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Item No.
Environment & Sustainability Standing Committee
September 10, 2014

TO: Chair and Members of the Environment & Sustainability Standing Committee

SUBMITTED BY: Original signed

Jane Fraser, Director, Planning & Infrastructure

DATE: August 14, 2014

SUBJECT: Progress Report on HRM's Community Energy Plan Update

INFORMATION REPORT

ORIGIN

Environment and Sustainability Standing Committee, January 9, 2014, Item 4.2: Community Energy Plan Discussion.

LEGISLATIVE AUTHORITY

HRM Charter, Purpose of Municipal Planning Strategy, 228.

BACKGROUND

Environment and Sustainability Standing Committee (ESSC), January 9, 2014, HRM Energy & Environment gave a presentation titled "The Community Energy Plan Revision Project". The presentation followed the November 13, 2013, ESSC Information Report; Update Community Energy Plan Revision, Desired Outcomes.

During the January 9, 2014, ESSC meeting, Municipal staff were directed to engage the broader community as part of the consultation process.

The Community Energy Plan (CEP) update will focus on targeted actions the municipality can take within the next five years to improve the sustainability of the Municipality's community energy, which includes both the production and use of energy. Actions will focus on energy efficiency and renewable energy initiatives as well as a strong educational effort to increase energy literacy among residents.

DISCUSSION

Municipal staff has completed the community engagement for the CEP update. Engagement included the following:

- Online survey for businesses, Winter 2013
- Phone survey for businesses, June 2014
- Targeted session with the Canadian Green Building Council Atlantic Chapter, March 10, 2014
- Targeted session with the Clean Foundation and Ecology Action Centre, May 8, 2014
- Engagement panels at the Solar Fiesta for Solar City, Dartmouth Sportsplex, March 1, 2014
- Engagement panels at the Halifax Seaport Farmers' Market, May 3, 2014
- Engagement panels at the Alderney Landing Farmers' Market. Dartmouth, May 17, 2014
- Engagement panels at the Renewable Energy Conference, WTCC, April 15-16, 2014
- Engagement through HRM's Shape Your City website, March-July 2014

Municipal staff plans to analyze the results of the engagement and draft a proposed action plan this fall.

FINANCIAL IMPLICATIONS

There are no financial implications associated with this report. Work on the community energy plan, primarily staff time, is funded through Operating Account D935 (Energy & Environment).

COMMUNITY ENGAGEMENT

Community engagement was conducted to inform the CEP update. Engagement was conducted in accordance with HRM's Community Engagement Strategy.

ATTACHMENTS

Attachment 1: CEP Business Phone Survey Results - Presentation

Attachment 2: CEP Business Phone Survey Results - Tables

A copy of this report can be obtained online at <http://www.halifax.ca/commcoun/index.php> then choose the appropriate Community Council and meeting date, or by contacting the Office of the Municipal Clerk at 490-4210, or Fax 490-4208.

Report Prepared by: Shannon Miedema, Environmental Performance Officer, 490-3665

Original signed

Report Approved by:

Richard MacLellan, Manager, Energy & Environment, 490-6506



2014 Community Energy Plan Study

In June 2014, Halifax Regional Municipality (“Halifax”) commissioned Corporate Research Associates (CRA) to conduct a brief telephone survey among organizations operating in the Halifax area with an expressed or operational interest in environmental issues. The overall objective of this study was to gather information regarding energy-related expenditures. A total of 50 surveys were completed between June 13-27, 2014. A total of 151 useable contact records were available for telephone dialing. The average length of the survey was approximately seven and one-half minutes. The project response rate was 34 percent.

The following summary report presents results of the Halifax Community Energy Plan Study. Detailed data tables are also provided separately which include results for each question across key demographics. Tables are referenced throughout this report by number (e.g., Table 1).

Highlights

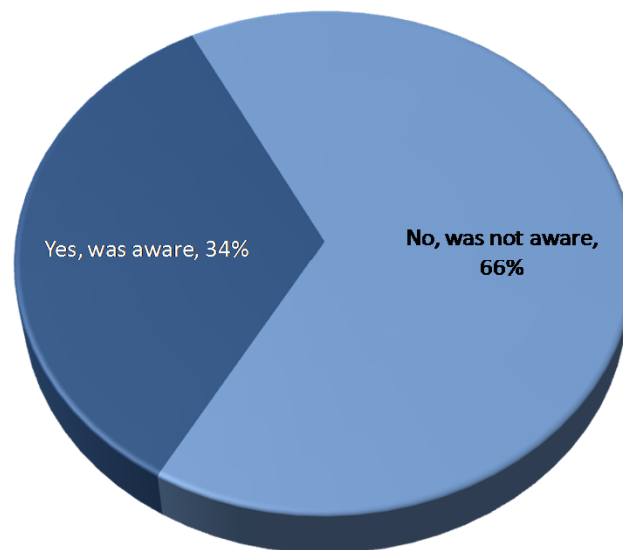
- ❖ A clear majority of businesses surveyed believe energy issues are important to their organization and its operations in the Halifax area, with the **price of energy** and **conservation of energy through reduced consumption** each being identified as critically important issues by more than two-thirds of businesses.
- ❖ Nearly one-half of businesses indicate their organization has at least one staff member expressly responsible to work towards organizational energy conservation. Moreover, the majority of respondents indicate that their organization encouraged their employees or have taken specific steps to reduce their energy consumption within the past year. However, a significant minority indicate their organization has *not* taken such measures.
- ❖ The majority of businesses surveyed indicate their organization would have definite intentions to invest in renewable energy or efficiency project, provided there were longer term cost savings.
- ❖ Expenditure estimates reveal nearly one-quarter of organizational costs in the Halifax area are associated with energy-related expenditures. As may be expected, electricity/power is the most commonly cited energy-related expense. A majority of businesses expect their organizational energy consumption within the Halifax area to remain unchanged this year compared to 2013. Among the few who predicted their energy consumption will change, business growth and rising energy costs were the most commonly cited reasons for predicted *higher* energy consumption, while implementing energy efficient measures and decreased electricity use were the most commonly cited reasons for predicted *lower* energy consumption.

Community Energy Plan

Awareness of Community Energy Plan

- Two-thirds of businesses (66%) indicate they were unaware that the Halifax Regional Municipality has a Community Energy Plan, while one-third were aware with the Plan. (Table 2)

Awareness That Halifax Regional Municipality Has a Community Energy Plan



Q.2: Prior to today, were you aware that Halifax Regional Municipality has a Community Energy Plan? (n=50)

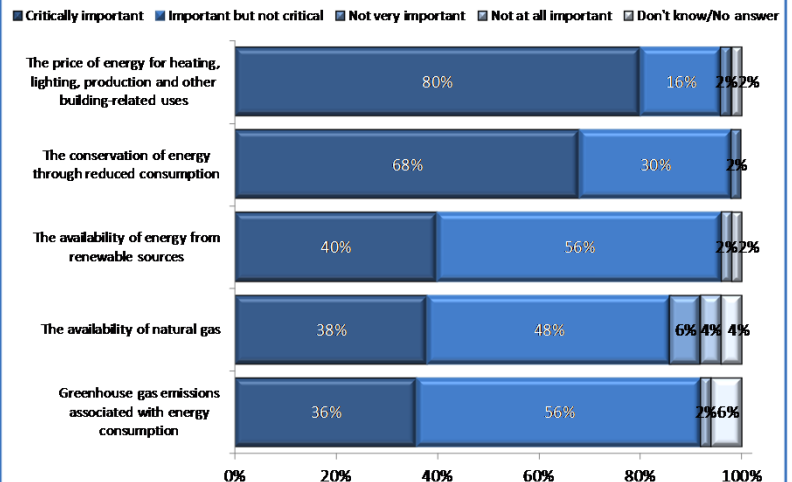
Energy Issues

Importance of Energy Issues

To better understand perceptions regarding the importance of various energy issues, respondents were asked to rate the importance of the price of energy, availability of natural gas, availability of energy from renewable sources, conservation of energy through reduced consumption, and greenhouse gas emissions associated with energy consumption with respect to their organization and its operations in the Halifax area.

