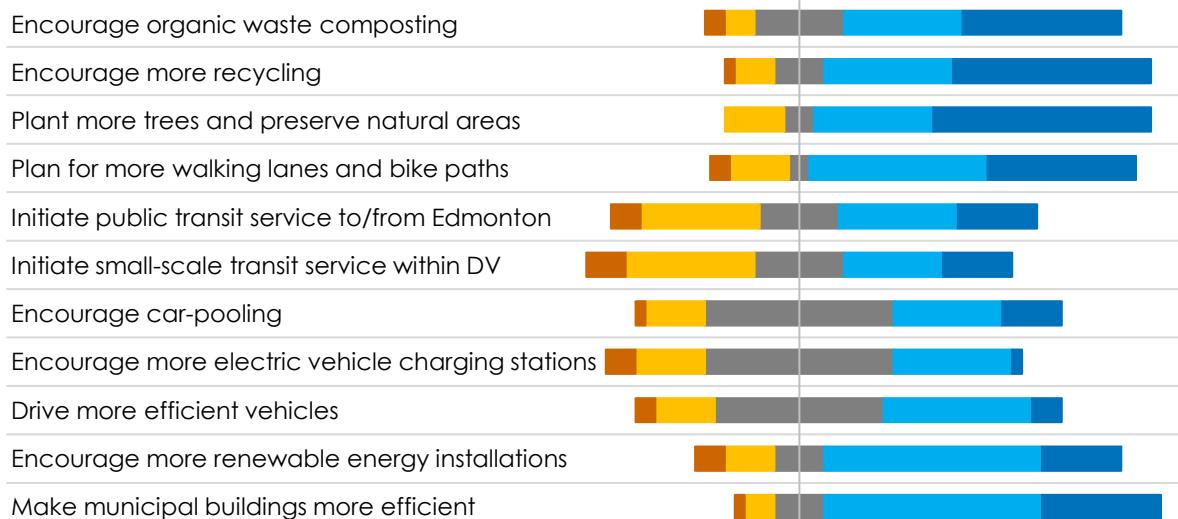
*What level of effort Drayton Valley should strive for in becoming a good energy steward*

A small number of respondents prefer the "Status Quo" option. These respondents each chose cost-savings as one of their primary motivations, and some included comments around prioritizing infrastructure and services before energy stewardship actions. This sentiment will be considered in setting goals and in developing the Local Energy Stewardship Plan.

## TAKING RESPONSIBLE ACTION

This section of the survey lists several typical energy conservation measures that can be taken to reduce energy use and emissions. The measures are separated into actions that a municipal can implement and actions that a resident or business can implement. Respondents were asked to indicate their level of agreement for the different measures.

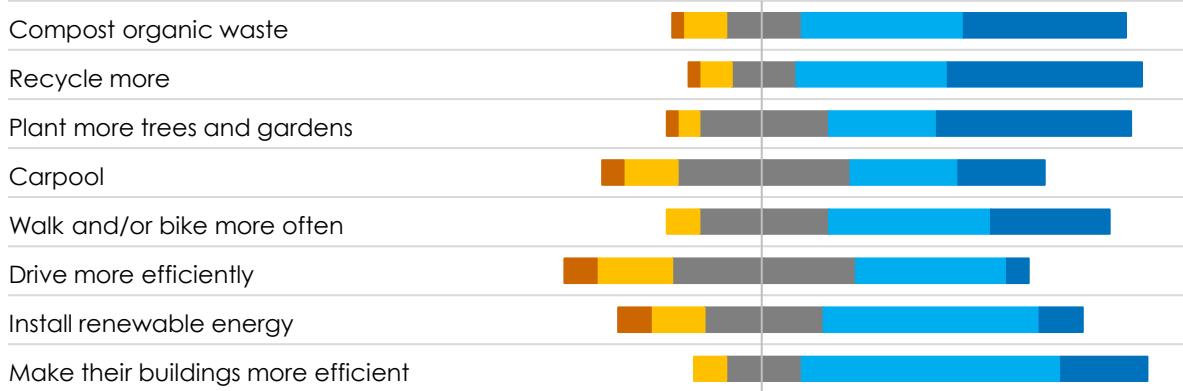
### **Town of Drayton Valley should:**



strongly disagree | disagree | neutral | agree | strongly agree

*Interest in different types of municipal actions for the Town of Drayton Valley*

