

UBC SUSTAINABILITY SCHOLARS PROGRAM
Summer 2018

Research project title

Understanding the Residential Builder Sector in BC

Goal or Operations Plan objective

Market Segmentation and strategic outreach recommendations for residential builders in BC

Long Term Goal: Market transformation towards high performance residential new construction

Outline scope of project and why it is of value to your organization. Describe how and when the scholar's work will be actionable.

- Document and review existing residential builder licenses and statistics in BC in order to inform market segmentation opportunities, including (but not limited to):
 - Annual residential builder activity
 - Participation in professional development certified events
 - Company size and regional scope
 - High performance construction records
 - Other data as available
- Work with project partners (BC Housing, CHBA BC) and residential builder representatives to identify and formulate market segmentation approaches (e.g. size of operation, geographical scope, number of new builds annually, number of builders obtaining energy efficiency ratings, etc.) that would support more strategic outreach, education and training opportunities for different builder segments on high performance new construction, including sessions related to the BC Energy Step Code
- Research how other builder associations in Canada and globally are undertaking builder education and training, and finding what lessons we can learn from other leaders in this area.
- Formulate strategic recommendations to project partners for future outreach, training and education initiatives for the residential building sector in BC and opportunities to better track education and implementation successes.
- The Sustainability Scholar will participate in builder training events hosted by project partners.

Deliverables

- A project kick-off meeting and project plan outlining the proposed research methods and approach
- A mid-project report containing a summary of reviewed data and research findings, including market segmentation recommendations
- A final report, containing a summary of completed work with recommendations, complemented by a final presentation to key stakeholders.
- Executive Summary for the UBC Sustainability Scholars online project library.

Time Commitment

- This project will take **250*** hours to complete.
- This project must be completed between April 30 and **July 31, 2018**, however may be adjusted based on student availability
- The scholar is to complete hours between Monday to Friday, 9am to 5pm. Approx. 20 hours per week.
- The main work location is BC Hydro at 333 Dunsmuir, Vancouver. Occasional work may be performed out of BC Housing's offices at 4555 Kingsway, Burnaby for accessing builder data. Remote work may be acceptable with regular in-person check-ins throughout the project.
- The scholar may be asked to participate in meetings or special events if feasible as part of this research project.

Submit applications here: <http://bit.ly/2DC2jpP>

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Skill set/background required/preferred

- ✓ Excellent research and writing skills.
- ✓ Experience conducting stakeholder engagement events, including facilitation skills, is an asset.
- ✓ Strong writing skills
- ✓ Familiarity with research methodologies and survey techniques
- ✓ Community engagement experience
- ✓ Strong analytical skills
- ✓ Ability to work independently
- ✓ Deadline oriented
- ✓ Project management and organizational skills
- ✓ Familiarity with qualitative research methodologies and implementation
- ✓ Familiarity with quantitative research methodologies and implementation
- ✓ Familiarity with behaviour change theories and implementation
- ✓ Comfortable interacting with strangers to conduct public/in person surveys or interviews
- ✓ Interest in the BC residential builder sector, experience working with the BC residential builder sector is considered an asset.
- ✓ Experience with or understanding of strategic planning
- ✓ Familiarity with or understanding of the BC Energy Step Code and/or environmental building programs such as ENERGYSTAR For New Homes (ESNH), R-2000, Net Zero Energy (Ready) or Passive House

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