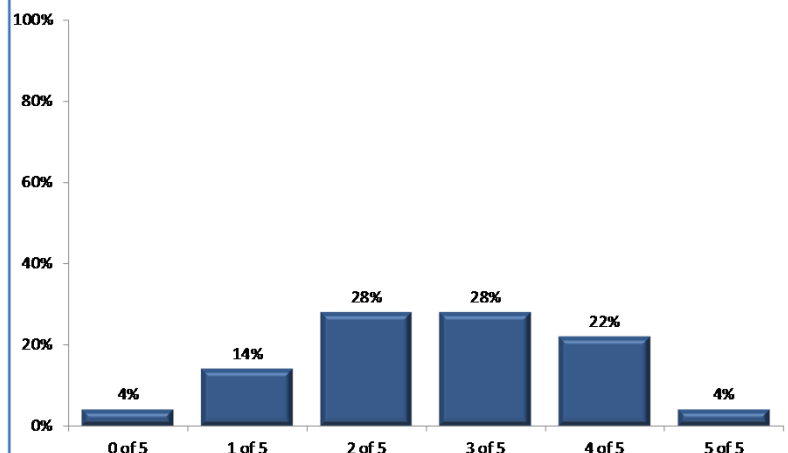
- Eight-in-ten (80%) businesses consider the **price of energy for heating, lighting, production and other building-related uses** to be *critically* important, while virtually no one considered the price of energy to be *not at all* important. Moreover, the **conservation of energy through reduced consumption** was also deemed as being critically important to a clear majority of businesses (68%), with an additional three-in-ten businesses considering this factor to be important but not critical.
- The **availability of energy from renewable sources**, **greenhouse gas emissions associated with energy consumption** and the **availability of natural gas** were each identified as having some degree of importance by the vast majority of businesses. More specifically, each factor was viewed as being critically important by approximately four-in-ten businesses (40%, 36% and 38%, respectively).
- Only two respondents (n=2) indicated they did not find *any* of the five issues under study to be critically important to their business, while four-in-ten (42%) found only one or two issues to be critically important. Conversely, one-quarter (26%) found four or five of these issues to be critically important to their organization. (Tables 3a-e)

Importance Rating of Energy Issues



Q.3a-e: I am now going to read a series of energy issues, and please tell me if the issue is [READ RESPONSES IN ORDER] to your organization and its operations in the Halifax area? [To begin/Next]? (n=50)

Critical Importance Rating of Energy Issues



Q.3a-e: Critically Important Rating Summary Table: I am now going to read a series of energy issues, and please tell me if the issue is [READ RESPONSES IN ORDER] to your organization and its operations in the Halifax area? [To begin/Next]? (n=50)

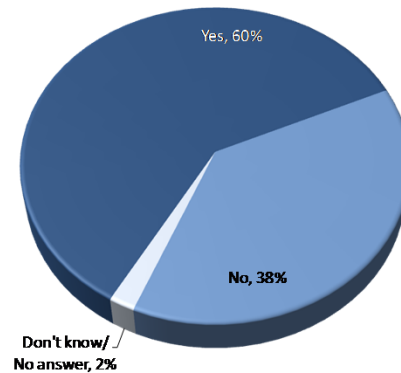
Energy Conservation

Steps to Reduce Consumption

- Six-in-ten (60%) businesses indicate their company has encouraged staff or has undertaken steps to reduce the company's consumption of energy through the modification, redesign or replacement of buildings, machinery, vehicles or other organizational assets.

In contrast, four-in-ten (38%) indicate that no such actions have been undertaken in the past 12 months. (Table 4)

Organization Encouraged Employees or Took Steps to Reduce Consumption of Energy in Past Year

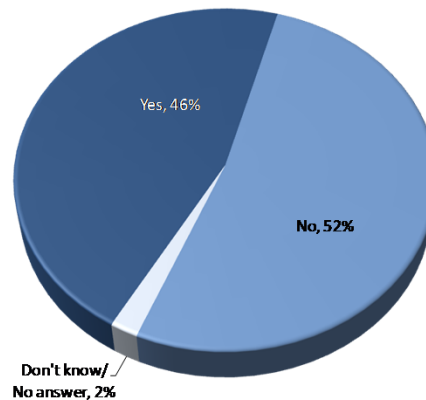


Q.4: Yes or No, in the past year has your organization encouraged employees or taken steps to reduce the consumption of energy through the modification, redesign, or replacement of buildings, machinery, vehicles, or other assets of the organization? (n=50)

Staff Designated to Work Towards Energy Conservation

- Approximately one-half (46%) of businesses indicate their organization has at least one staff member responsible for activities related to organizational energy conservation. (Table 5)

Organization Has One or More Staff Whose Responsibility is to Work Towards Energy Conservation