### **Residents and businesses in Drayton Valley should:**



strongly disagree | disagree | neutral | agree | strongly agree

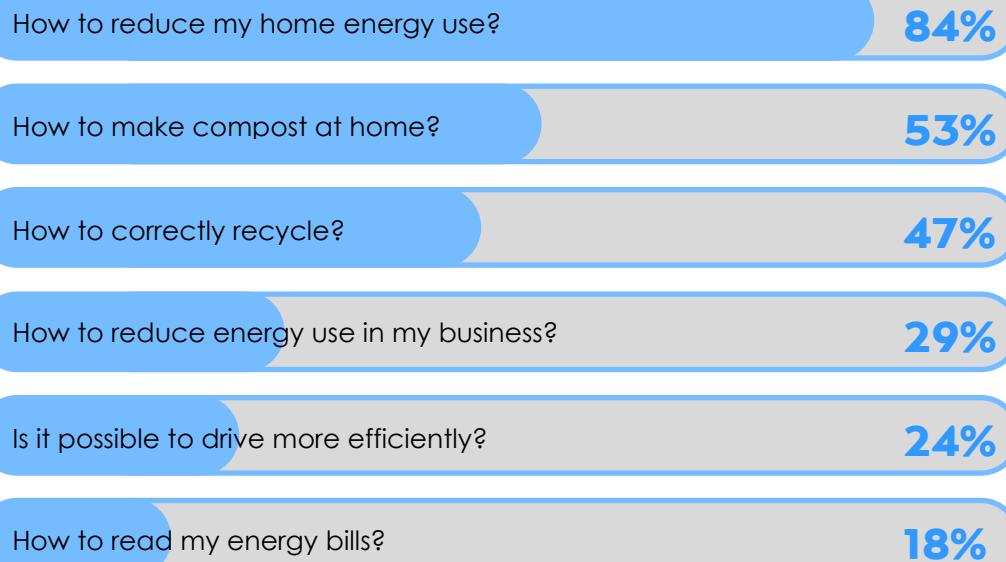
*Interest in different types of individual actions for homes and businesses in Drayton Valley*

As illustrated, respondents are more supportive of actions related to preservation and waste management (recycling and composting). Building efficiency is also considered an important measure for this pool of respondents. Transportation measures, on the other hand, are less popular.

## DELIVERING ENGAGING ENERGY EDUCATION PROGRAMS

Getting the right, up-to-date information on energy is the first step towards becoming a good energy steward. Participants were asked to select topics that may be of interest to them from a list. Space was provided to add other types of programming that are not included in the list.

### Potential Energy Programming for Drayton Valley



### Potential Energy Education Programming for Drayton Valley

When invited to suggest other possible programming ideas, a few participants asked for some form of green incentive (tax reductions, subsidies). Others wanted to learn to become more resilient, with requests for programming centered around sustainable food and backyard farming (animals, fruits, and vegetables).

