

Research project title

Understanding and communicating resale values of high performance homes in select Vancouver Island Communities

Goal or Operations Plan objective

Compile and analyze available data on energy assessments and home sales associated with projects going through the Realtor Energy Efficiency Program (REEP) on Vancouver Island
Strategic outreach recommendations for REALTORS® and residential builders in BC
Long Term Goal: Market transformation towards engagement of REALTORS® and builders in high performance homes

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

- Compile data by Vancouver Island community of energy assessments completed under the REEP program in 2014 and 2015; to include the initial assessment scores, home improvements undertaken, value of incentives and rebates accessed, and final assessment scores
- In partnership with VIREB, layer those homes who completed an energy assessment under the REEP program with Multiple Listing Service (MLS) for home sales, in order to:
 - Understand the change in home value and whether home resale values have been impacted by energy improvements
 - Understand the impact of BC Hydro and Fortis incentives delivered on Vancouver Island on retrofit activities in participating communities
- Assist project partners to identify and create marketing tools that would support more strategic outreach, education and training opportunities for REALTORS® on high performance homes, including specific marketing consumer-facing content for REALTORS® related to the BC Energy Step Code and the value of energy assessments and improvements.
- Formulate strategic recommendations to project partners for future outreach and data analysis initiatives for the REEP Program
- The Sustainability Scholar will participate in both REALTOR® and 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 marketing suggestions
- 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.
- Work location is negotiable. VIREB is based in Nanaimo and there is an opportunity to work from the VIREB office. Remote work may be acceptable with regular in-person check-ins throughout the project.
- Attend the full day VIREB Pro-D day event on Friday April 27, 2018 in Nanaimo.

Skill set/background required/preferred

- ✓ Excellent research and writing skills.
- ✓ Experience conducting stakeholder engagement, including facilitation skills, is an asset.

- ✓ Strong writing skills
- ✓ Strong analytical skills
- ✓ Ability to work independently
- ✓ Deadline oriented
- ✓ Project management and organizational skills
- ✓ Familiarity with qualitative research methodologies and implementation
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- ✓ Marketing and Communications Skills
- ✓ Interest in residential real estate sector and energy efficiency in homes