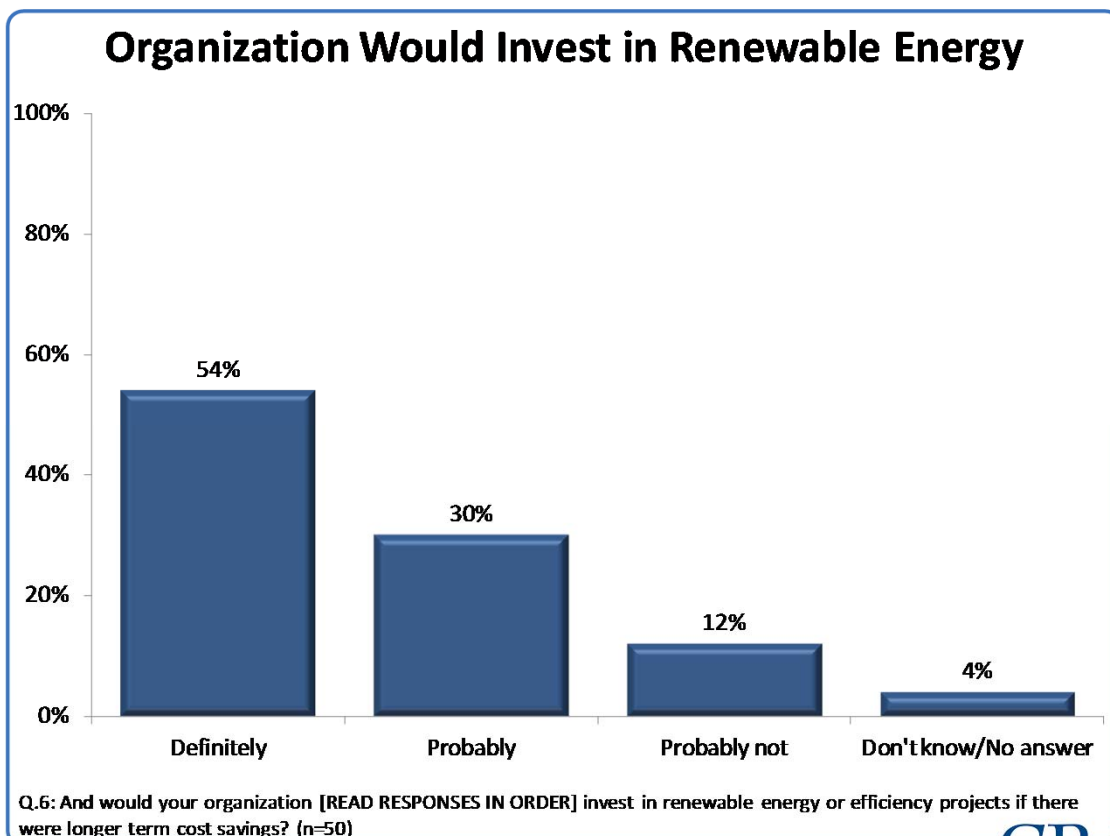


Q.5: Yes or No, does your organization have one or more staff members whose responsibility it is to work towards organizational energy conservation? (n=50)

Renewable Energy / Efficiency Project

Propensity to Invest in Renewable Energy or Efficiency Projects

- More than eight-in-ten (84%) of businesses express some degree of intention for their organization to invest in renewable energy or efficiency projects, provided it was evident that such projects offered longer term cost savings. Specifically, over one-half (54%) of businesses indicated their company would *definitely* undertake such an investment, with three-in-ten (30%) indicating their organization would *probably* invest in such a project.
- The so-called '80/20' rule of survey research is sometimes utilized to calculate what may be a more realistic likelihood of an organization or individual undertaking the action or activity under examination. This calculation entails the estimation that 80 percent of those who indicate they *definitely* would undertake an action would indeed follow through and perform it, while projecting that 20 percent of those who indicate they *probably* would undertake the action would indeed follow through and perform it. In this instance, the result of this calculation is that it is estimated one-half (49%) of businesses would likely invest in renewable energy or efficiency projects if there were longer term cost savings associated with such a project.



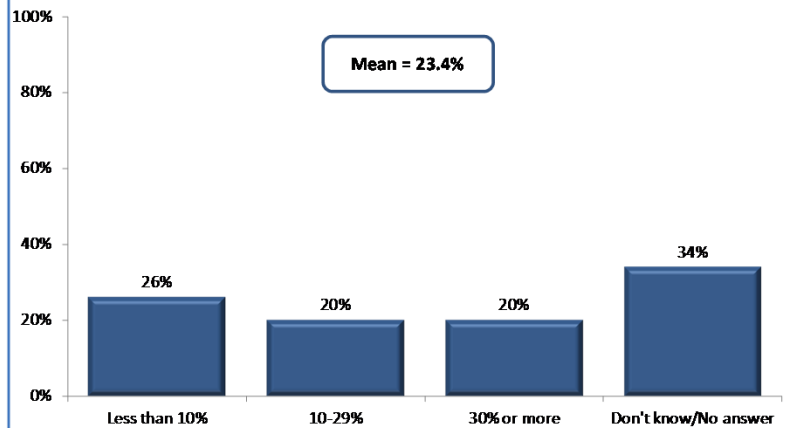
Energy-Related Expenditures

Organizational Costs & Energy-Related Expenditures

Respondents were asked to estimate how much of their organizational costs in the greater Halifax area are energy-related expenditures.

- One-quarter (26%) of businesses estimate that less than 10 percent of their organizational costs in Halifax are energy-related expenditures. Furthermore, two-in-ten (20%) businesses estimate between 10 and 29 percent of their organizational costs in Halifax are energy-related, while the same proportion (20%) estimate this expenditure to be over 30 percent. Interestingly, fully one-third (34%) of businesses are unable to estimate what proportion of their organizational costs is attributable to energy-related activities. (Table 7)

Percentage of Halifax Area Organizational Costs Are Energy-Related Expenditures

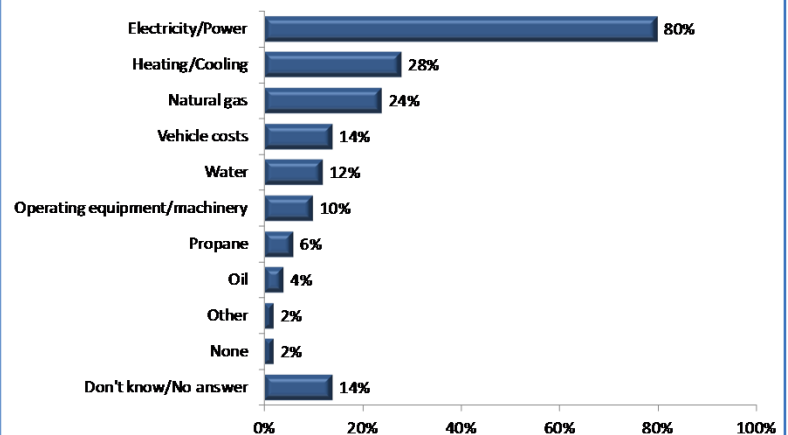


Q.7: The next question concerns only those operations of your organization that are located in the greater Halifax area. What percentage of your Halifax area organizational costs are energy-related expenditures? Please be as specific as possible. (n=50)

Energy-Related Expenses

- As may be expected, when asked to specify, unaided (that is, without a list being read to respondents), the type of expenditures that are included in their organization's energy-related expenses, electricity/power was recalled most often (80%), distantly followed by heating/cooling (28%) and natural gas (24%). Vehicle costs, water and operating equipment/machinery costs were each mentioned by at least one-in-ten businesses. Fewer businesses reported alternative 'energy-related' expenditures. (Table 8)

Specific Expenditures Included in Organization's Energy-Related Expenses



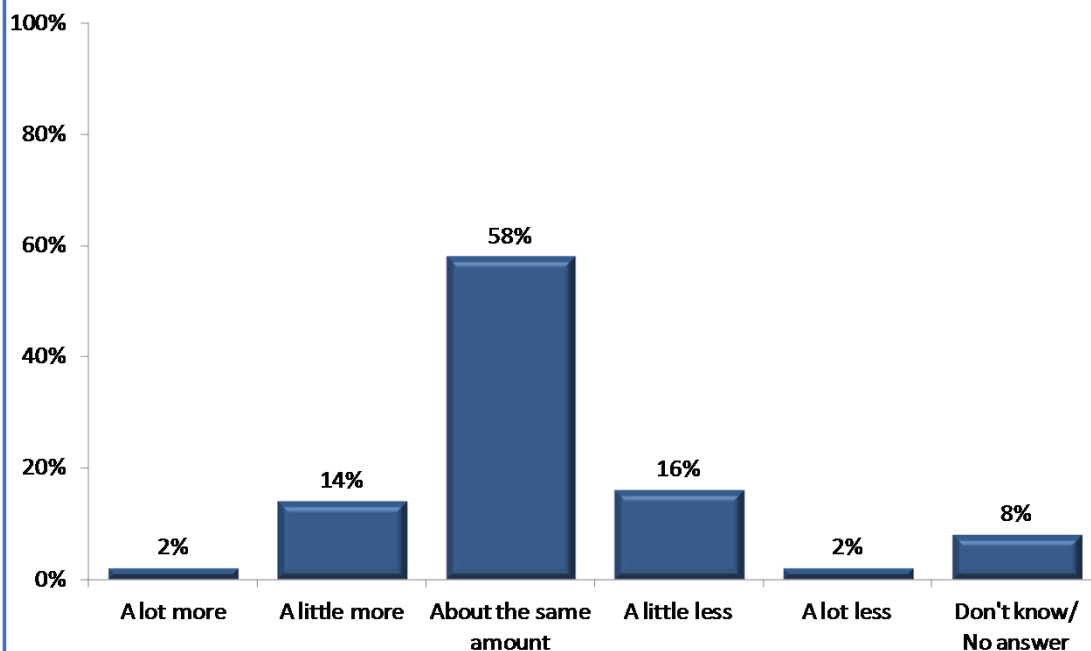
Q.8: What specific expenditures are included in your organization's energy-related expenses? That is, what items are considered to be 'energy-related' at your organization? PROBE: Anything else? (n=50)