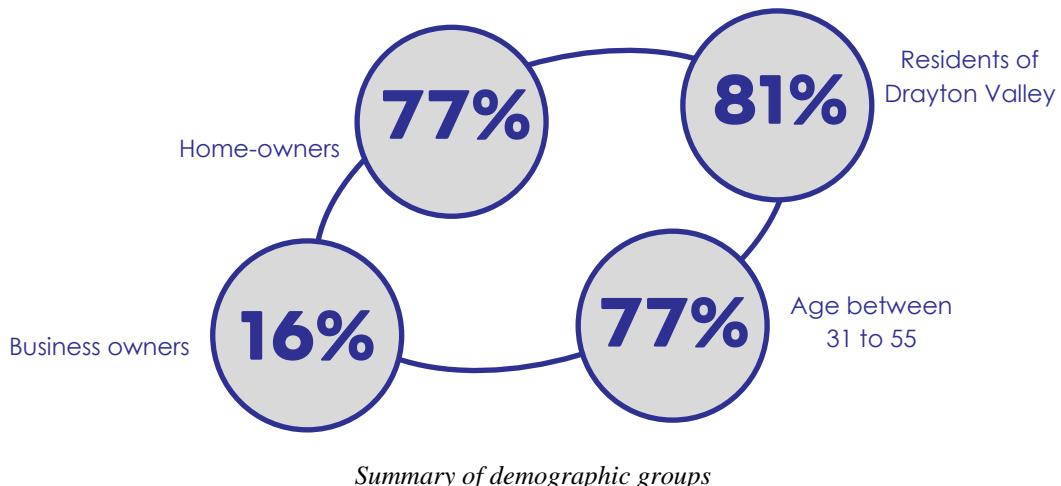
## RESPONDENT'S FINAL COMMENTS

The final section of the survey provided respondents with the opportunity to freely express their opinions on what they think would add value to the development of the Local Energy Stewardship Plan.

- **Composting and recycling:** There were requests made for composting and recycling programs, either through curbside collection or through a centralized drop-off point.
  - The Local Energy Stewardship Plan will consider these programs in relation to upcoming initiatives for the landfill.
- **Energy efficiency and conservation:** Respondents commenting on energy efficiency pointed out its importance in lowering costs, reducing waste, and creating jobs in Town. At the same time, there is a realization that cost is a real barrier to energy efficiency. There were requests once again for funding to implement energy efficiency.
  - The Town already has the Preserve Our Ultimate Resource (P.O.U.R) Program which has been running for over five years (<https://www.draytonvalley.ca/protect-our-ultimate-resource/#:~:text=The%20Town%20of%20Drayton%20Valley,the%20amount%20of%20water%20consumed>).
  - The Town recently received a grant from Fortis to develop a do-it-yourself Energy Conservation Toolkit (E-CENT). The E-CENT empowers business and home-owners to quickly identify and address the more visible areas of leakages (electricity, water and natural gas) in their buildings. It should be noted that E-CENT is not meant to replace an actual energy audit by certified auditors.
  - If there is sufficient interest from residents, business owners, and contractors in Drayton Valley, the Town may also consider implementing the Property Assessed Clean Energy (PACE) Program. The PACE Program enables property owners to finance clean energy investments with repayments via an assessment on the property's regular tax bills.
- **Renewable energy:** Several respondents expressed a strong aversion to renewable energy projects, and this includes solar, deep-well geothermal, and heat pumps. While some of these concerns are valid, there is indication as well that some of this aversion may be stemming from obsolete information garnered from unreliable resources.
  - The Local Energy Stewardship Plan will still consider renewable energy for Drayton Valley. With federal and provincial grants available, it would be irresponsible of the Town to ignore these opportunities that, in the long-term, could reduce operational expenses and improve resiliency.
  - However, given the sensitivity surrounding renewable projects, any proposed renewable initiatives in the future will be subject to several assessment requirements beyond the cost reductions lens or the emissions lens. Other types of assessment will include technology maturity; local economic impact (jobs creation post-construction, local business, taxes, and access fees); and prioritization of local services and performance of existing infrastructure (energy efficiency before renewable energy).
- **Sustainable local businesses:** A respondent suggested an initiative to celebrate local businesses that apply sustainable, eco-friendly practices, this is under consideration.

## DEMOGRAPHIC SUMMARY

There were only 43 responses recorded for this online survey. The major demographic groups are summarized in the following infographic.



