



COMMUNITY ENERGY EFFICIENCY PROGRAM (CEEP)

PROGRAM GUIDE

WORKING TOGETHER WITH
ENERGY EFFICIENCY IN MIND.





WELCOME

Municipalities in Manitoba have a strong role to play as leaders in energy efficiency. The Community Energy Efficiency Program offers financial and technical support for municipalities to hire and train an Energy Advocate to encourage participation in Efficiency Manitoba’s energy efficiency programs and to create a culture of conservation aimed at reducing energy use to achieve bill savings. The program supports local economic development as it relates to energy efficiency.

The program provides two years of funding to eligible municipalities that hire a Community Energy Advocate, covering 80% of the advocates salary up to a maximum of \$40,000 each year. The advocate is employed by the municipality but works in conjunction with Efficiency Manitoba staff to understand and improve energy efficiency actions in the community.

The advocate has direct access to Efficiency Manitoba program staff and technical experts who assist with training on how to identify energy efficiency opportunities and make use of the programs. Over the two-year period, Efficiency Manitoba provides extensive support and guidance for the advocate.

The advocate position is intended to be flexible with a schedule that is best structured to meet the energy efficiency goals and objectives set out by the community.

Goals of the Program

- Reduce energy consumption in a community
- Develop understanding of energy use and requirements
- Identify energy saving opportunities in a community
- Set energy efficiency goals and develop a comprehensive action plan to achieve them
- Encourage long-term sustainability
- Build resiliency to climate change

Eligibility

- Municipalities recognized under The Municipal Act
- Municipalities who have demonstrated that they have committed to energy efficiency or sustainability initiatives

Funding

	Year One	Year Two
Population > 5,000	80% of Advocate’s salary to a maximum of \$40,000	80% of Advocate’s salary to a maximum of \$40,000
Population < 5,000	80% of Advocate’s salary to a maximum of \$25,000	80% of Advocate’s salary to a maximum of \$25,000

* Only one position can be funded per Municipality or partnership.

Funding is released to the Municipality after the funding agreement is signed.

Partnership Opportunities

Municipalities are encouraged to partner together to submit a co-application for funding. One municipality applies as the primary applicant and is responsible for signing the funding agreement. The primary applicant receives the funding on behalf of the co-applicant(s). By partnering together with other municipalities, you can further justify the advocate position. If your partnership is awarded funding we may ask to see the partnership agreement(s). Partnerships can also help smaller communities reach a population >5,000.



Expectations

- The municipality hires an Energy Advocate with guidance from Efficiency Manitoba.
- The advocate works for the municipality who provides them with a desk and the resources required to succeed in their role.
- The advocate works alongside the municipality to set and communicate the community energy efficiency targets and objectives.
- The advocate participates in frequent training sessions with Efficiency Manitoba.
- Efficiency Manitoba provides the community and the advocate with a community energy profile and together evaluate the current energy consumption data as a starting point to direct energy efficiency efforts.
- The advocate creates a Community Energy Efficiency Plan that aligns with the municipality's energy efficiency goals using Efficiency Manitoba's programs as a foundation to energy reduction.
- The plan may include an overview and timeline to address groups, promote or present opportunities; schedule upgrades, and address other efficiency or sustainability goals.
- The Advocate will seek additional project funding opportunities outside of Efficiency Manitoba.
- The advocate coordinate with Efficiency Manitoba to ensure marketing initiatives coincide with their activities.
- Funding can be used towards either an individual or a consultant to implement the Community Energy Efficiency Plan.

How to participate

1. Submit your completed application along with a council endorsing document
2. Receive funding approval
3. Hire Energy Advocate with guidance from Efficiency Manitoba
4. Have advocate create and deliver energy efficiency plan
5. Save energy and money!

If you are not selected this year

If you are not selected for funding an advocate position this year, we would still like to work with you to improve energy efficiency activities in your area! Please don't hesitate to contact us at any time with questions about energy efficiency and our various programs.

*For more information visit efficiencymb.ca/community/community-efficiency or send us an email at energyteam@efficiencyMB.ca

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