Expected Level of Energy Consumption

Consumption of Energy in 2014 as compared to 2013

Currently, six-in-ten (58%) of businesses indicate that they expect the annual consumption of energy for their organization's Halifax operations to be about the same as compared to 12 months ago. Interestingly, while nearly two-in-ten (18%) believe their organization will consume *less* energy this year, nearly the same proportion of businesses (16%) believe their organization will consume *more* energy this year as compared to last year. (Table 9)

Consumption of Energy in 2014 Compared to 2013



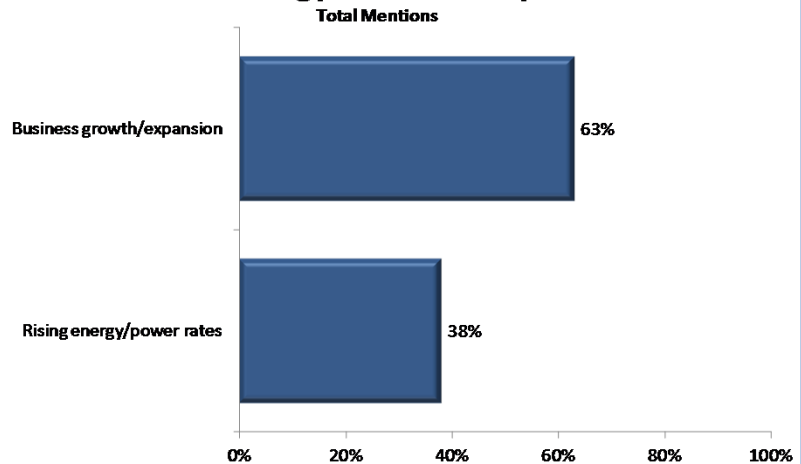
Q.9: This next question is about the amount consumed not the amount spent of energy that your organization's Halifax-area operations will likely consume in 2014 as compared to 2013. All things considered, will your organization likely consume [READ RESPONSES IN ORDER] energy this year as compared to last year? (n=50)

Expected Level of Energy Consumption

Reasons for Predicted Higher Energy Consumption

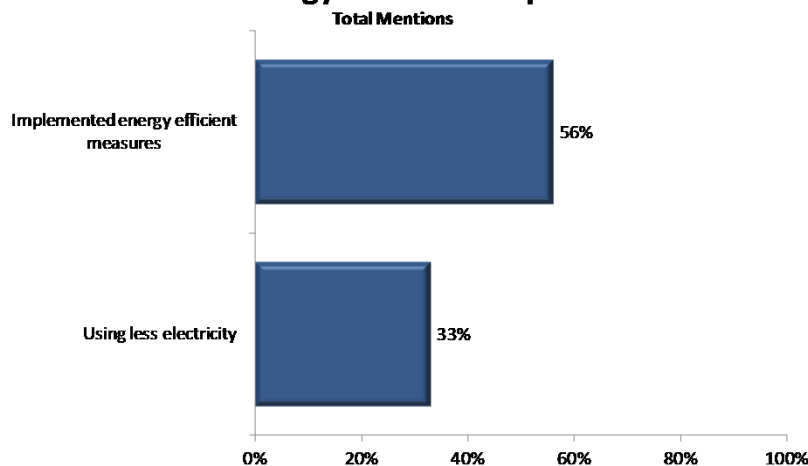
- Among the few businesses that predicted their organizational energy consumption would *increase* in 2014 (n=8), reasons cited for the increase were **business growth/expansion** and **rising energy/power rates**. (Table 10a)

Most Important Reason Your Organization Likely Will Consume More Energy in 2014 Compared with 2013



Q.10a: [POSE Q.10 ONLY IF 'A LOT MORE' OR 'A LITTLE MORE' IN Q.9] a. What is the single most important reason why your organization likely will consume [INSERT 'MORE' OR 'LESS' DEPENDING ON Q.9 RESPONSE] energy in 2014 compared with 2013? PROBE: b. Any other reasons? (n=8)* *Caution: Extremely small sample size.*

Most Important Reason Your Organization Likely Will Consume Less Energy in 2014 Compared with 2013



Q.10b: [POSE Q.10 ONLY IF 'A LITTLE LESS' OR 'A LOT LESS' IN Q.9] a. What is the single most important reason why your organization likely will consume [INSERT 'MORE' OR 'LESS' DEPENDING ON Q.9 RESPONSE] energy in 2014 compared with 2013? PROBE: b. Any other reasons? (n=9)* *Caution: Extremely small sample size.*

Reasons for Lower Energy Consumption

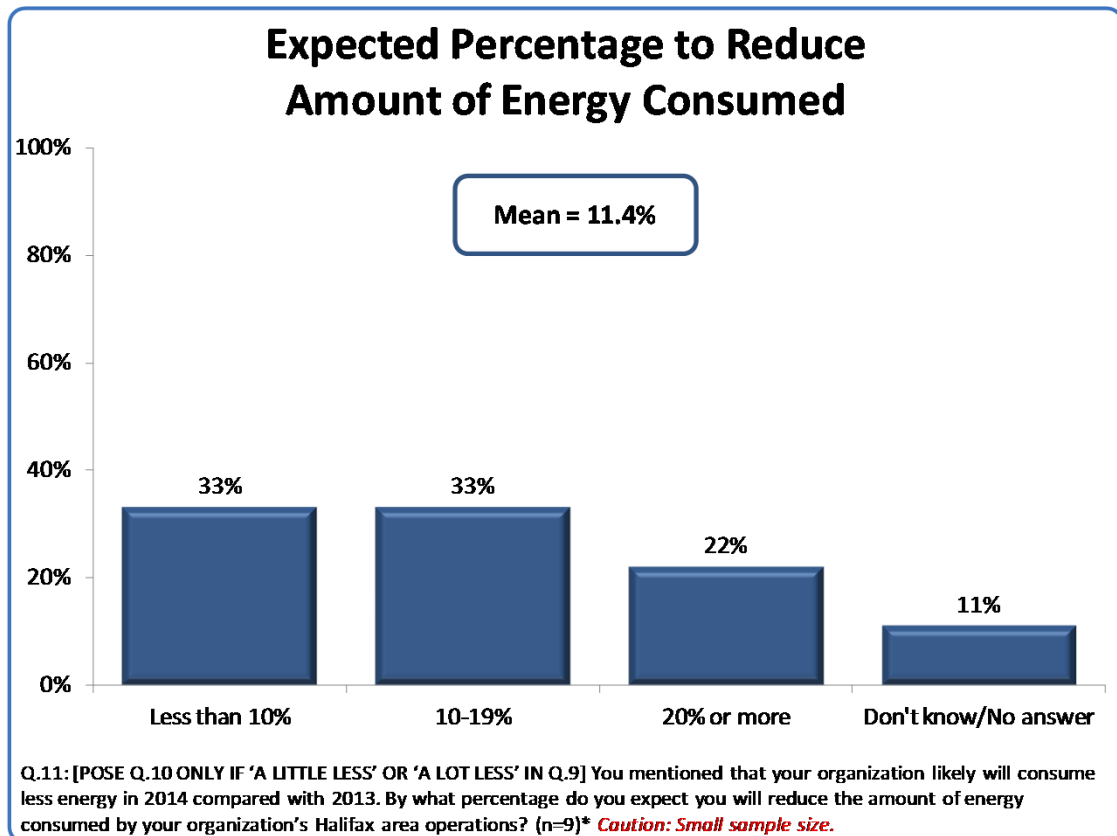
- Conversely, among the few businesses that predicted their energy consumption would *decrease* this year (n=9), the reasons cited for the predicted decrease were **implementation of energy efficient measures**, and **less electricity being used within the organization**. (Table 10b)