One of the questions posed in this section was on how much of the respondent's annual household income is spent on utility bills. Utilities bill for this survey is defined as electricity and natural gas bills.

Households that spend **more than 6%** of their after-tax household income on home energy services have high home energy cost burdens and are said to be experiencing **energy poverty**.



About 34% of respondents spend less than 10% of their income on utilities, while 5% prefer to keep this information private. The rest of the respondents either do not know their utility expenditure, or their utility expenditure exceeds 10%. This finding highlights the need for better energy literacy for the community here in Drayton Valley.



*Utility spending as a share of annual household income*

## WHAT'S NEXT?

Now that the public engagement is complete, the Town of Drayton Valley is developing a draft version of the Local Energy Stewardship Plan. We are using the inputs received from the online survey as well as engagement with local agencies and other partners to identify the current challenges and opportunities in the evolving local energy system.

Our proposed goals for the Local Energy Stewardship Plan:

**A Vibrant Community:** We are a happy, healthy and vibrant community of people who actively work together and have a strong sense of pride.

**Diversified Energy System:** Our businesses remain a leader in energy, optimizing an array of energy production and conservation opportunities that is most leverageable to our unique context.

**Attracted & Retained Top Talent:** Our skilled and trained workforce are sought-after and well-deployed to technologies and industries across the energy system.

**Leveraged Existing Infrastructure:** Our businesses are prosperous, and we continue to attract industries and investments by leveraging existing resources and infrastructure.

**Celebrated and Well-Stewarded Nature:** Our community embraces and protects its environment, including the North Saskatchewan river and river valley for its water, the power it generates and for the sustainable recreational and tourism opportunities it offers.

**Moved Towards Truth and Reconciliation in Treaty 6:** We continue to create opportunities and acting towards truth and reconciliation through right relations with Indigenous and Métis peoples in Treaty 6.

We look forward to sharing the draft version of the Local Energy Stewardship Plan in Summer 2020. If you have any further feedback, questions, or concerns, please email the Energy Program Coordinator at [energy@draytonvalley.ca](mailto:energy@draytonvalley.ca).

We thank all participants of the online survey for their thoughtful feedback and constructive inputs.

## Appendix I: Advertising the Energy Survey

### Social Media Engagement

 Town of Drayton Valley  
20 April · 

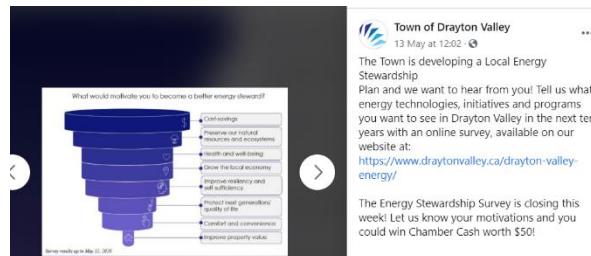
In 2015, with Council Resolution #217/15, the Town of Drayton Valley (TODV) officially joined the Partners for Climate Protection Program (PCP). The PCP is a national network of over 350 municipalities that have committed to reducing greenhouse gases and acting on climate change. PCP is managed and delivered by the Federation of Canadian Municipalities and ICLEI – Local Governments for Sustainability.

In January 2020, the Town of Drayton Valley achieved Milestone 1 of the PCP Milestone Framework. To achieve the next milestones in the PCP Program, the Town is developing a Local Energy Stewardship Plan and we want to hear from you!

Tell us what energy technologies, initiatives and programs you want to see in Drayton Valley in the next ten years with an online survey, available here <https://docs.google.com/forms/d/e/1FAIpQLSdKBCyozQKWJlmWNBMqMa9X8GVkByDtMKj3CaZoRHcgcCEw/closedform>.

By completing the survey, you might just win Chamber Cash worth \$50!