Note, extremely small sample sizes warrant caution in the interpretation of these results. (Tables 10a-b)

Reduced Energy Consumption

Those few businesses expecting lower energy consumption this year compared to 2013 were asked to estimate, unaided, the exact percentage by which they expect their energy consumption will decrease. On average, businesses indicated they expected their energy consumption to go down by approximately 11 percent.

As previously noted, however, the small sample size warrants caution in the interpretation of these results. (Table 11)



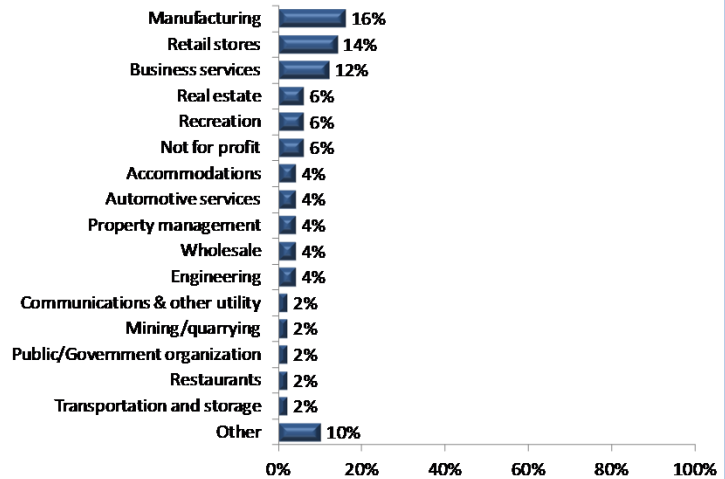
Classification Data

Line of Business, Sector, or Industry

The accompanying graph to the right provides a detailed listing of the industry or sector of the survey respondents.

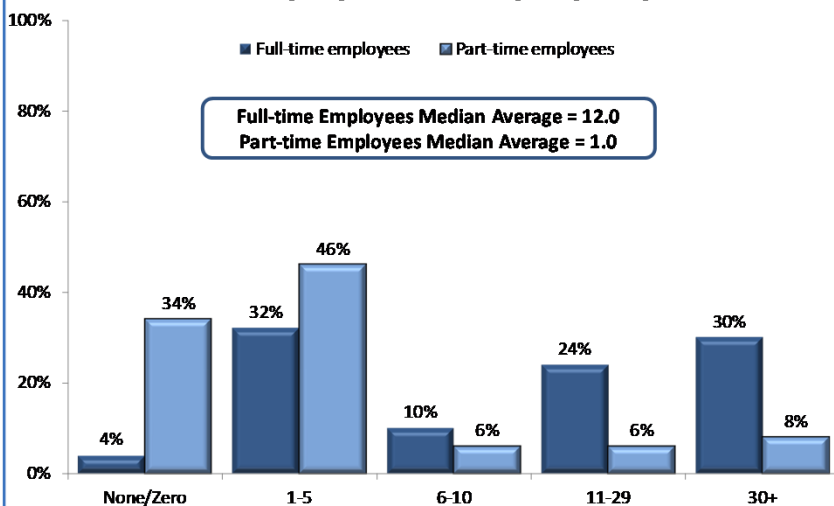
- Overall, manufacturing, retail and business services were mentioned most often. (Table 12)

Primary Line of Business, Sector, or Industry of Your Organization



Q.12: Can you tell me the primary line of business, the sector, or the industry of your organization in the Halifax area? (n=50)

Number of Employees at Company's Operations



Q.13: a. How many full-time employees, including yourself if applicable, currently work at your company's operations in the greater Halifax area? b. And how many part-time employees, including yourself if applicable, currently work at your company's operations in the greater Halifax area? (n=50)

Number of Employees

Respondents also were asked how many full-time and part-time employees, including themselves, currently work in their company's operations in the greater Halifax area.

- Overall, while the mean average number of full-time employees among respondent organizations was 79, the median average number was 12, indicating the presence of one or more large 'outliers.' (Tables 13a-b)

HALIFAX

Recommendations

❖ ***Halifax should take steps to increase awareness among its wider employer community of the Municipality's Community Energy Plan.***

Given that awareness of this Plan is low among what is positioned as an environmentally-sensitized population surveyed for the current research study, it could be assumed that awareness is lower still among the broader Halifax employer community. Moreover, it is evident from the employer population recently surveyed that energy issues are of considerable importance to them, and thus it is likely that the overall employer population in Halifax would be receptive to ideas emanating from the Municipality regarding how to develop and implement corporate energy-related initiatives.

❖ ***Halifax should leverage the inclination of employers in the Municipality to invest in renewable energy initiatives, to vigorously promote the merits of such investments.***

Fully eight-in-ten organizations surveyed express some degree of intention to invest in renewable energy or efficiency projects, provided it was evident that such projects offered longer term cost savings. While the sample of organizations recently surveyed cannot be construed as being representative of the overall Halifax employer community (being, as they are, a more 'environmentally sensitized' population), it is nonetheless likely that the larger employer community would also widely embrace energy-saving investments if cost-savings were attendant. Indeed, other organizations operating in the province and country have found receptive audiences for such initiatives. As such, Halifax take steps to more so work towards being near the 'front of the curve' as a 'green' Municipality.

HALIFAX REGIONAL MUNICIPALITY

2014 Community Energy Plan Study

TABLE 1:

Gender (by observation):

	OVERALL %	GENDER		AWARE OF PLAN		ENCOURAGED EMPLOYEES/TAKEN STEPS TO REDUCE		STAFF MEMBER RESPONSIBILITY		# OF FULL-TIME EMPLOYEES	
		Male	Female	Yes	No	Yes	No	Yes	No	10 or less	11+
Male	68	100	0	71	67	77	58	78	62	57	78
Female	32	0	100	29	33	23	42	22	38	43	22
SAMPLE SIZE (#)	50	34	16	17	33	30	19	23	26	23	27

TABLE 2:

Prior to today, were you aware that Halifax Regional Municipality has a Community Energy Plan?

	OVERALL %	GENDER		AWARE OF PLAN		ENCOURAGED EMPLOYEES/TAKEN STEPS TO REDUCE		STAFF MEMBER RESPONSIBILITY		# OF FULL-TIME EMPLOYEES	
		Male	Female	Yes	No	Yes	No	Yes	No	10 or less	11+
Yes, was aware	34	35	31	100	0	30	37	35	31	30	37
No, was not aware	66	65	69	0	100	70	63	65	69	70	63
SAMPLE SIZE (#)	50	34	16	17	33	30	19	23	26	23	27

TABLE 3a:

I am now going to read a series of energy issues, and please tell me if the issue is critically important, important but not critical, not very important, or not at all important to your organization and its operations in the Halifax area?

The price of energy for heating, lighting, production and other building-related uses.

	OVERALL %	GENDER		AWARE OF PLAN		ENCOURAGED EMPLOYEES/TAKEN STEPS TO REDUCE		STAFF MEMBER RESPONSIBILITY		# OF FULL-TIME EMPLOYEES	
		Male	Female	Yes	No	Yes	No	Yes	No	10 or less	11+
Critically important	80	79	81	71	85	80	79	87	73	83	78
Important but not critical	16	18	13	18	15	17	16	13	19	13	19
Not very important	2	0	6	6	0	0	5	0	4	4	0
Don't know/No answer	2	3	0	6	0	3	0	0	4	0	4
SAMPLE SIZE (#)	50	34	16	17	33	30	19	23	26	23	27
% Important (1-2)	96	97	94	88	100	97	95	100	92	96	96
% Not important (3-4)	2	0	6	6	0	0	5	0	4	4	0

HALIFAX REGIONAL MUNICIPALITY

2014 Community Energy Plan Study

TABLE 3b:

I am now going to read a series of energy issues, and please tell me if the issue is critically important, important but not critical, not very important, or not at all important to your organization and its operations in the Halifax area?

The availability of natural gas.

	OVERALL %	GENDER		AWARE OF PLAN		ENCOURAGED EMPLOYEES/TAKEN STEPS TO REDUCE		STAFF MEMBER RESPONSIBILITY		# OF FULL-TIME EMPLOYEES	
		Male	Female	Yes	No	Yes	No	Yes	No	10 or less	11+
Critically important	38	29	56	41	36	37	37	39	35	30	44
Important but not critical	48	59	25	53	45	53	42	48	50	43	52
Not very important	6	0	19	0	9	3	11	4	8	13	0
Not at all important	4	6	0	0	6	3	5	4	4	4	4
Don't know/No answer	4	6	0	6	3	3	5	4	4	9	0
SAMPLE SIZE (#)	50	34	16	17	33	30	19	23	26	23	27
% Important (1-2)	86	88	81	94	82	90	79	87	85	74	96
% Not important (3-4)	10	6	19	0	15	7	16	9	12	17	4

TABLE 3c:

I am now going to read a series of energy issues, and please tell me if the issue is critically important, important but not critical, not very important, or not at all important to your organization and its operations in the Halifax area?

The availability of energy from renewable sources.

	OVERALL %	GENDER		AWARE OF PLAN		ENCOURAGED EMPLOYEES/TAKEN STEPS TO REDUCE		STAFF MEMBER RESPONSIBILITY		# OF FULL-TIME EMPLOYEES	
		Male	Female	Yes	No	Yes	No	Yes	No	10 or less	11+
Critically important	40	32	56	41	39	43	32	39	38	43	37
Important but not critical	56	65	38	59	55	57	58	61	54	52	59
Not at all important	2	3	0	0	3	0	5	0	4	4	0
Don't know/No answer	2	0	6	0	3	0	5	0	4	0	4
SAMPLE SIZE (#)	50	34	16	17	33	30	19	23	26	23	27
% Important (1-2)	96	97	94	100	94	100	89	100	92	96	96
% Not important (3-4)	2	3	0	0	3	0	5	0	4	4	0

HALIFAX REGIONAL MUNICIPALITY

2014 Community Energy Plan Study

TABLE 3d:

I am now going to read a series of energy issues, and please tell me if the issue is critically important, important but not critical, not very important, or not at all important to your organization and its operations in the Halifax area?

The conservation of energy through reduced consumption.

	OVERALL %	GENDER		AWARE OF PLAN		ENCOURAGED EMPLOYEES/TAKEN STEPS TO REDUCE		STAFF MEMBER RESPONSIBILITY		# OF FULL-TIME EMPLOYEES	
		Male	Female	Yes	No	Yes	No	Yes	No	10 or less	11+
Critically important	68	65	75	76	64	67	68	78	58	65	70
Important but not critical	30	32	25	24	33	33	26	22	38	30	30
Not very important	2	3	0	0	3	0	5	0	4	4	0
SAMPLE SIZE (#)	50	34	16	17	33	30	19	23	26	23	27
% Important (1-2)	98	97	100	100	97	100	95	100	96	96	100
% Not important (3-4)	2	3	0	0	3	0	5	0	4	4	0

TABLE 3e:

I am now going to read a series of energy issues, and please tell me if the issue is critically important, important but not critical, not very important, or not at all important to your organization and its operations in the Halifax area?

Greenhouse gas emissions associated with energy consumption.

	OVERALL %	GENDER		AWARE OF PLAN		ENCOURAGED EMPLOYEES/TAKEN STEPS TO REDUCE		STAFF MEMBER RESPONSIBILITY		# OF FULL-TIME EMPLOYEES	
		Male	Female	Yes	No	Yes	No	Yes	No	10 or less	11+
Critically important	36	35	38	18	45	37	37	30	42	43	30
Important but not critical	56	56	56	82	42	57	53	65	46	48	63
Not at all important	2	3	0	0	3	0	5	0	4	4	0
Don't know/No answer	6	6	6	0	9	7	5	4	8	4	7
SAMPLE SIZE (#)	50	34	16	17	33	30	19	23	26	23	27
% Important (1-2)	92	91	94	100	88	93	89	96	88	91	93
% Not important (3-4)	2	3	0	0	3	0	5	0	4	4	0

HALIFAX REGIONAL MUNICIPALITY

2014 Community Energy Plan Study

TABLE 3a_e: Critically Important Rating Summary

I am now going to read a series of energy issues, and please tell me if the issue is critically important, important but not critical, not very important, or not at all important to your organization and its operations in the Halifax area?

	OVERALL %	GENDER		AWARE OF PLAN		ENCOURAGED EMPLOYEES/TAKEN STEPS TO REDUCE		STAFF MEMBER RESPONSIBILITY		# OF FULL-TIME EMPLOYEES	
		Male	Female	Yes	No	Yes	No	Yes	No	10 or less	11+
0 of 5	4	6	0	0	6	0	11	0	8	9	0
1 of 5	14	15	13	18	12	13	16	13	15	13	15
2 of 5	28	29	25	35	24	37	16	26	31	22	33
3 of 5	28	32	19	29	27	30	26	39	19	22	33
4 of 5	22	18	31	18	24	13	32	17	23	30	15
5 of 5	4	0	13	0	6	7	0	4	4	4	4
SAMPLE SIZE (#)	50	34	16	17	33	30	19	23	26	23	27

TABLE 4:

Yes or No, in the past year has your organization encouraged employees or taken steps to reduce the consumption of energy through the modification, redesign, or replacement of buildings, machinery, vehicles, or other assets of the organization?