### Local Newspaper

## Town conducts energy survey

**Graham Long**  
Drayton Valley Free Press

The Town of Drayton Valley is looking for public input on energy use and conservation in the community. An online survey on the subject is available on the Town website, [www.draytonvalley.ca](http://www.draytonvalley.ca). It will remain active until May 15.

The survey takes less than five minutes to complete and asks for residents' views on a number of areas ranging from public transport and walkability to recycling,

composting and home energy use. The survey is anonymous, but those who take part have the option of entering their name in a draw for \$50 in Chamber Cash.

This survey comes about as a result of the Town's participation in the Partners for Climate Protection (PCP) Program. The PCP Program is a network of more than 350 Canadian municipalities aimed at reducing greenhouse gas emissions and taking action on climate change. There is no cost for membership in the

program, which has a target of helping municipalities across the country to reduce emissions while creating opportunities to save money, diversify their local economy, generate new jobs, and protect the natural environment.

The PCP program is managed by the Federation of Canadian Municipalities and receives financial support from Local Governments for Sustainability Canada and the federal government.

### WE WANT TO HEAR FROM YOU!

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Tell us what energy technologies, initiatives and programs you want to see in Drayton Valley in the next ten years with an online survey, available on our website at: [www.draytonvalley.ca/drayton-valley-energy/](http://www.draytonvalley.ca/drayton-valley-energy/)

Online and paper surveys are available! By completing the survey, you might just win Chamber Cash worth \$50!

## Poster

*Highlights from*  
**DRAYTON VALLEY  
ENERGY & EMISSIONS  
INVENTORY**  
 2015 to 2018

Take the survey for a chance to

**WIN \$50**  
 worth of Chamber Cash

SCAN ME



Submit surveys through May 15th, 2020

### ENERGY USE IN DRAYTON VALLEY

2,065,417 Gigajoules **2015 vs 2018** 2,052,205 Gigajoules

#### Top 3 Energy Users in 2018

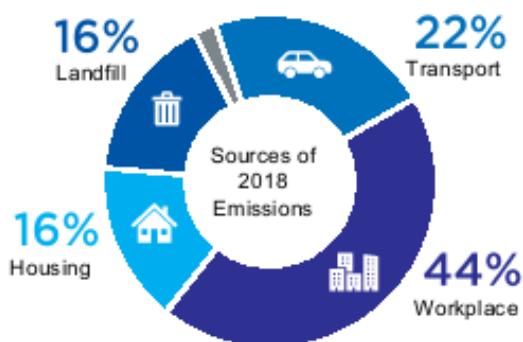


#### Types of Energy Used in 2018



### DRAYTON VALLEY EMISSIONS

231,236 tonnes of CO<sub>2</sub> equivalent **2015 vs 2018** 211,098 tonnes of CO<sub>2</sub> equivalent



Emissions reduction achieved from 2015 to 2018

#### Energy Initiatives Implemented in Drayton Valley



### HOW TO BECOME BETTER ENERGY STEWARDS?



Reduce water use



Reduce energy use



Reduce waste



Support local



Optimize travel

The full 2015-2018 Energy and Emissions Inventory Report is now available online.  
[www.draytonvalley.ca](http://www.draytonvalley.ca) | [energy@draytonvalley.ca](mailto:energy@draytonvalley.ca)

## Appendix II: Online Survey



# Survey for Local Energy Stewardship Plan

Drayton Valley recently completed its first energy and emissions inventory. This inventory is part of the Town of Drayton Valley's commitment to the Partners for Climate Protection (PCP) Program. The PCP Program intends to help municipalities reduce emissions while creating opportunities to save money, build a diverse economy, generate lasting jobs, and protect the natural environment.

The next step in the PCP Program is to develop a Local Energy Stewardship Plan. The Plan aims to optimize our local array of energy production and conservation opportunities while respecting our unique priorities.

Your opinion is highly valuable to us. Please take this survey and help us to build this Plan. As a thank you for completing this survey, you may choose to enter into a draw to win Chamber Cash worth \$50 to spend at any participating business in Drayton Valley.