	OVERALL %	GENDER		AWARE OF PLAN		ENCOURAGED EMPLOYEES/TAKEN STEPS TO REDUCE		STAFF MEMBER RESPONSIBILITY		# OF FULL-TIME EMPLOYEES	
		Male	Female	Yes	No	Yes	No	Yes	No	10 or less	11+
Yes	60	68	44	53	64	100	0	91	35	30	85
No	38	32	50	41	36	0	100	9	65	65	15
Don't know/No answer	2	0	6	6	0	0	0	0	0	4	0
SAMPLE SIZE (#)	50	34	16	17	33	30	19	23	26	23	27

TABLE 5:

Yes or No, does your organization have one or more staff members whose responsibility it is to work towards organizational energy conservation?

	OVERALL %	GENDER		AWARE OF PLAN		ENCOURAGED EMPLOYEES/TAKEN STEPS TO REDUCE		STAFF MEMBER RESPONSIBILITY		# OF FULL-TIME EMPLOYEES	
		Male	Female	Yes	No	Yes	No	Yes	No	10 or less	11+
Yes	46	53	31	47	45	70	11	100	0	17	70
No	52	47	63	47	55	30	89	0	100	78	30
Don't know/No answer	2	0	6	6	0	0	0	0	0	4	0
SAMPLE SIZE (#)	50	34	16	17	33	30	19	23	26	23	27

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TABLE 6:

And would your organization definitely, probably, probably not, or definitely not invest in renewable energy or efficiency projects if there were longer term cost savings?

	OVERALL %	GENDER		AWARE OF PLAN		ENCOURAGED EMPLOYEES/TAKEN STEPS TO REDUCE		STAFF MEMBER RESPONSIBILITY		# OF FULL-TIME EMPLOYEES	
		Male	Female	Yes	No	Yes	No	Yes	No	10 or less	11+
Definitely	54	56	50	53	55	70	26	74	35	35	70
Probably	30	29	31	18	36	30	32	22	38	39	22
Probably not	12	12	13	29	3	0	32	4	19	22	4
Don't know/No answer	4	3	6	0	6	0	11	0	8	4	4
SAMPLE SIZE (#)	50	34	16	17	33	30	19	23	26	23	27
% Definitely/Probably (1-2)	84	85	81	71	91	100	58	96	73	74	93
% Probably/Definitely not (3-4)	12	12	13	29	3	0	32	4	19	22	4

TABLE 7:

The next question concerns only those operations of your organization that are located in the greater Halifax area. What percentage of your Halifax area organizational costs are energy-related expenditures?

	OVERALL %	GENDER		AWARE OF PLAN		ENCOURAGED EMPLOYEES/TAKEN STEPS TO REDUCE		STAFF MEMBER RESPONSIBILITY		# OF FULL-TIME EMPLOYEES	
		Male	Female	Yes	No	Yes	No	Yes	No	10 or less	11+
Less than 10	26	29	19	24	27	20	37	17	35	35	19
10-29	20	24	13	24	18	20	21	22	19	26	15
30+	20	15	31	18	21	27	11	26	15	17	22
Don't know/No answer	34	32	38	35	33	33	32	35	31	22	44
SAMPLE SIZE (#)	50	34	16	17	33	30	19	23	26	23	27
MEAN	23.4	21.5	27.7	22.7	23.7	28.2	16.0	29.0	18.7	19.2	28.4
MEDIAN	15.0	15.0	20.0	20.0	12.5	20.0	5.0	20.0	7.5	10.0	20.0

Responses of Don't know/No answer are excluded from calculation of the mean & median.

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TABLE 8:

What specific expenditures are included in your organization's energy-related expenses? That is, what items are considered to be 'energy-related' at your organization? Anything else?

	OVERALL %	GENDER		AWARE OF PLAN		ENCOURAGED EMPLOYEES/TAKEN STEPS TO REDUCE		STAFF MEMBER RESPONSIBILITY		# OF FULL-TIME EMPLOYEES	
		Male	Female	Yes	No	Yes	No	Yes	No	10 or less	11+
Electricity/Power	80	82	75	76	82	87	74	83	81	70	89
Heating/Cooling	28	32	19	29	27	37	16	30	27	22	33
Natural gas	24	26	19	24	24	37	5	39	12	4	41
Vehicle costs	14	21	0	12	15	20	5	22	8	13	15
Water	12	15	6	12	12	17	5	9	15	9	15
Operating equipment/machinery	10	12	6	6	12	10	11	9	12	9	11
Propane	6	6	6	6	6	3	11	4	8	4	7
Oil	4	3	6	0	6	7	0	0	8	4	4
Other	2	0	6	0	3	3	0	4	0	4	0
None	2	3	0	0	3	0	5	0	4	4	0
Don't know/No answer	14	12	19	24	9	10	16	13	12	17	11
SAMPLE SIZE (#)	50	34	16	17	33	30	19	23	26	23	27

TABLE 9:

This next question is about the amount consumed not the amount spent of energy that your organization's Halifax-area operations will likely consume in 2014 as compared to 2013. All things considered, will your organization likely consume a lot more, a little more, about the same amount, a little less, or a lot less energy this year as compared to last year?

	OVERALL %	GENDER		AWARE OF PLAN		ENCOURAGED EMPLOYEES/TAKEN STEPS TO REDUCE		STAFF MEMBER RESPONSIBILITY		# OF FULL-TIME EMPLOYEES	
		Male	Female	Yes	No	Yes	No	Yes	No	10 or less	11+
A lot more	2	3	0	0	3	0	5	0	4	4	0
A little more	14	12	19	24	9	20	5	17	12	9	19
About the same amount	58	62	50	41	67	50	74	48	69	61	56
A little less	16	18	13	24	12	20	11	22	12	13	19
A lot less	2	3	0	0	3	3	0	4	0	4	0
Don't know/No answer	8	3	19	12	6	7	5	9	4	9	7
SAMPLE SIZE (#)	50	34	16	17	33	30	19	23	26	23	27
% More (1-2)	16	15	19	24	12	20	11	17	15	13	19
% Less (4-5)	18	21	13	24	15	23	11	26	12	17	19

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TABLE 10a: FIRST MENTION

[IF A LOT MORE OR A LITTLE MORE IN Q.9] What is the single most important reason why your organization likely will consume MORE energy in 2014 compared with 2013?

	OVERALL %	GENDER		AWARE OF PLAN		ENCOURAGED EMPLOYEES/TAKEN STEPS TO REDUCE		STAFF MEMBER RESPONSIBILITY		# OF FULL-TIME EMPLOYEES	
		Male	Female	Yes	No	Yes	No	Yes	No	10 or less	11+
Business growth/expansion	63	100	0	100	25	67	50	75	50	33	80
Rising energy/power rates	38	0	100	0	75	33	50	25	50	67	20
SAMPLE SIZE (#)	8	5	3	4	4	6	2	4	4	3	5

TABLE 10a: TOTAL MENTIONS

[IF A LOT MORE OR A LITTLE MORE IN Q.9] What is the single most important reason why your organization likely will consume MORE energy in 2014 compared with 2013? Any other reasons?

	OVERALL %	GENDER		AWARE OF PLAN		ENCOURAGED EMPLOYEES/TAKEN STEPS TO REDUCE		STAFF MEMBER RESPONSIBILITY		# OF FULL-TIME EMPLOYEES	
		Male	Female	Yes	No	Yes	No	Yes	No	10 or less	11+
Business growth/expansion	63	100	0	100	25	67	50	75	50	33	80
Rising energy/power rates	38	0	100	0	75	33	50	25	50	67	20
SAMPLE SIZE (#)	8	5	3	4	4	6	2	4	4	3	5

TABLE 10b: FIRST MENTION

[IF A LITTLE LESS OR A LOT LESS IN Q.9] What is the single most important reason why your organization likely will consume LESS energy in 2014 compared with 2013?

	OVERALL %	GENDER		AWARE OF PLAN		ENCOURAGED EMPLOYEES/TAKEN STEPS TO REDUCE		STAFF MEMBER RESPONSIBILITY		# OF FULL-TIME EMPLOYEES	
		Male	Female	Yes	No	Yes	No	Yes	No	10 or less	11+
Implemented energy efficient measures	56	57	50	0	100	71	0	67	33	50	60
Using less electricity	33	43	0	75	0	29	50	33	33	25	40
Electric heaters	11	0	50	25	0	0	50	0	33	25	0
SAMPLE SIZE (#)	9	7	2	4	5	7	2	6	3	4	5

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TABLE 10b: TOTAL MENTIONS

[IF A LITTLE LESS OR A LOT LESS IN Q.9] What is the single most important reason why your organization likely will consume LESS energy in 2014 compared with 2013? Any other reasons?

	OVERALL %	GENDER		AWARE OF PLAN		ENCOURAGED EMPLOYEES/TAKEN STEPS TO REDUCE		STAFF MEMBER RESPONSIBILITY		# OF FULL-TIME EMPLOYEES	
		Male	Female	Yes	No	Yes	No	Yes	No	10 or less	11+
Implemented energy efficient measures	56	57	50	0	100	71	0	67	33	50	60
Using less electricity	33	43	0	75	0	29	50	33	33	25	40
Electric heaters	11	0	50	25	0	0	50	0	33	25	0
SAMPLE SIZE (#)	9	7	2	4	5	7	2	6	3	4	5

TABLE 11:

[IF A LITTLE LESS OR A LOT LESS IN Q.9] You mentioned that your organization likely will consume less energy in 2014 compared with 2013. By what percentage do you expect you will reduce the amount of energy consumed by your organization's Halifax area operations?

	OVERALL %	GENDER		AWARE OF PLAN		ENCOURAGED EMPLOYEES/TAKEN STEPS TO REDUCE		STAFF MEMBER RESPONSIBILITY		# OF FULL-TIME EMPLOYEES	
		Male	Female	Yes	No	Yes	No	Yes	No	10 or less	11+
Less than 10	33	14	100	25	40	29	50	33	33	50	20
10-19	33	43	0	50	20	43	0	33	33	0	60
20+	22	29	0	25	20	14	50	17	33	50	0
Don't know/No answer	11	14	0	0	20	14	0	17	0	0	20
SAMPLE SIZE (#)	9	7	2	4	5	7	2	6	3	4	5
MEAN	11.4	13.8	4.0	10.8	12.0	11.3	11.5	11.6	11.0	14.5	8.3
MEDIAN	10.0	10.0	4.0	10.0	7.5	10.0	11.5	10.0	10.0	12.5	10.0

Responses of Don't know/No answer are excluded from calculation of the mean & median.

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TABLE 12:

Can you tell me the primary line of business, the sector, or the industry of your organization in the Halifax area?

	OVERALL %	GENDER		AWARE OF PLAN		ENCOURAGED EMPLOYEES/TAKEN STEPS TO REDUCE		STAFF MEMBER RESPONSIBILITY		# OF FULL-TIME EMPLOYEES	
		Male	Female	Yes	No	Yes	No	Yes	No	10 or less	11+
Manufacturing	16	18	13	24	12	20	11	17	15	9	22
Retail stores	14	18	6	12	15	17	11	22	8	22	7
Business services	12	12	13	0	18	10	16	13	12	17	7
Real estate	6	3	13	12	3	7	0	0	8	9	4
Recreation	6	6	6	6	6	0	16	0	12	13	0
Not for profit	6	6	6	6	6	0	16	0	12	13	0
Accommodations	4	0	13	0	6	7	0	9	0	0	7
Automotive services	4	6	0	6	3	3	5	4	4	0	7
Property management	4	0	13	0	6	7	0	4	4	4	4
Wholesale	4	6	0	6	3	3	5	4	4	4	4
Engineering	4	6	0	6	3	7	0	0	8	0	7
Communication & Other utility	2	3	0	0	3	0	5	4	0	0	4
Mining/quarrying	2	3	0	6	0	3	0	4	0	0	4
Public/Government organization	2	3	0	6	0	3	0	4	0	0	4
Restaurants	2	0	6	0	3	0	5	0	4	0	4
Transportation and storage	2	0	6	6	0	0	5	0	4	4	0
Other	10	12	6	6	12	13	5	13	8	4	15
SAMPLE SIZE (#)	50	34	16	17	33	30	19	23	26	23	27

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TABLE 13a:

How many full-time employees, including yourself if applicable, currently work at your company's operations in the greater Halifax area?

	OVERALL %	GENDER		AWARE OF PLAN		ENCOURAGED EMPLOYEES/TAKEN STEPS TO REDUCE		STAFF MEMBER RESPONSIBILITY		# OF FULL-TIME EMPLOYEES	
		Male	Female	Yes	No	Yes	No	Yes	No	10 or less	11+
None/Zero	4	0	13	6	3	0	5	0	4	9	0
1-5	32	29	38	35	30	10	68	9	54	70	0
6-10	10	9	13	0	15	13	5	9	12	22	0
11-29	24	26	19	29	21	33	11	39	12	0	44
30+	30	35	19	29	30	43	11	43	19	0	56
SAMPLE SIZE (#)	50	34	16	17	33	30	19	23	26	23	27
MEAN	79.4	106.8	21.2	37.9	100.8	126.9	8.6	73.8	87.4	3.7	143.9
MEDIAN	12.0	20.0	5.5	20.0	12.0	23.5	5.0	25.0	5.0	3.0	30.0

Responses of Don't know/No answer are excluded from calculation of the mean & median.

TABLE 13b:

And how many part-time employees, including yourself if applicable, currently work at your company's operations in the greater Halifax area?

	OVERALL %	GENDER		AWARE OF PLAN		ENCOURAGED EMPLOYEES/TAKEN STEPS TO REDUCE		STAFF MEMBER RESPONSIBILITY		# OF FULL-TIME EMPLOYEES	
		Male	Female	Yes	No	Yes	No	Yes	No	10 or less	11+
None/Zero	34	35	31	41	30	30	42	26	42	30	37
1-5	46	44	50	41	48	40	53	39	50	61	33
6-10	6	6	6	6	6	7	5	9	4	9	4
11-29	6	6	6	6	6	10	0	13	0	0	11
30+	8	9	6	6	9	13	0	13	4	0	15
SAMPLE SIZE (#)	50	34	16	17	33	30	19	23	26	23	27
MEAN	7.8	8.9	5.4	6.4	8.6	11.7	2.0	10.6	5.7	2.5	12.4
MEDIAN	1.0	1.5	1.0	1.0	2.0	2.5	1.0	3.0	1.0	1.0	2.0

Responses of Don't know/No answer are excluded from calculation of the mean & median.