All information provided will be kept in the strictest confidence and will be used only for this study. Analysis and reporting will be conducted in aggregate only; no identifiable individual responses will be used. If you have any questions or concerns about this survey, you may contact us via email at [energy@draytonvalley.ca](mailto:energy@draytonvalley.ca).

Please respond by May 18th, 2020 (extended deadline).

[Next](#)

## Becoming a Good Energy Steward

Good energy stewards value the energy resources available to them and the convenience derived from energy use. They are aware of issues related to energy. They are willing to continuously improve how they manage and use energy to transition into a safe, productive, and sustainable energy future.

Is being a good energy steward important to you? \*

- Very Important
- Somewhat Important
- Not Important at all

What would motivate you to become a better energy steward? (Select your top 3) \*

- Cost-savings
- Health and well-being
- Protect next generations' quality of life and opportunities
- Preserve our natural resources and ecosystems
- Improve property value
- Grow the local economy
- Improve resiliency and self-sufficiency
- Comfort and convenience

Are there any other motivations not included above that you would like to share?

Your answer

Is it important to you that the Town of Drayton Valley be a good energy steward?

\*

- Very Important
- Somewhat Important
- Not Important at all

What level of energy stewardship do you think Drayton Valley should strive for? \*

- Status Quo (No extra effort will be put into energy stewardship. Electricity and natural gas use will probably stay on the same trajectory, there will be more cars on the road and town development sprawls. This will likely lead to increased energy spending and infrastructure costs.)
- Baby Steps (Some energy stewardship programs will be initiated. Support for energy efficiency and/or renewable energy will be increased to reduce electricity and natural gas use in buildings. Smart driving will be encouraged to reduce fuel cost and emissions. Targeted waste diversion programs will be introduced.)
- Big Strides (Drayton Valley will be a leader in energy stewardship. Buildings will be low-carbon and resilient. Programs to reduce vehicle fuel use will be explored such as small-scale public transit, car-sharing and increased electric vehicle charging stations. Intensive waste reduction and diversion programs will be implemented.)

## Prioritizing Actions for Implementation

The Local Energy Stewardship Plan will guide Drayton Valley's efforts in reducing energy use and emissions for the next ten years. The next set of questions will help us prioritize actions for implementation.

The Town of Drayton Valley should:	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Make municipal buildings more efficient (e.g. better insulation, lighting upgrades)					
Encourage more renewable energy installations (e.g. solar, wind, geothermal)					
Drive more efficient vehicles (e.g. smaller or electric vehicles)					
Provide or encourage more electric vehicle charging stations					
Encourage car pooling					
Introduce small-scale public transit within town					
Introduce transit service to and from Edmonton					
Plan for more walking paths and bike lanes					
Plant more trees and preserve natural areas					
Encourage residents and businesses to recycle more					
Encourage residents and businesses to compost their organic waste					

Action	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Make their homes and businesses more energy efficient (e.g. newer furnaces, efficient lighting, weather stripping)					
Install renewable energy at home or at their business (e.g. solar panels)					
Drive more efficient vehicles					
Walk and/or bike more often					
Carpool					
Plant more trees and gardens					
Recycle more					
Compost organic waste					

## Prioritizing Programming

Getting the right information is the first step towards becoming a good energy steward. The next set of questions will help us to prioritize topics for energy-related programming in Town (e.g. workshops, social media postings, focus group discussions, incentives)

Which topics would you be interested to learn more about from the following list? (Tick all that applies)

- How to correctly recycle?
- How to reduce my home energy use?
- Is it possible to drive more efficiently and save on gas/diesel?
- How to make compost at home?
- How to reduce energy use in my business?
- How to read my energy bills?

Are there any other energy-related topics not included above that you would like to learn more about?

Your answer

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Please provide any other comments you feel are important and would add value to Drayton Valley's Local Energy Stewardship Plan:

Your answer

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